

# Seafood Progress

Brands' Commitment to Sustainable and Socially Responsible Seafood

**85**

2022 aggregate score

Seafood Progress Average :  
63

Parent Company  
**Bumble Bee Seafoods**



Brands profiled



Sustainable Seafood Policy  
[Seafood Sourcing Statement](#)



Headquarters  
Ontario, Canada

# OVERVIEW

## Commitment to Sustainable Seafood



# 54%

of products sold in  
2022 met  
commitment.

**Sustainability Commitment.** Clover Leaf’s overarching public commitment states that all seafood sourced will be externally recognized as sustainable or in a formal program moving towards certification by 2025. For albacore, this means 100% MSC certified or in a FIP on Fishery Progress with a “C” rating or higher by 2023; for skipjack tuna, this means 100% MSC certified by 2022; for salmon, pollock and whiting, this means 100% MSC certified by 2025 (achieved); for smoked oysters and mussels, this means 100% ASC by 2022; and all other specialty products (sardines, crab, mackerel, shrimp etc), will be certified by a GSSI recognized certification, in a credible FIP or “recognized as a well-managed, healthy fishery” in terms of stock status and fishery management. Clover Leaf has a full chain traceability policy for all its products to support its sustainability commitment. As of May 2022, Clover Leaf reported to SeaChoice that 54% of its products by volume sold in the past year were in line with its overall commitment.

Clear Objectives



Supplier Expectations



Traceability Policy

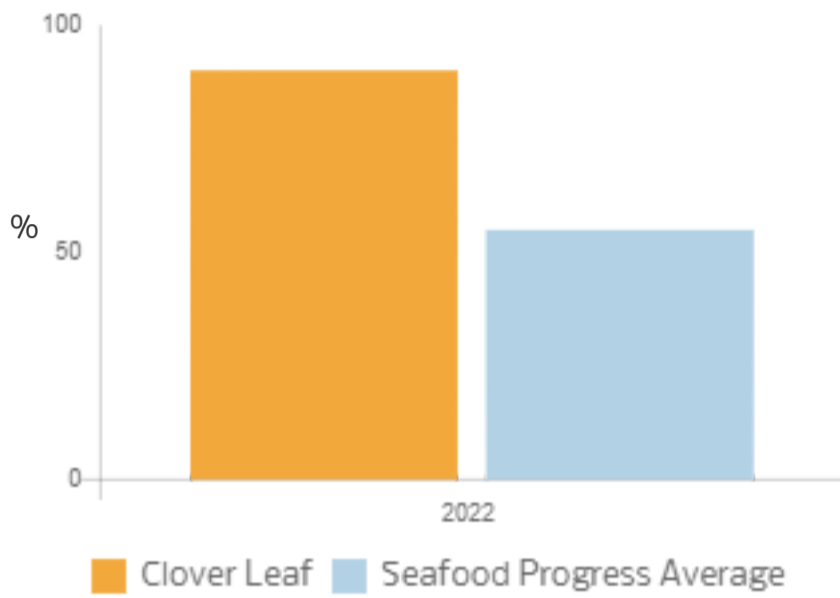


Reporting on Activities



**Social Responsibility Commitment.** Clover Leaf informed SeaChoice that its 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 ILO 188 convention, RFMO requirements and the 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 parent company, Bumble Bee Seafood reported publicly on its progress toward meeting this tuna-specific commitment through its [June 2021 Impact Report](#). Clover Leaf has not yet set a goal for extending this audit program to cover the other commodities that it sells.

# STEP 1: COMMITMENT

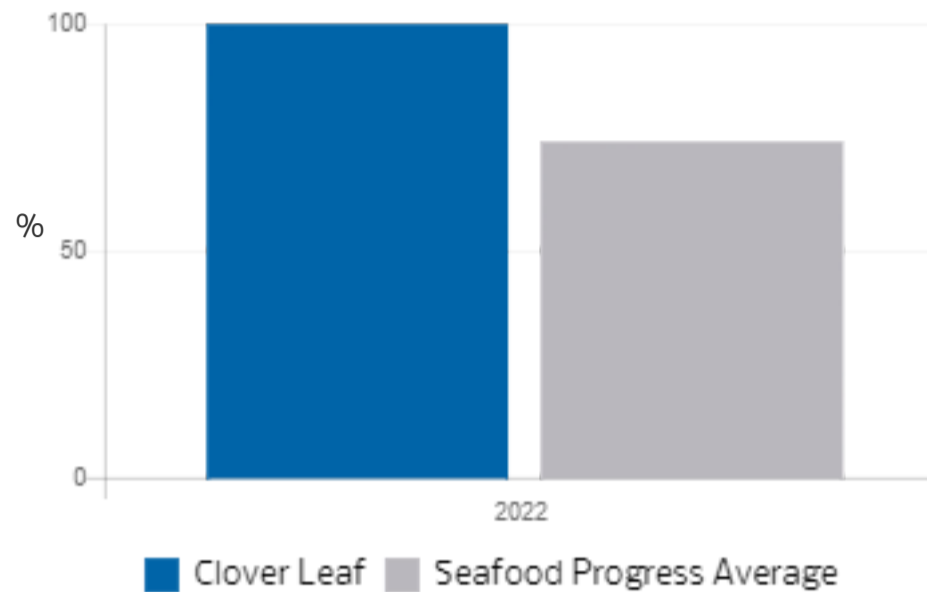


1

## 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.



Clover Leaf's overarching public commitment states that all seafood sourced will be externally recognized as sustainable or in a formal program moving towards certification by 2025. For albacore, this means 100% MSC certified or in a FIP on Fishery Progress with a "C" rating or higher by 2023; for skipjack tuna, this means 100% MSC certified by 2022; for salmon, pollock and whiting, this means 100% MSC certified by 2025 (achieved); for smoked oysters and mussels, this means 100% ASC by 2022; and all other specialty products (sardines, crab, mackerel, shrimp etc), will be certified by a GSSI recognized certification, in a credible FIP or "recognized as a well-managed, healthy fishery" in terms of stock status and fishery management. Clover Leaf has a full chain traceability policy for all its products to support its sustainability commitment.

