

SEAFOOD PROGRESS: SAVE-ON-FOODS



Seafood Progress profile as published in July 2021.

Report generated on: August 24th, 2021

REPORTING PERIOD

August 2020 - July 2021

LOCATION

Across Western Canada and the Yukon

NUMBER OF STORES

165

GROSS REVENUE

Over \$4 billion in sales

WEBSITE

<https://www.saveonfoods.com/>

RETAILER SNAPSHOT










Environmental Sustainability Commitment. Save-On-Foods' has met its sustainable seafood commitment to source over 50% Ocean Wise Recommended fresh and frozen products in all of its store banners and is currently working on bringing its private label shelf stable products (e.g., canned tuna) under its commitment. In May 2021, Save-On reported that 63% of its fresh and frozen products sold in the past year met its commitment. Prior to May 2021, Save-On had not publicly reported the percentage of seafood that met its commitment since 2018. Save-On does not have a traceability policy in place to support its commitment, but has been developing one since 2019.

Social Responsibility Commitment. Save-On has a general commitment to social responsibility that lacks clear objectives, a traceability policy or a timeline. Save-On has been developing a supplier Code of Conduct and a traceability strategy to support this commitment since 2019.

Scope of Commitment. See below for information on which types of products are included in the scope of Save-On-Foods' sustainable seafood policy.

COMMITMENT SCOPE

How retailers' sustainable seafood policies and commitments apply to different segments of their products.

save on foods	FRESH	FROZEN	SHELF STABLE
Grocery store brand			
Seafood company brand			
No brand			

● = Retailer has made a commitment to this segment
 ● = Retailer has not made a commitment to this segment

● = Retailer does not sell products in this segment

Grocery store brands: Owned and controlled by Save-On-Foods

Seafood company brands: Owned by companies that supply many retailers

No brand: Fresh and frozen seafood packaged without branding

WHAT CAN CONSUMERS DO TO HELP?

Take action!

Save-On-Foods has not shown much improvement in the 2021 Seafood Progress update and several of its scores decreased. Retailers listen closely to what **YOU** have to say. Leverage that power to drive important changes throughout the supply chain!

Select a topic to ADVOCATE for Save-On-Foods to improve.

▶ Commitment

▶ Responsible Sourcing

▶ Transparency

Another way to take action is to let retailers know that their efforts are noticed and that you want them to continue on the path towards best practice.

Select a topic to ACKNOWLEDGE Save-On-Foods' efforts.

▶ Supporting Industry Improvements

▶ Education

▶ Data Collection

See below for the remainder of Save-On-Foods' 2021 profile summary.

▶ Other retailer information

Note: In the process of developing this profile SeaChoice corresponded with Julie Dickson, Managing Director Corporate Services and Public Affairs, Shane Heasman, General Manager Meat and Seafood, and Craig Saunders, Category Manager Seafood and Processed Meat at Save-On-Foods.

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

Save-On-Foods



National Average

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.

STEP ELEMENTS

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

Save-On-Foods



SCORING RATIONALE

To continue meeting its commitment to source over 50% Ocean Wise Recommended fresh and frozen products, Save-On-Foods collects data from its suppliers on species, geographic origin and production methods and compares this to Ocean Wise Recommendations (personal communication, S. Heasman, 09/06/2021). In 2019, Save-On was in the process of developing a traceability strategy to follow products from producers through to consumers (personal communication, J. Dickson, 16/05/2019), and as of June 2021 Save-On reported that this was still in the works (personal communication, J. Dickson, 09/06/2021).



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?

Save-On-Foods

National Average

SCORING RATIONALE

Save-On-Foods states it is committed to only sourcing socially responsible seafood and that adherence to national legislation and commodity-specific standards are built into all supplier contracts. In 2019, Save-On was in the process of developing a supplier Code of Conduct and a traceability strategy to follow products from producers through to consumers (personal communication, J. Dickson, 16/05/2019), and as of June 2021 Save-On reported that both are still in the works (personal communication, J. Dickson, 09/06/2021).

SCORING RUBRIC

- 0%** No publicly available social responsibility commitment or policy
- 20%** General commitment to socially responsible seafood without clear objectives, traceability policy or timelines
- 40%** Commitment to social responsibility includes clear objectives for socially responsible procurement (for example by referring to credible international standards such as ILO, UN Declaration, etc.), but no traceability policy or timelines
- 60%** Commitment to social responsibility includes clear objectives and actions or expectations for seafood suppliers, but no traceability policy or timelines.
- 80%** Commitment to social responsibility includes clear objectives, actions or expectations for seafood suppliers, and a clear and effective traceability policy, but no timeline
- 100%** Commitment to social responsibility includes clear objectives, actions or expectations for seafood suppliers, a clear and effective traceability policy, and a timeline for meeting the commitment (unless the commitment has already been met).

1.3 Does the retailer cover all banners that sell seafood in its sustainable seafood commitment?

Save-On-Foods

National Average

SCORING RATIONALE

Save-On-Foods' sustainable seafood policy includes all of its store banners.

