

Seafood Progress

Brands' Commitment to Sustainable and Socially Responsible Seafood

43

2022 aggregate score

Seafood Progress Average [?]:
63

Parent Company
Nissui (Nippon Suisan Kaisha, Ltd.)



Sustainable Seafood Policy
[Seafood Sourcing Statement](#)



Headquarters
Quebec, Canada

OVERVIEW

Commitment to Sustainable Seafood



0%

of products sold in
2022 met
commitment.

Sustainability Commitment. BlueWater Seafoods informed SeaChoice that it is committed to sourcing all its wild-caught seafood from MSC certified sources and all its farmed seafood from at least BAP 2 star plus certified sources. It does not appear that the company has specified a timeline for meeting this commitment. Additionally, BlueWater Seafoods has informed SeaChoice that it has a traceability program that captures certification details along with other information from our suppliers, but it is unclear if it has a full chain traceability policy that traces at least the product scientific name, geographic origin, wild or farmed and gear type or farming method. BlueWater has not reported publicly on the percentage of seafood sold in the past year that met its commitment.

Clear Objectives



Supplier Expectations



Traceability Policy

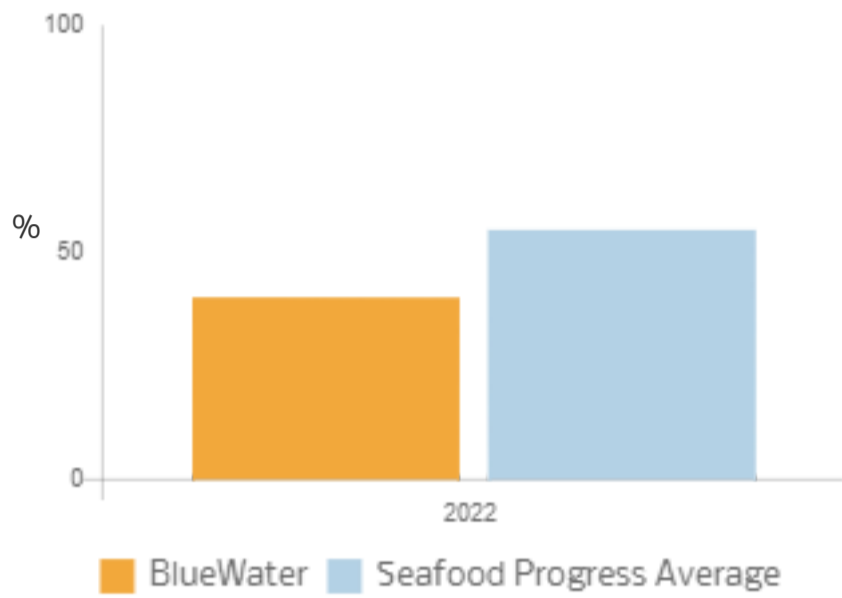


Reporting on Activities



Social Responsibility Commitment. BlueWater has a general commitment to socially responsible seafood that mentions a “Workplace and Employment Standards Policy” that its suppliers are required to abide by and a third-party audit program, however the objectives and standards used in this policy and audit program are not publicly available.

STEP 1: COMMITMENT

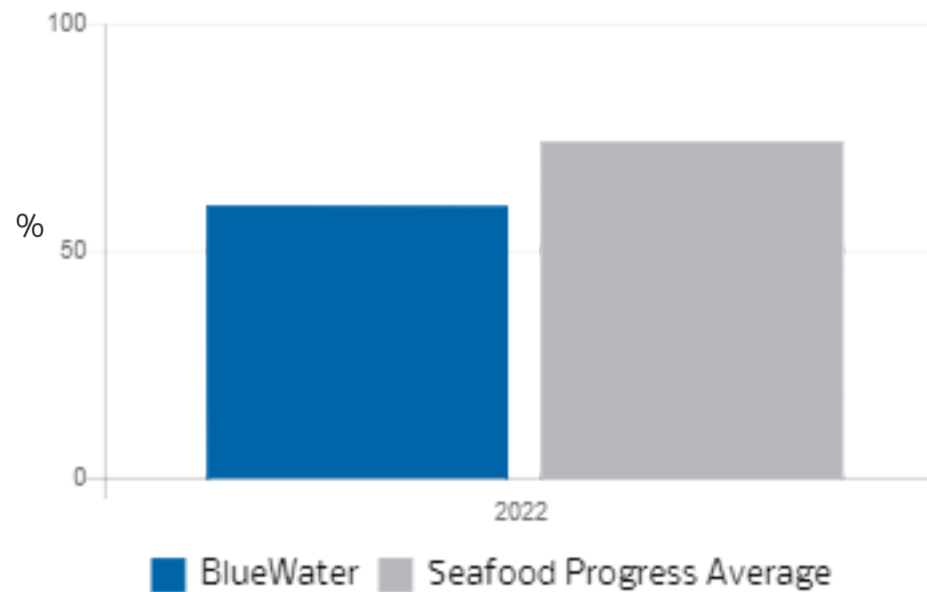


1

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.



BlueWater Seafoods is committed to sourcing all its wild-caught seafood from MSC certified sources and all its farmed seafood from at least BAP 2 star plus certified sources (personal communication, Info_Bluewater@Gortons.com, 22/02/2022). It does not appear that the company has specified a timeline for meeting this commitment. Additionally, BlueWater Seafoods has informed SeaChoice that it has “a traceability program that captures certification details along with other information from our suppliers” (personal communication, Info_Bluewater@Gortons.com, 22/02/2022), but it is unclear if it has a full chain traceability policy 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 that traces at least the product scientific name, geographic origin, farmed/wild and gear type or farming method.

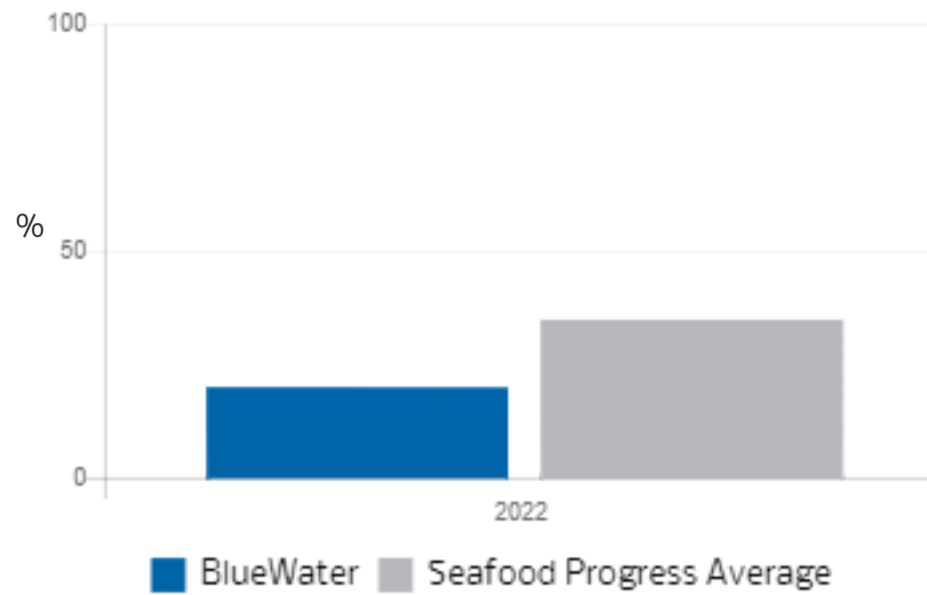
60% Commitment to environmental sustainability that includes clear objectives that are supported by references to credible standards (such as Seafood Watch or Ocean Wise ratings, eco-certifications, etc.).