### 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.

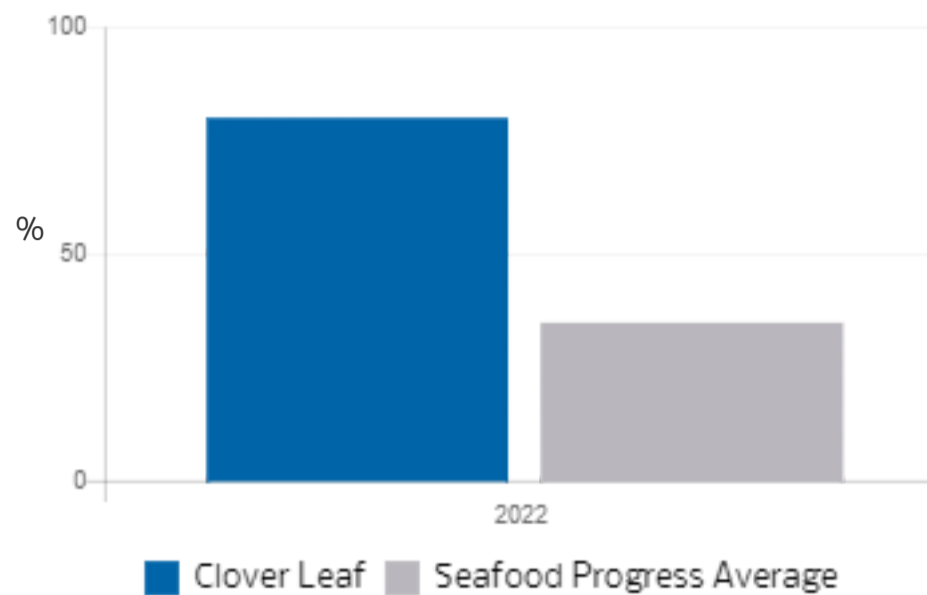
60% Commitment to environmental sustainability that includes clear objectives that are supported by references to credible standards (such as Seafood Watch or Ocean Wise ratings, eco-certifications, etc.).

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.



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 the national laws in the countries it operates (personal communication, R. Kennedy, 08/03/2022). 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. It's parent company, Bumble Bee Seafood reported publicly on its progress toward meeting this tuna-specific commitment through its [June 2021 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, R. Kennedy, 28/02/2022).

### 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.

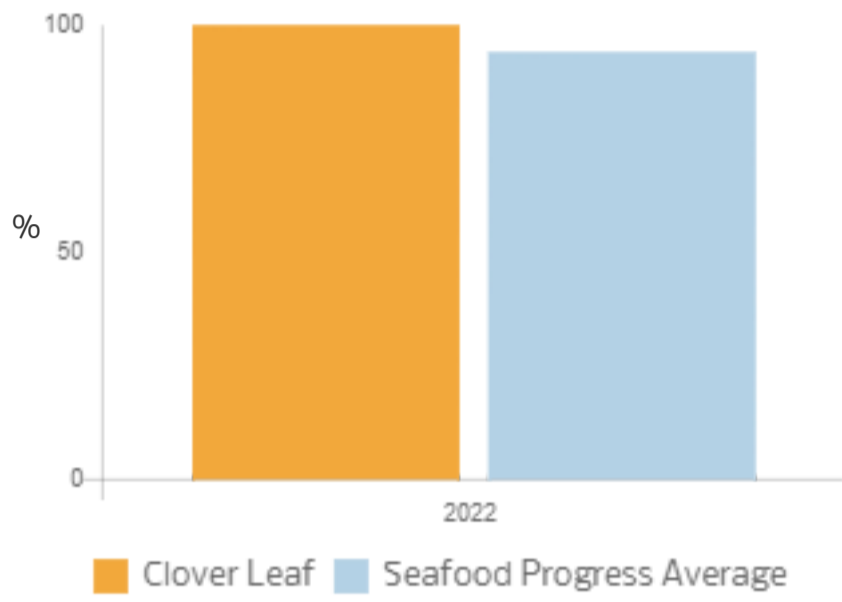
60% Commitment to social responsibility includes clear objectives and actions or expectations for seafood suppliers.

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

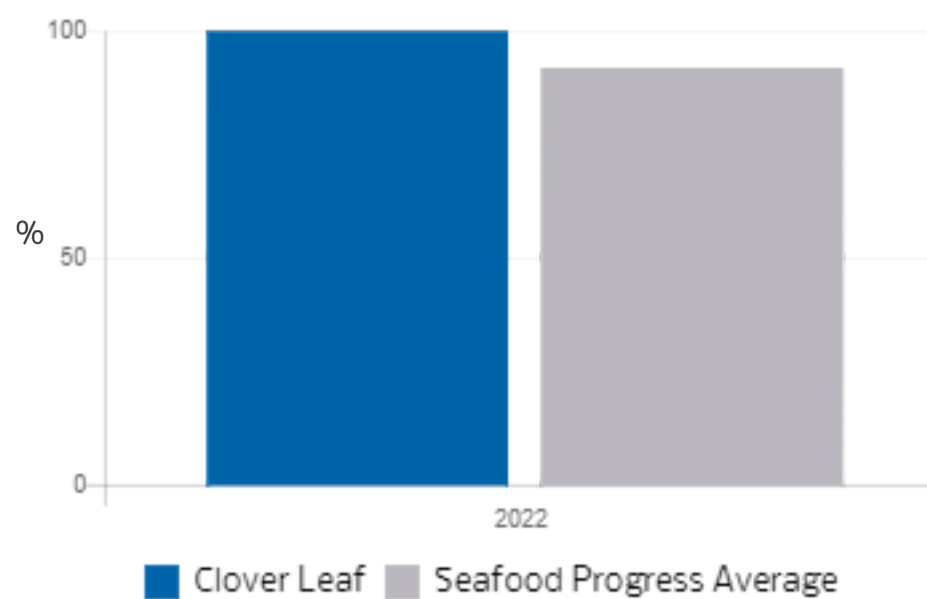


2

## Collecting Data

Is the brand collecting data to support its commitment?

## 2.1 The brand collects data on species scientific name.



Clover Leaf collects data on species scientific name for all its products (personal communication, R. Schindler, 21/01/2022).

### Scoring

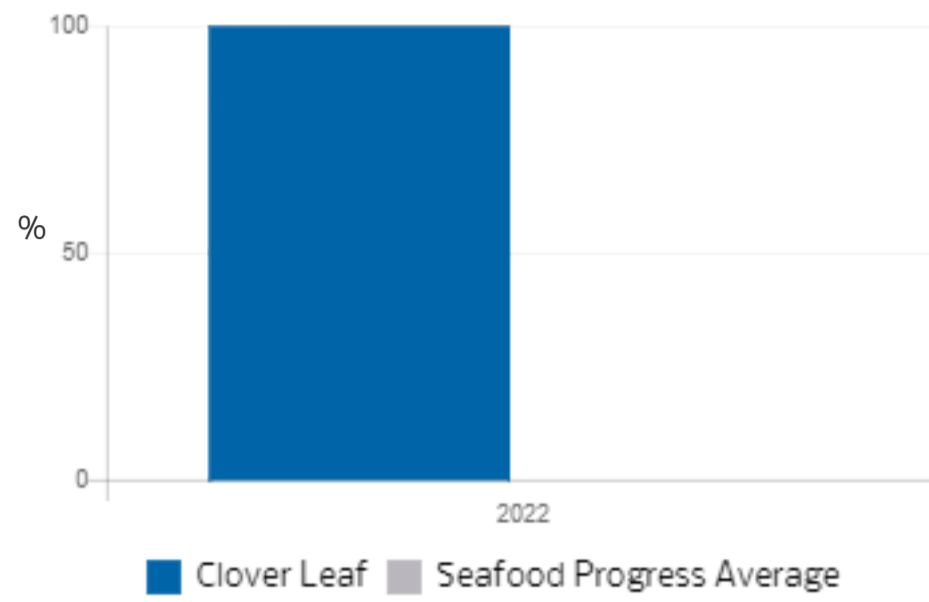


100% Collects data for all products.

