

CERTIFICATION, VERIFICATION OR FABRICATION?

An investigation of seafood environmental claims in Canadian retailers

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EXECUTIVE SUMMARY

The expectation that businesses should embrace sustainable seafood policies as part of their corporate social responsibility commitments has led to a proliferation of seafood environmental claims in Canadian supermarkets. Many retailers and seafood companies have reacted to this market opportunity with eco-labels and environmental claims, which may or may not be anchored in robust criteria or third-party review.

Misleading and unsubstantiated claims can lead to consumer confusion and skepticism. Such “greenwashing” claims have the potential to undermine the role that credible seafood eco-labels can play to drive “on the water” improvements to fisheries and aquaculture.

Our study is the first to investigate the rigour of seafood environmental claims in the Canadian retail marketplace. We tested claims by going to 18 supermarket locations across five Canadian cities and provinces. Our sample consisted of 234 environmental claims across 181 seafood products. We classified seafood environmental claims into three categories: certifications, endorsement claims and self-declarations.



original photo: Hans-Petter Fjeld

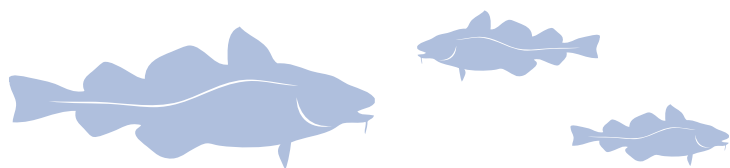
FINDINGS

Our investigation confirms that not all seafood environmental claims in the Canadian marketplace are equal. They differ according to the availability, and quality, of evidence to back up the stated claim.

Certification claims lead the way: We found claims on all 55 certified products to be verifiable due to the chain-of-custody evidence that these programs offer on their products and websites. Among all claims types, certifications were the most reliable in having evidence to back up their claims and information with which to assess the product's sustainability.^a

Endorsement claims are mostly verifiable: The majority (65 of 77) of third-party endorsements had information available about the claim on the company and/or endorser's website(s) to back up the claim. The sustainability of more than half (44 of 77) of endorsement claims was verified. We had difficulty, however, when it came to verifying the sustainability of canned tuna products bearing third-party endorsements.

Self-declared claims fall short: Self-declared claims were the most frequent environmental claim type across the Canadian retail market, accounting for 102 of 234 claims observed in our study. This means that many claims in the Canadian market are not subject to any independent oversight or standard (unlike certifications and endorsements). We found that 41 of 102 claims lacked the evidence needed to substantiate them. In turn, this meant the sustainability of products with self-declared claims were the hardest to verify - only 36 of 102 self-declared claims were verified. Thereby, six out of every ten self-declared claims had unverifiable sustainability. We also found nine self-declared claims on products for which the information and evidence provided indicated that they were made from unsustainable sources. These claims are, therefore, misleading consumers.



Further, when assessed against the International Organization for Standardization (ISO) standard for self-declared environmental claims (ISO 14021), and the International Social and Environmental Accreditation and Labelling's (ISEAL) credible claims criteria, we found vague and non-specific claims were rampant among self-declarations, and many overstated environmental benefits and were not consistent with the standards.

Environmental claims do not translate to better product labelling. We expected that products with sustainability claims would have strong product labelling. However, we found poor seafood product labelling to be an issue across all claim types. Consistent with other labelling studies, products examined in this report rarely provided label information on the country of harvest, species name or harvest method.

Overall, we found misleading and unsubstantiated claims are present on products sold by Canadian retailers, with the potential to undermine improvements truly aimed at sustainability. Our investigation found evidence of misleading and unsubstantiated claims in the Canadian marketplace, predominantly in self-declared environmental claims which typically lack the independent standard and oversight that credible certifications offer.

The presence of misleading and unsubstantiated claims has potentially significant ramifications, including shifting consumer preferences to products that are not sustainably fished or farmed, contributing to environmental and/or social harm, increasing consumer confusion and skepticism toward all environmental claims and undermining the efforts of credible certification schemes.

a We verified product sustainability based on the most commonly recognized and accepted sustainability standards: ASC or MSC certification, BAP 2 star plus certified shrimp, Ocean Wise recommended or Seafood Watch green ranked. The product label information and available claim evidence were used to classify the sustainability ranking of each product as either "verified" (i.e., meets one or more of the identified sustainability standards) or "not verified" (i.e., "unsustainable", "unknown sustainability" "unranked"). We note that there are objections/disagreements within the conservation community on the sustainability of certain certified fisheries and farms that are beyond this study's scope.

RECOMMENDATIONS



Retailers and seafood companies:

Prioritize certification claims over other types of claims, and where certifications are unavailable, choose endorsements over self-declared claims. When self-declared claims are used on products you sell, ensure they comply with international best practices for environmental claims (such as those of the ISO and ISEAL alliance).

Regardless of the claim type, evidence to back up claims should be clear, easily accessible and readily available to consumers.



Government:

Establish stringent seafood labelling laws, like those of the European Union, which would aid in substantiating the environmental credentials and claims of a given product. Specifically, seafood labels in Canada should have the following information: scientific name, geographic origin (where caught or farmed), production method (farmed or wild), and gear type or farming method. The implementation of Fisheries and Oceans Canada and the Canadian Food Inspection Agency's mandated boat-to-plate traceability program will help provide the information needed for more detailed labelling.

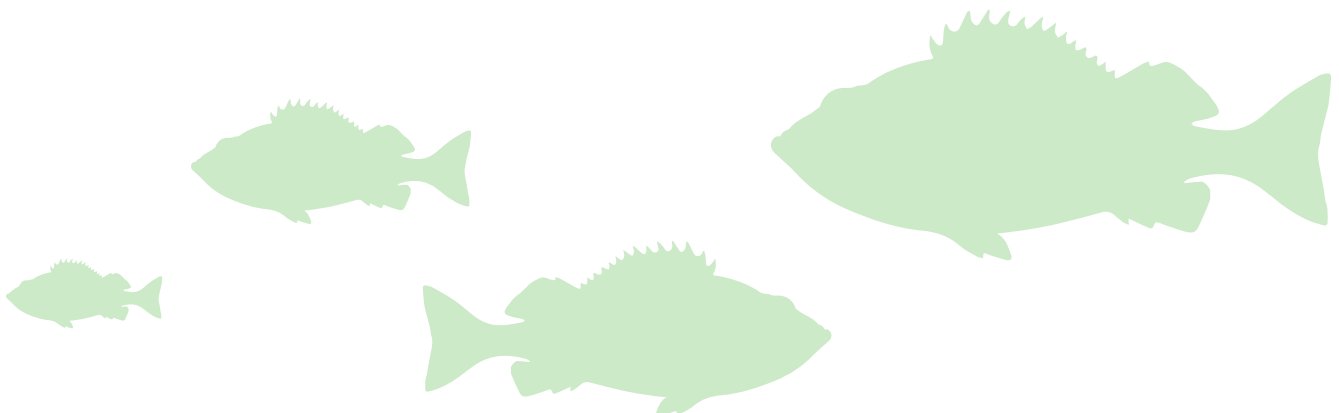
For self-declared claims, the government should strengthen requirements for the use of the terms "sustainable" or "responsible" by stipulating that only third-party verification is acceptable evidence to support their use.



Consumers:

Choose certified products where possible and complement these with endorsed products. Regardless of the claim type, but particularly when purchasing self-declared products, look for evidence to back up the claim on the product or website. Tell your retailer and the seafood companies that sell within their stores that you expect them to provide this evidence.

If a product with a environmental claim lacks evidence to back it up, or if you suspect the claim may be a deceptive representation of the product (i.e., greenwashing), contact the Canadian Food Inspection Agency to **report** a food labelling concern.



INTRODUCTION

Seafood environmental claims began appearing in Canadian tuna aisles in the 1980s. Since then, the number of seafood environmental logos and claims has rapidly increased across all seafood products and expanded into fresh cases, freezers and various shelf-stable sections within grocery stores.

Environmental claims – logos and written statements – aim to take the guesswork out of the selection process for shoppers who want to make ocean-friendly seafood purchases. Many retailers offer environmental claims as part of their sustainable seafood commitments. Moreover, these claims represent a mechanism through which seafood markets, including consumers, can indirectly influence fishery and aquaculture practices. In an ideal scenario, environmental claims should drive, and result in, “on the water” improvements in fisheries and farms.

However, not all environmental claims are created equal. Seafood environmental claims can be independent, such as third-party certifications and non-governmental endorsements, or private company self-declarations. All of these vary in their scope, accuracy, transparency and rigour. They can also vary in their interpretation of “sustainability,” as there are currently no regulations that strictly define the term for seafood, or any other commodity sold in Canada.¹ Such ambiguity provides the potential for questionable claims to enter the market.

Studies have found greenwashing, the practice of making a misleading or unsubstantiated claim, to be a concern in Canada and abroad.^{2,3} Greenwashing has the potential to shift consumer preferences toward products that are not environmentally beneficial or sustainably produced and/or can create an unwarranted favourable image of a company.⁴ Misleading and unsubstantiated claims can lead to consumer confusion and skepticism.⁵ At worst, greenwashing has the potential to undermine efforts and improvements aimed at true fisheries and aquaculture sustainability.⁶

Our study documents the prevalence, verifiability and quality of the three types of seafood environmental claims in the Canadian retail marketplace: certifications, endorsements and self-declared claims.

photo Liane Veitch



METHODS

SAMPLING SCOPE

The study's objective was to broadly characterize the state of environmental claims in the Canadian marketplace and assess the vulnerability of consumers to misleading claims. To achieve this, we aimed to identify as many claims, on as many different products, at as many retailers as possible within our time constraints. Seafood products were chosen that featured one or more of the following claim classifications: an eco-certification, endorsement or self-declared claim (e.g., in-house private eco-label, or a written claim of sustainability). Each claim type is defined below.

ENVIRONMENTAL CLAIM TYPES

CERTIFICATIONS

A certification relies on compliance with criteria created either internally or through an external multi-stakeholder process. These criteria are held by the “standard-holder” and are typically implemented by a third-party auditor. The standard-holder can be from a non-government organization, industry, government agency or a hybrid of these. The most prominent global eco-certification programs in the Canadian market are the Marine Stewardship Council (MSC) for wild fisheries and the Aquaculture Stewardship Council (ASC) and Best Aquaculture Practices (BAP) for farmed seafood.

ENDORSEMENTS

Several conservation groups provide seafood rankings or recommendations based on a set methodology that evaluates a seafood's environmental impacts. Fisheries and farms, usually at a regional or industry-wide level, are assessed using the set methodology. The seafood assessment's final ranking is assigned using the group's defined thresholds. Some ranking groups partner with businesses and, in turn, endorse certain seafood products that meet their defined threshold (e.g., Ocean Wise Recommended, Seafood Watch “Best Choice” and “Good Alternative”).

Endorsements can also be provided by groups that endorse certain harvest practices (e.g., Earth Island Institute's Dolphin Safe label, which approves tuna fishing companies that do not chase, kill or set nets on dolphins); or verify where a seafood item has been caught (e.g., the Alaska Seafood Marketing Institute's origin claim: Alaska Seafood “wild, natural and sustainable” label).^b

SELF-DECLARED CLAIMS

Some seafood businesses, including retailers and wholesalers, choose to self-declare or claim that they offer sustainable seafood (e.g., a seafood product is marketed as “sustainable” or “responsible” but with no third-party verification). The transparency and rigour of the criteria and the system behind the claim can vary greatly between one claim and the next. This type of claim typically lacks any independent oversight and the decision to use the claim is made in-house by the company.

^b It should be noted that the ASMI origin claim is separate from ASMI trademarked “Certified Sustainable Alaska RFM” certification claim.



photo: ElasticComputeFarm / pixabay

SAMPLING LOCATIONS

Sampling was conducted across five cities and provinces – Vancouver, British Columbia; Saskatoon, Saskatchewan; Toronto, Ontario; Montreal, Quebec; and Halifax, Nova Scotia – at 18 store locations, across 14 banners. Altogether, sampling covered seven major Canadian retailers: Costco, Loblaw, Metro, Overwaitea, Sobeys, Walmart and Whole Foods (Appendix 1: Table 1). We identified the major retailers within each city to be included in the survey; however, the specific store locations and banners were chosen at random.

SAMPLING PRODUCTS

SeaChoice staff conducted sampling. At stores, staff examined seafood products and took photographs of as many products with environmental claims as possible. This included the seafood fresh case, frozen section and shelf-stable aisles. Photos were taken of the products’ labels, specifically the environmental claims and other relevant environmental information, as they were encountered. Products without any eco-labels or environmental claims were not sampled or included in our analysis.

SAMPLING SIZE

A total of 181 unique^c seafood products were sampled from 49 different company brands. Of these, 113 were frozen pre-packaged,^d 54 shelf-stable^e and 14 fresh counter or fresh pre-packaged^f products.

Across the 181 seafood products, a total of 25 seafood types were identified (Appendix 1: Table 2). The most common seafood type sampled was tuna, followed by salmon, shrimp and whitefish such as haddock, cod and pollock.

c All products were one of a kind. All national brands, frozen, shelf-stable and pre-packaged products were analyzed for duplicates, which were removed from the sample database. Fresh-case products were considered unique within each retailer’s banner.

d Processed and packaged frozen fish fillets or seafood.

e Preserved packaged in hermetically sealed containers (cans and/or retortable pouches), such as tuna or salmon.

f Unpackaged seafood found within a store fresh case or pre-packaged seafood found in the refrigerated section.

ANALYSING PRODUCTS

We extracted the following information for each product, obtained from photos of the packaging, in an Excel database:

- Store banner, location, seafood type (e.g., cod, shrimp, etc.), product type (e.g., fresh, frozen, etc.), company brand and product name.
- Labelling elements available on the package (common name; species scientific (Latin) name; wild/farmed; harvest method (fishing gear or farming type); product origin (country of processing); geographic origin (country of harvest).
- The number of and type of eco-labels (e.g., Ocean Wise, MSC, etc.) and any written claims.

Any duplicate products were removed from the database to ensure all sample products were unique.^g

Each product and its claims were then assessed against four criteria. Detailed information on the methodology used for each criterion is provided in the subsequent analysis and results section of this report below. The criteria can be summarized as follows:

1. **Claims census:** the claims on each product were categorized as a certification, endorsement or self-declared, with the eco-logo type or written statement noted. The total number of products under each claim type was tallied.
2. **Product labelling quality:** based on the labelling elements provided, each product was ranked from poor to good labelling practice, consistent with previous SeaChoice labelling studies.^h
3. **Claim evidence:** each product claim was assessed to see whether evidence was available to substantiate the claim, based on the Canadian Food Inspection Agency (CFIA) requirements for voluntary claims and statements on fish and fish products.ⁱ
4. **Product sustainability verification:** the product label information (criterion 2) and available evidence (criterion 3) was used to classify the sustainability of each product as “verified” or “not verified”. Sustainability classifications were determined using the same criteria as SeaChoice’s Seafood Progress framework.^j

Each product with self-declared claims was assessed against two additional criteria:

5. **Comparison of self-declared claims against international standards:** products with self-declared claims were assessed against the International Organization for Standardization (ISO) 14021 self declared environmental claims (Type II environmental labelling)^k requirements and the International Social and Environmental Accreditation and Labeling (ISEAL) “Challenge the Label” campaign criteria.^l

g All products were one of a kind. All national brands, frozen, shelf-stable, pre-packaged products were analyzed for duplicates, which were removed from the sample database. Fresh-case products were considered unique within each retailer’s banner.

h <https://www.seachoice.org/our-work/labelling-and-traceability/dna-testing/>

i <https://www.inspection.gc.ca/food-label-requirements/labelling/industry/method-of-production-claims/eng/1389379565794/1389380926083?chap=0#c2>

j Seafood Progress’ methodology rewards retailers that preferentially source from ASC and MSC certifications, BAP 2 star plus certified shrimp,[#] Ocean Wise recommended or Seafood Watch green ranked. More information: <https://www.seachoice.org/seafood-progress/methodology/>

k <https://www.iso.org/standard/66652.html>

l <https://community.isealalliance.org/challenge>

ANALYSIS AND RESULTS

1. CLAIM CENSUS

What we did

The number of claims on each product was counted. Claims on each product were categorized as certifications, endorsements or self-declared claims. The type of eco-logo, or written statement, was recorded.

