

## SEAFOOD PROGRESS: WALMART CANADA



Legacy report of this retailer's Seafood Progress profile as published in July 2019.

*Report generated on: August 8th, 2019*

### REPORTING PERIOD

June 2019 - May 2020

### LOCATION

Throughout Canada (except for Nunavut)

### NUMBER OF STORES

Over 400

### GROSS REVENUE

Over \$30 billion

### WEBSITE

<http://www.walmart.ca>

## RETAILER SNAPSHOT

Walmart Canada's sustainable seafood commitment states that by 2025 (subject to "price, availability, quality, customer demand, and unique regulatory environments") all its fresh and frozen seafood, and canned tuna, will be from:

- fisheries certified by the Marine Stewardship Council (MSC), or
- farms certified by Best Aquaculture Practices (BAP), or
- producers certified by an equivalent program that follows FAO Guidelines and is recognized by the Global Sustainable Seafood Initiative, or
- fisheries or farms that are participating in credible improvement projects and/or are working towards achieving certifications.

SeaChoice commends Walmart Canada for publicly disclosing key sustainability information for all of its fresh and frozen wild-caught seafood products through the [Ocean Disclosure Project](#). Walmart Canada is the first Canadian retailer to publish this information on the Ocean Disclosure Project, and at the time of publishing this profile, the only one.

Walmart has an extensive and detailed [Responsible Sourcing Program](#) and suppliers throughout the supply chain are expected to adhere to its standards regarding the ethical treatment of workers, workplace safety, and business practices. These standards are verified by social, safety and environmental compliance audits following a risk-based approach.

Building on this good supply chain engagement, SeaChoice recommends that Walmart Canada work to improve the labelling of the seafood products it sells to include information like species' scientific names, geographic origin and harvest method. SeaChoice also encourages Walmart Canada to start reporting on its progress towards meeting its sustainable seafood commitment. Including a description of Walmart's sustainable seafood commitment in store and in its e-commerce site would also help increase transparency and raise consumers' awareness of these important issues.

In the process of developing this profile, SeaChoice corresponded with Walmart Canada manager of sustainability, and with Walmart's environmental NGO partner, Sustainable Fisheries Partnership.

## STEP 1: DOES THE RETAILER HAVE A COMPREHENSIVE COMMITMENT ON SUSTAINABLE SEAFOOD?





Does the policy include time-bound objectives for addressing environmental issues, social concerns and traceability?

The step score is based on the average of Step 1 key performance indicators (KPIs, or step elements) listed below; click the + signs for more detailed information.

Note that the KPIs changed from 2018 to 2019 to move the assessment of retailers' traceability commitments from a stand-alone KPI to a component of the scoring for the KPIs relating to environmental and social commitments.

If it looks like you are only seeing the score for one year it is because the score did not change from year to year. Try clicking off the 'June 2019' button below the score bar.