50% Collects data for some products.

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

## 2.2 The brand collects data on geographic origin.



Clover Leaf collects data on geographic origin for all its products (personal communication, R. Schindler, 21/01/2022).

### Scoring



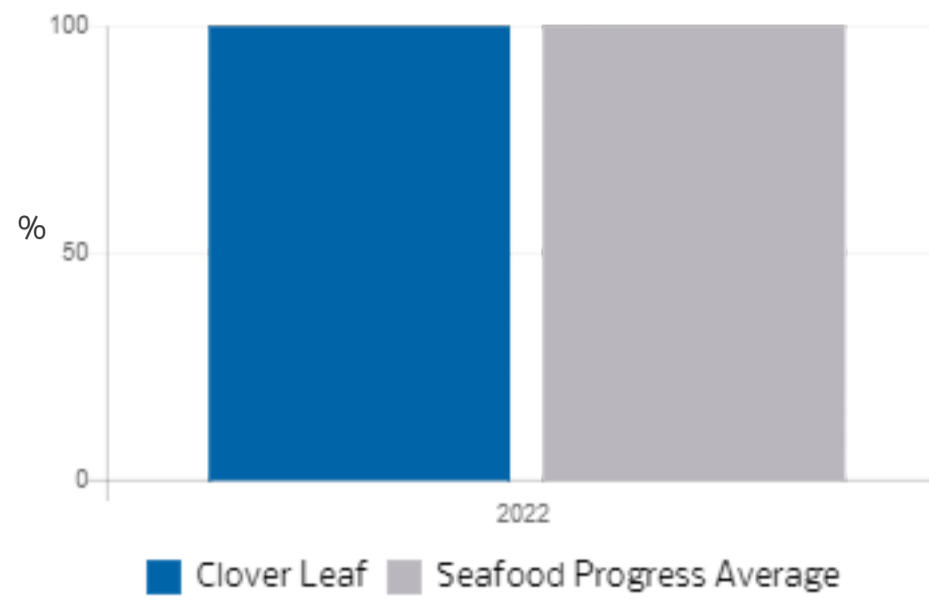
100% Collects data for all products.

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.



Clover Leaf collects data on whether wild or farmed for all its products (personal communication, R. Schindler, 21/01/2022).

### Scoring

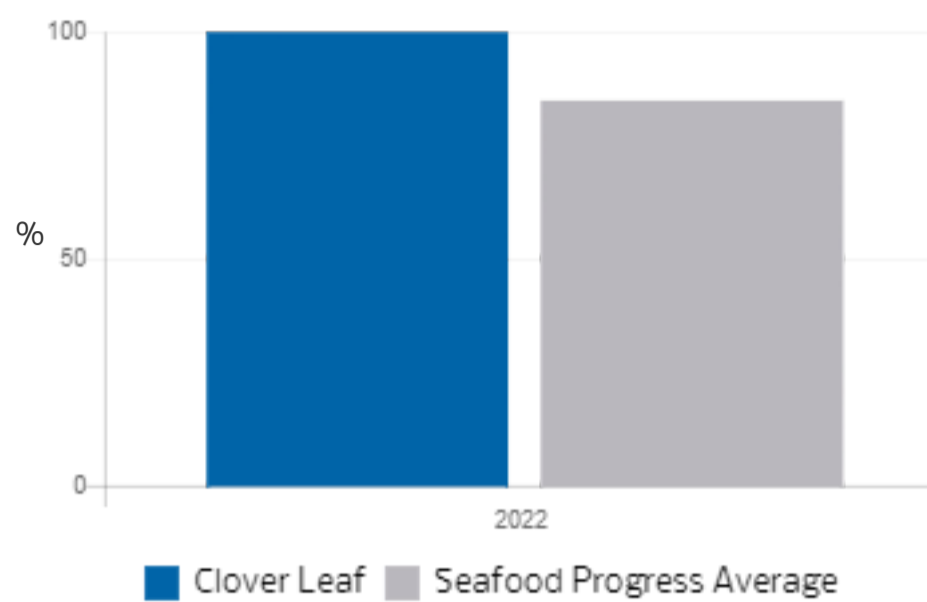


100% Collects data for all products.

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.



Clover Leaf collects data on gear type or farming method for all its products (personal communication, R. Schindler, 21/01/2022).

### Scoring

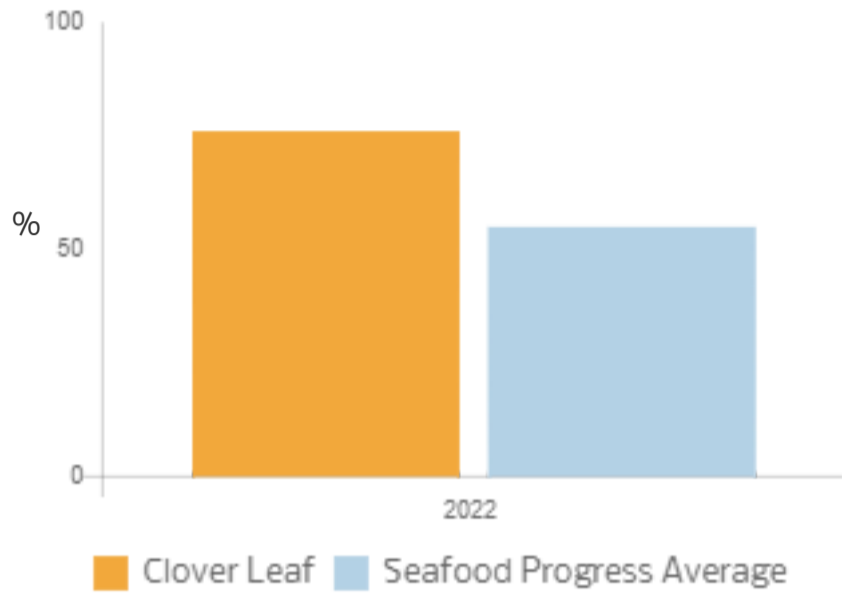


100% Collects data for all products.

50% Collects data for some products.

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

# STEP 3: SOURCING

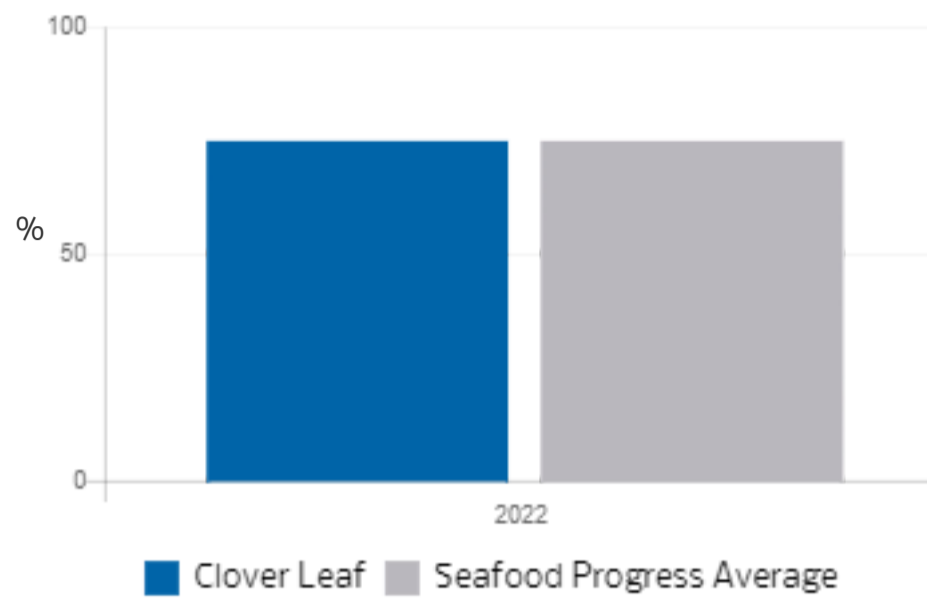


3

## Responsible Sourcing

Is the brand making responsible sourcing decisions?