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.



BlueWater has a general commitment to socially responsible seafood that mentions a “Workplace and Employment Standards Policy” that its suppliers are required to abide by and a third-party audit program, however the objectives and standards used in this policy and audit program are not publicly available.

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.

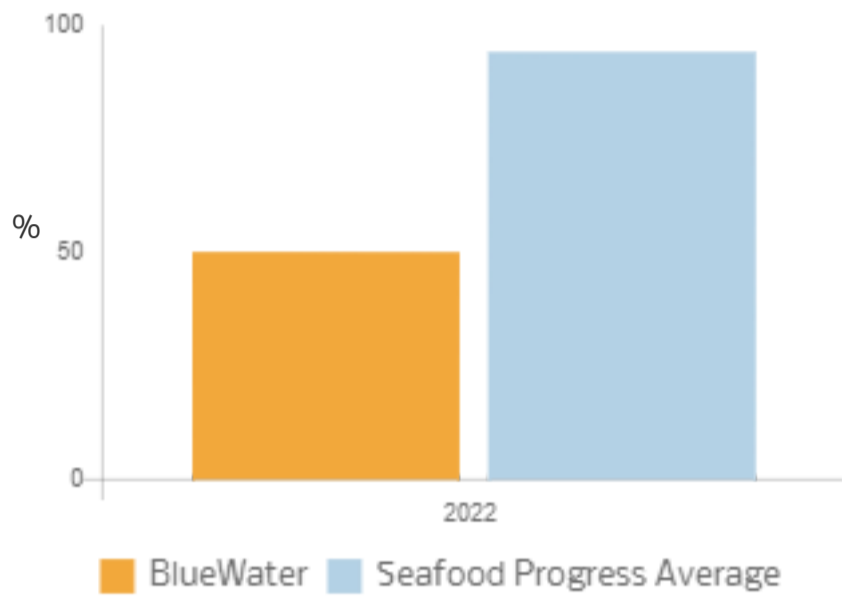
60% Commitment to social responsibility includes clear objectives and actions or expectations for seafood suppliers.

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

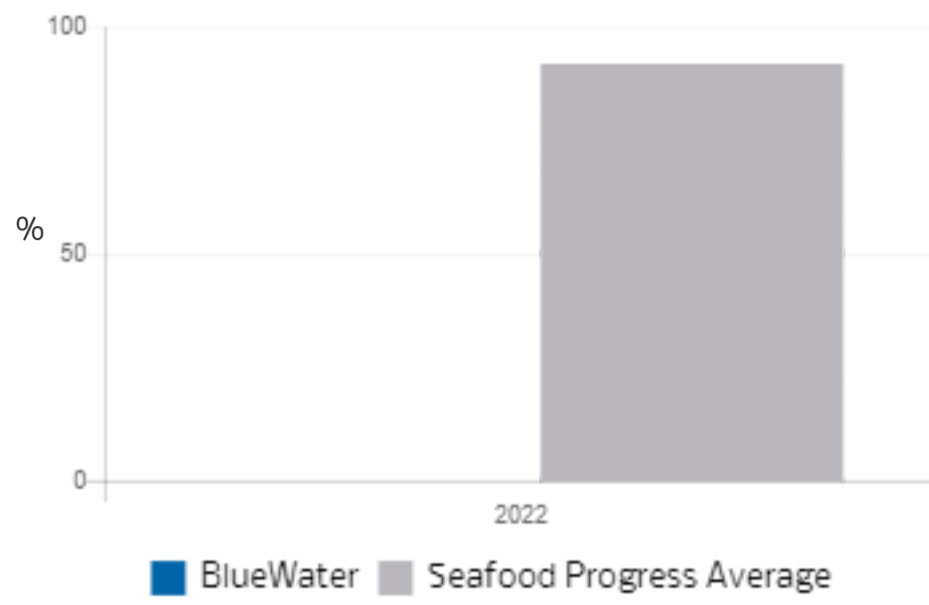


2

Collecting Data

Is the brand collecting data to support its commitment?

2.1 The brand collects data on species scientific name.



No information in BlueWater's commitment.

Scoring

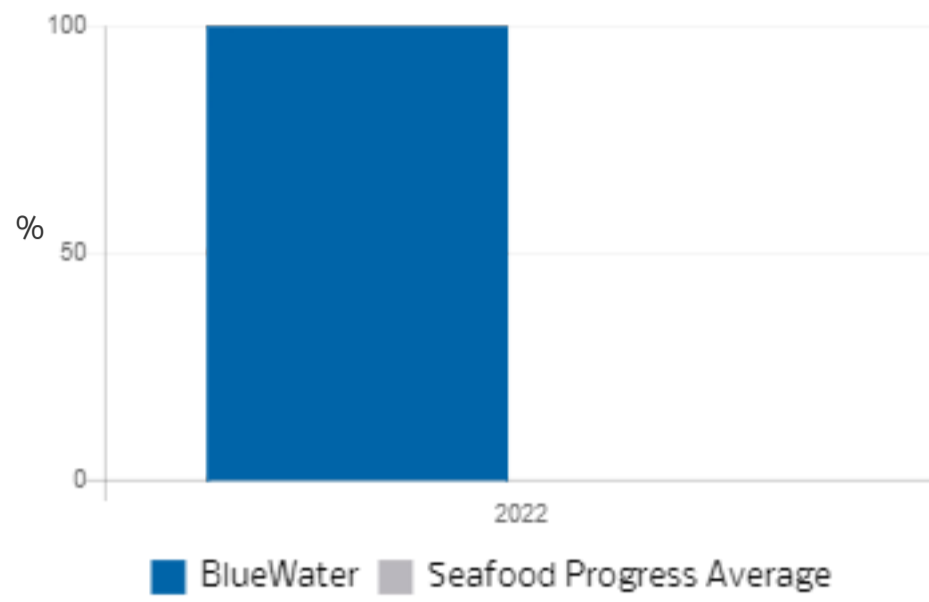


100% Collects data for all products.