**STEP ELEMENTS**

**1.1 Has a publicly available commitment or policy to source more environmentally sustainable seafood**

Walmart Canada

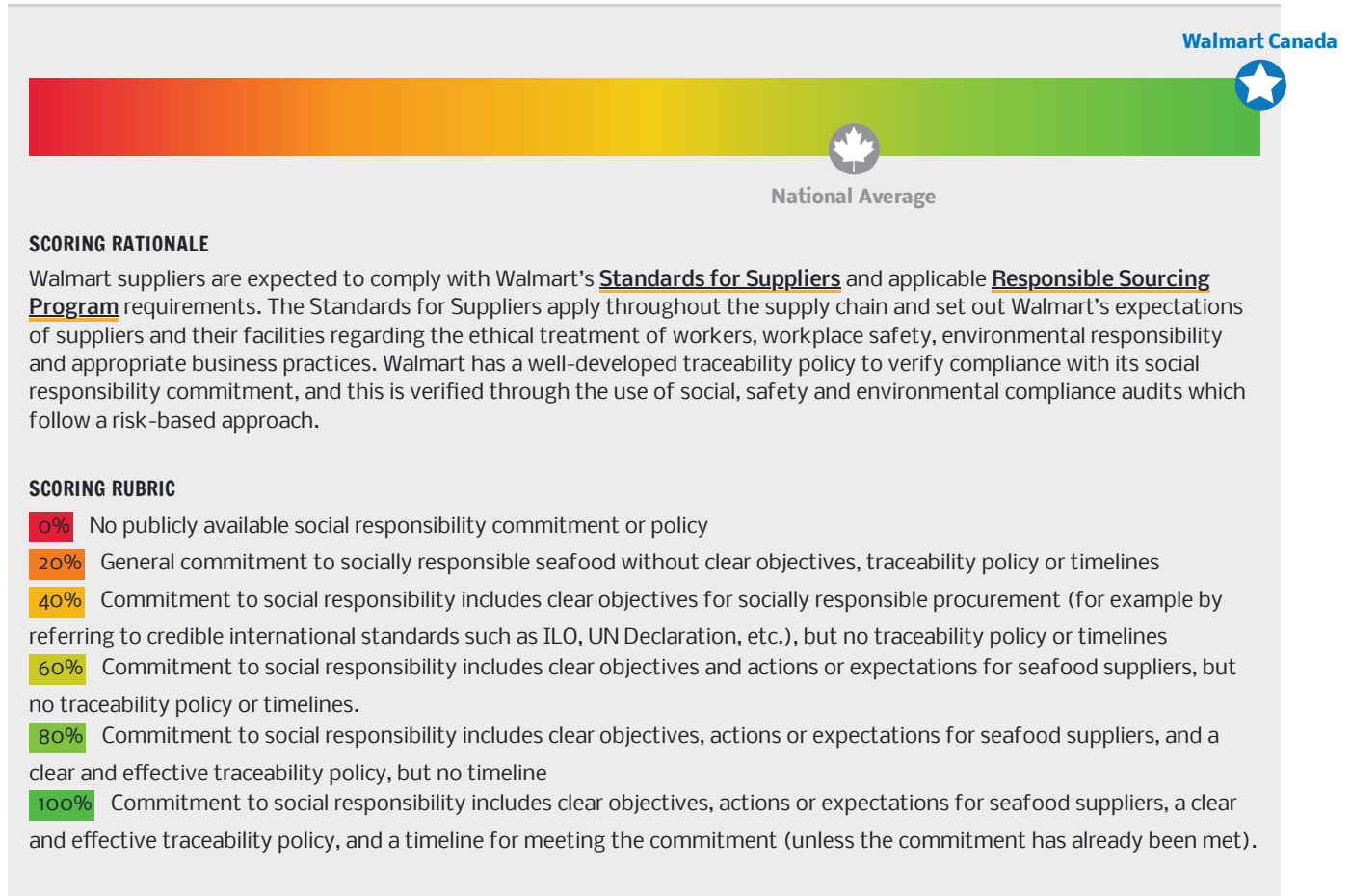
**SCORING RATIONALE**

Walmart Canada's sustainable seafood commitment is that by 2025, all suppliers of its fresh and frozen (farmed and wild) seafood products, and canned tuna, are sourced from fisheries or farms certified as sustainable by the Marine Stewardship Council (MSC) or Best Aquaculture Practices (BAP), or by an equivalent program that follows FAO Guidelines and is recognized by the Global Sustainable Seafood Initiative, and has traceability in place to support this commitment. Walmart is also committed to sourcing from fisheries or farms that are actively working towards certification, or fisheries or farms that are engaged in improvement projects that have "definitive and ambitious goals, measurable metrics and time bound milestones". The achievement of this commitment is subject to "price, availability, quality, customer demand, and unique regulatory environments".

**SCORING RUBRIC**

- 0% No publicly available environmental sustainability commitment or policy
- 20% General commitment to environmentally sustainable seafood without clear objectives, traceability policy or timelines
- 40% Commitment to environmental sustainability that includes clear objectives for sustainable procurement, but no traceability policy or timelines
- 60% Commitment to environmental sustainability includes clear objectives that are supported by references to credible standards (such as Seafood Watch or Ocean Wise rankings, eco-certifications, etc.), but no traceability policy or timelines
- 80% Commitment to environmental sustainability includes clear objectives that are supported by references to credible standards and a clear and effective traceability policy, but no timeline
- 100% Commitment to environmental sustainability includes clear objectives that are supported by references to credible standards, a clear and effective traceability policy, and a timeline for meeting the commitment (unless the commitment has already been met).

## 1.2 Has a publicly available commitment or policy to source more socially responsible seafood



## STEP 2: IS THE RETAILER COLLECTING DATA TO SUPPORT THEIR COMMITMENT?



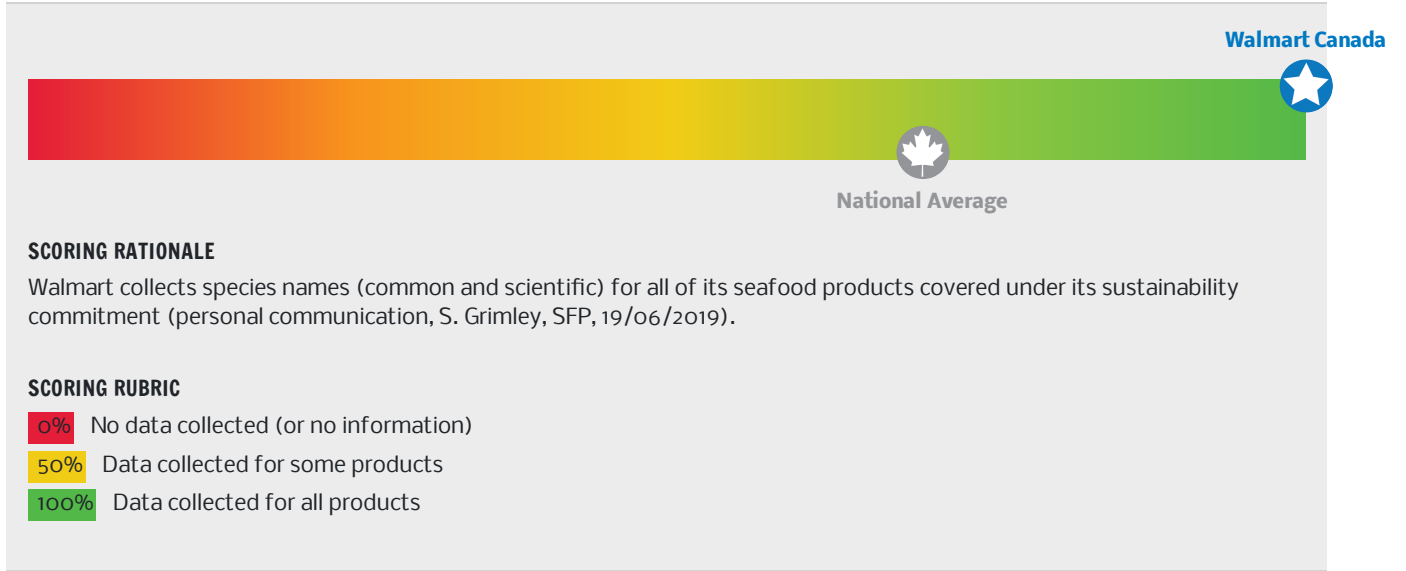
What information is the retailer collecting to monitor the environmental and social sustainability of their seafood products?

The step score is based on the average of Step 2 key performance indicators (KPIs, or step elements) listed below; click the + signs for more detailed information.

