

Seafood Progress

Grocer's Commitment to Sustainable and Socially Responsible Seafood

57

2023 score

Seafood Progress Average
🔍: 68



Score Trend
**Decreased Since
Last Year**

Parent Company
**Federated Co-operatives
Limited is owned by more
than 160 independent
retail co-operatives in
Western Canada, which
are in turn owned by
more than 1.9 million
individuals.**



Sustainable Commitment
[click here](#)



Progress Reports
[2022,2021,2020](#)



Location
**British Columbia,
Alberta, Saskatchewan
and Manitoba**

OVERVIEW

Which products does this grocer’s sustainable seafood commitment cover?

	Fresh	Frozen	Shelf
Store brand ?	✓	✓	✓
Seafood brand ?	✓	✓	✓
No brand ?	✓	✓	

SUMMARY



89%

of products sold in 2023 met commitment.

Sustainability Commitment. Federated Co-operatives Limited’s (FCL’s) Sustainable Fish and Seafood Policy states its commitment to source all the seafood it sells from sources that are ranked at least a ‘Good Alternative’ (Yellow) by Seafood Watch, covered by an equivalent certification or in a credible improvement project. The company has not specified a goal or timeline in relation to this commitment and does not have a full chain traceability system in place to support it (personal communication, L. Sparrow-Moellenbeck, 20/04/2023).

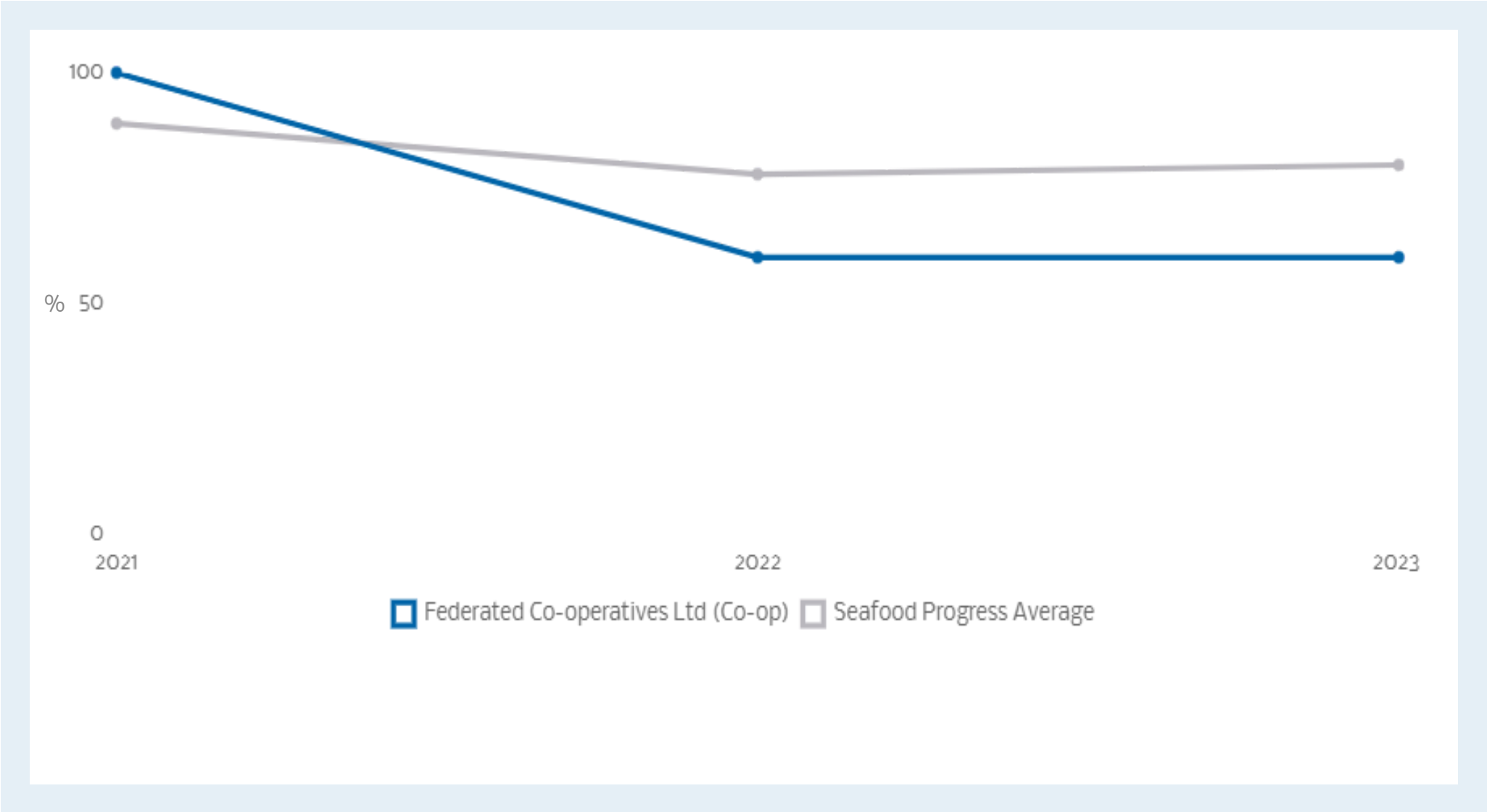
Clear Objectives	✓
Supplier Expectations	✗
Traceability Policy	✗
Reporting on Activities	✗

Social Responsibility Commitment. FCL’s Sustainable Fish and Seafood policy states that it recognizes the need to uphold international standards, including the Universal Declaration of Human rights and the International Labor Organization’s Declaration on Fundamental Principles and Rights at Work. FCL reported to SeaChoice that it has a Supplier Code of Conduct but is not sure if it is based on these (or any other) international standards. Furthermore, the company does not have a traceability policy in place to support its commitment, and does not report on any activities to support its commitment. Finally, the company recently issued a survey to all suppliers containing questions related to social responsibility and intends to distribute this on an annual basis going forward (personal communication, L. Sparrow-Moellenbeck, 20/04/2023).

STEP 1: COMMITMENT



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



Federated Co-operatives Limited’s (FCL’s) [Sustainable Fish and Seafood Policy](#) states its commitment to source all the seafood it sells from sources that are ranked at least a ‘Good Alternative’ (Yellow) by Seafood Watch, covered by an equivalent certification or in a credible improvement project. The company has not specified a goal or timeline in relation to this commitment and does not have a full chain traceability system in place to support it (personal communication, L. Sparrow-Moellenbeck, 20/04/2023).

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.

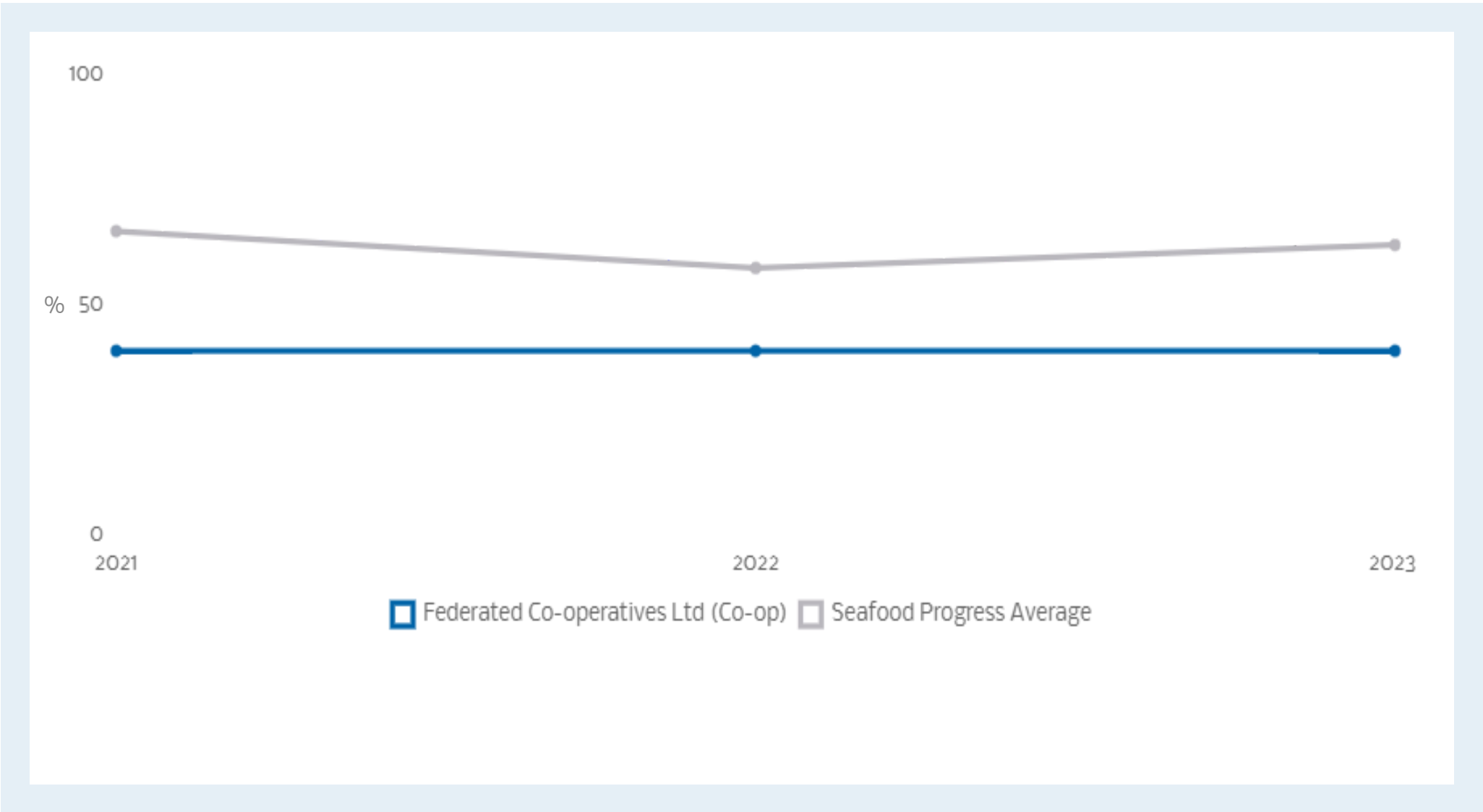
60% Commitment to environmental sustainability that includes clear objectives that are supported by references to credible standards (such as Seafood Watch or Ocean Wise ratings, eco-certifications, etc.).

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 grocer has a publicly available commitment on socially responsible seafood.



FCL’s [Sustainable Fish and Seafood policy](#) states that it recognizes the need to uphold international standards, including the Universal Declaration of Human rights and the International Labor Organization’s Declaration on Fundamental Principles and Rights at Work. FCL reported to SeaChoice that it has a Supplier Code of Conduct but is not sure if it is based on these (or any other) international standards. Furthermore, the company does not have a traceability policy in place to support its commitment, and does not report on any activities to support its commitment. Finally, the company recently issued a survey to all suppliers containing questions related to social responsibility and intends to distribute this on an annual basis going forward (personal communication, L. Sparrow-Moellenbeck, 20/04/2023).

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.

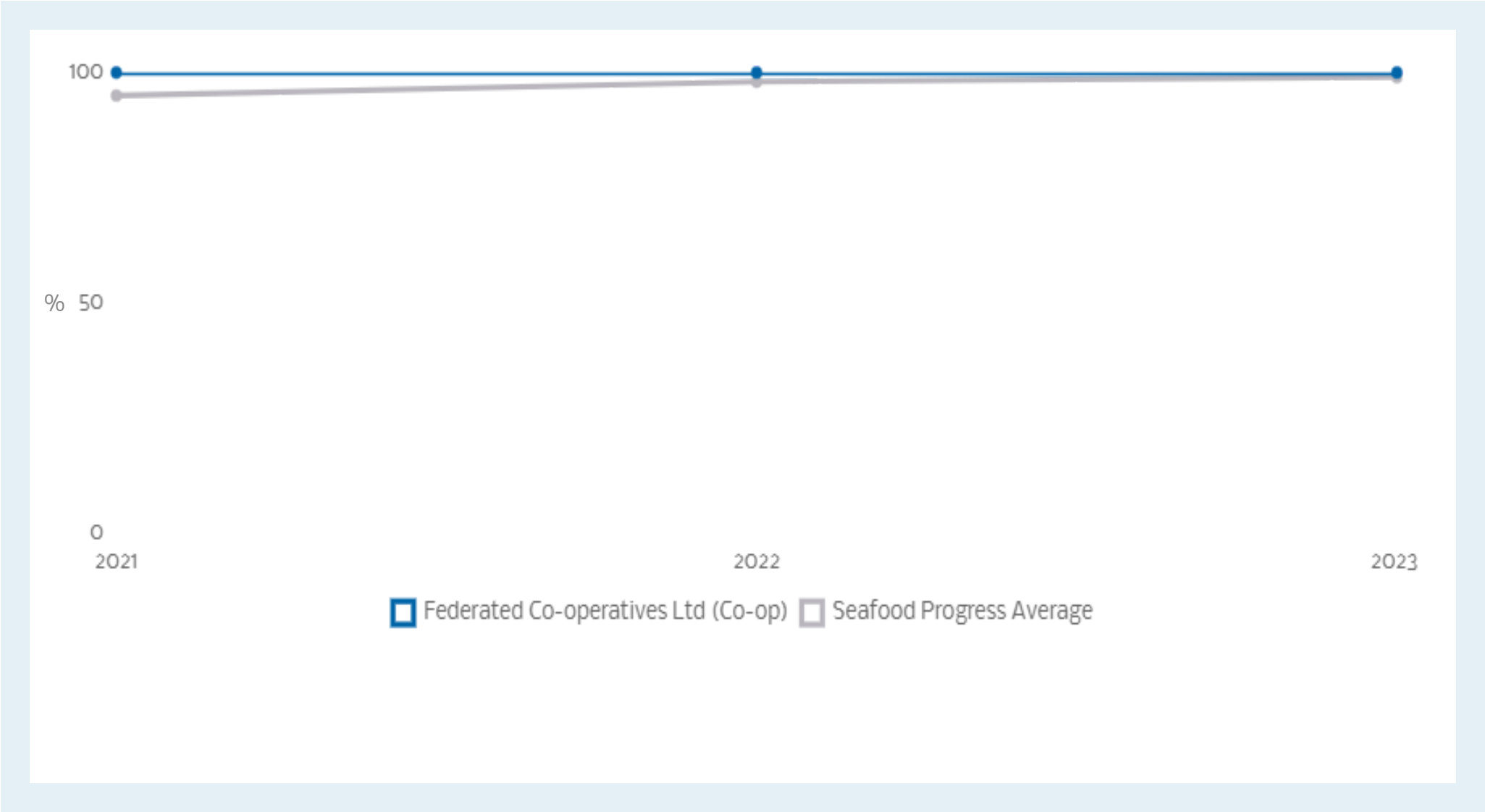
60% Commitment to social responsibility includes clear objectives and actions or expectations for seafood suppliers.