SCORING RUBRIC

- 0%** Retailer does not include any banners in its sustainable seafood commitment
- 25%** Retailer includes 25% or more of its banners in its sustainable seafood commitment
- 50%** Retailer includes 50% or more of its banners in its sustainable seafood commitment
- 75%** Retailer includes 75% or more of its banners in its sustainable seafood commitment
- 100%** Retailer includes 100% of its banners in its sustainable seafood commitment

1.4 Does the retailer cover all shelf stable and national brand products in its sustainable seafood commitment?

Save-On-Foods



National Average

SCORING RATIONALE

Save-On-Foods does not cover any of its shelf stable or national brand products under its sustainable seafood policy.

SCORING RUBRIC

- 0% Retailer's commitment covers neither all of their shelf stable or national brand products
- 50% Retailer's commitment covers all of their shelf stable or national brand products
- 100% Retailer's commitment covers all of their shelf stable AND national brand products

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

Save-On-Foods



National Average

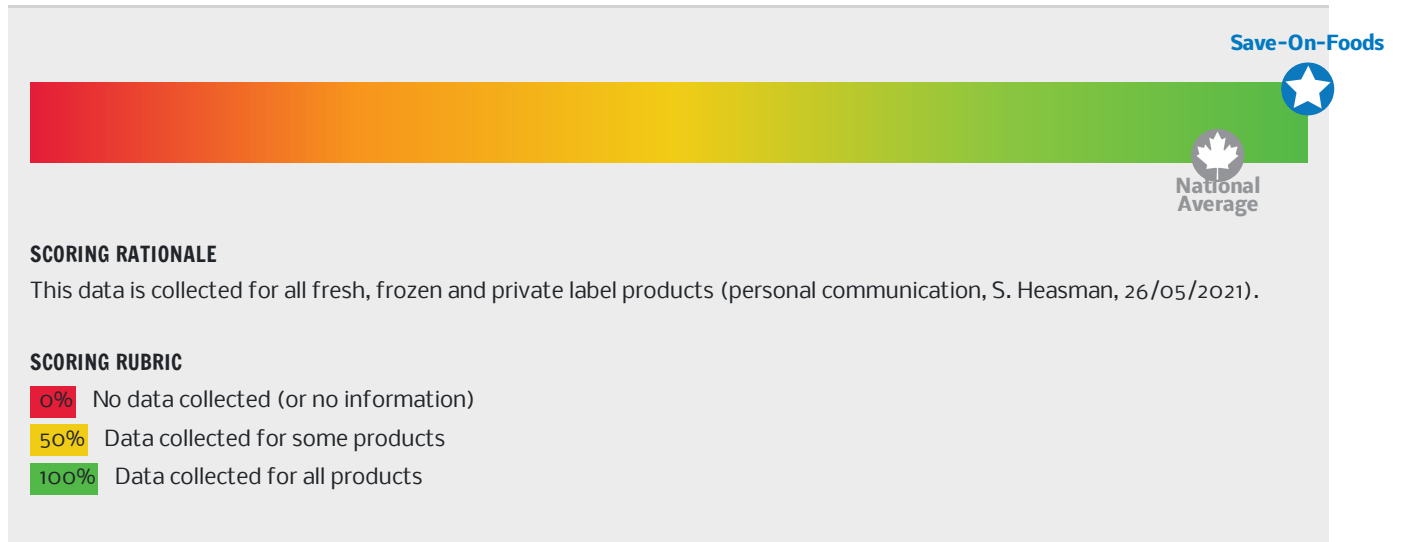
What information is the retailer collecting to monitor the environmental and social sustainability of their seafood products?

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.

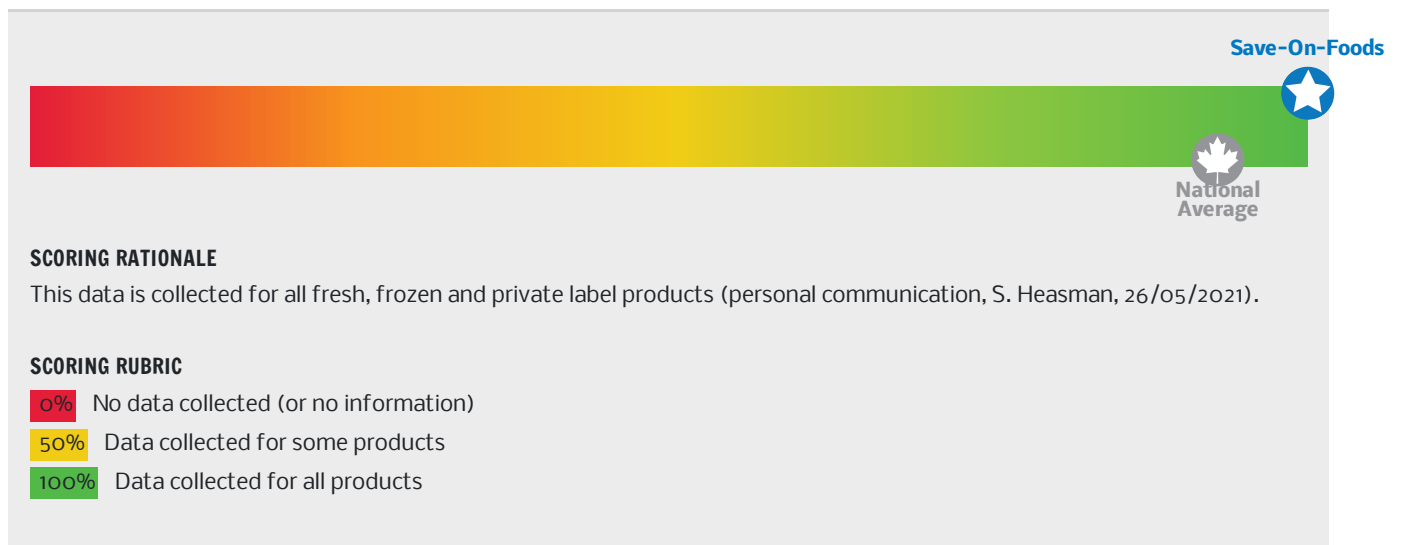
If it looks like you are only seeing the score for one year it is because the score did not change from year to year. Try clicking off the 'June 2019' button below the score bar.

