

## SEAFOOD PROGRESS: SOBEYS



Seafood Progress profile as published in July 2021.

*Report generated on: August 24th, 2021*

### REPORTING PERIOD

August 2020 - July 2021

### LOCATION

Across Canada's provinces

### NUMBER OF STORES

1,500+

### WEBSITE

<https://www.sobeys.com/en/>

## RETAILER SNAPSHOT











**Environmental Sustainability Commitment.** Sobeys' commitment is for at least 95% of the total weight of its fresh and frozen private label fish and seafood to be third-party certified or Recommended by Ocean Wise by 2025. This commitment applies to all of Sobeys store banners. In May 2021, Sobeys reported that 94% of its fresh and frozen private label seafood sold in the past year has met its commitment. Sobeys does not have a traceability policy to support this commitment, but plans to introduce one in 2022.

**Social Responsibility Commitment.** Sobeys commitment to social responsibility includes clear objectives and actions or expectations for seafood suppliers, but no traceability policy or timelines.

**Scope of Commitment.** See below for information on which types of products are included in the scope of Sobeys' sustainable seafood policy.

# COMMITMENT SCOPE

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

|  FRESH                    | FROZEN  | SHELF STABLE  |
|--|---|---|
| Grocery store brand<br>   |  |  |
| Seafood company brand<br> |  |  |
| No brand<br>              |  |  |

● = 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 Sobeys  
**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!*

Sobeys has a long way to go to achieve best practice in seafood sustainability and social responsibility. 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 Sobeys to improve.

- ▶ Social Responsibility
- ▶ Commitment
- ▶ Data Collection
- ▶ 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 Sobeys efforts.**

▶ Commitment

▶ Transparency

**See below for the remainder of Sobeys 2021 profile summary.**

▶ Other retailer information

Note: In the process of developing this profile, SeaChoice corresponded with Eli Browne, Director of Corporate Sustainability at Sobeys.

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



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

Sobeys



#### SCORING RATIONALE

Sobeys' sustainable seafood policy states that a minimum of 95% of the total weight of its fresh and frozen private label fish and seafood will be third-party certified or Recommended by Ocean Wise by 2025. Sobeys requires all canned tuna suppliers to source from packers that are ISSA members, and all vendors supplying products to Sobeys Private Label Programs to have Global Food Safety Initiative (GFSI) certification. Sobeys is working on incorporating an effective traceability policy that collects and tracks key data elements into its commitment by 2022 (personal communication, E. Browne, 11/05/2021).



#### 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?



**SCORING RATIONALE**

Sobeys' sustainable seafood policy states that "Sobeys Inc. partners with industry suppliers that share our values in responsibly sourcing fish and seafood. All vendors supplying products from high risk countries to Sobeys Inc.'s Private Label Programs are required to ensure the producers maintain acceptable Social Compliance Audit standards. Sobeys Inc. recognizes the following social compliance audit standards: GSCP Reference Code, SA 8000, BSCI Code of Conduct and Fair Working Conditions (FWC)."