50% Collects data for some products.

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

2.2 The brand collects data on geographic origin.



BlueWater collects data on geographic origin for all its products.

Scoring

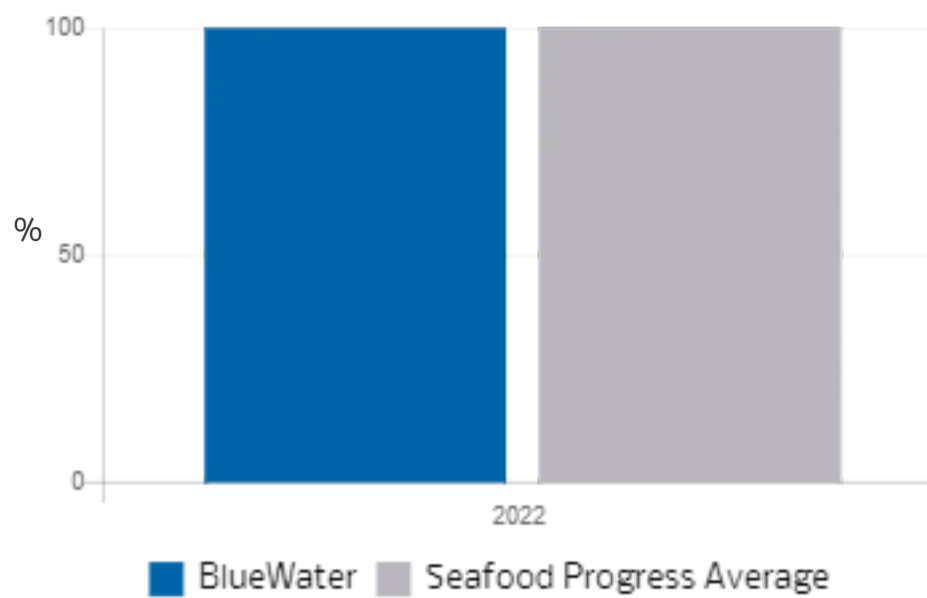


100% Collects data for all products.

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.



BlueWater collects data on whether wild or farmed for all its products.

Scoring

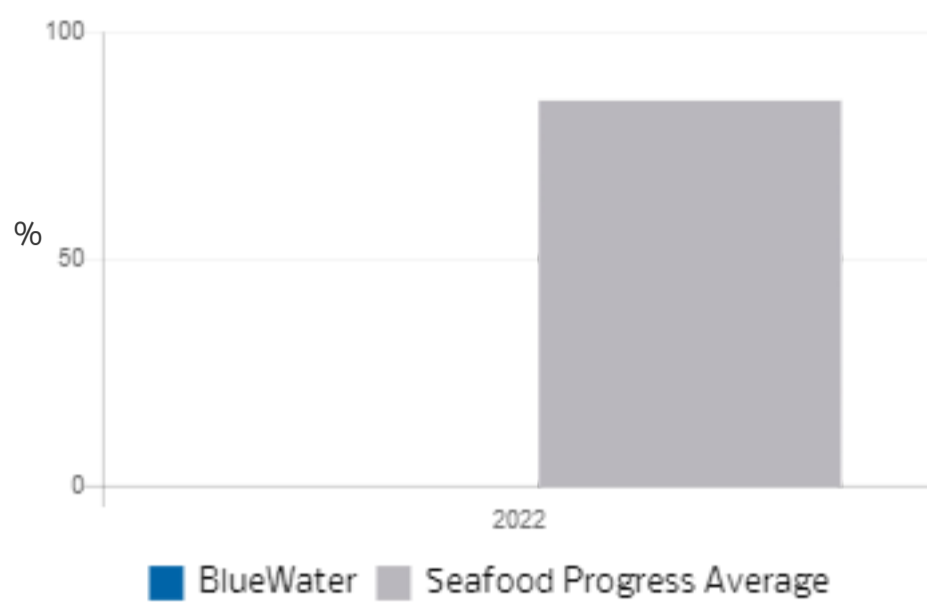


100% Collects data for all products.

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.



No information in BlueWater's commitment.

Scoring

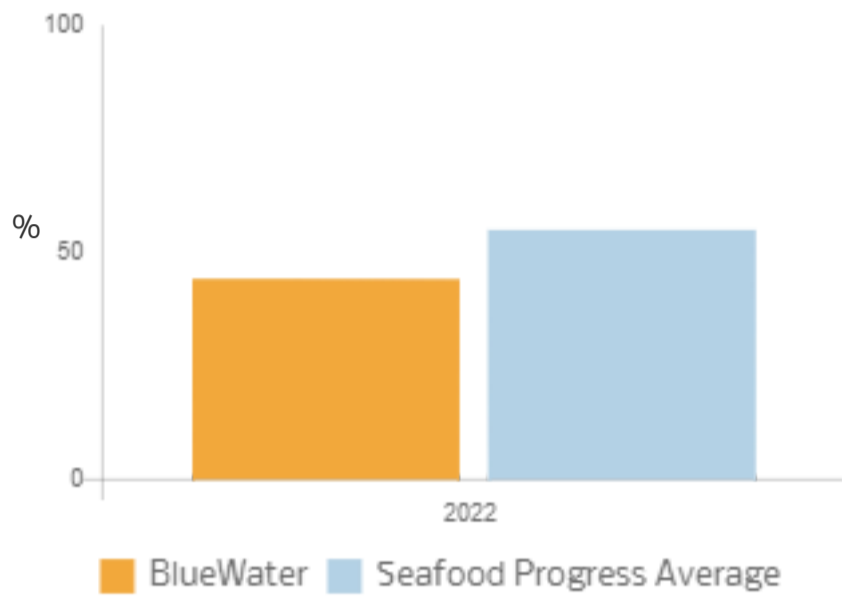


100% Collects data for all products.

50% Collects data for some products.

