

Seafood Progress

Brands' Commitment to Sustainable and Socially Responsible Seafood

47

2022 aggregate score

Seafood Progress Average :
63



Sustainable Seafood Policy
[Seafood Sourcing Statement](#)



Headquarters
Seattle, USA

OVERVIEW

Commitment to Sustainable Seafood



0%

of products sold in
2022 met
commitment.

Sustainability Commitment. Aqua Star has a general commitment that lacks clear objectives. While one of its ongoing priorities is to expand its supply chain for farmed shrimp to include more BAP 4 star and ASC certified products, it is unclear how much of its farmed shrimp it aims to source in line with these standards. Aqua Star's website does mention that it sells a wide range of MSC, ASC and BAP certified, and Ocean Wise Recommended products, but it doesn't specify goals in relation to these, or any other, standards. Aqua Star informed us that it also works with a third party traceability provider to serve its goal of increasing verification throughout its supply chains from the point of harvest for wild products and hatchery for farmed products. Aqua Star has not reported on the percentage of seafood sold that met its commitment in the past year.

Clear Objectives



Supplier Expectations



Traceability Policy

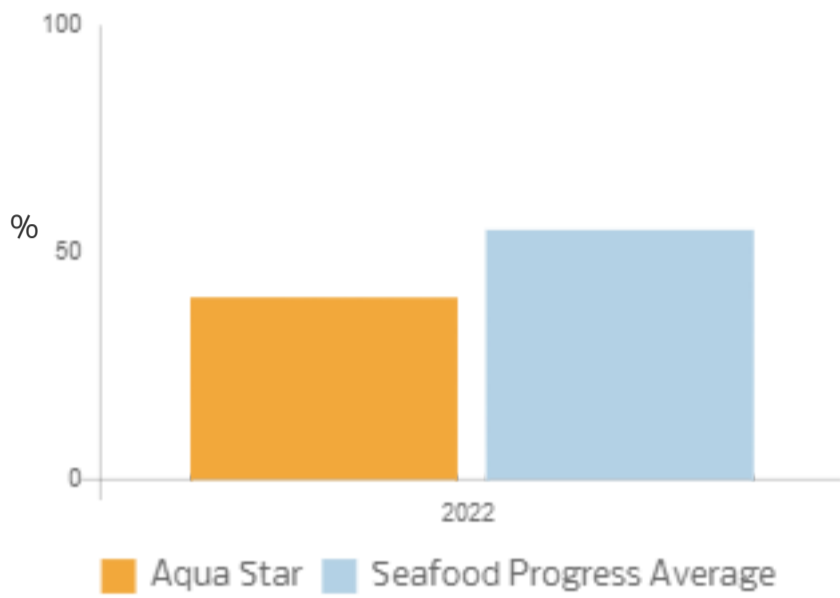


Reporting on Activities



Social Responsibility Commitment. Aqua Star's commitment to social responsibility is informed by its Supplier Code of Conduct which is based on the Ethical Trading Initiative's Base Code. This code addresses issues like wages, hours of work, child labour and health and safety. SeaChoice could not find evidence that Aqua Star has a traceability policy in place to support its commitment to social responsibility or that it reports publicly on activities to support its commitment.

STEP 1: COMMITMENT

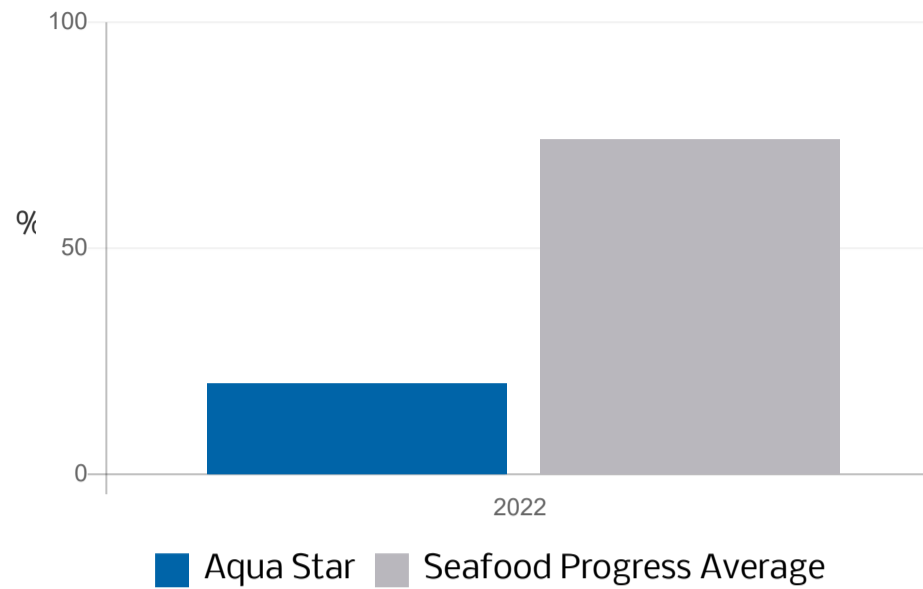


1

Commitment

Does the brand have comprehensive commitments to sustainable and socially responsible seafood?

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



Aqua Star has a general commitment to environmentally sustainable seafood that lacks clear objectives. While one of its ongoing priorities is to expand its supply chain for farmed shrimp to include more BAP 4 star and ASC certified products (personal communication, C. Peet, 11/03/2022), it is unclear how much of its farmed shrimp it aims to source in line with these standards. Aqua Star's website does mention that it sells a wide range of MSC, ASC and BAP certified, and Ocean Wise Recommended products, but it doesn't specify goals in relation to these, or any other, standards. Aqua Star also works with a third party traceability provider to serve its goal of increasing verification throughout its supply chains from the point of harvest for wild products and hatchery for farmed products.

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 that traces at least the product scientific name, geographic origin, farmed/wild and gear type or farming method.

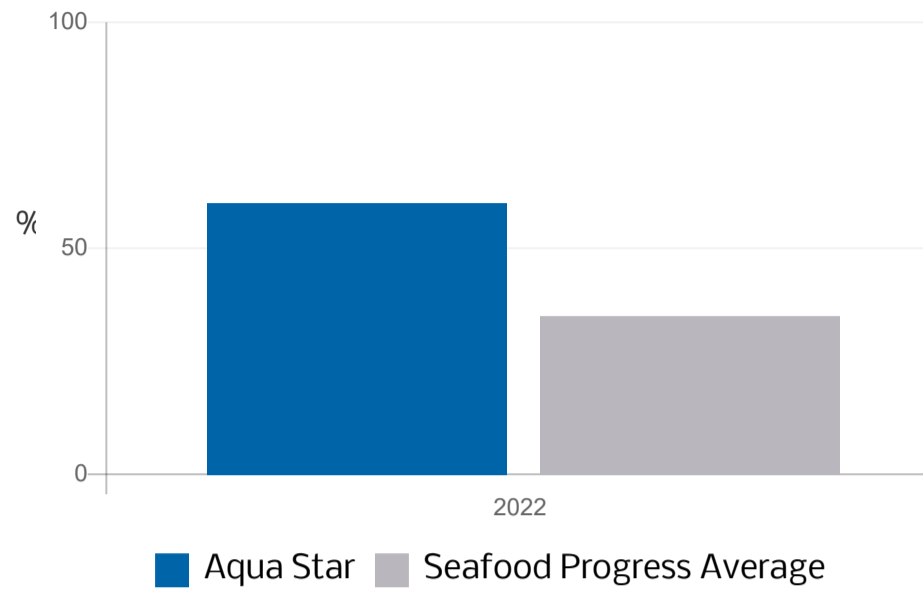
60% Commitment to environmental sustainability that includes clear objectives that are supported by references to credible standards (such as Seafood Watch or Ocean Wise ratings, eco-certifications, etc.).