**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?



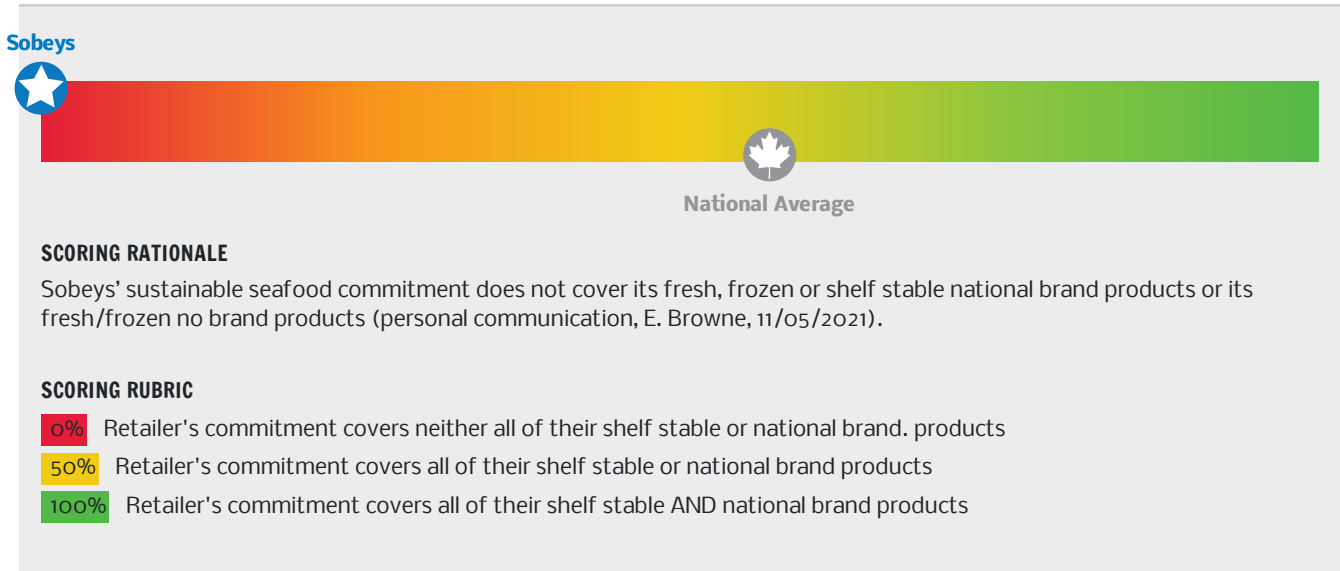
**SCORING RATIONALE**

Sobeys includes all of its banners that carry private label seafood in its sustainable seafood commitment.

**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?



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



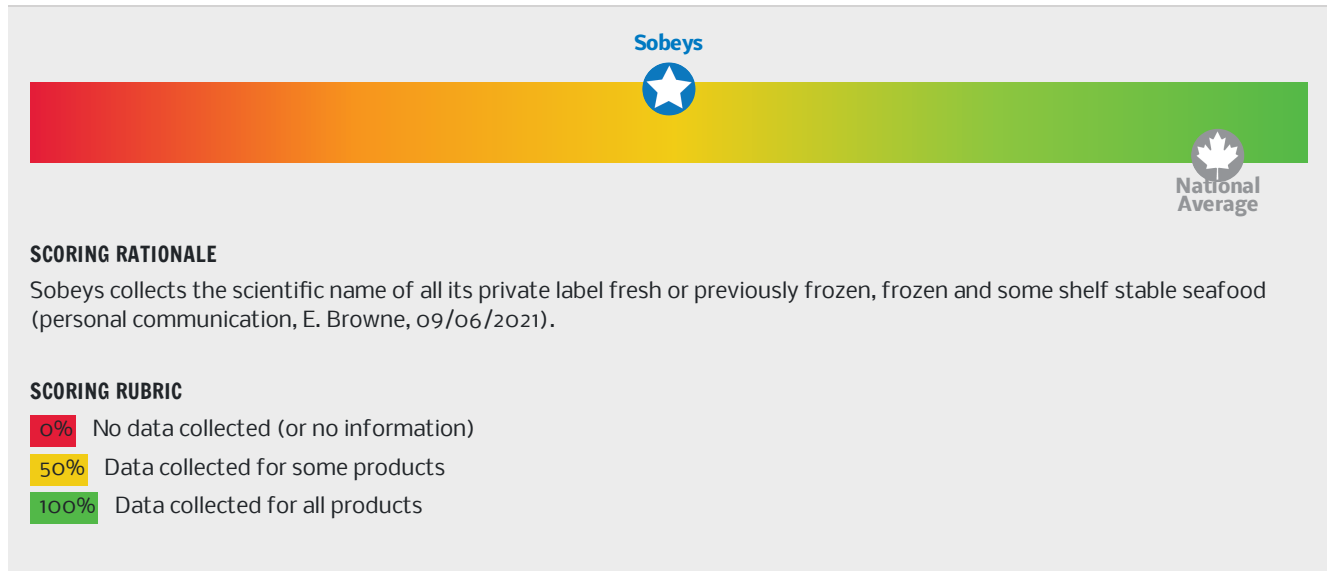
What information is the retailer collecting to monitor the environmental and social sustainability of their seafood products?

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.