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.

1.3 The grocer includes all banners that sell seafood in its sustainable seafood commitment.



All of FCL’s stores are covered under its sustainable seafood commitment. Note that Calgary Co-op operates as a separate co-operative (personal communication, L. Sparrow-Moellenbeck, 23/02/2023).

Scoring

100%

The grocer includes 100% of its banners in its sustainable seafood commitment.

75%

The grocer includes 75% or more of its banners in its sustainable seafood commitment.

50%

The grocer includes 50% or more of its banners in its sustainable seafood commitment.

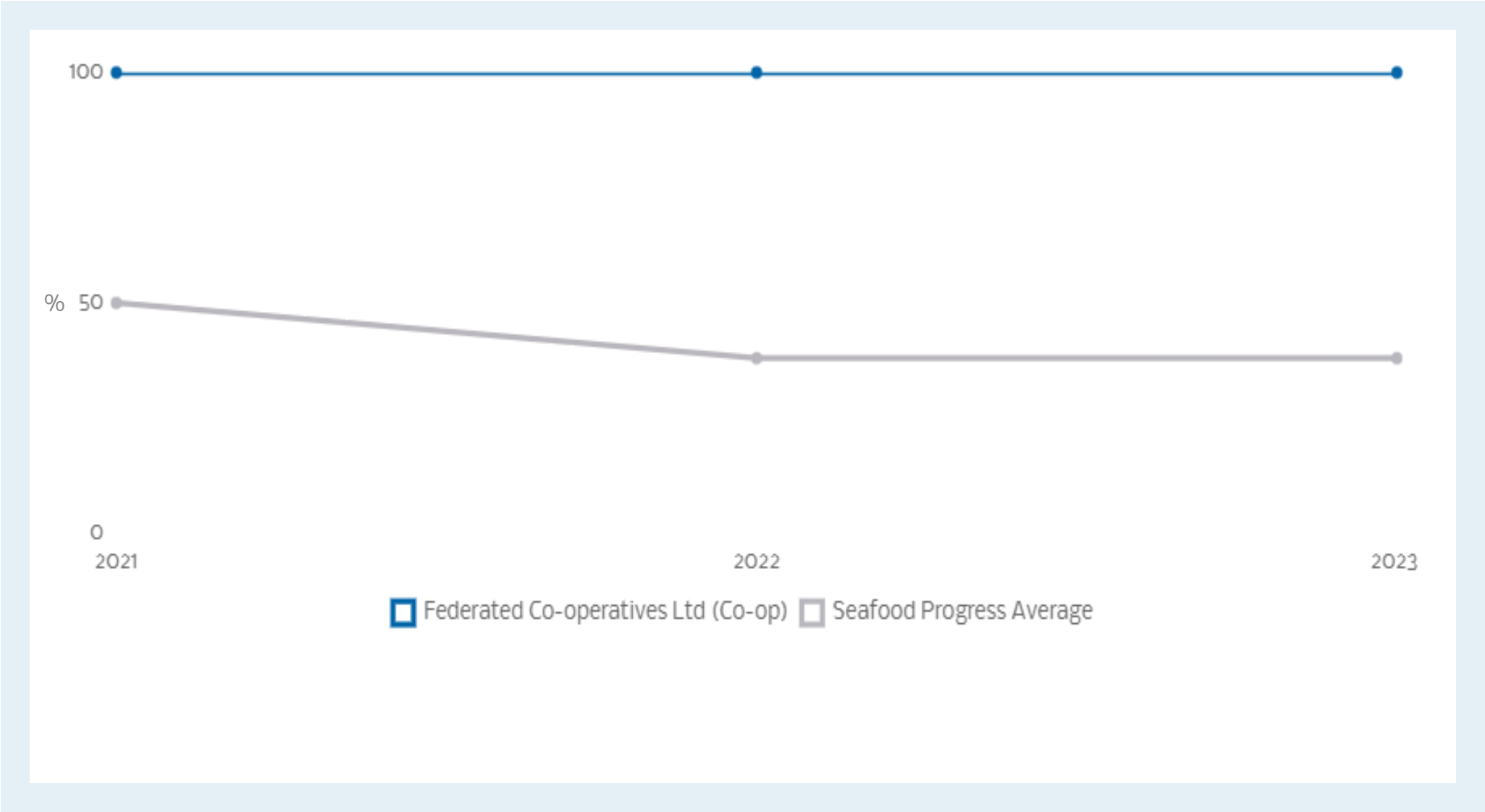
25%

The grocer includes 25% or more of its banners in its sustainable seafood commitment.

0%

The grocer does not include any banners in its sustainable seafood commitment.

1.4 The grocer includes all shelf stable and national brand products in its sustainable seafood commitment.



In 2021, FCL expanded the scope of its sustainable seafood commitment to cover all its shelf stable and national brand products. However, the company has not yet specified a goal or timeline for achieving its commitment (personal communication, L. Sparrow-Moellenbeck, 23/02/2023).

Scoring

100%

The grocer’s commitment includes all of its shelf stable AND national brand products.

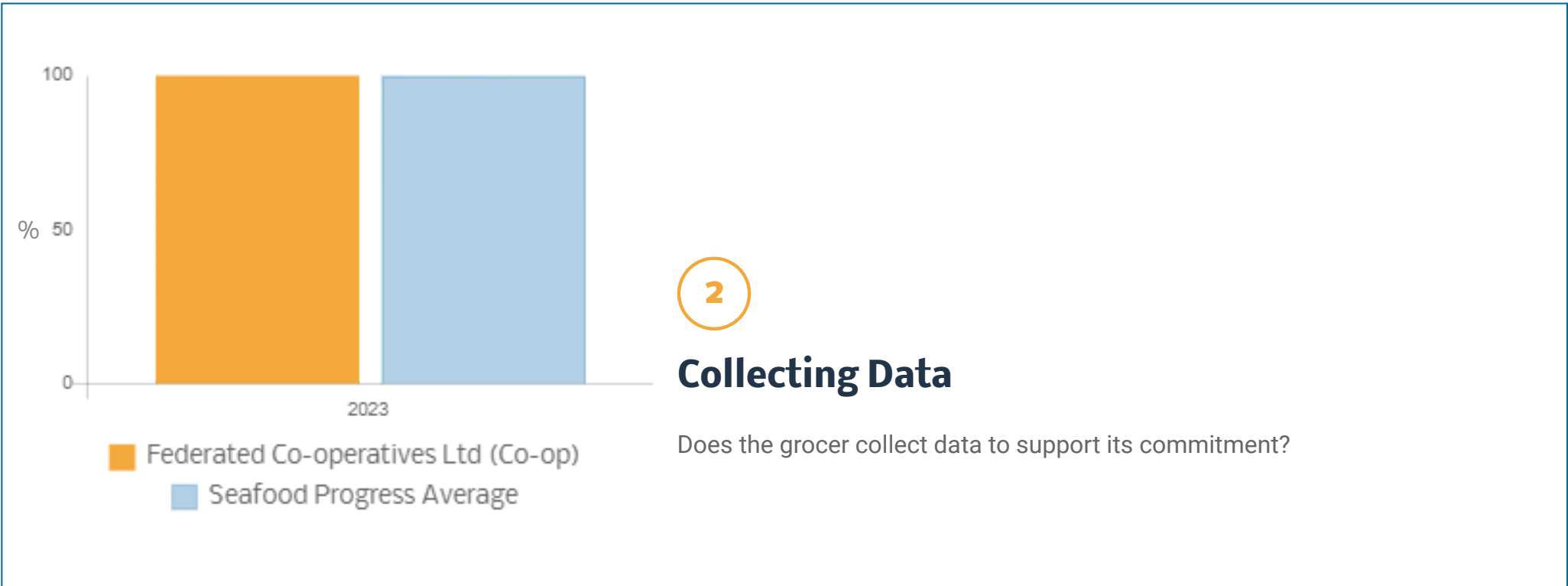
50%

The grocer’s commitment includes all of its shelf stable or national brand products.

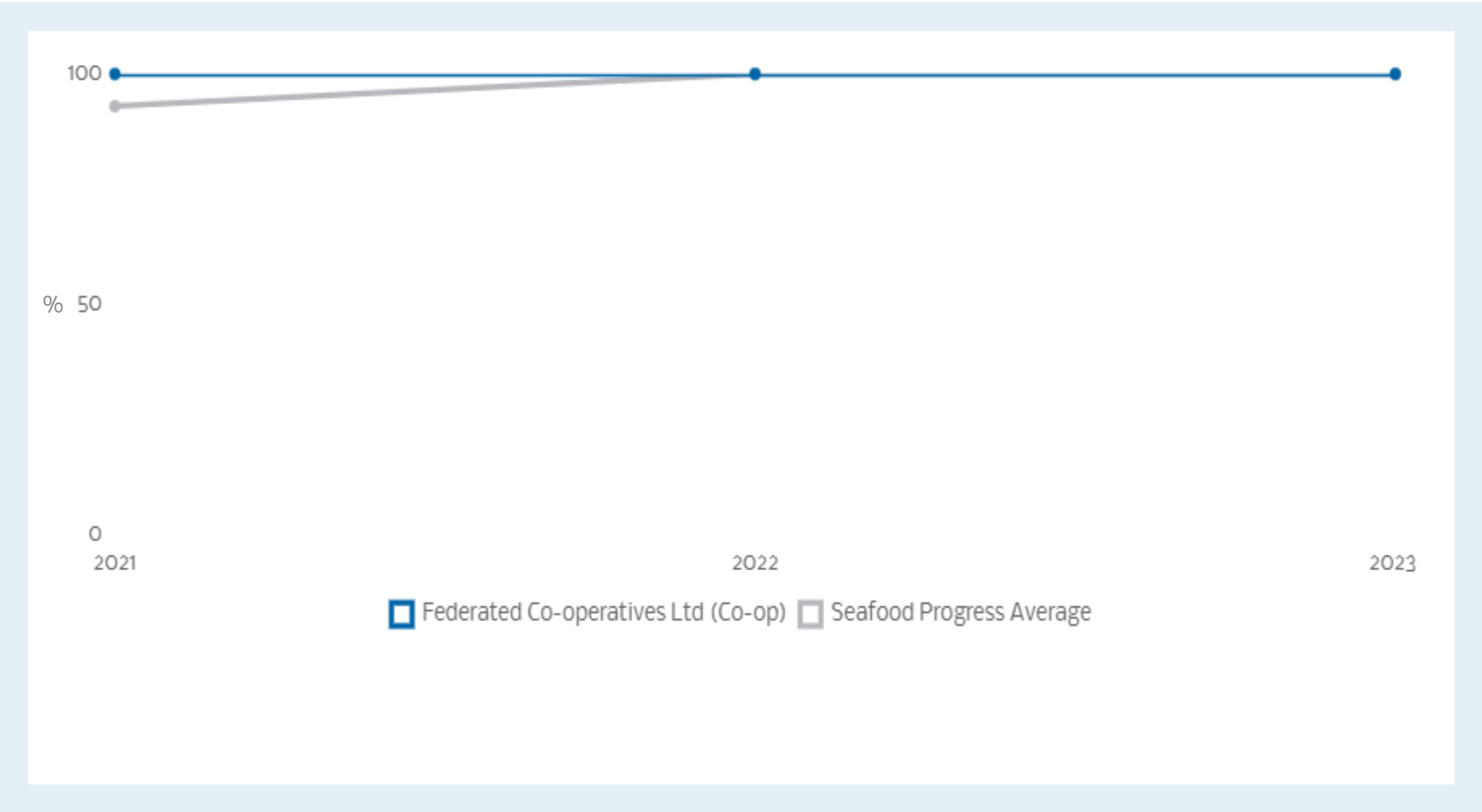
0%

The grocer’s commitment includes neither all of its shelf stable or national brand products.

STEP 2: COLLECTING DATA



2.1 The grocer collects data on scientific name.



FCL collects data on scientific name at a product level through its annual supplier survey (personal communication, L. Sparrow-Moellenbeck, 23/02/2023).