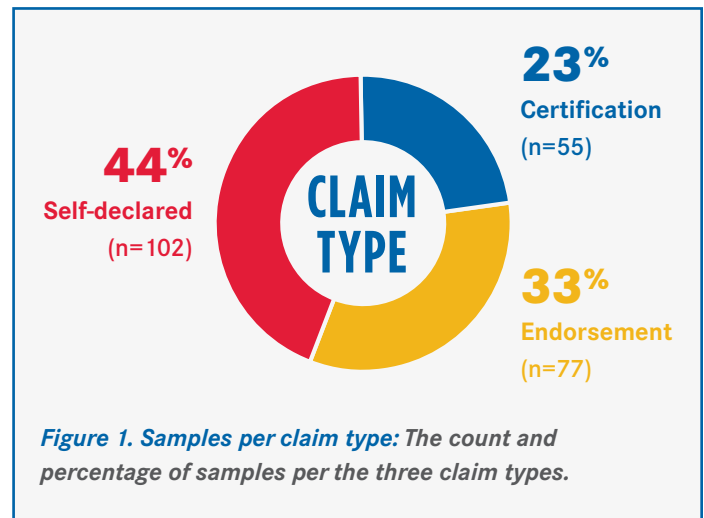
What we found

A total of 234 environmental claims were documented across 181 seafood products (Appendix 2). Products had an average of 1.3 claims each, with a maximum of three claims found on a single product.

Figure 1 shows self-declared claims were the most commonly encountered claim type, accounting for 102 environmental claims, including 85 in-house logos and 17 written environmental statements. Endorsements were the second-most encountered claim type, accounting for 77 claims, followed by certifications, with 55 claims. Within endorsements and certifications, the most common eco-labels were the MSC certification (44), followed by the Ocean Wise endorsement (36) and the Dolphin-Safe logo on shelf-stable (i.e., canned and pouched) tuna (35) (Appendix 1: Table 3).

Over half of the documented environmental claims (136 out of 234) were found on frozen seafood products (Appendix 1: Table 4). Shelf-stable seafood came next, with 84 claims found on products in this category (36 per cent).

Tuna, predominantly canned, was the most common seafood type for endorsements and self-declared claims (Appendix 1: Table 5). Haddock and shrimp (both farmed and wild) were the seafood types with the highest number of certification claims.



Why it matters

Our results show self-declared claims are the most common environmental claim type. This means many claims in the Canadian retail market are not held to any independent oversight or standard. This finding is particularly important for frozen and shelf-stable seafood products, which make up the largest volumes of seafood types imported into Canada,⁷ where self-declarations claims were found to be widespread.

Our results also show tuna, predominantly shelf-stable (i.e., canned and pouched) skipjack, yellowfin and albacore, have the most environmental claims overall. While global skipjack and albacore tuna stocks are considered relatively healthy, some yellowfin stocks are depleted.⁸ When skipjack tuna is caught using fish aggregating devices (FADs), or albacore and yellowfin with pelagic longlines, the incidental catch (i.e., bycatch) of non-target species such as sharks and rays, sea turtles, seabirds and juvenile yellowfin and bigeye tuna is a concern.⁹ ¹⁰ Illegal, unreported and unregulated (IUU) fishing also remains a threat to tuna populations.¹¹ Consequently, any misleading claims within the canned tuna product category have the potential to undermine any true sustainability efforts and improvements in global tuna fisheries.

In addition, we found claims on other potentially problematic seafood types – such as cod, salmon and shrimp – that are commonly associated with or have the potential to be procured from unsustainable sources. Misleading claims on these products also have the potential to undermine any true sustainability efforts and improvements in aquaculture and fisheries.

2. PRODUCT LABELLING QUALITY

What we did

Previous SeaChoice seafood DNA and labelling studies have assessed the quality and accuracy of Canadian retailers' seafood labelling.^m We applied the criteria used in those studies to determine the quality of labelling in this study's sampled products in order to see if products with environmental claims translate to products with better labelling practices.

Best practice seafood labelling is defined as having all of the following six elements on a seafood label: common name, scientific (Latin) name, harvest type (farmed or wild), harvest method (type of fishing or aquaculture used), geographic origin of harvest (where product was caught or farmed) and country of processing. SeaChoice categorizes labelling practice as:

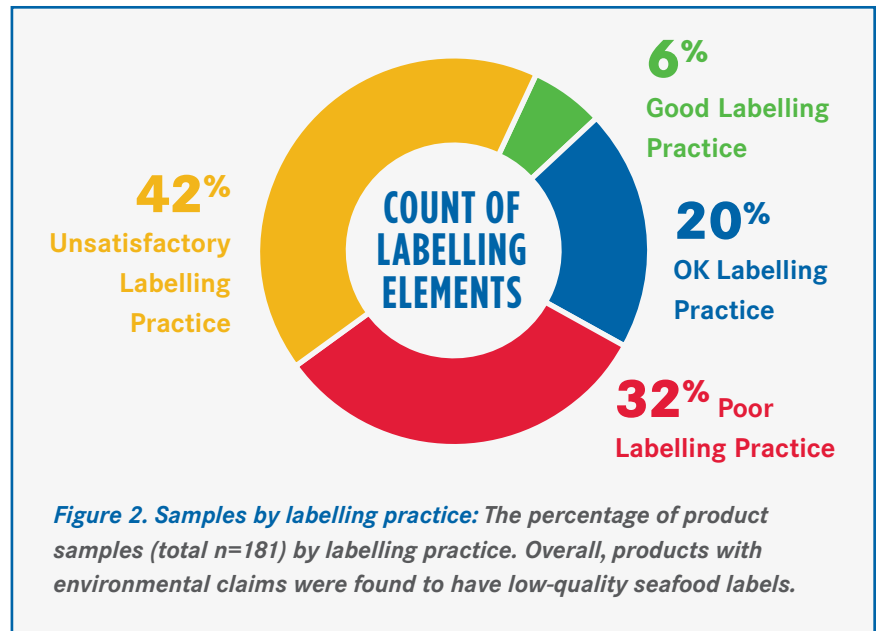
- A** Good/best practice: 5-6 elements
- B** OK: 4 elements
- C** Unsatisfactory: 3 elements
- D** Poor: 1-2 elements



What we found

In general, the seafood products sampled in this study had low-quality seafood labels. Figure 2 shows that product labelling quality for the 181 seafood products with environmental claims was six per cent good; 20 per cent OK; 42 per cent unsatisfactory and 32 per cent poor. These results are only nominally better when compared to SeaChoice's 2017 labelling findings (five per cent good; 20 per cent OK; 14 per cent unsatisfactory; 67 per cent poor).ⁿ This suggests that products with environmental claims do not have better seafood labelling.

We suspected claims backed by certifications would demonstrate better labelling practices, but we observed no correlation between product labelling quality and a particular claim type (Figure 3).



^m <https://www.seachoice.org/our-work/labelling-and-traceability/dna-testing/>

ⁿ The “mislabelled” category from the 2017 analysis was removed for comparative purposes as DNA testing of products was not applicable to this claims study.

LABELLING PRACTICE BY CLAIM TYPE

A Good **B** OK **C** Unsatisfactory **D** Poor

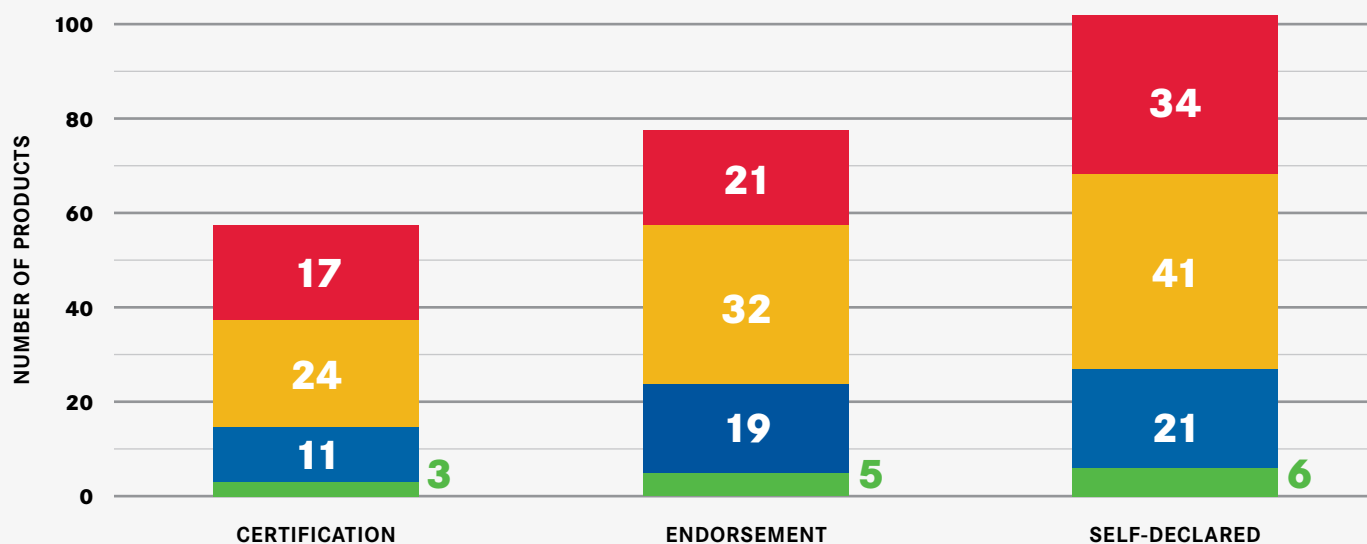


Figure 3. Labelling quality by claim type: The count of claims by claim type (certification total n= 55; endorsement total n= 77; self-declared total n= 102) and their assessed labelling practice.

Why it matters

Good seafood labelling, as illustrated by figure 4, helps consumers and businesses make more environmentally, socially and economically sustainable choices. In turn, good seafood labelling also helps provide the information needed to back up an environmental claim.

Canada’s seafood labelling regulations are well below global best practices, requiring only the common name and country of last major transformation/processing (confusingly called the “country of origin”) to be listed on the product label.¹² Comprehensive labelling, alongside accurate traceability, is vital in helping to deter and prevent mislabelling and seafood “fraud” (i.e., intentional swapping of species). Poor labelling also makes it difficult to identify seafood that might be associated with human rights abuses, that came from illegal, unregulated, unreported (IUU) fisheries or might be unsafe for human consumption.

Our results show that products with environmental claims need to improve their labelling practices, particularly to demonstrate to consumers that their environmental claims are truthful and accurate. Our findings also demonstrate that the Government of Canada cannot simply defer to either voluntary environmental claims or labelling in lieu of strong seafood labelling laws.



Figure 4. Example of good labelling practice: Metro’s private-labelled canned tuna was one of only 14 (of a total n of 181) sampled seafood products that had high quality labelling.

CERTIFICATION, VERIFICATION OR FABRICATION?

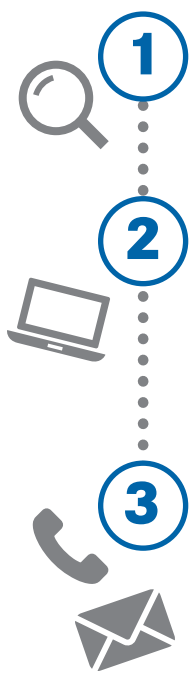
An investigation of seafood environmental claims in Canadian retailers

3. CLAIM EVIDENCE

The Canadian Food Inspection Agency’s Safe Food for Canadians Regulations allow “method of production claims” for fish and fish products as long as they are “accurate, truthful, and must not mislead or deceive the consumer.”¹³ Evidence to substantiate a claim can be in the form of a third-party audit, valid documentation or non-government certification program.

What we did

Following CFIA’s guidelines, evidence to substantiate each environmental claim was sought.



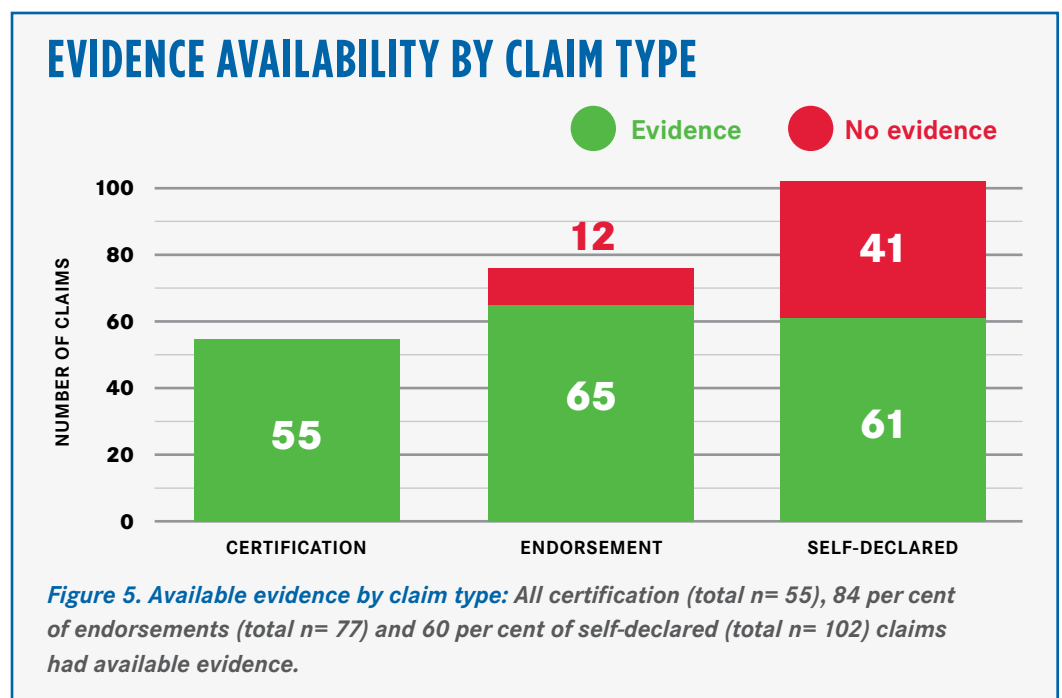
1 Pursuing a similar route to that which a shopper might take in considering a environmental claim, products were first inspected for information to back up the claim. Examples of “on the product” evidence included an MSC chain-of-custody number printed on the product or detailed labelling that corresponded to endorsed or certified fisheries or farms.

2 Second, company and certification/endorsement websites were reviewed for evidence. The following are examples of website evidence used: proof of partnership or membership with an endorsing body (e.g., Ocean Wise, Earth Island Institute), detailed information on a product’s sourcing origins (e.g., Pacific halibut sourced from B.C. bottom longline fisheries) and listing of fishery/farm on recommendation or certification lists. Typically, a combination of such evidence was necessary (e.g., Ocean Wise partner, sourcing Ocean Wise recommended B.C. Pacific halibut).

3 Third, where detailed information on a product’s environmental claim was not found on the product and/or website, SeaChoice contacted the company directly for further information and evidence. Companies were contacted in the same manner that a consumer would choose, using the contact email or inquiry form found on a company’s website. Follow-up emails were also sent to companies that did not respond. Ocean Wise was contacted regarding products with its endorsement that required verification. The Earth Island Institute was also contacted to confirm which products with dolphin-friendly logos were approved Dolphin Safe companies.