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 regarding socially responsible seafood.



Aqua Star's commitment to social responsibility is informed by its Supplier Code of Conduct which is based on the Ethical Trading Initiative's Base Code (personal communication, C. Peet, 11/03/2022). This code addresses issues like wages, hours of work, child labour and health and safety. SeaChoice could not find evidence that Aqua Star has a traceability policy in place to support its commitment to social responsibility or that it reports publicly on activities to support its commitment.

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.

80% Commitment to social responsibility includes clear objectives, actions or expectations for seafood suppliers, and a clear and effective traceability policy.

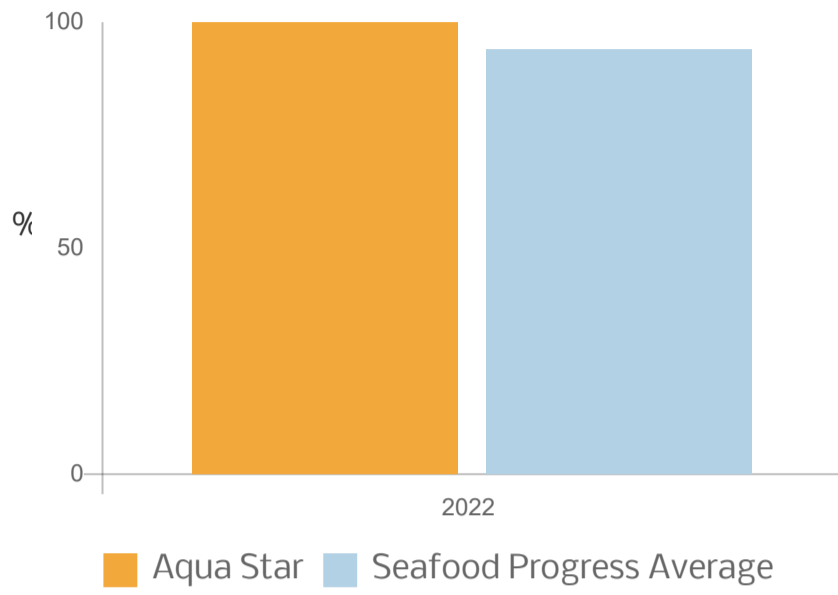
60% Commitment to social responsibility includes clear objectives and actions or expectations for seafood suppliers.

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.).

20% General commitment to socially responsible seafood.

0% No publicly available social responsibility commitment.

STEP 2: COLLECTING DATA

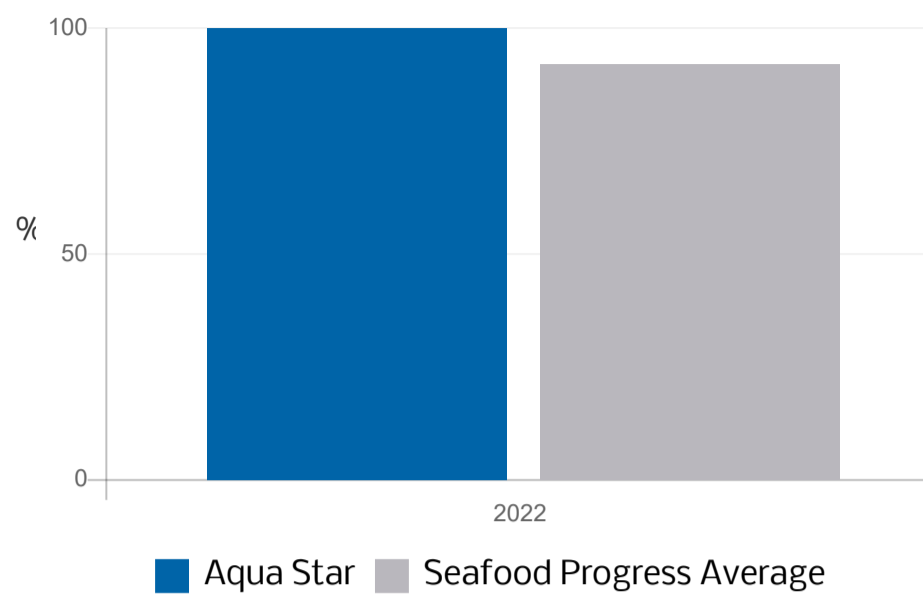


2

Collecting Data

Is the brand collecting data to support its commitment?

2.1 The brand collects data on species scientific name.



Aqua Star collects data on scientific name for all products (personal communication, C. Peet, 03/03/2022).

Scoring

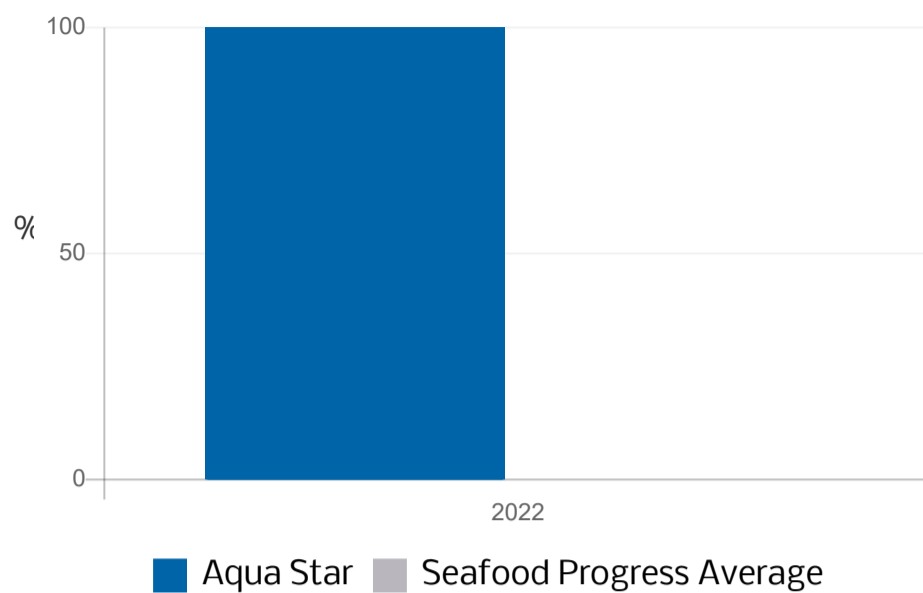


100% Collects data for all products.