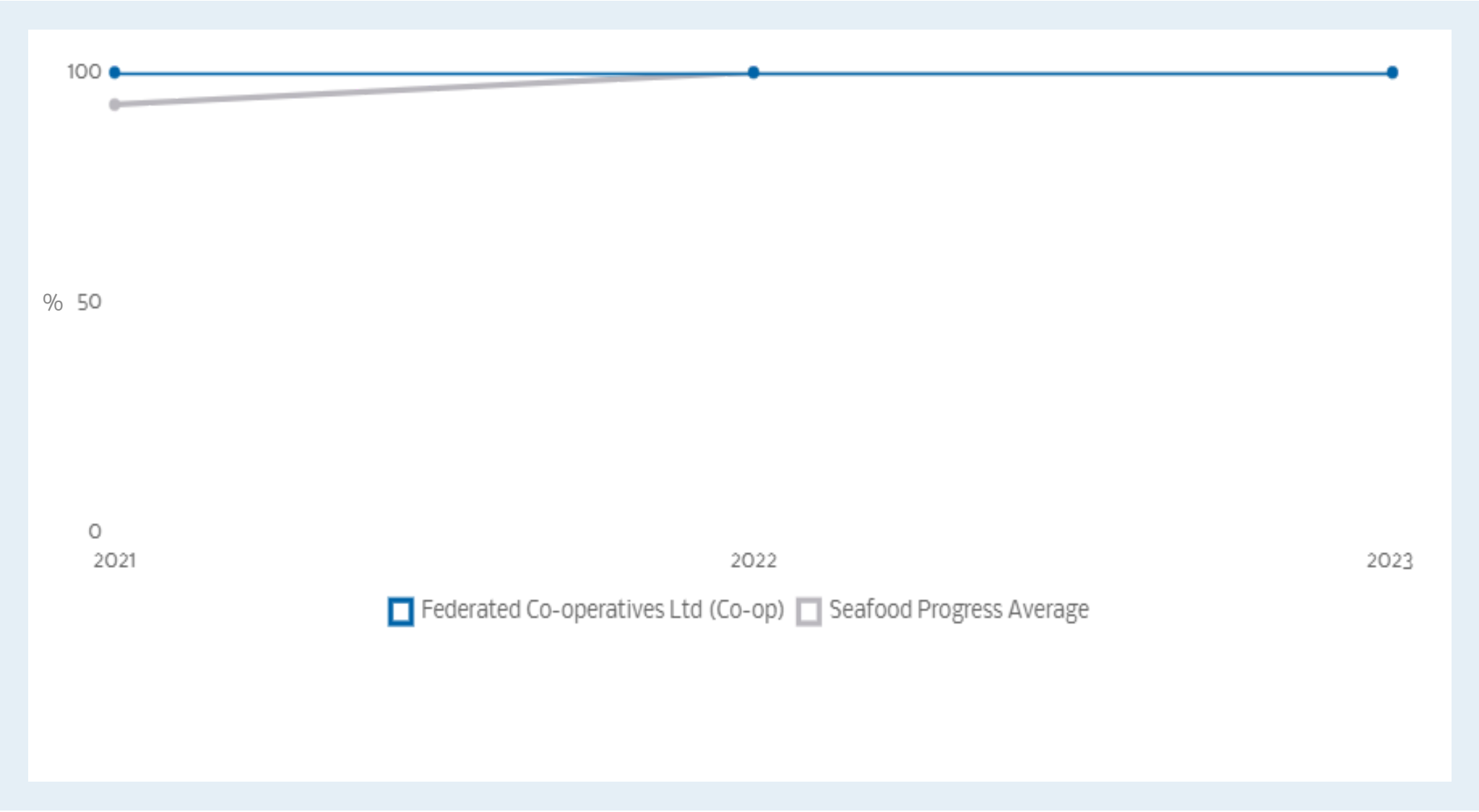
Scoring

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 grocer collects data on geographic origin.

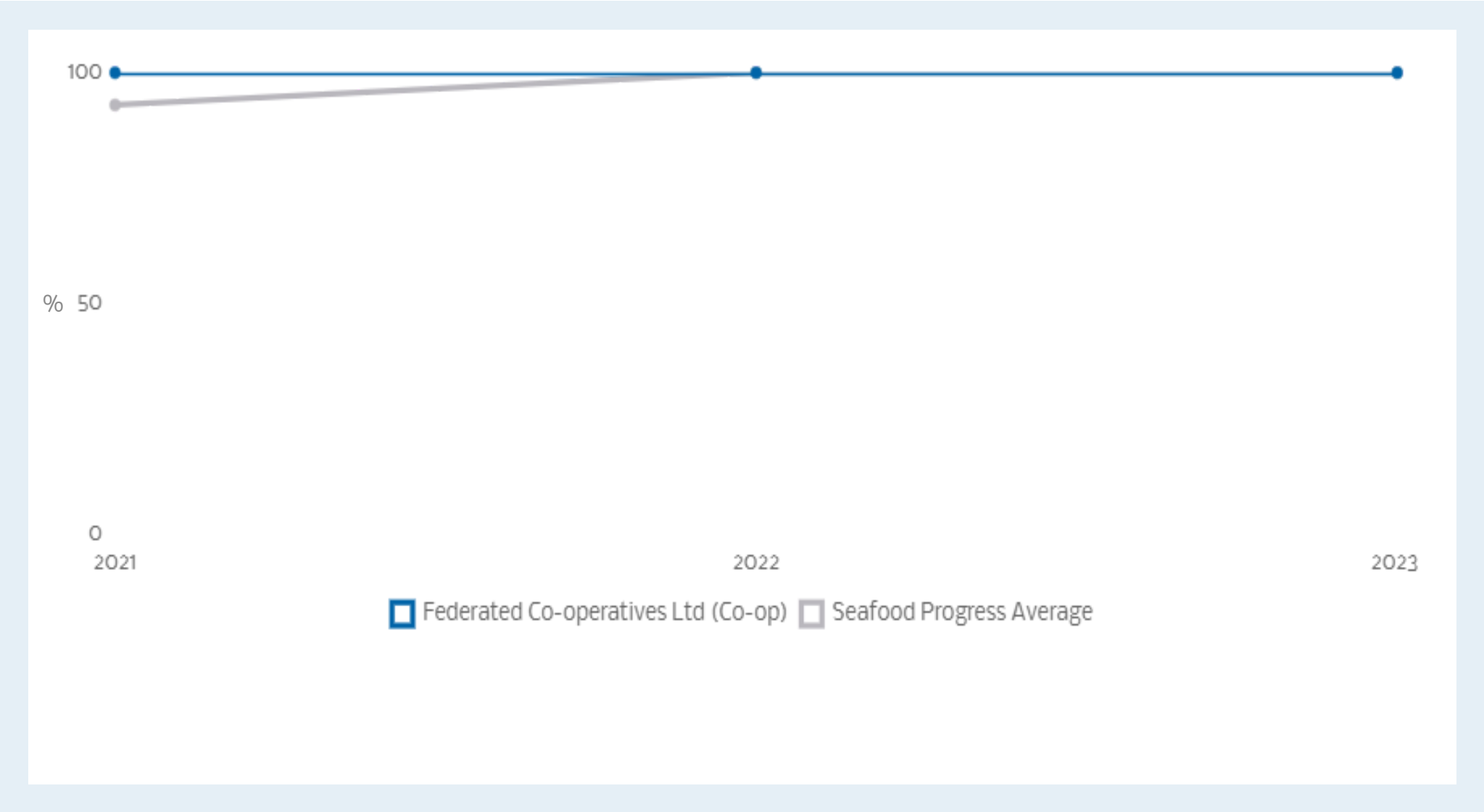


FCL collects data on geographic origin at a product level through its annual supplier survey (personal communication, L. Sparrow-Moellenbeck, 23/02/2023).

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 grocer collects data on whether wild or farmed.

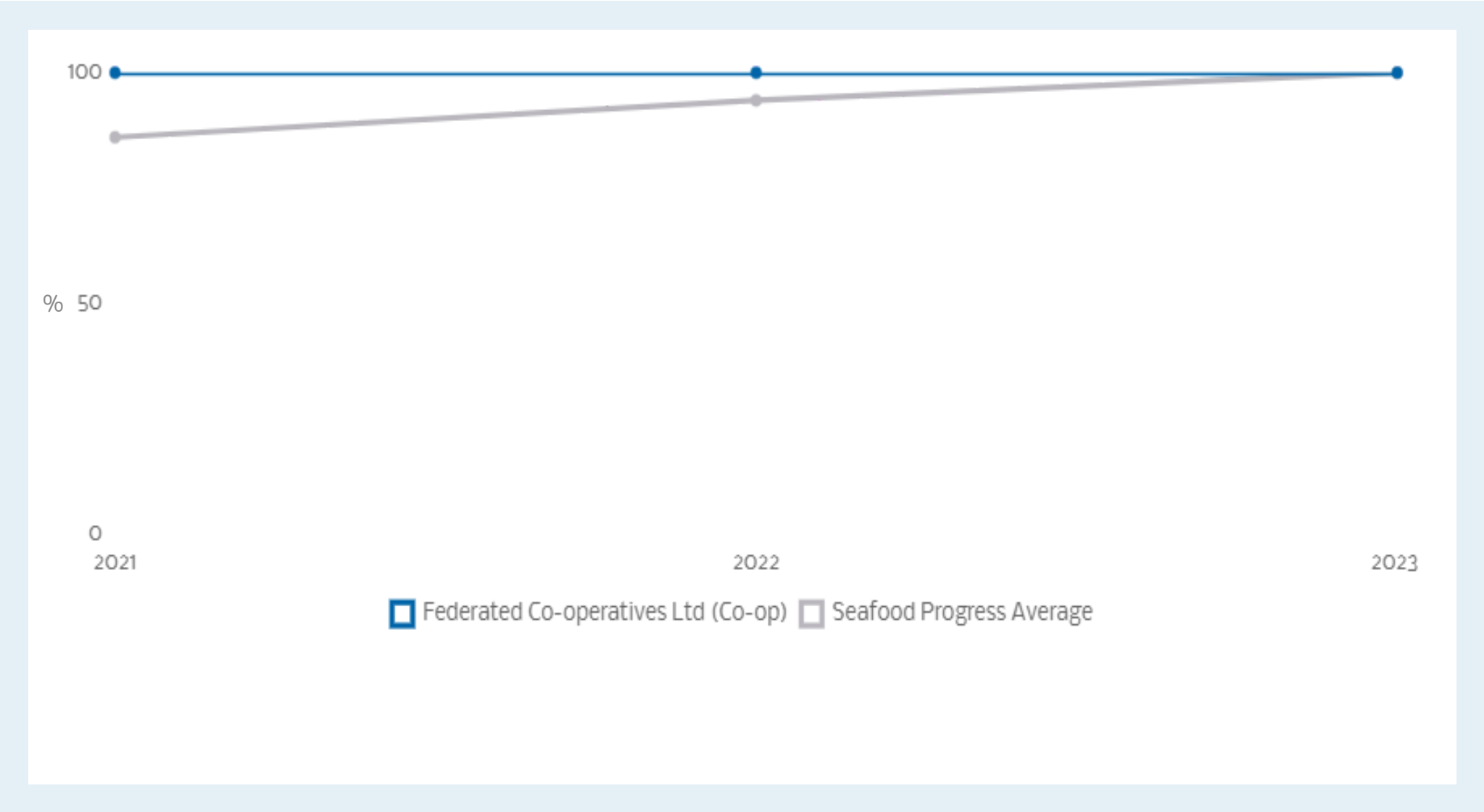


FCL collects data on wild and farmed at a product level through its annual supplier survey (personal communication, L. Sparrow-Moellenbeck, 23/02/2023).

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 grocer collects data on gear type or farming methods.



FCL collects data on gear type or farming method at a product level through its annual supplier survey (personal communication, L. Sparrow-Moellenbeck, 23/02/2023).

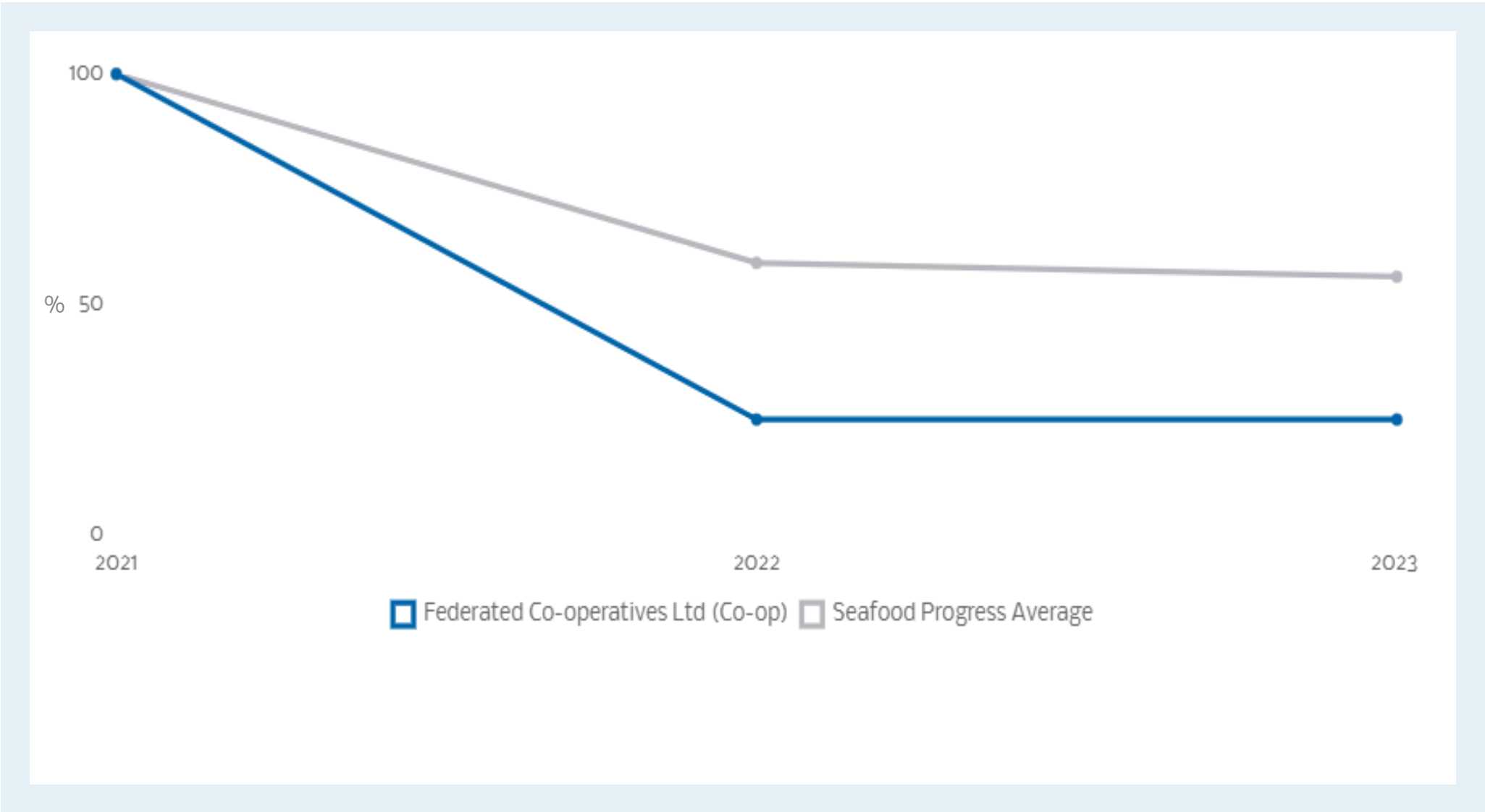
Scoring

- 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



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



FCL publishes a general list of sustainability standards that it uses to inform its purchasing decisions.