### 3.1 Company publishes a clear hierarchy demonstrating its sourcing priorities.



Clover Leaf publishes a clear hierarchy of sustainability standards it uses to inform its purchasing decisions for some products (skipjack tuna, smoked oysters, mussels, salmon, pollock, whiting and sardines) and identifies a general list of sustainability standards it uses for all other products (albacore tuna and all specialty products).

#### Scoring



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

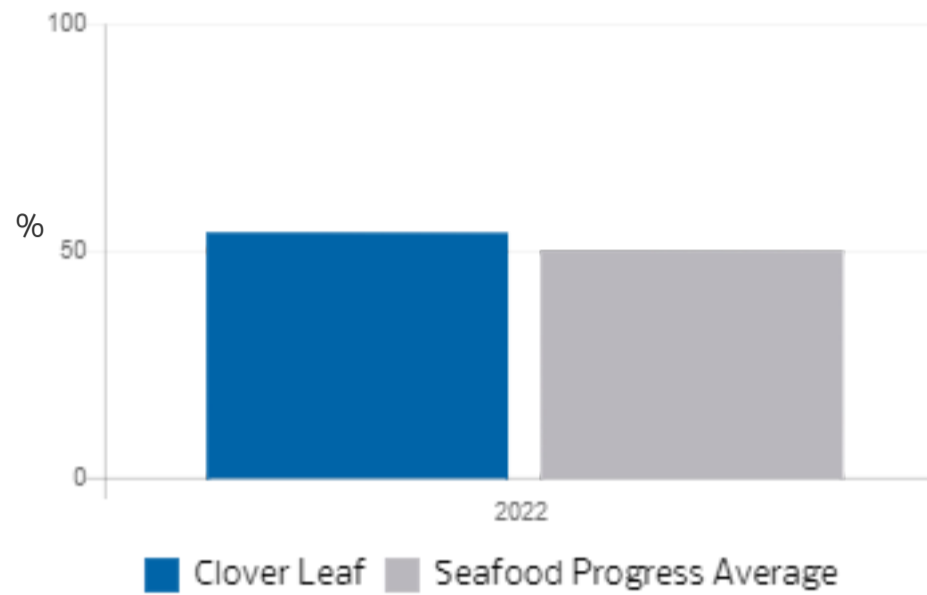
75% Publishes a clear hierarchy of sustainability standards used for sourcing some commodities, and identifies a general list of sustainability standards that it uses to inform its purchasing decisions for other commodities.

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.



Clover Leaf reported to SeaChoice that 54% of its seafood sold by volume in 2021 met its sustainability commitment (personal communication, R. Kennedy, 17/02/2022).

#### Scoring



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

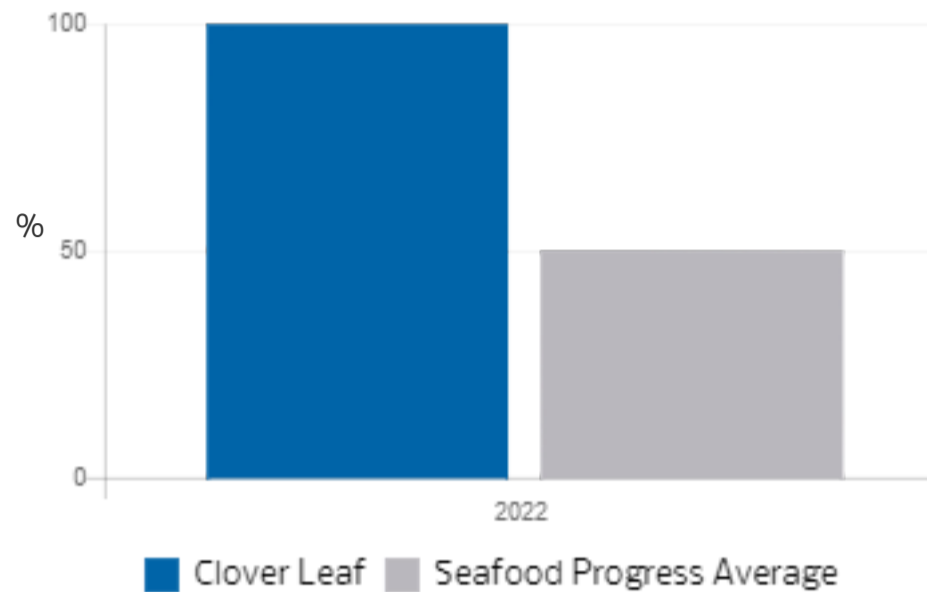
75% Grocery store has reported that 75% or more of its seafood sold meets its sustainability commitment.

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.



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, R. Schindler, 21/01/2022).

#### 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.

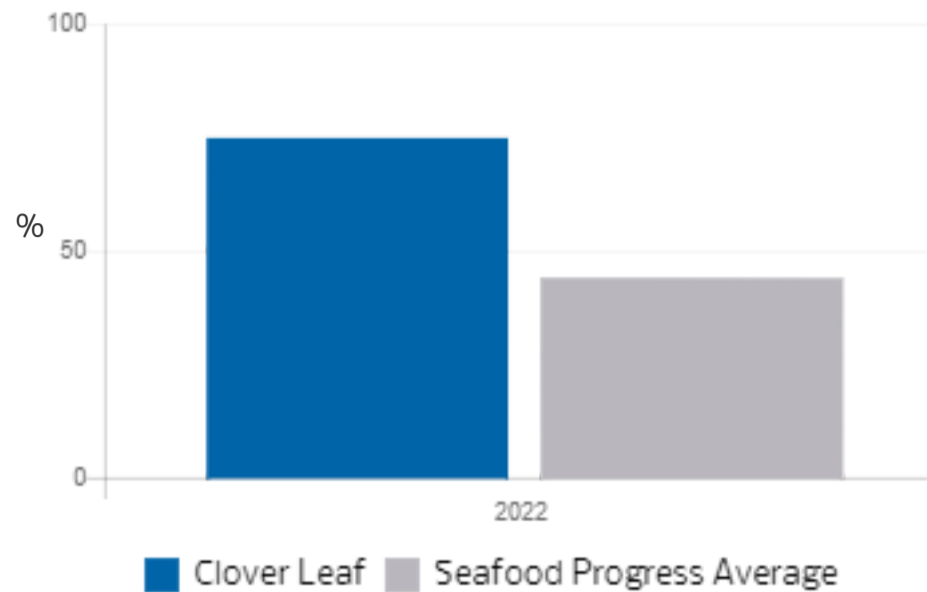
75% Rubric for retailers Feb 17 2022 Rubric for retailers Feb 17 2022 .XLSX 100% 10 B84 All suppliers are required to sign a code of conduct that covers all of the retailer's environmental sustainability commitment. Screen reader support enabled. All suppliers are required to sign a code of conduct that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