STEP ELEMENTS

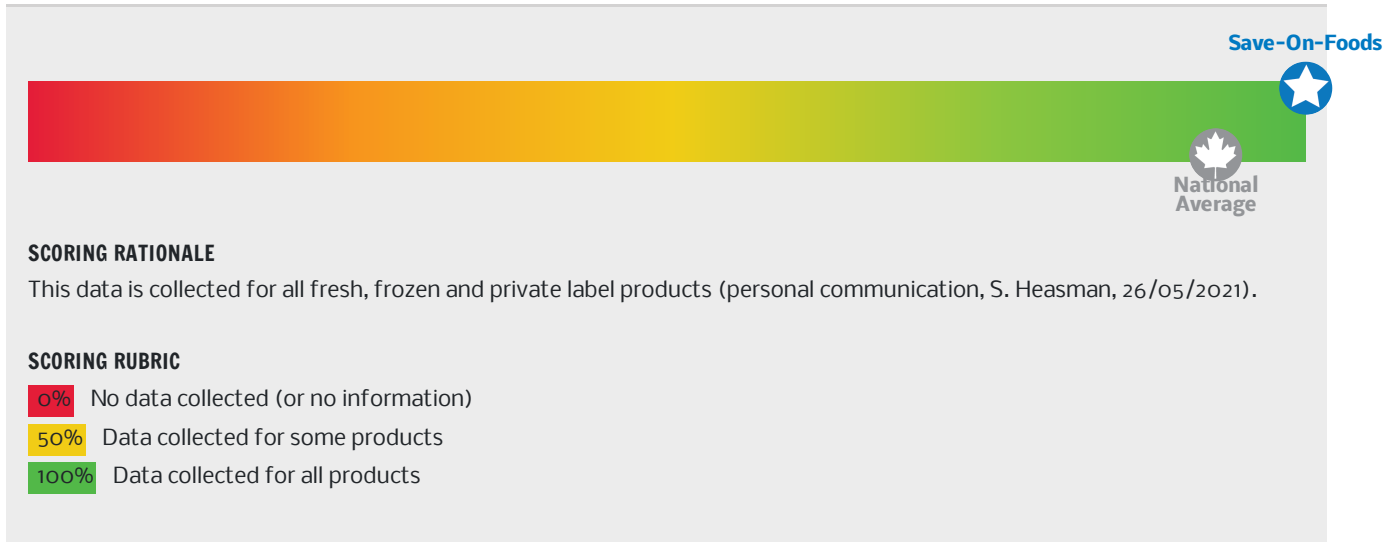
2.1 Retailer collects data on species scientific (Latin) name for seafood products being sold - the "what"



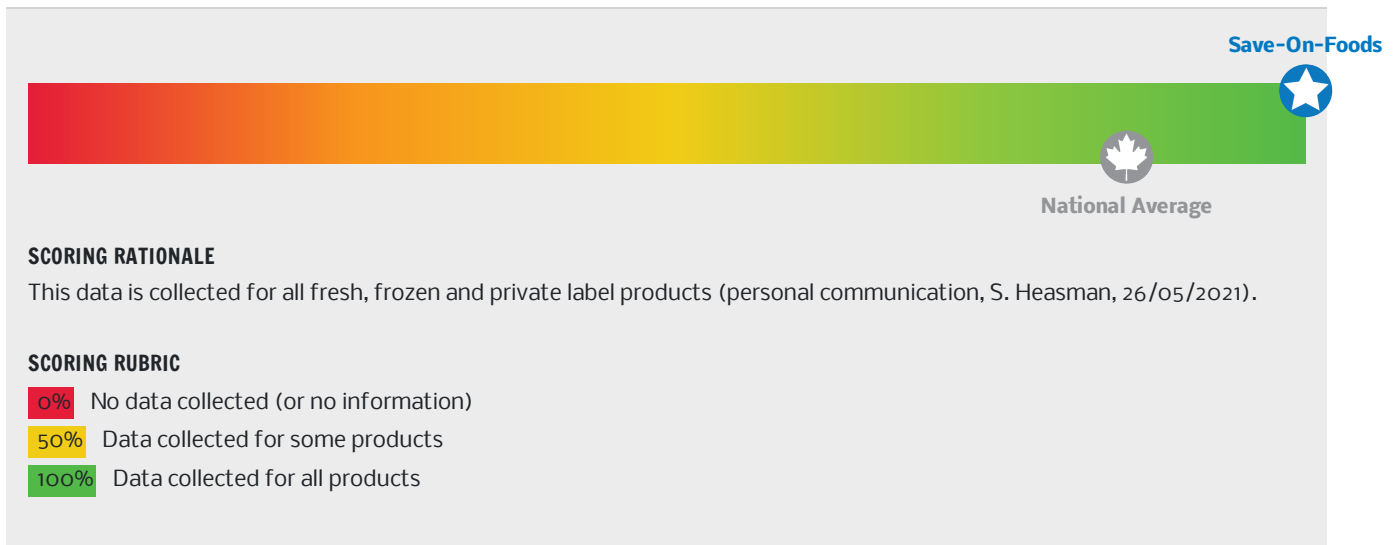
2.2 Retailer collects data on country of origin of seafood products being sold - the "where"



