

Seafood Progress

Brand's Commitment to Sustainable and Socially Responsible Seafood

50

2023 aggregate score

Seafood Progress Average [?]:
66

Parent Company
**Nissui (Nippon Suisan
Kaisha, Ltd.)**



Sustainable Seafood Policy
[Seafood Sourcing Statement](#)



Headquarters
Quebec, Canada

OVERVIEW



99%

of products sold in
2023 met
commitment.

Sustainability Commitment. Gorton's 2022

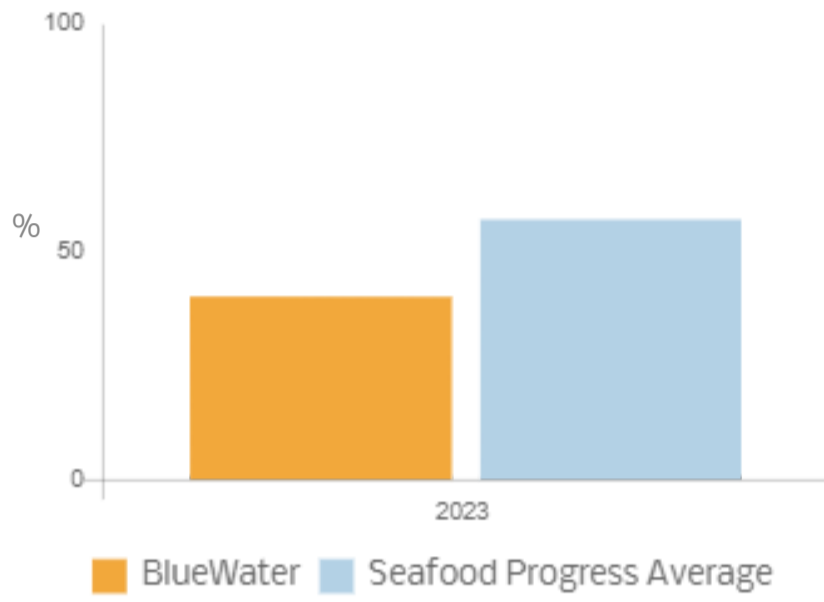
Sustainability Report covers the BlueWater brand and relays the company's commitment to source all its wild-caught seafood from MSC certified sources and 95% of its farmed seafood from at least BAP 4 star plus certified sources by 2025. SeaChoice was unable to determine if BlueWater has a full chain traceability policy in place that traces at least the product scientific name, geographic origin, wild or farmed and gear type or farming method.

Clear Objectives	✘
Supplier Expectations	✘
Traceability Policy	✘
Reporting on Activities	✘

Social Responsibility Commitment. Gorton's Workplace Supplier

Standards Policy, which covers the BlueWater brand, states that it is committed to a policy of complying with the law wherever it does business, and to maintaining high standards of business conduct. However, the policy does not indicate if it is based on any credible international standard(s).

STEP 1: COMMITMENT

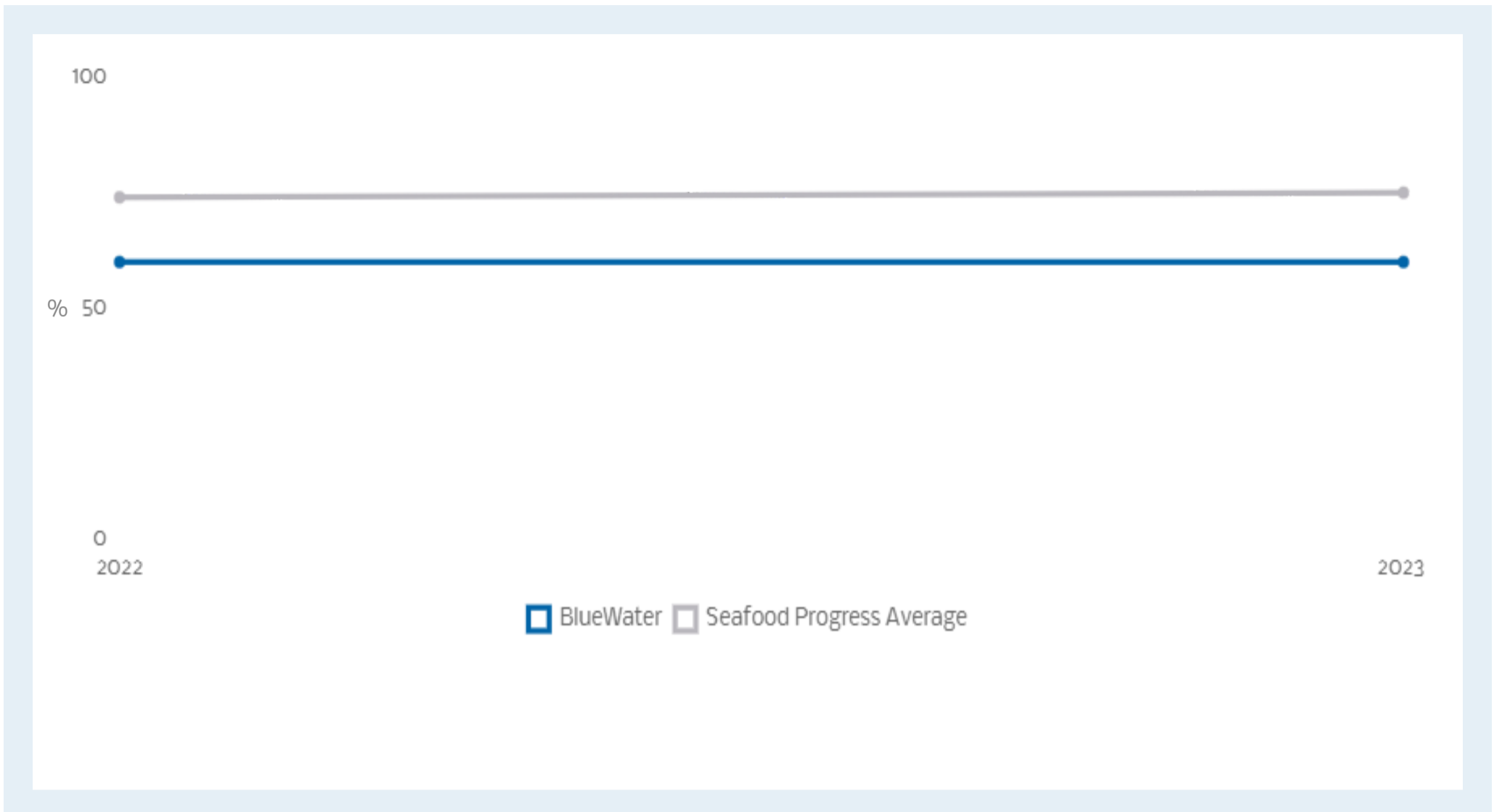


1

Commitment

Does the brand have comprehensive seafood commitments?

1.1 The brand has a publicly available commitment on environmentally sustainable seafood.



Gorton's 2022 Sustainability Report covers the BlueWater brand and relays the company's commitment to source all its wild-caught seafood from MSC certified sources and 95% of its farmed seafood from at least BAP 4 star plus certified sources by 2025. SeaChoice was unable to determine if BlueWater has a full chain traceability policy in place that traces at least the product scientific name, geographic origin, wild or farmed and gear type or farming method.

Scoring



100% Commitment to environmental sustainability includes clear objectives that are supported by references to credible standards, a full chain traceability policy and a timeline for meeting the commitment (unless the commitment has already been met).

80% Commitment to environmental sustainability that includes clear objectives that are supported by references to credible standards and a full chain traceability policy in place (or a timeline set for implementation) that traces at least the product scientific name, geographic origin, farmed/wild and harvest method.

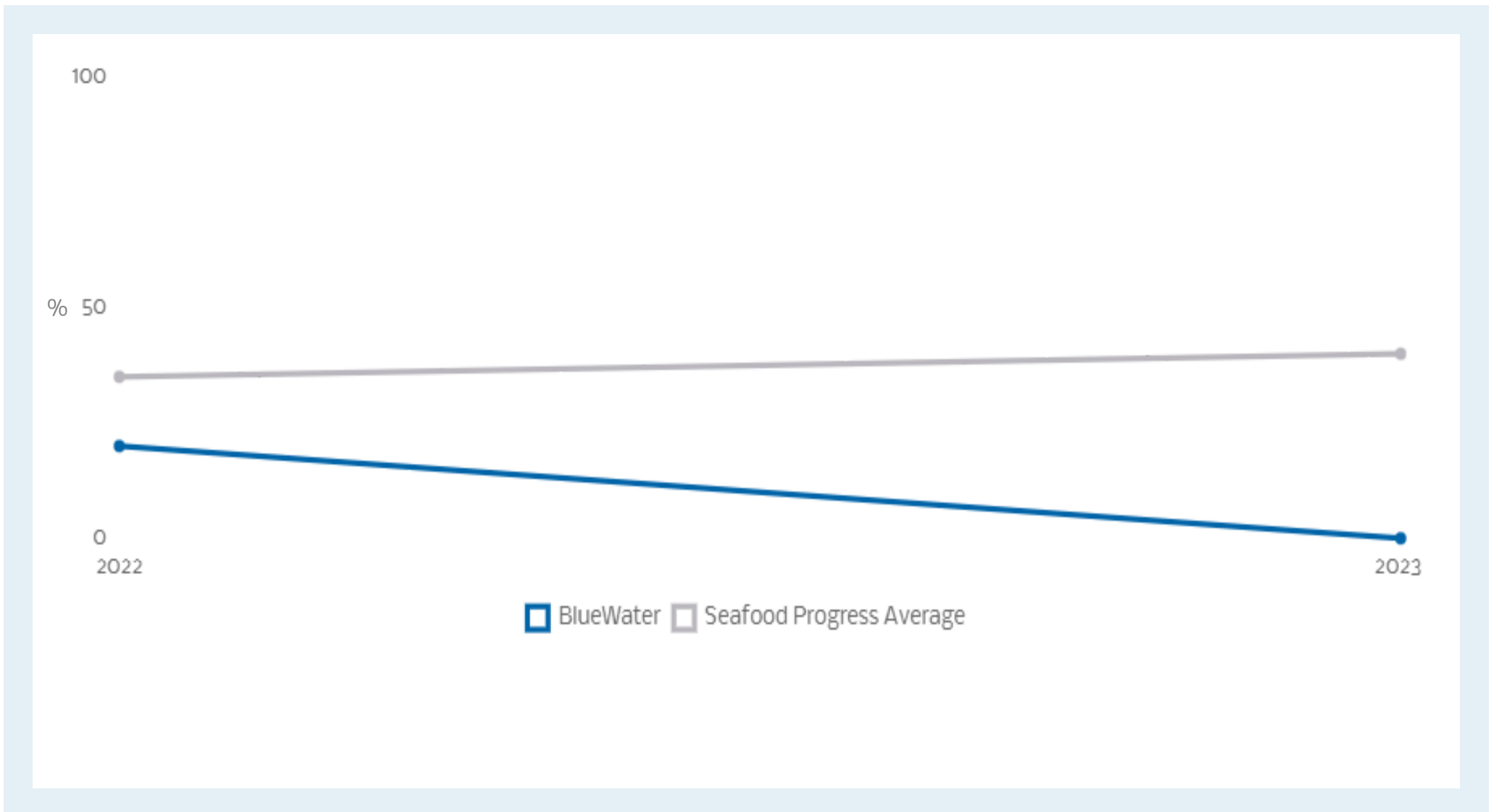
60% Commitment to environmental sustainability that includes clear objectives that are supported by references to credible standards (such as Seafood Watch or Ocean Wise ratings, eco-certifications, etc.).

