

Seafood Progress

Brands' Commitment to Sustainable and Socially Responsible Seafood

57

2022 aggregate score

Seafood Progress Average [?]:
63



Brands profiled



Sustainable Seafood Policy
[Seafood Sourcing Statement](#)



Headquarters
Brampton, Ontario

OVERVIEW

Commitment to Sustainable Seafood



93%

of products sold in
2022 met
commitment.

Sustainability Commitment. Export Packers' website states that it is committed to sourcing MSC certified versions of its wild products and ASC or BAP certified versions of its farmed products. It also states that the company is committed to working proactively with its customers, suppliers, industry experts and rating agencies to increase the percentage of third-party certified products sold through its Ocean Jewel and Diamond Harvest brands, and that it will regularly report on its progress. As of May 2022, Export Packers reported to SeaChoice that 93% of its Diamond Harvest and Ocean Jewel branded products by volume that were sold in the past year were in line with its commitment. Export Packers has not yet set a timeline for meeting this commitment, and does not yet have a full chain traceability policy in place.

Clear Objectives



Supplier Expectations



Traceability Policy

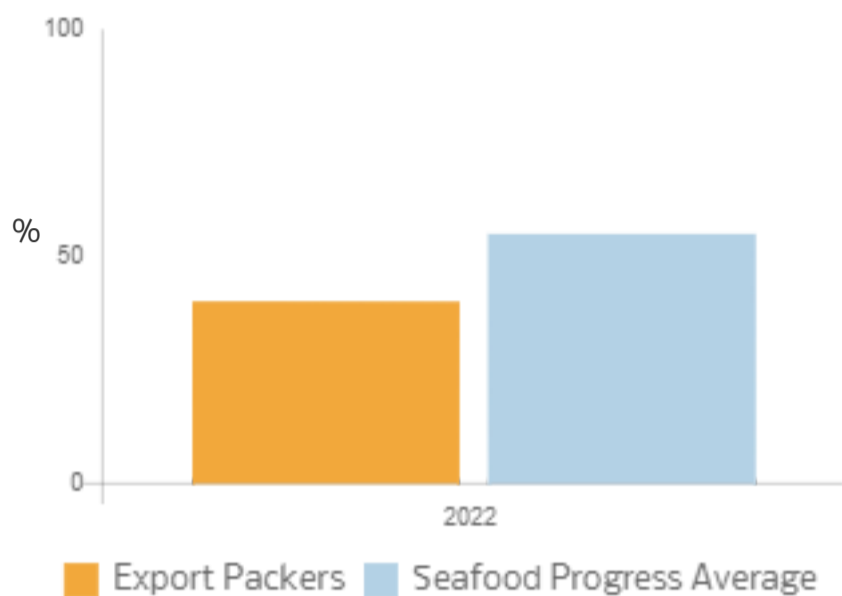


Reporting on Activities



Social Responsibility. Export Packers' commitment to social responsibility is not based on any credible international standards, and the company does not currently have a supplier code of conduct as it has relied on social audits to drive supplier compliance. However, it intends to implement one in the future.