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?

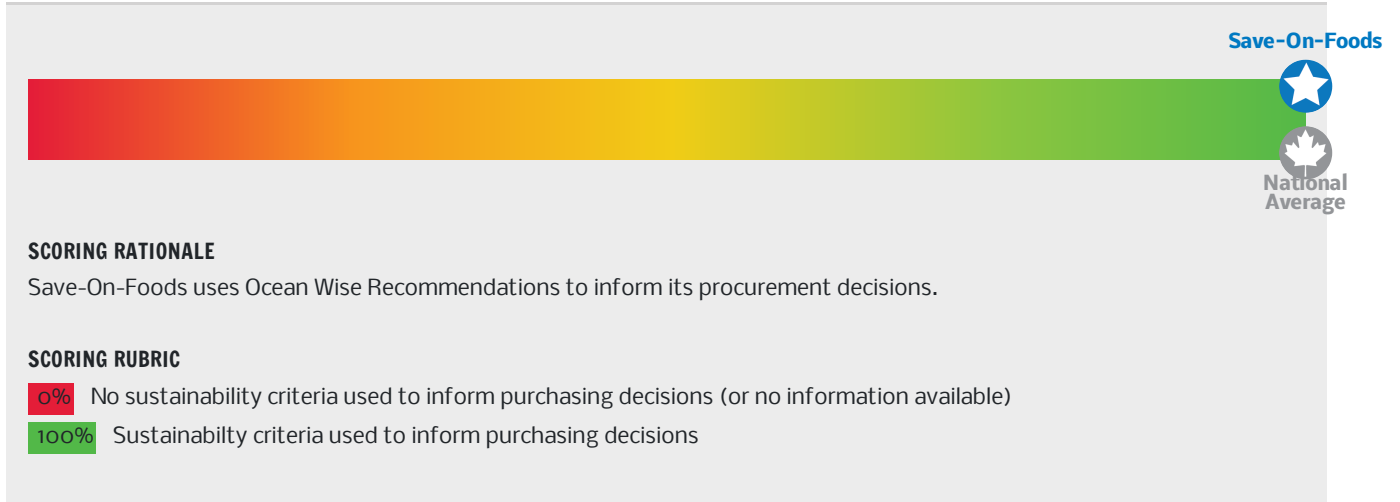
The step score is based on the average of Step 3 key performance indicators (KPIs, or step elements) listed below; click the + signs for more detailed information.

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.

