

Seafood Progress

Brand's Commitment to Sustainable and Socially Responsible Seafood

90

2023 aggregate
score

Seafood Progress Average [?]:
66

Parent Company
FCF Co.



Brands profiled



Sustainable Seafood Policy
[Seafood Sourcing Statement](#)



Headquarters
Ontario, Canada

OVERVIEW



85%

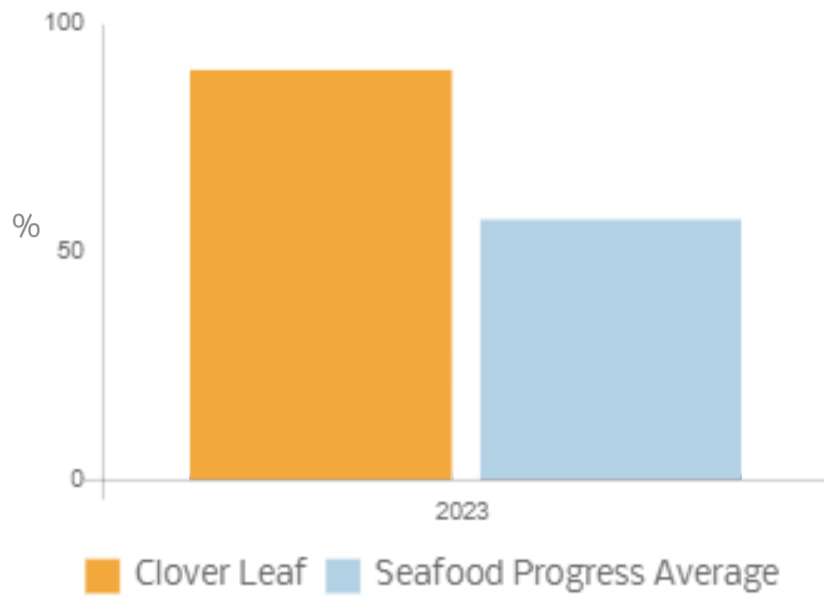
of products sold in
2023 met
commitment.

Sustainability Commitment. Clover Leaf’s overarching commitment states that all seafood sourced will be externally recognized as sustainable or in a formal program moving towards certification by 2025. For sardines, this means 100% MSC certified; for shrimp and clams, this means MSC certified, and where MSC certified isn’t available, these products must be in a FIP; for Albacore tuna, this means MSC certified, in MSC assessment or in a FIP. Clover Leaf has achieved its commitments for all wild salmon, pollock, Pacific whiting, quahog clams, skipjack tuna and yellowfin tuna to be MSC certified, and for all smoked oysters and mussels to be ASC certified. Clover Leaf has a full chain traceability policy for all its products to support its sustainability commitment (personal communication, R. Kennedy, 06/04/2023).

Clear Objectives	✓
Supplier Expectations	✓
Traceability Policy	✓
Reporting on Activities	✗

Social Responsibility Commitment. Clover Leaf’s overarching commitment to social responsibility is informed by its Supplier Code of Conduct, which applies to all suppliers and is informed by many standards including the International Labour Organization (ILO) 188 convention, Regional Fishery Management Organization (RFMO) requirements and national laws in the countries it operates. Clover Leaf has also made the commitment for all tuna supply fleets, company sites, processing locations and third-party suppliers to be covered by an audit program with third-party oversight by 2025. Its US affiliate, Bumble Bee Seafoods, reported publicly on its progress toward meeting this tuna-specific commitment through its 2022 Impact Report. Clover Leaf has not yet set a goal for extending this audit program to cover the other commodities that it sells (personal communication, P. Gallagher, 23/01/2023).

STEP 1: COMMITMENT

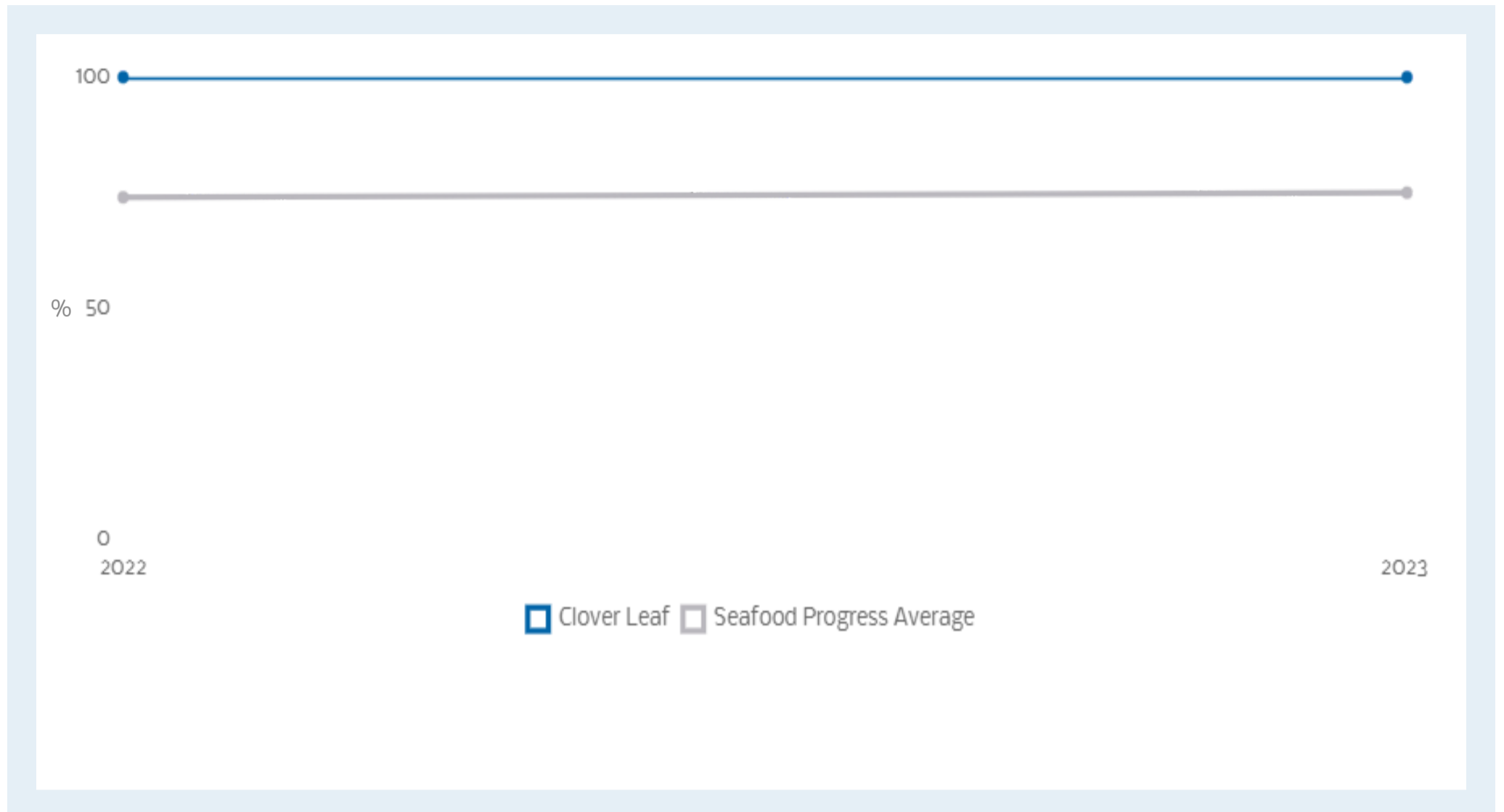


1

Commitment

Does the brand have comprehensive seafood commitments?