40% Commitment to environmental sustainability that includes clear objectives for sustainable procurement.

20% General commitment to environmentally sustainable seafood.

0% No publicly available environmental sustainability commitment.

1.2 The brand has a publicly available commitment on socially responsible seafood.



Gorton's Workplace Supplier Standards Policy, which covers the BlueWater brand, states that it is committed to a policy of complying with the law wherever it does business, and to maintaining high standards of business conduct. However, the policy does not indicate if it is based on any credible international standard(s).

Scoring



100% Commitment to social responsibility includes clear objectives, actions or expectations for seafood suppliers, a clear and effective traceability policy, and the grocer reports publicly on activities to support social responsibility on at least an annual basis.

80% Commitment to social responsibility includes clear objectives, actions or expectations for seafood suppliers, and a clear and effective traceability policy that at least involves tracing data on the existence of an independent trade union or representative worker organization.

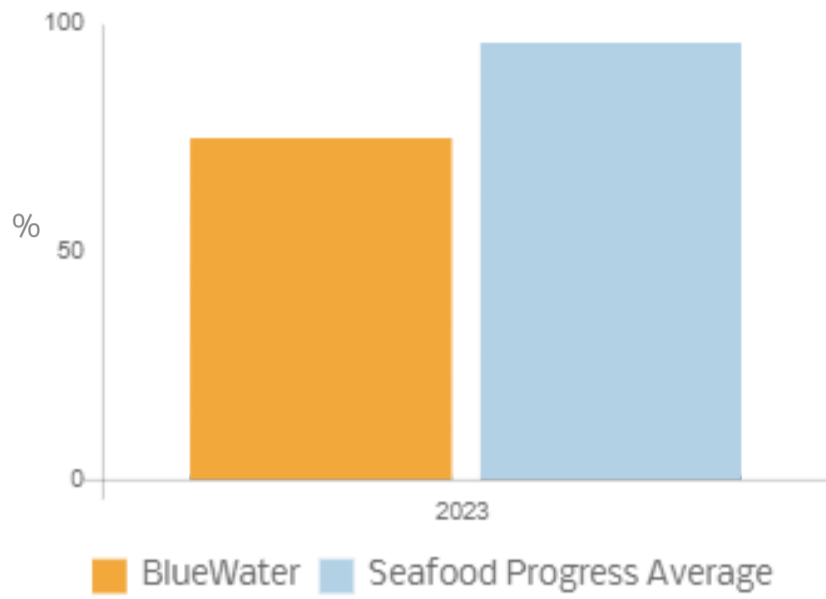
60% Commitment to social responsibility includes clear objectives and actions or expectations for seafood suppliers.

40% Commitment to social responsibility includes with worker driven objectives that are based on credible international standards (The UN's Guiding Principles, The WBA's Seafood Stewardship Index, ILO and the UN Declaration).

20% General commitment to socially responsible seafood.

0% No publicly available social responsibility commitment.

STEP 2: COLLECTING DATA

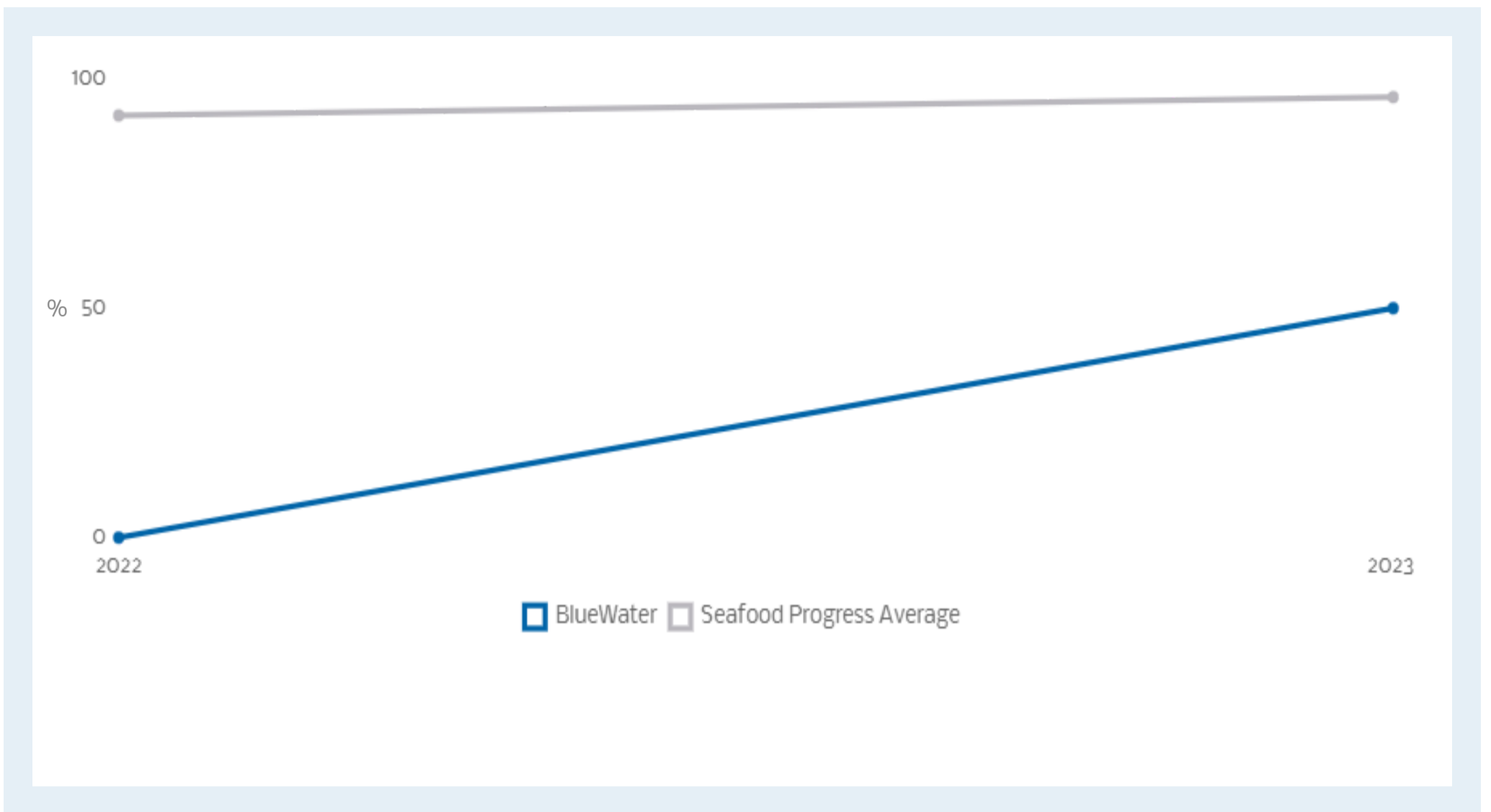


2

Collecting Data

Is the brand collecting data to support its commitment?

2.1 The brand collects data on scientific name.



BlueWater has nearly achieved its commitments to MSC and BAP which indicates that it is collecting this data on at least some of its products.

Scoring

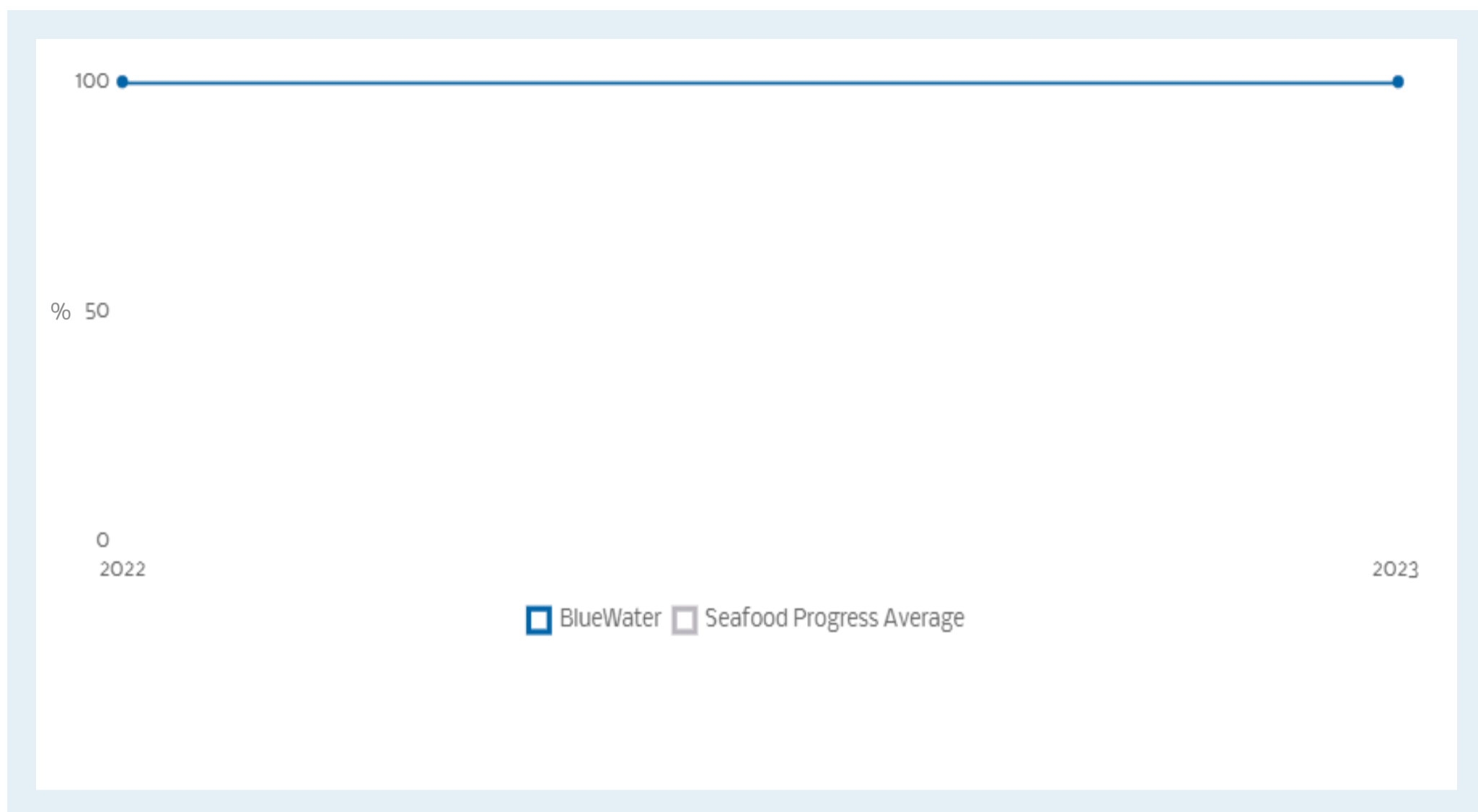


100% Collects data for all products included in the grocer's commitment.