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.

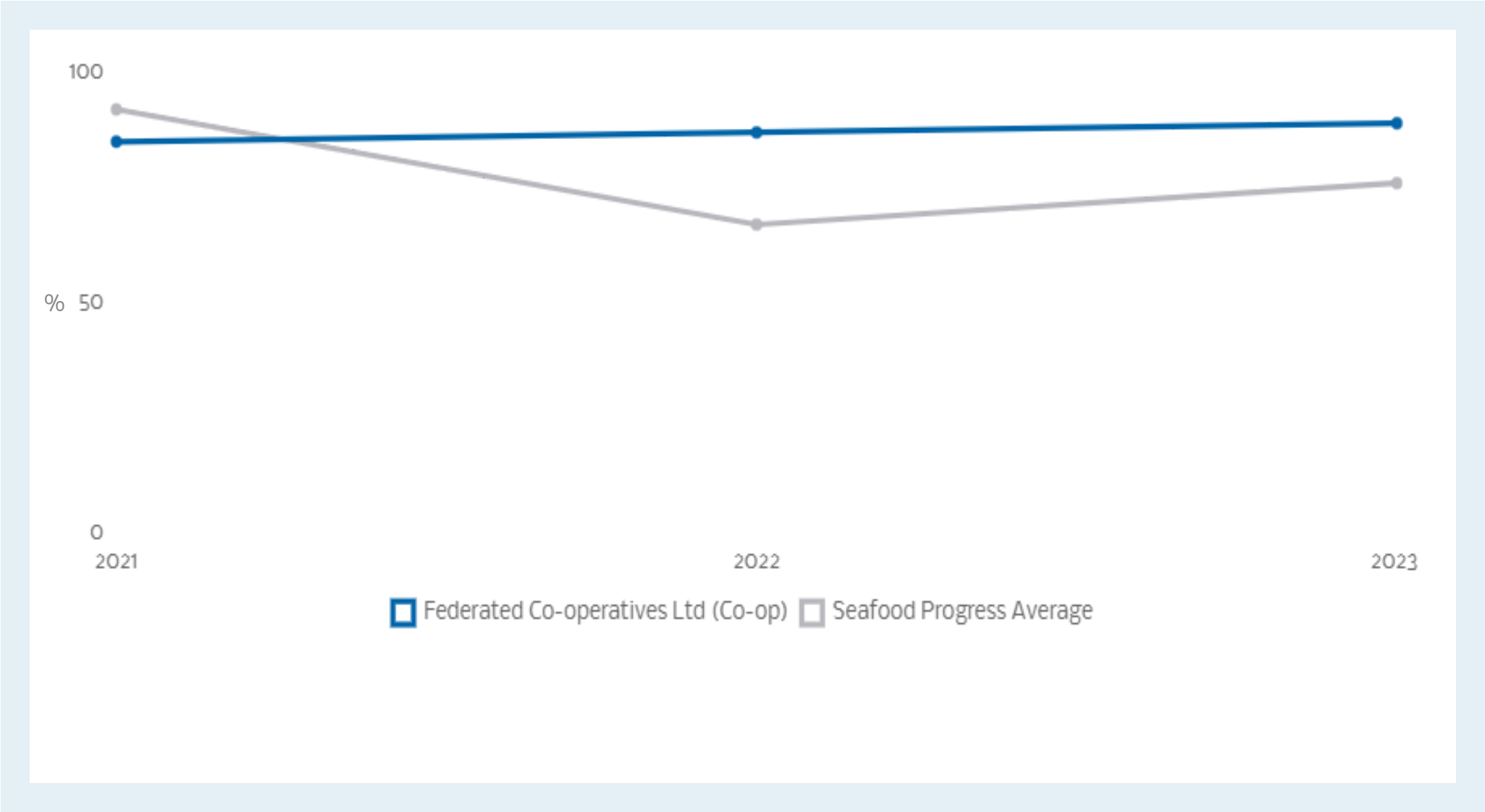
25%

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 grocer has reported on the percentage of its seafood sold in the last year that met its sustainability commitment by volume or value.

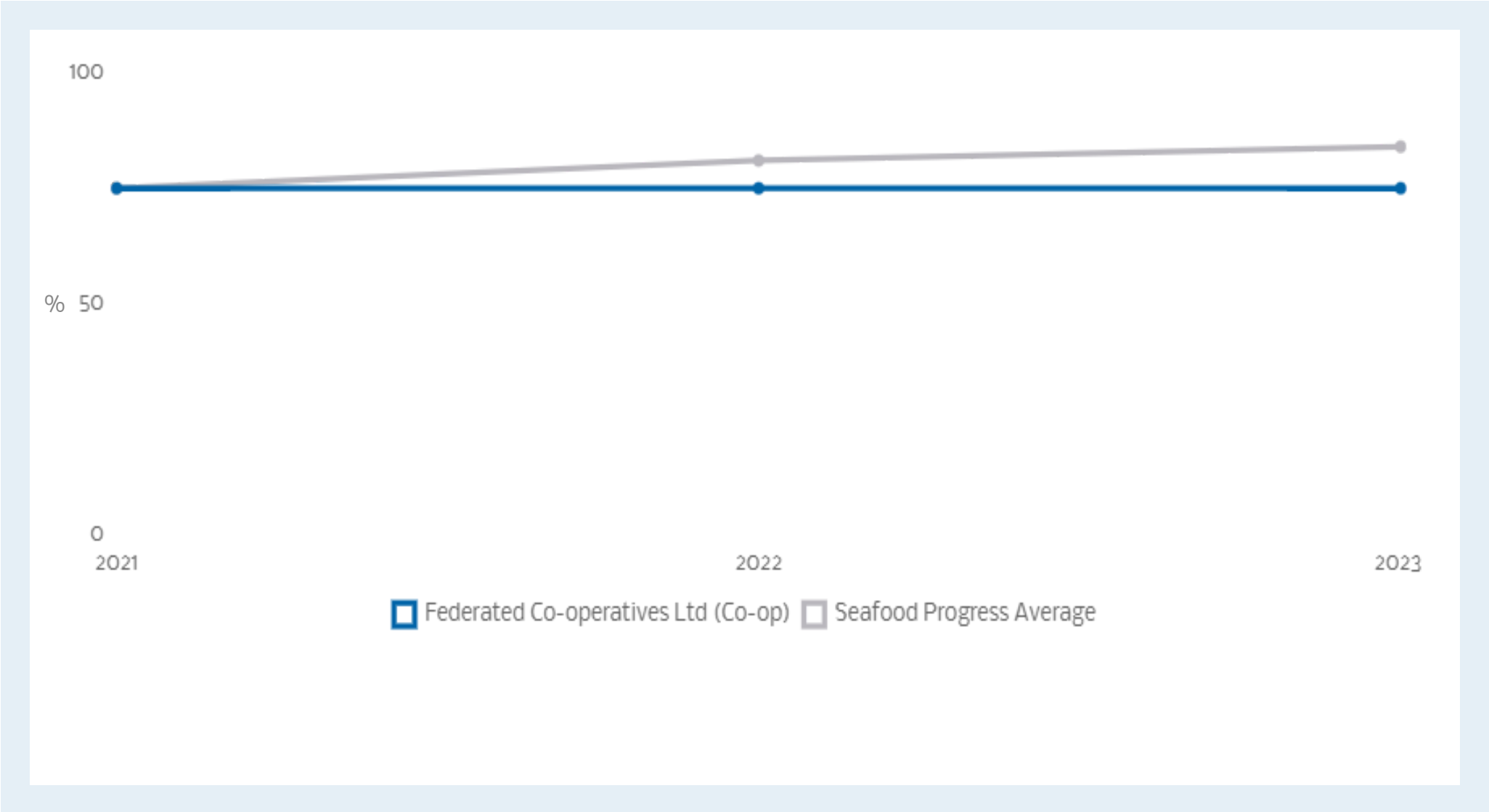


FCL reported to SeaChoice that 89% of its seafood sold by volume in 2022 was in line with its commitment (personal communication, L. Sparrow-Moellenbeck, 20/04/2023).

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 grocer's commitment to sustainable seafood.



All suppliers sign an a seafood supplier agreement to uphold FCL’s sustainable seafood commitment on an annual basis (personal communication, L. Sparrow-Moellenbeck, 20/04/2023).

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.

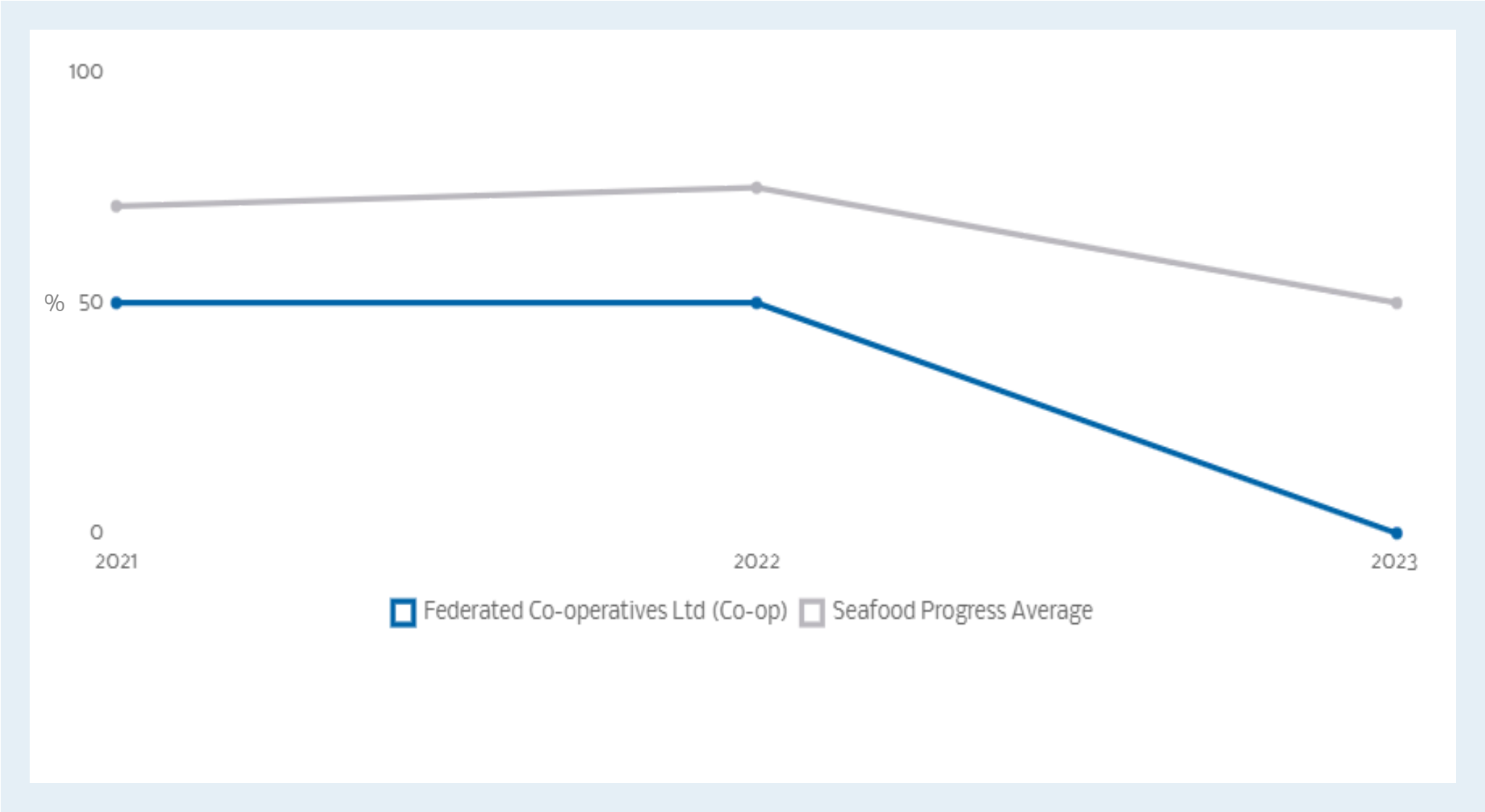
25%

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 grocer's commitment to socially responsible seafood.