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



Clover Leaf's overarching **commitment** states that all seafood sourced will be externally recognized as sustainable or in a formal program moving towards certification by 2025. For sardines, this means 100% MSC certified; for shrimp and clams, this means MSC certified, and where MSC certified isn't available, these products must be in a FIP; for Albacore tuna, this means MSC certified, in MSC assessment or in a FIP. Clover Leaf has achieved its commitments for all wild salmon, pollock, Pacific whiting, quahog clams, skipjack tuna and yellowfin tuna to be MSC certified, and for all smoked oysters and mussels to be ASC certified. Clover Leaf has a full chain traceability policy for all its products to support its sustainability commitment (personal communication, R. Kennedy, 06/04/2023).

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.



Clover Leaf's overarching commitment to social responsibility is informed by its **Supplier Code of Conduct**, which applies to all suppliers and is informed by many standards including the International Labour Organization (ILO) 188 convention, Regional Fishery Management Organization (RFMO) requirements and national laws in the countries it operates. Clover Leaf has also made the commitment for all tuna supply fleets, company sites, processing locations and third-party suppliers to be covered by an audit program with third-party oversight by 2025. Its US affiliate, Bumble Bee Seafoods, reported publicly on its progress toward meeting this tuna-specific commitment through its **2022 Impact Report**. Clover Leaf has not yet set a goal for extending this audit program to cover the other commodities that it sells (personal communication, P. Gallagher, 23/01/2023).

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.

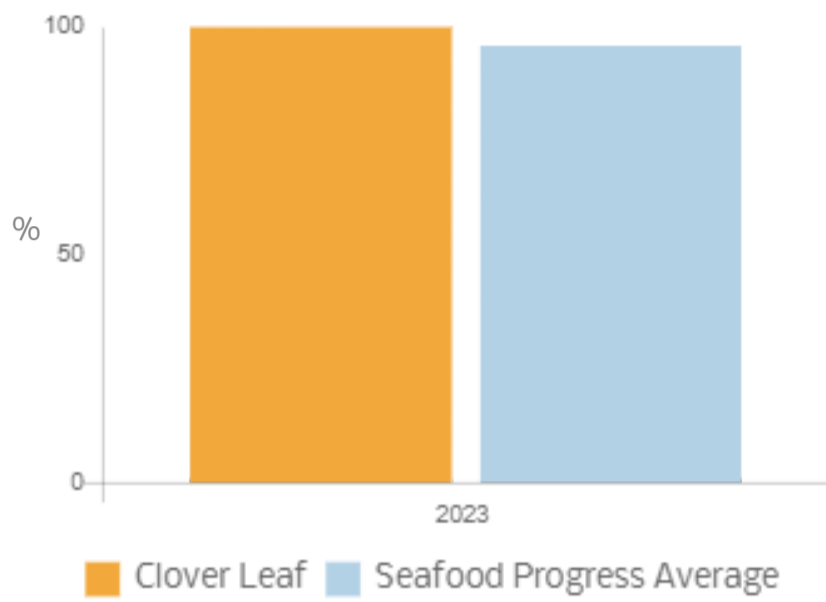
60% Commitment to social responsibility includes clear objectives and actions or expectations for seafood suppliers.

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

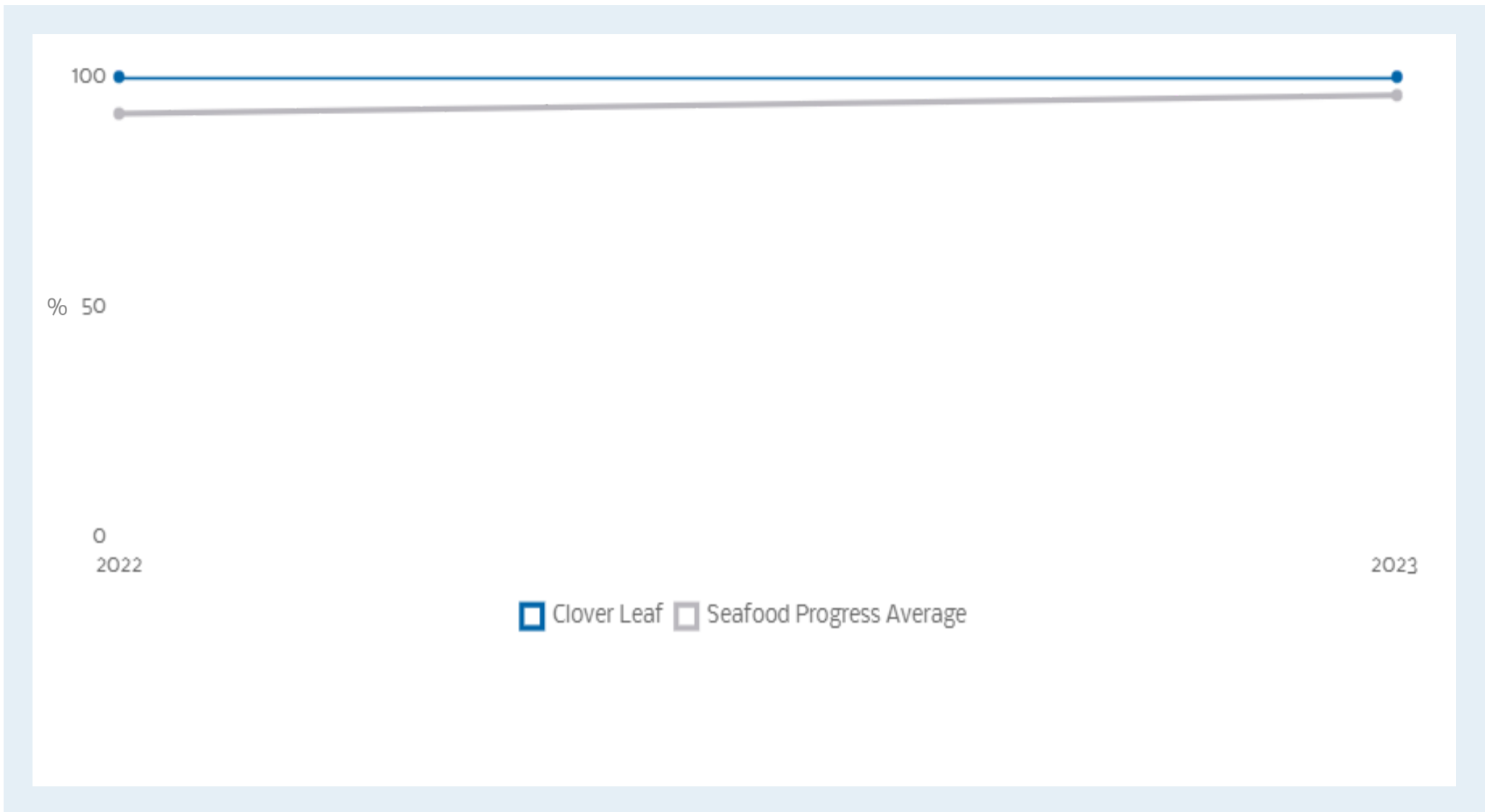


2

Collecting Data

Is the brand collecting data to support its commitment?

2.1 The brand collects data on scientific name.



Clover Leaf collects data on species scientific name for all its products (personal communication, P. Gallagher, 23/01/2023).

