

SEAFOOD PROGRESS: SAVE-ON-FOODS



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

Across Western Canada and the Yukon

NUMBER OF STORES

165

GROSS REVENUE

Over \$4 billion in sales

WEBSITE

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

RETAILER SNAPSHOT

Save-On-Foods is committed to providing at least 50% Ocean Wise Recommended fresh and frozen seafood (this commitment does not include canned or other shelf-stable seafood). As of May 2019, Save-On-Foods was exceeding this commitment by sourcing at least 70% Ocean Wise Recommended fresh and frozen seafood. Additionally, Save-On-Foods is committed to sourcing 100% Ocean Wise Recommended and Aquaculture Stewardship Council (ASC) certified farmed shrimp and prawns for its Western Family shrimp and prawn products, and 100% Ocean Wise Recommended Western Family frozen rockfish.

Save-On-Foods' data collection program includes the scientific name, country of origin, and gear type or farming method for all fresh, frozen and private label seafood it sources. Although Save-On-Foods only labels some of its fresh and frozen seafood with this information, it is available upon request at the seafood counter for all Ocean Wise Recommended products.

SeaChoice recognizes that Save-On-Foods is currently updating and adding further detail to its supplier contracts to ensure suppliers are conducting themselves in line with Save-On-Foods' social responsibility policy, in addition to their environmental policy which is already reflected.

SeaChoice recommends Save-On-Foods work to improve its labelling policy by adding information such as scientific name and harvest method on more of its fresh and private label seafood products (including for products which are not Ocean Wise Recommended). Similarly, SeaChoice recommends that Save-On-Foods build on its transparent disclosure of progress against its sustainable seafood procurement commitment by publishing information about its product sourcing through initiatives such as the Ocean Disclosure Project.

In the process of developing this profile, SeaChoice corresponded with Shane Heasman, Meat & Seafood Development Specialist, and Julie Dickson, Managing Director of Corporate Services at Save-On-Foods, and Claire Dawson, Senior Account Representative at Ocean Wise.

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

Save-On-Foods





National Average

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



Save-On-Foods



SCORING RATIONALE

Save-On-Foods achieved its commitment to source over 50% Ocean Wise Recommended fresh and frozen products in 2016 (note that this commitment does not include canned or other shelf stable seafood products). To ensure it is meeting this commitment, Save-On-Foods' traceability strategy collects information from its suppliers on species, geographic origin and production methods and compares this to Ocean Wise recommendations (personal communication, S. Heasman, 16/05/2019).

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 is committed to only sourcing socially sustainable seafood. It is in the process of developing a company-wide supplier Code of Conduct but adherence to national legislation and commodity-specific standards is built into all supplier contracts. Save-On-Foods is currently working on a traceability strategy to follow products from producers through to consumers (personal communication, J. Dickson, 16/05/2019).

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).

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

Save-On-Foods

National Average

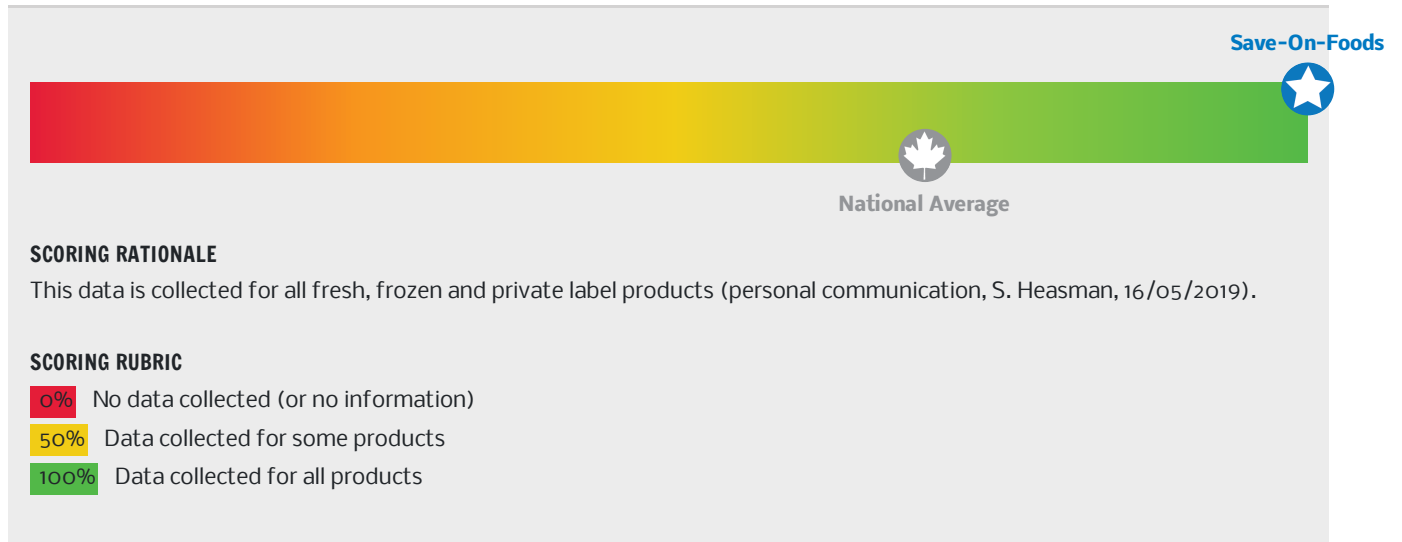
What information is the retailer collecting to monitor the environmental and social sustainability of their seafood products?