50% Collects data for some products.

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

2.2 The brand collects data on geographic origin.



Aqua Star collects data on geographic origin for all products (personal communication, C. Peet, 03/03/2022).

Scoring

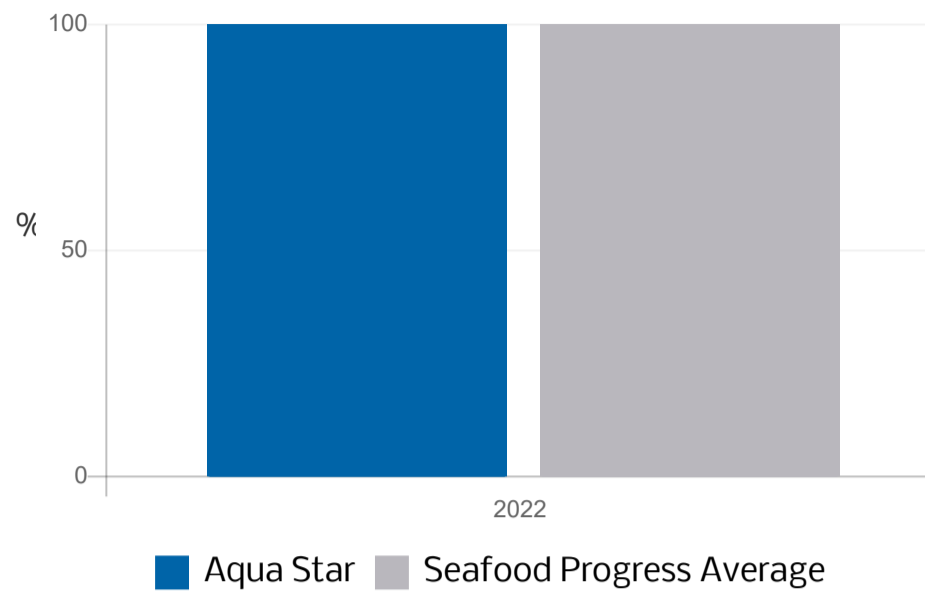


100% Collects data for all products.

50% Collects data for some products.

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

2.3 The brand collects data on whether wild or farmed.



Aqua Star collects data on whether farmed or wild for all products (personal communication, C. Peet, 03/03/2022).

Scoring

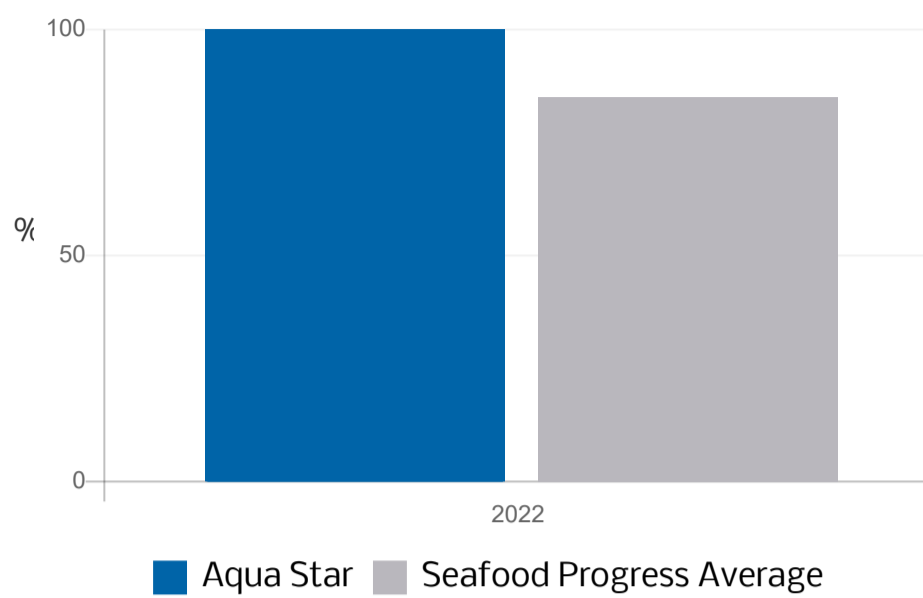


100% Collects data for all products.

50% Collects data for some products.

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

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



Aqua Star collects data on gear type or farming method for all products (personal communication, C. Peet, 03/03/2022).

Scoring

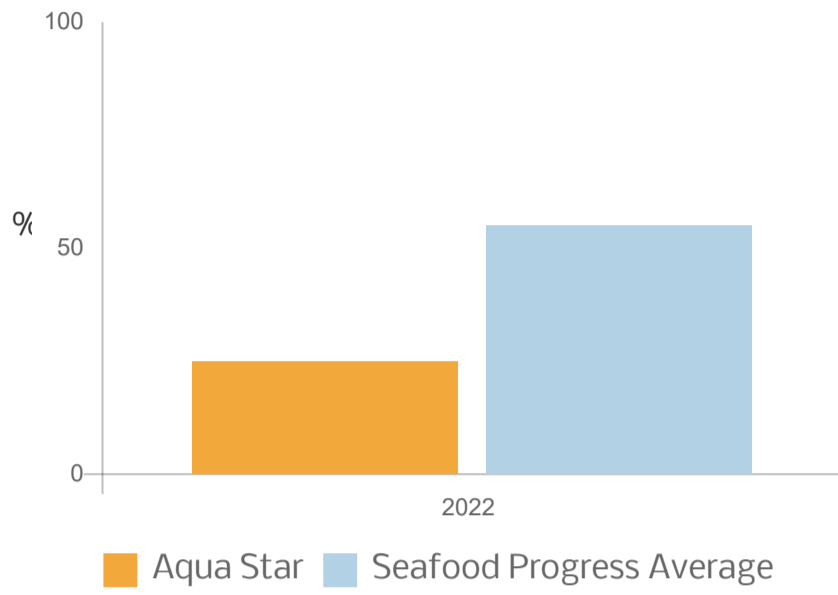


100% Collects data for all products.

50% Collects data for some products.

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

STEP 3: SOURCING

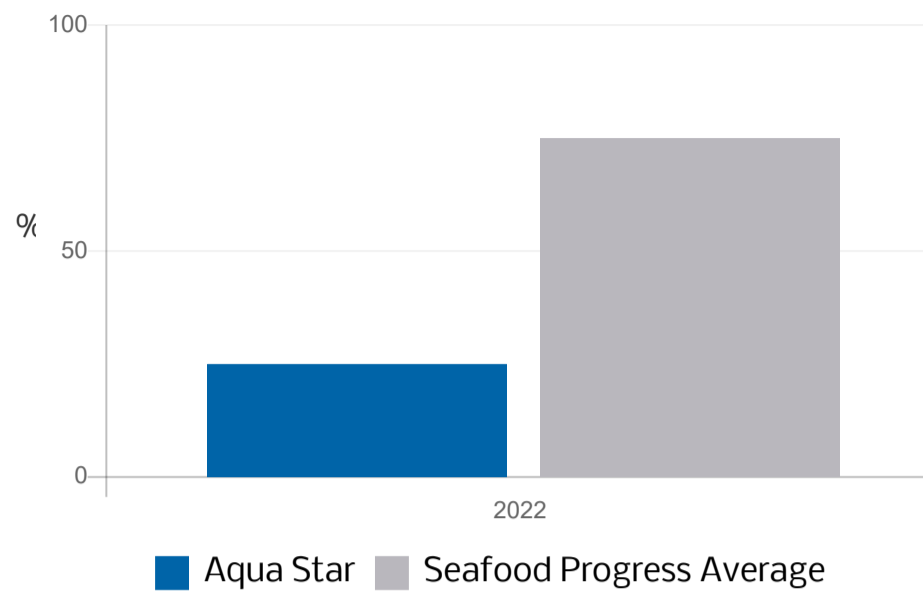


3

Responsible Sourcing

Is the brand making responsible sourcing decisions?