What we found

Overall, 77 per cent (181 of 234 claims) of all environmental claims provided evidence. However, the availability of evidence varied between claim types as shown in figure 5.



What we found cont.

Certifications

One hundred per cent of the 55 certification claims provided evidence. Evidence included the chain-of-custody number on the label and by using publicly available information on the company and/or certification website(s).

Endorsements

Eighty-four per cent (65 out of 77 claims) of endorsement claims provided evidence. Evidence included publicly available information on the company and/or endorsement website(s) or via direct communication. Twelve claims failed to provide evidence: seven Ocean Wise and five Dolphin Safe^o claims.

Self-declared

In comparison, only 60 per cent (61 out of 102) self-declared environmental claims provided evidence. Of these, only six claims provided evidence directly on the product (e.g. good product labelling). Evidence for 50 claims were found on company websites. In particular, all shelf-stable tuna environmental self-declared claims had publicly available information on company websites (e.g., fishery source and gear type information, International Seafood Sustainability Foundation participation, third-party audits, etc.).

Forty-six claims still required outreach directly to 17 companies. Evidence for five claims was obtained through direct communication. Unfortunately, some companies did not respond, which led to the high number of claims without evidence.

Forty-one self-declared claims that lacked evidence were found on frozen products (Appendix 1: Table 6). Four national brands, which specialize in frozen seafood, accounted for nearly 75 per cent of these self-declared claims.

The seafood types that lacked evidence appeared across all product categories (Appendix 1: Table 7). Pacific salmon with self-declared environmental claims, however, topped the no evidence list (eight claims). This was followed by pollock (six), cod (five) and tuna (five).

We found that while some companies provided their sustainable seafood policy information on their websites, it was often too general and lacked specificity to a seafood type and/or particular product. For example, High Liner Foods lists the following possibilities for *any* of their wild seafood products: MSC certification, in full MSC assessment, a certification recognized by Global Sustainable Seafood Initiative, in a fishery improvement project, endorsed by Ocean Wise or Seafood Watch rated. It is unclear if all of the company's seafood must meet at least one of these criteria or if only a portion of their procurement does. Furthermore, it lacks specificity as it is impossible for a shopper to determine which, if any, of the criteria a particular seafood product meets.



^o It was confirmed that these five products from four companies are using their own generic dolphin-safe labels and are not official Dolphin-Safe members. These companies may still be sourcing from Dolphin-Safe tuna-approved processors; however, this was unverifiable.

Why it matters

These findings suggest environmental claims by way of certification and endorsement schemes are more likely to provide the necessary evidence by way of accessible third-party assessments and audits to back up their claims.

In comparison, without transparency and easily accessible evidence to back up a self-declared claim, the consumer must rely on a company's word to ensure it meets the Safe Food for Canadians Regulations' requirement that "method of production claims" for fish and fish products be "accurate, truthful, and must not mislead or deceive the consumer."

Furthermore, it is in companies' best interests to include more information about their practices; research suggests eco-conscious consumers favour environmentally-friendly products and companies that provide specific and credible information on what makes a product environmentally or socially responsible.¹⁴



TRACEABILITY CLAIMS

Rising concerns regarding mislabelling and fraud, illegal, unreported and unregulated (IUU) fishing, and poor working conditions and slavery within the seafood industry have heightened the importance of companies being able to track and verify where their seafood is sourced. This has led to a number of seafood products being marketed with traceability claims. These claims are most common on canned tuna products, and this is no coincidence: canned tuna has been the centre of international campaigns to make brands shift from destructive fishing practices (e.g., Fish Aggregating Device (FAD)-caught tuna) and human rights abuses.

Fourteen traceability claims were tested. We found over half of the traceability claims (8 out of 14) were untraceable. Two of Canada's largest national brand canned tuna companies, Clover Leaf and Ocean's, have websites that are designed so that consumers can enter their can's product code to find out its sourcing details. The Clover Leaf website worked for some products but failed to do so for others. The Ocean's traceability website was unable to track any of the sampled product codes. Neither company responded when contacted directly.

4. PRODUCT SUSTAINABILITY VERIFICATION

The CFIA’s requirements for substantiating a “method of production” environmental claim fall short of defining “sustainable” or “environmentally friendly” practices for fish and fish products. Rather, the onus is on the company to define how its products meet the claim, as long as a third-party audit (e.g., a chain-of-custody audit), documentation (e.g., catch documentation) or non-government certification (e.g., MSC certification) is demonstrated. This allows for varying interpretations of sustainability.

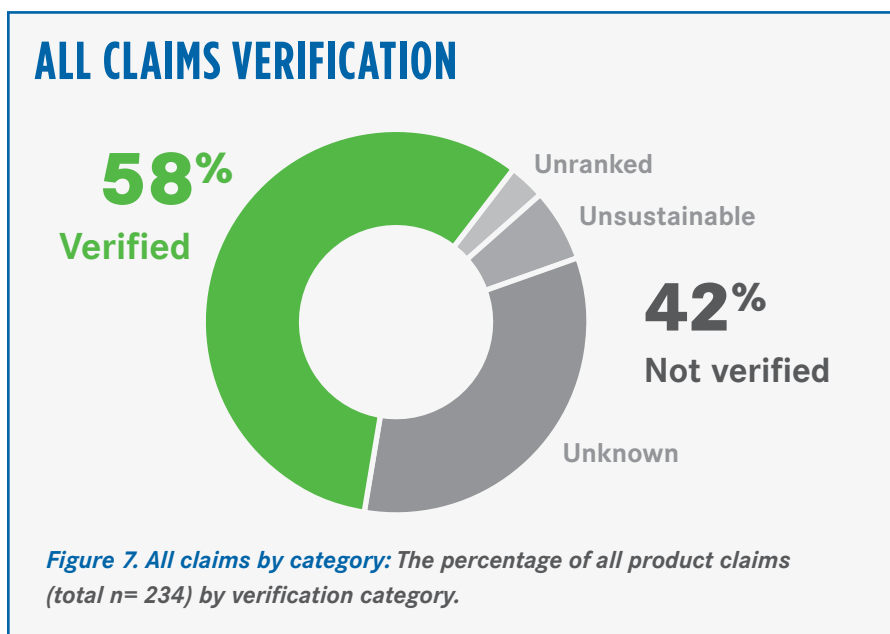
In addition, the scope and meaning of an environmental claim can vary greatly from one to the next. These nuanced differences among claims can be missed by shoppers who may interpret any environmental claim, regardless of the type, as a good choice for the environment.

What we did

All environmental claims (certification, endorsement and self-declared) and their associated products were assessed against the most commonly recognized and accepted sustainability standards by the conservation community: ASC or MSC certification, BAP 2 star plus certified shrimp,^p Ocean Wise recommended or Seafood Watch green ranked. These standards also align with SeaChoice’s Seafood Progress (our online platform that tracks Canadian retailer sustainable seafood commitments) framework methodology.^q

The product label information (criterion 2) and available claim evidence (criterion 3) were used to classify the sustainability ranking of each product as either “verified” (i.e. meet one or more of the identified sustainability standards) or “not verified” (i.e., “unsustainable”, “unknown sustainability” or “unranked”).

We note that there are objections/disagreements within the conservation community on the sustainability of certain certified fisheries and farms that are beyond this study’s scope.^{15 16 17 18}

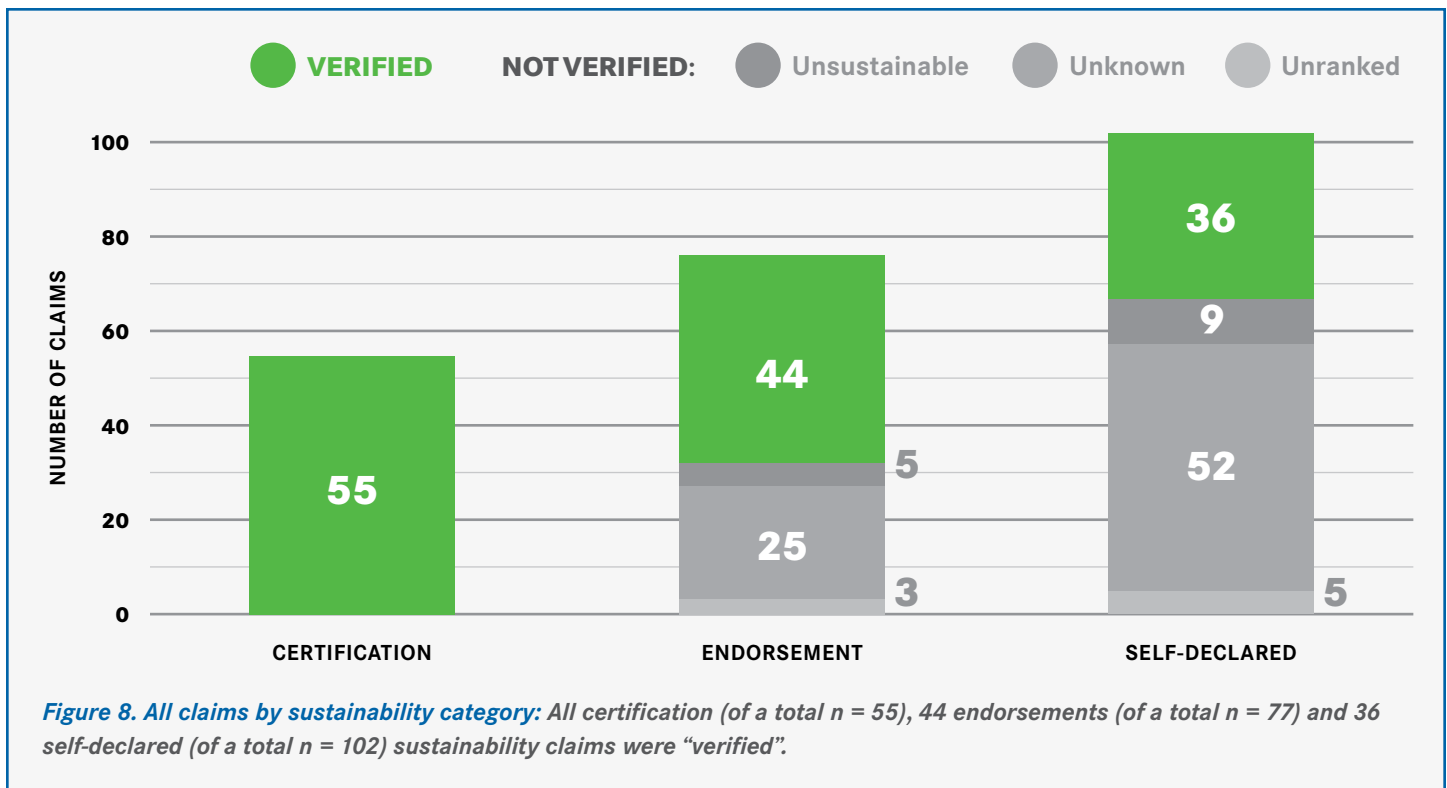


What we found

Overall, 58 per cent of all claims were “verified” as being associated with products that meet the sustainability criteria. Forty-two per cent of claims were “not verified”. This included six per cent of claims that were found to be associated with products that came from “unsustainable” fisheries or aquaculture operations; 33 per cent of claims that were associated with products of “unknown” sustainability; and three per cent of products that were “unranked.” See figure 7.

p Note: BAP-certified shrimp is recognized by Seafood Progress, while BAP-certified salmon is not. <https://www.seachoice.org/seafood-progress/methodology/>

q Seafood Progress <https://www.seachoice.org/seafood-progress/methodology/>



As illustrated in figure 8, we found that certification claims were the most likely to be “verified” as being associated with products that meet the sustainability criteria (100 per cent), followed by endorsements (57 per cent) and self-declarations (35 per cent).

Certifications

All products with certification claims (n=55) were found to hold valid certificates.^r All certification claims originated from either ASC, MSC or BAP shrimp certifications – all of which are recognized by our Seafood Progress criteria.

Endorsements

More than half of endorsement claims (44 out of 77) were “verified”. Thirty-three were “not verified”. See Appendix 1: Table 8 for the count of each endorsement claim by sustainability category.

Of the “not verified”, five were found to be from “unsustainable” sources. All were Dolphin Safe–endorsed canned albacore from pelagic longline fisheries in the southwest Pacific Ocean. The Dolphin Safe endorsement ensures that “tuna is caught without chasing or netting of dolphins.”¹⁹ Earth Island Institute further explained that the Dolphin Safe program “was designed to confront the massive killing of dolphins in tuna nets and was never intended to address tuna sustainability issues.”²⁰ Therefore, it is possible for pelagic longline fisheries to meet the Dolphin Safe criteria. However, these same fisheries are often associated with the incidental catch of other species, including endangered and vulnerable ones such as sea turtles, sharks and seabirds.²¹

This illustrates the divergence between claims that are single-issue specific (i.e., consider the capture and killing of dolphins in tuna nets)^s and those that are more encompassing (i.e., consider all species of incidental catch, stock status, ecosystem impacts, etc.).

^r We note there are objections/disagreements within the conservation community on the sustainability of certain certified fisheries and farms that are beyond this study’s scope.

^s Note: In addition to not intentionally deploying purse-seine nets on or encircling marine mammals in fishing operations, EI’s Dolphin Safe fishing company policy also requests that companies make sincere efforts to reduce bycatch of other non-target species and to release bycatch unharmed where possible, among other requests. However, despite this, all FAD and most pelagic longline fisheries that are Dolphin Safe–endorsed are “red ranked” by Seafood Watch, largely due to bycatch of at-risk species and the deemed ineffective management of these fisheries.

In addition, 25 endorsed products did not have enough information to determine whether the source was sustainable or not. Twenty of these were Dolphin Safe–endorsed canned tuna (skipjack and yellowfin) from purse seine fisheries. However, it was “unknown” whether these purse seine fisheries use FADs or not. FAD-free skipjack and yellowfin purse seine fisheries are considered relatively sustainable. In comparison, FAD-associated purse seine fisheries are considered unsustainable due to ineffective management, potential ecosystem impacts and their incidental catch of at-risk species with high mortality rates, particularly whitetip and silky sharks – though overall bycatch levels in the fishery are considered low.²² Both FAD and FAD-free fisheries are eligible for the Dolphin Safe endorsement based on their issue-specific criteria. The other five products with “unknown” sustainability included farmed shrimp (two), rockfish (two) and snapper (one).

Three Ocean Wise endorsement claims were found to be “unranked” (Pacific sardines). An expired assessment ranked Pacific sardines as Ocean Wise recommended, but no new assessment has been conducted, meaning Pacific sardines are currently “unranked.” Ocean Wise informed us that these products should have ceased use of the Ocean Wise logo when the assessment expired. On bringing these claims to their attention, Ocean Wise has requested the companies cease using the Ocean Wise logo on these products.

Self-declared

Over a third of self-declared claims (36 of 102) were “verified.” Sixty-six claims were “not verified”.

Of the “not verified”, 52 claims had “unknown” sourcing, with the potential for unsustainable sources. It was impossible to decipher certain attributes of the seafood (e.g., geographical origin or catch method) – attributes necessary to determine whether a product is sustainable or not. For example, some self-declared claims and their associated products simply listed “haddock” with no further detail. Some haddock fisheries are MSC certified, Ocean Wise recommended or Seafood Watch green-ranked, while other haddock fisheries are none of these. Other seafood types with “unknown” sourcing, with the potential for unsustainable sources, included wild species such as salmon, cod and pollock and farmed salmon, tilapia and shrimp.