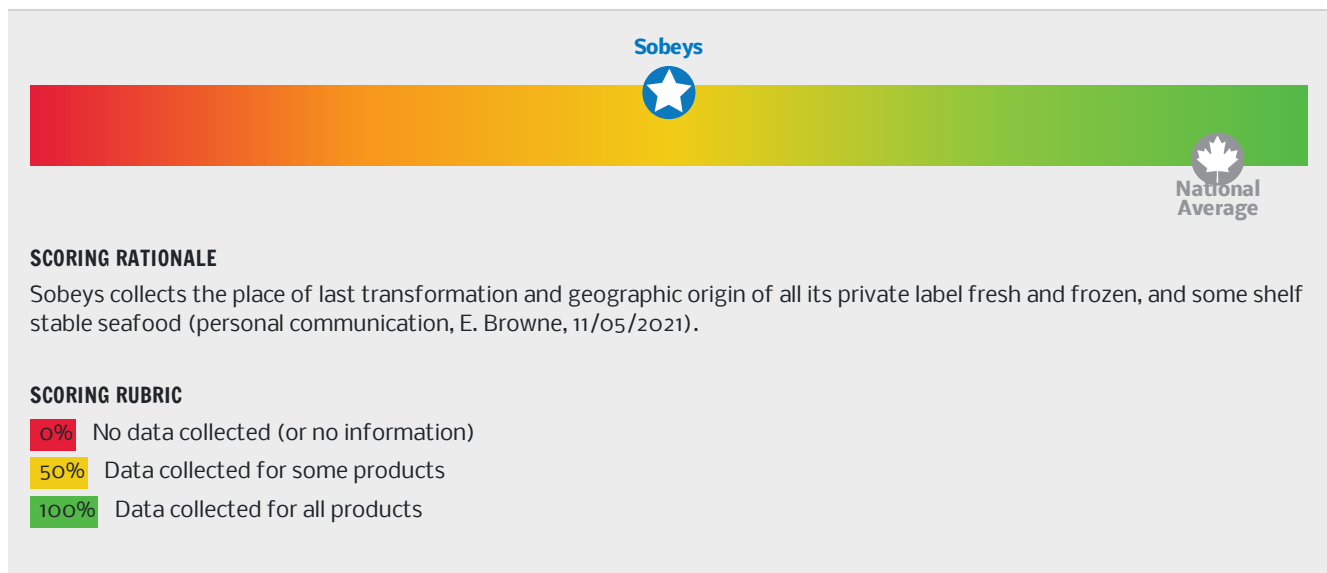
If it looks like you are only seeing the score for one year it is because the score did not change from year to year. Try clicking off the 'June 2019' button below the score bar.

#### STEP ELEMENTS

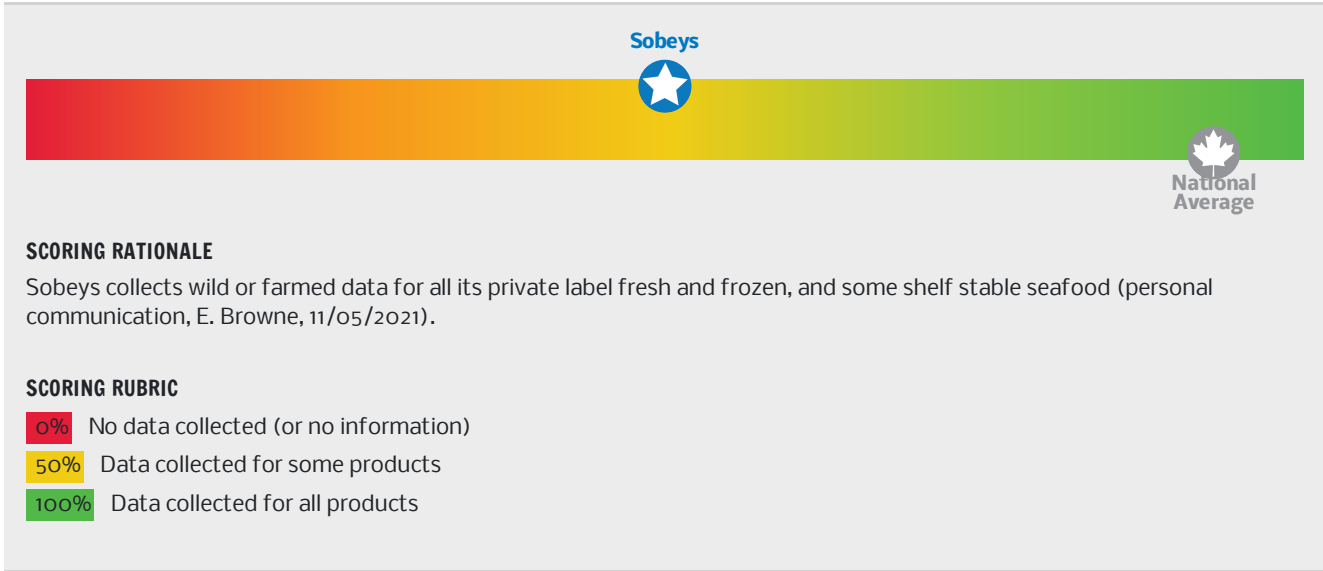
## 2.1 Retailer collects data on species scientific (Latin) name for seafood products being sold - the "what"