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 (personal communication, R. Kennedy, 08/03/2022). 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 conducts a worker voice program that gives crew members on tuna vessels the opportunity to anonymously and independently provide feedback to a third party NGO on their working environment and vessel compliance (personal communication, R. Kennedy, 08/03/2022). 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 (personal communication, P. Gallagher, 03/02/2022). Clover Leaf has not set a time frame for extending its audit program to cover its other commodities (personal communication, R. Kennedy, 28/02/2022).

#### 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.

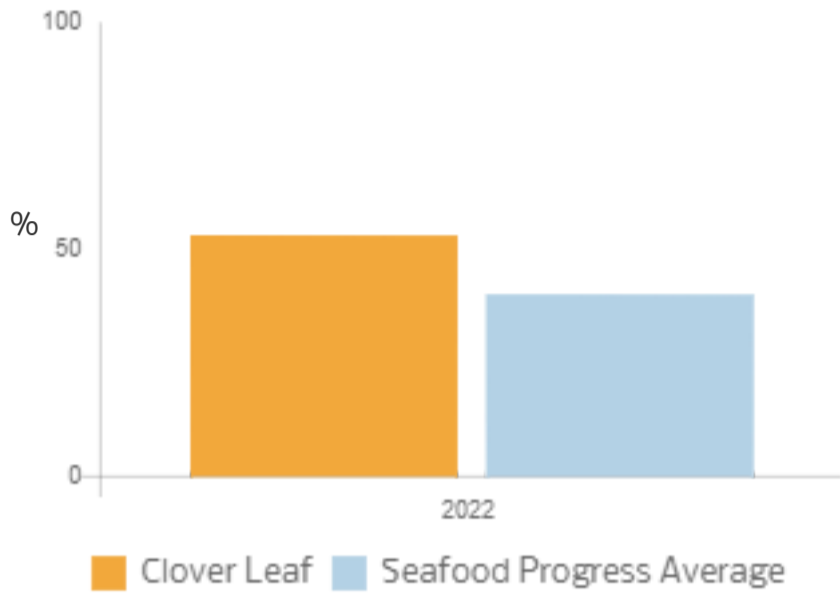
75% Rubric for retailers Feb 17 2022 Rubric for retailers Feb 17 2022 .XLSX 100% 10 B92 All suppliers are required to sign a code of conduct that covers all of the retailer's social responsibility commitment. Screen reader support enabled. All suppliers are required to sign a code of conduct that covers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



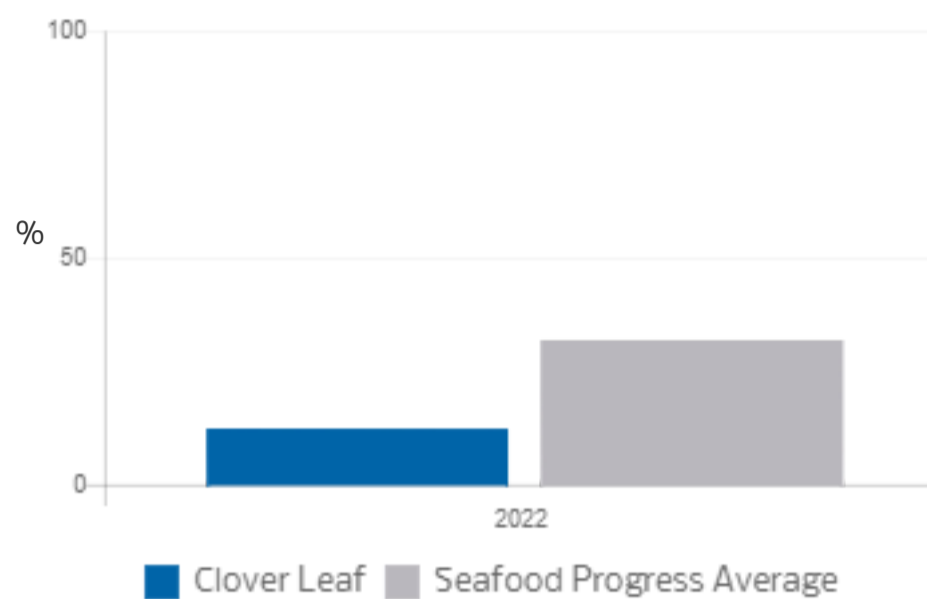
4

## Transparency

Is the brand transparent about its commitment?



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



Clover Leaf does not label any products with species' scientific name, geographic origin or gear type or farming method, and labels some products as wild (personal communication, R. Schindler, 21/01/2022).

### Scoring

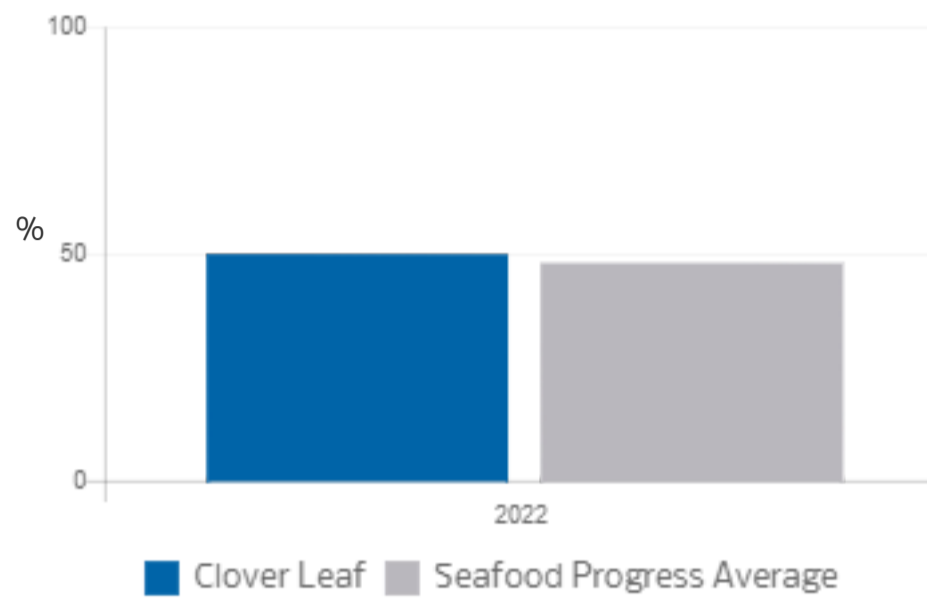


100% Grocery store labels all products with the information.