3.1 Company publishes a clear hierarchy demonstrating its sourcing priorities.



Aqua Star publishes a general list of standards it uses to inform its purchasing decisions for some products but does not indicate a clear hierarchy of standards to demonstrate its sourcing priorities.

Scoring



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

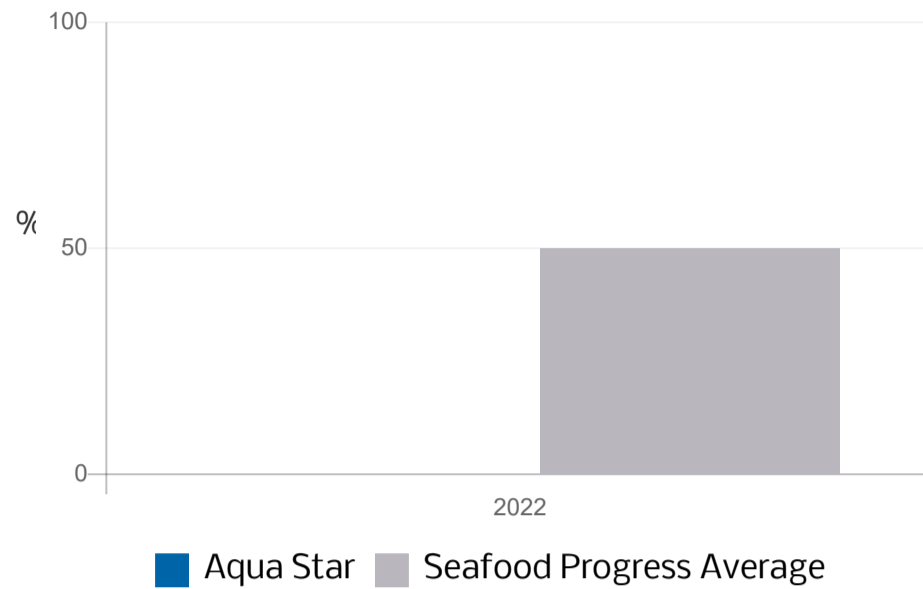
75% Publishes a clear hierarchy of sustainability standards used for sourcing some commodities, and identifies a general list of sustainability standards that it uses to inform its purchasing decisions for other commodities.

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

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 meets its sustainability commitment by volume or value.



Aqua Star does not publish any information about how much of its seafood sold meets any sustainability bars.

Scoring



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

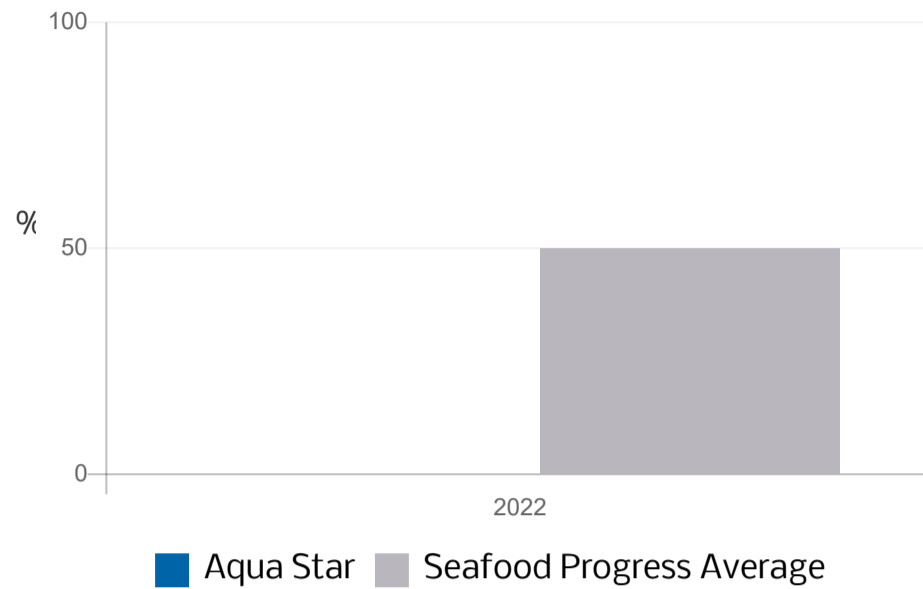
75% Grocery store has reported that 75% or more of its seafood sold meets its sustainability commitment.

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

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

0% Grocery store has not reported on the percentage of its seafood sold that meets its sustainability commitment (or no information available).

3.3 Suppliers are required to sign a code of conduct to uphold the brand's environmental sustainability commitment.



No information in Aqua Star's commitment.

Scoring



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 on at least an annual basis.

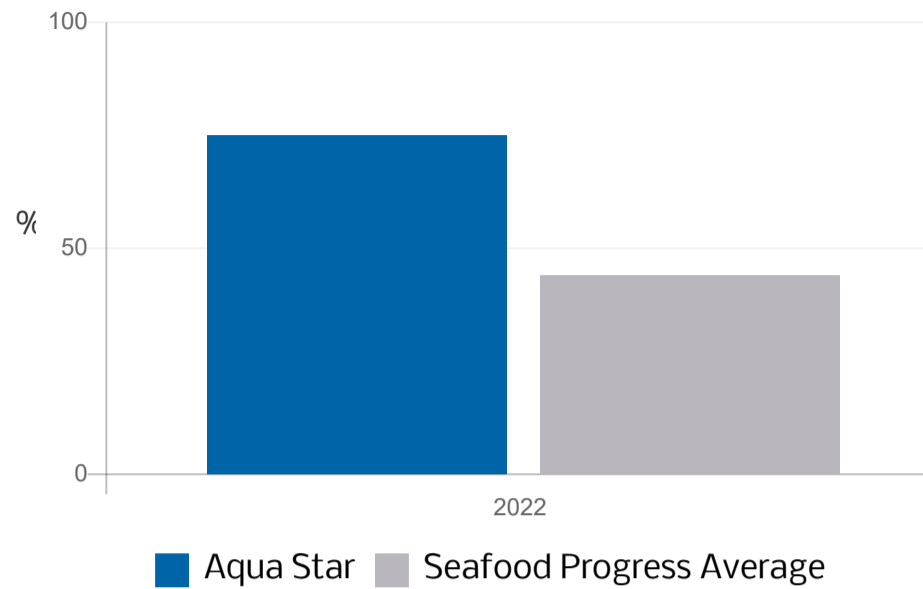
75% Rubric for retailers Feb 17 2022 Rubric for retailers Feb 17 2022 .XLSX 100% 10 B84 All suppliers are required to sign a code of conduct that covers all of the retailer's environmental sustainability commitment. Screen reader support enabled. All suppliers are required to sign a code of conduct that covers all of the retailer's environmental sustainability commitment. Turn on screen reader support