Scoring

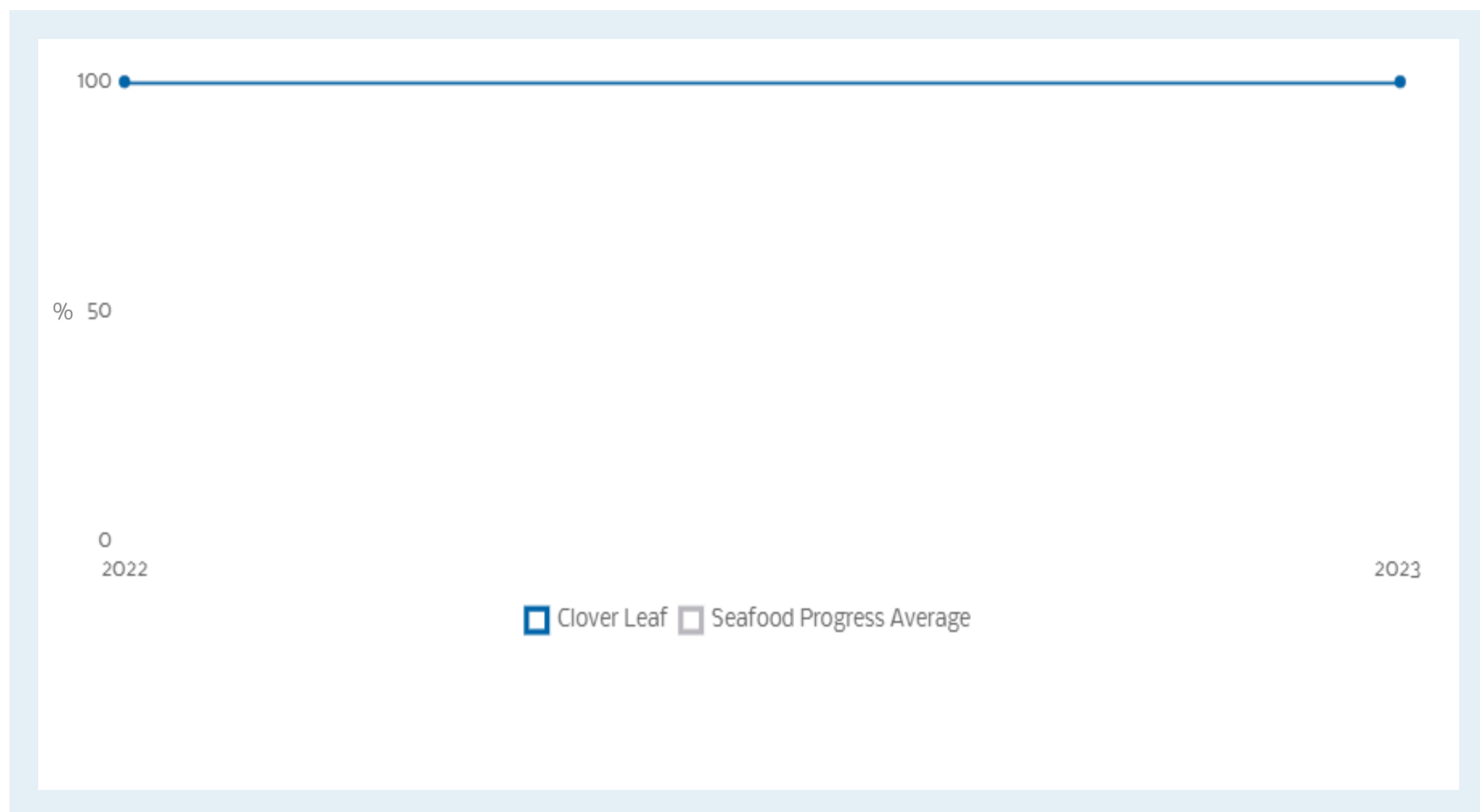


100% Collects data for all products included in the grocer's commitment.

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.



Clover Leaf collects data on geographic origin for all its products (personal communication, P. Gallagher, 23/01/2023).

Scoring

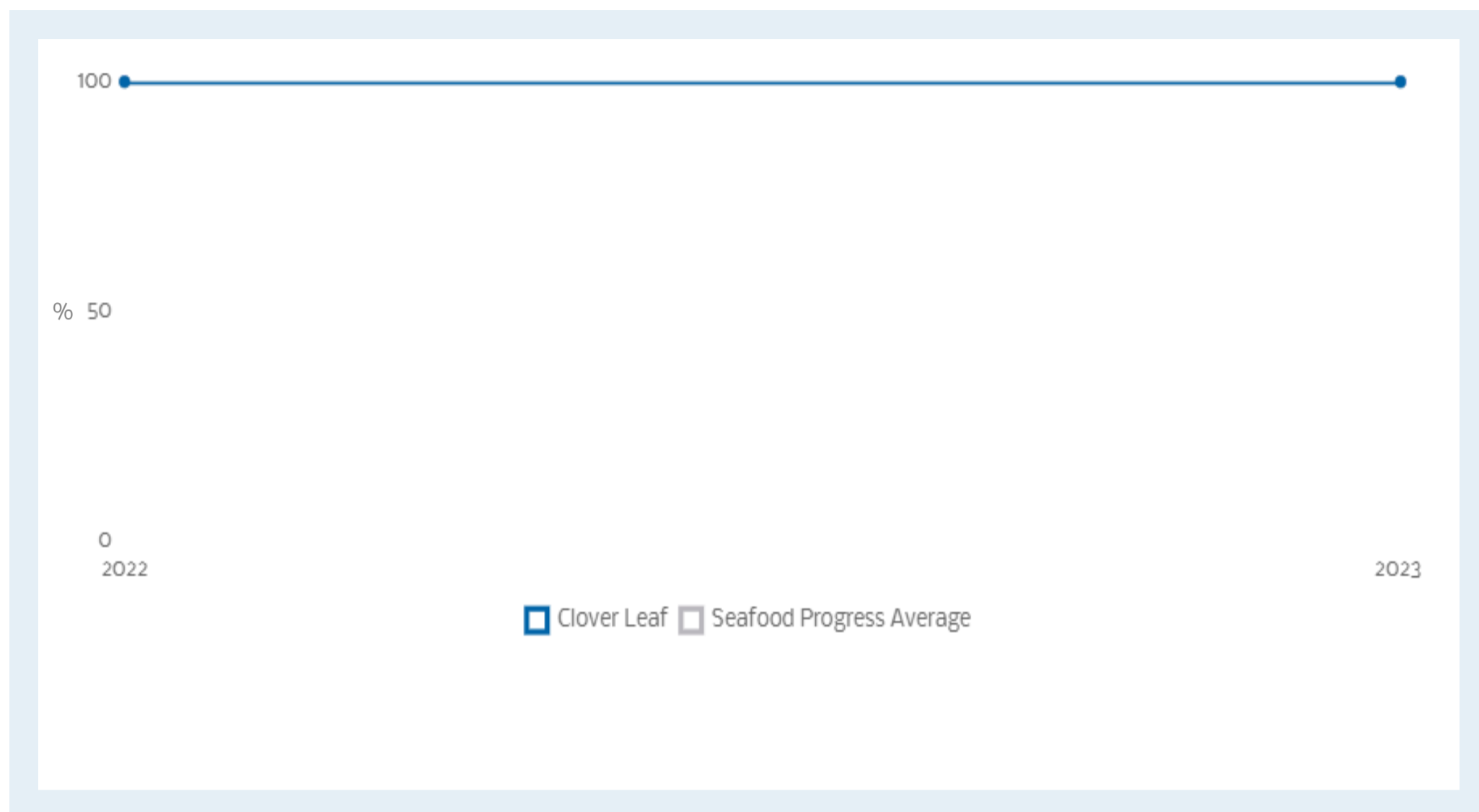


100% Collects data for all products included in the grocer's commitment.