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

STEP 3: SOURCING

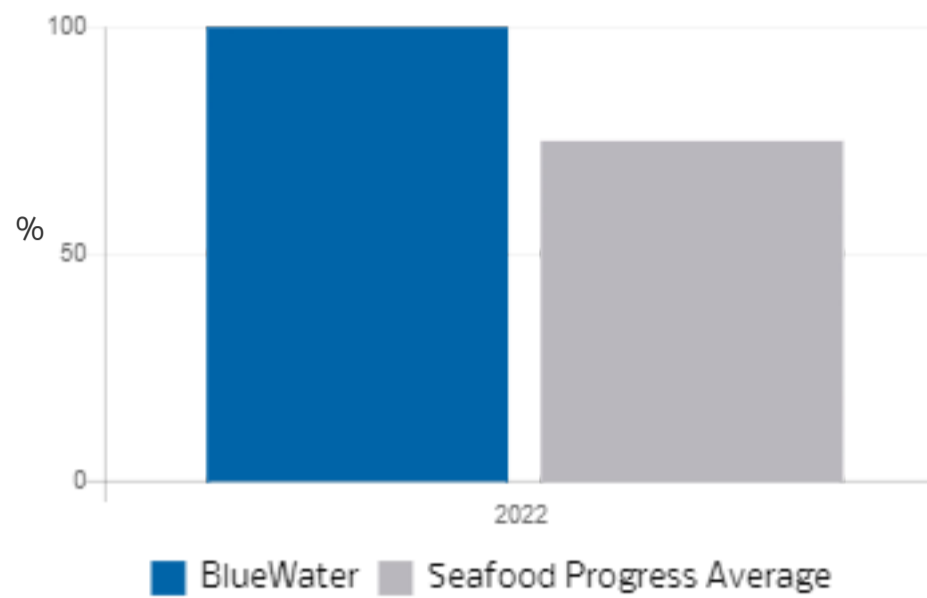


3

Responsible Sourcing

Is the brand making responsible sourcing decisions?

3.1 Company publishes a clear hierarchy demonstrating its sourcing priorities.



Through its Seafood Progress profile, BlueWater has published a clear hierarchy of sustainability standards that demonstrate its sourcing priorities for all commodities it sells.

Scoring



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

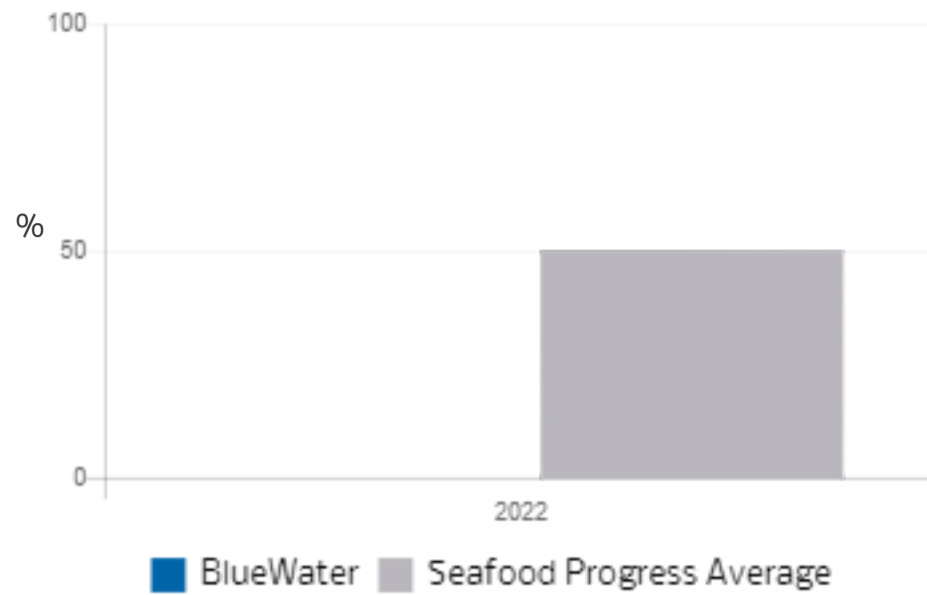
75% Publishes a clear hierarchy of sustainability standards used for sourcing some commodities, and identifies a general list of sustainability standards that it uses to inform its purchasing decisions for other commodities.

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.



No information in BlueWater's commitment.

Scoring



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

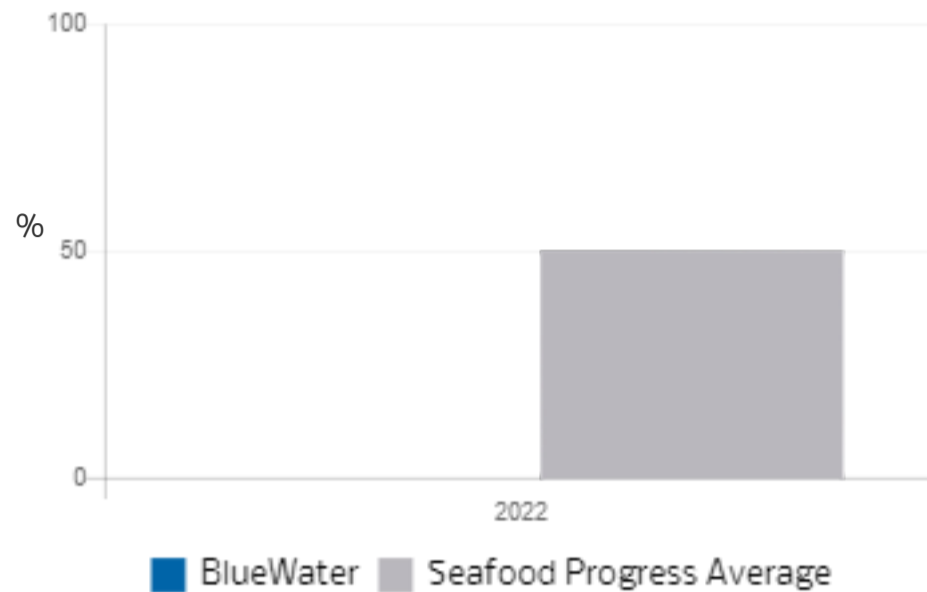
75% Grocery store has reported that 75% or more of its seafood sold meets its sustainability commitment.

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.



BlueWater's website states that it "only works with suppliers who share its philosophy and sustainability and follow appropriate guidelines" however, it does not publicly state whether suppliers are required to sign an agreement to uphold BlueWater's environmental procurement standards.

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.

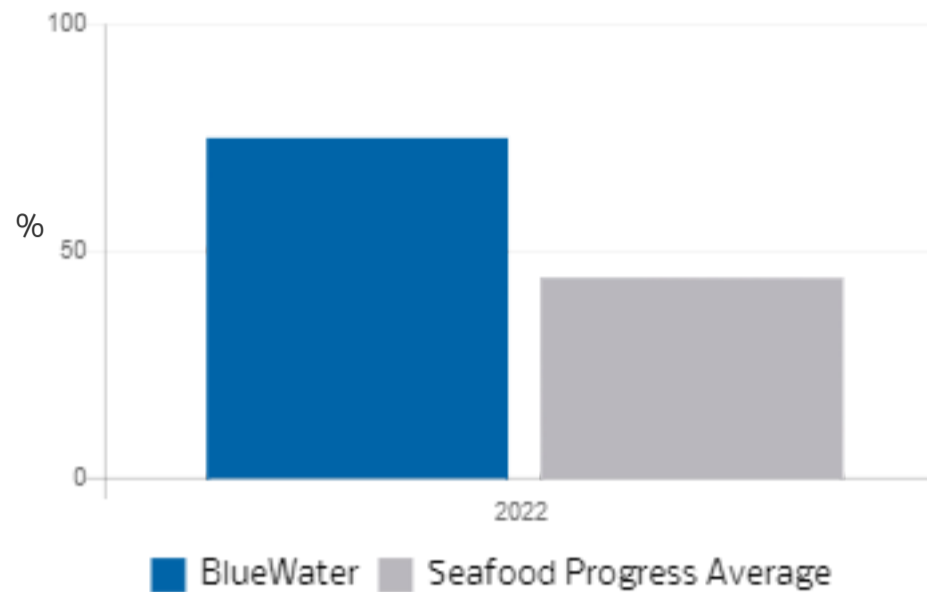
75% Rubric for retailers Feb 17 2022 Rubric for retailers Feb 17 2022 .XLSX 100% 10 B84 All suppliers are required to sign a code of conduct that covers all of the retailer's environmental sustainability commitment. Screen reader support enabled. All suppliers are required to sign a code of conduct that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