Nine self-declared claims were found on products from “unsustainable” sources. Five were canned albacore from pelagic longline fisheries (see figure 9 for an example). Others included one of each of the following: Norwegian farmed salmon and wild-caught Argentine shrimp, octopus and Atlantic herring.

We found five self-declared claims had “unranked” sustainability. These included Norwegian open-net farmed steelhead, farmed trout, wild milkfish and two Pacific sardines.

UNDERSTANDING THE SCOPE OF CLAIMS

The scope of environmental impacts addressed by one claim to the next can greatly vary.

Single-issue claims focus specifically on one negative environmental impact associated with the product. For example, the capture and killing of dolphins in tuna fisheries.

Other claims may focus on all key environmental impacts of a fishery or farm. For example, overfishing, bycatch and habitat degradation.

In addition, some claims go beyond environmental impacts by also assessing social responsibility concerns associated with the seafood product.



Figure 9. Example of an unverified product found to be from “unsustainable” sources: “line caught” suggests the product is handline caught; however, the product was found to be pelagic longline-caught albacore tuna,^t which is red-ranked.²³

^t <https://www.cloverleaf.ca/en/traceability/results/rsnacl530678>

Why it matters

CFIA requirements fall short of defining “sustainable” or “environmentally friendly.” This allows for varying interpretations, resulting in certain products being vulnerable to greenwashing (i.e., from unsustainable fisheries or farms).

Five unverified products associated with the Dolphin-Safe endorsement were found to be from “unsustainable” sources. However, it is important to note the Dolphin-Safe label does not claim to address the sustainability of tuna fisheries. For consumers, this demonstrates the importance of understanding the scope and meaning of a given claim.

Nine unverified products associated with self-declared were also found to be “unsustainable” and thus misleading consumers by greenwashing the product.

Greenwashing has negative consequences. Environmental claims are meant to represent a market tool that allows shoppers to use their purchasing power to influence and incentivize improvements in fisheries and farms. By misleading shoppers, greenwashing has the potential to undermine improvements truly aimed at sustainability while shifting consumer preferences to products that contribute to environmental harm and/or human rights concerns.

In addition, the presence of greenwashing has the potential to cause consumer confusion and skepticism toward all environmental claims, regardless of their rigour and credibility. Consumers could withdraw from supporting truthful claims and, thereby, lose their ability to influence to improve fishery and farm practices.

We found products with self-declared claims were the least likely to be verified, with six out of every ten having unverifiable sustainability. In contrast, all certification claims were verified and confirmed to hold valid certificates. Certifications can vary but generally have four common features: governance structures, standards for sustainability and chain-of-custody, an auditing function, and on-product logos.²⁴ Self-declared claims typically lack the first three. Consequently, self-declared claims, particularly those that are misleading, may undermine the efforts of credible certification systems that implement their programs through accountable processes, standards and oversight because self-declared claims rarely involve such checks and balances.



5. COMPARISON OF SELF-DECLARED CLAIMS AGAINST INTERNATIONAL STANDARDS

There are internationally recognized best practice standards for environmental labelling and claims. While not legally binding, these standards are designed to help companies avoid making claims that are false or misleading, which, in turn, could contravene subsection 6(1)(b) of the Safe Food for Canadians Regulations.²⁵

Furthermore, compliance with best practice standards can help companies instil trust in their customers by ensuring their labelling is accurate and truthful. Van der Ven (2015) found that compliance with best practice standards inherently helps prevent greenwashing.²⁶ For example, creating a deceptive environmental claim is difficult when a company is committed to best practices in transparency.

All self-declared claims were assessed against ISO 14021 (Type II) and ISEAL criteria.

ISO14021 (TYPE II ENVIRONMENTAL LABELLING)

Authored by the International Organization for Standardization (ISO), ISO 14021 (Type II)²⁷ specifies requirements for self-declared environmental claims on product labels, including written statements, logos and symbols.

What we did

Five of the most relevant ISO 14021 (Type II) criteria for seafood products were identified and assessed against the 102 self-declared environmental claims sampled.

1 CLAIMS OF SUSTAINABILITY: The concepts involved in sustainability are highly complex and still under study. At this time there are no definitive methods for measuring sustainability or confirming its accomplishment. Therefore, no claim of achieving sustainability shall be made (ISO 14021, clause 5.5).

Further guidance states that the term “sustainability” is continually being redefined and is therefore difficult to measure and substantiate. The term should be avoided in self-declared environmental claims.

What we found

Twenty-four self-declared claims (out of 102) referenced sustainability, using terms such as “sustainable practices,” “sourcing only sustainable seafood” and “sustainable fisheries.” See figure 10 for an example.

Claims of achieving sustainability were found in every product category type, except fresh pre-packaged. Seventeen of the 24 environmental claims were found on frozen products.

Claims of sustainability were found in nearly all seafood types.

2 VAGUE AND NON-SPECIFIC CLAIMS: An environmental claim that is vague or non-specific or which broadly implies that a product is environmentally beneficial or environmentally benign shall not be used (ISO 14021, clause 5.3).

Further guidance states that a claim should avoid being general or broad in nature and should instead be specific to the environmental benefit. For example, general and vague terms such as “environmentally friendly,” “eco” and “green” should not be used as they imply being environmentally benign.



What we found

Eighty-six of 102 self-declared claims were found to be vague and non-specific as to their environmental impact or benefit. Sixty-eight of the vague claims used the ambiguous term “responsible.” Other vague terms included 13 “ocean-friendly,” four “sustainable” and one “planet-friendly.” Figure 11 provides examples of vague claims found.

Vague and non-specific claims were found in all product categories and in all but three seafood types.

- 3** **OVERSTATES THE BENEFITS:** Shall not be restated using different terminology to imply multiple benefits for a single environmental change (ISO 14021, clause 5.7f).

Further guidance states that a claim should not imply multiple benefits for a single change or overstate the environmental benefits of one change. For example: “Our oceans are cleaner because we have reduced our antibiotic use.”

What we found

Three claims were found in breach. One frozen product implied tackling other issues beyond sustainable seafood, such as carbon footprint, with the term “planet friendly” (see figure 12). Two canned tuna products implied that the use of circle hooks equated to “ocean-friendly” tuna. However, while circle hooks on pelagic longlines can help to prevent some species bycatch,²⁸ the stock status of the tuna could still be of concern.

- 4** **CLAIMS OF “...FREE”:** An environmental claim of “... free” shall only be made when the level of the specified substance is no more than that which would be found as an acknowledged trace contaminant or background level (ISO 14021, clause 5.4).

Further guidance states that a “...free” claim should not be made where a substance was never used in the first place in the product category.



Figure 11. Examples of vague claims: Claims use non-specific terms such as “ocean-friendly,” “responsibly sourced,” “responsible fishery” and “responsible quality”.



Figure 12. Example of claim that overstates the benefits. The label states the product is “planet-friendly”, suggesting other environmental issues beyond fishing practices are being addressed.

What we found

One claim found in breach of this clause declared “no antibiotics, no added hormones” despite being a wild fish (salmon) product (see figure 13). Antibiotics and hormones are substances associated with farmed,²⁹ not wild, seafood products.

- 5 USE OF EXPLANATORY STATEMENTS: Self-declared environmental claims shall be accompanied by an explanatory statement if the claim alone is likely to result in misunderstanding. An environmental claim shall only be made without an explanatory statement if it is valid in all foreseeable circumstances with no qualifications (ISO 14021, clause 5.6).**



Figure 13. Example of label with misleading “free” claim. The label states no antibiotics or added hormones, despite being wild sockeye salmon.

Further guidance states that explanatory statements are required to accompany self-declared claims, particularly symbols or in-house logos, and should be in close proximity to the claim. A website link to further information is acceptable, at minimum.

What we found

Thirty-eight self-declared claims (out of 102) did not have an explanatory statement on the product label in close proximity. It was particularly common for tuna (11 canned; five shelf-stable; one frozen). Figure 14 illustrates examples of unsatisfactory and good practice. Label on the left has an in-house logo with no explanatory statement. Label on the right has an in-house logo with an explanatory statement and website link.



Figure 14. Example of unsatisfactory practice (left image) and example of good practice (right image). Note the provision of an explanatory statement and weblink.

Why it matters

Following the international standard for self-declared environmental claims, ISO14021 (Type II), helps companies avoid making claims that are false or misleading, which, in turn, could contravene subsection 6(1)(b) of the Safe Food for Canadians Regulations. Furthermore, following the guidelines can also help companies instil trust in their consumers that their claims are accurate and truthful.

Our results show that nearly a quarter of self-declared claims use the term “sustainability,” despite the recommendation by ISO not to do so. Many (84 per cent) also use terms that are vague and non-specific, while over a third failed to provide an explanatory statement next to their claim. These findings suggest improvements are necessary to bring self-declared claims on seafood products up to par with the international guidelines.

In addition, vague labels and claims are more likely to be negatively received by consumers compared to labels that provide accurate, clear, detailed information and evidence, which are more positively received.³⁰

5. COMPARISON OF SELF-DECLARED CLAIMS AGAINST INTERATIONAL STANDARDS CONT.

ISEAL CREDIBLE CLAIMS CRITERIA

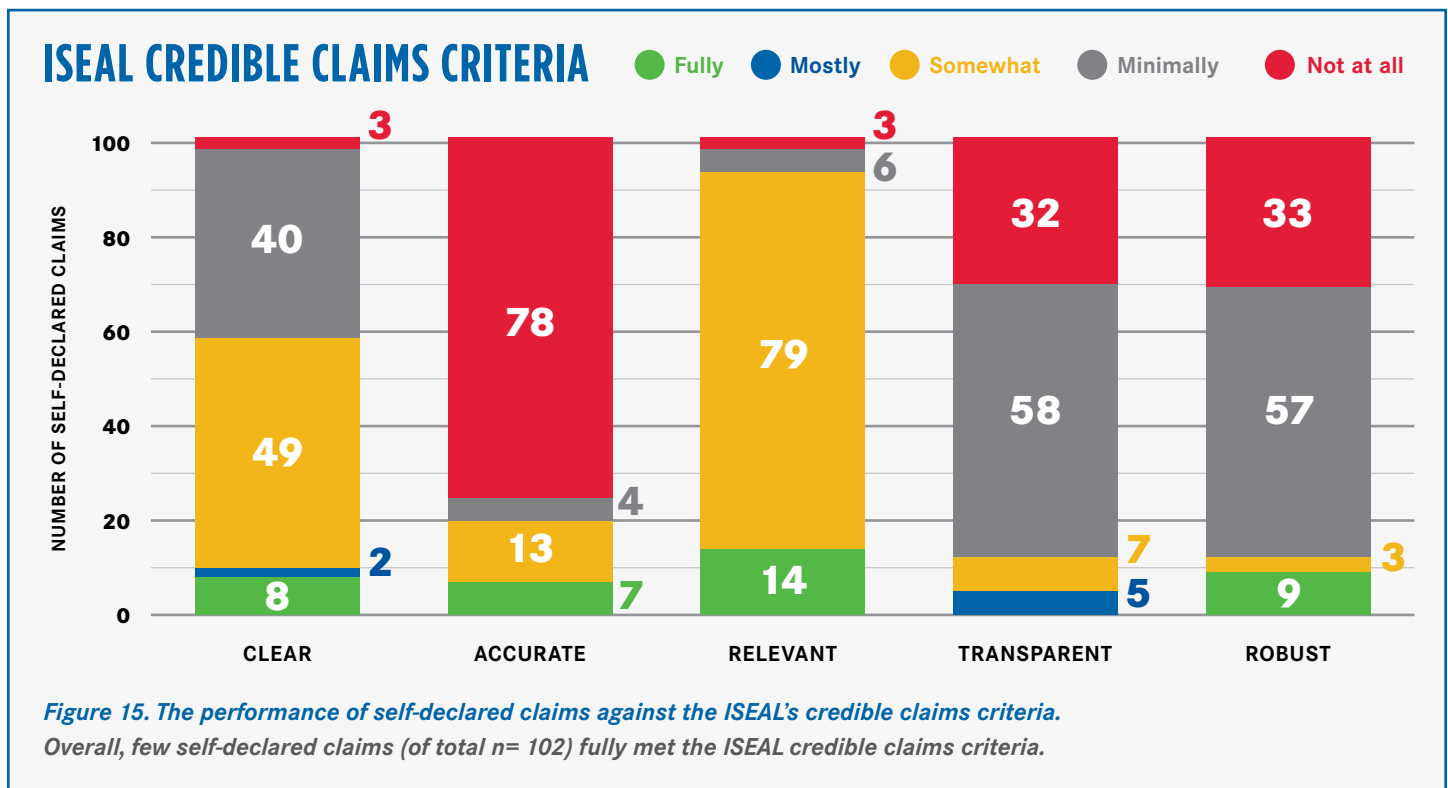
The International Social and Environmental Accreditation and Labeling (ISEAL) Alliance defines Codes of Good Practice and Credibility Principles for sustainability standards that its certification members adhere to. ISEAL’s “Challenge the Label” campaign states all credible environmental claims should be “clear, accurate and relevant, and...backed up by systems that are transparent and robust.”³¹

What we did

The 102 self-declared environmental claims sampled were assessed against ISEAL’s “Challenge the Label” criteria. Each claim was categorized based on the degree to which it met the criteria: fully, mostly, somewhat, minimally or not at all. For example, criterion 1 has four requirements that a claim should meet. If all four were met it was categorized as “fully” meeting the criteria; if three were met it was categorized as “mostly” meeting the criteria and so on. Evidence was based on publicly available information on the product or company website, that a shopper would be easily able to access.

What we found

Overall, self-declared environmental claims were found to lack clarity and substantiated evidence, as well as transparent and robust systems to back up their claims. Most were found to be relevant to environmental sustainability, but did not address social sustainability issues. See figure 15.



1

CLEAR: The sustainability claim should be easily understood and free from misleading details.

Further guidance states that by looking at the claim, a shopper should be able to tell what the claim is referring to (e.g., the product, an ingredient, the packaging, etc.); what the basis is for the claim (e.g., membership, met a standard or policy, etc.); which sustainability attributes it meets (e.g., environmental, social); and how was it verified (e.g., audit, certification, etc.).

What we found

Only eight self-declared environmental claims fully met these criteria. Two claims mostly met the criteria. Three claims were found to be completely unclear with no detail to inform the shopper about the claim. The majority of claims were found to have minimal (40 claims) to some information (49 claims) such as what the claim was referring to (i.e., seafood) and the sustainability attribute. These claims typically failed to provide a basis for their claim or evidence of verification.

2

ACCURATE: The claim must be truthful and based on substantiated evidence.

Further guidance states that there should be publicly available evidence, such as certificates, audit reports, test results or a list of who meets the standard, to confirm the claim's accuracy. For example, a canned tuna company may be listed as an International Seafood Sustainability Foundation (ISSF) member and choose to publish its latest ISSF audit report.

What we found

Only seven self-declared claims provided enough evidence to be deemed accurate. All but one of these were canned tuna products. The majority of companies, 78 claims, provided no evidence to back up their claims. The remainder provided only minimal (four claims) to some evidence (13 claims).

3

RELEVANT: The claims should be about an issue that is material or significant to the product or business and not a distraction from bigger and more important issues.

Further guidance states that the claim should refer to the biggest sustainability issues for seafood: environmental (e.g., overfishing, farming or fishing impacts on other species and habitat, etc.) and/or social (e.g., Indigenous rights, working conditions, slavery, etc.).

What we found

Fourteen self-declared claims fully met this criterion by referring to the biggest environmental *and* social sustainability issues for that particular seafood product. Most claims (79) referred only to environmental sustainability and not social.

Some canned tuna products (representing six claims under the “minimally” category) only referred to one sustainability issue associated with their product, such as a preferred catch method to reduce bycatch of other species, and did not address other environmental issues associated with tuna, such as overfishing.