50% Collects data for some products included in the grocer's commitment.

0% Does not collect data (or no information available).

2.2 The brand collects data on geographic origin.



BlueWater's website indicates that it collects data on geographic origin for all its products.

Scoring

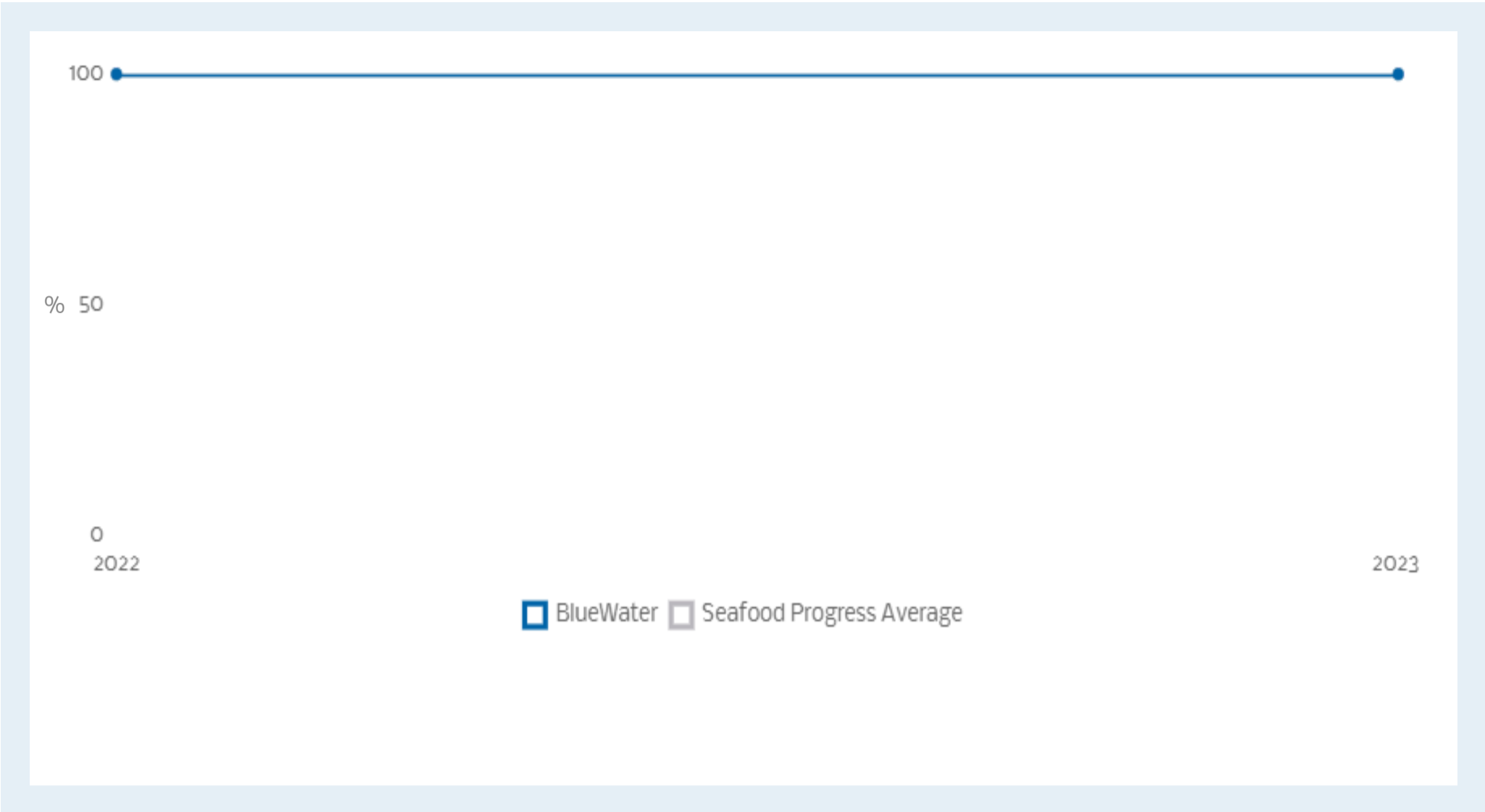


100% Collects data for all products included in the grocer's commitment.

50% Collects data for some products included in the grocer's commitment.

0% Does not collect data (or no information available).

2.3 The brand collects data on whether wild or farmed.



BlueWater’s website indicates that it collects data on whether wild or farmed for all its products.

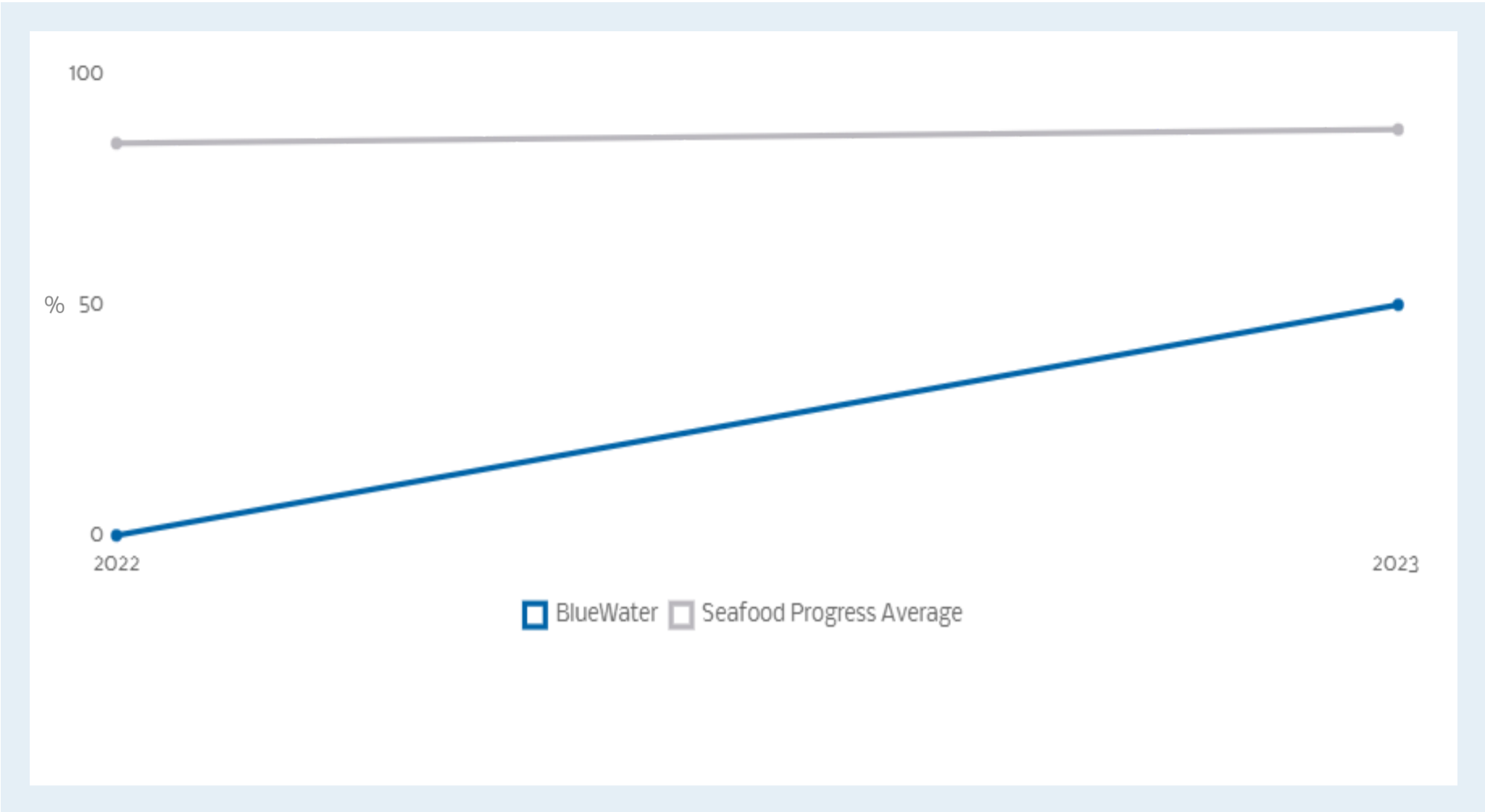
Scoring +

100% Collects data for all products included in the grocer’s commitment.

50% Collects data for some products included in the grocer’s commitment.

0% Does not collect data (or no information available).

2.4 The brand collects data on gear type or farming methods.

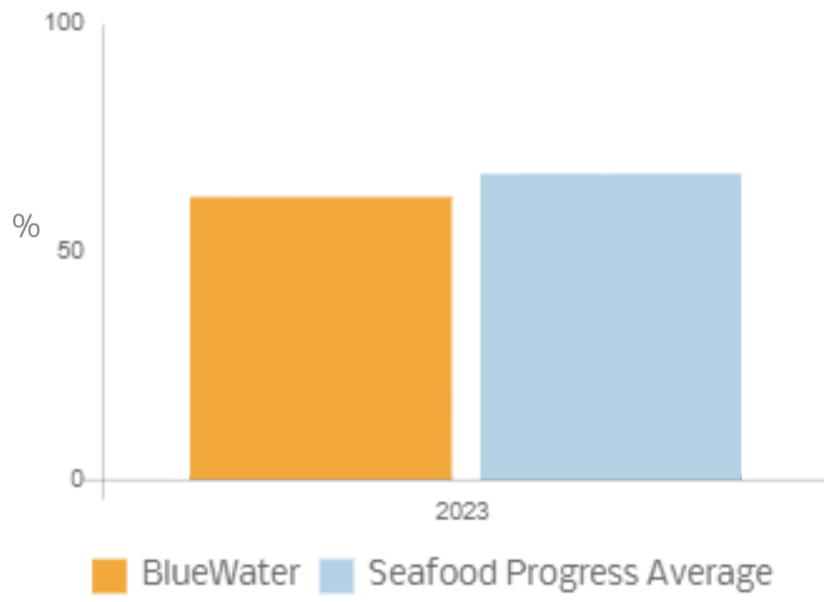


BlueWater has nearly achieved its commitments to MSC and BAP which indicates that it is collecting this data on at least some of its products.