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.

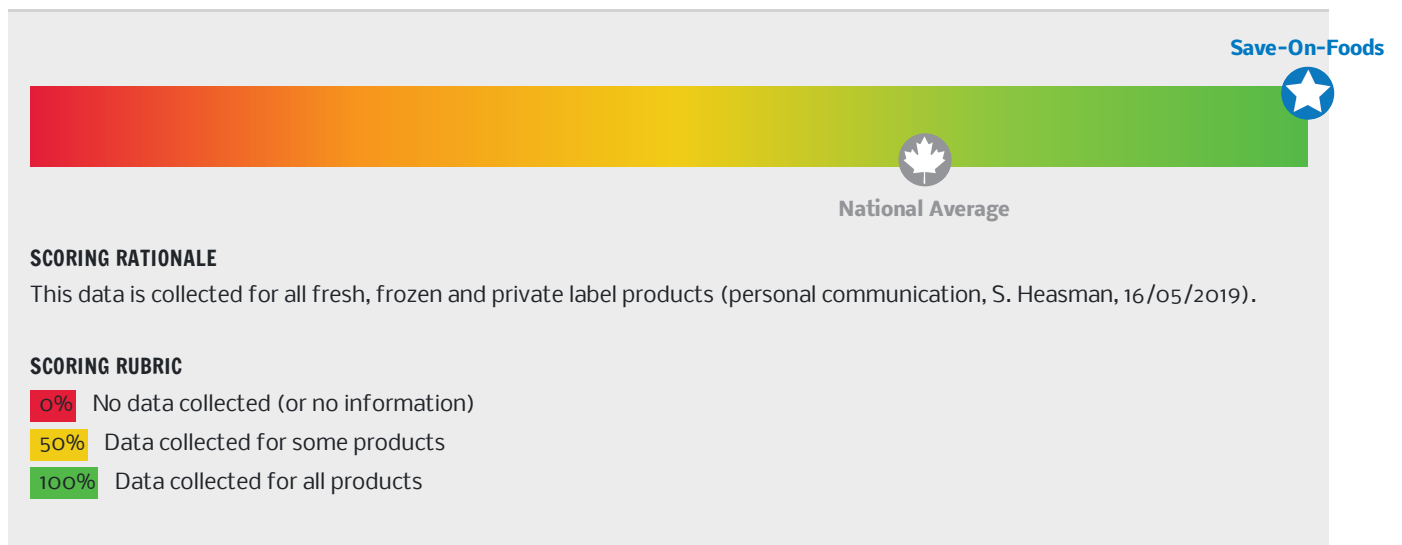
If it looks like you are only seeing the score for one year it is because the score did not change from year to year. Try clicking off the 'June 2019' button below the score bar.