The remaining three products used such broad terminology that it was impossible to determine if the claim was relevant to the most significant issue. For example, two claims simply referred to the products as being from a “responsible fishery” and the third claim simply stated “sustainable.”

4

TRANSPARENT: Information about the system behind the sustainability claim must be freely available and easily accessible.

Further guidance states that additional information should be made available on what criteria need to be met for the claim to be used, who decides how the claim is used, how the claims system is governed, the impacts of the system (e.g., monitoring and evaluation) and how stakeholders can become involved.

What we found

No self-declared environmental claim was found to be fully transparent. Thirty-two claims had none of the information available. Fifty-eight claims were found to have minimal information about the claim system; many cited their company's sustainable seafood policy on their website in reference to in-house environmental logos, but did not mention governance, any monitoring of impacts or how stakeholders can become/are involved.

5

ROBUST: There are controls in place regarding when the claim can be used and by whom, and clear criteria to be met before a claim can be used.

Further guidance states that environmental claims are most robust with external oversight (e.g., third-party auditor, NGO partner, etc.) that determines when the claim can be used and by whom. Preferably a chain-of-custody exists to back up the claim. Third-party criteria or an in-house sustainable seafood policy should set clear sourcing criteria per product (not just species, but also catch or farming method and harvest origin) that is aligned with commonly accepted sustainability standards (e.g., certified product, green-ranked, etc.).

What we found

Just under a third (33 claims) failed to demonstrate any claim controls. These claims can only be assumed to be determined by internal criteria created by the company, which then uses the claim. More than half (57 claims) list a general sustainable seafood policy, but their policies were typically broad with little specificity to the product claim itself and found to be ambiguous (e.g., companies regularly listed that seafood could be sourced from an array of options: various certifications, in assessment for certification, an improvement project, or identified for an improvement project, or none of these). A number of these also cited corporate partnerships with NGOs; however, it can be unclear if the NGO partner has input into a claim's use. Nine self-declared claims were found to be robust. For example, this included a company with publicly available in-house criteria that are clear and whose seafood products are assessed by independent auditors.

Why it matters

Claims that lack credibility can risk alienating eco-conscious consumers, and not just for that particular company or product, but all seafood products with environmental claims. Less stringent claims, therefore, undermine the role that credible seafood eco-labels can play to drive "on the water" improvements to fisheries and aquaculture practices.

While compliance with best practice standards (such as ISEAL) does not guarantee a stringent sustainability standard, it can increase the likelihood that the claim is more than a greenwashing exercise.³²

We found that most self-declared claims lack clarity, substantiated evidence, transparency and robust controls. While nearly all were relevant to the biggest environmental issue(s) related to the seafood product, most did not address social sustainability. Social sustainability has become an increasing and significant concern for the seafood industry in recent years.³³

CONCLUSION

Our report confirms that not all seafood environmental claims are created equal, and that concern is warranted that misleading and unsubstantiated claims are present within Canadian retailers' shelves, freezers and fresh cases. Their presence has the potential to shift consumer preferences to products that are not sustainably caught or farmed and that, in reality, contribute to environmental degradation and/or social injustice.

Environmental claims are meant to represent a mechanism through which consumers can indirectly influence fishery and aquaculture practices. In an ideal scenario, environmental claims should drive, and result in, "on the water" improvements for fisheries and farms. Misleading and unsubstantiated claims have the potential to undermine improvements truly aimed at sustainability. They can also undermine the efforts of credible certification systems that implement their programs through accountable processes, standards and oversight. This is because misleading and unsubstantiated claims bypass such checks and balances.

The presence of misleading and unsubstantiated claims also has the potential to cause consumer confusion and skepticism toward all environmental claims. Such consumer reactions could have significant consequences to the mechanism described above, as consumers also inadvertently withdraw from supporting truly sustainable claims and, thereby, their influence to improve fisheries and farms.

Our study found the most common environmental claims in major retailers, self-declared claims, can be difficult to substantiate because they often lack publicly available evidence to back them up. Six out of every ten self-declared claims could not be substantiated. Without transparency and easily accessible evidence to back up a self-declared claim, the consumer must rely on a company's word to ensure it meets the Safe Food for Canadians Regulations' requirement that "method of production claims" for fish and fish products be "accurate, truthful, and must not mislead or deceive the consumer."

With no Canadian regulations defining "sustainability," its interpretation is left to those who claim it. We identified nine self-declared claims and their associated products that were from unsustainable sources and therefore, arguably, are misleading consumers.

photo Liane Veitch



{SEAFOOD}
- Sustainable Options -



In addition, many self-declared claims also failed to meet international best practices in environmental claim labelling. The international standard for self-declared environmental claims, known as ISO 14021 (Type II), advises not to use the term “sustainable” on products. Despite this, over a quarter of self-declared claims use the term. We also found vague and non-specific claims were rampant in self-declarations. Some even overstated their environmental benefits. Improvements are necessary to bring self-declared claims on seafood products in line with international guidelines. At a minimum, third-party verification should be required by CFIA to substantiate any “sustainable” and “responsible” claims.

Self-declared claims also fared poorly when tested against ISEAL’s “Challenge the Label” criteria. They lacked clarity, substantiated evidence, transparency and robust controls. Beyond government guidelines, self-declared claims should aim for compliance with best practice standards, such as ISEAL, to prevent greenwashing and instill consumer trust.

On a positive note, our report found that certification claims, and to a lesser extent endorsement claims, are readily substantiated with publicly available information. Unlike private self-declared claims, certifications and endorsements involve some sort of independent oversight. Furthermore, a recent survey found the majority of seafood consumers expect independent oversight on environmental claims.³⁴ Retailers should prioritize sourcing seafood products that are certified, followed by endorsed, over those that bear self-declared claims.

Finally, we found products with environmental claims do not have higher quality seafood labelling than those with no claims. This means the quality of seafood labelling (i.e., provenance, species, harvest method) is opaque and incomplete across the board. This is due to Canada’s weak labelling laws. Consequently, Canada cannot simply defer to voluntary labelling or environmental claims in lieu of implementing strong labelling laws. Having stringent seafood labelling (and traceability) laws, like that of the European Union, would aid in substantiating claims and help to prevent misleading claims entering the market.

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APPENDIX 1

Table 1 - Sampling locations, retailers and number of samples

The count of samples taken across the five cities and provinces, per major retailer. A total of 181 unique seafood products were sampled.

LOCATIONS AND RETAILERS	SAMPLES
British Columbia	
Vancouver	53
Sobeys	27
Overwaita Food Group	20
Whole Foods Market	6
Nova Scotia	
Halifax	41
Loblaw Companies Ltd.	16
Sobeys	16
Costco	5
Walmart	4
Ontario	
Toronto	16
Whole Foods Market	13
Metro	3
Quebec	
Montreal	39
Loblaw Companies Ltd.	16
Metro	14
Sobeys	9
Saskatchewan	
Saskatoon	32
Sobeys	15
Loblaw Companies Ltd.	11
Overwaita Food Group	6
Grand total	181

Table 2 - Seafood type

The count of product samples by seafood type. Tuna (predominantly shelf-stable canned) was the most common seafood type in our samples.

SEAFOOD	SAMPLES
Tuna	45
Salmon	24
Shrimp	17
Haddock	16
Cod	15
Pollock	10
Mixed	8
Sole	6
Scallops	6
Halibut	4
Mussels	4
Sardines	4
Tilapia	3
Basa	3
Trout	3
Herring	2
Octopus	2
Rockfish	2
Snapper	1
Saithe	1
Crab	1
Oysters	1
Wolffish	1
Squid	1
Milkfish	1
Grand total	181

Table 3 - Claim type

A total of 234 environmental claims were found across the 181 seafood products. Within the claim types the most common were: in-house (i.e., private company-made “environmentally-friendly” logos) self-declarations, Ocean Wise and Dolphin Safe endorsements and the MSC certification.

CLAIM TYPE	CLAIMS
Certification	55
Marine Stewardship Council	44
Aquaculture Stewardship Council	6
Best Aquaculture Practices	5
Endorsement	77
Ocean Wise	36
Dolphin Safe	35
Alaska Seafood Marketing Institute ^a	4
Seafood Watch	2
Self-declared	102
In-house label or statement	102
Grand total	234

Table 4 - Product and claim type

The count of claims per type and product category. We frequently found frozen and shelf-stable products that had more than one claim per product.

PRODUCT AND CLAIM TYPE	CLAIMS
Frozen (samples n=113)	136
Certification	41
Endorsement	27
Self-declared	68
Shelf-stable (samples n=54)	84
Certification	10
Endorsement	44
Self-declared	30
Fresh counter and prepackaged (samples n=14)	14
Certification	4
Endorsement	6
Self-declared	4
Grand total	234

^a The ASMI origin endorsement and not the ASMI RFM certification.

Table 5 - Claim and seafood type

The count of claims per claim type and seafood type. Tuna had the highest number overall and was the most common seafood type with endorsement and self-declaration claims. Shrimp and haddock were the most common for certifications.

CLAIM AND SEAFOOD TYPE	CLAIMS
Certification	55
Shrimp	9
Haddock	9
Salmon	6
Tuna	5
Scallops	4
Cod	4
Mixed	4
Basa	3
Sole	2
Halibut	2
Pollock	2
Sardines	1
Herring	1
Wolffish	1
Saithe	1
Mussels	1
Endorsement	77
Tuna	41
Salmon	7
Cod	4
Shrimp	4
Halibut	3
Sardines	3
Scallops	2
Mussels	2
Pollock	2
Saithe	1
Snapper	1
Wolffish	1
Haddock	1
Sole	1
Oysters	1
Crab	1
Basa	1
Rockfish	1

CLAIM AND SEAFOOD TYPE	CLAIMS
Self-declared	102
Tuna	29
Salmon	12
Haddock	10
Shrimp	9
Cod	9
Pollock	6
Mixed	6
Sole	3
Tilapia	3
Trout	3
Sardines	2
Octopus	2
Mussels	2
Herring	1
Squid	1
Scallops	1
Milkfish	1
Rockfish	1
Saithe	1
Grand total	234

Table 6 – No evidence by claim and product types

The count of claims with no evidence by claim and product types. A total of 53 out of 234 environmental claims had no evidence. The majority of these were self-declared claims found on frozen products.

CLAIM AND PRODUCT TYPE	NO EVIDENCE
Certification	0
Shelf-stable	0
Frozen	0
Fresh pre-packaged	0
Endorsement	12
Shelf-stable	8
Frozen	4
Fresh counter	0
Fresh pre-packaged	0
Self-declared	41
Frozen	39
Shelf-stable	2
Fresh counter	0
Fresh pre-packaged	0
Grand total	53

Table 7 – No evidence by claim and seafood types

The count of claims with no evidence by claim and seafood types. Numerous seafood types with self-declared claims had no evidence. Four seafood types had endorsement claims that provided no evidence.

CLAIM AND SEAFOOD TYPE	NOT VERIFIED
Certification	0
Endorsement	12
Tuna	6
Sardines	3
Shrimp	2
Snapper	1
Self-declared	41
Salmon	8
Pollock	6
Cod	5
Haddock	4
Mixed	4
Tilapia	3
Shrimp	2
Sole	2
Herring	1
Milkfish	1
Mussels	1
Rockfish	1
Sardines	1
Squid	1
Trout	1
Grand total	53

Table 8 – Endorsement claim type and verifiability category

The count of each endorsement claim type by verifiability category. A total of 33 endorsement claims were “not verified”. Five Dolphin Safe-endorsed products were found to be from “unsustainable” sources. Twenty-five endorsed products (20 Dolphin Safe, four Ocean Wise and one Seafood Watch) were from sources of “unknown” sustainability. Three Ocean Wise products were “unranked”.

ENDORSEMENT CLAIM	NOT VERIFIED			VERIFIED
	UNRANKED	UNKNOWN	UNSUSTAINABLE	
Alaska Seafood Marketing Institute	0	0	0	4
Dolphin Safe	0	20	5	10
Ocean Wise	3	4	0	29
Seafood Watch	0	1	0	1
Grand total	3	25	5	44

APPENDIX 2

Table 1 – List of claims sampled

A total of 234 environmental claims were documented across 181 seafood products, across five provinces and cities. Sampling occurred at 18 store locations, across 14 banners.

CLAIM NO.	PROVINCE	CITY	BANNER	RETAILER	SEAFOOD TYPE	PRODUCT TYPE	FOOD BRAND	FULL PRODUCT NAME	ECOLABEL COUNT	WRITTEN CLAIM	ECOLABEL	CLAIM TYPE	CLAIM(S) TEXT - LOGO AND/OR WRITTEN
1	BC	Vancouver	Safeway	Sobeys	Tuna	Canned	Wild Selections	Light tuna, solid in water	2		MSC	Certification	MSC
2	BC	Vancouver	Safeway	Sobeys	Tuna	Canned	Wild Selections	Light tuna, solid in water			Dolphin F	Endorsement	Dolphin Friendly
3	BC	Vancouver	Safeway	Sobeys	Tuna	Canned	Compliments	Solid white tuna, albacore tuna in water	2		In-house	Self-Declared	Pole & Line caught
4	BC	Vancouver	Safeway	Sobeys	Tuna	Canned	Compliments	Solid white tuna, albacore tuna in water			Dolphin F	Endorsement	Dolphin Friendly
5	BC	Vancouver	Safeway	Sobeys	Tuna	Canned	Ocean's	Albacore - solid white tuna in water	2		In-house	Self-Declared	Ocean Friendly Tuna, Circle Hook caught
6	BC	Vancouver	Safeway	Sobeys	Tuna	Canned	Ocean's	Albacore - solid white tuna in water			Dolphin F	Endorsement	Dolphin Friendly
7	BC	Vancouver	Safeway	Sobeys	Tuna	Canned	Ocean's	SnackKit - lemon & pepper tuna	2		In-house	Self-Declared	Ocean Friendly Tuna, Free Swimming Caught.
8	BC	Vancouver	Safeway	Sobeys	Tuna	Canned	Ocean's	SnackKit - lemon & pepper tuna			Dolphin F	Endorsement	Dolphin Friendly
9	BC	Vancouver	Safeway	Sobeys	Tuna	Canned	Clover Leaf	Solid white tuna, albacore in water	2		In-house	Self-Declared	Wild & Traceable. Responsibly Sourced, Line Caught
10	BC	Vancouver	Safeway	Sobeys	Tuna	Canned	Clover Leaf	Solid white tuna, albacore in water			Dolphin F	Endorsement	Dolphin Friendly
11	BC	Vancouver	Safeway	Sobeys	Tuna	Canned	Clover Leaf	Flaked light tuna, garlic & hot pepper	1		Dolphin F	Endorsement	Dolphin Friendly
12	BC	Vancouver	Safeway	Sobeys	Mussels	Fresh counter	Canadian Cove	Live, rope-grown mussels		1	Written	Self-Declared	Sustainably Grown & Harvested
13	BC	Vancouver	Safeway	Sobeys	Salmon	Frozen	AquaStar	Reserve wild sockeye salmon, skin-on, whole fillet	1		In-house	Self-Declared	Seafood Forever - responsibly sourced
14	BC	Vancouver	Safeway	Sobeys	Tuna	Frozen	Matty's Seafood	Coastal Bowls - Tuna "wild Canadian tuna"	1		OW	Endorsement	Ocean Wise Recommended
15	BC	Vancouver	Safeway	Sobeys	Mixed	Frozen	Compliments	Scrumptious seafood pie, Canadian haddock, cold water shrimp	1		MSC	Certification	Certified Sustainable Seafood
16	BC	Vancouver	Safeway	Sobeys	Mixed	Frozen	Compliments	Scrumptious seafood pie, Canadian haddock, cold water shrimp		1	Written	Self-Declared	Planet Friendly. Sustainably Sourced.