50% Rubric for retailers Feb 17 2022 Rubric for retailers Feb 17 2022 .XLSX 100% 10 B83 All suppliers are required to sign a code of conduct that covers some of the retailer's environmental sustainability commitment. Screen reader support enabled. All suppliers are required to sign a code of conduct that covers some of the retailer's environmental sustainability commitment. Turn on screen reader support

25% Some suppliers are required to sign a code of conduct that covers some of the retailer's environmental sustainability commitment.

0% Suppliers are required to sign a code of conduct to uphold the grocery store's environmental sustainability commitment.

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



Aqua Star has a Supplier Code of Conduct that applies to all its employees and suppliers and is guided by the Ethical Initiative Base Code that requires suppliers to undergo third party social audits based on its customers' policies. These audits are typically conducted annually, though this varies depending on the customer (personal communication, K. Harms, 12/01/2022).

Scoring



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 on at least an annual basis.

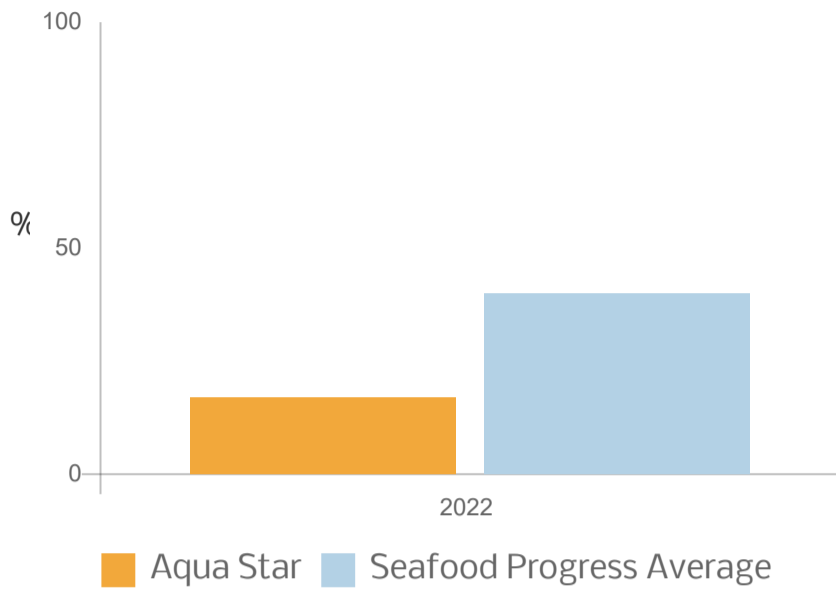
75% Rubric for retailers Feb 17 2022 Rubric for retailers Feb 17 2022 .XLSX 100% 10 B92 All suppliers are required to sign a code of conduct that covers all of the retailer's social responsibility commitment. Screen reader support enabled. All suppliers are required to sign a code of conduct that covers all of the retailer's social responsibility commitment. Turn on screen reader support

50% All suppliers are required to sign a code of conduct that covers some of the grocery store's social responsibility commitment.

25% Some suppliers are required to sign a code of conduct that covers some of the grocery store's social responsibility commitment.

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

STEP 4: TRANSPARENCY

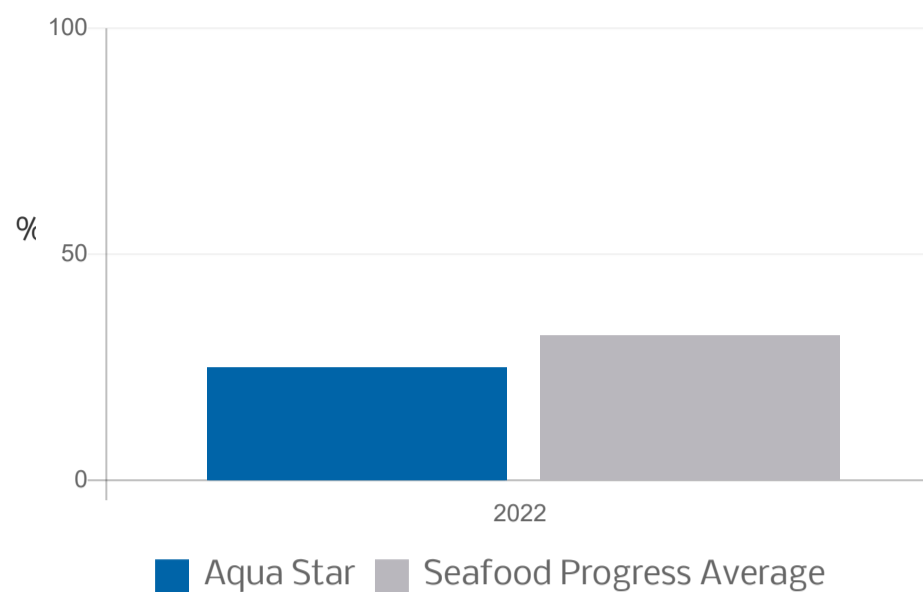


4

Transparency

Is the brand transparent about its commitment?

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



Aqua Star labels some of its products with geographic origin and as wild or farmed but does not label any products with scientific name or gear type or farming method (personal communication, C. Peet, 11/03/2022).

Scoring

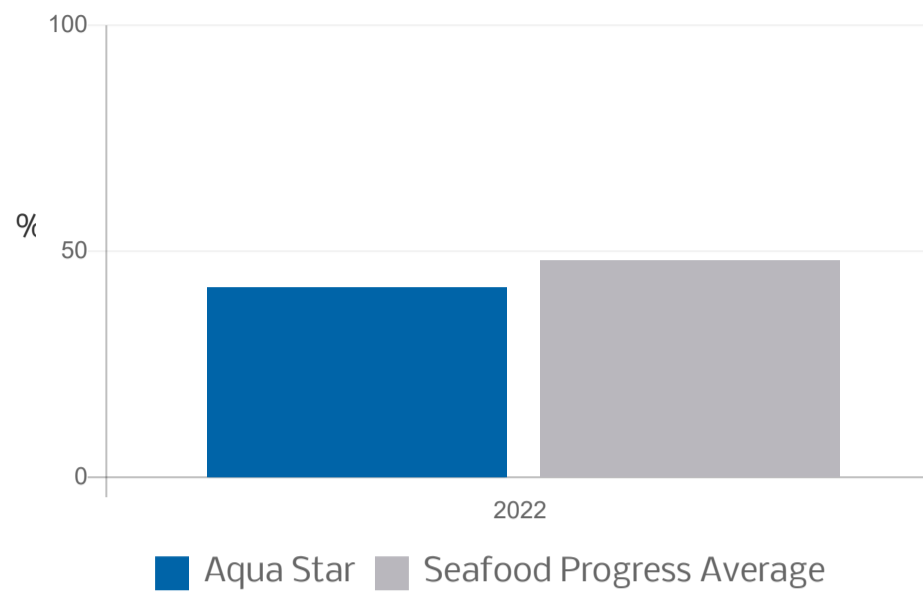


100% Grocery store labels all products with the information.