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.



Clover Leaf collects data on whether wild or farmed for all its products (personal communication, P. Gallagher, 23/01/2023).

Scoring

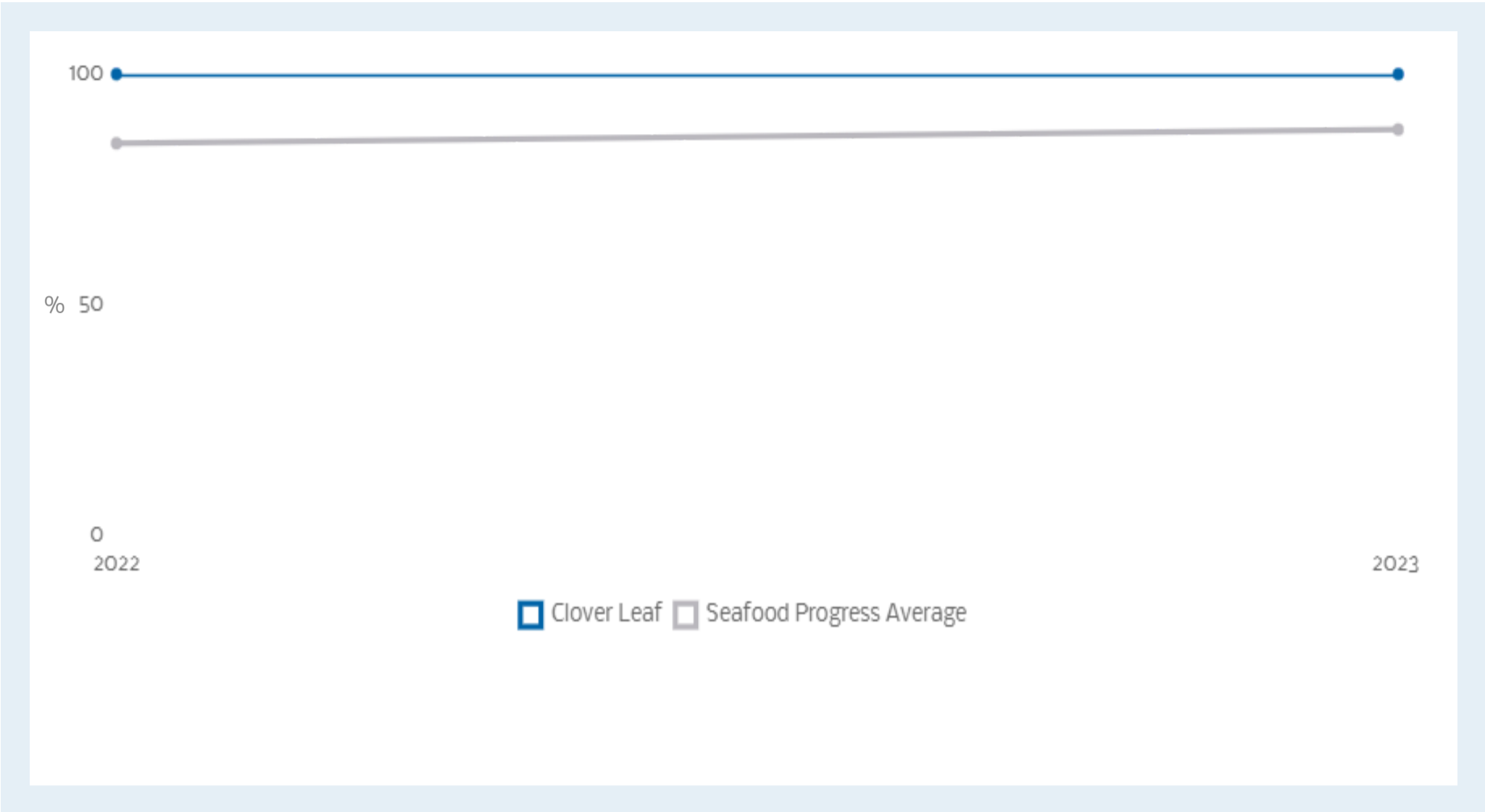


100% Collects data for all products included in the grocer's commitment.

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.



Clover Leaf collects data on gear type or farming method for all its products (personal communication, P. Gallagher, 23/01/2023).