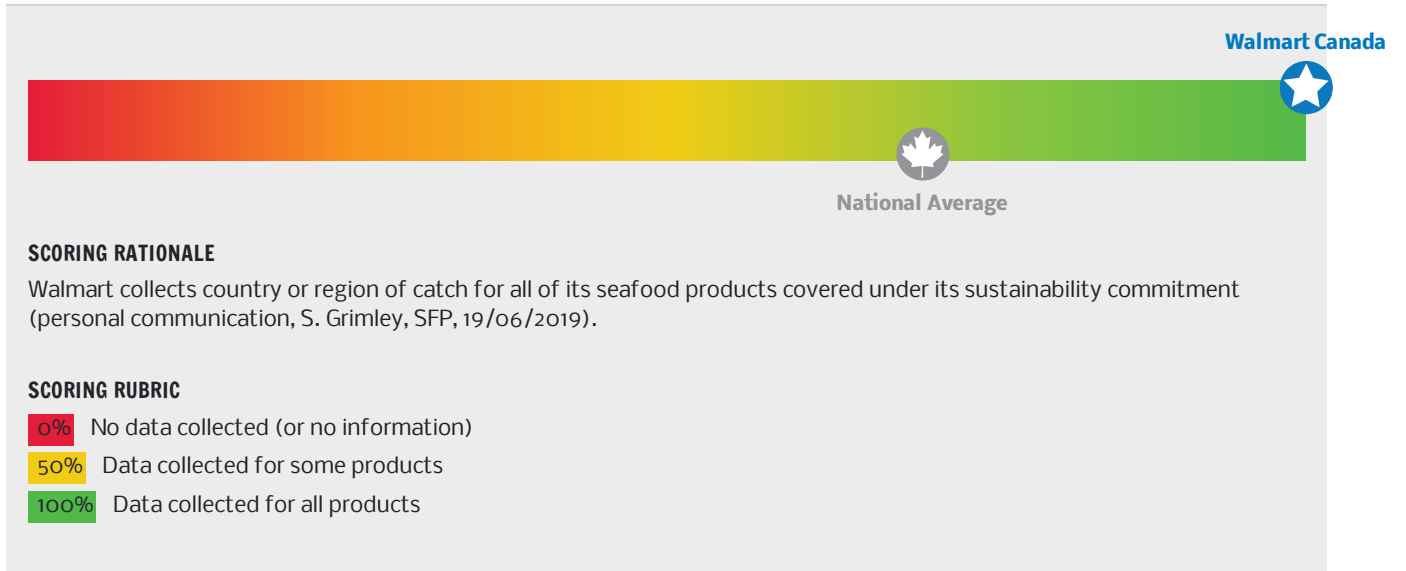
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### STEP ELEMENTS

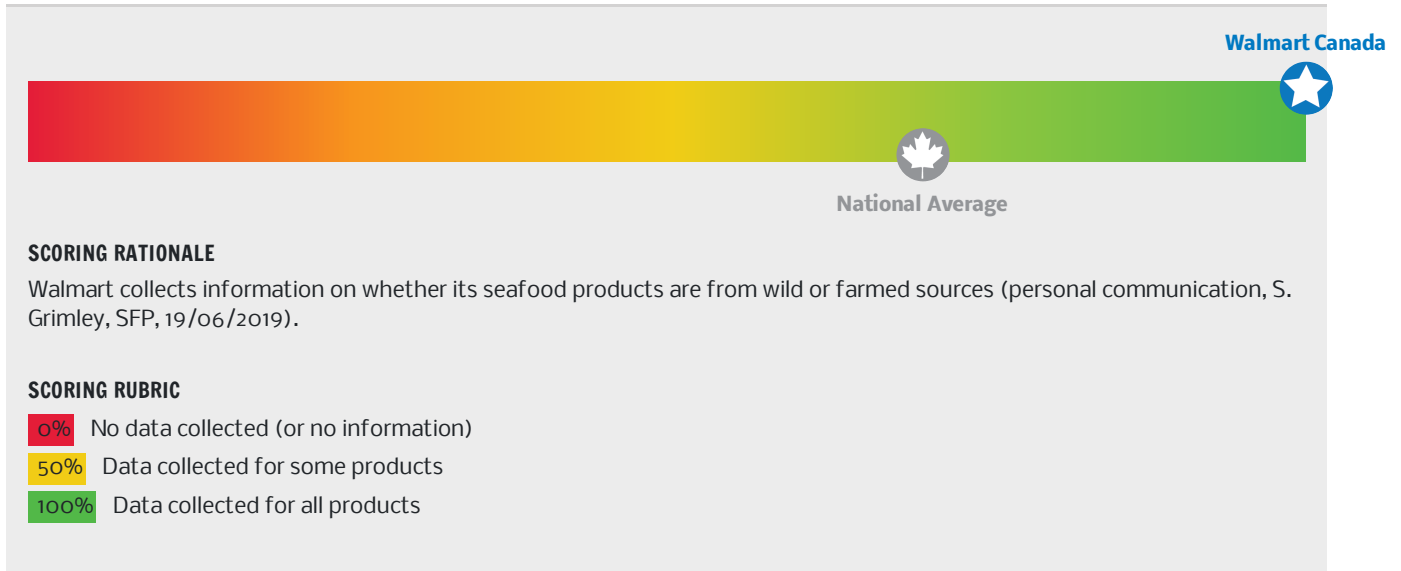
## 2.1 Retailer collects data on species scientific (Latin) name for seafood products being sold - the "what"



## 2.2 Retailer collects data on country of origin of seafood products being sold - the "where"



### 2.3 Retailer collects data on whether the seafood products being sold are wild or farmed - the "how"



### 2.4 Retailer collects data on the gear type or farming methods for seafood products being sold - the "how"



### STEP 3: IS THE RETAILER MAKING RESPONSIBLE SOURCING DECISIONS?



Are the retailer's procurement decisions supporting their environmental and social sustainability commitments?

The step score is based on the average of Step 3 key performance indicators (KPIs, or step elements) listed below; click the + signs for more detailed information.

Note that KPI 3.3 was changed in 2019 from “Retailer works with suppliers to address potential human rights and labour abuses, and support sustainable livelihoods for producers” to more specific indicators around retailers’ agreements with their suppliers/vendors to uphold their environmental and social commitments.

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**STEP ELEMENTS**

**3.1 Retailer uses an established seafood certification or ranking standard to inform purchasing decisions.**

**Walmart Canada**

**National Average**

**SCORING RATIONALE**  
 Walmart’s commitment for fresh and frozen seafood uses Marine Stewardship Council (MSC) certifications for wild fisheries and Aquaculture Stewardship Council (ASC) or Best Aquaculture Practices (BAP) certifications for aquaculture, or “certified by a program which follows the FAO Guidelines and is recognized by the Global Sustainable Seafood Initiative (GSSI) as such”.