STEP ELEMENTS

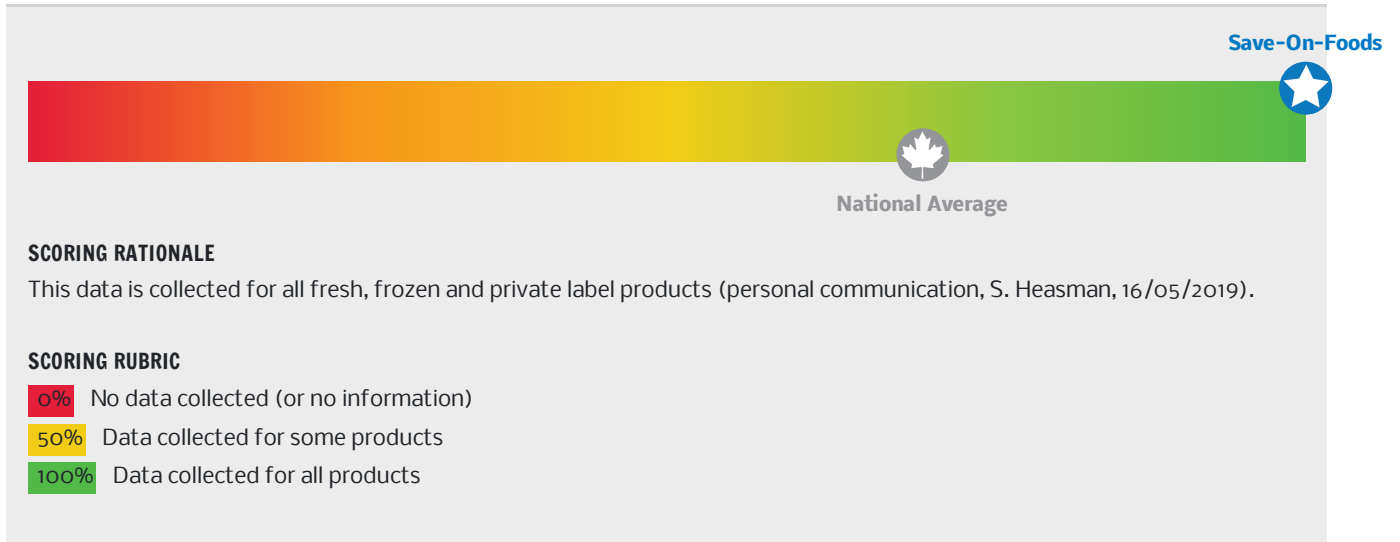
2.1 Retailer collects data on species scientific (Latin) name for seafood products being sold - the "what"



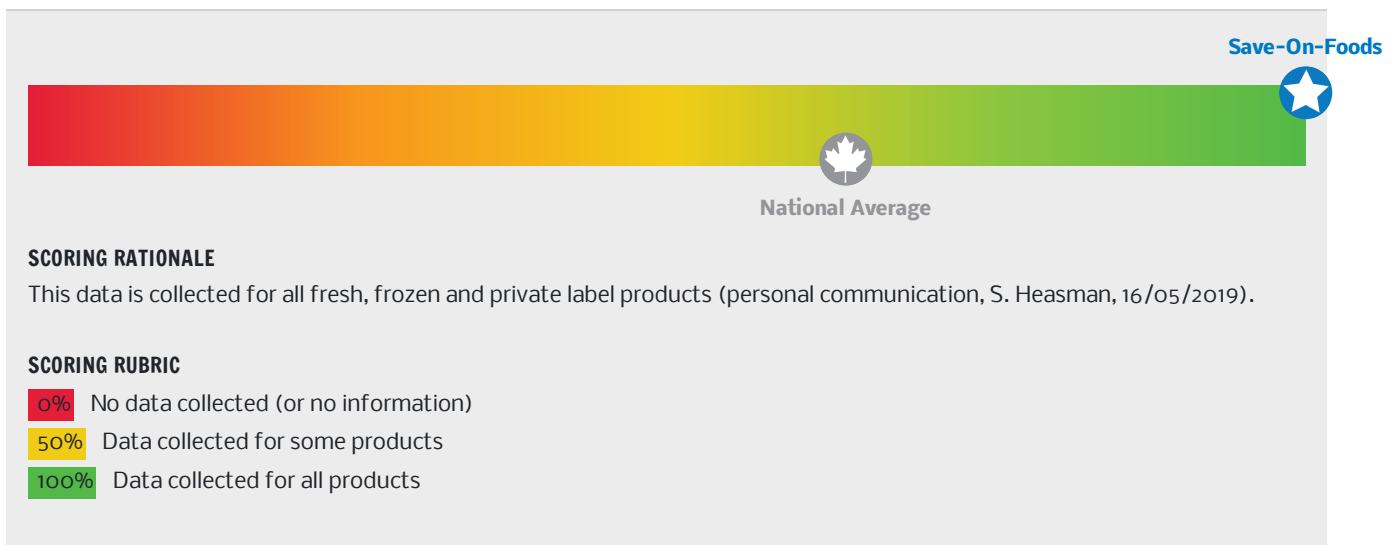
2.2 Retailer collects data on country of origin of seafood products being sold - the "where"



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.