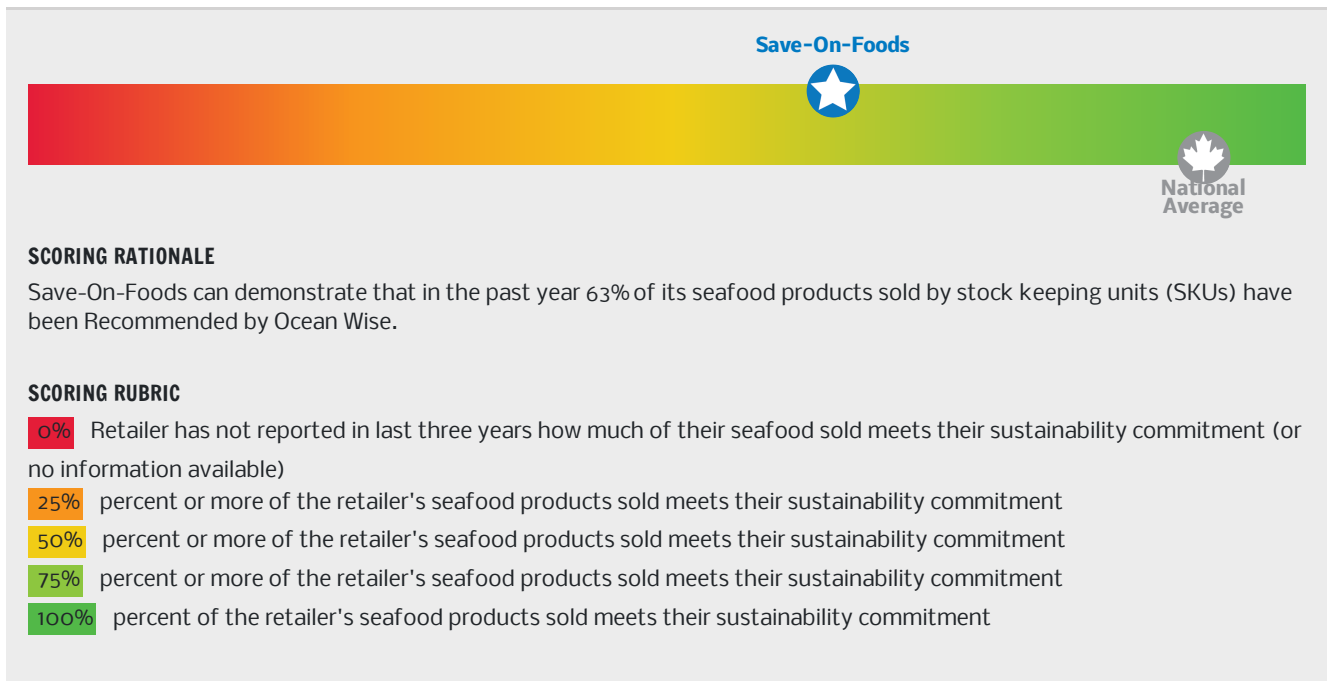
If it looks like you are only seeing the score for one year it is because the score did not change from year to year. Try clicking off the 'June 2019' button below the score bar.

STEP ELEMENTS

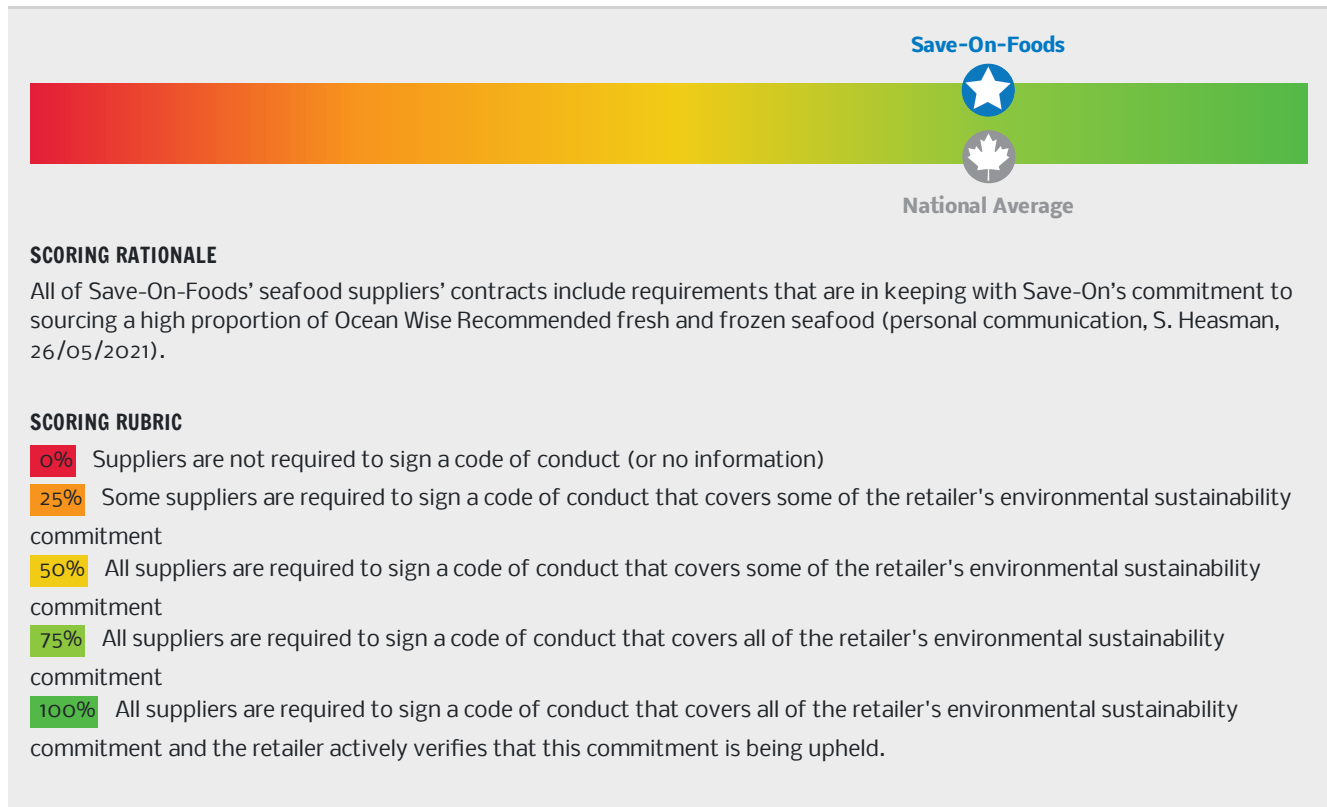
3.1 Retailer uses an established seafood certification or ranking standard to inform purchasing decisions.