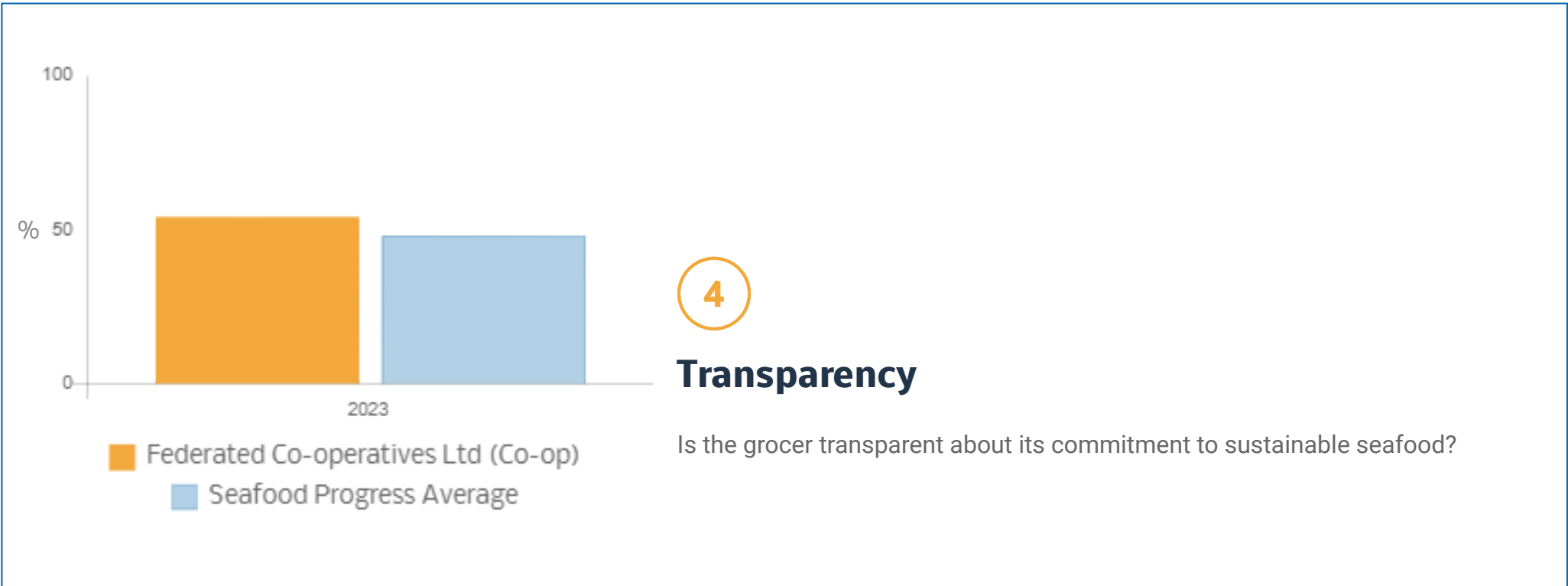


FCL has a supplier code of conduct but is not sure if it clearly reflects its commitment to social responsibility. Furthermore, the company is not sure if suppliers are audited against its code of conduct (personal communication, L. Sparrow-Moellenbeck, 23/02/2023).

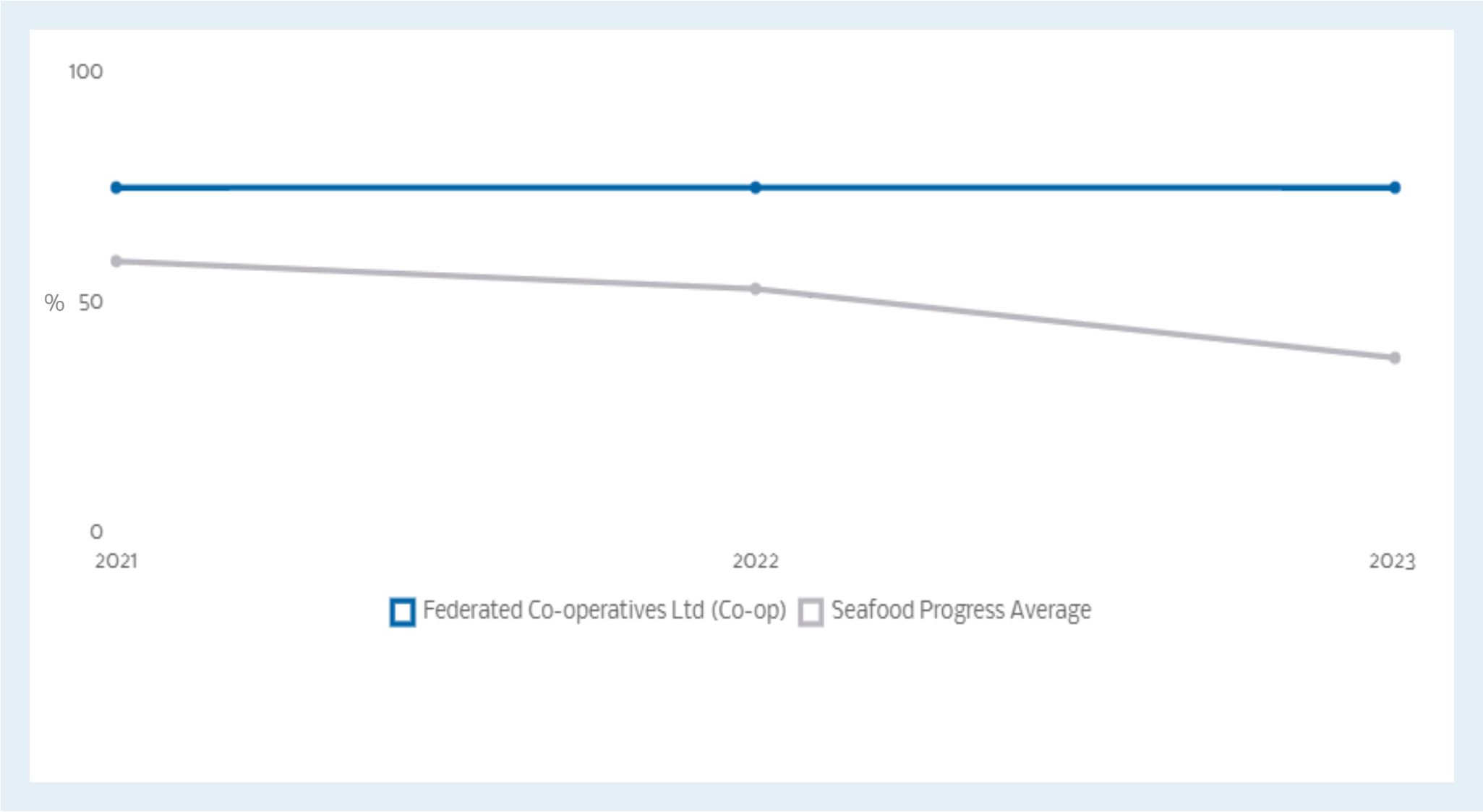
Scoring

- 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



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



SeaChoice conducted an instore audit on March 2, 2023 and found that FCL labels all fresh and frozen private label seafood with scientific name, geographic origin and harvest method, and some shelf stable products as wild and pole-and-line caught.

Scoring

100%

The grocer labels all products with the information.

75%

The grocer labels most products with the information.

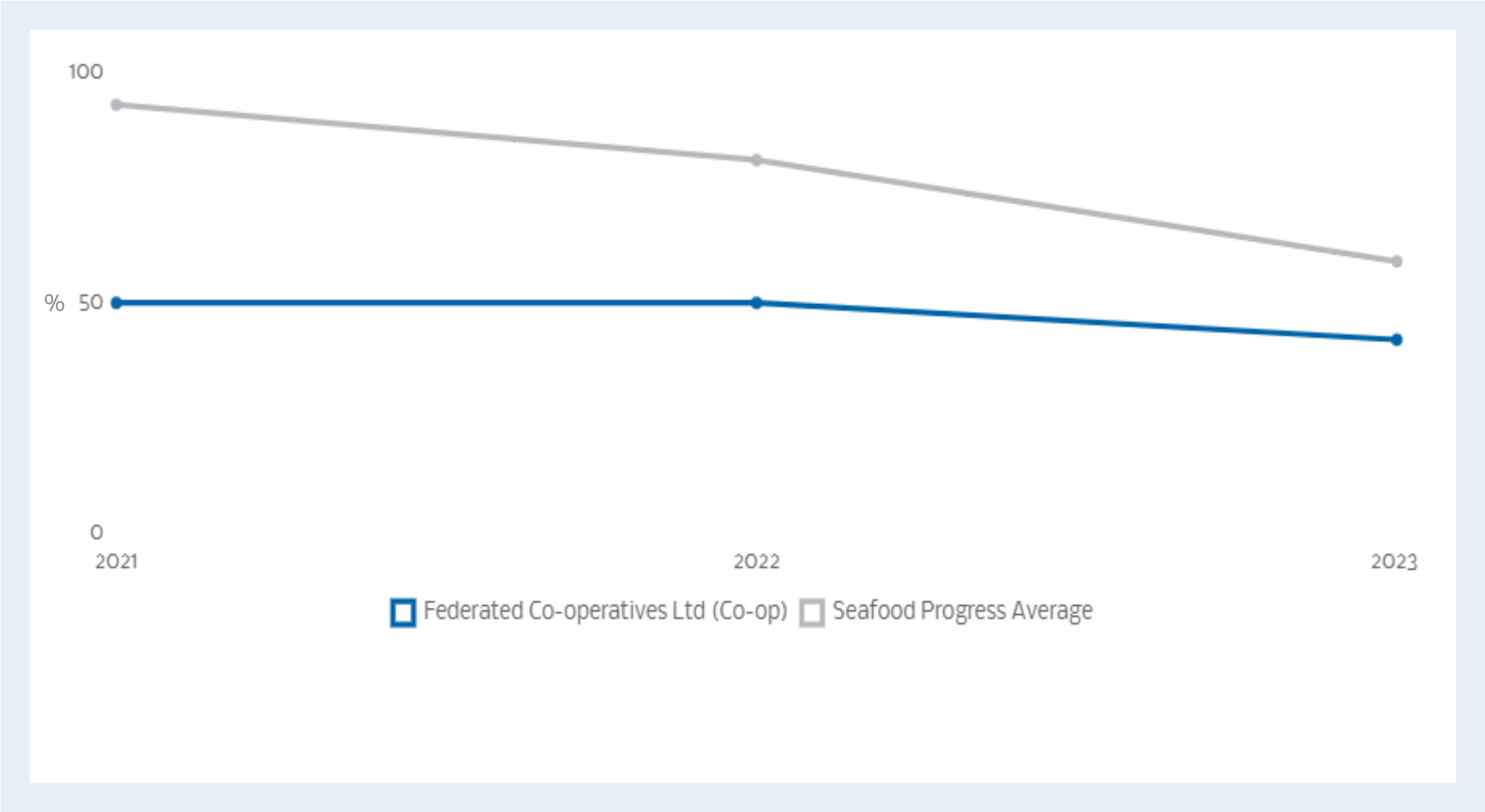
50%

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 grocer follows best practice guidelines for making environmental claims on its products.

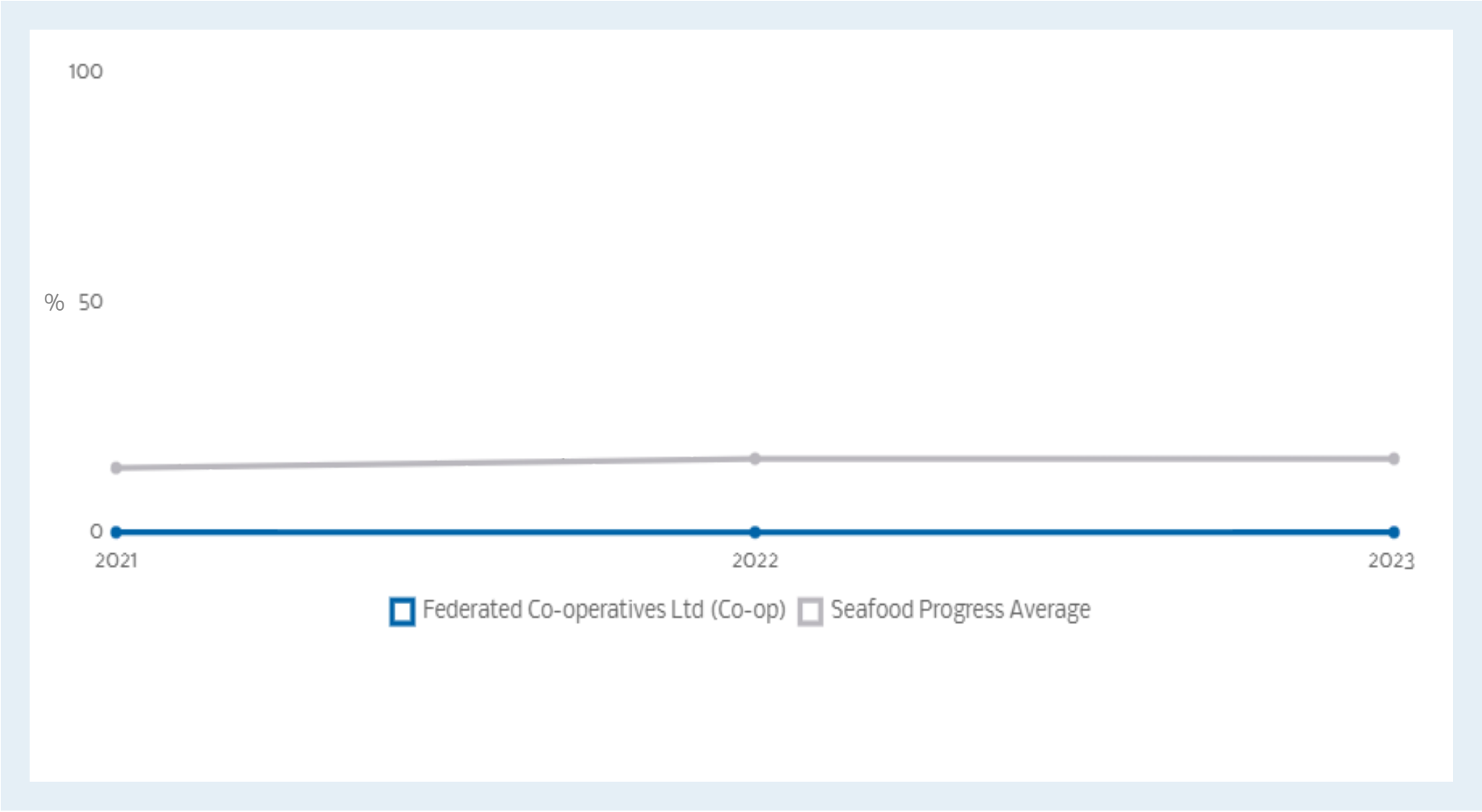


FCL applies its “Sustainably Caught” and “Sustainably Farmed” self claims and the Ocean Wise endorsement claim on some private label products but does not make evidence publicly available to support any of these claims. FCL also applies the MSC and ASC eco-labels on applicable Co-op Gold D’Or products and includes a chain-of-custody identifier which serves as evidence to support the claims (personal communication, L. Sparrow-Moellenbeck, 20/04/2023).