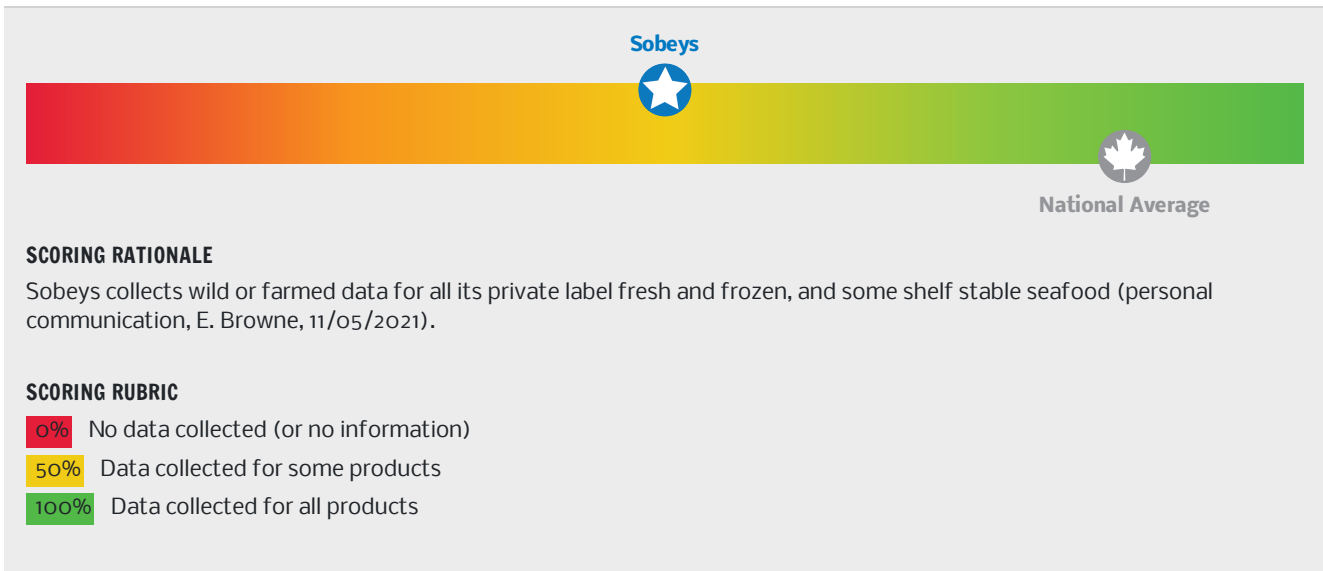
## 2.2 Retailer collects data on country of origin of seafood products being sold - the "where"



### 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.

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**STEP ELEMENTS**

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




**SCORING RATIONALE**

To help inform its purchasing decisions and ensure it is meeting its sustainable seafood commitment, Sobeys considers Ocean Wise Recommendations, prioritizes sourcing products from eco-certifications including MSC and BAP, and supports fisheries improvements by sourcing products from active Fisheries Improvement Projects (personal communication, E. Browne, 11/05/2021).