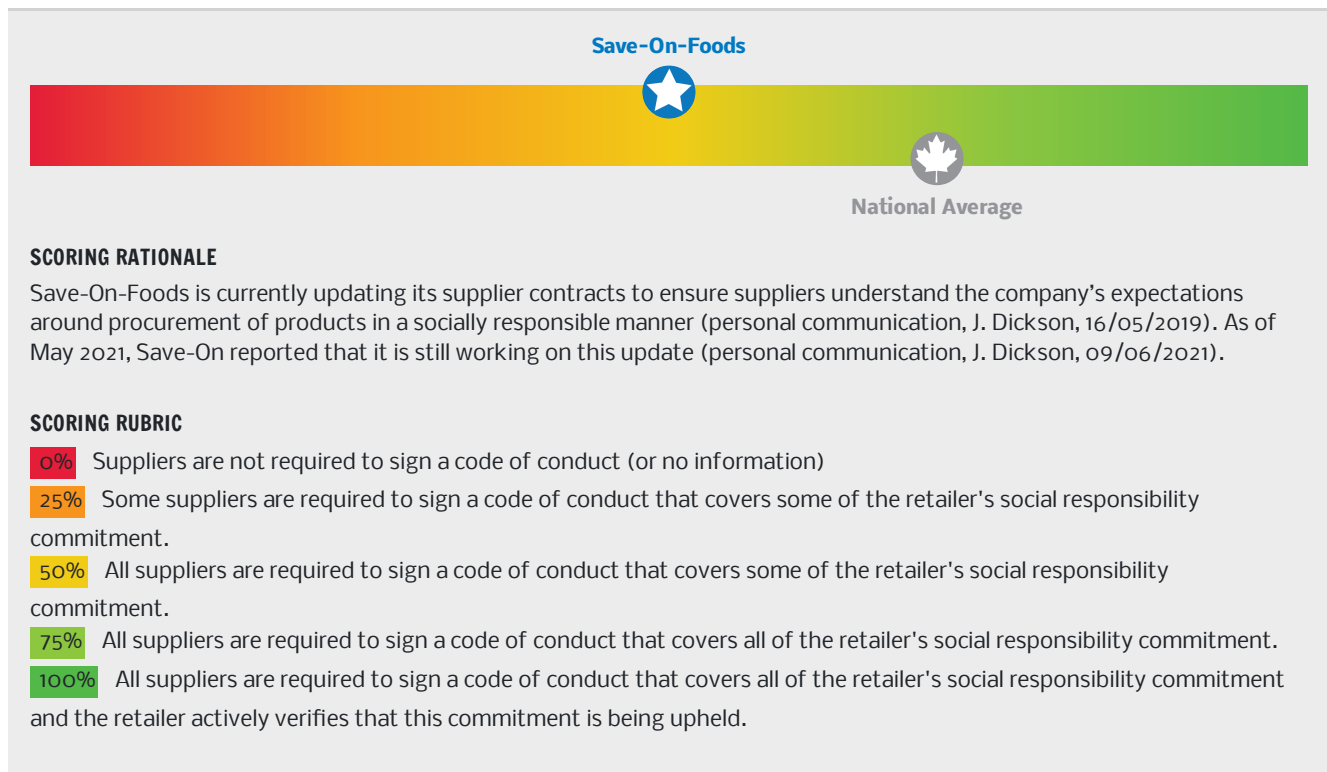
3.2 Retailer can demonstrate that X% of their seafood sold in the last three years meets their sustainability criteria by volume/value.



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.

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

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)

SCORING RATIONALE


Some frozen products are labelled with the species' scientific (Latin) name. Some fresh and frozen products are labelled with country of origin and/or whether the seafood is wild or farmed. Although this information is not available on some labels, it is available upon request for every Ocean Wise Recommended product (personal communication, S. Heasman, 26/05/2021).


Species scientific (Latin) name
 Country of origin
 Wild or farmed
 Gear type or farming method


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

Save-On-Foods 





National Average


SCORING RATIONALE
Save-On-Foods uses the Ocean Wise logo or includes “O/W” on fresh product labels for Ocean Wise Recommended products.


SCORING RUBRIC

- 0% Retailer does not label products with an ecolabel as appropriate (or no information)
- 100% Retailer labels products with an ecolabel as appropriate 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)