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.



Clover Leaf uses its “Responsibly Sourced” self claim and makes evidence to back up this claim publicly available for its products through its “[Trace My Catch](#)” platform. Clover Leaf also labels some products with the MSC certification claim which includes a unique chain of custody number that serves as evidence to back up its claim.

### Scoring

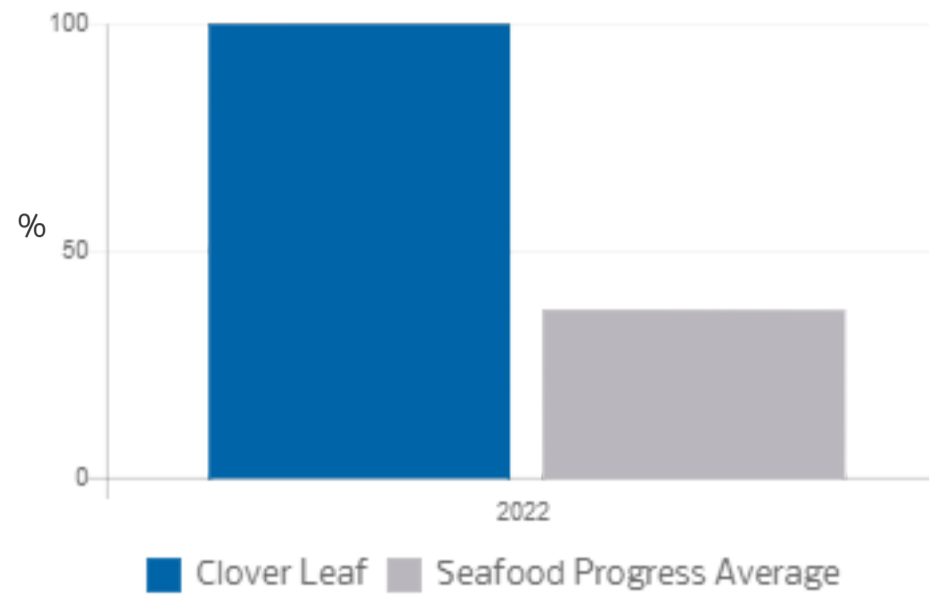


100% Grocery store labels all products with an ecolabel as appropriate.

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.



Clover Leaf provides information on the scientific name, geographic origin, gear type and farming method of all its products through its "Trace My Catch" platform and/or the product details on its website (personal communication, R. Kennedy, 17/02/2022).

#### Scoring

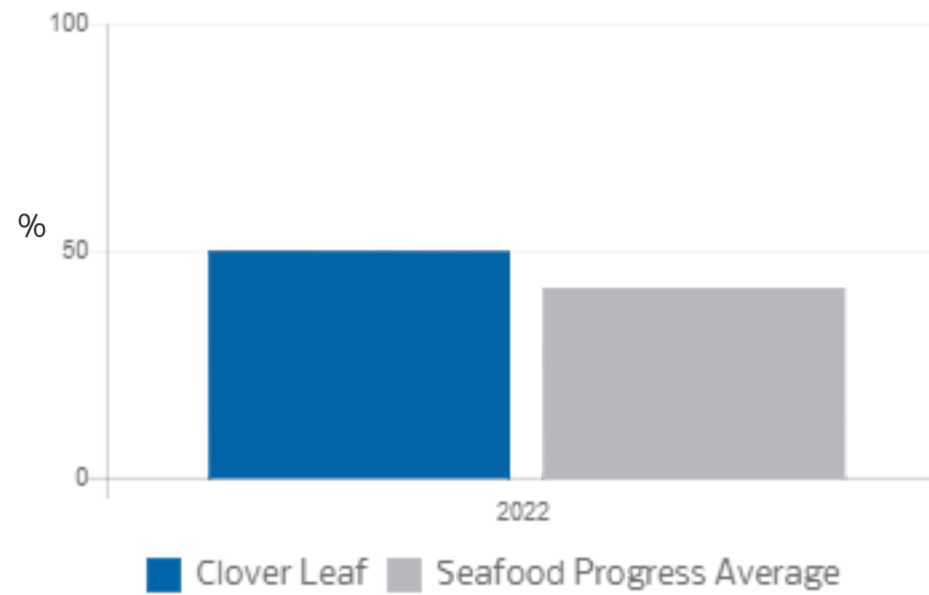


100% All seafood products with region and gear type has been made available.

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.



Clover Leaf reported the overall percentage of seafood sold that meets its commitment by volume for the first time in 2022.

### Scoring

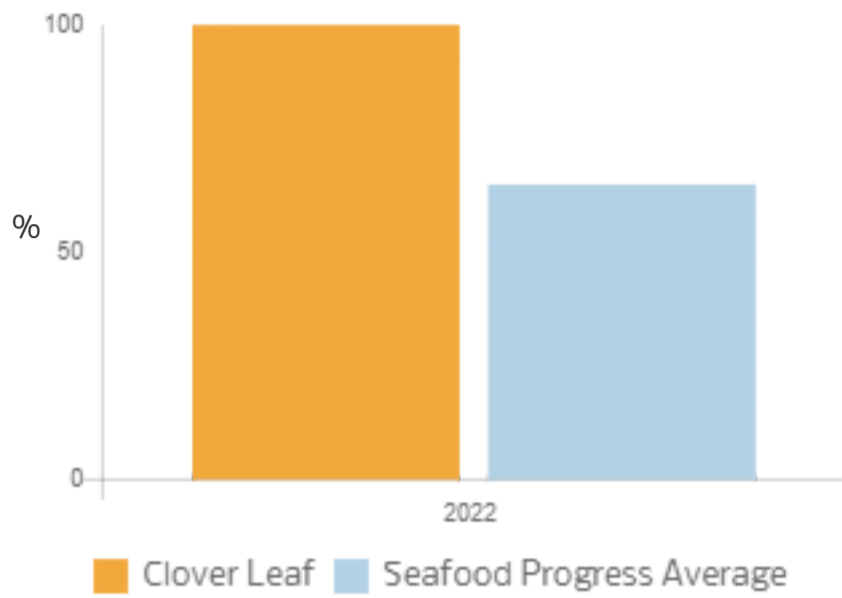


100% Retailer regularly reports publicly how much of its seafood sold meets its commitment by volume or value of sales every year.