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STEP ELEMENTS

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

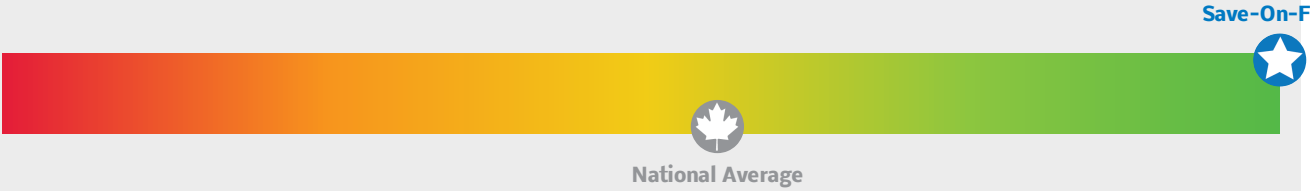


SCORING RATIONALE
Save-On-Foods uses Ocean Wise Recommendations to inform its procurement decisions.

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.

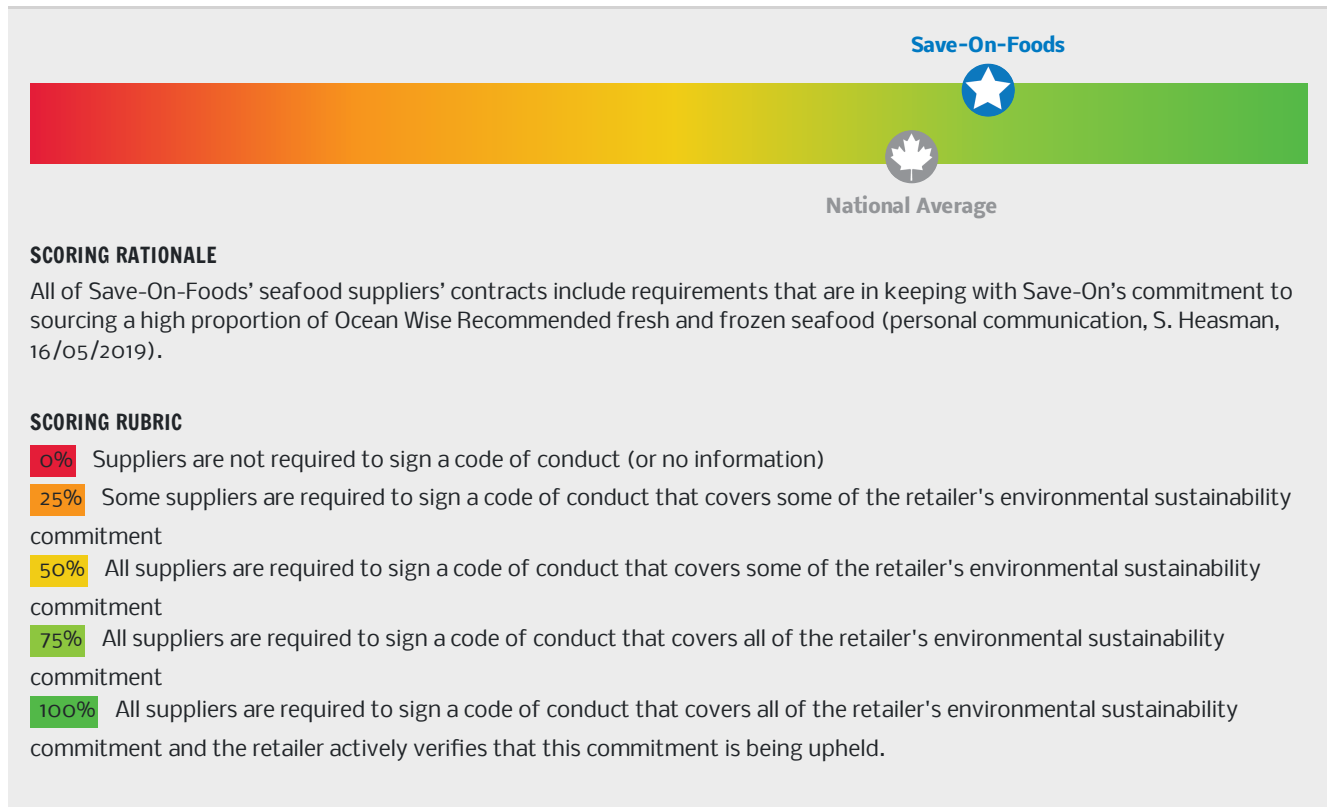


SCORING RATIONALE
Save-On-Foods has met and exceeded its commitment of sourcing at least 