CLAIM NO.	PROVINCE	CITY	BANNER	RETAILER	SEAFOOD TYPE	PRODUCT TYPE	FOOD BRAND	FULL PRODUCT NAME	ECOLABEL COUNT	WRITTEN CLAIM	ECOLABEL	CLAIM TYPE	CLAIM(S) TEXT - LOGO AND/OR WRITTEN
17	BC	Vancouver	Safeway	Sobeys	Salmon	Frozen	Matty's Seafood	Coastal Bowls - Salmon "wild Canadian salmon"	1		OW	Endorsement	Ocean Wise Recommended
18	BC	Vancouver	Safeway	Sobeys	Shrimp	Frozen	Matty's Seafood	Coastal Bowls - Shrimp "Canadian shrimp"	1		MSC	Certification	Certified Sustainable Seafood
19	BC	Vancouver	Safeway	Sobeys	Shrimp	Frozen	Blue Water	Thai coconut shrimp	1		In-house	Self-Declared	Trusted Catch - Sourced responsibly
20	BC	Vancouver	Safeway	Sobeys	Pollock	Frozen	Blue Water	Potato crunch fillets	1		In-house	Self-Declared	Trusted Catch - Sourced responsibly
21	BC	Vancouver	Safeway	Sobeys	Haddock	Frozen	Highliner	Pan-sea Selects Haddock- roasted garlic & herbs	1		In-house	Self-Declared	Responsibly sourced
22	BC	Vancouver	Safeway	Sobeys	Shrimp	Frozen	Go Green Ocean	Wild Argentinian Shrimp Ring, cooked in-shell, tail-on, 19-23 shrimp per ring	1		In-house	Self-Declared	Shrimp with nothing to hide
23	BC	Vancouver	Whole Foods	Whole Foods Market	Salmon	Fresh counter	Whole Foods	Atlantic salmon fillet, Product of Norway, farm-raised, fresh	1		In-house	Self-Declared	Responsibly farmed
24	BC	Vancouver	Whole Foods	Whole Foods Market	Trout	Fresh counter	Whole Foods	Whole rainbow trout, Product of USA, farm-raised, fresh	1		In-house	Self-Declared	Responsibly farmed
25	BC	Vancouver	Whole Foods	Whole Foods Market	Salmon	Fresh counter	Whole Foods	Sockeye salmon fillet, Product of USA, wild, previously frozen	1		SFW	Endorsement	Rated Green
26	BC	Vancouver	Whole Foods	Whole Foods Market	Rockfish	Fresh counter	Whole Foods	Rockfish fillet, Product of USA, wild, fresh	1		SFW	Endorsement	Rated Yellow
27	BC	Vancouver	Whole Foods	Whole Foods Market	Halibut	Frozen	Blue Harbour	Halibut Portions, Raw, Sustainable & Wild, Processed in Canada	1		MSC	Certification	Certified Sustainable Seafood
28	BC	Vancouver	Whole Foods	Whole Foods Market	Sardines	Shelf-stable	Wild Planet	Wild Sardines in Extra Virgin Olive Oil	1		OW	Endorsement	Ocean Wise Recommended
29	BC	Vancouver	Save-On Foods	Overwaita Food Group	Tuna	Shelf-stable	Ocean's	Greek salad light tuna (skipjack)	2		In-house	Self-Declared	Ocean Friendly Tuna, Free Swimming Caught.
30	BC	Vancouver	Save-On Foods	Overwaita Food Group	Tuna	Shelf-stable	Ocean's	Greek salad light tuna (skipjack)			Dolphin F	Endorsement	Dolphin Friendly
31	BC	Vancouver	Save-On Foods	Overwaita Food Group	Tuna	Shelf-stable	Ocean's	SnacKit Light Tuna and mayonnaise style dressing (for kids) (skipjack)	2		In-house	Self-Declared	Ocean Friendly Tuna, Free Swimming Caught.
32	BC	Vancouver	Save-On Foods	Overwaita Food Group	Tuna	Shelf-stable	Ocean's	SnacKit Light Tuna and mayonnaise style dressing (for kids) (skipjack)			Dolphin F	Endorsement	Dolphin Friendly
33	BC	Vancouver	Save-On Foods	Overwaita Food Group	Tuna	Shelf-stable	Ocean's	SnacKit Light Tuna and mayonnaise style dressing (skipjack)	2		In-house	Self-Declared	Ocean Friendly Tuna, Free Swimming Caught.
34	BC	Vancouver	Save-On Foods	Overwaita Food Group	Tuna	Shelf-stable	Ocean's	SnacKit Light Tuna and mayonnaise style dressing (skipjack)			Dolphin F	Endorsement	Dolphin Friendly
35	BC	Vancouver	Save-On Foods	Overwaita Food Group	Tuna	Shelf-stable	Ocean's	SnacKit Onion and Celery Tuna (skipjack)	2		In-house	Self-Declared	Ocean Friendly Tuna, Free Swimming Caught.

CLAIM NO.	PROVINCE	CITY	BANNER	RETAILER	SEAFOOD TYPE	PRODUCT TYPE	FOOD BRAND	FULL PRODUCT NAME	ECOLABEL COUNT	WRITTEN CLAIM	ECOLABEL	CLAIM TYPE	CLAIM(S) TEXT - LOGO AND/OR WRITTEN
36	BC	Vancouver	Save-On Foods	Overwaiteta Food Group	Tuna	Shelf-stable	Ocean's	SnacKit Onion and Celery Tuna (skipjack)			Dolphin F	Endorsement	Dolphin Friendly
37	BC	Vancouver	Save-On Foods	Overwaiteta Food Group	Tuna	Canned	Ocean's	Pole and line flaked white tuna in water (albacore)	2		In-house	Self-Declared	Ocean Friendly Tuna, Pole & Line Caught.
38	BC	Vancouver	Save-On Foods	Overwaiteta Food Group	Tuna	Canned	Ocean's	Pole and line flaked white tuna in water (albacore)			Dolphin F	Endorsement	Dolphin Friendly
39	BC	Vancouver	Save-On Foods	Overwaiteta Food Group	Tuna	Canned	Ocean's	Pole and line flaked light tuna in water (skipjack)	2		MSC	Certification	Certified Sustainable Seafood
40	BC	Vancouver	Save-On Foods	Overwaiteta Food Group	Tuna	Canned	Ocean's	Pole and line flaked light tuna in water (skipjack)			Dolphin F	Endorsement	Dolphin Friendly
41	BC	Vancouver	Save-On Foods	Overwaiteta Food Group	Tuna	Canned	Ocean's	Chunk light tuna in water (skipjack)	2		In-house	Self-Declared	Ocean Friendly Tuna, Free Swimming Caught.
42	BC	Vancouver	Save-On Foods	Overwaiteta Food Group	Tuna	Canned	Ocean's	Chunk light tuna in water (skipjack)			Dolphin F	Endorsement	Dolphin Friendly
43	BC	Vancouver	Save-On Foods	Overwaiteta Food Group	Tilapia	Frozen	Highliner	Flame Savours Tilapia Tuscan Herb	1		In-house	Self-Declared	Responsibly sourced
44	BC	Vancouver	Save-On Foods	Overwaiteta Food Group	Cod	Frozen	Highliner	Pan-sear cod savoury herb	1		In-house	Self-Declared	Responsibly sourced
45	BC	Vancouver	Save-On Foods	Overwaiteta Food Group	Cod	Frozen	Highliner	Pub Classics Southern Style Wild Caught Cod in the North Pacific Ocean	1		In-house	Self-Declared	Responsibly sourced
46	BC	Vancouver	Save-On Foods	Overwaiteta Food Group	Mixed	Frozen	Highliner	Fish cakes	1		In-house	Self-Declared	Responsibly sourced
47	BC	Vancouver	Save-On Foods	Overwaiteta Food Group	Cod	Frozen	Janes	Lemon pepper cod	1		MSC	Certification	Certified Sustainable Seafood
48	BC	Vancouver	Save-On Foods	Overwaiteta Food Group	Haddock	Frozen	Highliner	Flame Savours Haddock Citrus Peppercorn	2		MSC	Certification	Certified Sustainable Seafood
49	BC	Vancouver	Save-On Foods	Overwaiteta Food Group	Haddock	Frozen	Highliner	Flame Savours Haddock Citrus Peppercorn			In-house	Self-Declared	Responsibly sourced
50	BC	Vancouver	Save-On Foods	Overwaiteta Food Group	Snapper	Frozen	Western Family	Pacific snapper	1		OW	Endorsement	Ocean Wise Recommended
51	BC	Vancouver	Save-On Foods	Overwaiteta Food Group	Sole	Frozen	Western Family	Wild sole fillets	1		OW	Endorsement	Ocean Wise Recommended
52	BC	Vancouver	Save-On Foods	Overwaiteta Food Group	Pollock	Frozen	Highliner	Roasted Garlic and Herb Breaded Fish Fillets - wild caught pollock	1		In-house	Self-Declared	Responsibly sourced
53	BC	Vancouver	Save-On Foods	Overwaiteta Food Group	Salmon	Canned	Gold Seal	Wild Pacific red salmon, sockeye salmon	1		MSC	Certification	Certified Sustainable Seafood
54	BC	Vancouver	Save-On Foods	Overwaiteta Food Group	Cod	Frozen	Alaskan Leader Seafood	Wild caught Alaska cod lemon herb butter	1		ASMI-M	Endorsement	Wild, natural and sustainable
55	BC	Vancouver	Save-On Foods	Overwaiteta Food Group	Cod	Frozen	Alaskan Leader Seafood	Wild-caught Alaska cod lemon herb butter	0	1	Written	Self-Declared	Wild, Sustainable, Delicious

CLAIM NO.	PROVINCE	CITY	BANNER	RETAILER	SEAFOOD TYPE	PRODUCT TYPE	FOOD BRAND	FULL PRODUCT NAME	ECOLABEL COUNT	WRITTEN CLAIM	ECOLABEL	CLAIM TYPE	CLAIM(S) TEXT - LOGO AND/OR WRITTEN
56	BC	Vancouver	Save-On Foods	Overwaita Food Group	Halibut	Store packaged		Halibut	1		OW	Endorsement	Ocean Wise Recommended
57	BC	Vancouver	Save-On Foods	Overwaita Food Group	Shrimp	Frozen	AquaStar	Coconut shrimp	2		BAP	Certification	Best Aquaculture Practices Certified
58	BC	Vancouver	Save-On Foods	Overwaita Food Group	Shrimp	Frozen	AquaStar	Coconut shrimp			In-house	Self-Declared	Seafood Forever - responsibly sourced
59	BC	Vancouver	IGA	Sobeys	Cod	Store packaged		Cod	1		OW	Endorsement	Ocean Wise Recommended
60	BC	Vancouver	IGA	Sobeys	Pollock	Frozen	Highliner	English style chips and fish	1		In-house	Self-Declared	Responsibly sourced
61	BC	Vancouver	IGA	Sobeys	Cod	Frozen	Highliner	Signature Cuts breaded fish sticks, wild-caught cod in the north Pacific Ocean	1		In-house	Self-Declared	Responsibly sourced
62	BC	Vancouver	IGA	Sobeys	Salmon	Frozen	Highliner	Teriyaki Cilantro Lime Wild Pink Salmon	1		In-house	Self-Declared	Responsibly sourced
63	BC	Vancouver	IGA	Sobeys	Shrimp	Frozen	AquaStar	Popcorn shrimp	2		BAP	Certification	Best Aquaculture Practices Certified
64	BC	Vancouver	IGA	Sobeys	Shrimp	Frozen	AquaStar	Popcorn shrimp			In-house	Self-Declared	Seafood Forever - responsibly sourced
65	BC	Vancouver	IGA	Sobeys	Shrimp	Frozen	AquaStar	Butterfly crunchy shrimp	2		BAP	Certification	Best Aquaculture Practices Certified
66	BC	Vancouver	IGA	Sobeys	Shrimp	Frozen	AquaStar	Butterfly crunchy shrimp			In-house	Self-Declared	Seafood Forever - responsibly sourced
67	BC	Vancouver	IGA	Sobeys	Cod	Frozen	One Ocean One Love	Wild cod burger	1		OW	Endorsement	Ocean Wise Recommended
68	BC	Vancouver	IGA	Sobeys	Salmon	Canned	Raincoast Trading	Wild pink salmon skinless boneless	1		OW	Endorsement	Ocean Wise Recommended
69	BC	Vancouver	IGA	Sobeys	Salmon	Canned	Clover Leaf	Pink salmon wild Pacific	1		MSC	Certification	Certified Sustainable Seafood
70	BC	Vancouver	IGA	Sobeys	Tuna	Canned	Clover Leaf	Solid white tuna, albacore in broth and oil	0	1	Written	Self-Declared	Wild and traceable
71	BC	Vancouver	IGA	Sobeys	Tuna	Canned	Clover Leaf	Flaked light tuna skipjack in water	0	1	Written	Self-Declared	Wild and traceable
72	NS	Halifax	Sobeys	Sobeys	Cod	Frozen	Highliner	Wild cod fillets	1		In-house	Self-Declared	Responsibly Sourced
73	NS	Halifax	Sobeys	Sobeys	Mussels	Frozen	Mussel King	PEI Mussels	1		OW	Endorsement	Ocean Wise Recommended
74	NS	Halifax	Sobeys	Sobeys	Tuna	Canned	Clover Leaf	Chunk white tuna in olive oil - jalapeno	2		Dolphin F	Endorsement	Dolphin Friendly
75	NS	Halifax	Sobeys	Sobeys	Tuna	Canned	Clover Leaf	Chunk white tuna in olive oil - jalapeno			In-house	Self-Declared	Responsibly Sourced, Line Caught