STEP 1: COMMITMENT

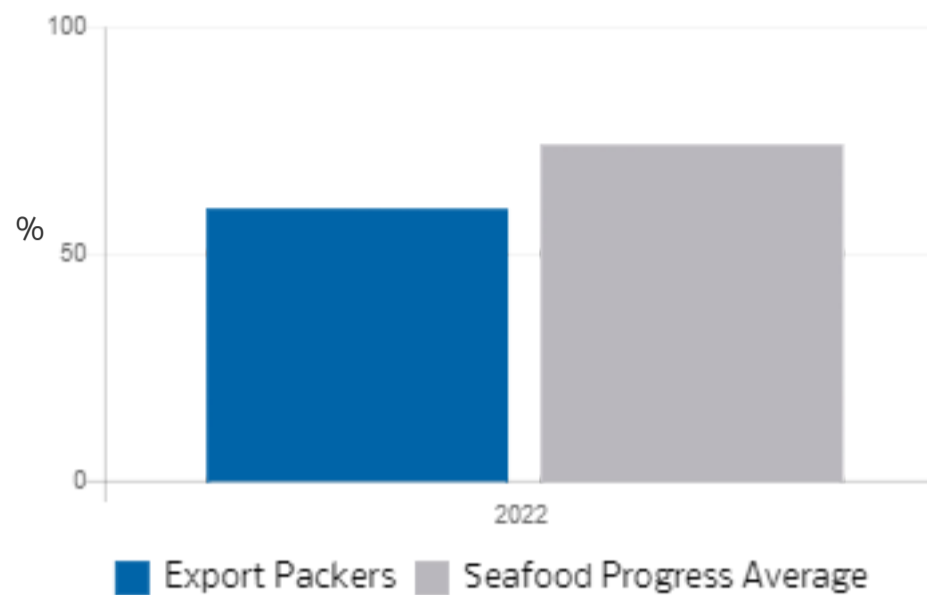


1

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.



Export Packer's website states that it is committed to sourcing MSC certified versions of its wild products and ASC or BAP certified versions of its farmed products. It also states that the company is committed to working proactively with its customers, suppliers, industry experts and rating agencies to increase the percentage of third-party certified products sold through its Ocean Jewel and Diamond Harvest brands, and that it will regularly report on its progress. Export Packer's has not yet set a timeline for meeting this commitment, and does not yet have a full chain traceability policy in place (personal communication, A. Benson, 30/03/2022).

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.

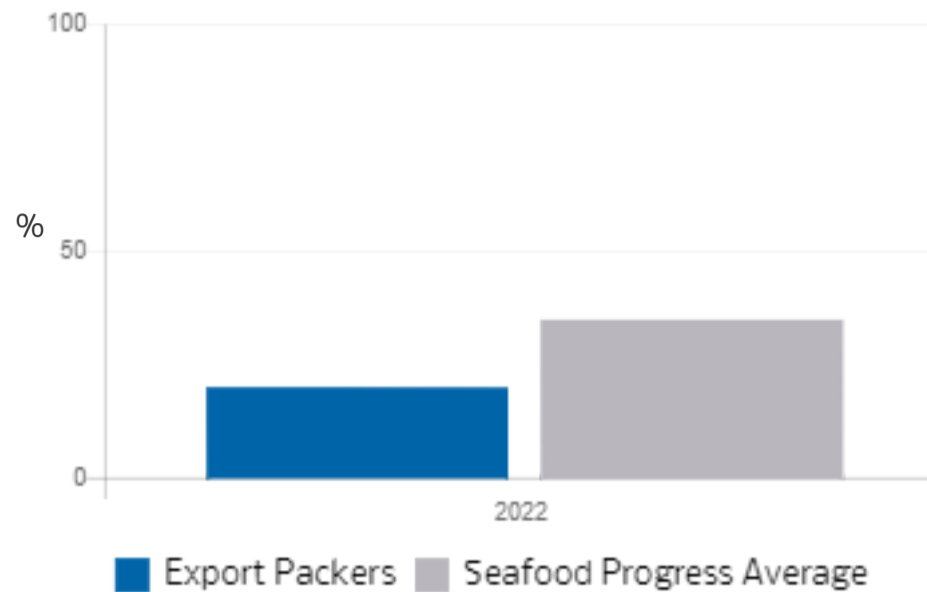
60% Commitment to environmental sustainability that includes clear objectives that are supported by references to credible standards (such as Seafood Watch or Ocean Wise ratings, eco-certifications, etc.).

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.



Export Packer’s website states that it implements “in-depth audits of our suppliers, co-packers and warehouses. All of our products pass through comprehensive physical, chemical and microbial inspection at source and upon arrival in Canada.” This commitment does not appear to be based on any credible international standards. Finally, Export Packers does not currently have a supplier code of conduct as it has relied on social audits to drive supplier compliance, but intends to implement one in the future (personal communication, A. Benson, 30/03/2022).

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.

