

# Seafood Progress

SCORING RUBRIC  
FOR RETAILERS



LAST UPDATED: OCTOBER 2021

# 01

# Commitment

Does the retailer have a comprehensive commitment on sustainable seafood?

1.1	Retailer has a publicly available commitment or policy regarding environmentally sustainable seafood.
0	No publicly available environmental sustainability commitment or policy.
20	General commitment to environmentally sustainable seafood without clear objectives, traceability policy or timelines.
40	Commitment to environmental sustainability that includes clear objectives for sustainable procurement, but no traceability policy or timelines.
60	Commitment to environmental sustainability includes clear objectives that are supported by references to credible standards (such as Seafood Watch or Ocean Wise rankings, eco-certifications, etc.), but no traceability policy or timelines.
80	Commitment to environmental sustainability includes clear objectives that are supported by references to credible standards and a basic one-up one-down traceability policy, but no timeline
100	Commitment to environmental sustainability includes clear objectives that are supported by references to credible standards, an enhanced one-up one-down traceability policy that traces at least the product scientific name, geographic origin, farmed/wild and gear type or farming method and a timeline for meeting the commitment (unless the commitment has already been met).

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

<b>1.3</b>	<b>Retailer covers all banners that sell seafood in its sustainable seafood commitment.</b>
<b>0</b>	Retailer does not include any banners in its sustainable seafood commitment.
<b>25</b>	Retailer includes 25% or more of its banners in its sustainable seafood commitment.
<b>50</b>	Retailer includes 50% or more of its banners in its sustainable seafood commitment.
<b>75</b>	Retailer includes 75% or more of its banners in its sustainable seafood commitment.
<b>100</b>	Retailer includes 100% of its banners in its sustainable seafood commitment.

<b>1.4</b>	<b>Retailer covers all shelf stable and national brand products in its sustainable seafood commitment.</b>
<b>0</b>	Retailer's commitment includes neither all of its shelf stable or national brand products.
<b>50</b>	Retailer's commitment includes all of its shelf stable or national brand products.
<b>100</b>	Retailer's commitment includes all of its shelf stable AND national brand products.

# 02

# Data Collection

Is the retailer collecting data to support their commitment?

<b>2.1</b>	<b>Retailer collects data on species Latin name for seafood being sold (the what) - icon.</b>
0	Does not collect data (or no information).
50	Collects data for some products.
100	Collects data for all products.

<b>2.2</b>	<b>Retailer collects data on geographic origin of seafood being sold (the where) - icon.</b>
0	Does not collect data (or no information).
50	Collects data for some products.
100	Collects data for all products.

<b>2.3</b>	<b>Retailer collects data on whether wild or farmed for seafood being sold (the how) - icon.</b>
0	Does not collect data (or no information).
50	Collects data for some products.
100	Collects data for all products.

<b>2.4</b>	<b>Retailer collects data on gear type or farming methods for seafood being sold (the how) - icon.</b>
0	Does not collect data (or no information).
50	Collects data for some products.
100	Collects data for all products.

# 03

## Responsible Sourcing

Is the retailer making responsible sourcing decisions?

3.1	<b>Retailer uses credible, science-based environmental sustainability assessments to inform purchasing decisions.</b>
0	No environmental sustainability criteria used to inform purchasing decisions.
100	Environmental sustainability criteria are used to inform purchasing decisions.

3.2	<b>Retailer can demonstrate that X% of their seafood sold in the last year meets their sustainability criteria by volume/value.</b>
0	Retailer has not reported in this timeframe on how much of their seafood sold meets their sustainability commitment (or no information available).
25	Retailer can demonstrate that 25% or more of their seafood products sold meets their sustainability commitment.
50	Retailer can demonstrate that 50% or more of their seafood products sold meets their sustainability commitment.
75	Retailer can demonstrate that 75% or more of their seafood products sold meets their sustainability commitment.
100	Retailer can demonstrate that 100% of their seafood products sold meets their sustainability commitment.

3.3	<b>Suppliers are required to sign a code of conduct to uphold the retailer's environmental sustainability commitment.</b>
0	Suppliers are not required to sign a code of conduct.
25	Some suppliers are required to sign a code of conduct that covers some of the retailer's environmental sustainability commitment.
50	All suppliers are required to sign a code of conduct that covers some of the retailer's environmental sustainability commitment.
75	All suppliers are required to sign a code of conduct that covers all of the retailer's environmental sustainability commitment.
100	All suppliers are required to sign a code of conduct that covers all of the retailer's environmental sustainability commitment and the retailer actively verifies that this commitment is being upheld.