Scoring +

- 100% Collects data for all products included in the grocer’s commitment.
- 50% Collects data for some products included in the grocer’s commitment.
- 0% Does not collect data (or no information available).

STEP 3: SOURCING

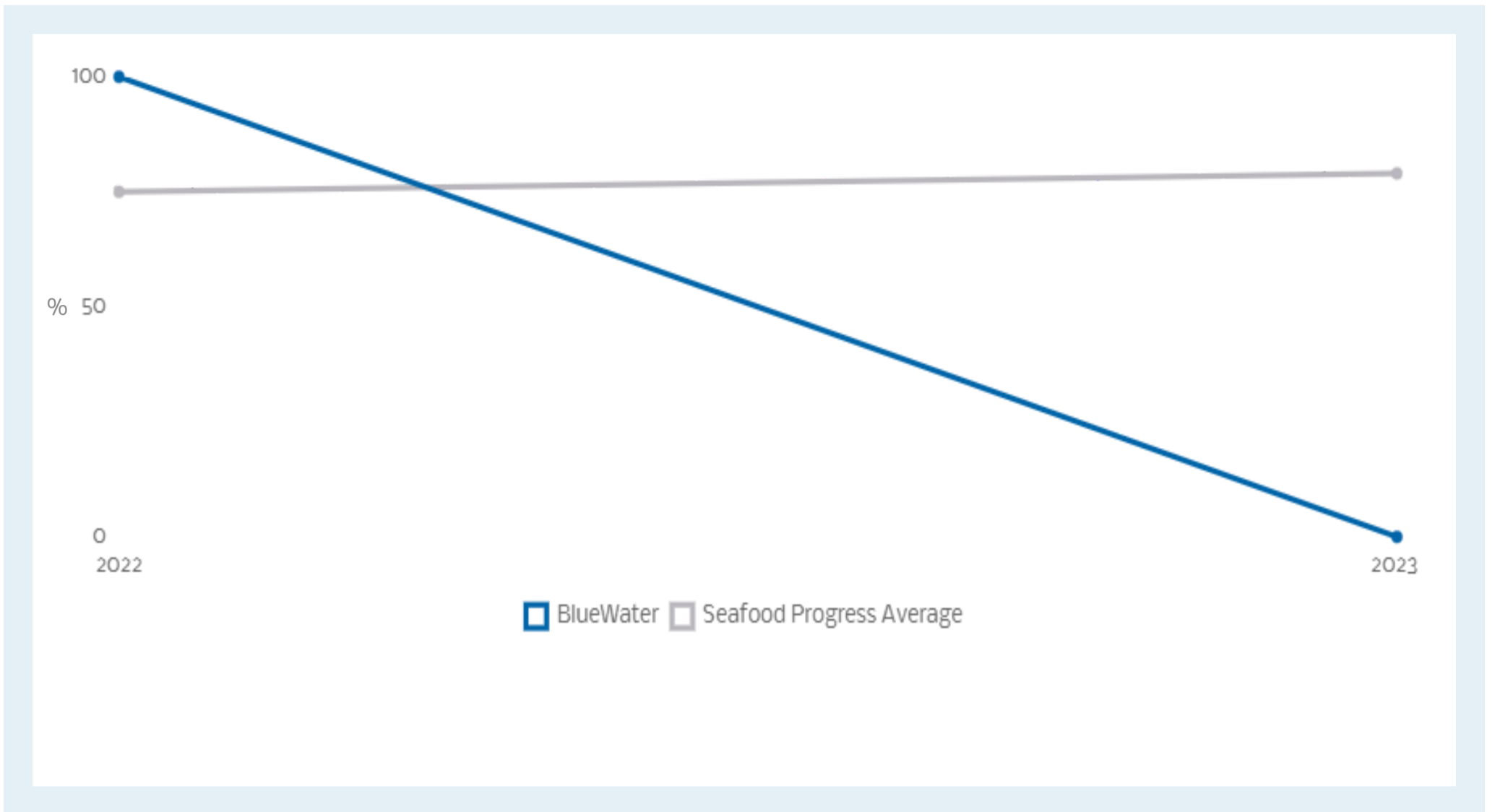


3

Responsible Sourcing

Is the brand making responsible sourcing decisions?

3.1 The brand publishes a clear hierarchy demonstrating its sourcing priorities.



Through [Gorton's 2022 Sustainability Report](#), BlueWater published a clear hierarchy of sustainability standards demonstrating its sourcing priorities for all products it sells.

Scoring



100% Publishes a clear hierarchy of sustainability standards demonstrating its sourcing priorities for all products it sells.

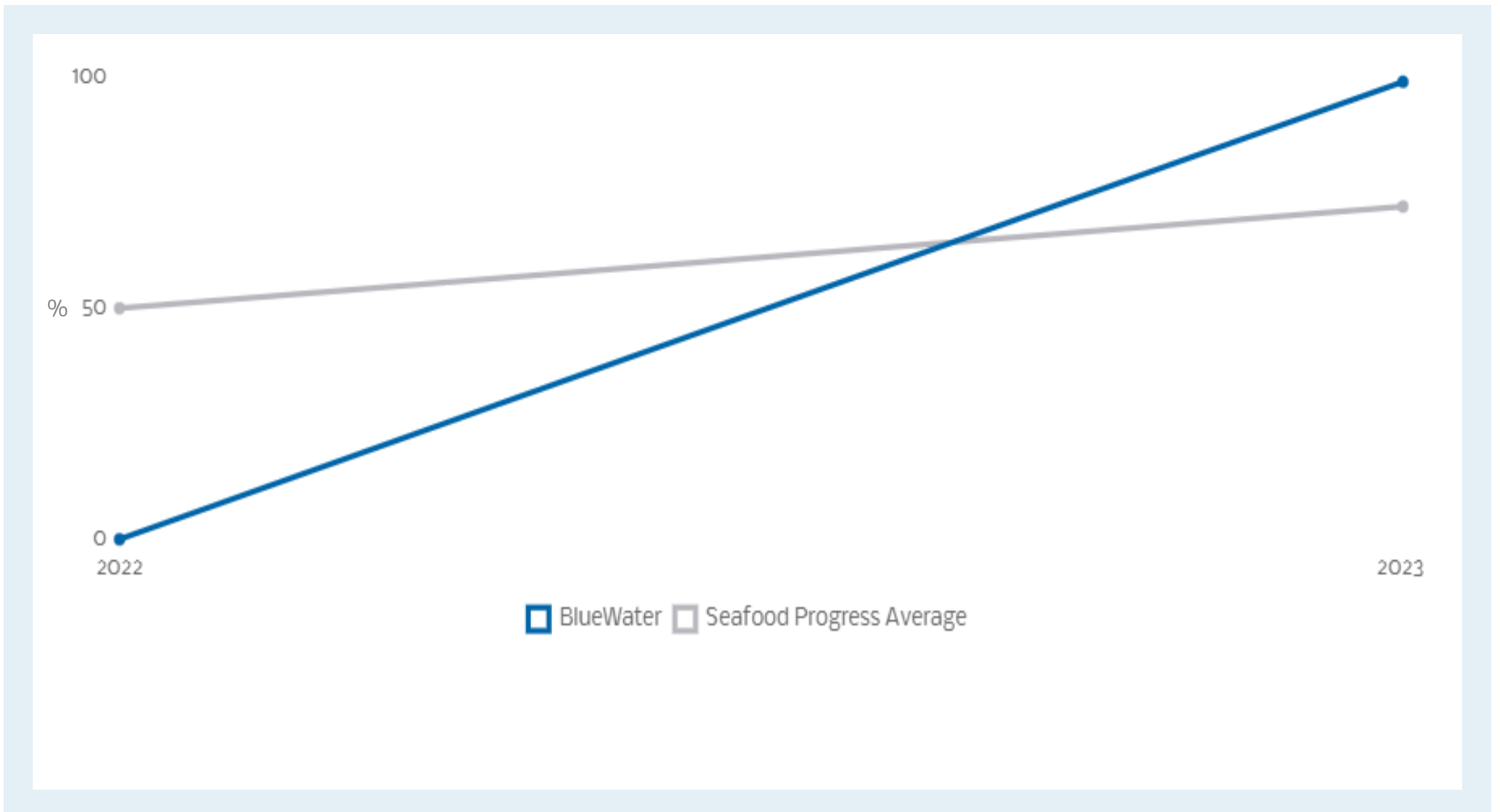
75% Publishes a clear hierarchy of sustainability standards used for sourcing some products, and identifies a general list of sustainability standards that it uses to inform its purchasing decisions for other products.

50% Publishes a clear hierarchy of sustainability standards used for sourcing some products, but doesn't identify the standards it uses to inform its purchasing decisions for other products.

25% Publishes a general list of sustainability standards that it uses to inform its purchasing decisions.

0% Does not publish the sustainability standards that it uses to inform its purchasing decisions.

3.2 The brand has reported on the percentage of seafood sold in the past year that met its sustainability commitment by volume or value.



Gorton's 2022 Sustainability Report, which covers the BlueWater brand, states that 99% of its seafood sold in 2022 met its commitments to MSC and BAP. The report does not specify if this percentage is based on volume or value of sales.

Scoring



100% Grocer has reported that 100% of its seafood sold meets its sustainability commitment.