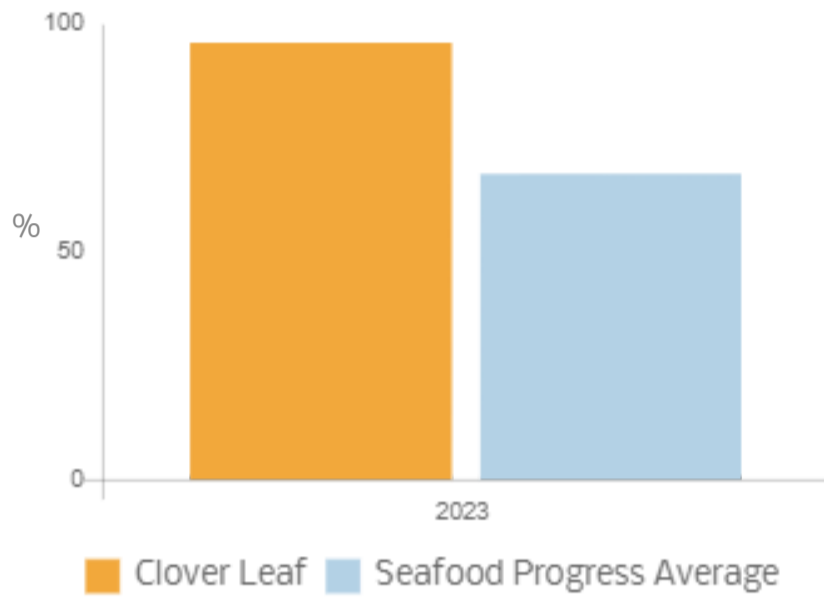
Scoring +

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

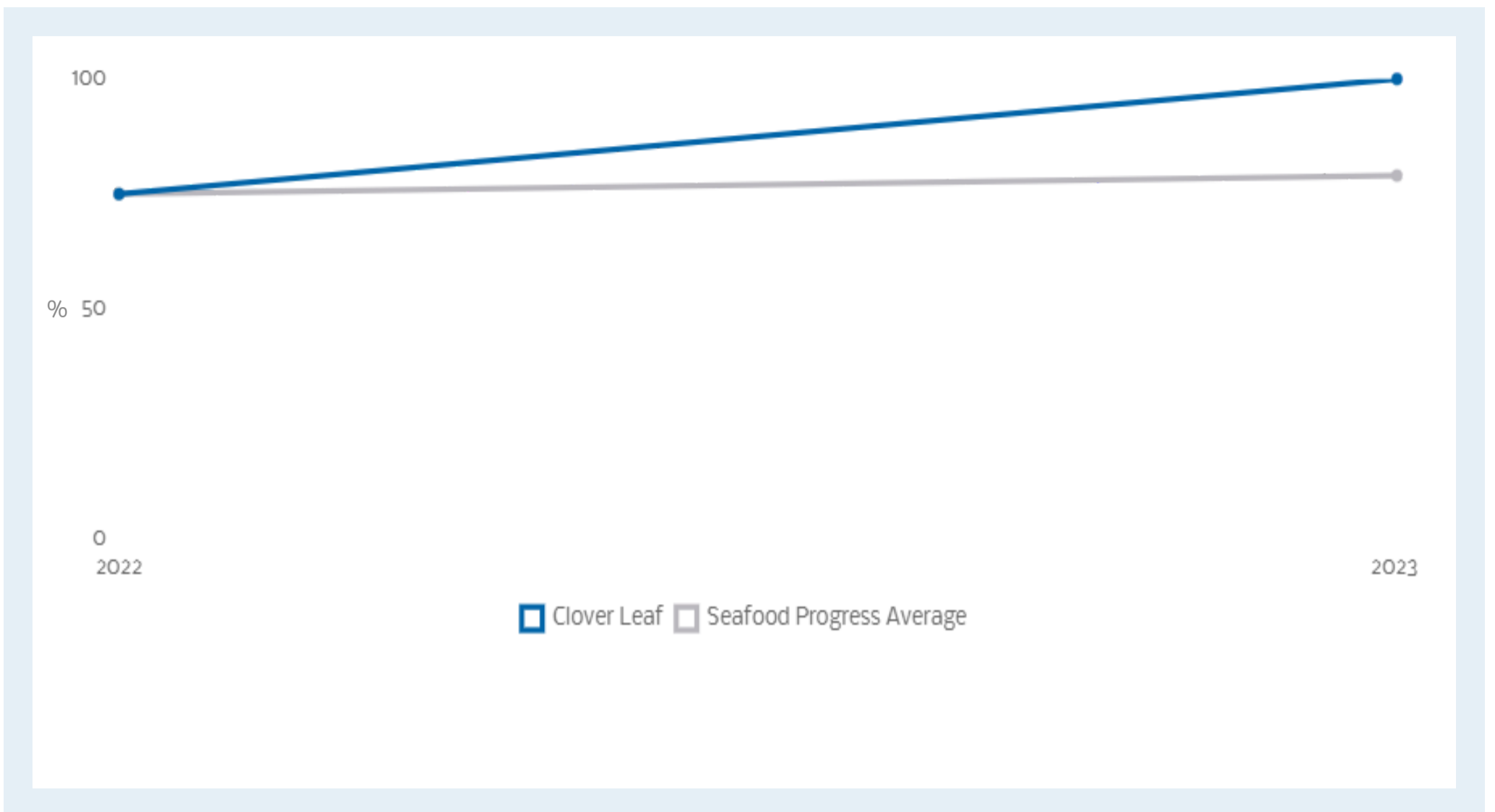


3

Responsible Sourcing

Is the brand making responsible sourcing decisions?

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



Through its Seafood Progress profile, Clover Leaf has published a clear hierarchy of sustainability standards it uses to inform its purchasing decisions for all products.

Scoring



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

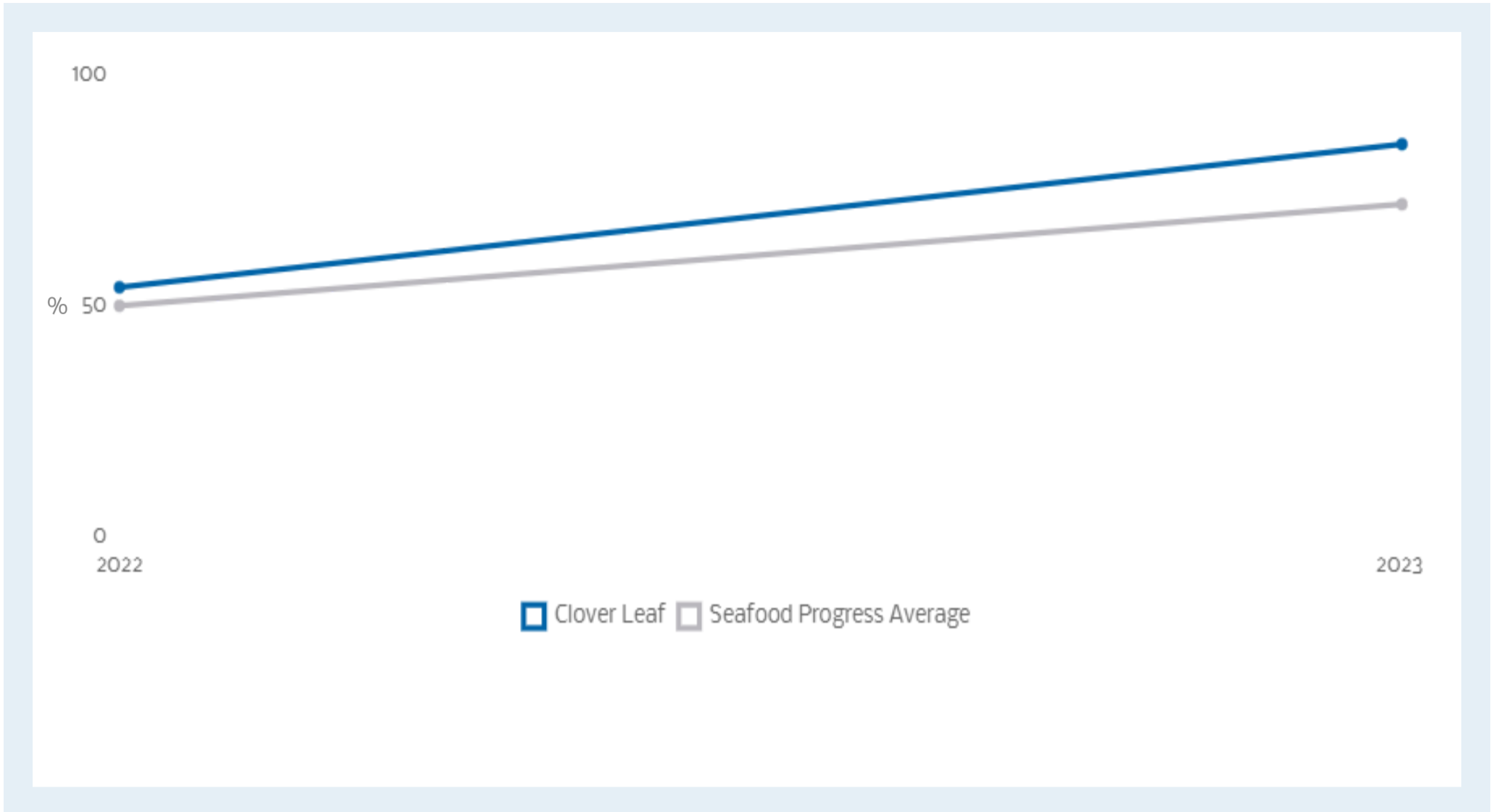
75% Publishes a clear hierarchy of sustainability standards used for sourcing some products, and identifies a general list of sustainability standards that it uses to inform its purchasing decisions for other products.

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.



Clover Leaf reported to SeaChoice that 85% of Brunswick and Clover Leaf combined volume in 2022 met its sustainability commitment (personal communication, R. Kennedy, 06/04/2023).

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.