3.4	<b>Suppliers are required to sign a code of conduct to uphold the retailer's social responsibility commitment.</b>
0	Suppliers are not required to sign a code of conduct (or no information).
25	Some suppliers are required to sign a code of conduct that covers some of the retailer's social responsibility commitment.
50	All suppliers are required to sign a code of conduct that covers some of the retailer's social responsibility commitment.
75	All suppliers are required to sign a code of conduct that covers all of the retailer's social responsibility commitment.
100	All suppliers are required to sign a code of conduct that covers all of the retailer's social responsibility commitment and the retailer actively verifies that this commitment is being upheld.

# 04 Transparency

## Is the retailer making responsible sourcing decisions?

<b>4.1</b>	<b>Retailer labels products with the information that allows consumers to make informed decisions.</b>
	<p>Species Latin name (the what) - icon as per step 2</p> <p>Geographic origin (the where) - icon as per step 2</p> <p>Wild or farmed (the how part 1) - icon as per step 2</p> <p>Gear type or farming methods (the how part 2) - icon as per step 2</p> <p>Final assessment for KPI is average across six cells (so each segment gets equal weighting) UNLESS retailer provides volume or sales data to enable weighting (for example, seafood sales made up of 70% fresh-frozen, 15% private then weight the assessment as such) - same for 4.2 and 4.3</p>
<b>0</b>	Retailer does not label products with the information (or no information available).
<b>50</b>	Retailer labels some products with the information.
<b>100</b>	Retailer labels all products with the information.

  

<b>4.2</b>	<b>Retailer labels products with an ecolabel, allowing consumers to make informed decisions OR all products fit under a standard and is communicated as such.</b>
<b>0</b>	Retailer does not label products with an ecolabel as appropriate (or no information).
<b>100</b>	Retailer labels products with an ecolabel as appropriate OR all products fit under a standard.

  

<b>4.3</b>	<b>List of products procured with region and gear type data has been made available (e.g. as per Ocean Disclosure Project)</b>
<b>0</b>	No list of products procured with region and gear type has been made available (or no information).
<b>50</b>	Some seafood products with region and gear type has been made available.
<b>100</b>	All seafood products with region and gear type has been made available.

  

<b>4.4.</b>	<b>Retailer publicly reports how much of its seafood meets its sustainability criteria (by volume or value of sales).</b>
<b>0</b>	No public information on how the retailer is doing to meet its commitment.
<b>50</b>	Retailer has at one point reported publicly how much of its seafood sold meets its commitment.
<b>100</b>	Retailer regularly reports publicly how much of its seafood sold meets its commitment <i>by volume</i> every year.

# 05

## Education

Does the retailer educate staff, customers and/or vendors about the importance of their commitment to sustainable seafood?

5.1	Training programs are conducted for seafood staff.
0	Training programs not conducted for seafood staff (or no information).
50	Training programs sometimes conducted or for only some seafood staff.
75	Training programs conducted for all seafood staff, but only once.
100	Training programs regularly conducted for all seafood staff.

5.2	There is a description of the retailer's commitments to sustainable and socially responsible seafood in store.
0	There is no description of the retailer's commitments to sustainable and socially responsible seafood in store.
50	This is some description of the retailer's commitment to sustainable seafood and/or socially responsible seafood in store.
100	There is a comprehensive description of the retailer's commitments to sustainable and socially responsible seafood in store.

5.3	The retailer has taken actions to ensure their suppliers or vendors are aware of their sustainable seafood commitment or policy.
0	The retailer has taken no actions OR no information available.
25	The retailer sends their suppliers or vendors a copy of their sustainable seafood commitment or policy.
50	The retailer shares their sustainable seafood commitment or policy and sometimes engages with their suppliers to help ensure the products they supply meet the retailer's expectations.
75	The retailer shares their sustainable seafood commitment or policy and regularly engages with their suppliers to help ensure the products they supply meet the retailer's expectations.
100	The retailer shares their sustainable seafood commitment or policy, has a clear strategy to engage with their suppliers and provides direct support (e.g. training, resources) to help ensure all seafood product are procured in line with their policies.