**SCORING RUBRIC**

- 0% No sustainability criteria used to inform purchasing decisions (or no information available)
- 100% Sustainability criteria used to inform purchasing decisions

**3.2 Retailer can demonstrate that X% of their seafood sold in the last three years meets their sustainability criteria by volume/value.**

**Walmart Canada**

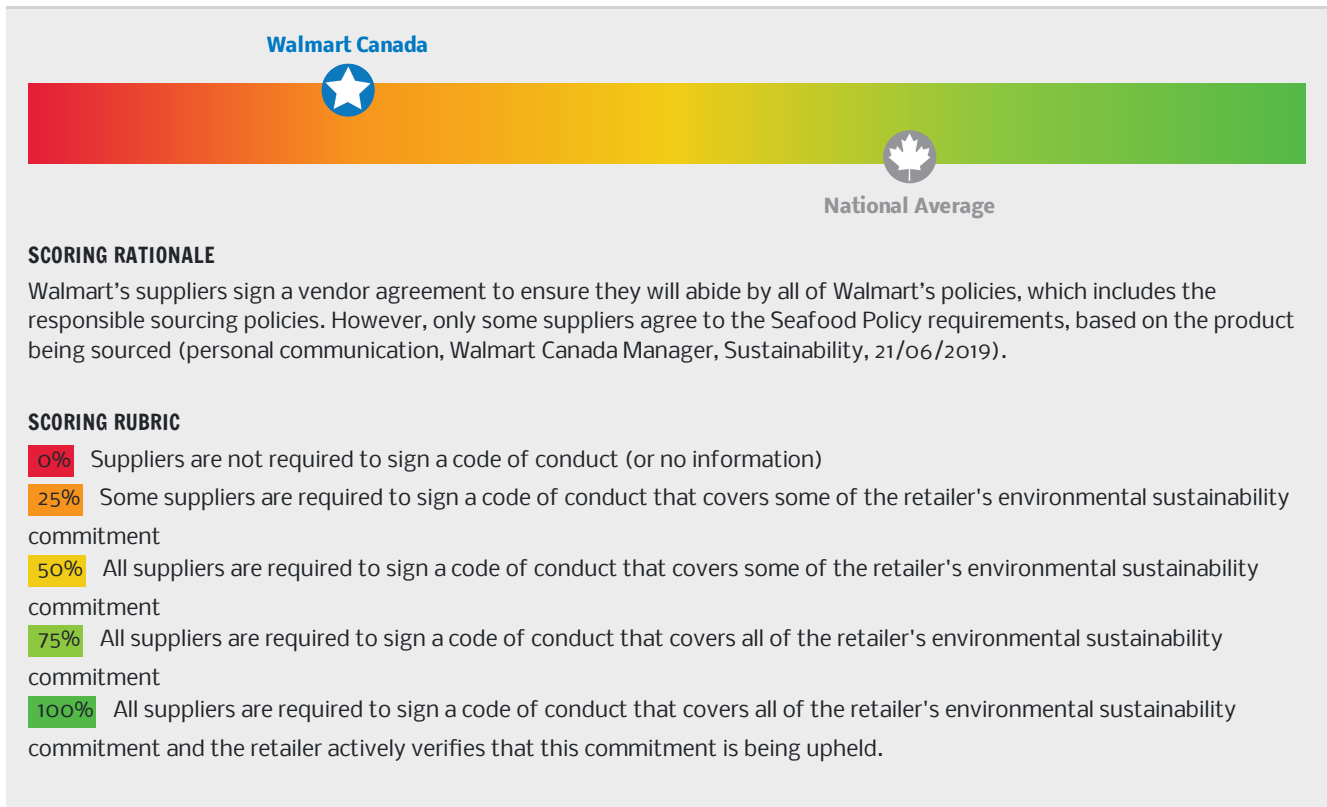
**National Average**

**SCORING RATIONALE**  
 Walmart Canada is tracking this information internally but does not currently disclose it publicly (personal communication, Walmart Canada Manager, Sustainability, 21/06/2019).