**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.**



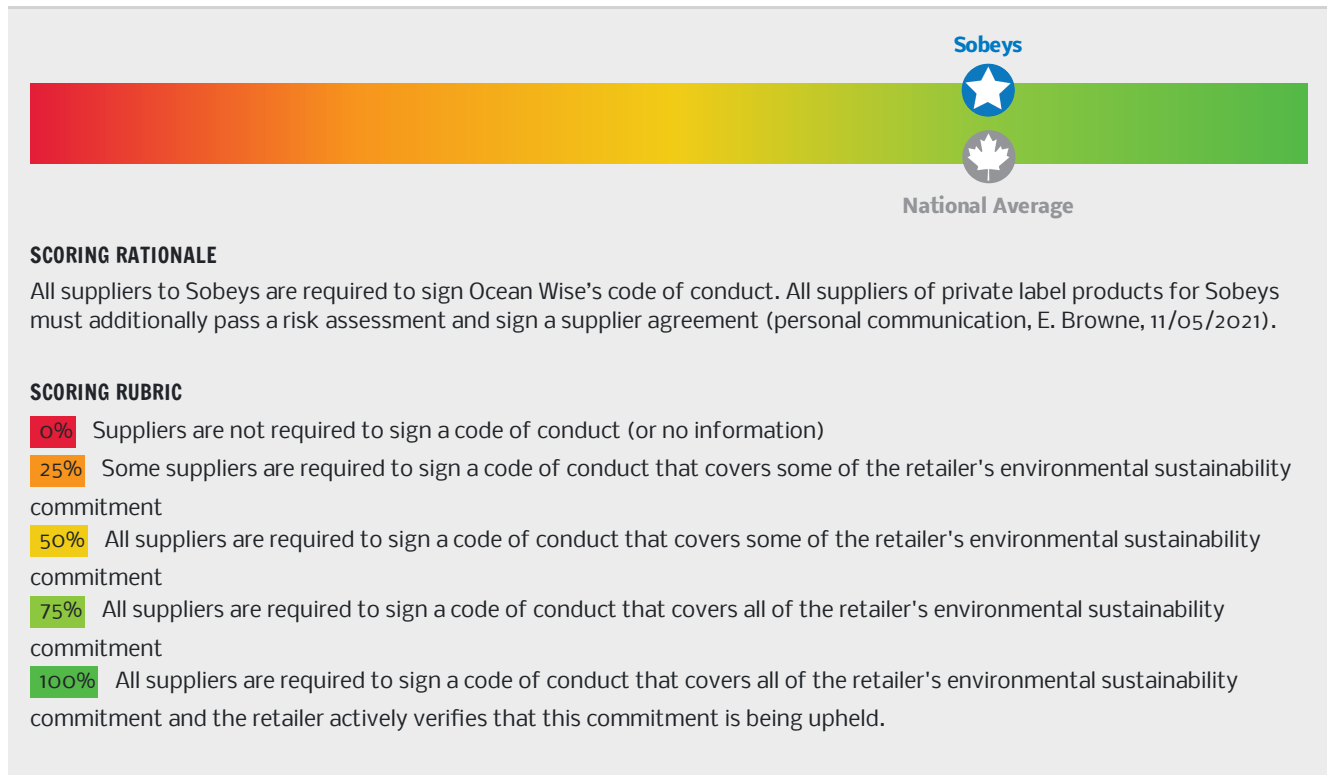
**SCORING RATIONALE**

Sobeys’ [2020 Corporate Responsibility Highlights](#) reports that 94% of its private label brand (Compliments and Sensations) fresh and frozen seafood was certified as sustainable by third-parties, for example, the Marine Stewardship Council (MSC) or Best Aquaculture Practices (BAP). However, this report does not include fresh counter/unbranded seafood or canned, pouched, or other shelf stable products.

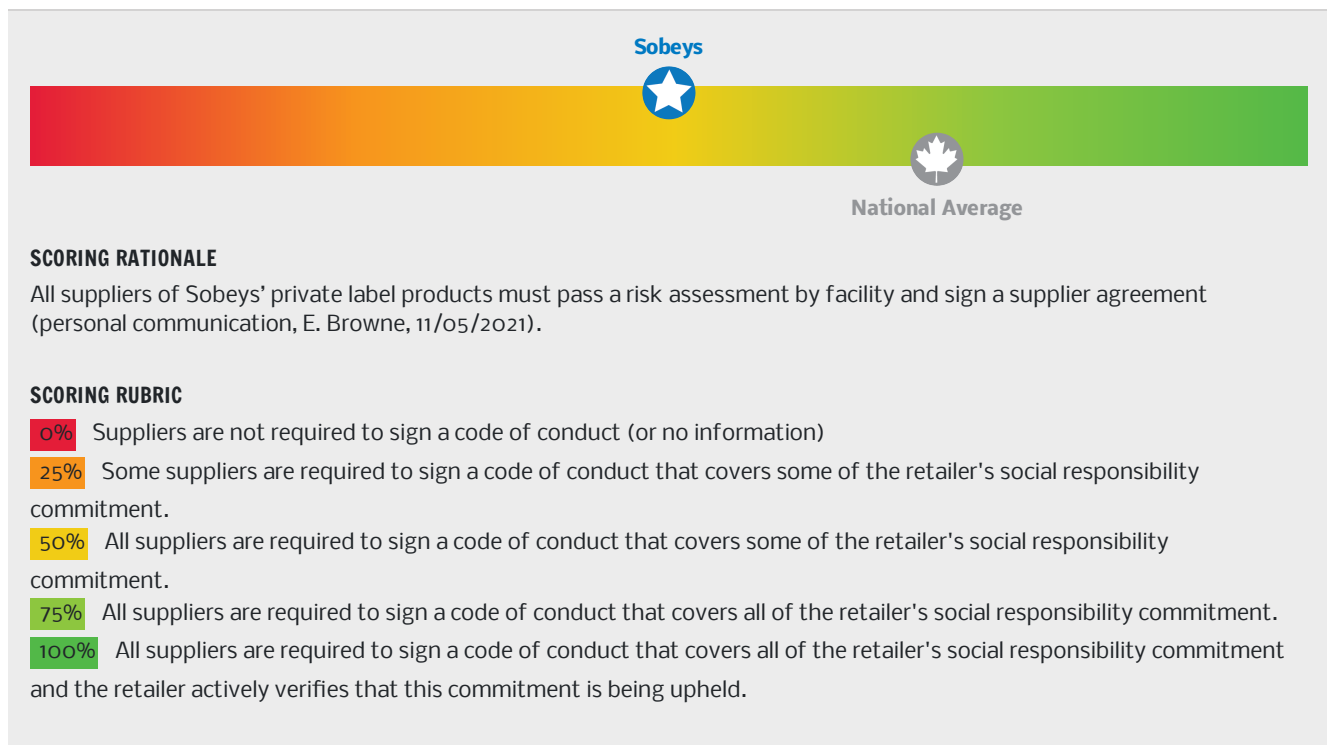
**SCORING RUBRIC**

- 0% Retailer has not reported in last three years how much of their seafood sold meets their sustainability commitment (or no information available)
- 25% percent or more of the retailer’s seafood products sold meets their sustainability commitment
- 50% percent or more of the retailer’s seafood products sold meets their sustainability commitment
- 75% percent or more of the retailer’s seafood products sold meets their sustainability commitment
- 100% percent of the retailer’s 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?