Clover Leaf indicates in its product specifications that all tuna suppliers must either be members of ISSF or abide by ISSF's policies which inform Clover Leaf's policies on tuna procurement. Clover Leaf also specifies its sourcing standards for all commodities on its purchase orders and meets with suppliers across the globe (virtually or in-person) on an annual basis to verify that these commitments are being upheld (personal communication, K. McClain, 23/01/2023).

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.

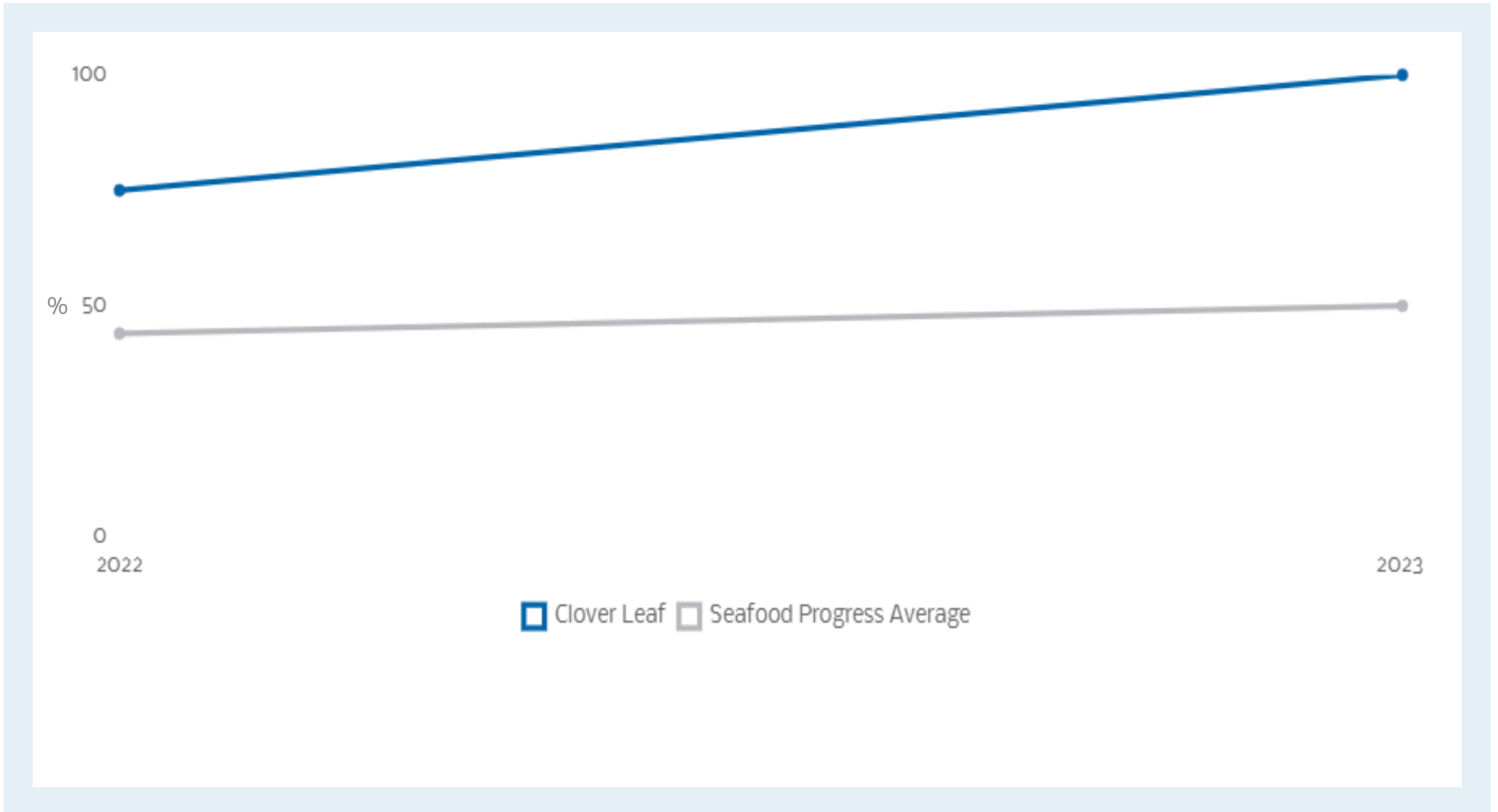
75% All suppliers are required to agree in writing to uphold all of the terms of the grocer's environmental sustainability commitment on at least an annual basis.

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.



Clover Leaf's **Supplier Code of Conduct** is informed by many standards including the International Labour Organization (ILO) 188 convention, Regional Fishery Management Organization (RFMO) requirements and national laws in the countries it operates. Clover Leaf's tuna suppliers are subject to its auditing program which includes extensive training, a risk-based screening approach and third-party audits on fishing vessels to identify and address issues and protect crew members. Additionally, Clover Leaf's parent company, FCF Co., conducts a worker voice program on its Taiwanese tuna vessels that gives crew members the opportunity to anonymously and independently provide feedback to a third party NGO on their working environment and vessel compliance. The company is working with the Seafood Task Force to expand this program to other flag states, including Fiji. Clover Leaf conducts third party audits every two years for companies that produce satisfactory results and annually for those that do not and conducts internal audits of its own facilities annually. The company also makes due diligence visits on occasion, and Clover Leaf's team in Bangkok regularly visits the facilities of its primary tuna suppliers. Clover Leaf has not set a time frame for extending its audit program to cover its other commodities (personal communication, K. McClain, 23/01/2023).

Scoring

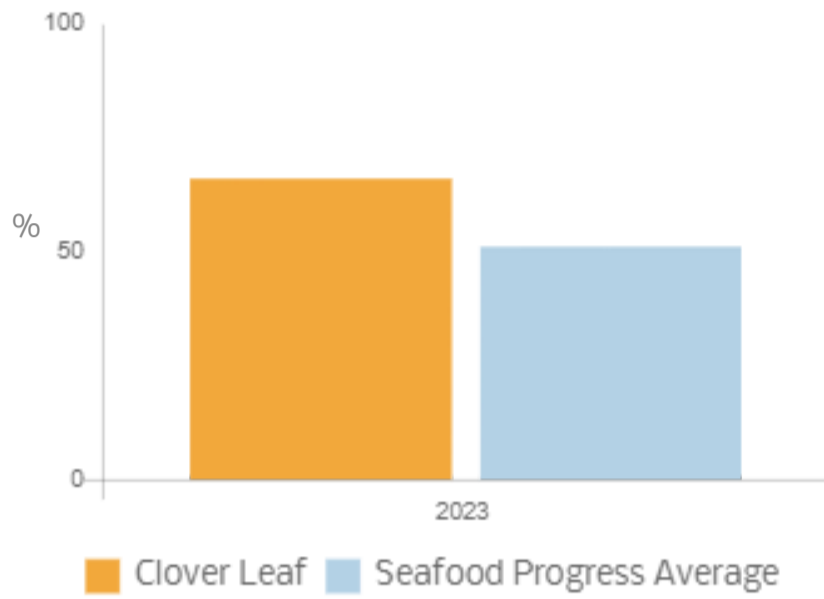


100% All suppliers are required to sign a code of conduct that covers all of the grocer's social responsibility commitment and the grocer actively verifies that this commitment is being upheld by suppliers of high risk products.

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 found evidence that Clover Leaf labels some products as wild but no products as farmed. Furthermore, it does not label any products with scientific name, geographic origin, gear type or farming method (personal communication, P. Gallagher, 23/01/2023).

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.