BlueWater’s website states that it has “strict workplace and employment standards with respect to the treatment and working conditions of employees outlined in its BlueWater Workplace and Employment Standards Policy”. Additionally, it states that BlueWater requires all of its suppliers to “review, sign, and comply with this policy each year. Additionally, we have begun to implement third-party audits to confirm compliance.”

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.

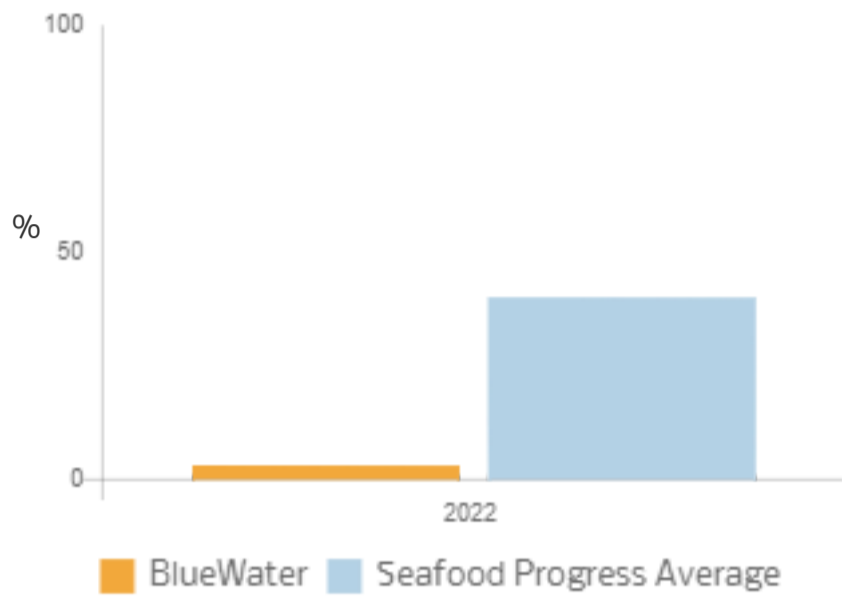
75% Rubric for retailers Feb 17 2022 Rubric for retailers Feb 17 2022 .XLSX 100% 10 B92 All suppliers are required to sign a code of conduct that covers all of the retailer’s social responsibility commitment. Screen reader support enabled. All suppliers are required to sign a code of conduct that covers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

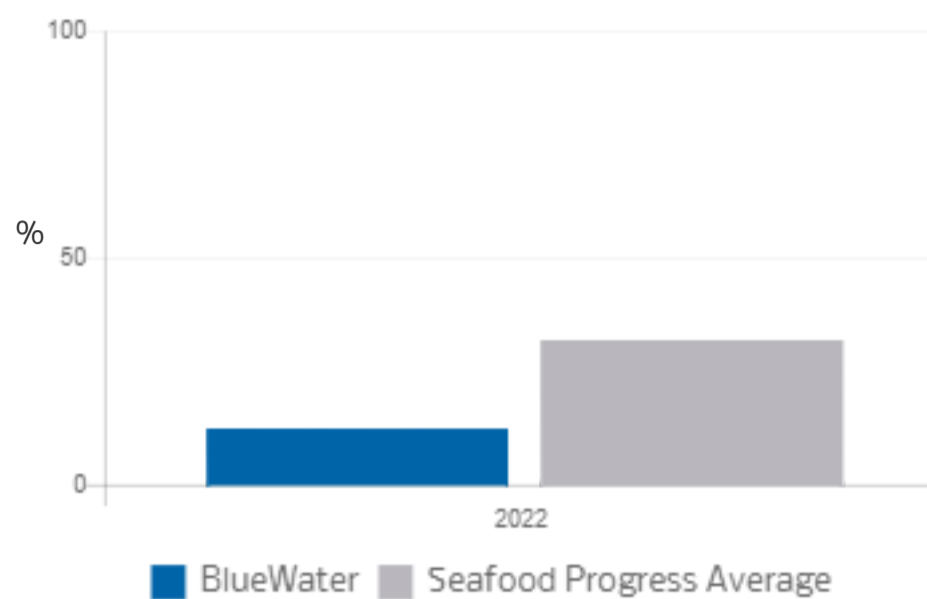


4

Transparency

Is the brand transparent about its commitment?

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



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

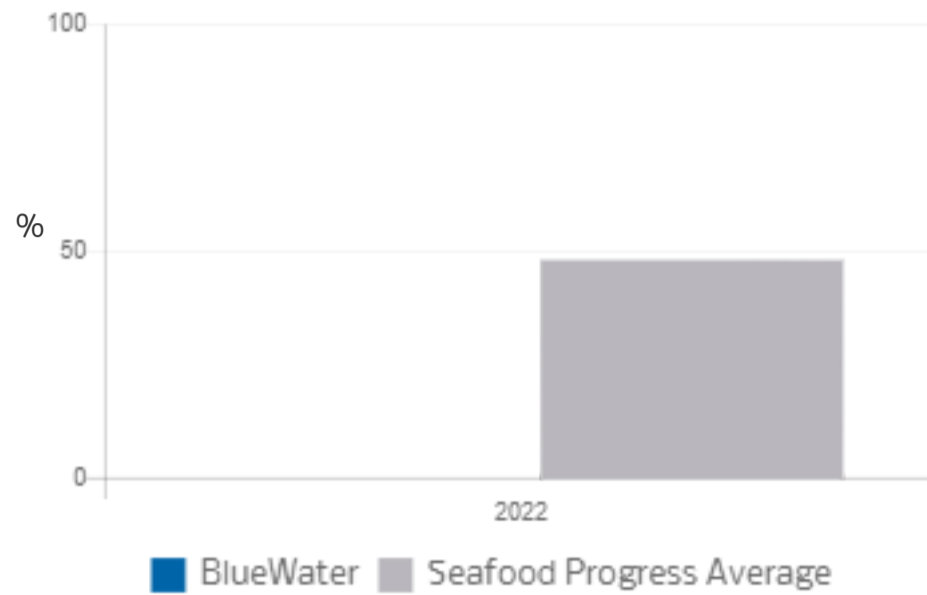


100% Grocery store labels all products with the information.