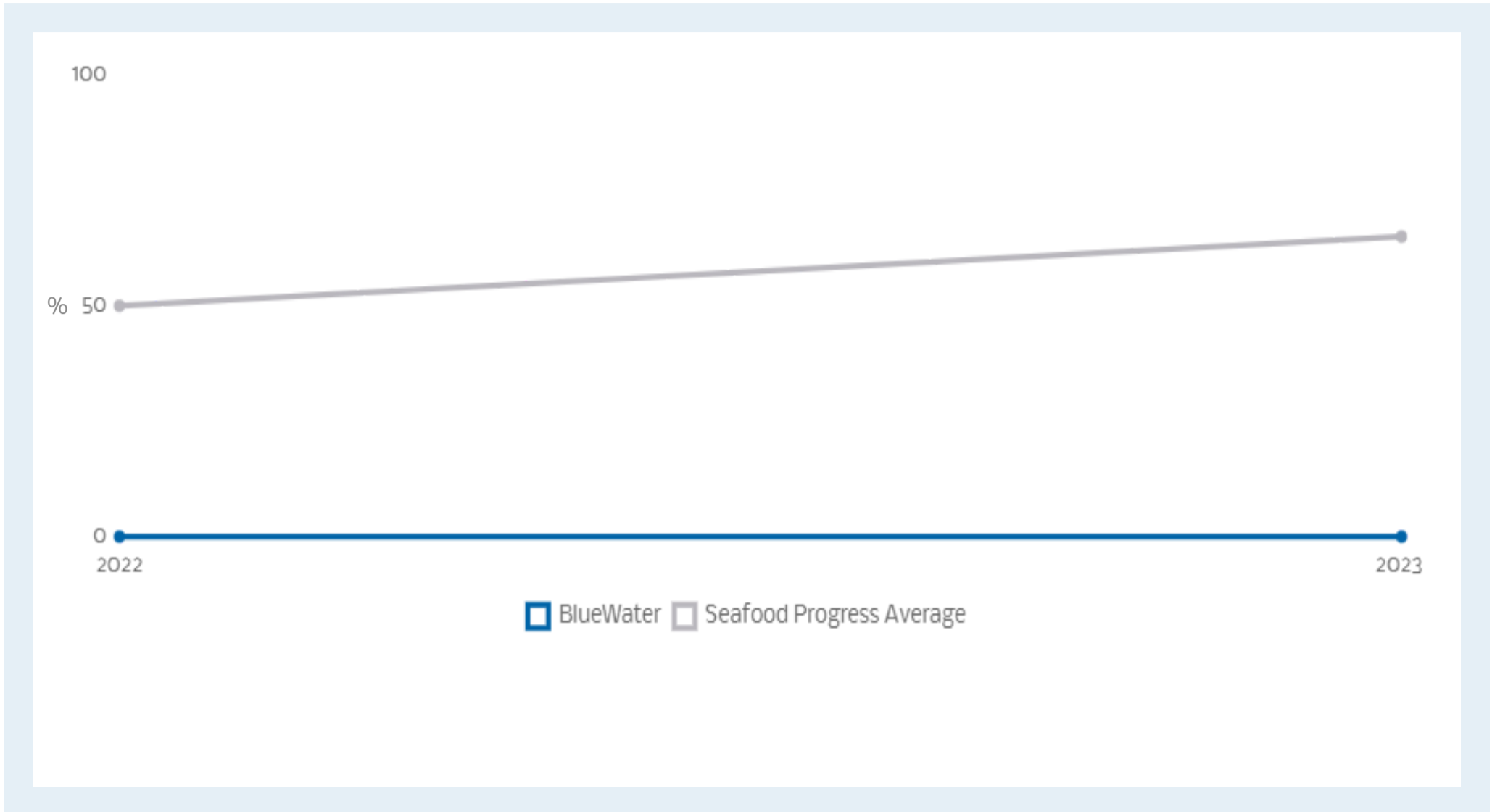
75% Grocer has reported that 75% or more of its seafood sold meets its sustainability commitment.

50% Grocer has reported that 50% or more of its seafood sold meets its sustainability commitment.

25% Grocer has reported that 25% or more of its seafood sold meets its sustainability commitment.

0% The grocer has not reported on the percentage of seafood sold that met its sustainability commitment (or no information available).

3.3 Suppliers are required to agree in writing to uphold the brand's sustainability commitment.



SeaChoice could not find evidence that BlueWater's suppliers are required to sign an agreement to uphold its sustainability commitment.

Scoring



100% All suppliers are required to agree in writing to uphold all of the terms of the grocer's environmental sustainability commitment and the grocer actively verifies that this commitment is being upheld on at least an annual basis.

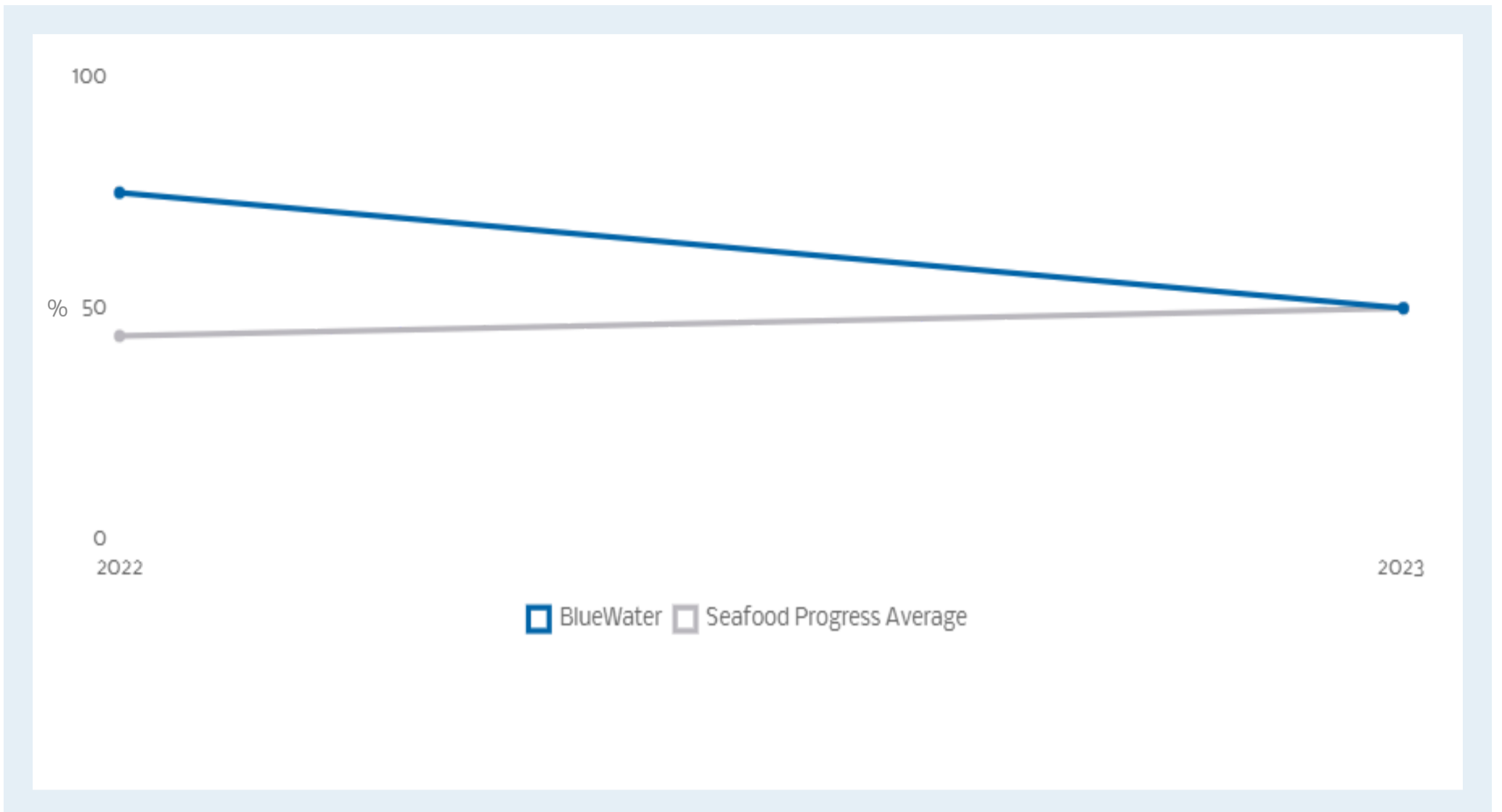
75% All suppliers are required to agree in writing to uphold all of the terms of the grocer's environmental sustainability commitment on at least an annual basis.

50% All suppliers are required to agree in writing to uphold some of the terms of the grocer's environmental sustainability commitment.

25% Some suppliers are required to agree in writing to uphold some of the terms of the grocer's environmental sustainability commitment.

0% Suppliers are not required to agree in writing to uphold the terms of the grocer's commitment.

3.4 Suppliers are required to sign a code of conduct to uphold the brand's social responsibility commitment.



Gorton's 2022 Sustainability Report, which covers the BlueWater brand, states that “all members of the supply chain, including suppliers, contractors, service providers, and co-manufacturers are required to sign the **Gorton's Workplace Supplier Standards Policy** committing them to following the established guidelines for human rights.” However, the policy does not indicate if it is based on any credible international standard. Furthermore, **BlueWater's website** states “we require all our suppliers to review, sign, and comply with this policy each year. Additionally, we have begun to implement third-party audits to confirm compliance.” SeaChoice was unable to determine if these audits are conducted for all suppliers following a risk-based approach.

Scoring

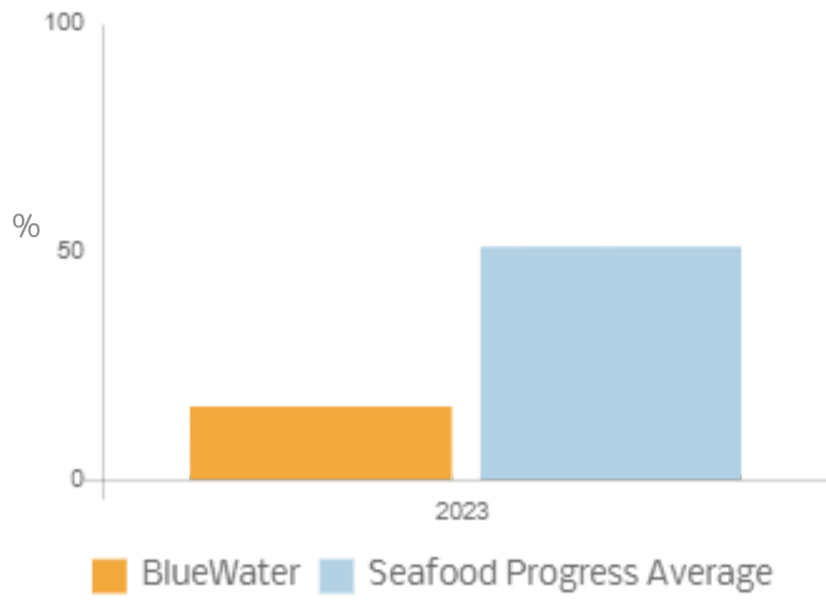


100% All suppliers are required to sign a code of conduct that covers all of the grocer's social responsibility commitment and the grocer actively verifies that this commitment is being upheld by suppliers of high risk products.

50% All suppliers are required to sign a code of conduct that covers all of the grocer's social responsibility commitment on at least an annual basis.

0% Suppliers are not required to sign a code of conduct (or no information).