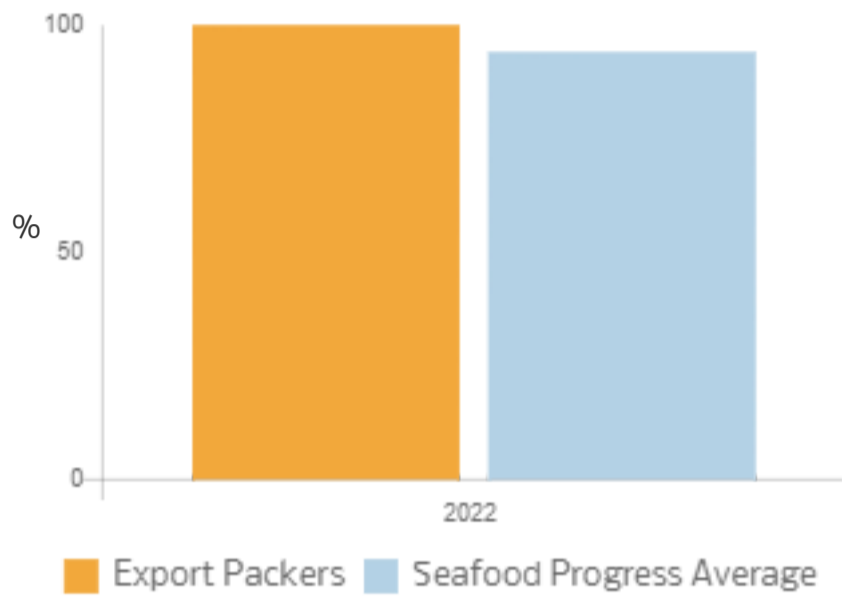
60% Commitment to social responsibility includes clear objectives and actions or expectations for seafood suppliers.

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

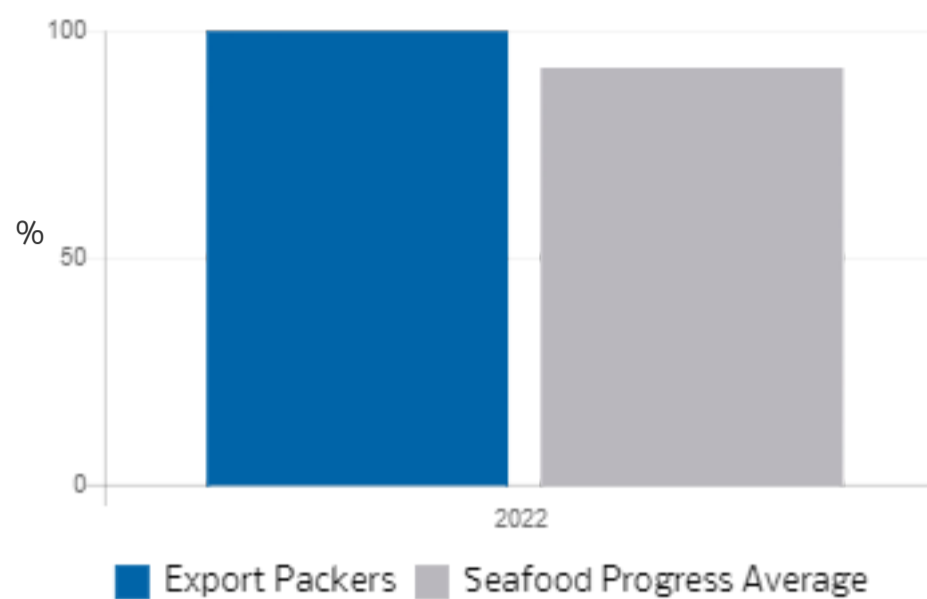


2

Collecting Data

Is the brand collecting data to support its commitment?

2.1 The brand collects data on species scientific name.



Export Packers collects data on scientific name for all its Diamond Harvest and Ocean Jewel products (personal communication, A. Benson, 30/03/2022).