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 grocer's products has been made publicly available.

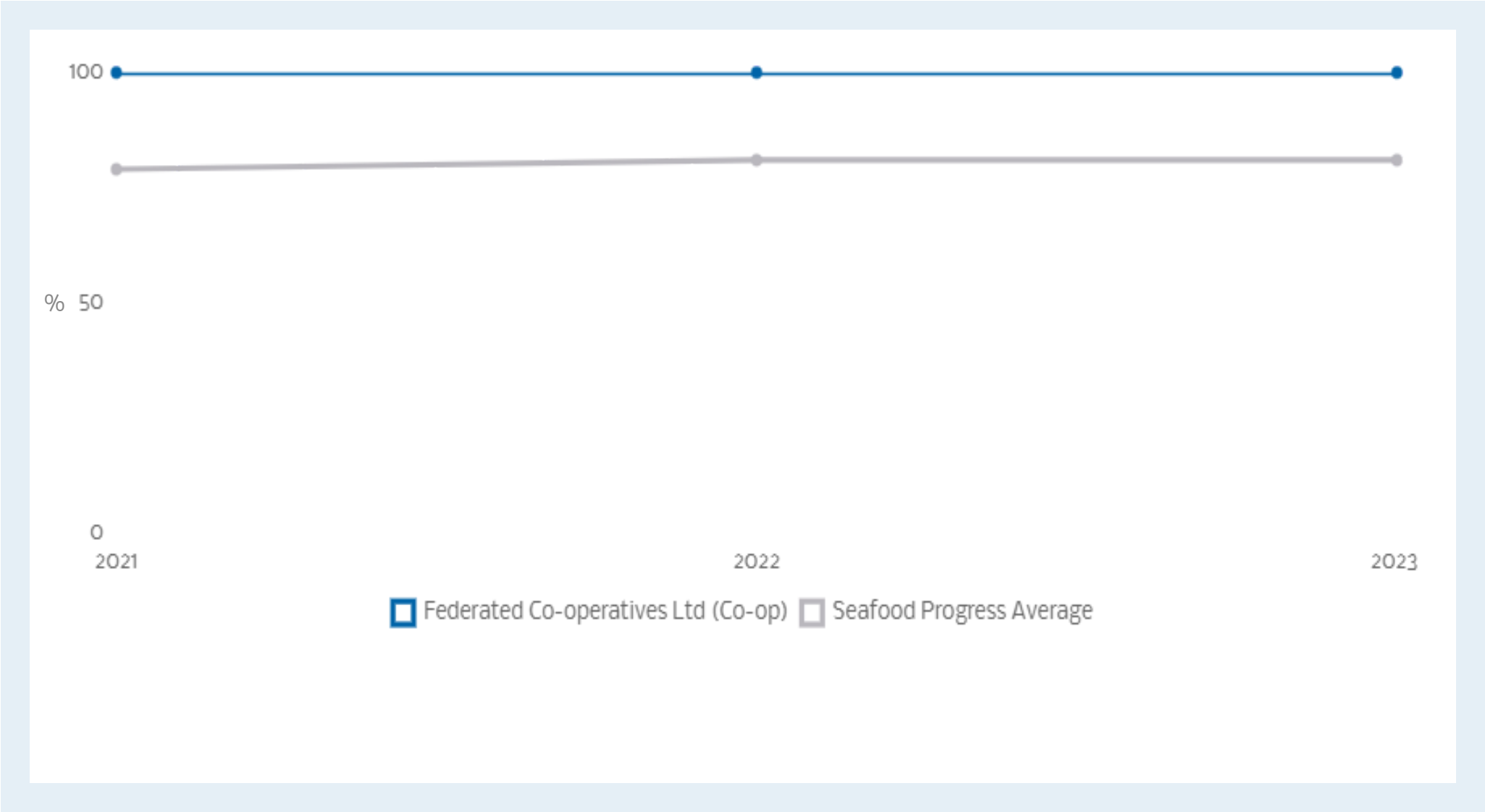


FCL does not publicly disclose this information.

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 grocer reports how much of its seafood meets its sustainability criteria by volume or value of sales on an annual basis.

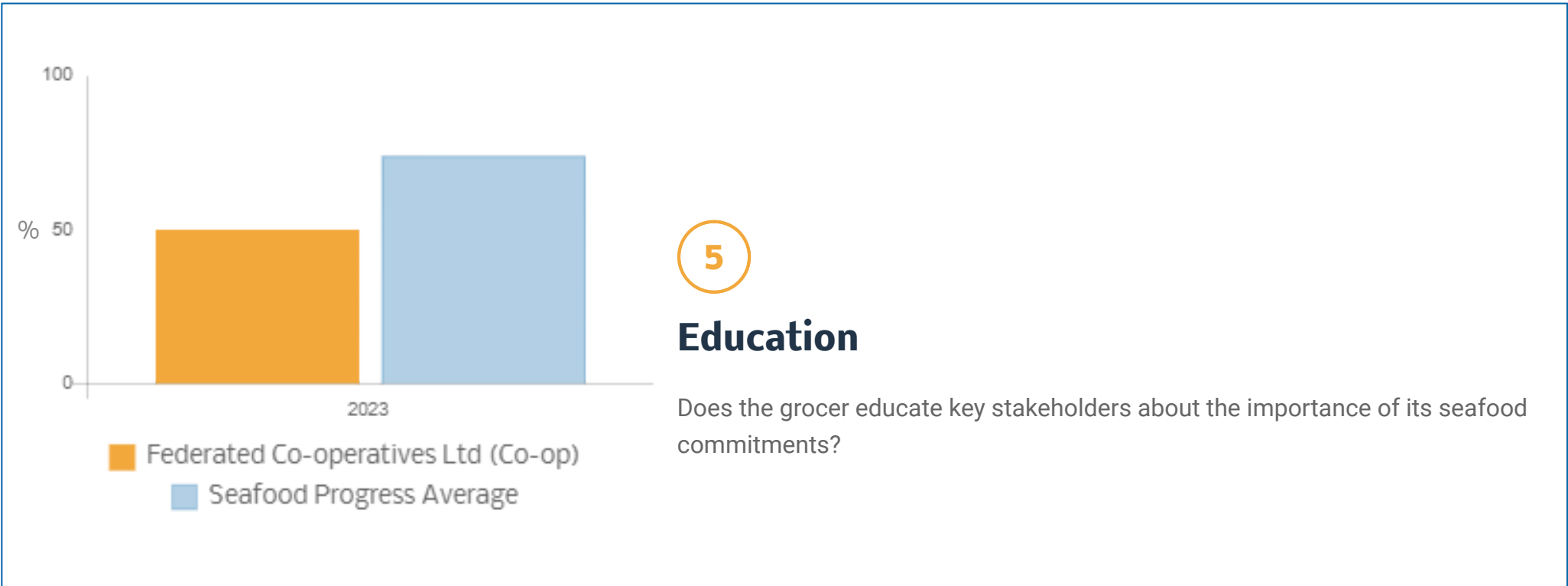


For many consecutive years, FCL has reported to SeaChoice on the percentage of seafood sold that met its commitment.

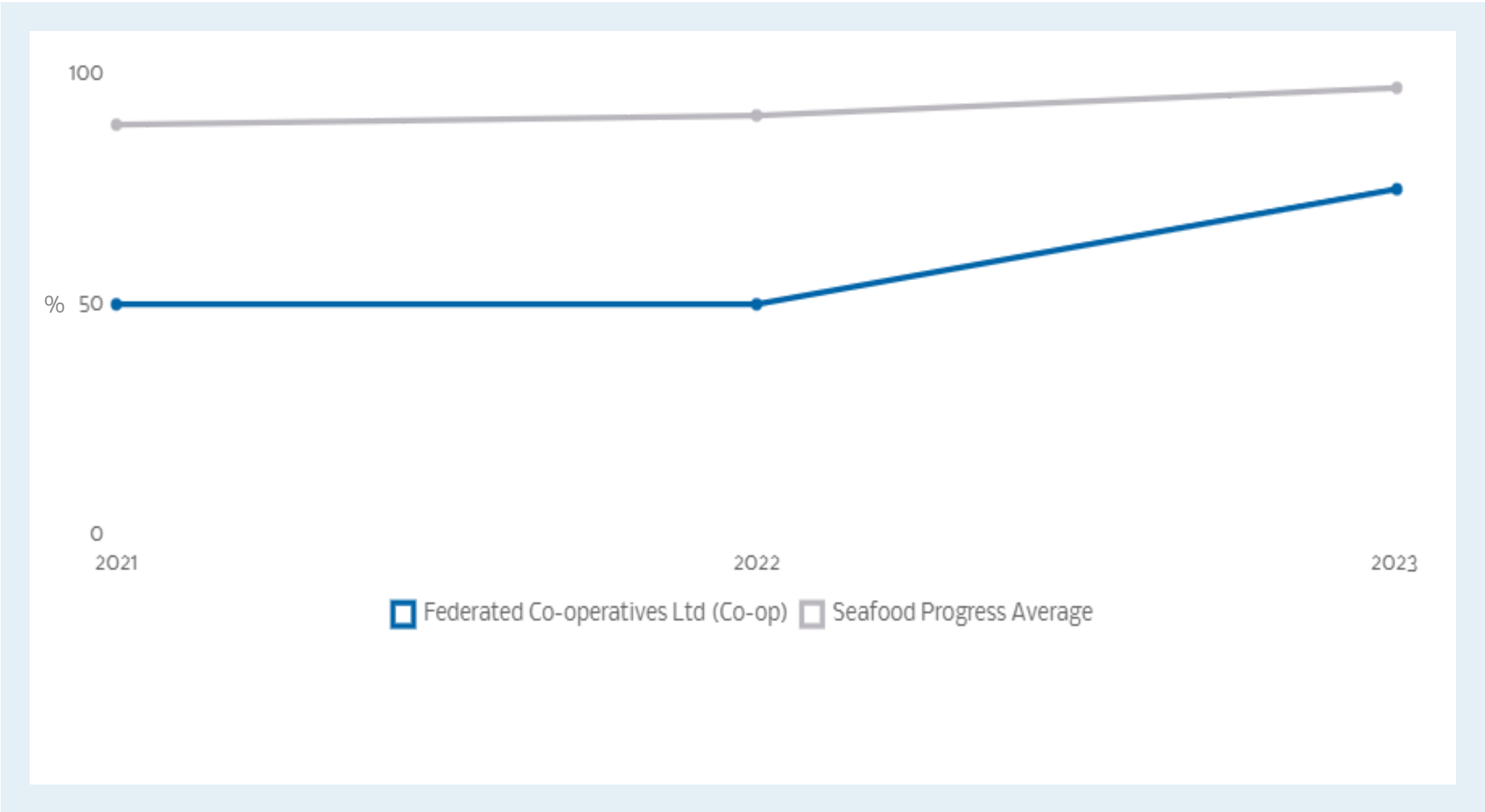
Scoring

- 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



5.1 Training programs are conducted for seafood staff.

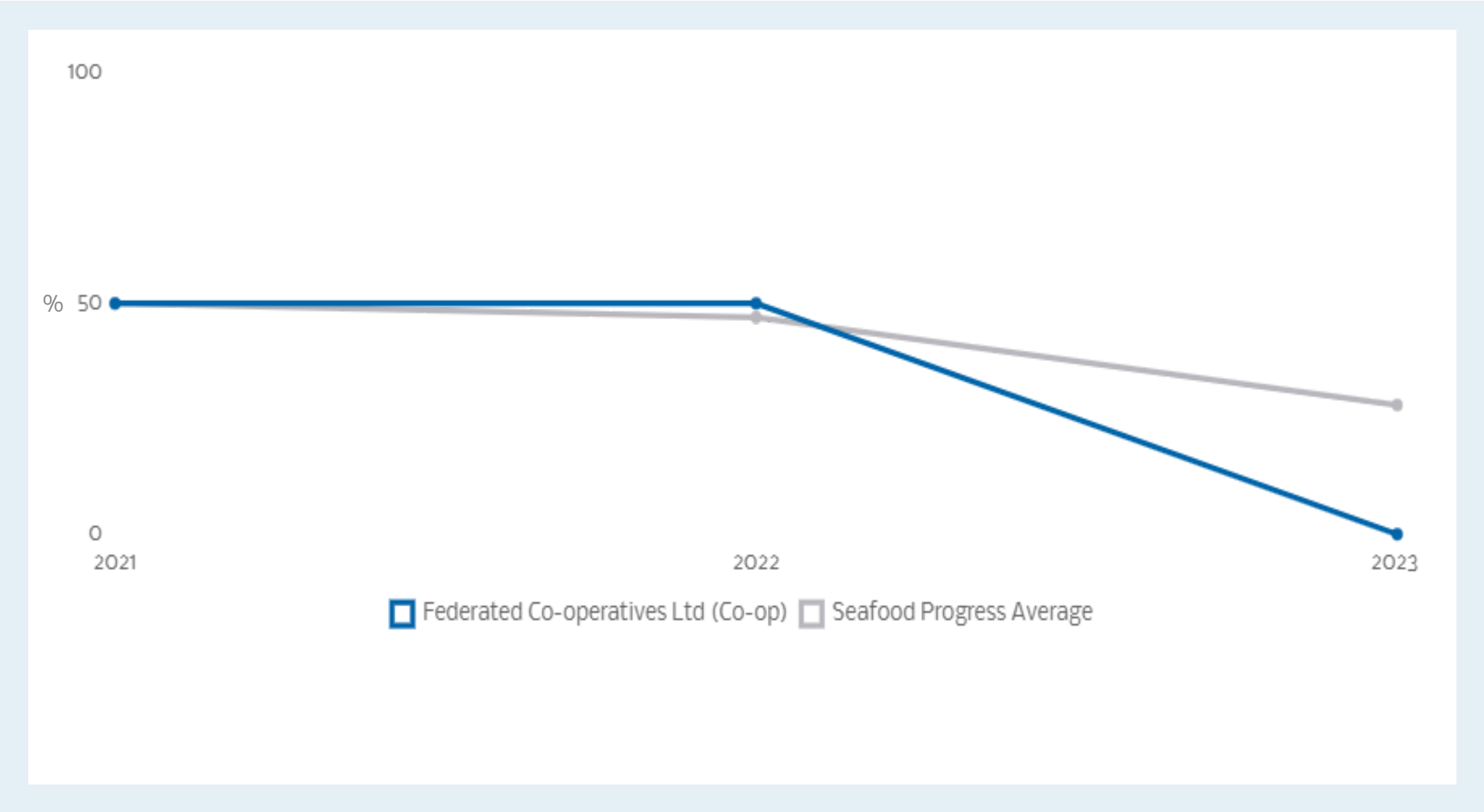


FCL recently developed a “Sustainable Fish & Seafood Training” SOP which is presented to new employees at the retail level. By the end of April, 2023, this training will also be presented to retail meat managers during Meat Clinics training. FCL will continue to review and revise this training and have internal discussions on creating an online training module on its Learning Centre platform (personal communication, L. Sparrow-Moellenbeck, 20/04/2023).