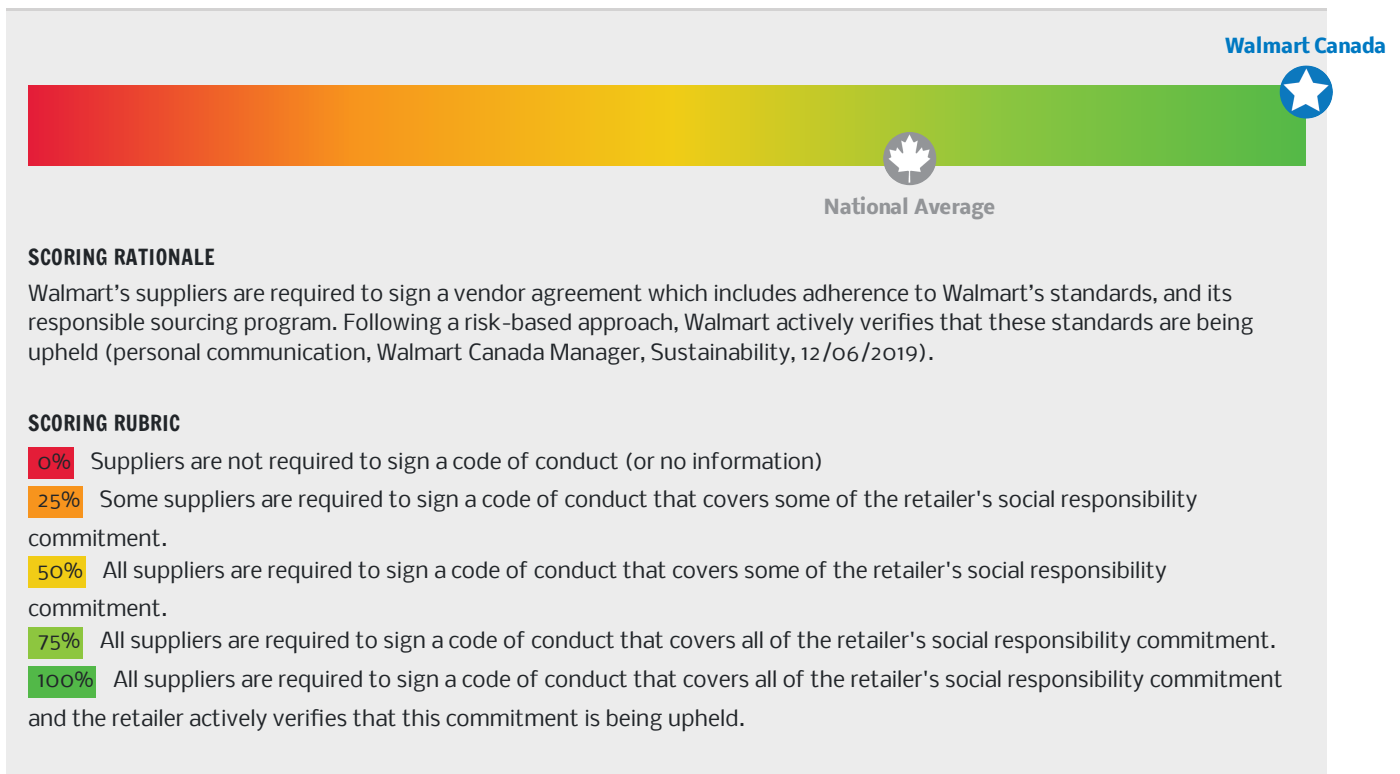
**SCORING RUBRIC**

- 0% Retailer has not reported in last three years how much of their seafood sold meets their sustainability commitment (or no information available)
- 25% Retailer can demonstrate that 25% or more of their seafood products sold meets their sustainability commitment
- 50% Retailer can demonstrate that 50% or more of their seafood products sold meets their sustainability commitment
- 75% Retailer can demonstrate that 75% or more of their seafood products sold meets their sustainability commitment
- 100% Retailer can demonstrate that 100% of their seafood products sold meets their sustainability commitment

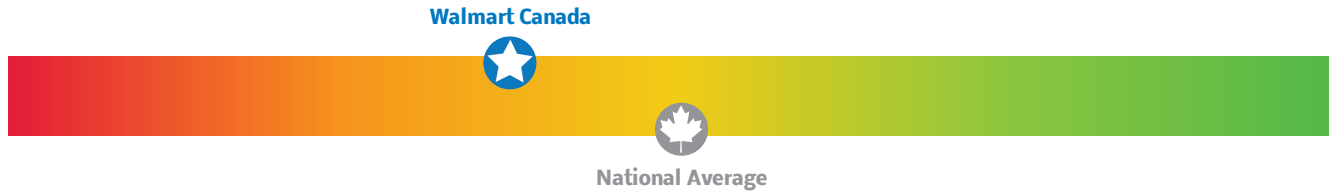
**3.3 Suppliers are required to sign a code of conduct to uphold the retailer's environmental sustainability commitment.**



**3.4 Suppliers are required to sign a code of conduct to uphold the retailer's social responsibility commitment.**



## STEP 4: IS THE RETAILER TRANSPARENT ABOUT THEIR COMMITMENT?



Is the retailer making information regarding the environmental and social performance of their seafood products publicly available and are they reporting on progress against their sustainable seafood commitment?

The step score is based on the average of Step 4 key performance indicators (KPIs, or step elements) listed below; click the + signs for more detailed information.

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### STEP ELEMENTS

#### 4.1 Retailer labels seafood with the information that allows consumers to make informed decisions - what (species' scientific name), where (country or region of origin), and how (wild/farmed and harvest method)

Walmart Canada

National Average

**SCORING RATIONALE**

Currently, Walmart offers an assortment of national brand products that indicate whether they are wild or farmed and the country of origin. At the time of publication, Walmart Canada's private label products do not include this additional information on their labels (personal communication, Walmart Canada Manager, Sustainability, 07/06/2019).

- Species Latin name (the what)
- Country of origin (the where)
- Wild or farmed (the how, part 1)
- Gear type or farming methods (the how, part 2)

**SCORING RUBRIC**

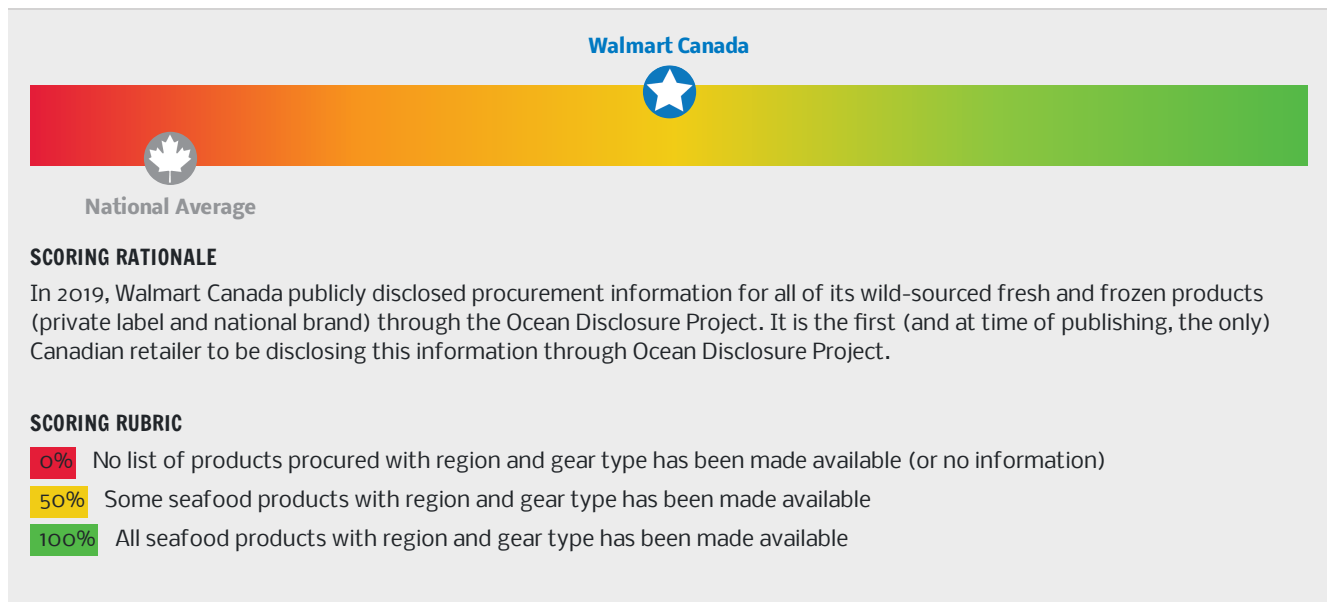
- 0% Retailer does not label products with the information (or no information)
- 50% Retailer labels some products with the information
- 100% Retailer labels all products with the information