STEP 4: TRANSPARENCY

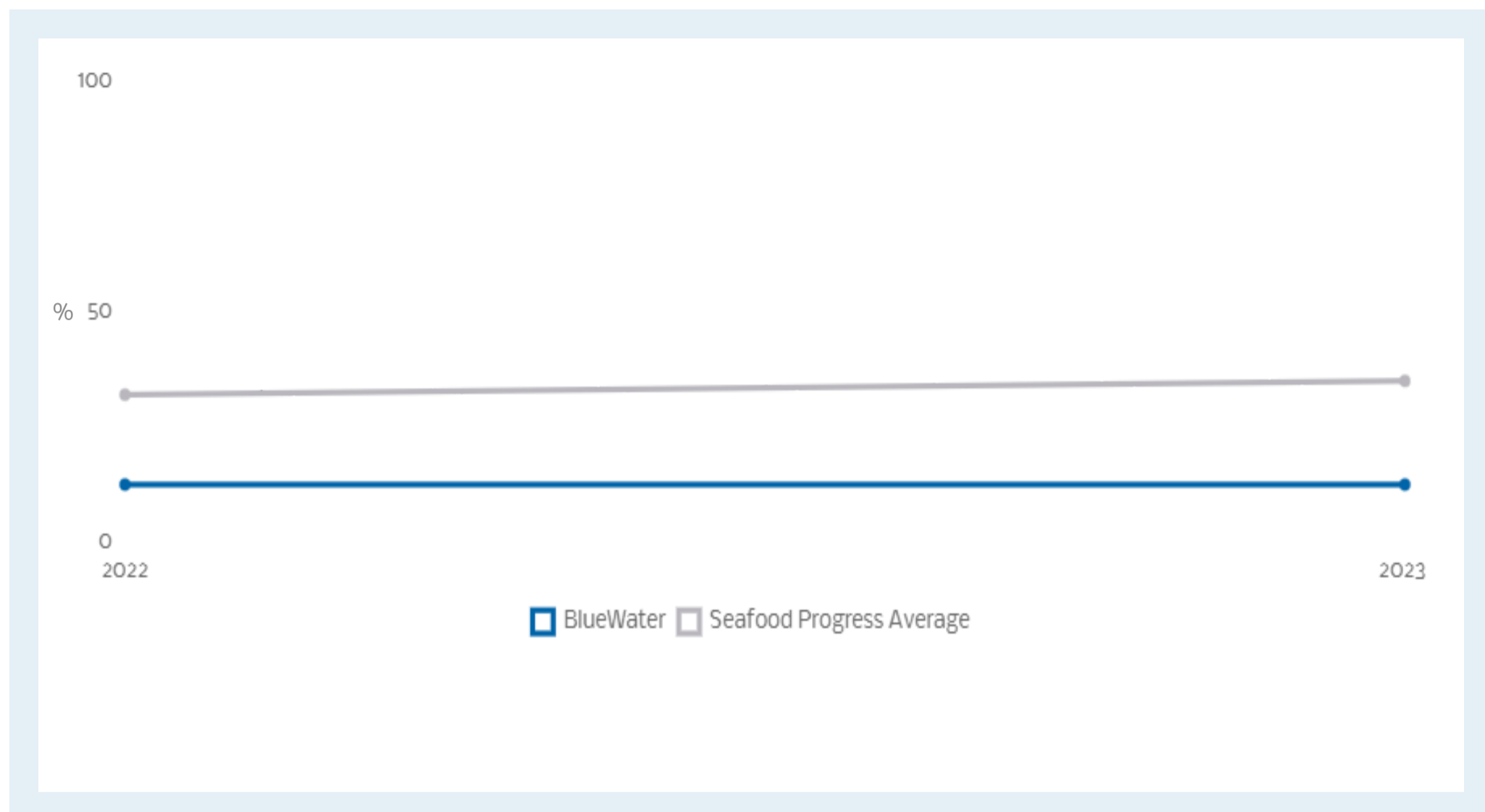


4

Transparency

Is the brand transparent about its commitment to sustainable seafood?

4.1 The brand labels products with the information that allows consumers to make informed decisions.



SeaChoice could not find evidence that BlueWater labels any products with species' scientific name, geographic origin or gear type or farming method, but it does label some products as "made with wild caught fish".

Scoring



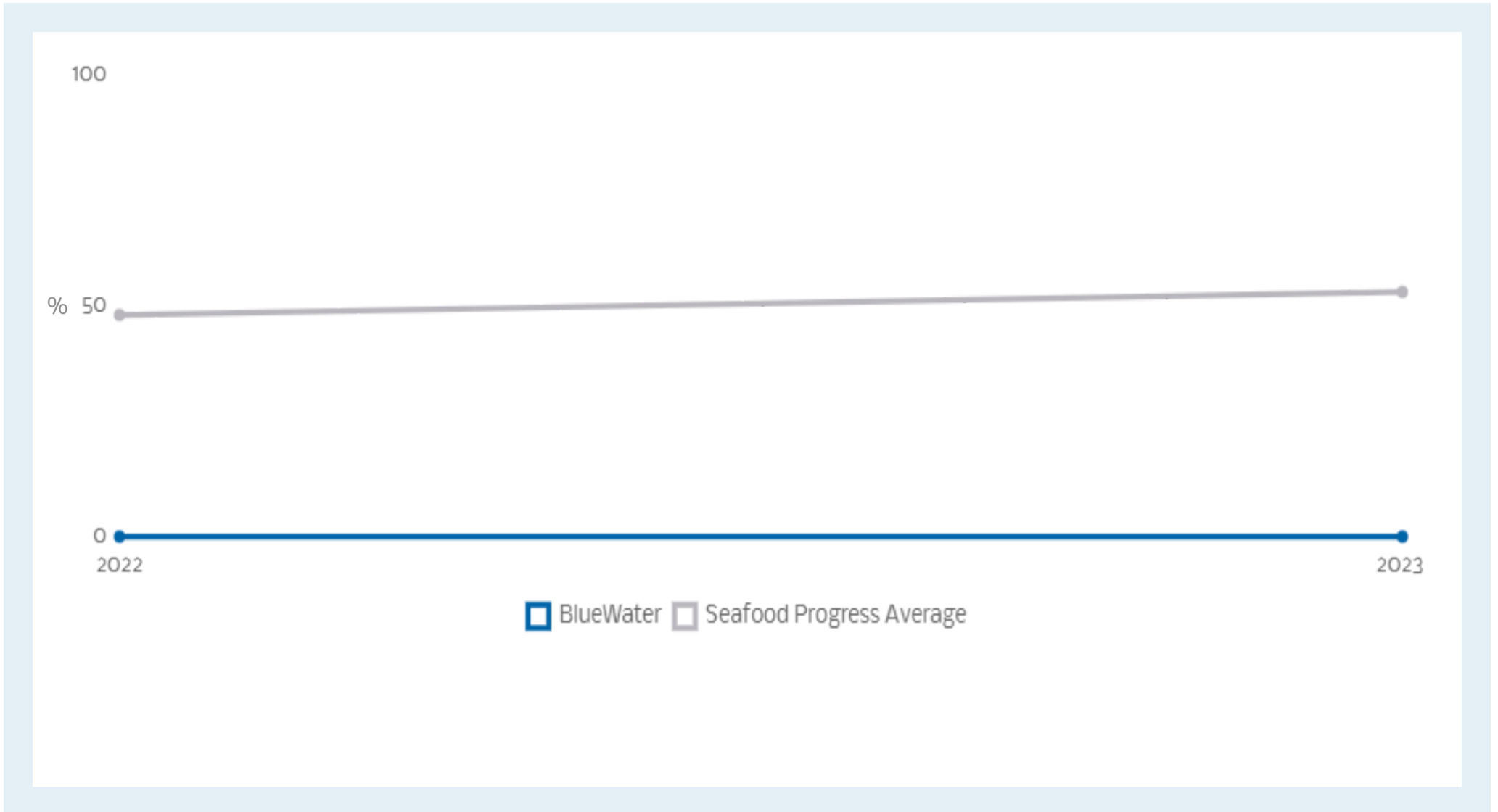
100% The grocer labels all products with the information.

75% The grocer labels most products with the information.

50% The grocer labels some products with the information.

0% The grocer does not label products with the information (or no information available).

4.2 The brand follows best practice guidelines for making environmental claims on its products.



BlueWater uses its “Trusted Catch” self claim on product labels instead of certification claims and does not make the necessary sourcing details to back up its claim publicly available. This self claim does not adhere to ISO14021 Type II guidance due to the use of unclear language and the fact that it is not accompanied by an explanatory statement.

Scoring



100% The grocer only uses credible certification claims on product labels and includes a chain-of-custody identifier with publicly available evidence to back up its claim(s).

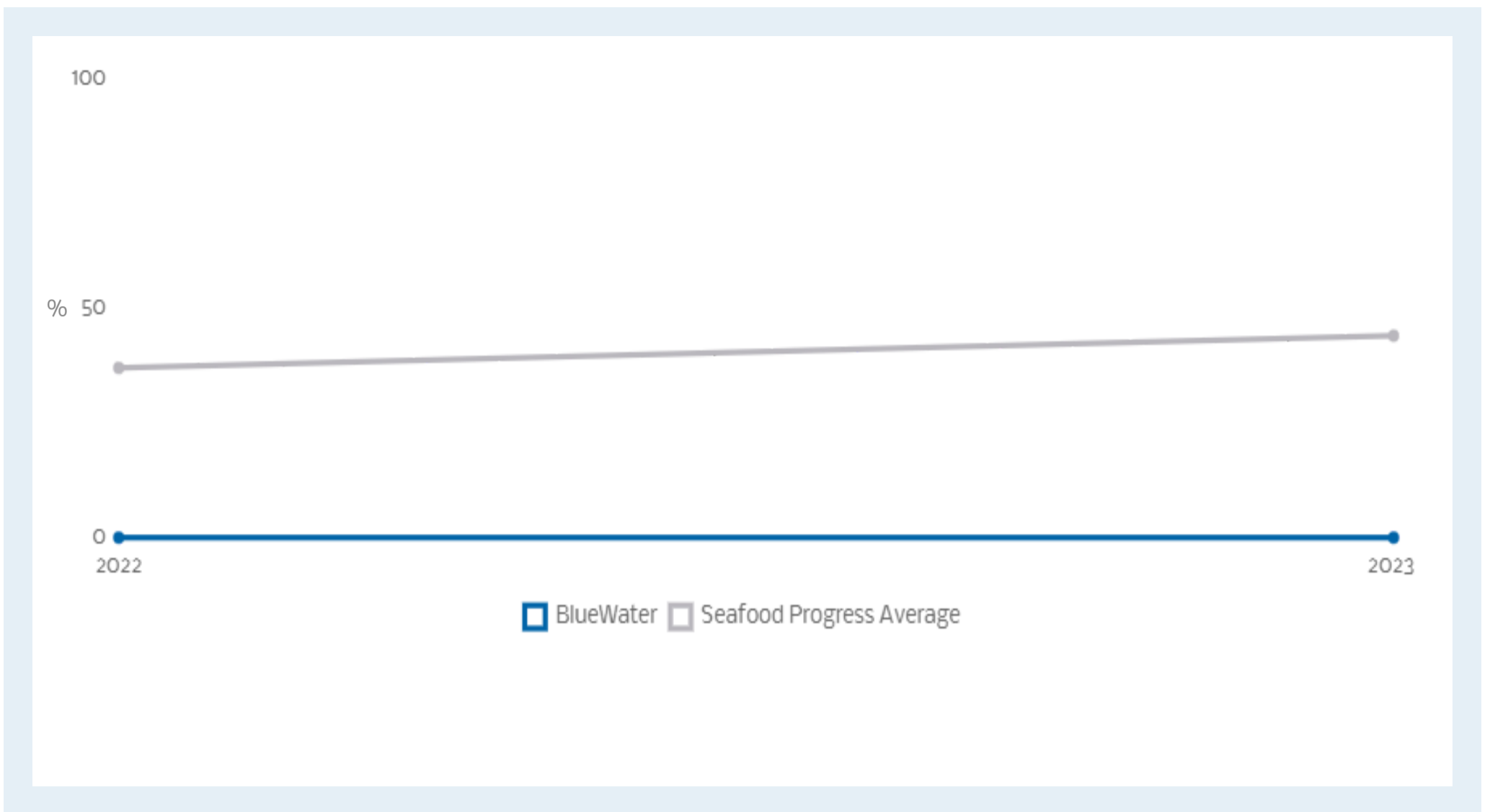
75% The grocer uses certification claims as well as endorsement claims and/or self-declared claims that 1) adhere to ISO 14021 Type II guidance and proof of third-party verification on product labels and 2) makes evidence to back up its claim(s) publicly available.