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.



BlueWater uses its “Trusted Catch” self claim on product labels and does not make the necessary sourcing details to back up its claim publicly available. Additionally, this 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

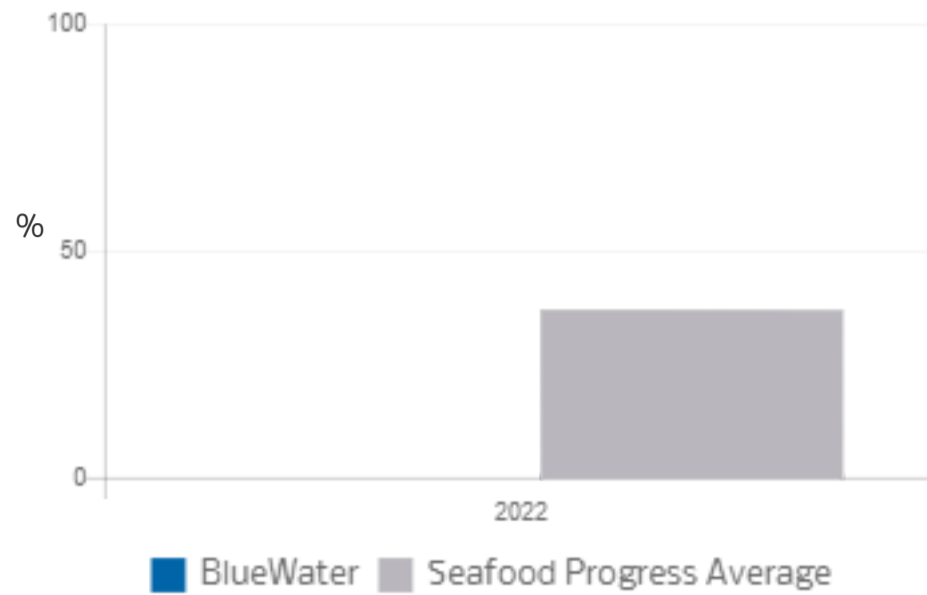


100% Grocery store labels all products with an ecolabel as appropriate.

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.



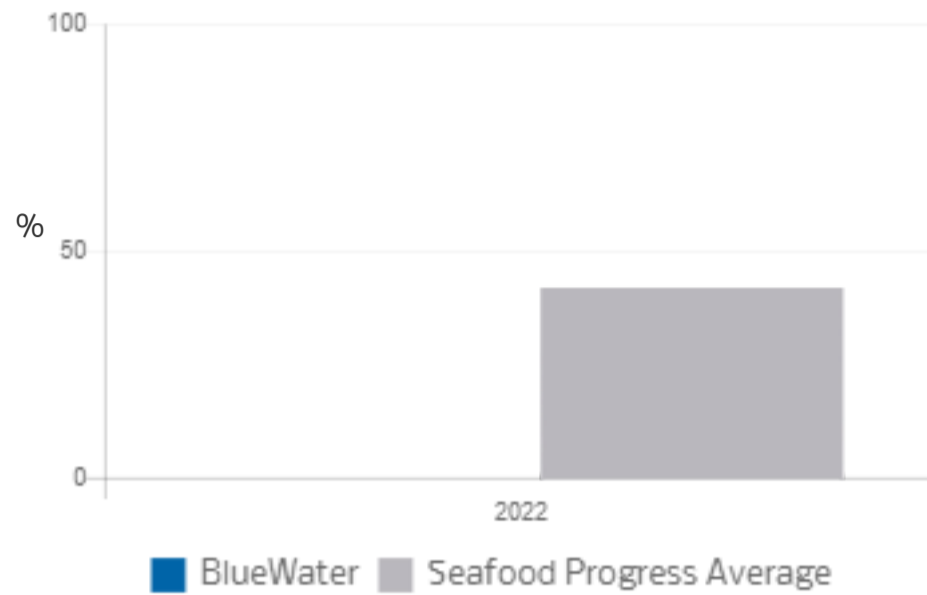
BlueWater discloses source fishery and farm information through its website but does not indicate the scientific name, geographic origin or harvest method of its products.

Scoring



- 100% 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.



No information in BlueWater's commitment.

Scoring

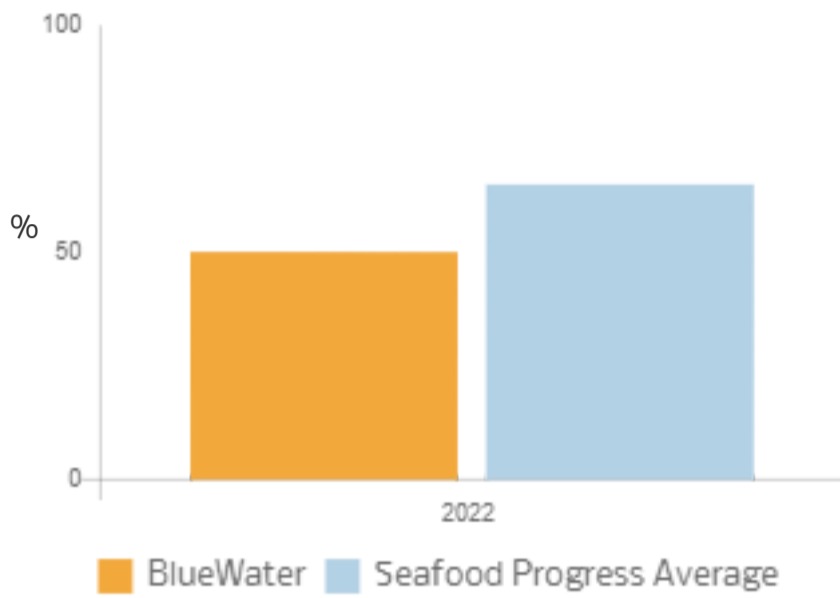


100% Retailer regularly reports publicly how much of its seafood sold meets its commitment by volume or value of sales every year.