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 There is a description of the grocer's seafood commitments in store.

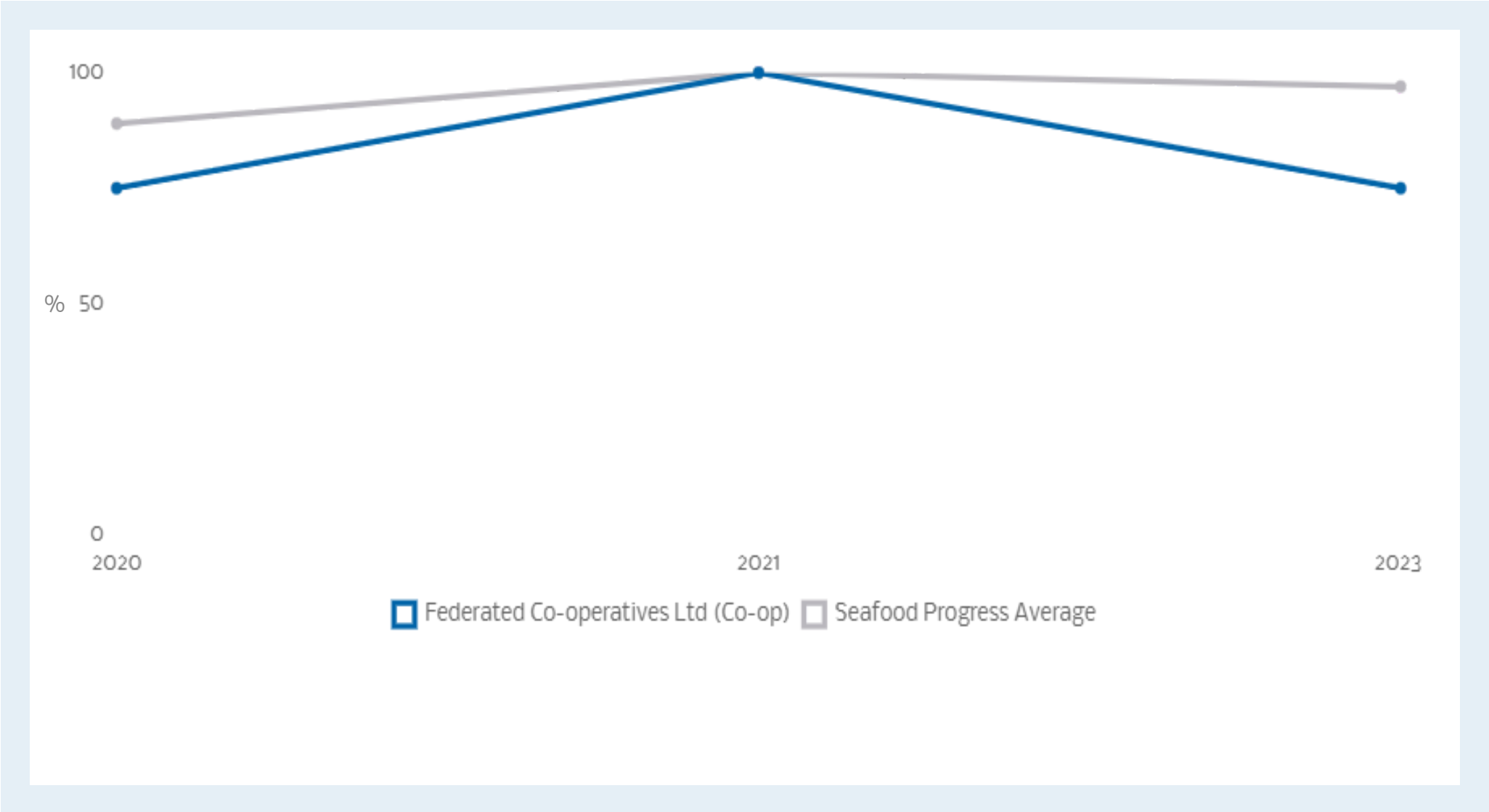


SeaChoice conducted an instore visite on March 2, 2023 and found no information specific to FCL’s Sustainable Fish & Seafood Policy or its commitment to social responsibility in store.

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.

5.3 The grocer has taken actions to ensure its suppliers are aware of its sustainable seafood commitment.

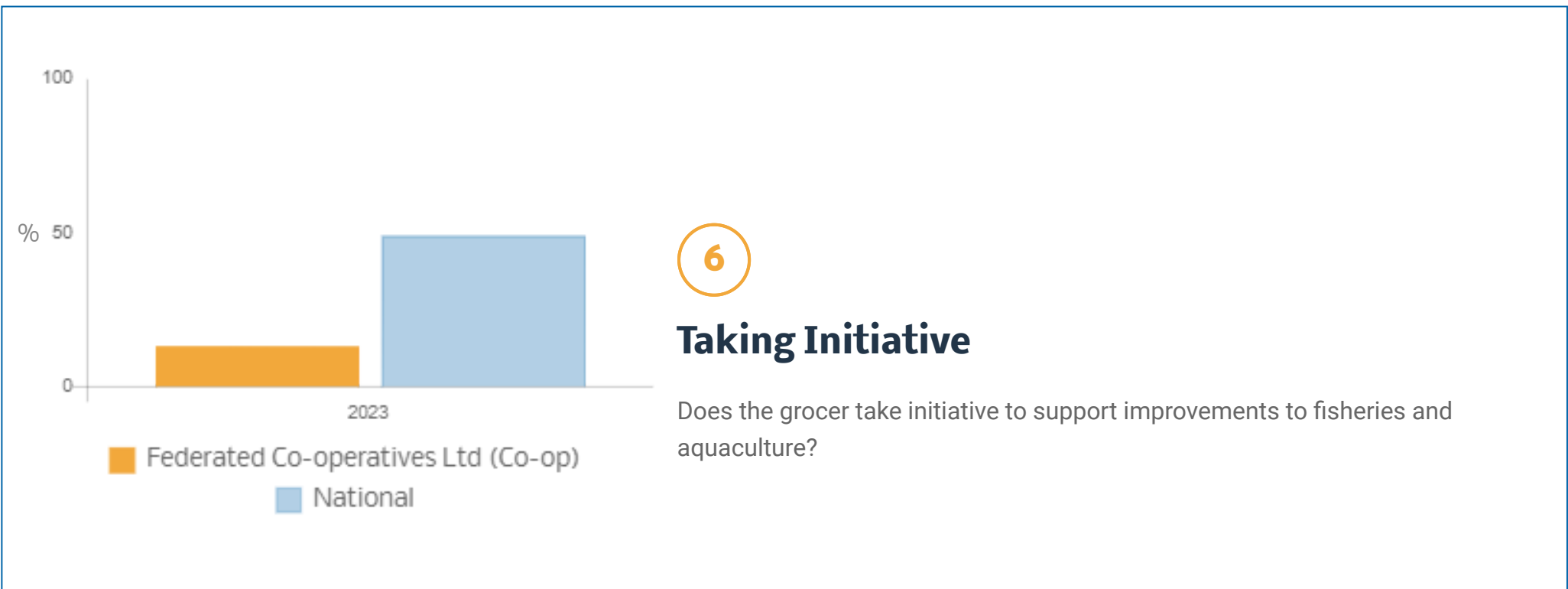


FCL requires suppliers to confirm the sustainability rankings, certifications and volumes for all products they provide to FCL through its annual survey. Additioanlly, when meeting with suppliers regarding new products, FCL discusses its sustainable seafood commitment. Finally, FCL discusses its policy with smaller local fisheries and provides them with recommendations on how to meet its requirements (personal communication, L. Sparrow-Moellenbeck, 20/04/2023).

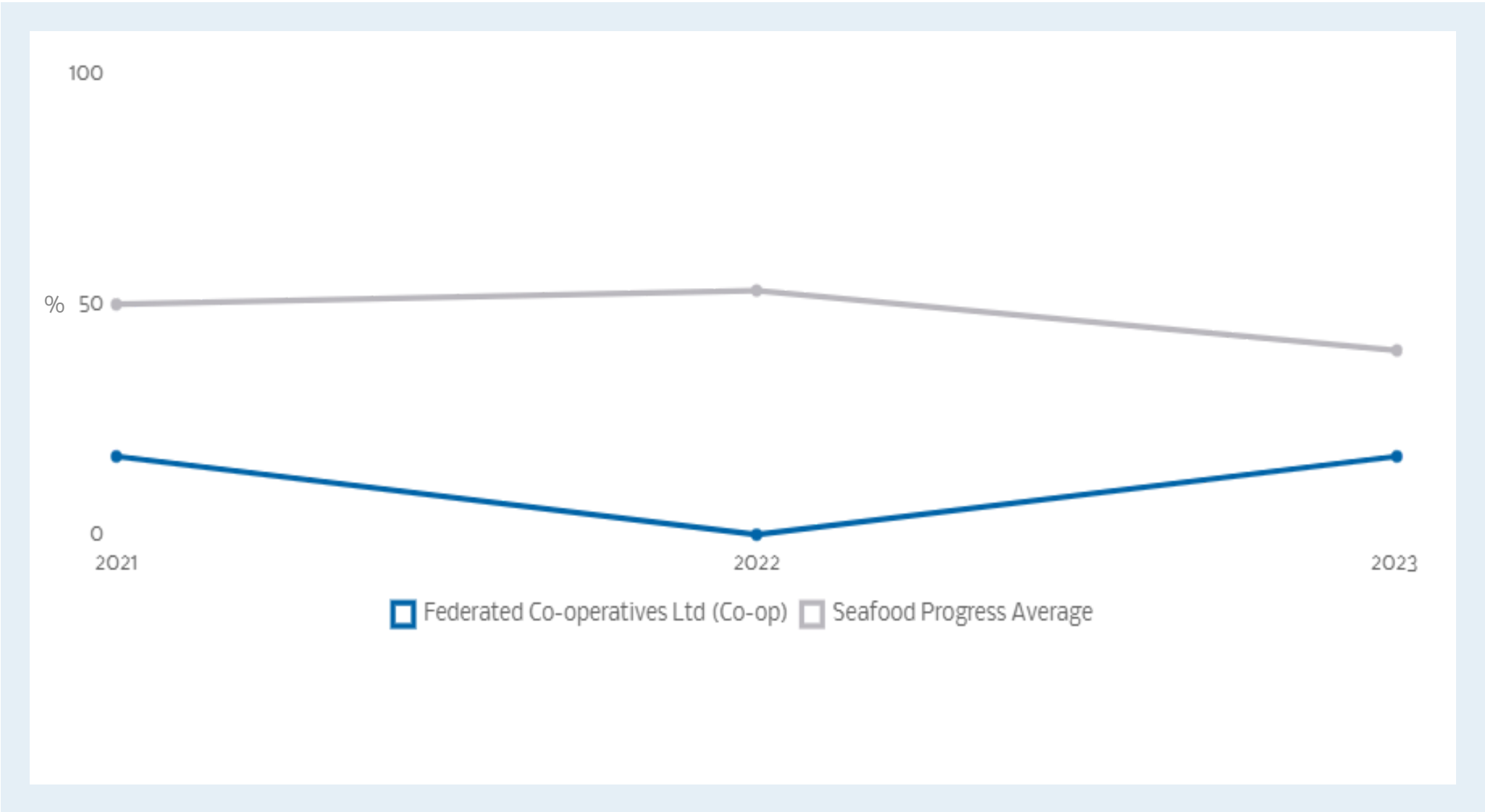
Scoring

- 100% The grocer shares its sustainable seafood commitment and any updates made to its commitment, has a clear strategy to engage with its suppliers and provides direct support (e.g. training, resources) to help ensure all seafood products are procured in line with its policies.
- 75% The grocer shares its sustainable seafood commitment and any updates made to its commitment and regularly engages with its suppliers to help ensure the products they supply meet its expectations.
- 50% The grocer shares its sustainable seafood commitment and any updates made to its commitment and sometimes engages with its suppliers to help ensure the products they supply meet its expectations.
- 25% The grocer sends its suppliers a copy of its sustainable seafood commitment.
- 0% The grocer has taken no actions OR no information is available.