National Average

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)**



National Average

**SCORING RATIONALE**


Sobeys labels all its products with common name as required by the Canadian Food Inspection Agency seafood labelling guidelines, and for some products, indicates the geographic origin, scientific name and whether it is wild or farmed. Sobeys is currently looking into how it can include more information on its seafood labels (personal communication, E. Browne, 09/06/2021).


-  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**



**Sobeys**  



  
National Average


**SCORING RATIONALE**  
Sobeys labels its products with ecolabels including Ocean Wise, MSC and BAP as applicable (personal communication, E. Browne, 11/05/2021).


**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)**



**Sobeys**  


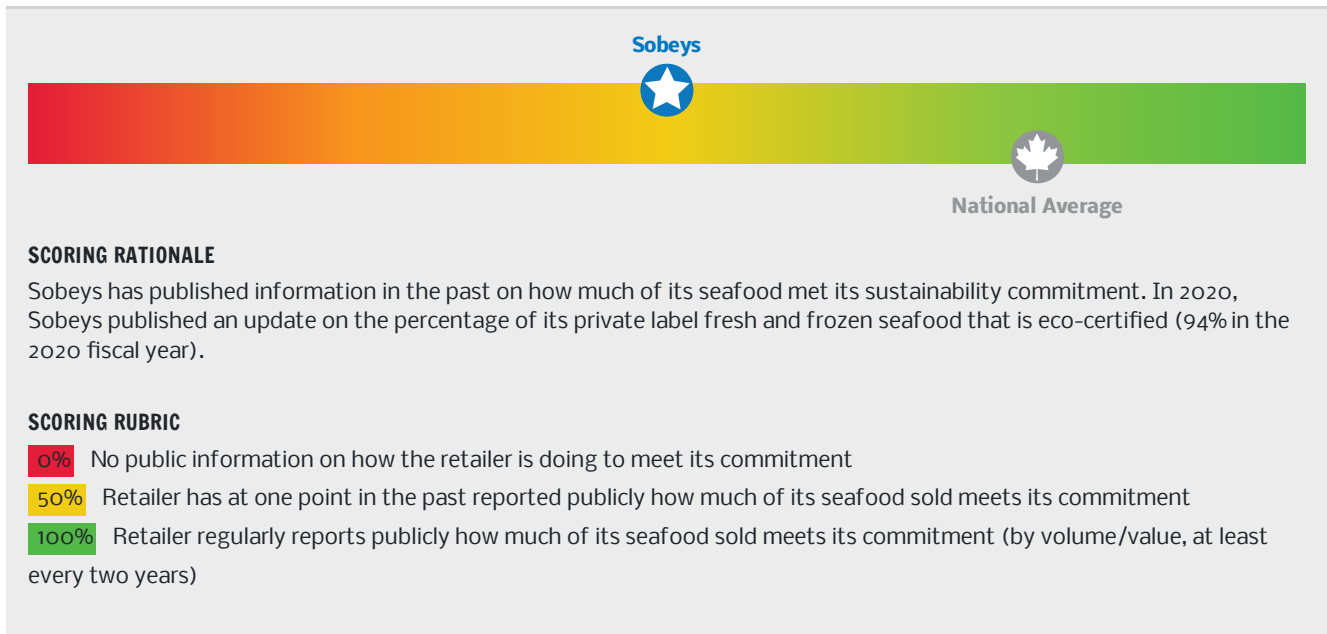
  
National Average

**SCORING RATIONALE**  
Sobeys is not currently disclosing this information, but are planning to do so once its new data collection program has been fully implemented (personal communication, E. Browne, 11/05/2021).