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

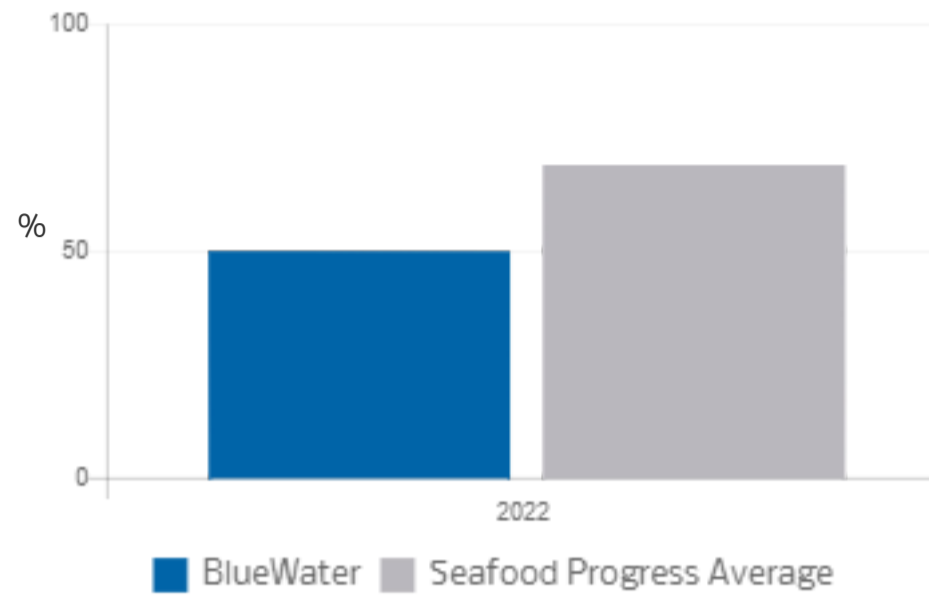


5

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.



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

Scoring



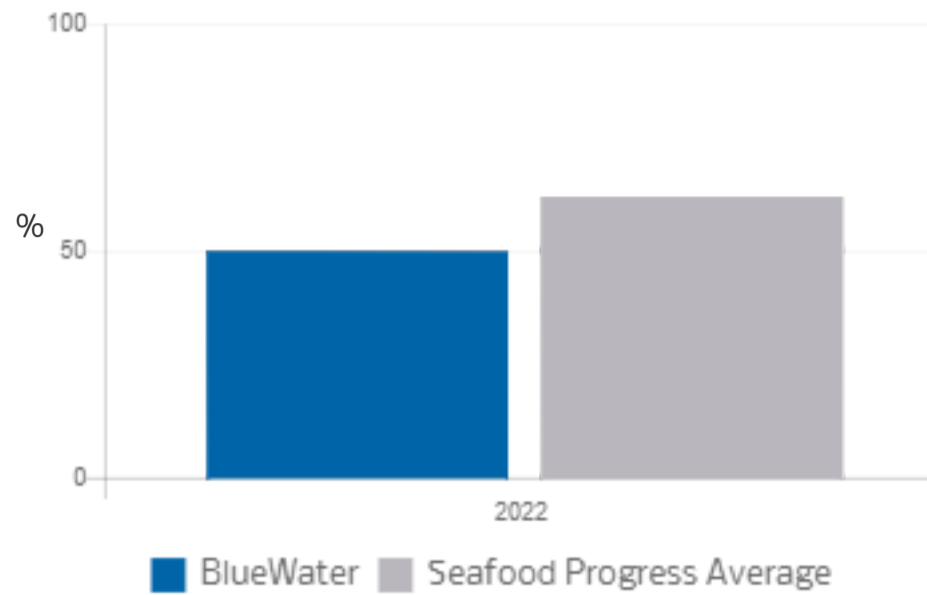
100% Training programs regularly conducted for all seafood staff.

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 or policy.



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.

Scoring

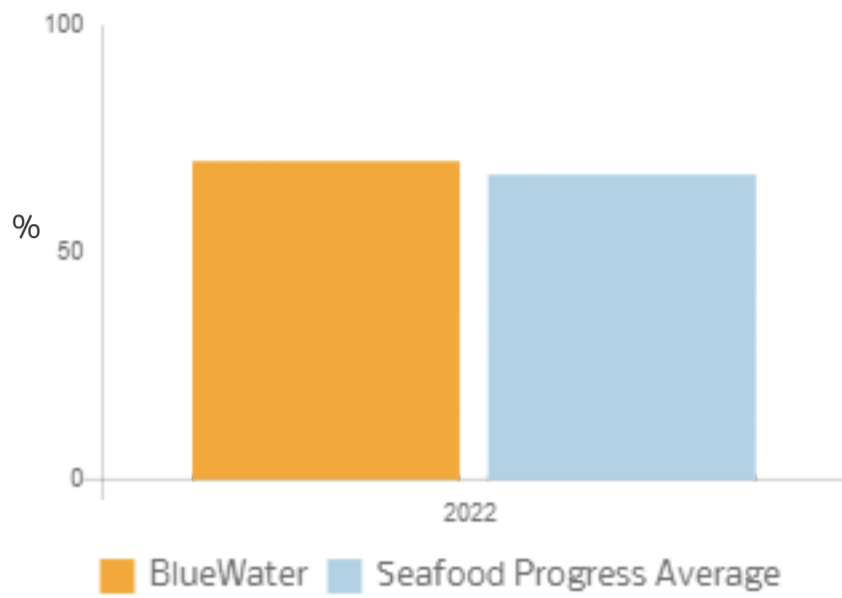


100% There is a comprehensive description of the grocery store’s commitments to sustainable and socially responsible seafood in store.