50% Ocean Wise Recommended fresh and frozen seafood products across their stores. As of May 2019, at least 70% of fresh, frozen and private label products were Recommended by Ocean Wise (personal communication, S. Heasman, 16/05/2019).

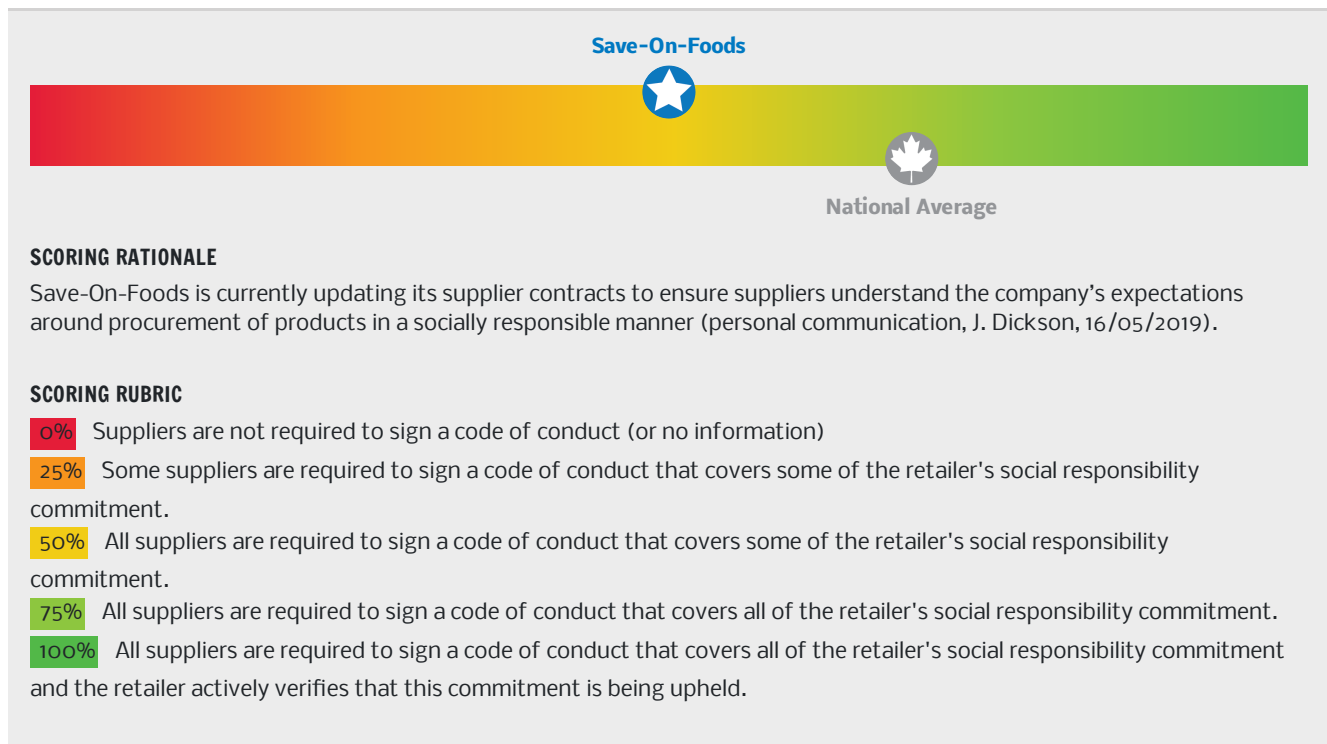
SCORING RUBRIC

- 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)

Save-On-Foods

National Average

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, 16/05/2019).