#### 4.2 Retailer labels products with an ecolabel, allowing consumers to make informed decisions OR all products fit under a standard and is communicated as such

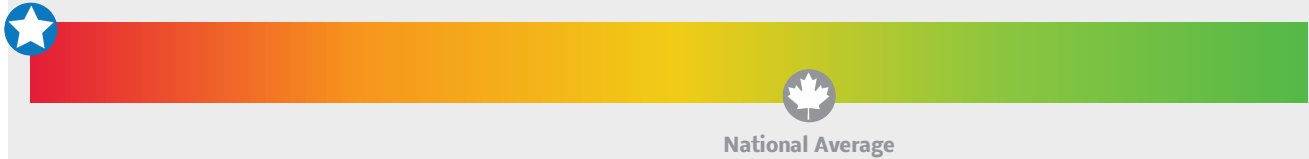


#### 4.3 List of products procured with region and gear type data has been made available (e.g. as per Ocean Disclosure Project)



#### 4.4 Retailer publicly reports how much of its seafood meets its sustainability criteria (by volume or value of sales).

Walmart Canada



##### SCORING RATIONALE

Walmart Canada is tracking this information internally but does not currently disclose it publicly (personal communication, Walmart Canada Manager, Sustainability, 21/06/2019).

##### SCORING RUBRIC

- 0% No public information on how the retailer is doing to meet its commitment
- 50% Retailer has at one point in the past reported publicly how much of its seafood sold meets its commitment
- 100% Retailer regularly reports publicly how much of its seafood sold meets its commitment (by volume/value, at least every two years)

#### STEP 5: DOES THE RETAILER EDUCATE STAFF, CUSTOMERS AND/OR VENDORS ABOUT THE IMPORTANCE OF THEIR COMMITMENT TO SUSTAINABLE SEAFOOD?

Walmart Canada



Is the retailer educating their employees, customers, suppliers and other key stakeholders about their sustainable seafood commitment, environmental and social issues in seafood, and the importance of traceability?

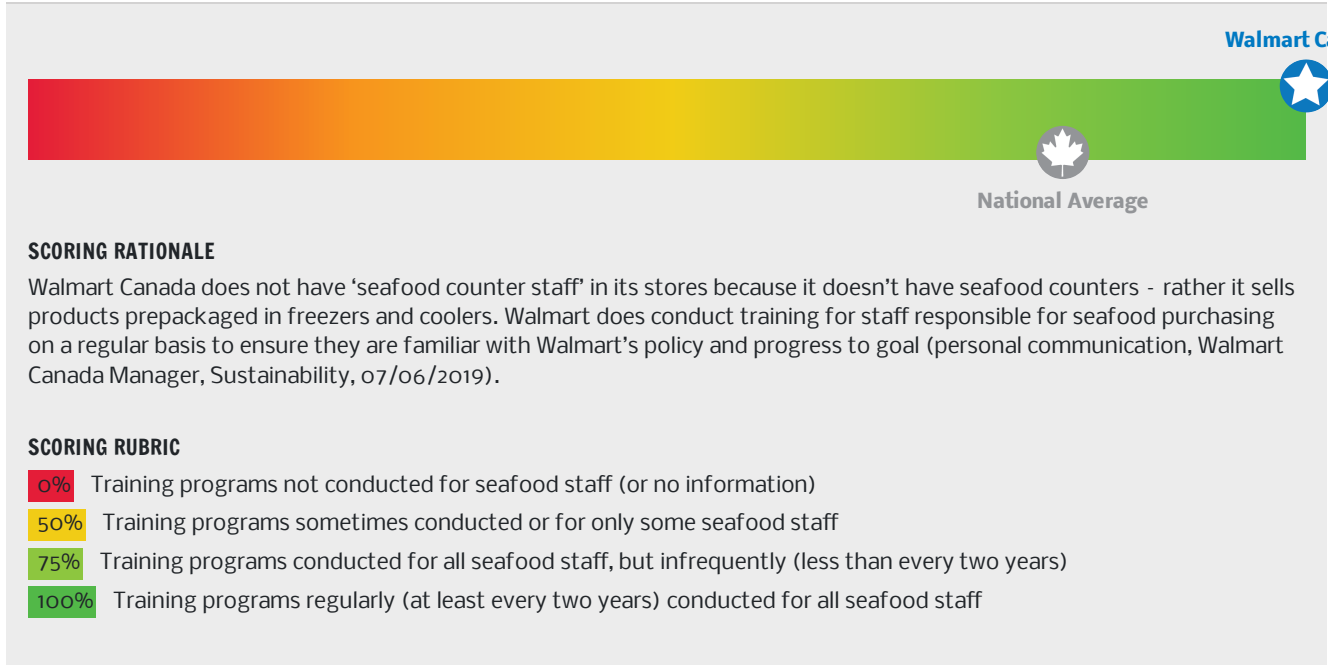
The step score is based on the average of Step 5 key performance indicators (KPIs, or step elements) listed below; click the + signs for more detailed information.

Note that KPI 5.3 changed in 2019 from “Suppliers are required to sign a Code of Conduct to uphold the retailer’s sustainable seafood policy” (now covered by KPIs 3.3 and 3.4) to an indicator of what actions retailers have taken to educate their suppliers/vendors about their sustainable seafood commitment.