50% The grocer uses endorsement claims on product labels but does not make the evidence to back up its claim(s) publicly available - - OR - - The grocer uses self-declared claims on product labels that adhere to ISO 14021 Type II guidance and makes evidence to back up the claim(s) publicly available.

25% The grocer uses self-declared claims on product labels and makes evidence to back up the claim(s) publicly available.

0% The grocer uses self-declared claims on product labels and does not make evidence to back up its claim(s) publicly available.

4.3 Key information regarding the brand's products has been made publicly available.



BlueWater discloses source fishery and farm information through its website but does not indicate the scientific name, geographic origin or harvest method of its products.

Scoring



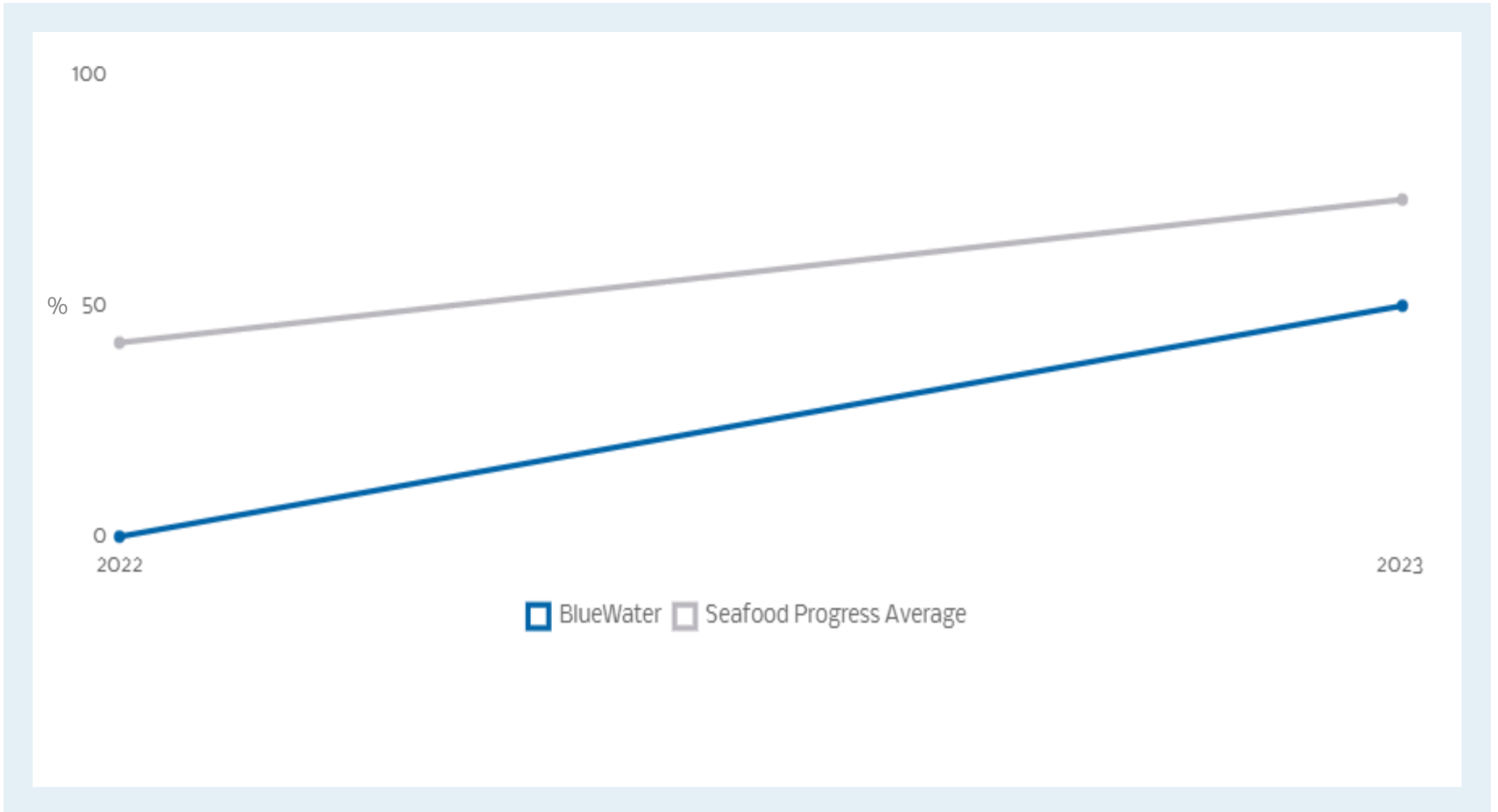
100% Scientific name, geographic origin, gear type AND farming method has been made publicly available for all products.

75% Scientific name, geographic origin, gear type OR farming method has been made publicly available for all products.

50% Scientific name, geographic origin, gear type or farming method has been made publicly available for some products.

0% No information has been made publicly available.

4.4 The brand publicly reports how much of its seafood meets its sustainability criteria by volume or value of sales on an annual basis.



Gorton's reported on the percentage of Gorton's and BlueWater products sold that met its commitment for the first time through its [2022 Sustainability Report](#).

Scoring

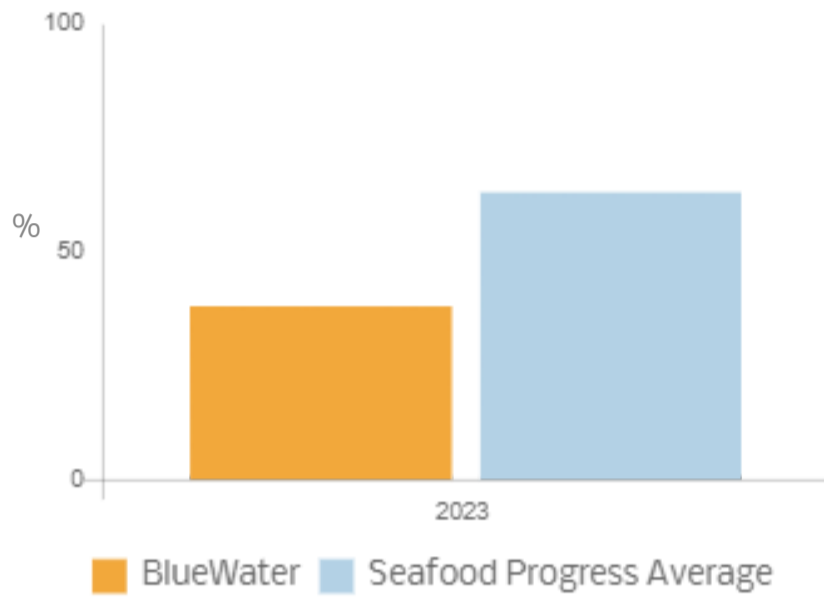


100% The grocer regularly reports publicly how much of its seafood sold meets its commitment by volume or value of sales every year.

50% The grocer has at one point reported publicly how much of its seafood sold meets its commitment.

0% No public information on how the grocer is doing to meet its commitment.

STEP 5: EDUCATION



5

Education

Does the brand educate key stakeholders about its seafood commitments?

5.1 There is a description of the brand's commitments to sustainable and socially responsible seafood on its website.



There is some description of BlueWater's commitments to sustainable and socially responsible seafood on [its website](#).

Scoring



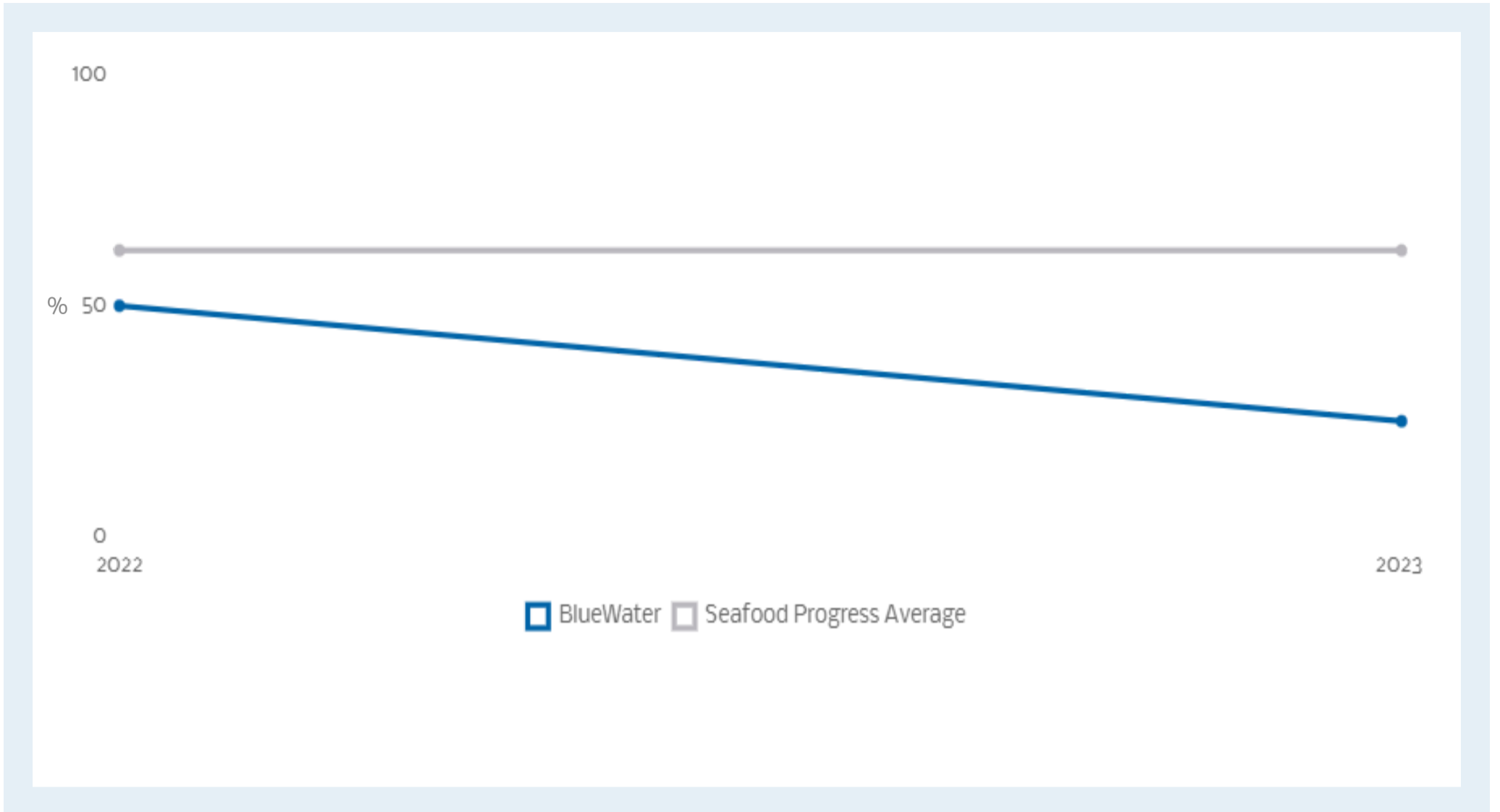
100% Training programs regularly conducted for all seafood staff.