50% Grocery store labels some products with the information.

0% Grocery store 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.



Aqua Star uses its “Seafood Forever - responsibly sourced” self claim and the Ocean Wise endorsement claim on some products but does not make sourcing information publicly available to back up either claim. Additionally, its self claim does not adhere to ISO14021 Type II guidance due to the use of vague language and the fact that it is not accompanied by an explanatory statement. Aqua Star also uses the MSC and ASC certification claims on some products which include chain of custody to serve as evidence to back up these claims (personal communication, C. Peet, 03/03/2022).

Scoring

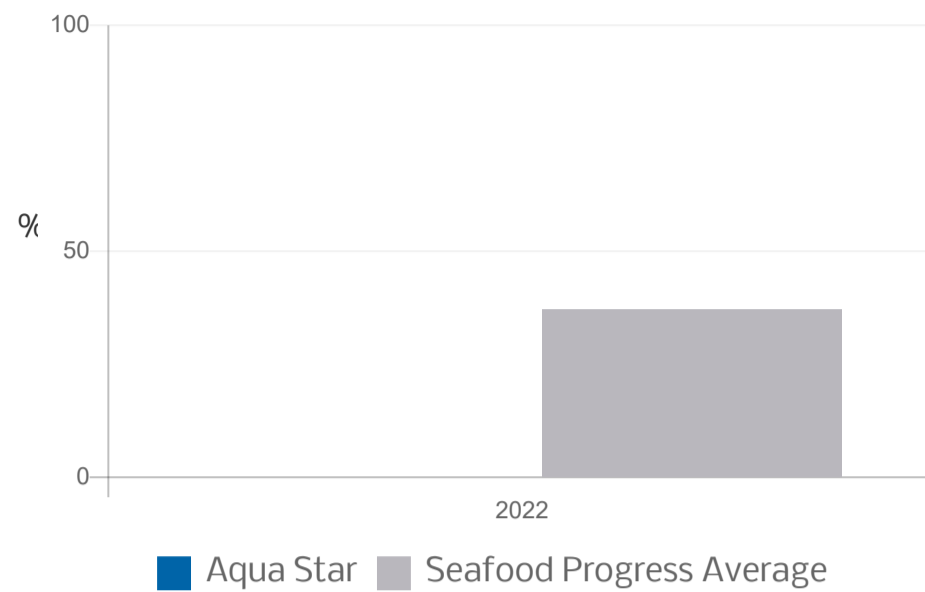


100% Grocery store labels all products with an ecolabel as appropriate.

50% Grocery store labels some products with an ecolabel as appropriate.

0% Grocery store does not label products with an ecolabel as appropriate (or no information available).

4.3 Scientific name, geographic origin and harvest method of the brand's products is publicly available.



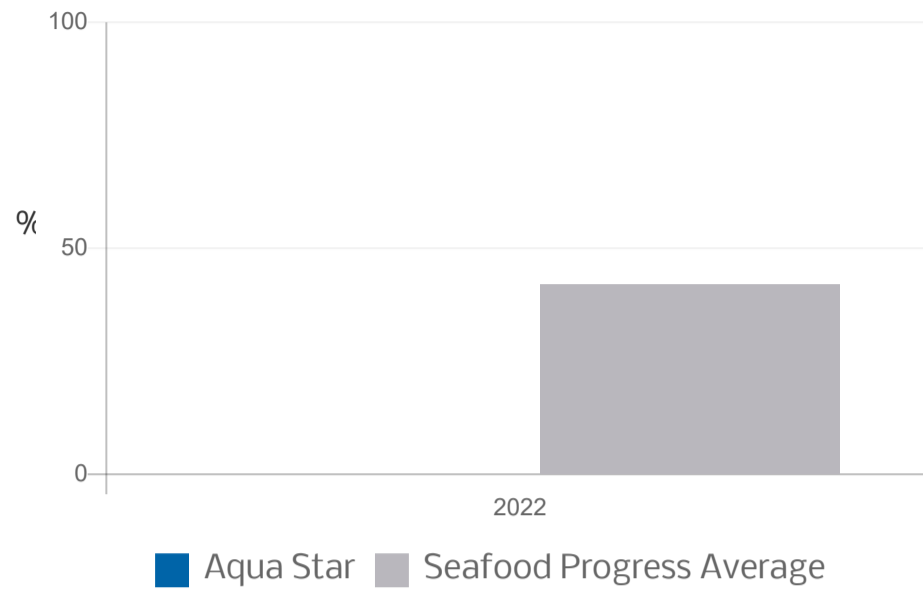
Aqua Star has at one point made a list of products procured with scientific name, geographic origin, harvest method and farming method available to the public through its [FishChoice profile](#). However, SeaChoice could not determine the date of its profile or whether it plans to update it.

Scoring



- 100% All seafood products with region and gear type has been made available.
- 50% Some seafood products with region and gear type has been made available.
- 0% No list of products procured with region and gear type has been made available.

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



Aqua Star does not report on the percentage of seafood sold that meets its sustainability commitment.

Scoring

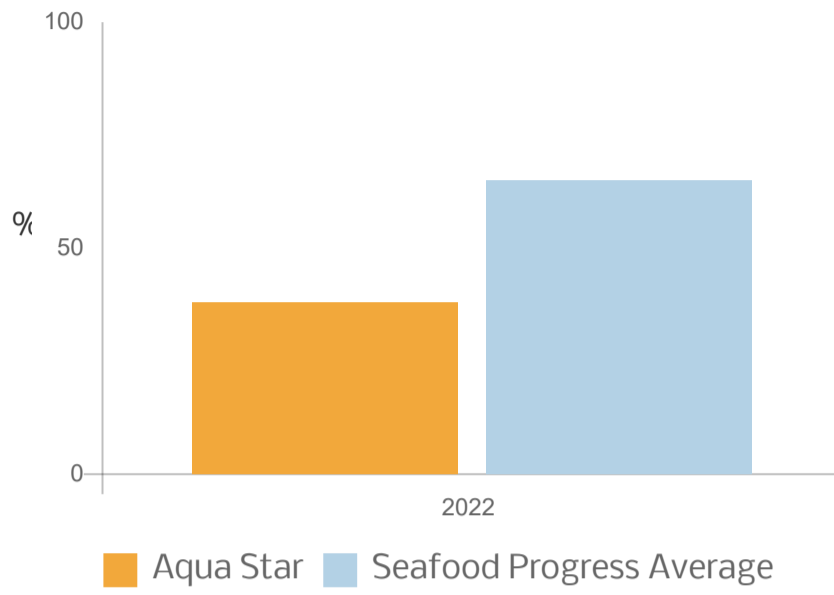


100% Retailer regularly reports publicly how much of its seafood sold meets its commitment by volume or value of sales every year.