# 06

## Supports Improvements

Does the retailer engage in any actions to support improvements of the following  
'Priority Seafood' products, and if so, how?

6.1	Farmed Atlantic salmon (either Canadian produced or imported) - <i>Salmo salar</i> .
#1	· Only sells farmed salmon products that meet the highest bars for sustainability, i.e. are produced in a closed containment facility, certified by ASC, Recommended by Ocean Wise and/or ranked Best Choice by Seafood Watch (100 pts).
#2	· Outreach to policymakers and/or certifying bodies to advocate for salmon farming management to be more environmentally sustainable (17 pts).
#3	· Collaborating with other companies pre-competitively to improve salmon aquaculture practices (e.g., supporting the transition to closed containment (17 pts).
#4	· Works with suppliers or producers directly to improve salmon farming practices and/or to support their transition from open-net systems to closed containment systems (17 pts).
#5	· Refrains from advertising versions of this product that are not ASC certified, Not Recommended by Ocean Wise and/or ranked Avoid by Seafood Watch (17 pts).
#6	· Preferentially procures farmed salmon from closed containment producers and sources that are ASC certified, Recommended by Ocean Wise or ranked Best Choice by Seafood Watch (17 pts).
#7	· Sourcing decisions also prioritize products with high levels of social responsibility and traceability (17 pts).

  

6.2	Farmed shrimps and prawns, Imported - multiple spp.
#1	· Only sells farmed shrimp and prawn products that meet the highest bars for sustainability, i.e. are certified by ASC, Recommended by Ocean Wise and/or ranked Best Choice by Seafood Watch (100 pts).
#2	· Outreach to policymakers and/or certifying bodies to advocate for shrimp and prawn farming management to be more environmentally sustainable (17 pts).
#3	· Collaborating with other companies pre-competitively to improve shrimp and prawn farming practices (17 pts).
#4	· Works with suppliers or producers directly to improve shrimp and prawn farming practices (17 pts).
#5	· Refrains from advertising versions of this product that are not ASC or BAP certified, Not Recommended by Ocean Wise and/or ranked Avoid by Seafood Watch
#6	· Preferentially procures shrimp and prawns from sources that are ASC or BAP certified, Recommended by Ocean Wise or Best Choice by Seafood Watch (17 pts).
#7	· Sourcing decisions also prioritize products with high levels of social responsibility and traceability (17 pts).



6.3	Skipjack tuna (bonito) - Katsuwonus pelamis.
#1	· Only sells skipjack tuna products that meet the highest bars for sustainability, i.e. are certified by MSC, Recommended by Ocean Wise and/or ranked Best Choice by Seafood Watch (100 pts).
#2	· Outreach to policymakers and/or certifying bodies to advocate for skipjack fishing methods and management to be more environmentally sustainable (17 pts).
#3	· Collaborating with other companies pre-competitively to improve skipjack fishery management practices (17 pts).
#4	· Works with suppliers or producers directly to improve skipjack fishing practices (17 pts).
#5	· Refrains from advertising versions of this product that are not MSC certified, Not Recommended by Ocean Wise and/or ranked Avoid by Seafood Watch (17 pts).
#6	· Preferentially sources from more sustainable sources that are MSC certified, Recommended by Ocean Wise or Best Choice by Seafood Watch (17 pts).
#7	· Sourcing decisions also prioritize products with high levels of social responsibility and traceability (17 pts).

6.4	Actions to improve production of any other seafood products (please specify which seafood products these actions pertain to).
#1	· Only sells versions of this product that meet the highest bars for sustainability, i.e. are certified by MSC/ASC, Recommended by Ocean Wise and/or ranked Best Choice by Seafood Watch (100 pts).
#2	· Outreach to policymakers and/or certifying bodies to advocate for harvest or farming method and management to be more environmentally sustainable (17 pts).
#3	· Collaborating with other companies pre-competitively to improve fishing or aquaculture practices (17 pts).
#4	· Works with suppliers or producers directly to improve fishing or farming practices (17 pts).
#5	· Refrains from advertising versions of this product that are not MSC/ASC certified, Not Recommended by Ocean Wise and/or ranked Avoid by Seafood Watch (17 pts).
#6	· Preferentially sources from more sustainable sources that are MSC/ASC certified, Recommended by Ocean Wise or Best Choice by Seafood Watch (17 pts).
#7	· Sourcing decisions also prioritize products with high levels of social responsibility and traceability (17 pts).