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 





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 

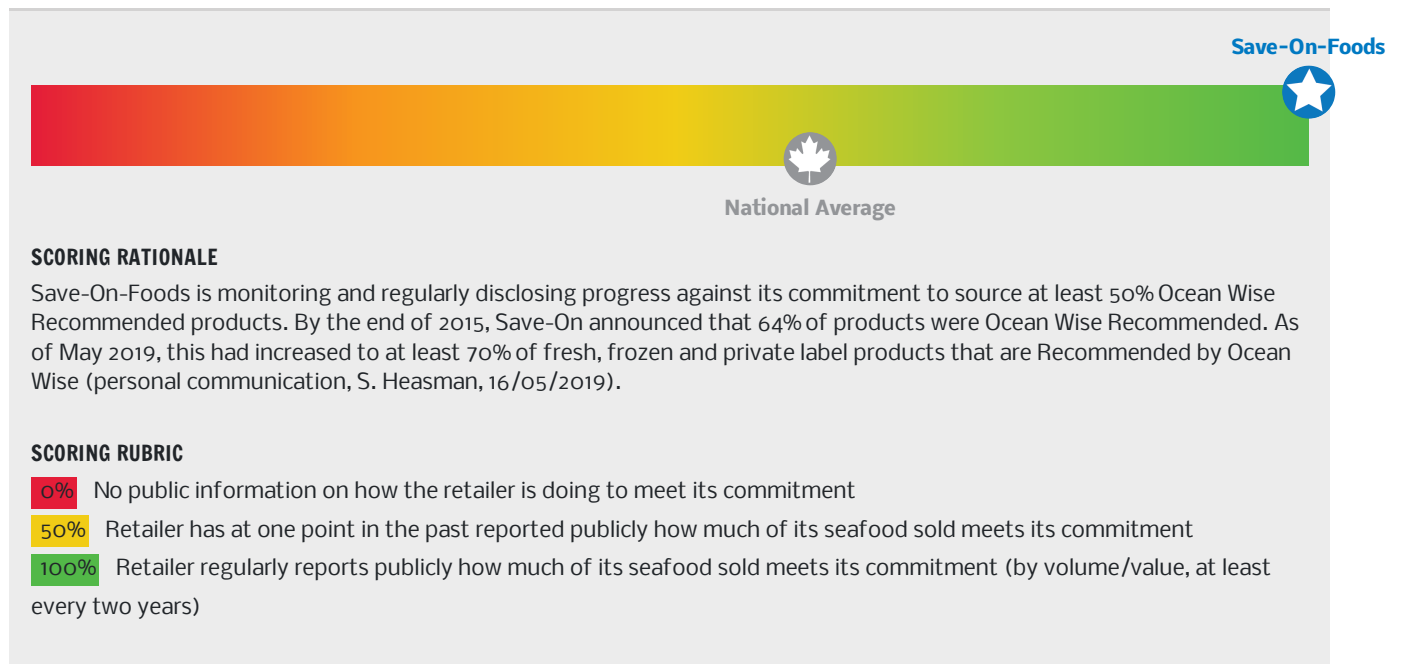


SCORING RATIONALE
Save-On-Foods has this information and it is available to consumers at point of sale but it is not published (personal communication, S. Heasman, 16/05/2019).

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.

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, 16/05/2019).