CLAIM NO.	PROVINCE	CITY	BANNER	RETAILER	SEAFOOD TYPE	PRODUCT TYPE	FOOD BRAND	FULL PRODUCT NAME	ECOLABEL COUNT	WRITTEN CLAIM	ECOLABEL	CLAIM TYPE	CLAIM(S) TEXT - LOGO AND/OR WRITTEN
76	NS	Halifax	Sobeys	Sobeys	Tuna	Canned	Ocean's	Flaked white tuna in water, albacore	2		In-house	Self-Declared	Ocean Friendly Tuna, Circle Hook caught
77	NS	Halifax	Sobeys	Sobeys	Tuna	Canned	Ocean's	Flaked white tuna in water, albacore			Dolphin F	Endorsement	Dolphin Friendly
78	NS	Halifax	Sobeys	Sobeys	Haddock	Frozen	Highliner	Wild haddock fillets	1		In-house	Self-Declared	Responsibly Sourced
79	NS	Halifax	Sobeys	Sobeys	Mixed	Frozen	La Fisherie	Fishermen's Shell	1		In-house	Self-Declared	Peche Responsable / Responsible Fishery
80	NS	Halifax	Sobeys	Sobeys	Tilapia	Frozen	Highliner	Tilapia	1		In-house	Self-Declared	Responsibly Sourced
81	NS	Halifax	Sobeys	Sobeys	Salmon	Frozen	Highliner	Wild Pacific salmon	1		In-house	Self-Declared	Responsibly Sourced
82	NS	Halifax	Sobeys	Sobeys	Mixed	Frozen	Highliner	Fries & Fish Sticks Made from minced fish fillets	1		In-house	Self-Declared	Responsibly Sourced
83	NS	Halifax	Sobeys	Sobeys	Sole	Frozen	Highliner	Lemon Peppercorn Seasoned Breaded Fillets	1		In-house	Self-Declared	Responsibly Sourced
84	NS	Halifax	Sobeys	Sobeys	Herring	Shelf-stable	Kersen	Boneless kipper fillets		1	Written	Self-Declared	Wild caught fish from a sustainable fishery
85	NS	Halifax	Sobeys	Sobeys	Shrimp	Frozen	AquaStar	Pacific white shrimp, cooked, peeled, tail-on	2		BAP	Certification	The Responsible Seafood Choice
86	NS	Halifax	Sobeys	Sobeys	Shrimp	Frozen	AquaStar	Pacific white shrimp, cooked, peeled, tail-on			In-house	Self-Declared	Seafood Forever - Responsibly sourced, Ocean Friendly, Sustainable
87	NS	Halifax	Sobeys Extra	Sobeys	Tuna	Canned	Raincoast Trading	Wild albacore tuna	1		OW	Endorsement	Ocean Wise Recommended
88	NS	Halifax	Sobeys Extra	Sobeys	Shrimp	Frozen	Compliments	Uncooked Pacific white shrimp, peeled, deveined, tail-on	1		BAP	Certification	Best Aquaculture Practices Certified
89	NS	Halifax	Sobeys Extra	Sobeys	Salmon	Canned	Raincoast Trading	Wild sockeye salmon with skin and bones	1		OW	Endorsement	Ocean Wise Recommended
90	NS	Halifax	Sobeys Extra	Sobeys	Salmon	Canned	Raincoast Trading	Wild pink salmon with skin and bones	1		OW	Endorsement	Ocean Wise Recommended
91	NS	Halifax	Walmart	Walmart	Haddock	Frozen	Ocean Jewel	Wild haddock fillets, skinless, boneless	1		MSC	Certification	Certified Sustainable Seafood
92	NS	Halifax	Walmart	Walmart	Scallops	Frozen	AquaStar	Crunchy Breaded Scallops	2		OW	Endorsement	Ocean Wise Recommended
93	NS	Halifax	Walmart	Walmart	Scallops	Frozen	AquaStar	Crunchy Breaded Scallops			In-house	Self-Declared	Seafood Forever - Responsibly sourced
94	NS	Halifax	Walmart	Walmart	Haddock	Frozen	AquaStar	Crunchy Atlantic Haddock	2		MSC	Certification	Certified Sustainable Seafood
95	NS	Halifax	Walmart	Walmart	Haddock	Frozen	AquaStar	Crunchy Atlantic Haddock			In-house	Self-Declared	Seafood Forever - Responsibly sourced

CLAIM NO.	PROVINCE	CITY	BANNER	RETAILER	SEAFOOD TYPE	PRODUCT TYPE	FOOD BRAND	FULL PRODUCT NAME	ECOLABEL COUNT	WRITTEN CLAIM	ECOLABEL	CLAIM TYPE	CLAIM(S) TEXT - LOGO AND/OR WRITTEN
96	NS	Halifax	Walmart	Walmart	Cod	Frozen	AquaStar	Crunchy Alaskan Cod	2		MSC	Certification	Certified Sustainable Seafood
97	NS	Halifax	Walmart	Walmart	Cod	Frozen	AquaStar	Crunchy Alaskan Cod			In-house	Self-Declared	Seafood Forever - Responsibly sourced
98	NS	Halifax	Atlantic Superstore	Loblaw Companies Ltd	Sardines	Shelf-stable	Raincoast Trading	Wild Pacific sardines, spring water	1		OW	Endorsement	Ocean Wise Recommended
99	NS	Halifax	Atlantic Superstore	Loblaw Companies Ltd	Sardines	Shelf-stable	Raincoast Trading	Wild Pacific sardines, spring water		1	Written	Self-Declared	Sustainably Caught in the Pacific Ocean
10	NS	Halifax	Atlantic Superstore	Loblaw Companies Ltd	Salmon	Frozen	President's Choice	Smoked wild sockeye salmon	1		MSC	Certification	Certified Sustainable Seafood
101	NS	Halifax	Atlantic Superstore	Loblaw Companies Ltd	Salmon	Frozen	AquaStar	Pacific salmon fillets, skin-on whole fillets	1		In-house	Self-Declared	Seafood Forever - Responsibly sourced
102	NS	Halifax	Atlantic Superstore	Loblaw Companies Ltd	Haddock	Frozen	SeaQuest	Sustainably sourced wild haddock fillets	1		MSC	Certification	Certified Sustainable Seafood
103	NS	Halifax	Atlantic Superstore	Loblaw Companies Ltd	Tuna	Frozen	Sea Delight	Tuna steaks processed with filtered wood smoke	1		OW	Endorsement	Ocean Wise Recommended.
104	NS	Halifax	Atlantic Superstore	Loblaw Companies Ltd	Tuna	Frozen	Sea Delight	Tuna steaks processed with filtered wood smoke	0	1	Written	Self-Declared	Sourced Responsibly.
105	NS	Halifax	Atlantic Superstore	Loblaw Companies Ltd	Scallops	Frozen	President's Choice	Sustainably sourced wild NSn frozen sea scallops	1		MSC	Certification	Certified Sustainable Seafood
106	NS	Halifax	Atlantic Superstore	Loblaw Companies Ltd	Haddock	Frozen	Blue Water	Beer battered haddock	1		In-house	Self-Declared	Trusted Catch - Sourced Responsibly
107	NS	Halifax	Atlantic Superstore	Loblaw Companies Ltd	Shrimp	Frozen	Blue Water	Popcorn shrimp, breaded whole shrimp	1		In-house	Self-Declared	Trusted Catch - Sourced Responsibly
108	NS	Halifax	Atlantic Superstore	Loblaw Companies Ltd	Haddock	Frozen	Blue Water	Fish sticks haddock	1		In-house	Self-Declared	Trusted Catch - Sourced Responsibly
109	NS	Halifax	Atlantic Superstore	Loblaw Companies Ltd	Cod	Frozen	Blue Water	Crunchy Breaded Cod	1		In-house	Self-Declared	Trusted Catch - Sourced Responsibly
110	NS	Halifax	Atlantic Superstore	Loblaw Companies Ltd	Haddock	Frozen	President's Choice	Sustainably sourced haddock and hops, battered wild haddock fillets	1		MSC	Certification	Certified Sustainable Seafood
111	NS	Halifax	Atlantic Superstore	Loblaw Companies Ltd	Haddock	Frozen	Blue Water	Crunchy Breaded Haddock	1		In-house	Self-Declared	Trusted Catch - Sourced Responsibly
112	NS	Halifax	Atlantic Superstore	Loblaw Companies Ltd	Haddock	Frozen	Highliner	Wild-caught haddock	1		In-house	Self-Declared	Responsibly sourced
113	NS	Halifax	Atlantic Superstore	Loblaw Companies Ltd	Sole	Frozen	Blue Water	Crunchy Breaded Sole	1		In-house	Self-Declared	Trusted Catch - Sourced Responsibly
114	NS	Halifax	Atlantic Superstore	Loblaw Companies Ltd	Salmon	Canned	President's Choice	Sustainably sourced wild sockeye salmon boneless skinless	1		MSC	Certification	Sustainably Sourced

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115	NS	Halifax	No Frills	Loblaw Companies Ltd	Tilapia	Frozen	Highliner	Tilapia lime chili with a hint of cilantro	1		In-house	Self-Declared	Responsibly sourced
116	NS	Halifax	Costco	Costco	Salmon	Frozen	DOM	Smoked salmon	1		In-house	Self-Declared	Sourced Responsibly
117	NS	Halifax	Costco	Costco	Salmon	Frozen	DOM	Smoked steelhead salmon	1		In-house	Self-Declared	Sustainable Practices.
118	NS	Halifax	Costco	Costco	Scallops	Frozen	Royal Harbour	Wild scallops	1		MSC	Certification	Certified Sustainable Seafood
119	NS	Halifax	Costco	Costco	Cod	Pre-packaged	Costco	Atlantic cod loins, wild	1		MSC	Certification	Certified Sustainable Seafood
120	NS	Halifax	Costco	Costco	Oysters	Fresh counter	Maison Beausoleil	Royal Harbour oyster	1		OW	Endorsement	Ocean Wise Recommended
121	ON	Toronto	Metro	Metro	Haddock	Frozen	Highliner	Wild-caught haddock bites - roasted garlic & herb	1		In-house	Self-Declared	Responsibly sourced
122	ON	Toronto	Metro	Metro	Haddock	Frozen	Foodfest	Haddock filets, skinless, boned, uncooked	1		MSC	Certification	Certified Sustainable Seafood
123	ON	Toronto	Metro	Metro	Shrimp	Frozen	Go Green Ocean	Organic large black tiger shrimp, 20-27 shrimp per pound	1		OW	Endorsement	Ocean Wise Recommended
124	ON	Toronto	Whole Foods	Whole Foods Market	Shrimp	Frozen	Sardo Premium	Select Seafood Sensations - Spicy Jalapeno Marinated Shrimp	1		In-house	Self-Declared	Responsibly Sourced
125	ON	Toronto	Whole Foods	Whole Foods Market	Shrimp	Frozen	Sardo Premium	Select Seafood Sensations - Basil Pesto Shrimp	1		In-house	Self-Declared	Responsibly Sourced
126	ON	Toronto	Whole Foods	Whole Foods Market	Salmon	Frozen	Whole Foods	Signature Style - Kendall Brook - Smoked Atlantic Salmon	1		In-house	Self-Declared	Whole Foods Market Responsibly Farmed, 3rd Party Verified.
127	ON	Toronto	Whole Foods	Whole Foods Market	Trout	Frozen	Whole Foods	Smoked fillet - trout	1		In-house	Self-Declared	Whole Foods Market Responsibly Farmed, 3rd Party Verified.
128	ON	Toronto	Whole Foods	Whole Foods Market	Salmon	Frozen	One Ocean One Love	Posh Cuts - Smoked Wild Sockeye Salmon Bites	1		OW	Endorsement	Ocean Wise
129	ON	Toronto	Whole Foods	Whole Foods Market	Salmon	Frozen	One Ocean One Love	Posh Cuts - Smoked Wild Sockeye Salmon Bites	0	1	Written	Self-Declared	No antibiotics, No added hormones. One Ocean sources only sustainable seafood of the highest quality
130	ON	Toronto	Whole Foods	Whole Foods Market	Shrimp	Frozen	OceanPrime	Cold Water Shrimp, Sustainable + Wild	1		MSC	Certification	Certified Sustainable Seafood
131	ON	Toronto	Whole Foods	Whole Foods Market	Halibut	Frozen	OceanPrime	Halibut Portions, Sustainable + Wild	2		MSC	Certification	Certified Sustainable Seafood
132	ON	Toronto	Whole Foods	Whole Foods Market	Halibut	Frozen	OceanPrime	Halibut Portions, Sustainable + Wild			OW	Endorsement	Ocean Wise. A sustainable choice.
133	ON	Toronto	Whole Foods	Whole Foods Market	Tuna	Frozen	OceanPrime	Albacore Tuna, Sustainable + Wild	2		OW	Endorsement	Ocean Wise Recommended

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134	ON	Toronto	Whole Foods	Whole Foods Market	Tuna	Frozen	OceanPrime	Albacore Tuna, Sustainable + Wild			In-house	Self-Declared	Sustainable + Wild
135	ON	Toronto	Whole Foods	Whole Foods Market	Haddock	Frozen	OceanPrime	Haddock Portions, Sustainable + Wild	2		MSC	Certification	Certified Sustainable Seafood
136	ON	Toronto	Whole Foods	Whole Foods Market	Haddock	Frozen	OceanPrime	Haddock Portions, Sustainable + Wild			OW	Endorsement	Ocean Wise. A sustainable choice.
137	ON	Toronto	Whole Foods	Whole Foods Market	Rockfish	Frozen	Blue Harbour	Rockfish fillets, raw, sustainable, wild	0	1	Written	Self-Declared	Sustainable
138	ON	Toronto	Whole Foods	Whole Foods Market	Sardines	Shelf-stable	Earth's Choice	Wild Pacific sardines in water	1		OW	Endorsement	Ocean Wise Recommended
139	ON	Toronto	Whole Foods	Whole Foods Market	Sardines	Shelf-stable	Earth's Choice	Wild Pacific sardines in water	0	1	Written	Self-Declared	Sustainably caught, 100% Traceability
140	ON	Toronto	Whole Foods	Whole Foods Market	Tuna	Canned	Wild Planet	Wild skipjack tuna, solid light tuna	3		OW	Endorsement	Ocean Wise Recommended
141	ON	Toronto	Whole Foods	Whole Foods Market	Tuna	Canned	Wild Planet	Wild skipjack tuna, solid light tuna			Dolphin F	Endorsement	Dolphin Safe
142	ON	Toronto	Whole Foods	Whole Foods Market	Tuna	Canned	Wild Planet	Wild skipjack tuna, solid light tuna			In-house	Self-Declared	No Long Lines. Turtle Safe
143	ON	Toronto	Whole Foods	Whole Foods Market	Tuna	Canned	Wild Planet	Wild albacore tuna. Solid white tuna.	3		OW	Endorsement	Ocean Wise Recommended
144	ON	Toronto	Whole Foods	Whole Foods Market	Tuna	Canned	Wild Planet	Wild albacore tuna. Solid white tuna.			Dolphin F	Endorsement	Dolphin Safe
145	ON	Toronto	Whole Foods	Whole Foods Market	Tuna	Canned	Wild Planet	Wild albacore tuna. Solid white tuna.			In-house	Self-Declared	No Long Lines. Turtle Safe
146	QC	Montreal	IGA	Sobeys	Salmon	Frozen	Blue Water	Natural Catch - Pacific pink salmon - lemon herb, grill	1		In-house	Self-Declared	Trusted catch - sourced responsibly.
147	QC	Montreal	IGA	Sobeys	Mussels	Frozen	Ocean Jewel	Organic mussel meat	2		ASC	Certification	Aquaculture Responsible
148	QC	Montreal	IGA	Sobeys	Mussels	Frozen	Ocean Jewel	Organic mussel meat			OW	Endorsement	Ocean Wise Recommended
149	QC	Montreal	Provigo	Loblaw Companies Ltd	Pollock	Pre-packaged	SeaQuest	King Crab Flavoured Wild Alaska Pollock	1		MSC	Certification	Certified Sustainable Seafood
150	QC	Montreal	Provigo	Loblaw Companies Ltd	Pollock	Pre-packaged	SeaQuest	King Crab Flavoured Wild Alaska Pollock & Wild Pacific Whiting	1		MSC	Certification	Certified Sustainable Seafood
151	QC	Montreal	Provigo	Loblaw Companies Ltd	Cod	Frozen	President's Choice	Cod Bites - Battered Wild Cod Fillets	1		MSC	Certification	Certified Sustainable Seafood
152	QC	Montreal	Provigo	Loblaw Companies Ltd	Crab	Frozen	Matty's Seafood	Crab + Kale & Three Cheese Hot Dip	1		OW	Endorsement	Ocean Wise Recommended. Ocean Wise a sustainable choice.
153	QC	Montreal	Provigo	Loblaw Companies Ltd	Scallops	Frozen	President's Choice	NSn Frozen Sea Scallops	1		MSC	Certification	Certified Sustainable Seafood