Save-On-Foods 



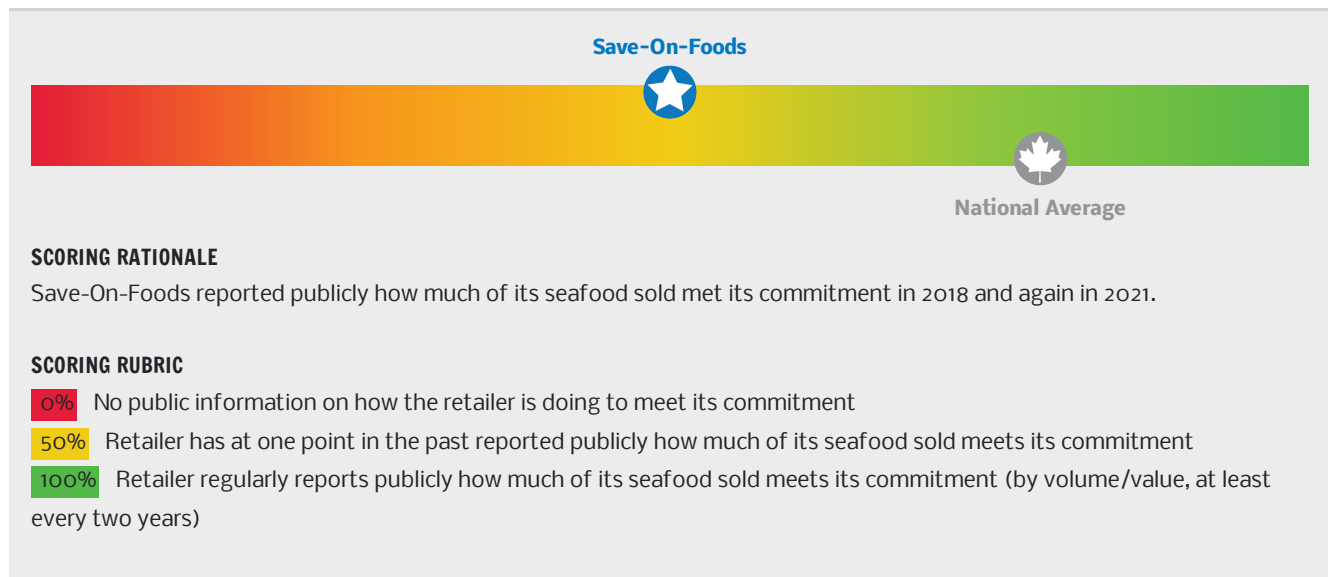

National Average

SCORING RATIONALE
Save-On-Foods has this information and it is available to consumers at point of sale but it is not published (personal communication, S. Heasman, 26/05/2021).

SCORING RUBRIC

- 0% No list of products procured with region and gear type has been made available (or no information)
- 50% Some seafood products with region and gear type has been made available
- 100% All seafood products with region and gear type has been made available

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



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



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.


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

5.1 Training programs are conducted for seafood staff.

Save-On-Foods 




National Average 


SCORING RATIONALE
 Save-On-Foods has a mandatory training course for all staff working with seafood. Staff must score at least 85% on the training module to work at Save-On's seafood counter. Staff are also sent updated information on Save-On's seafood sustainability policy regularly (personal communication, S. Heasman, 26/05/2021).


SCORING RUBRIC

- 0% Training programs not conducted for seafood staff (or no information)
- 50% Training programs sometimes conducted or for only some seafood staff
- 75% Training programs conducted for all seafood staff, but infrequently (less than every two years)
- 100% Training programs regularly (at least every two years) conducted for all seafood staff