Clover Leaf uses its “Responsibly Sourced” self claim and the Dolphin Friendly endorsement on some products and makes evidence to back up these claims publicly available through its “[Trace My Catch](#)” platform. Clover Leaf also labels some products with the MSC and ASC certification claims which include a unique chain of custody number that serves as evidence to back up these claims. The company aims to eventually replace its “Responsibly Sourced” claim with the MSC or ASC claim (personal communication, K. McClain, 23/01/2023).

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.



Clover Leaf provides the scientific name, geographic origin and harvest method of all its products through its “[Trace My Catch](#)” platform and/or the product details on its website. The company has addressed functionality issues with the platform over the past year and intends to improve upon the user experience to more clearly communicate key product information (personal communication, K. McClain, 23/01/2023).

Scoring



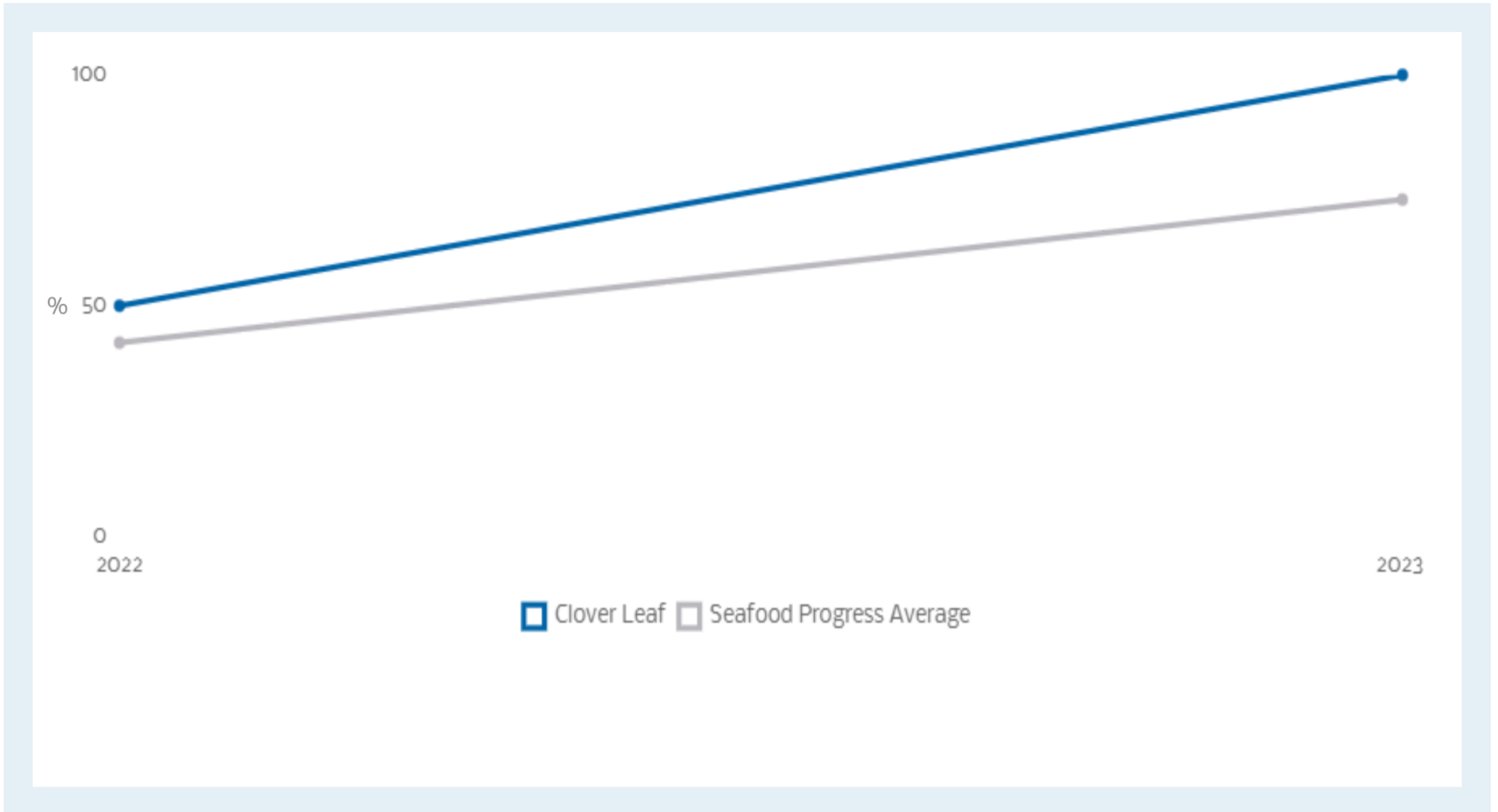
100% Scientific name, geographic origin, gear type AND farming method has been made publicly available for all products.

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.



Through its Seafood Progress profile, Clover Leaf reported the overall percentage of seafood sold that meets its commitment by volume in 2021, and again in 2022.

Scoring

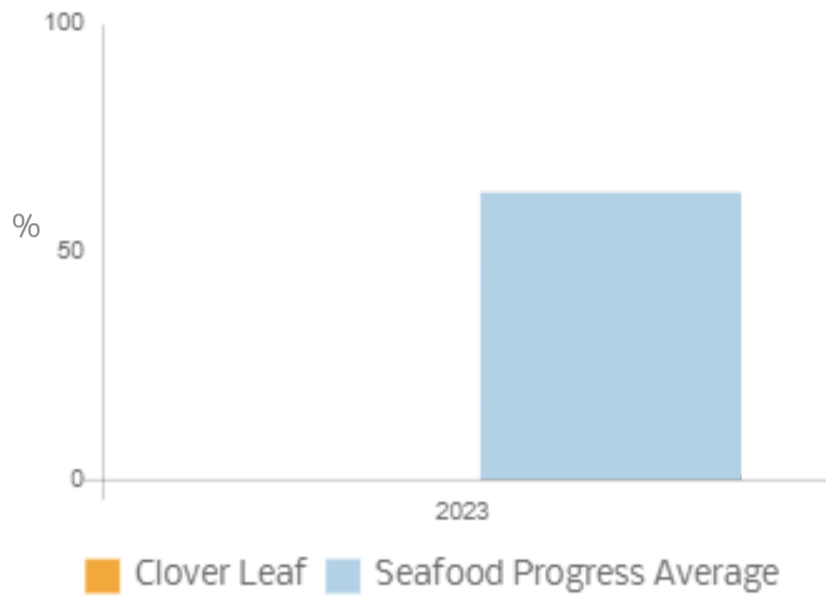


100% The grocer regularly reports publicly how much of its seafood sold meets its commitment by volume or value of sales every year.

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 are comprehensive descriptions of Clover Leaf's commitments to sustainable and socially responsible seafood on [its website](#).