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

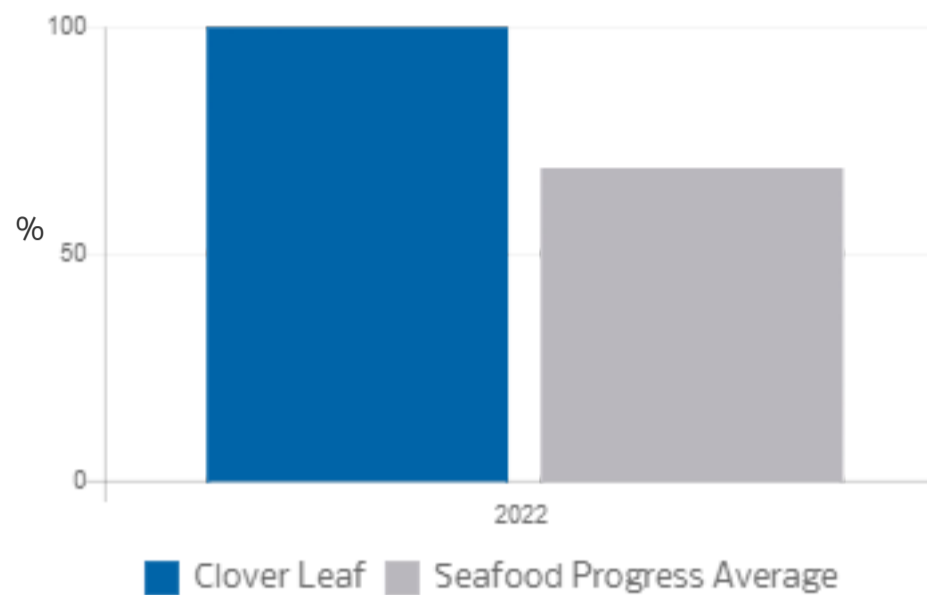


5

## 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 a comprehensive description of Clover Leaf's commitment to sustainable seafood and socially responsible seafood [on its website](#).

### Scoring



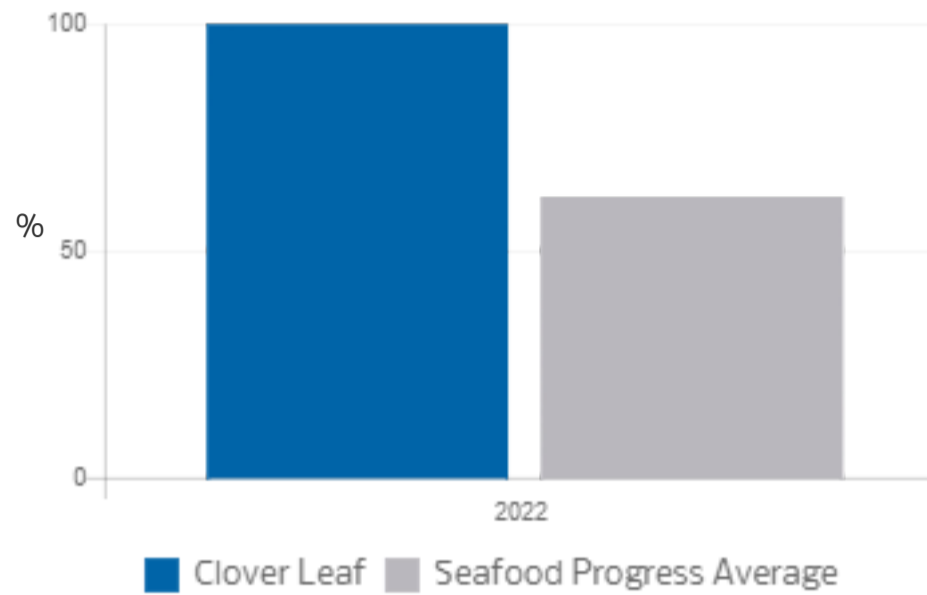
100% Training programs regularly conducted for all seafood staff.

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.



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, Bumble Bee has a fully-staffed office in Bangkok that supports the continued implementation of its commitments through supplier engagement (personal communication, R. Schindler, 21/01/2022).

### Scoring

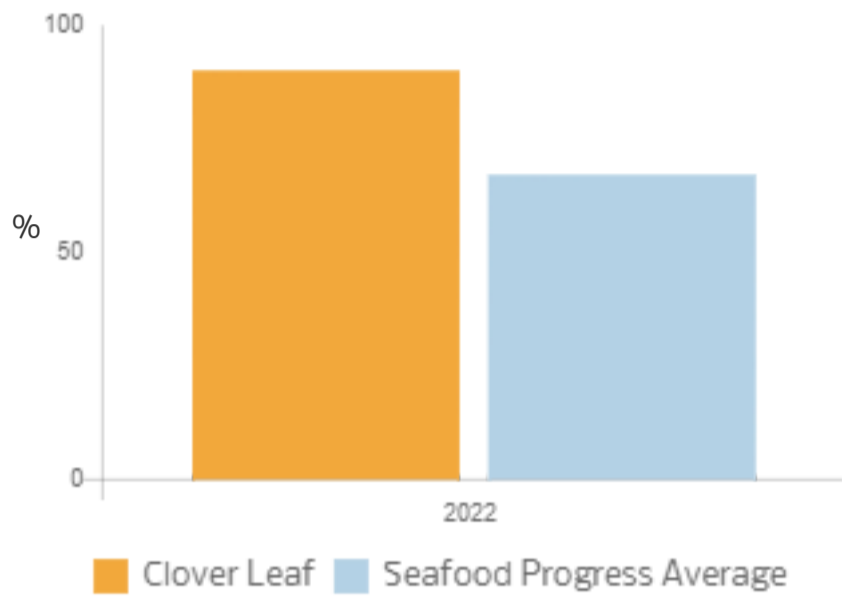


100% There is a comprehensive description of the grocery store's commitments to sustainable and socially responsible seafood in store.