**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?

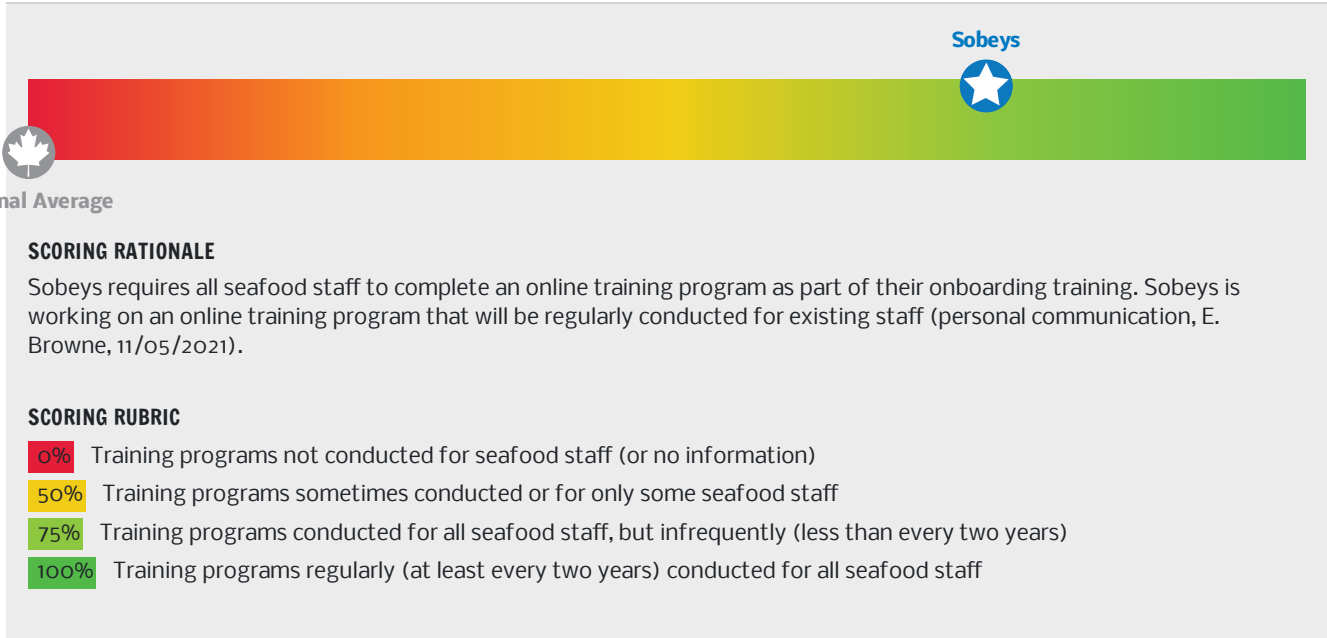
The step score is based on the average of Step 5 key performance indicators (KPIs, or step elements) listed below; click the + signs for more detailed information.

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.

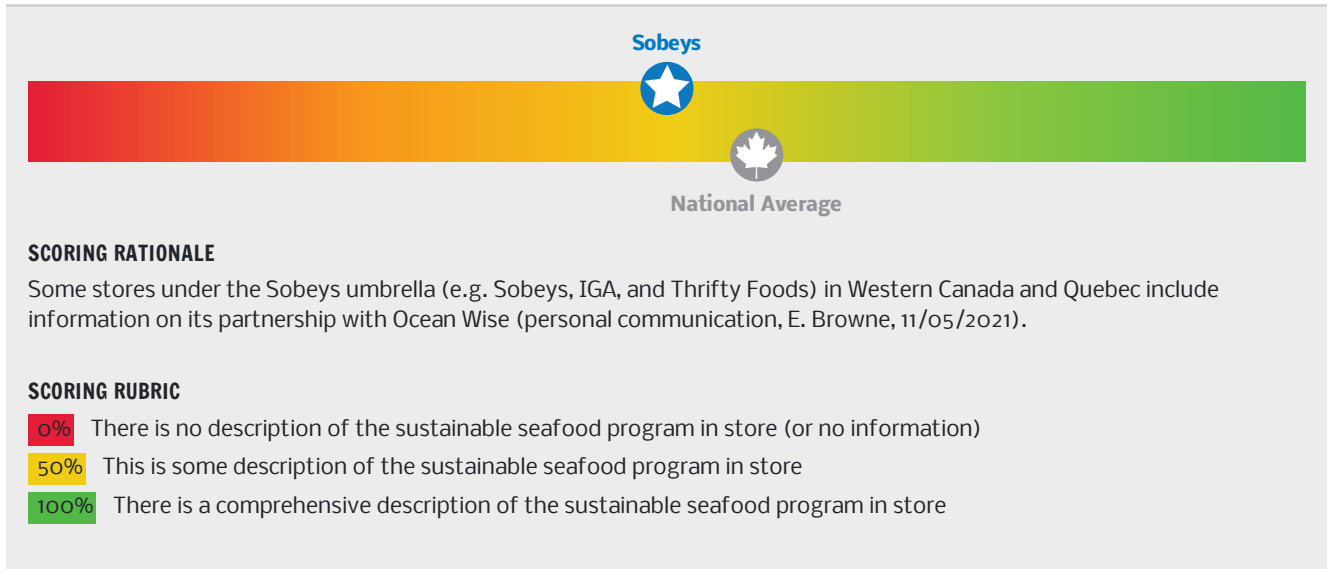
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**STEP ELEMENTS**