75% Training programs conducted for all seafood staff, but only once.

50% Training programs sometimes conducted or for only some seafood staff.

0% Training programs not conducted for seafood staff (or no information available).

5.2 The brand has taken actions to ensure its suppliers are aware of its sustainable seafood commitment.



BlueWater's website states that it "only works with suppliers who share its philosophy on sustainability and follow appropriate guidelines." Additionally, its website indicates that BlueWater continuously communicates its expectations regarding workplace and employment standards with its suppliers. However, SeaChoice was unable to verify this information with BlueWater.

Scoring



100% There is a comprehensive description of the grocer's commitments to sustainability AND socially responsibility in store.

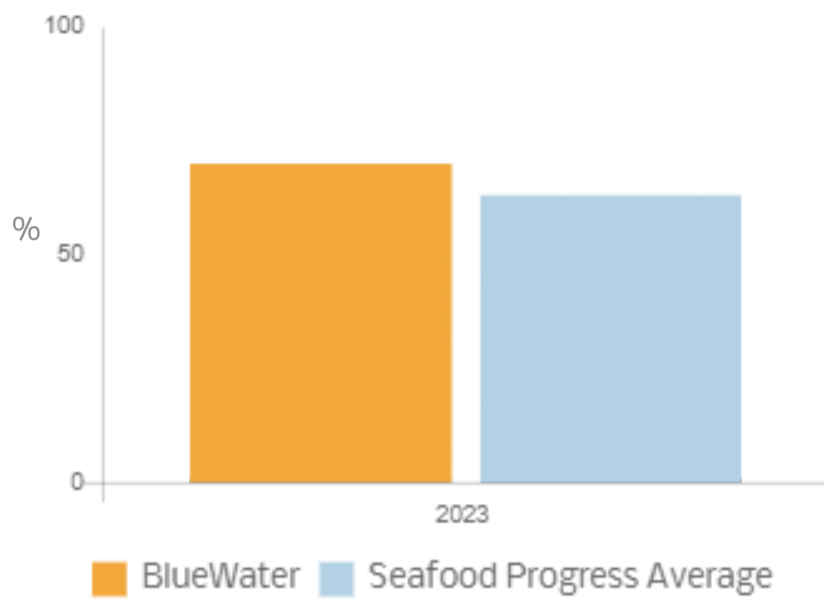
75% There is a comprehensive description of the grocer's commitments to sustainability OR social responsibility in store.

50% There is some description of the grocer's commitment to sustainability AND social responsibility in store.

25% There is some description of the grocer's commitment to sustainability OR social responsibility in store.

0% There is no description of the grocer's commitments in store.

STEP 6: TAKING INITIATIVE

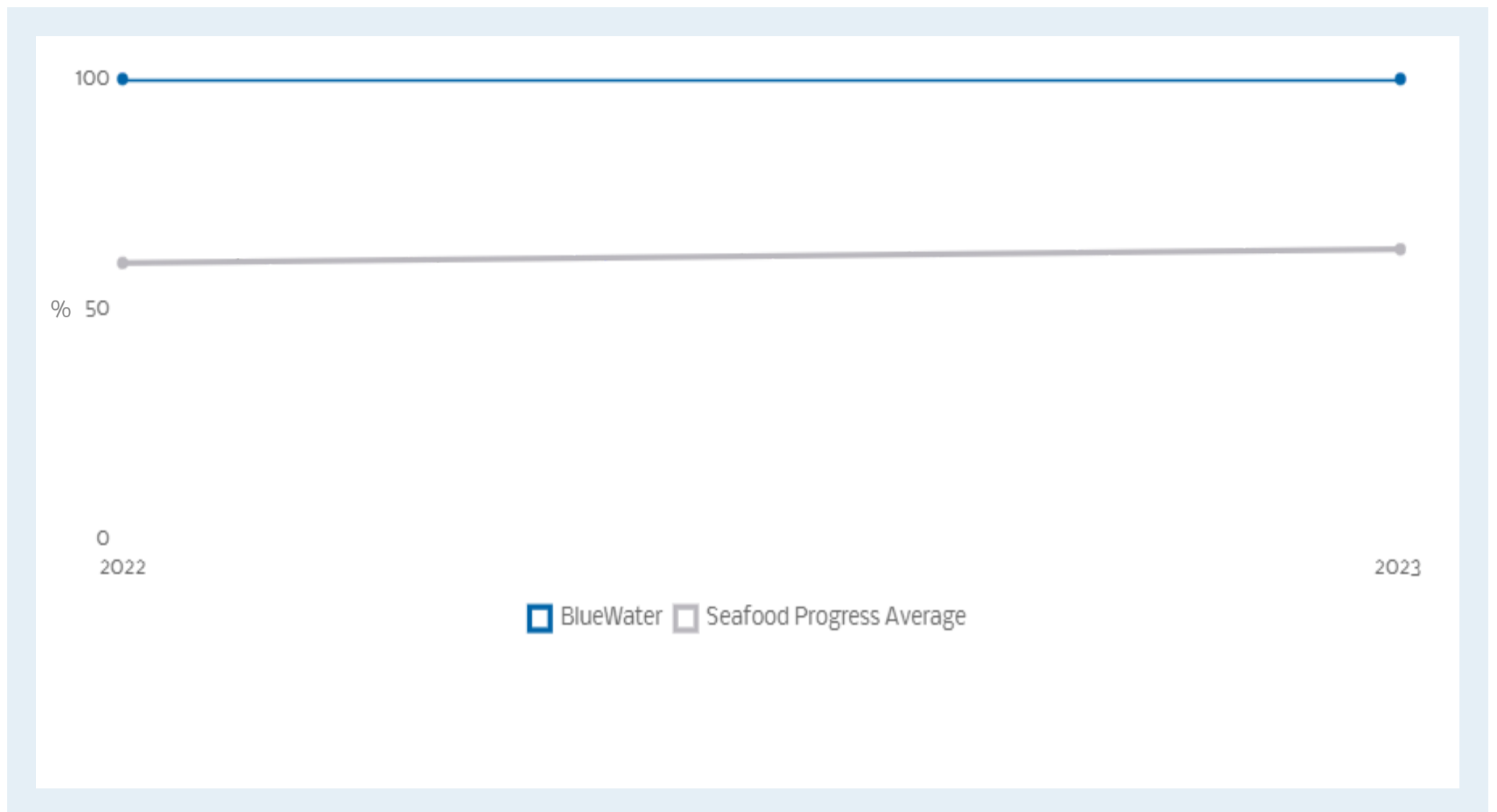


6

Taking Initiative

Does the brand take actions to support improvements to fisheries and aquaculture?

6.2 Farmed shrimps and prawns



Gorton's 2022 Sustainability Report, which covers the BlueWater brand, states that all its aquaculture products are sourced from BAP 2 star sources or higher, and relays its commitment to source 95% of its farmed products from BAP 4 star certified sources by the end of 2023.

- ✓ Only sells farmed shrimp and prawn products that meet the highest bars for sustainability, i.e. are certified by ASC, BAP 2 star plus, Recommended by Ocean Wise and/or rated Best Choice by Seafood Watch (100 pts).
- ✗ Conducts outreach to policymakers and/or certifying bodies to advocate for shrimp and prawn farming management to be more environmentally sustainable (20 pts).
- ✗ Collaborates with other companies pre-competitively to improve shrimp and prawn farming practices (20 pts).
- ✗ Works with suppliers or producers directly to improve shrimp and prawn farming practices (20 pts).
- ✗ Preferentially procures shrimp and prawns from sources that are ASC or BAP 2 star plus certified, Recommended by Ocean Wise or Best Choice by Seafood Watch (20 pts).
- ✗ Prioritizes sourcing products with high levels of social responsibility and/or traceability (20 pts).

6.4 Other species



Gorton's (sister company to BlueWater) is a full **GSSI partner** and stakeholder participant. Furthermore, **Gorton's 2022 Sustainability Report** states that, in 2022, the company hosted a round table discussion with Alaska pollock suppliers on bycatch to discuss best practices and opportunities for improvement and aims to finalize an initiative to this effect by 2025. The report also states that the company plans to formalize a Fishery Improvement Project (FIP) for Ecuador wild shrimp by 2024. However, SeaChoice was unable to determine if this is underway and if BlueWater is providing financial support. Finally, BlueWater is committed to sourcing MSC certified versions of all its wild products.

- ✘ 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 rated Best Choice by Seafood Watch (100 pts).
- ✘ Conducts outreach to policymakers and/or certifying bodies to advocate for harvest or farming method and management to be more environmentally sustainable (20 pts).
- ✔ Collaborates with other companies pre-competitively to improve fishing or aquaculture practices (20 pts).
- ✘ Works with suppliers or producers directly to improve fishing or farming practices (20 pts).
- ✔ Preferentially sources from more sustainable sources that are MSC/ASC certified, Recommended by Ocean Wise or Best Choice by Seafood Watch (20 pts).
- ✘ Prioritizes sourcing products with high levels of social responsibility and/or traceability (20 pts).