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



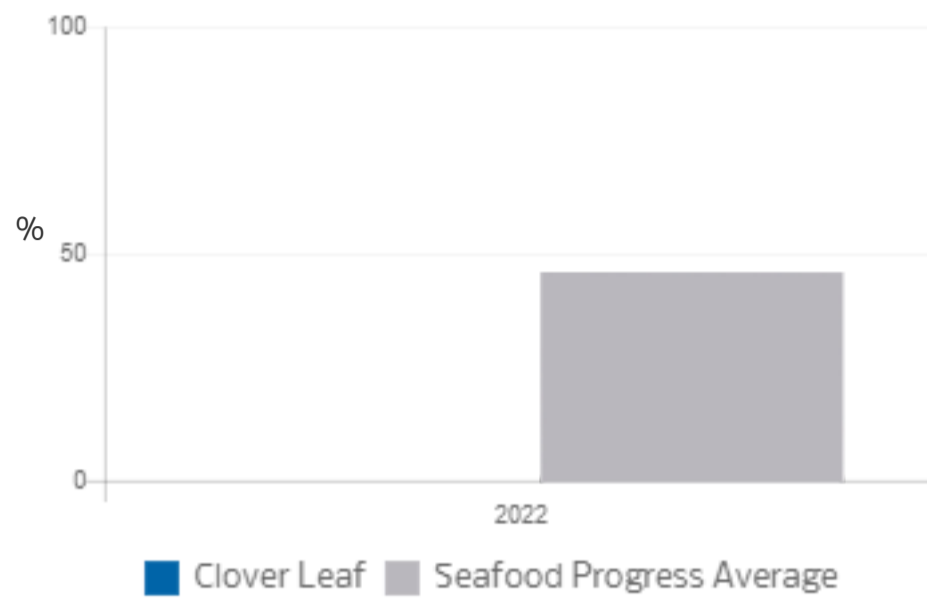
6

## Taking Initiative

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



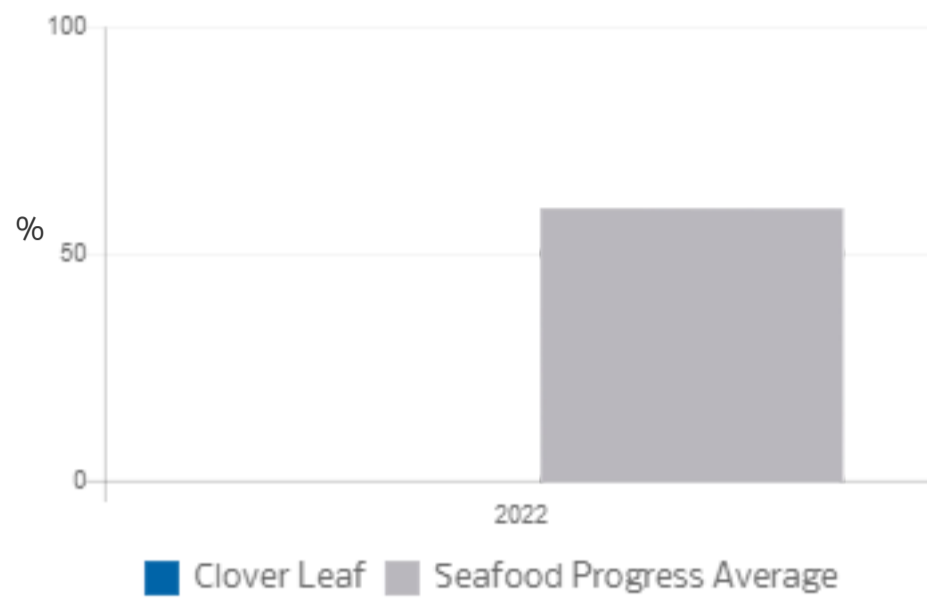
## 6.1 Farmed Atlantic salmon (either Canadian produced or imported)



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).

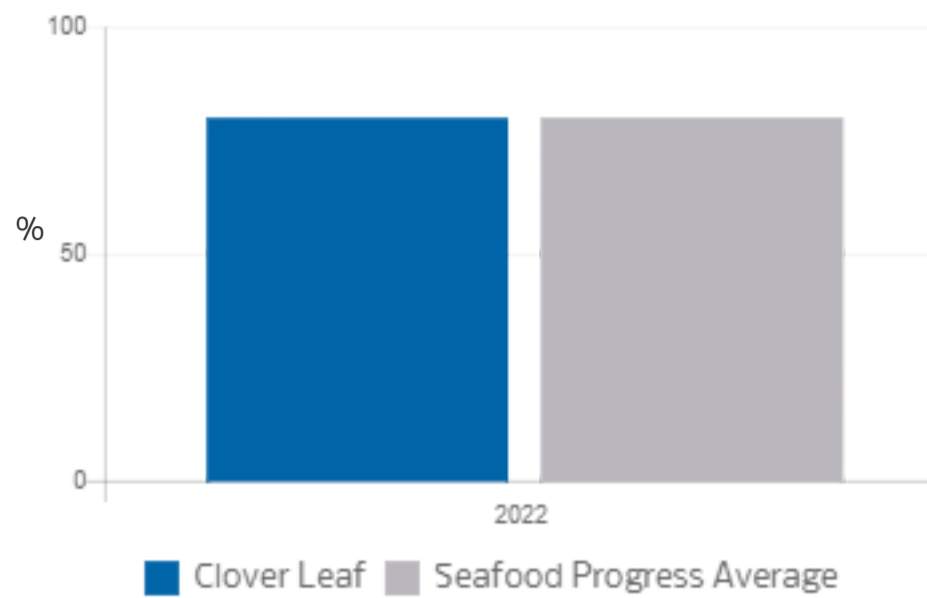
## 6.2 Farmed shrimps and prawns, Imported - multiple spp.



N/A

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

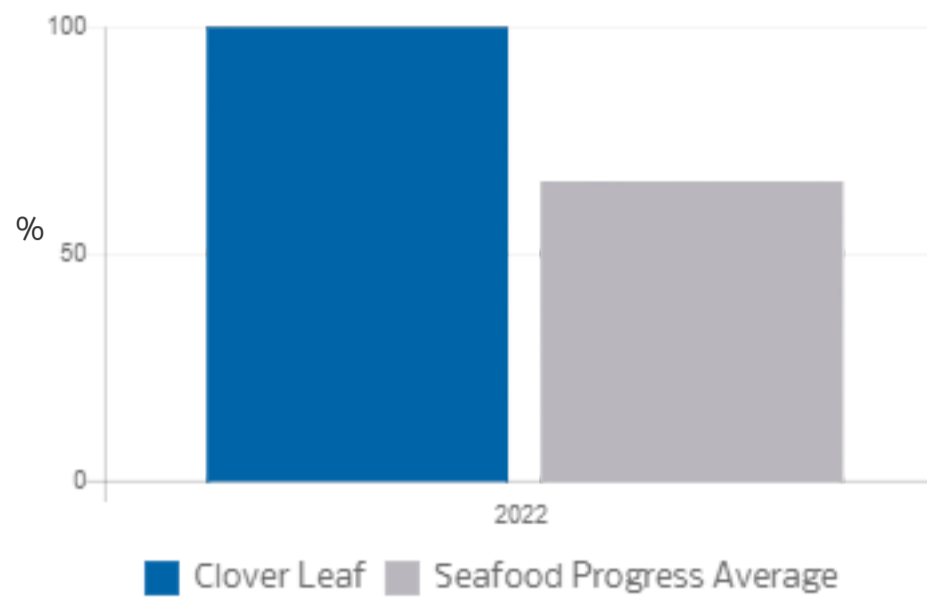
### 6.3 Skipjack tuna (bonito) - *Katsuwonus pelamis*.



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 (2020 audit results available [here](#)). In October 2021, The Bumble Bee Seafood Company (parent company of Clover Leaf) **signed on to a letter** to the Western and Central Pacific Fisheries Commission (WCPFC) asking them to develop comprehensive, harvest strategies across all tuna stocks to prevent the loss of MSC Certification. Clover Leaf is also directly involved in many skipjack tuna Fishery Improvement Projects (FIPs). Finally, Clover Leaf prioritizes sourcing MSC and ASC certified products and has full chain traceability for all its products (personal communication, R. Schindler, 21/01/2022).

- ✘ 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 traceability (20 pts).

## 6.4 Other seafood products.



Clover Leaf conducts outreach through the National Fisheries Institute (NFI) regarding improvements to blue swimming crab management on an ongoing basis. In the past year, Clover Leaf conducted outreach to tuna RFMOs regarding improvements to yellowfin tuna management. Through the ISSF, Clover Leaf collaborates with other companies to sponsor research regarding the environmental impact of different types of FADs. Clover Leaf has also been working directly on a herring Fishery Improvement Project (FIP). Finally, Clover Leaf preferentially sources MSC certified wild products and ASC certified farmed products and has full chain traceability for all its products (personal communication, R. Schindler, 21/01/2022).

- ✘ 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