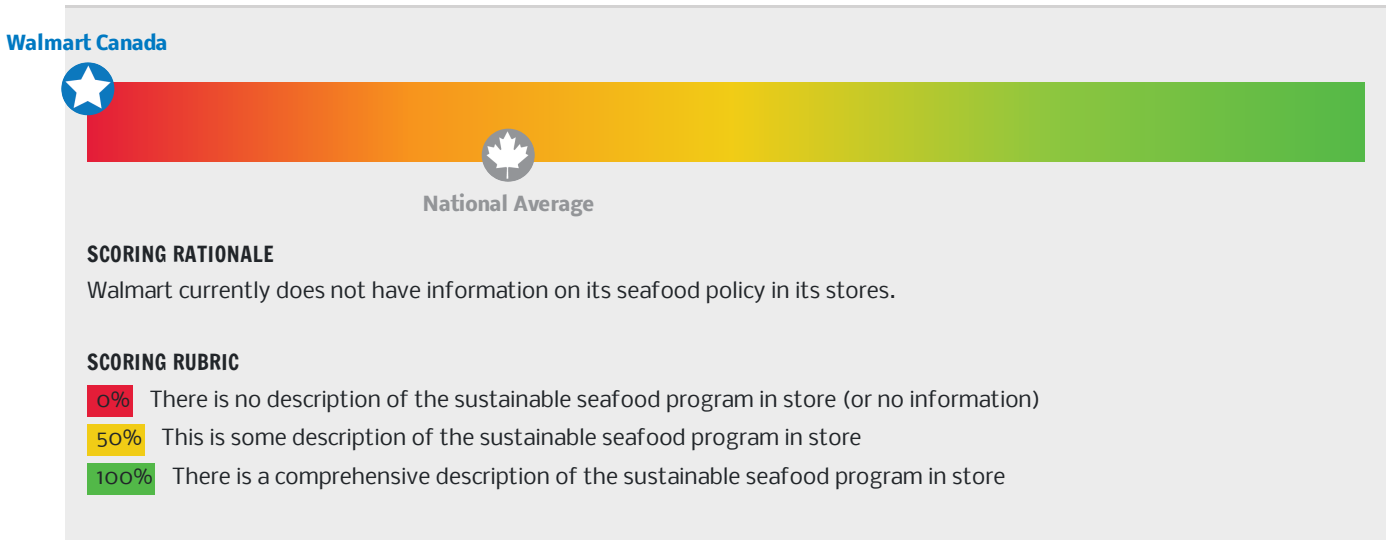
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##### STEP ELEMENTS

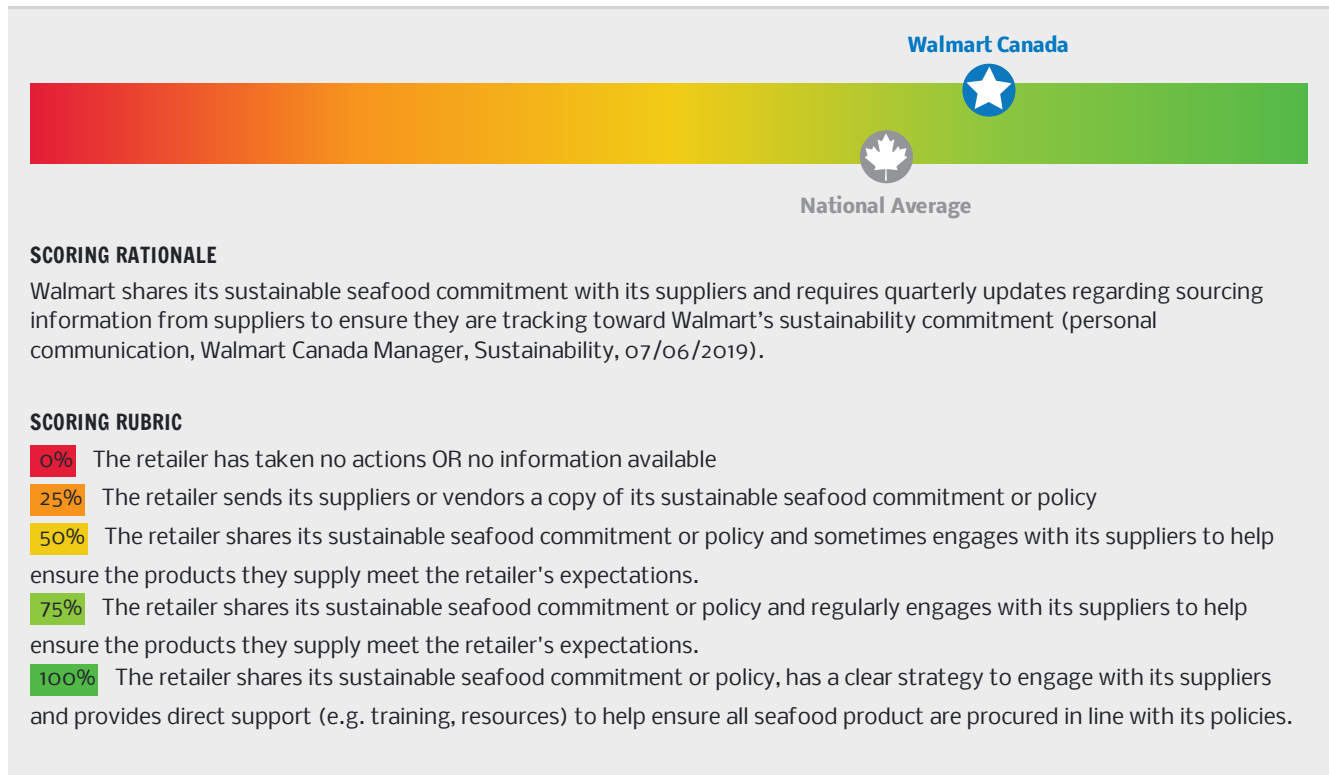
### 5.1 Training programs are conducted for seafood staff.



### 5.2 There is a description of the retailer's sustainable seafood program for customers in store



**5.3 The retailer has taken actions to ensure its suppliers or vendors are aware of its sustainable seafood commitment or policy.**



**STEP 6: DOES THE RETAILER SUPPORT IMPROVEMENTS IN FISHERIES AND AQUACULTURE?**



Does the retailer sell 'Priority Seafood' products (seafood that has high volume of sales in Canadian retail stores and that is generally not recommended by the Ocean Wise Seafood Program), and if so, do they support improvement and how?

The step score is based on the average of Step 6 key performance indicators (KPIs, or step elements) listed below; click the + signs for more detailed information.