Scoring



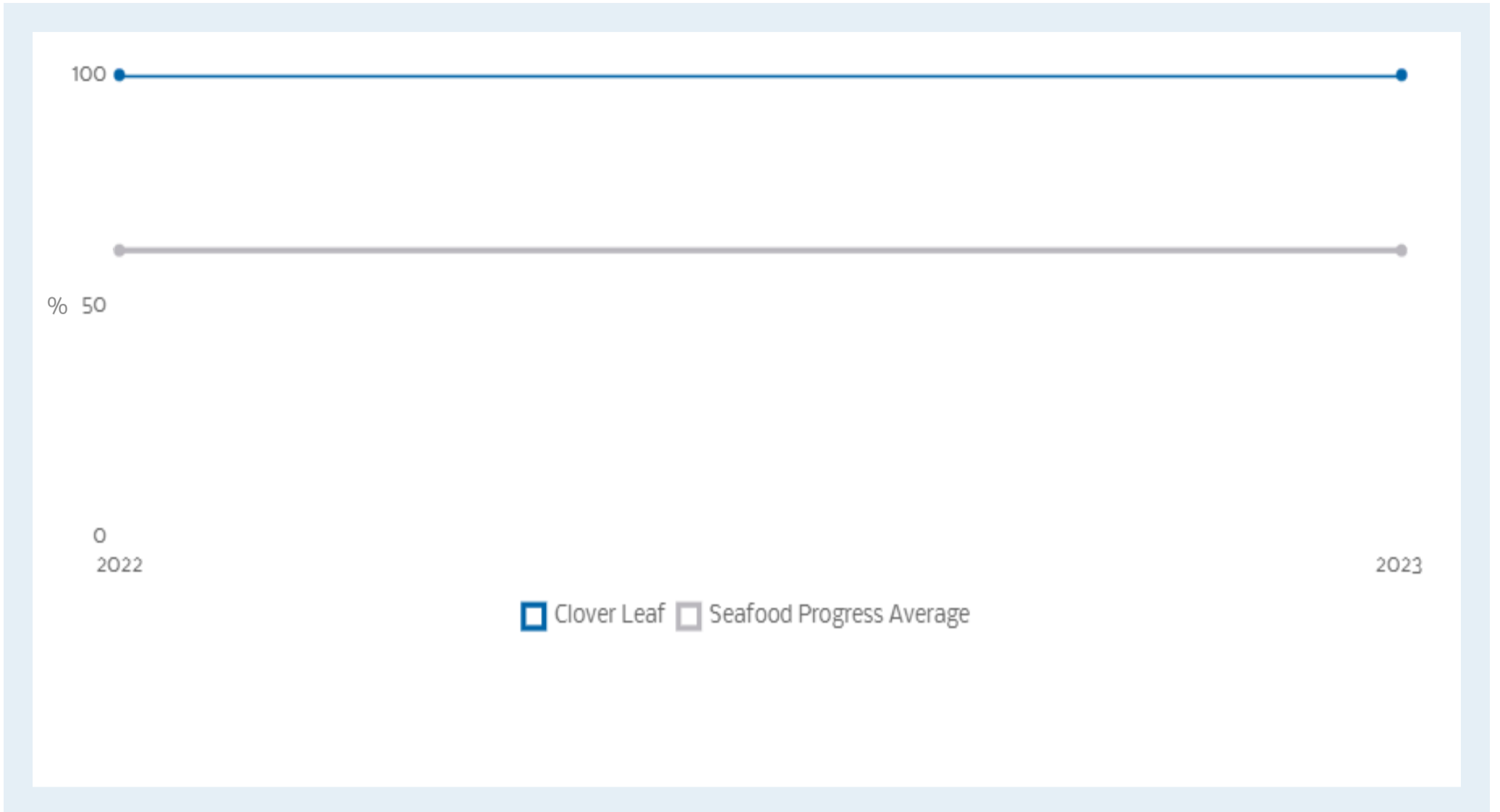
100% Training programs regularly conducted for all seafood staff.

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.



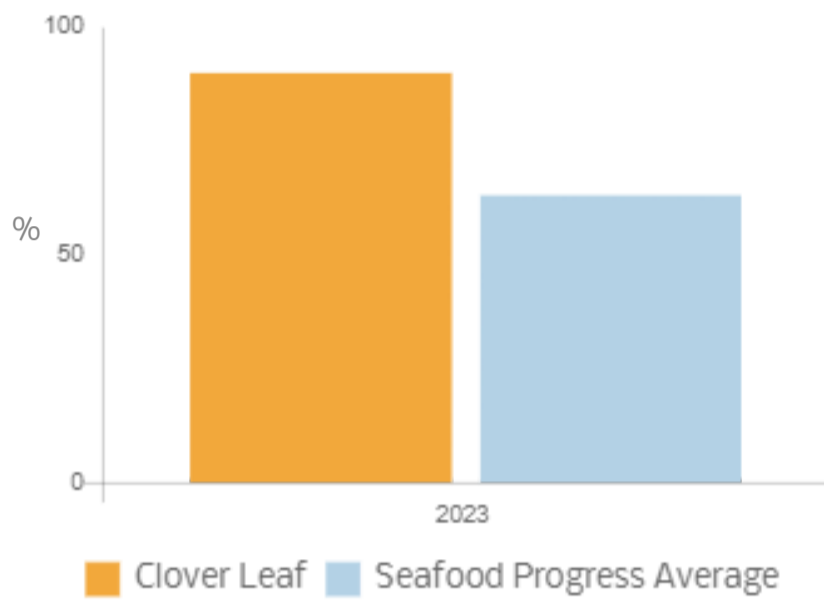
Clover Leaf conducts annual meetings with its suppliers across the globe (virtually and in-person when possible) in which its sustainability commitment is relayed, and communicates regularly with suppliers to ensure their products are in line with its policies. Clover Leaf also works with some suppliers directly in Fishery Improvement Projects (FIPs) to help bring their practices in line with its commitments. Additionally, Clover Leaf's parent company, Bumble Bee, has a fully-staffed office in Bangkok that supports the continued implementation of its commitments through supplier engagement (personal communication, P. Gallagher, 23/01/2023).

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?

6.3 Skipjack tuna (*Katsuwonus pelamis*)



Clover Leaf's website states that it is a founding member of the International Seafood Sustainability Foundation (ISSF). It also states that, as a member, Clover Leaf supports their work on Fish Aggregating Devices (FADs) to reduce bycatch and is subject to 3rd party audits. All of Clover Leaf's skipjack and yellowfin tuna products are MSC certified which means they are fully traceable through chain of custody. Finally, FCF (Clover Leaf's parent company) is financially supporting a **Atlantic Ocean longline tuna FIP**, and an **Indian Ocean longline tuna FIP** (personal communication, K. McClain, 31/01/2023). Finally, in November 2022, Clover Leaf signed on to a letter to the Western and Central Pacific Fisheries Commission advocating for the implementation of harvest control rules.

- ✘ Only sells pole and line caught skipjack tuna products that meet the highest bars for sustainability, i.e. are MSC certified, 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 skipjack fishing methods and management to be more environmentally sustainable (20 pts).
- ✔ Collaborates with other companies pre-competitively to improve skipjack fishery management practices (20 pts).
- ✔ Works with suppliers or producers directly to improve skipjack fishing practices (20 pts).
- ✘ Preferentially sources pole and line caught skipjack tuna products that meet the highest bars for sustainability, i.e. are MSC certified, Recommended by Ocean Wise and/or rated 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



Clover Leaf has achieved its commitments for all wild salmon, pollock, Pacific whiting, quahog clams, skipjack tuna and yellowfin tuna to be MSC certified, and for all smoked oysters and mussels to be ASC certified. Furthermore, the company is committed to prioritizing the procurement of all other products from MSC or ASC certified sources which are traceable through chain of custody. Over the past year, the company has financially supported a herring FIP and a **blue swimming crab FIP**, and conducted the removal of ghost gear in the Bay of Fundy to improve herring spawning conditions (personal communications, P. Gallager, 23/01/2023).

- ✘ 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).