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154	QC	Montreal	Provigo	Loblaw Companies Ltd	Shrimp	Frozen	Toppits	Organic raw black tiger shrimp	1		OW	Endorsement	Ocean Wise Recommended
155	QC	Montreal	Provigo	Loblaw Companies Ltd	Trout	Frozen	AquaStar	Rainbow trout, boneless, skin-on	1		In-house	Self-Declared	Seafood Forever - Responsibly sourced
156	QC	Montreal	Provigo	Loblaw Companies Ltd	Salmon	Frozen	President's Choice		1		MSC	Certification	Certified Sustainable Seafood
157	QC	Montreal	Provigo	Loblaw Companies Ltd	Octopus	Frozen	Joya Seafood	3 cooked octopus tentacles	0	1	Written	Self-Declared	Sustainably sourced.
158	QC	Montreal	Provigo	Loblaw Companies Ltd	Basa	Frozen	SeaQuest	Basa fillets, skinless, boneless	1		ASC	Certification	Responsibly farmed
159	QC	Montreal	Provigo	Loblaw Companies Ltd	Sole	Frozen	SeaQuest	Wild sole fillets, skinless, boneless	1		MSC	Certification	Sustainably sourced
160	QC	Montreal	Provigo	Loblaw Companies Ltd	Sole	Frozen	President's Choice	Sustainably sourced sole - breaded wild sole fillets	1		MSC	Certification	Sustainably sourced
161	QC	Montreal	Provigo	Loblaw Companies Ltd	Basa	Frozen	No Name	Basa fillets, skinless, boneless	1		ASC	Certification	Certified Responsibly Farmed
162	QC	Montreal	Provigo	Loblaw Companies Ltd	Scallops	Frozen	President's Choice	Bacon-wrapped sustainable sourced NSn sea scallops	1		MSC	Certification	Certified Sustainable Seafood
163	QC	Montreal	Provigo	Loblaw Companies Ltd	Mixed	Frozen	President's Choice	Melt in the Middle Responsibly Farmed Sustainable Sourced Salmon and Smoked Haddock Fish Cakes	2		MSC	Certification	Certified Sustainable Seafood
164	QC	Montreal	Provigo	Loblaw Companies Ltd	Mixed	Frozen	President's Choice	Melt in the Middle Responsibly Farmed Sustainable Sourced Salmon and Smoked Haddock Fish Cakes			ASC	Certification	Certified Responsibly Farmed
165	QC	Montreal	Provigo	Loblaw Companies Ltd	Salmon	Frozen	SeaQuest	Sustainably sourced wild pink salmon fillets	1		MSC	Certification	Certified Sustainable Seafood
166	QC	Montreal	Metro Plus	Metro	Cod	Frozen	Highliner	Market Cuts - Cod	1		In-house	Self-Declared	Responsibly Sourced
167	QC	Montreal	Metro Plus	Metro	Sole	Frozen	Highliner	Market Cuts - Wild Pacific Sole	1		In-house	Self-Declared	Responsibly Sourced
168	QC	Montreal	Metro Plus	Metro	Herring	Canned	Bar Harbour	Natural smoked wild kippered herring	1		MSC	Certification	Certified Sustainable Seafood
169	QC	Montreal	Metro Plus	Metro	Sardines	Canned	Bar Harbour	Skinless, boneless, smoked sardine fillets in maple syrup	1		MSC	Certification	Certified Sustainable Seafood
170	QC	Montreal	Metro Plus	Metro	Mussels	Frozen	Anchors Bay	Mussel meat, pre-cooked	1		In-house	Self-Declared	Seafood for Life: Responsibly Sourced

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171	QC	Montreal	Metro Plus	Metro	Squid	Frozen	Anchors Bay	Squid rings	1		In-house	Self-Declared	Seafood for Life: Responsibly Sourced
172	QC	Montreal	Metro Plus	Metro	Octopus	Pre-packaged	Sardo Premium	Select Seafood Sensations - Marinated Octopus Salad	1		In-house	Self-Declared	Responsibly Sourced.
173	QC	Montreal	IGA	Sobeys	Tuna	Canned	Pastene	Solid light tuna in olive oil	1		Dolphin F	Endorsement	Dolphin Safe
174	QC	Montreal	IGA	Sobeys	Tuna	Canned	Raincoast Trading	Pole & line-caught wild skipjack tuna chunk in water with sea salt	2		MSC	Certification	Certified Sustainable Seafood
175	QC	Montreal	IGA	Sobeys	Tuna	Canned	Raincoast Trading	Pole & line-caught Wild skipjack tuna chunk in water with sea salt			Dolphin F	Endorsement	Dolphin Safe
176	QC	Montreal	IGA	Sobeys	Tuna	Canned	Raincoast Trading	Pole & line-caught wild skipjack tuna chunk in water with sea salt		1	Written	Self-Declared	We search the globe and only source from the most sustainable fisheries
177	QC	Montreal	IGA	Sobeys	Tuna	Canned	Clover Leaf	Flaked light tuna - skipjack in water	1		Dolphin F	Endorsement	Dolphin Friendly
178	QC	Montreal	IGA	Sobeys	Saithe	Frozen	Go Green Ocean	Wild Icelandic saithe	2		OW	Endorsement	Ocean Wise Recommended
179	QC	Montreal	IGA	Sobeys	Saithe	Frozen	Go Green Ocean	Wild Icelandic saithe			MSC	Certification	MSC
180	QC	Montreal	IGA	Sobeys	Saithe	Frozen	Go Green Ocean	Wild Icelandic saithe	0	1	Written	Self-Declared	The Icelandic Saithe Fishery was officially certified under the "Icelandic Responsible Fisheries" program in 2013.
181	QC	Montreal	IGA	Sobeys	Mixed	Frozen	La Fisherie	Seafood Crepes	1		In-house	Self-Declared	Responsible Fishery/ Peche responsable
182	QC	Montreal	IGA	Sobeys	Shrimp	Frozen	Caravelle	Wild cold water shrimp, cooked, peeled, frozen	1		MSC	Certification	Sustainable Seafood
183	QC	Montreal	IGA	Sobeys	Tuna	Canned	Aurora	Solid light tuna in oil	1		Dolphin F	Endorsement	Dolphin Safe
184	QC	Montreal	Metro Plus	Metro	Tuna	Shelf-stable	Clover leaf	Tuna Snacks - Spicy Thai Chili	1		Dolphin F	Endorsement	Dolphin Friendly
185	QC	Montreal	Metro Plus	Metro	Tuna	Canned	Clover leaf	Gourmet Yellowfin in Pure Olive Oil	1		Dolphin F	Endorsement	Dolphin Friendly
186	QC	Montreal	Metro Plus	Metro	Tuna	Canned	Irresistibles	Light tuna solid	0	1	Written	Self-Declared	Sustainably caught, pole caught
187	QC	Montreal	Metro Plus	Metro	Tuna	Canned	Irresistibles	Albacore white tuna, flaked	0	1	Written	Self-Declared	Sustainably caught, pole caught

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188	QC	Montreal	Metro Plus	Metro	Tuna	Canned	Rio Mare	Solid Light Tuna in Water	2		In-house	Self-Declared	Responsible Quality
189	QC	Montreal	Metro Plus	Metro	Tuna	Canned	Rio Mare	Solid light tuna in water			Dolphin F	Endorsement	Dolphin Safe
190	QC	Montreal	Metro Plus	Metro	Tuna	Shelf-stable	Rio Mare	Beans and Light Tuna Salad	2		In-house	Self-Declared	Responsible Quality
191	QC	Montreal	Metro Plus	Metro	Tuna	Shelf-stable	Rio Mare	Beans and Light Tuna Salad			Dolphin F	Endorsement	Dolphin Safe
192	QC	Montreal	Metro Plus	Metro	Tuna	Canned	Tonnino	Light tuna fillets in spring water	1		Dolphin F	Endorsement	Dolphin Safe
193	SK	Saskatoon	Extra Foods	Loblaw	Tuna	Canned	President's Choice	Flaked white tuna in water	1		MSC	Certification	Certified Sustainable Seafood
194	SK	Saskatoon	Extra Foods	Loblaw	Tuna	Canned	Unico	Solid light tuna	1		Dolphin F	Endorsement	Dolphin Safe
195	SK	Saskatoon	Extra Foods	Loblaw	Tuna	Canned	Clover leaf	Low-sodium flaked light tuna	1		Dolphin F	Endorsement	Dolphin Friendly
196	SK	Saskatoon	Extra Foods	Loblaw	Tuna	Canned	Ocean's	Pole & line chunk light tuna in water	2		MSC	Certification	Certified Sustainable Seafood
197	SK	Saskatoon	Extra Foods	Loblaw	Tuna	Canned	Ocean's	Pole & line chunk light tuna in water			Dolphin F	Endorsement	Dolphin Friendly
198	SK	Saskatoon	Extra Foods	Loblaw	Tuna	Canned	Ocean's	Solid light tuna in olive oil	2		In-house	Self-Declared	Ocean Friendly Tuna, Free Swimming Caught.
199	SK	Saskatoon	Extra Foods	Loblaw	Tuna	Canned	Ocean's	Solid light tuna in olive oil			Dolphin F	Endorsement	Dolphin Friendly
200	SK	Saskatoon	Extra Foods	Loblaw Companies Ltd	Mixed	Pre-packaged	SeaQuest	Flake styled, king crab-flavoured wild Alaska pollock & wild Pacific whiting	1		MSC	Certification	Certified Sustainable Seafood
201	SK	Saskatoon	Extra Foods	Loblaw Companies Ltd	Milkfish	Frozen	Anchors Bay	Milkfish	1		In-house	Self-Declared	Seafood for Life: Responsibly Sourced
202	SK	Saskatoon	Extra Foods	Loblaw Companies Ltd	Haddock	Frozen	President's Choice	Haddock - breaded wild haddock fillets	1		MSC	Certification	Certified Sustainable Seafood
203	SK	Saskatoon	Extra Foods	Loblaw Companies Ltd	Pollock	Frozen	Blue Water	Smart & Crunchy breaded fish fillets	1		In-house	Self-Declared	Trusted Catch - Sourced responsibly
204	SK	Saskatoon	Extra Foods	Loblaw Companies Ltd	Mixed	Frozen	Highliner	Catch of the Day Crispy Breaded Fish Sticks	1		In-house	Self-Declared	Responsibly Sourced
205	SK	Saskatoon	Extra Foods	Loblaw Companies Ltd	Pollock	Frozen	Highliner	Family Favorites Beer Battered Fish Fillets	1		In-house	Self-Declared	Responsibly Sourced

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206	SK	Saskatoon	Sobeys	Sobeys	Salmon	Pre-packaged	Simply West Coast	Wild keta bacon style salmon	1		OW	Endorsement	Ocean Wise Recommended
207	SK	Saskatoon	Sobeys	Sobeys	Pollock	Frozen	Trident Seafoods	Alaska pollock fish fillets	1		ASMI-M	Endorsement	Wild, Natural & Sustainable
208	SK	Saskatoon	Sobeys	Sobeys	Pollock	Frozen	Trident Seafoods	Alaska pollock skillet cuts	1		ASMI-M	Endorsement	Wild, Natural & Sustainable.
209	SK	Saskatoon	Sobeys	Sobeys	Halibut	Frozen	Simply West Coast	Wild Pacific halibut burgers	1		OW	Endorsement	Ocean Wise Recommended
210	SK	Saskatoon	Sobeys	Sobeys	Salmon	Frozen	AquaStar	Pacific pink salmon	1		In-house	Self-Declared	Seafood Forever - responsibly sourced
211	SK	Saskatoon	Sobeys	Sobeys	Wolffish	Frozen	Go Green Ocean	Wild Icelandic wolffish	2		OW	Endorsement	Ocean Wise Recommended
212	SK	Saskatoon	Sobeys	Sobeys	Wolffish	Frozen	Go Green Ocean	Wild Icelandic wolffish			MSC	Certification	MSC
213	SK	Saskatoon	Sobeys	Sobeys	Pollock	Frozen	Blue Water	English Style fillets	1		In-house	Self-Declared	Trusted Catch - Sourced responsibly
214	SK	Saskatoon	Sobeys	Sobeys	Cod	Frozen	Blue Water	Natural Catch - Cod - Roasted Garlic & Herb	1		In-house	Self-Declared	Trusted Catch - Sourced responsibly.
215	SK	Saskatoon	Sobeys	Sobeys	Haddock	Frozen	Highliner	Flame Savours - Haddock - Citrus Peppercorn	2		In-House	Self-Declared	Responsibly Sourced.
216	SK	Saskatoon	Sobeys	Sobeys	Haddock	Frozen	Highliner	Flame Savours - Haddock - Citrus Peppercorn			MSC	Certification	Certified Sustainable Seafood
217	SK	Saskatoon	Sobeys	Sobeys	Basa	Frozen	Go Green Ocean	Sriracha-flavoured breaded basa karage nuggets	2		OW	Endorsement	Ocean Wise Recommended
218	SK	Saskatoon	Sobeys	Sobeys	Basa	Frozen	Go Green Ocean	Sriracha-flavoured breaded basa karage nuggets			ASC	Certification	Farmed Responsibly
219	SK	Saskatoon	Sobeys	Sobeys	Shrimp	Frozen	Go Green Ocean	Cooked shrimp ring (50/60 shrimp per ring)	2		OW	Endorsement	Ocean Wise Recommended
220	SK	Saskatoon	Sobeys	Sobeys	Shrimp	Frozen	Go Green Ocean	Cooked shrimp ring (50/60 shrimp per ring)			ASC	Certification	Farmed Responsibly
221	SK	Saskatoon	Save-On Foods	Overwaita Food Group	Scallops	Frozen	Western Family	Jumbo premium North Atlantic scallops	1		OW	Endorsement	Ocean Wise Recommended
222	SK	Saskatoon	Save-On Foods	Overwaita Food Group	Shrimp	Frozen	Selva Shrimp	Frozen black tiger shrimp	1		OW	Endorsement	Ocean Wise Recommended
223	SK	Saskatoon	Save-On Foods	Overwaita Food Group	Cod	Frozen	Alaskan Leader Seafood	Wild-caught Alaska cod	1		ASMI-M	Endorsement	Wild, Natural & Sustainable
224	SK	Saskatoon	Save-On Foods	Overwaita Food Group	Salmon	Frozen	Highliner	Can't mess it up - Honey Balsamic Wild Pink Salmon	1		In-house	Self-Declared	Responsibly Sourced
225	SK	Saskatoon	Sobeys	Sobeys	Tuna	Canned	Clover Leaf	Jalapeno chunk white tuna in olive oil	1		In-house	Self-Declared	Responsibly Sourced, Line Caught
226	SK	Saskatoon	Sobeys	Sobeys	Tuna	Canned	Ocean's	Thai salad - light tuna	2		In-house	Self-Declared	Ocean Friendly Tuna, Free Swimming Caught.

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227	SK	Saskatoon	Sobeys	Sobeys	Tuna	Canned	Ocean's	Thai salad - light tuna			Dolphin F	Endorsement	Dolphin Friendly
228	SK	Saskatoon	Sobeys	Sobeys	Tuna	Canned	Ocean's	Pole & line solid white tuna in water	2		In-house	Self-Declared	Ocean Friendly Tuna, Pole & Line Caught.
229	SK	Saskatoon	Sobeys	Sobeys	Tuna	Canned	Ocean's	Pole & line solid white tuna in water			Dolphin F	Endorsement	Dolphin Friendly
230	SK	Saskatoon	Sobeys	Sobeys	Tuna	Canned	Ocean's	Flaked light tuna, Thai chili	2		In-house	Self-Declared	Ocean Friendly Tuna, Free Swimming Caught.
231	SK	Saskatoon	Sobeys	Sobeys	Tuna	Canned	Ocean's	Flaked light tuna, Thai chili	2		Dolphin F	Endorsement	Dolphin Friendly
232	SK	Saskatoon	Save-On Foods	OFG	Tuna	Canned	Western Family	Flaked light tuna in water	1		Dolphin F	Endorsement	Dolphin Friendly
233	SK	Saskatoon	Save-On Foods	OFG	Tuna	Canned	Western Family	Flaked light tuna in water	0	1	Written	Self-Declared	Caught Responsibly, FAD Free
234	SK	Saskatoon	Save-On Foods	OFG	Tuna	Canned	Western Family	Flaked light skipjack tuna in water	1		Dolphin F	Endorsement	Dolphin Friendly



SeaChoice.org

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