50% Rubric for retailers Feb 17 2022 Rubric for retailers Feb 17 2022 .XLSX 100% 10 B123 Retailer has at one point reported publicly how much of its seafood sold meets its commitment. Screen reader support enabled. Retailer has at one point reported publicly how much of its seafood sold meets its commitment. Turn on screen reader support

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

STEP 5: EDUCATION

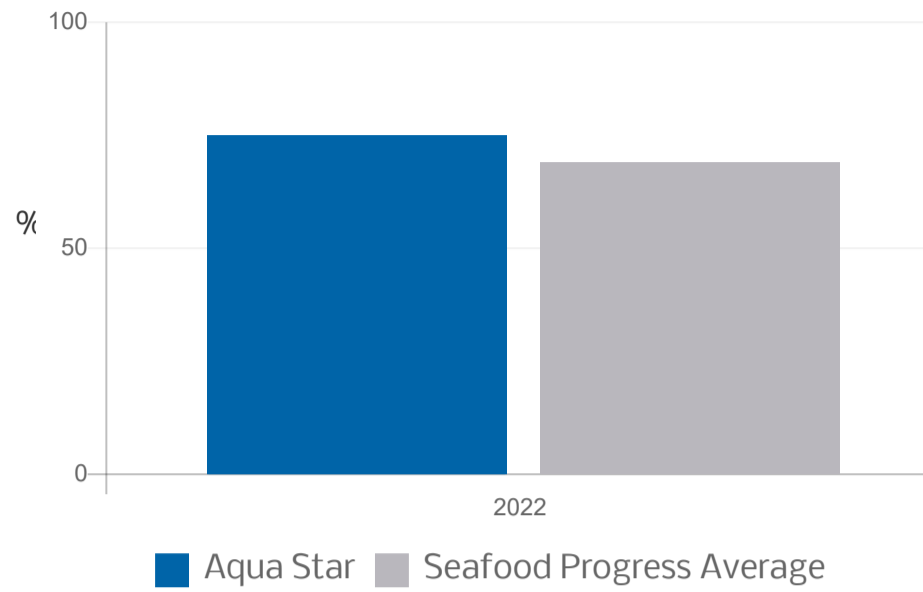


5

Education

Does the brand educate key stakeholders about the importance of its commitment to sustainable seafood?

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



Aqua Star provides some description of its commitment to sustainable seafood, and a comprehensive description of its commitment to socially responsible seafood, on its website.

Scoring



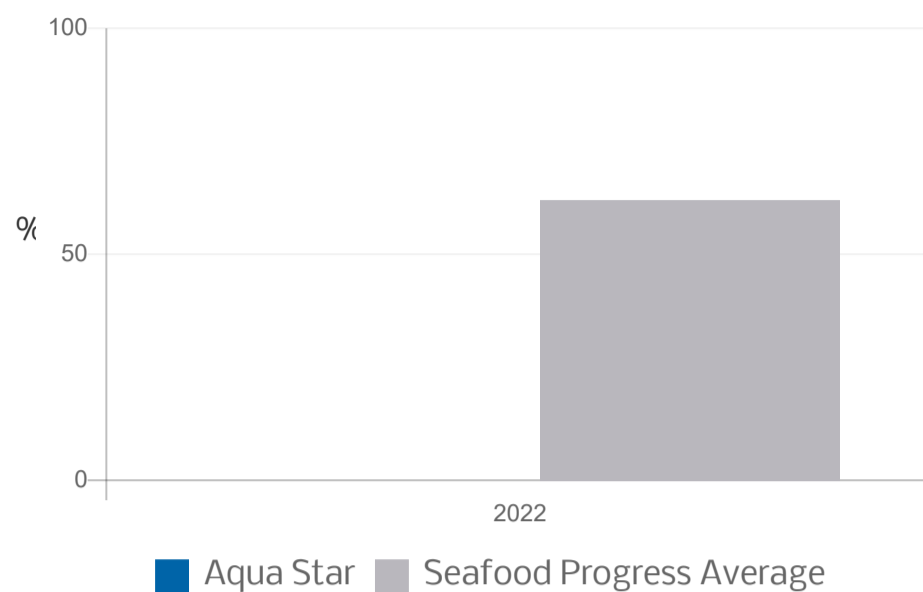
100% Training programs regularly conducted for all seafood staff.

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 or policy.



No information in Aqua Star's commitment.

Scoring

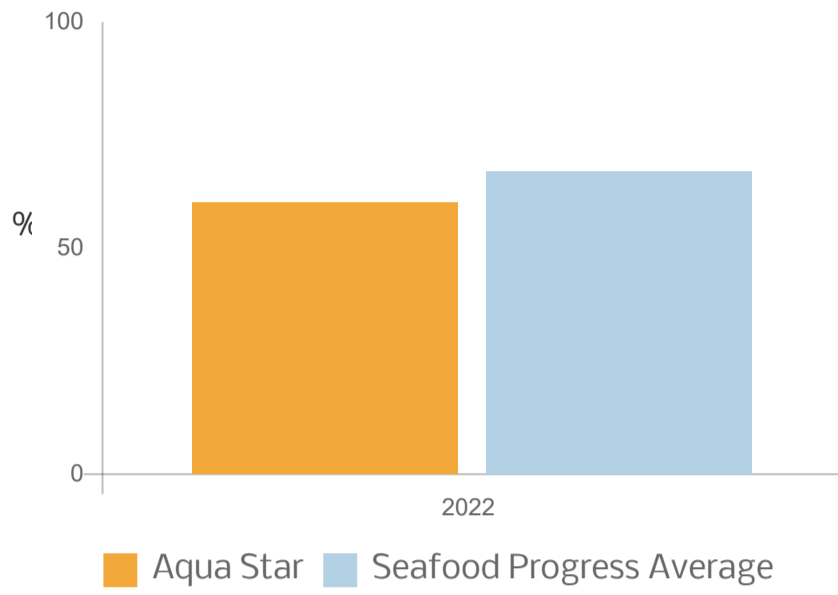


100% There is a comprehensive description of the grocery store's commitments to sustainable and socially responsible seafood in store.

50% There is some description of the grocery store's commitment to sustainable seafood and/or socially responsible seafood in store.

0% There is no description of the grocery store's commitments to sustainable and socially responsible seafood in store.