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

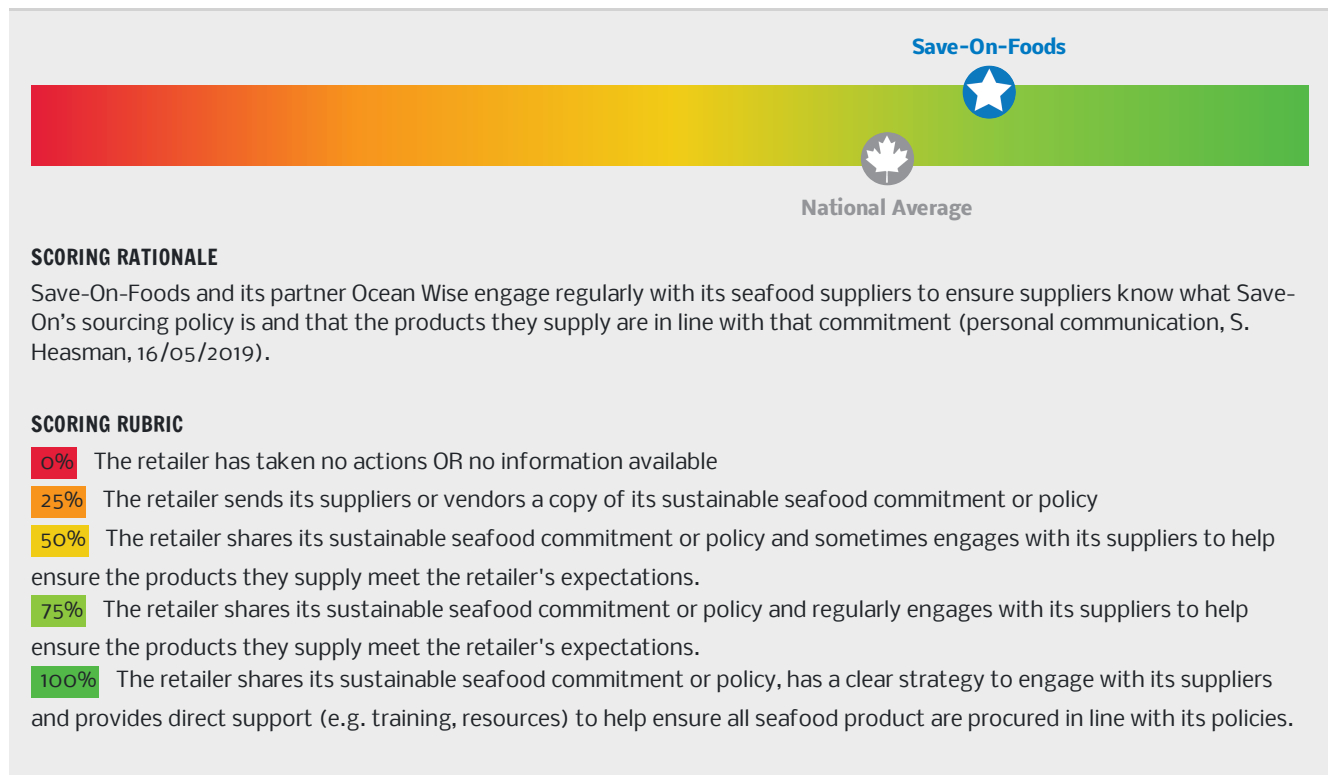
SCORING RATIONALE

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, 16/05/2019).

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.

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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)?

Save-On-Foods



National Average

SCORING RATIONALE

Save-On-Foods prioritizes sourcing sustainably harvested wild salmon products. The farmed salmon products that Save-On sources is all ASC certified and makes up less than 5% of the salmon it sells (by volume) (personal communication, S. Heasman, 16/05/2019).

- ✓ 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?



National Average

SCORING RATIONALE

In April 2018, Save-On-Foods announced that all its private label (Western Family) brand farmed shrimp and prawns are Ocean Wise Recommended and ASC certified. This commitment is now being expanded to include all frozen Western Family products that include shrimp and prawns (personal communication, S. Heasman, 16/05/2019).

- ✓ Only sells farmed shrimp and prawn 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 shrimp and prawn farming management to be more environmentally sustainable
- ✗ 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 Recommended by Ocean Wise and/or ranked Avoid by Seafood Watch
- ✗ Preferentially procures shrimp and prawns from sources that are either Recommended by Ocean Wise or Best Choice by Seafood Watch
- ✗ Preferentially sources from farms that are ASC or BAP certified
- ✗ 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
- 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 actions to support improvement
- 85% Retailer is engaged in six 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.

- 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.
- 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 Recommended by Ocean Wise and/or ranked Avoid by Seafood Watch
- x Preferentially sources from more sustainable sources that are either Recommended by Ocean Wise or Best Choice by Seafood Watch
- x Preferentially sources from fisheries that are MSC certified
- 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
- 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 actions to support improvement
- 85% Retailer is engaged in six 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?