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

Save-On-Foods 



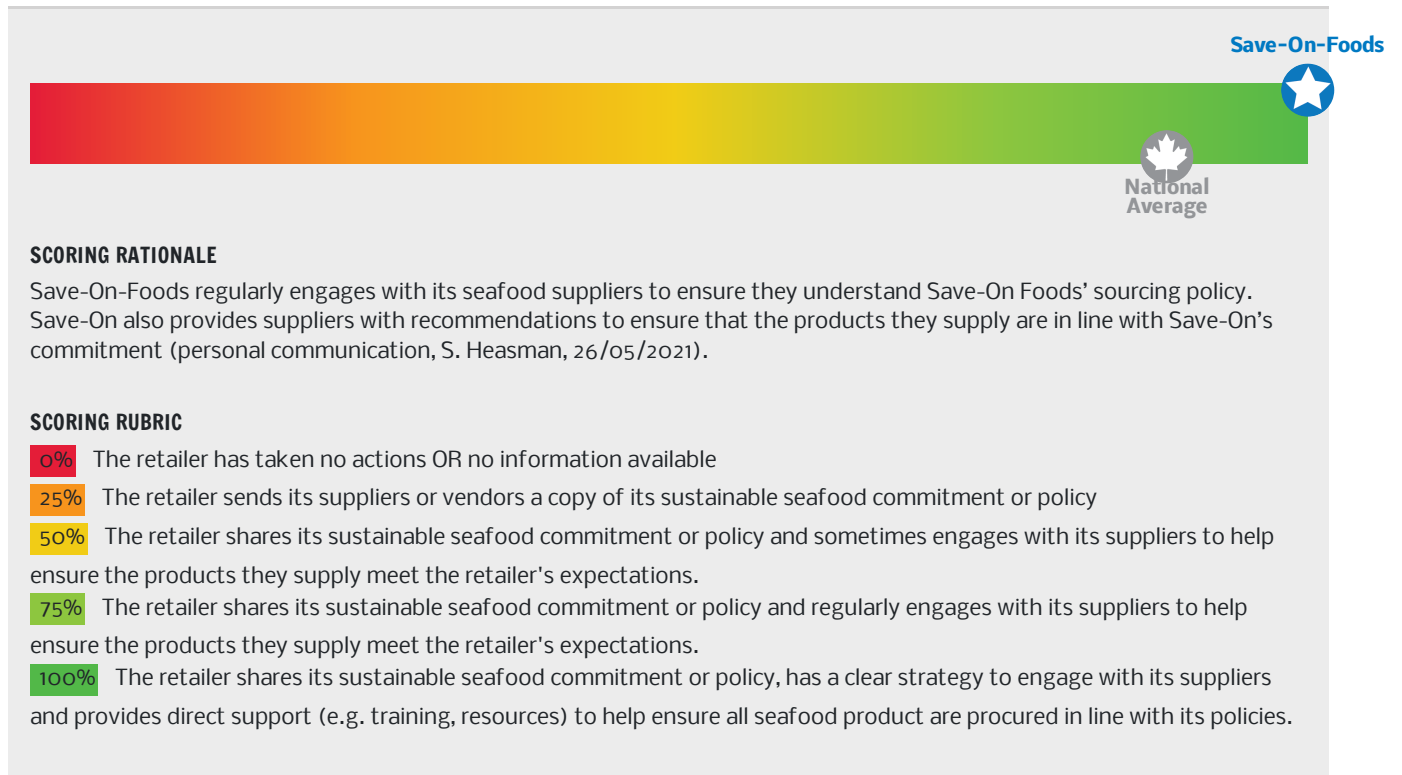
National Average 

SCORING RATIONALE
 There is at least a general description of Save-On's commitment to sustainable seafood and information on the Ocean Wise Seafood Program in all stores, and some stores have more detailed information posted about Save-On's sustainable seafood commitment and goals (personal communication, S. Heasman, 26/05/2021).

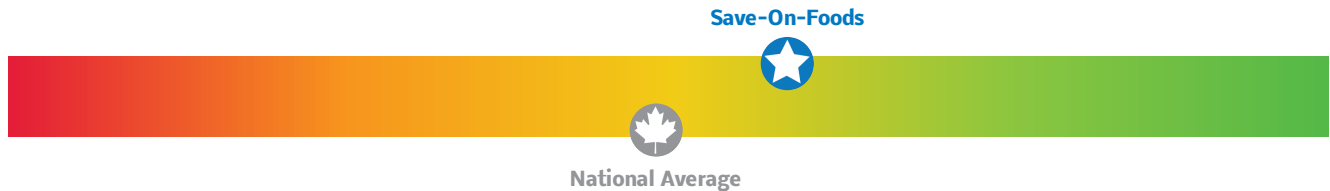
SCORING RUBRIC

- 0% There is no description of the sustainable seafood program in store (or no information)
- 50% This is some description of the sustainable seafood program in store
- 100% There is a comprehensive description of the sustainable seafood program 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.

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

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

Save-On-Foods



National Average

SCORING RATIONALE

In May of 2021 Save-On reported that all its private label and national brand farmed Atlantic salmon products are ASC certified (personal communication, C. Saunders, 28/05/2021).

- 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 and/or socially responsible
- 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 ASC certified, Not Recommended by Ocean Wise and/or ranked Avoid by Seafood Watch
- Preferentially procures farmed salmon from sources that are ASC certified, Recommended by Ocean Wise or ranked Best Choice by Seafood Watch
- 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
- 17% Retailer is engaged in one action to support improvement
- 34% Retailer is engaged in two actions to support improvement
- 51% Retailer is engaged in three actions to support improvement
- 68% Retailer is engaged in four actions to support improvement
- 85% Retailer is engaged in five 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?

Save-On-Foods



National Average

SCORING RATIONALE

As of May 2021, all of Save-On's private label (Western Family) brand farmed shrimp and prawns were Ocean Wise Recommended and ASC certified.

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

SCORING RUBRIC

- 0%** Retailer sells the product and does not support improvements by doing any of the actions listed or no information available
- 17% Retailer is engaged in one action to support improvement
- 34% Retailer is engaged in two actions to support improvement
- 51% Retailer is engaged in three actions to support improvement
- 68% Retailer is engaged in four actions to support improvement
- 85% Retailer is engaged in five actions to support improvement
- 100%** Retailer is engaged in all support improvement activities or doesn't sell the product

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

Save-On-Foods



National Average

SCORING RATIONALE

Save-On is not currently engaged in any actions to support improvements in the production of skipjack tuna. Save-On is working on bringing canned skipjack tuna under its commitment to source 50% Ocean Wise Recommended products (personal communication, S. Heasman, 26/05/2021).

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

SCORING RUBRIC

- 0% Retailer sells the product and does not support improvements by doing any of the actions listed or no information available
- 17% Retailer is engaged in one action to support improvement
- 34% Retailer is engaged in two actions to support improvement
- 51% Retailer is engaged in three actions to support improvement
- 68% Retailer is engaged in four actions to support improvement
- 85% Retailer is engaged in five actions to support improvement
- 100% Retailer is engaged in all support improvement activities or doesn't sell the product

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