STEP 6: TAKING INITIATIVE

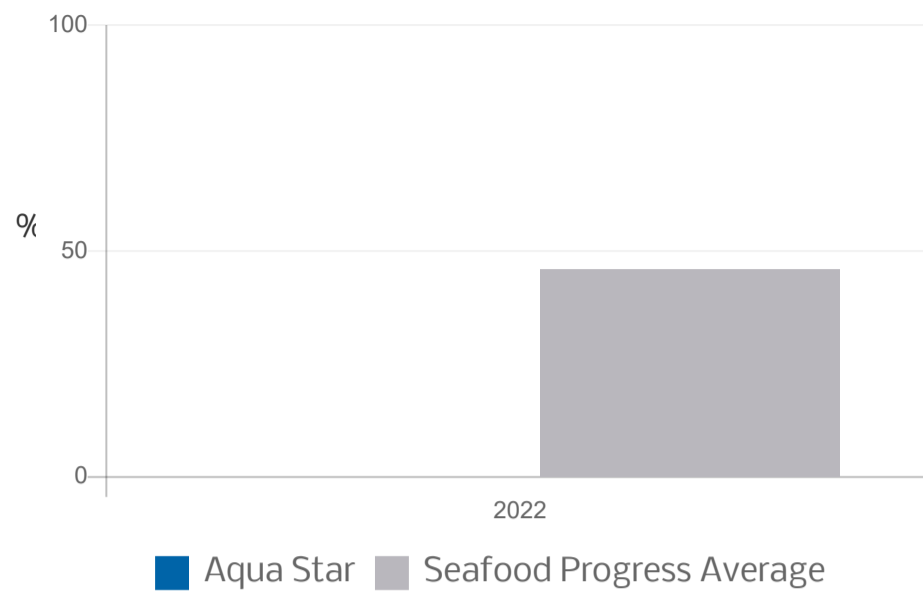


6

Taking Initiative

Does the brand support improvements of any 'Priority Seafood' products?

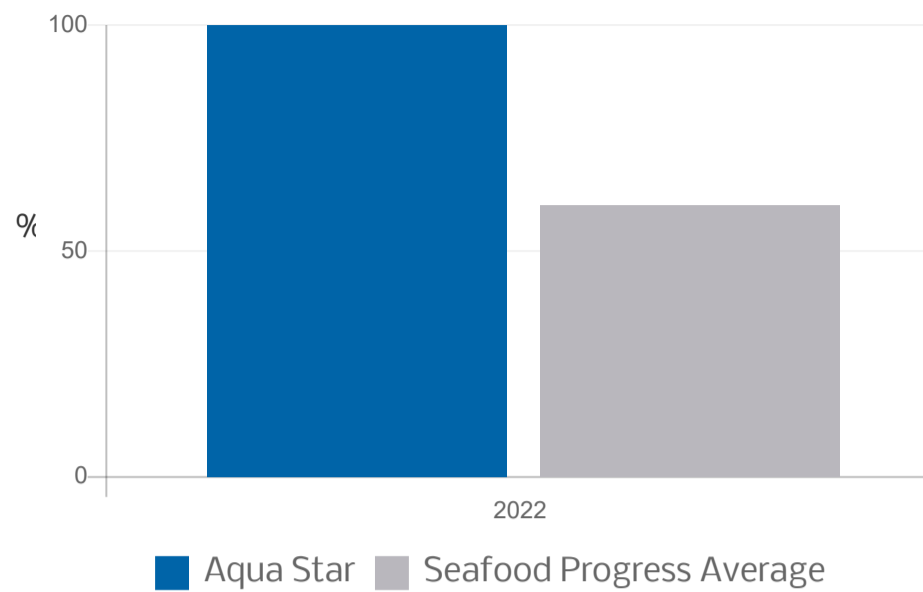
6.1 Farmed Atlantic salmon (either Canadian produced or imported)



Aqua Star sells farmed Atlantic salmon products but is not currently taking any actions to support improvements to the management of this species (personal communication, C. Peet, 03/03/2022).

- ✘ 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 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 ASC certified, Not Recommended by Ocean Wise and/or rated Avoid by Seafood Watch (17 pts).
- ✘ Preferentially procures farmed salmon from closed containment producers and sources that are ASC certified, 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).

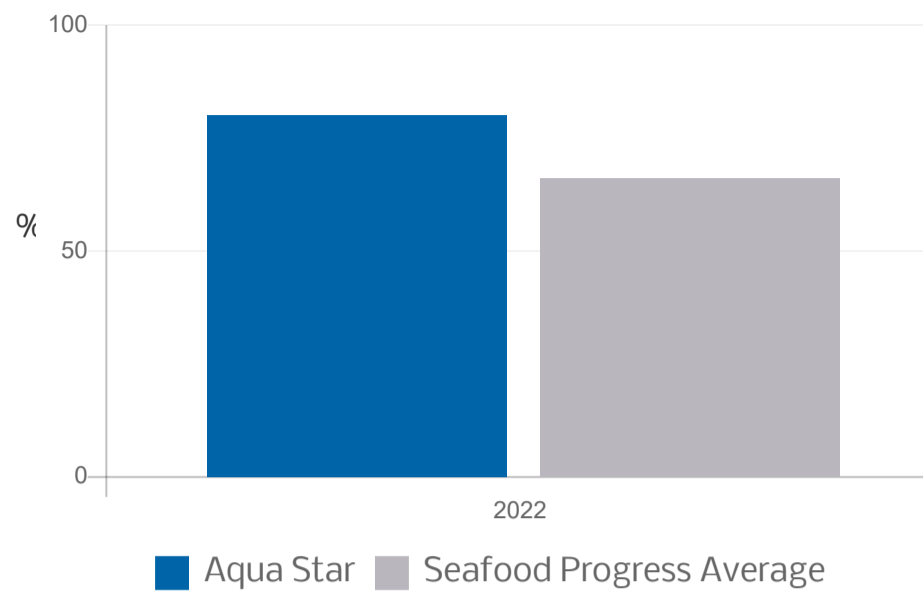
6.2 Farmed shrimps and prawns, Imported - multiple spp.



Aqua Star only sells farmed shrimp that is BAP 2 star or ASC certified and requires raw material tracking for shrimp plants, farms, hatcheries, and feed mills. The company collaborates with other companies precompetitively through roundtables with the Sustainable Fisheries Partnership (SFP) and signed on to a letter to the Thai government in support of farmed shrimp management improvements. Aqua Star also supports a variety of farmed shrimp aquaculture improvement projects (AIPs) through the SFP. Aqua Star's goals for the next year are to engage with global Fishery and Aquaculture Improvement Projects through ongoing collaboration, expand Best Aquaculture Practices certifications, and to move its supply chain towards 100% certified fish meal and oil (personal communication, C. Peet, 03/03/2022).

- ✓ 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 traceability (20 pts).

6.4 Other seafood products.



Aqua Star is a member of the NFI Crab Council, an association of U.S.-based seafood companies that sponsor global sustainability projects to improve crab fisheries. Aqua Star also preferentially sources MSC certified for its wild products and works with a third party traceability provider to serve its goal of increasing verification throughout its supply chains (personal communication, C. Peet, 03/03/2022).

- ✘ 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 traceability (20 pts).

SeaChoice is a sustainable seafood partnership of the following three conservation groups:



CONNECT WITH US