STEP 6: TAKING INITIATIVE



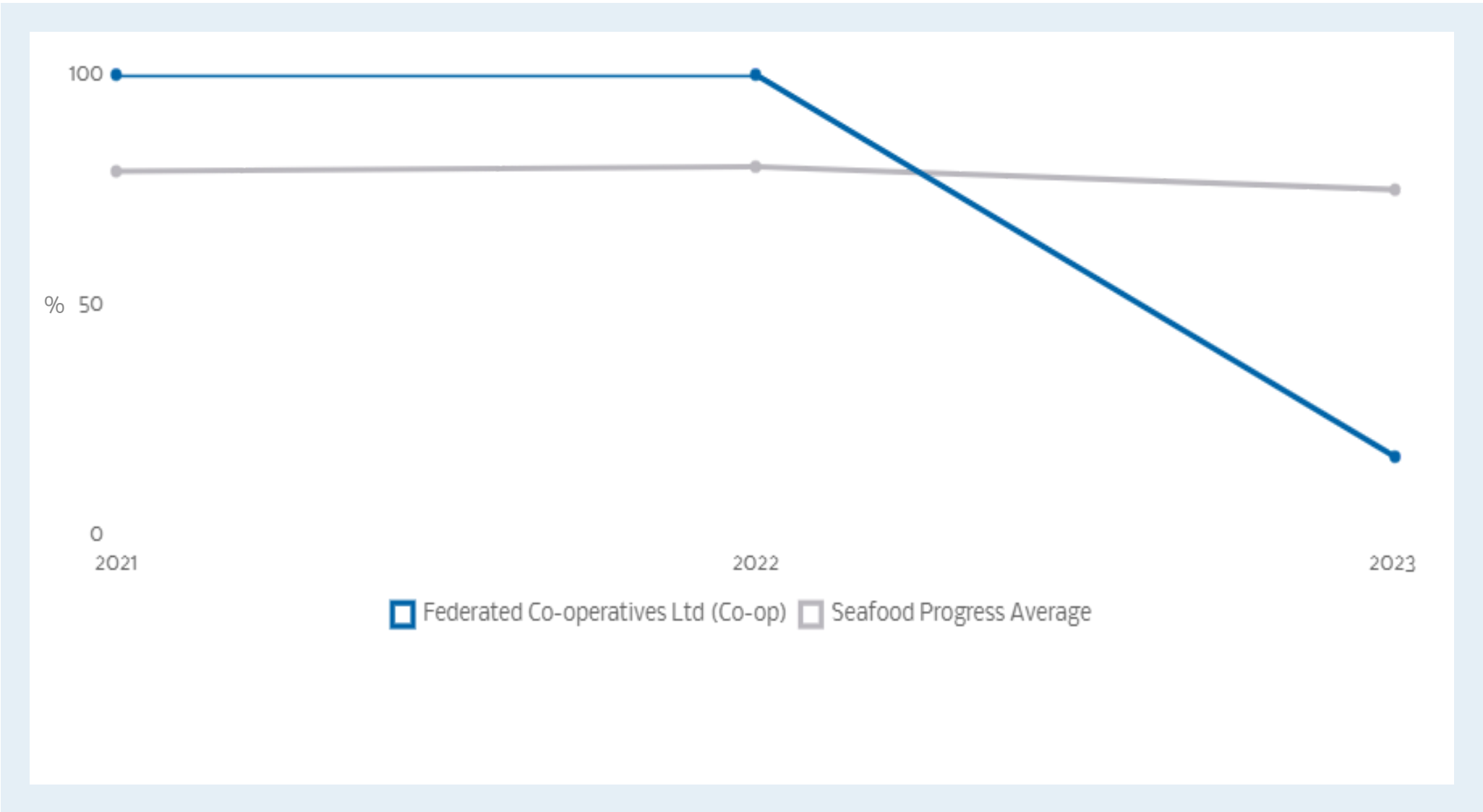
6.1 Farmed Atlantic salmon (Salmo salar)



FCL does not sell any genetically engineered or modified farmed salmon and has no plans to (personal communication, L. Sparrow-Moellenbeck, 23/02/2023).

- ✗ Only sells farmed salmon products that meet the highest bars for sustainability, i.e. are produced in a closed containment facility, 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 salmon farming management to be more environmentally sustainable (17 pts).
- ✗ Promotes farmed salmon products from closed containment producers through marketing efforts and/or distinguishes these products from open-net pen products at points of sale (17 pts).
- ✗ 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).
- ✗ Refrains from advertising versions of this product that are Not Recommended by Ocean Wise and/or rated Avoid by Seafood Watch (17 pts).
- ✗ Preferentially procures farmed salmon from closed containment producers and/or sources that are Recommended by Ocean Wise or rated Best Choice by Seafood Watch (17 pts).
- ✓ Does not sell genetically engineered (GE) or genetically modified (GM) farmed salmon (17 pts).

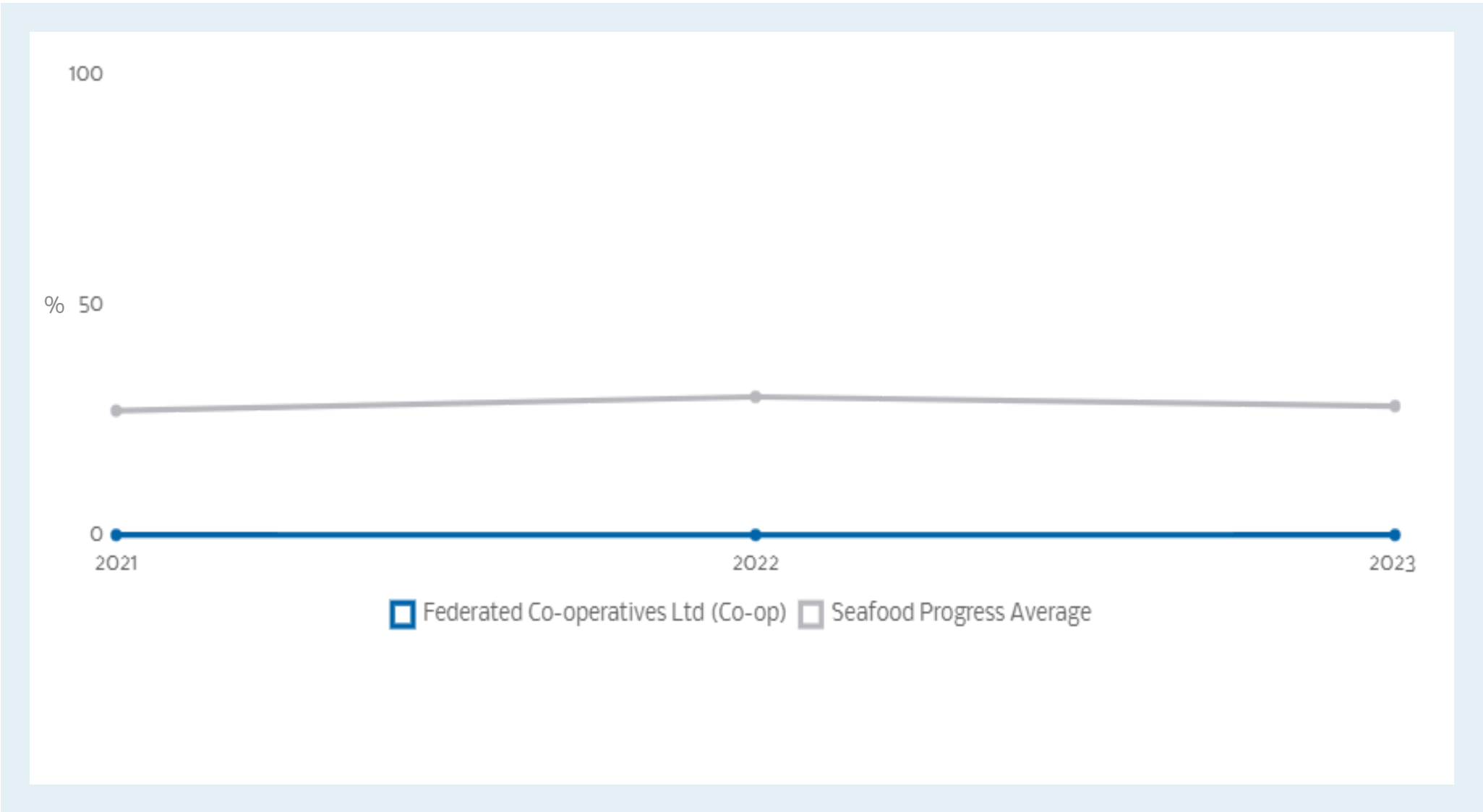
6.2 Farmed shrimp and prawns (Multiple spp).



All of FCL’s private label farmed shrimp products are certified by Best Aquaculture Practices (BAP) as 2 star or above. However, SeaChoice was unable to verify if FCL’s national brand shrimp products meet the same criteria (personal communication, L. Sparrow-Moellenbeck, 23/02/2023).

- ✗ 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 (17 pts).
- ✗ Collaborates with other companies pre-competitively to improve shrimp and prawn farming practices (17 pts).
- ✗ Works with suppliers or producers directly to improve shrimp and prawn farming practices (17 pts).
- ✗ Refrains from advertising versions of this product that are not ASC or BAP 2 star plus certified, Not Recommended by Ocean Wise and/or rated Avoid by Seafood Watch
- ✓ 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 (17 pts).
- ✗ Prioritizes sourcing from suppliers committed to full chain traceability and/or making social responsibility improvements (17 pts).

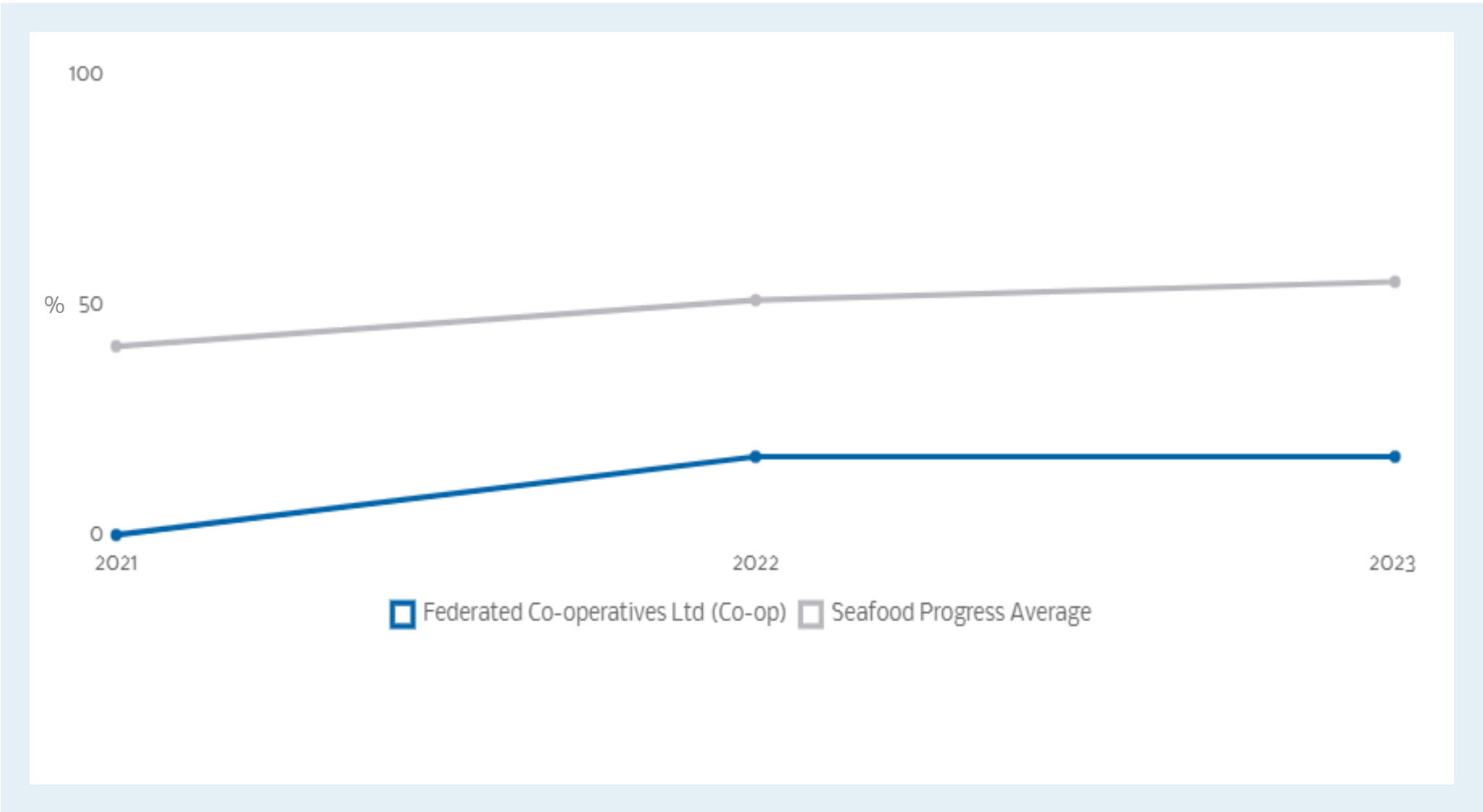
6.3 Skipjack tuna (Katsuwonus pelamis)



FCL is not taking any actions to support improvements to skipjack tuna management at this time (personal communication, L. Sparrow-Moellenbeck, 23/02/2023).

- ✗ 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 (17 pts).
- ✗ Collaborates with other companies pre-competitively to improve skipjack fishery management practices (17 pts).
- ✗ Works with suppliers or producers directly to improve skipjack fishing practices (17 pts).
- ✗ Only advertises 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 (17 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 (17 pts).
- ✗ Prioritizes sourcing from suppliers committed to full chain traceability and/or making social responsibility improvements (17 pts).

6.4 Other species



FCL preferentially sources seafood that is Ocean Wise Recommended, certified or rated Best Choice by Seafood Watch (personal communications, L. Sparrow-Moellenbeck, 23/02/2023).

- ✗ Only sells versions of a certain species 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 (17 pts).
- ✗ Collaborates with other companies pre-competitively to improve fishing or aquaculture practices (17 pts).
- ✗ Works with suppliers or producers directly to improve fishing or farming practices (17 pts).
- ✗ Refrains from advertising versions of a certain species that are not MSC/ASC certified, Not Recommended by Ocean Wise and/or rated Avoid by Seafood Watch (17 pts).
- ✓ Preferentially sources from more sustainable sources that are MSC/ASC certified, Recommended by Ocean Wise or Best Choice by Seafood Watch (17 pts).
- ✗ Prioritizes sourcing from suppliers committed to full chain traceability and/or making social responsibility improvements (17 pts).