Note that this Step was changed significantly in 2019 to introduce two additional 'Support Improvement' actions for each of the Priority Seafood products. This means that if a retailer was engaged in the same actions in 2019 as in 2018, and no more, their score will appear to have decreased). Additionally, KPIs 6.4 and 6.5 on other SeaChoice priority seafood products were generalized into a new KPI that allows retailers to showcase any other actions they are taking to support improvement of specific seafood products (besides shrimp, farmed salmon and skipjack), or to support improvements in seafood sustainability in general.

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**STEP ELEMENTS**

## 6.1 Does the retailer support improvements in the production of farmed Atlantic salmon (either Canadian produced or imported)?

Walmart Canada



National Average

### SCORING RATIONALE

Walmart Canada is not currently engaged in any of these actions.

- Only sells farmed salmon products that meet the highest bars for sustainability, i.e. are certified by ASC, Recommended by Ocean Wise and/or ranked Best Choice by Seafood Watch (100 pts)
- Outreach to policymakers to advocate for salmon farming management to be more environmentally sustainable.
- Collaborating with other companies pre-competitively to improve salmon aquaculture practices
- Works with suppliers or producers directly to improve salmon farming practices
- Refrains from advertising versions of this product that are Not Recommended by Ocean Wise and/or ranked Avoid by Seafood Watch
- Preferentially procures farmed salmon from sources that are either Recommended by Ocean Wise or ranked Best Choice by Seafood Watch
- Preferentially sources from farms that are ASC certified
- Sourcing decisions also prioritize products with high levels of social responsibility and traceability

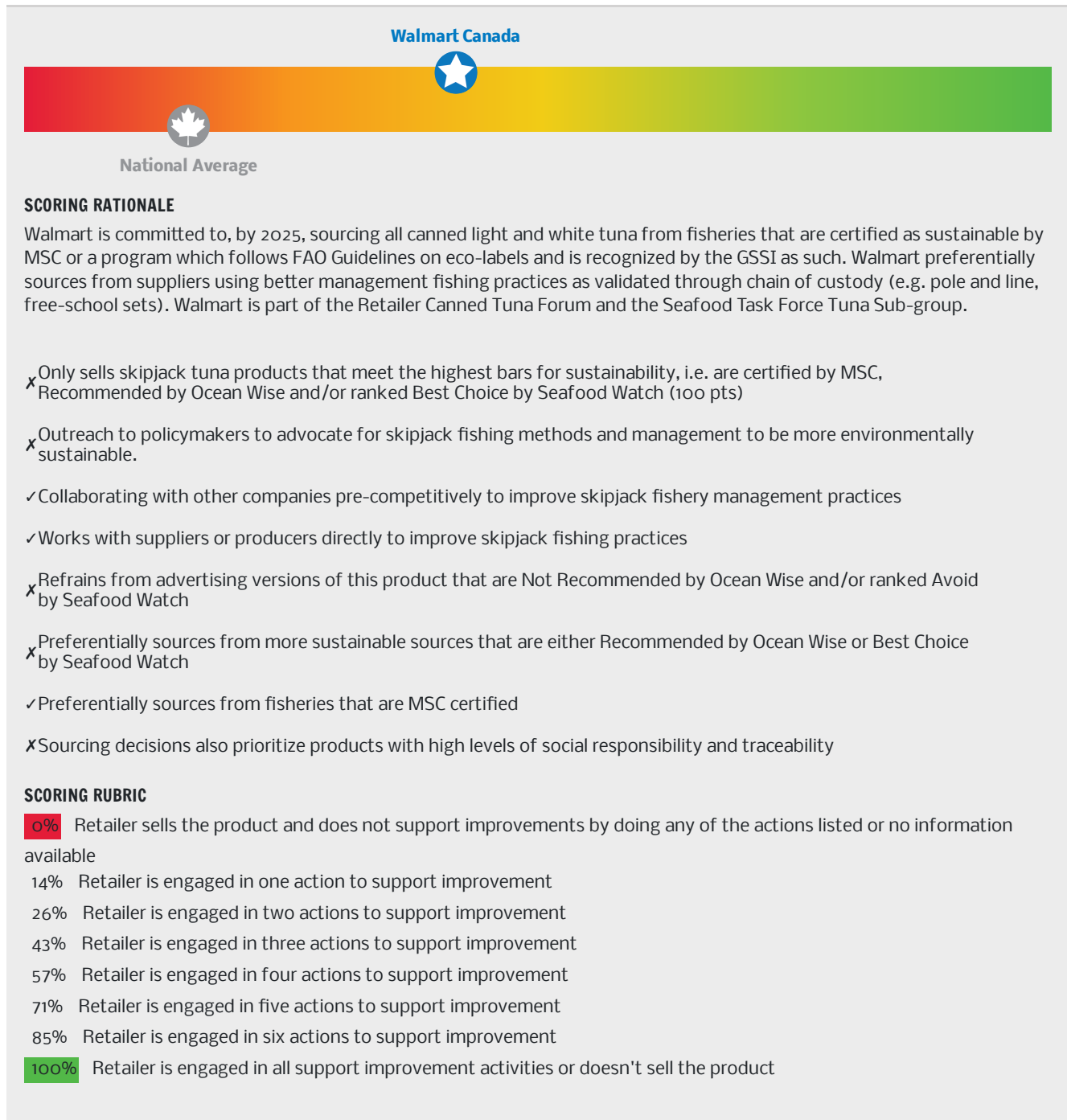
### SCORING RUBRIC

- 0% Sells the product and does not support improvements by doing any of the actions listed or no information available
- 14% Retailer is engaged in one action to support improvement
- 26% Retailer is engaged in two actions to support improvement
- 43% Retailer is engaged in three actions to support improvement
- 57% Retailer is engaged in four actions to support improvement
- 71% Retailer is engaged in five improvement activities or doesn't sell the product
- 85% Retailer is engaged in six improvement activities or doesn't sell the product
- 100% Retailer is engaged in all improvement activities or doesn't sell the product

## 6.2 Does the retailer support improvements in the production of imported farmed shrimps and prawns?



### 6.3 Does the retailer support improvements in the production of skipjack tuna?



### 6.4 Is the retailer engaged in any actions to improve production of any other seafood products?