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

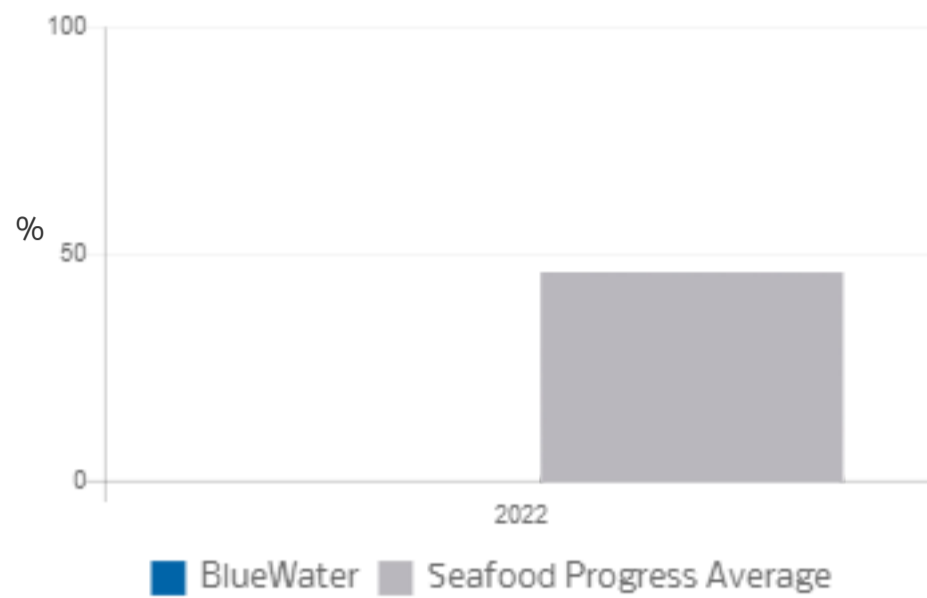


6

Taking Initiative

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

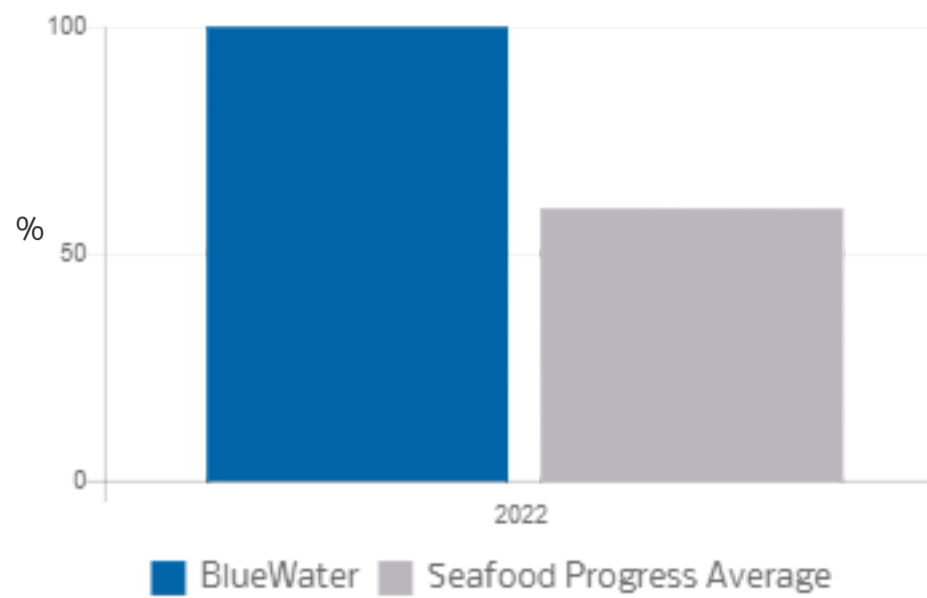
6.1 Farmed Atlantic salmon (either Canadian produced or imported)



N/A

- ✘ 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).

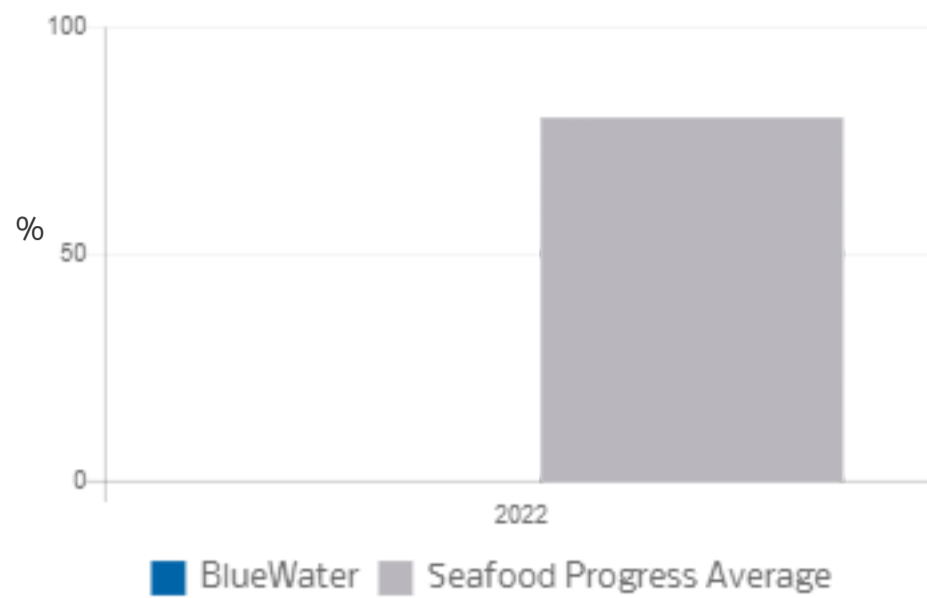
6.2 Farmed shrimps and prawns, Imported - multiple spp.



BlueWater prioritizes sourcing BAP 2 star plus certified farmed shrimp that is traceable through chain of custody (personal communication, Info_Bluewater@Gortons.com, 22/02/2022).

- ✔ 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).

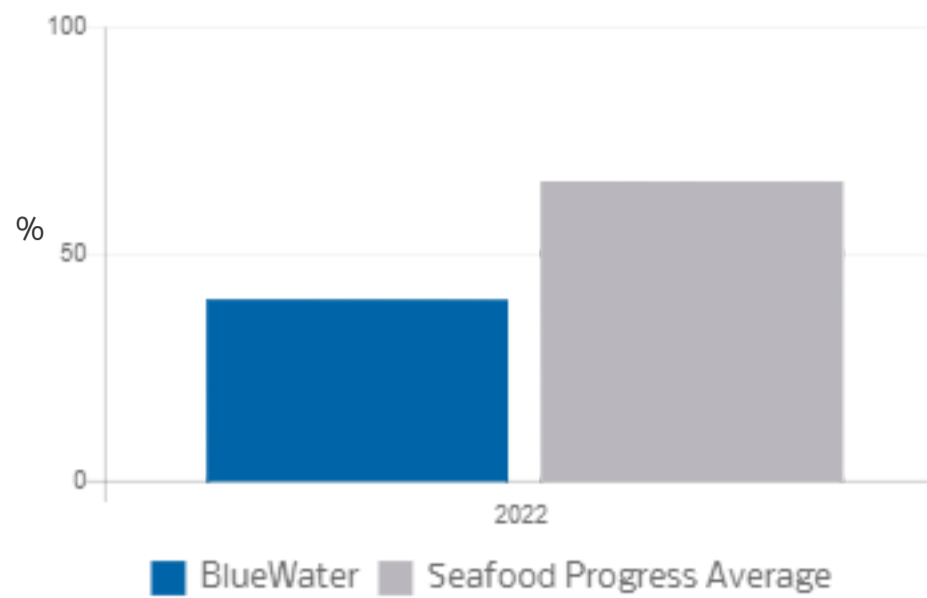
6.3 Skipjack tuna (bonito) - *Katsuwonus pelamis*.



N/A

- ✘ 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 products with high levels of social responsibility and/or traceability (17 pts).

6.4 Other seafood products.



BlueWater Seafoods prioritizes sourcing its wild-caught seafood from MSC certified sources and its farmed seafood from at least BAP 2 star plus certified sources (personal communication, Info_Bluewater@Gortons.com, 22/02/2022). BlueWater's website indicates that it actively supports Fishery Improvement Projects (FIPs), but SeaChoice was not able to determine if this information is still accurate or which specific FIPs BlueWater is supporting. BlueWater's website also indicates that it is a member of the following pre-competitive collaborations: GSSI, GSA and NFI.

- ✘ 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