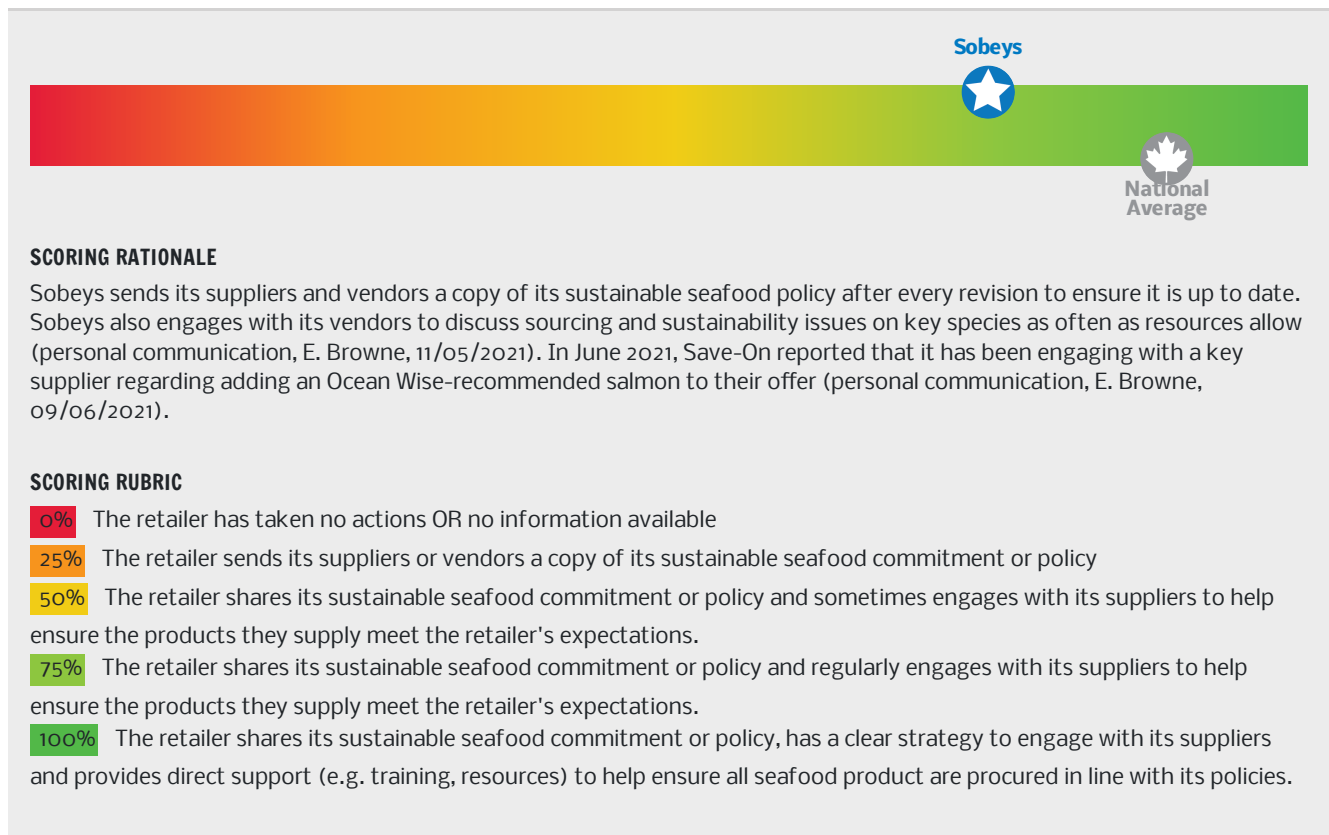
### 5.1 Training programs are conducted for seafood staff.



### 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.

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)?





## 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?



**SCORING RATIONALE**

Sobeys has been encouraging its tuna suppliers to move towards more sustainable tuna fishing practices. Its main tuna supplier Clover Leaf is now committed to 100% FAD-free skipjack tuna by 2022. Sobeys preferentially sources Ocean Wise Recommended skipjack tuna (personal communication, E. Browne, 09/06/2021).

- ✗ 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)
- ✗ Outreach to policymakers to advocate for skipjack fishing methods and management to be more environmentally sustainable and/or socially responsible
- ✗ Collaborating with other companies pre-competitively to improve skipjack fishery management practices
- ✓ Works with suppliers or producers directly to improve skipjack fishing practices
- ✗ Refrains from advertising versions of this product that are not MSC certified, Not Recommended by Ocean Wise and/or ranked Avoid by Seafood Watch
- ✓ Preferentially sources from more sustainable sources that are MSC 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

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