Scoring

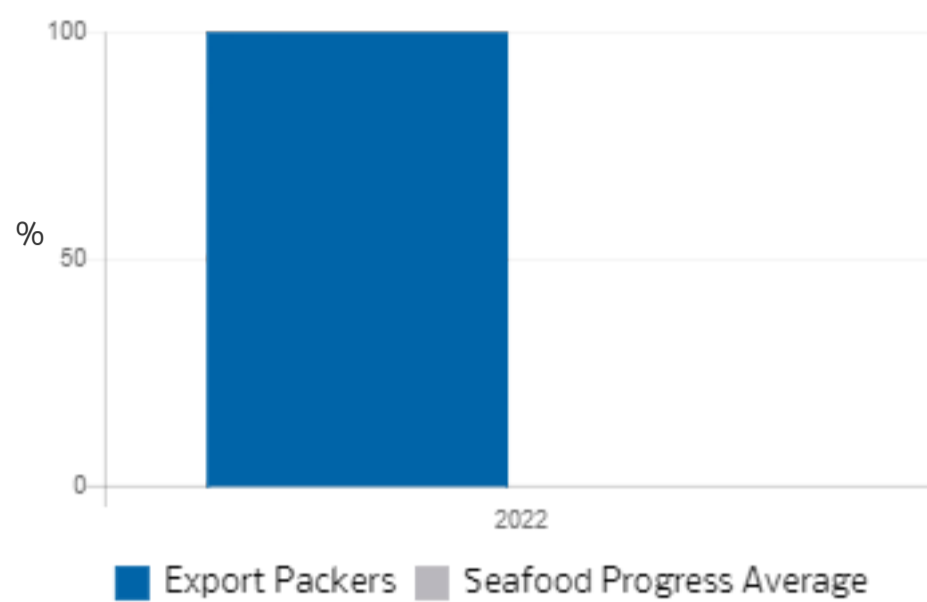


100% Collects data for all products.

50% Collects data for some products.

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

2.2 The brand collects data on geographic origin.



Export Packers collects data on geographic origin for all its Diamond Harvest and Ocean Jewel products (personal communication, A. Benson, 30/03/2022).

Scoring

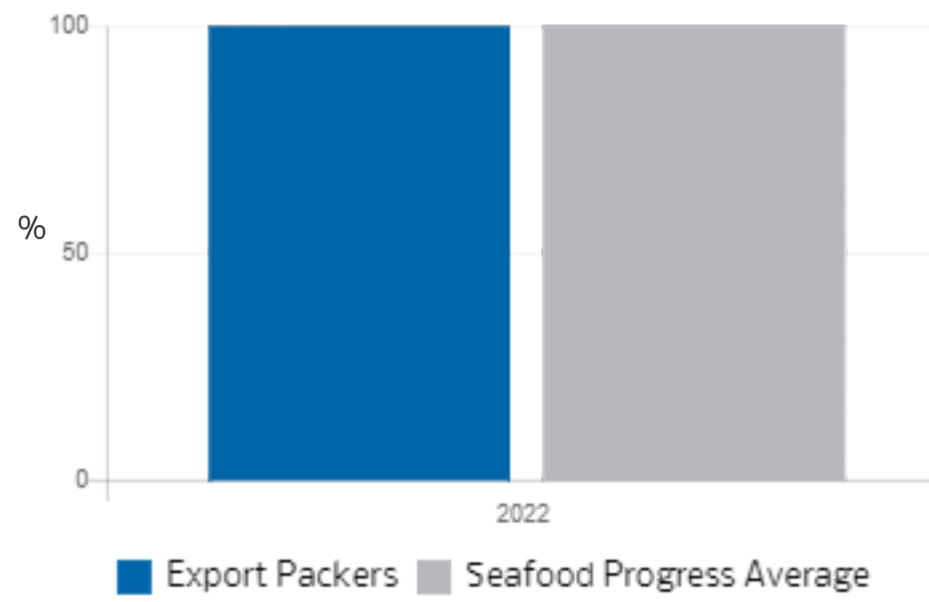


100% Collects data for all products.

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.



Export Packers collects data on wild or farmed for all its Diamond Harvest and Ocean Jewel products (personal communication, A. Benson, 30/03/2022).

Scoring

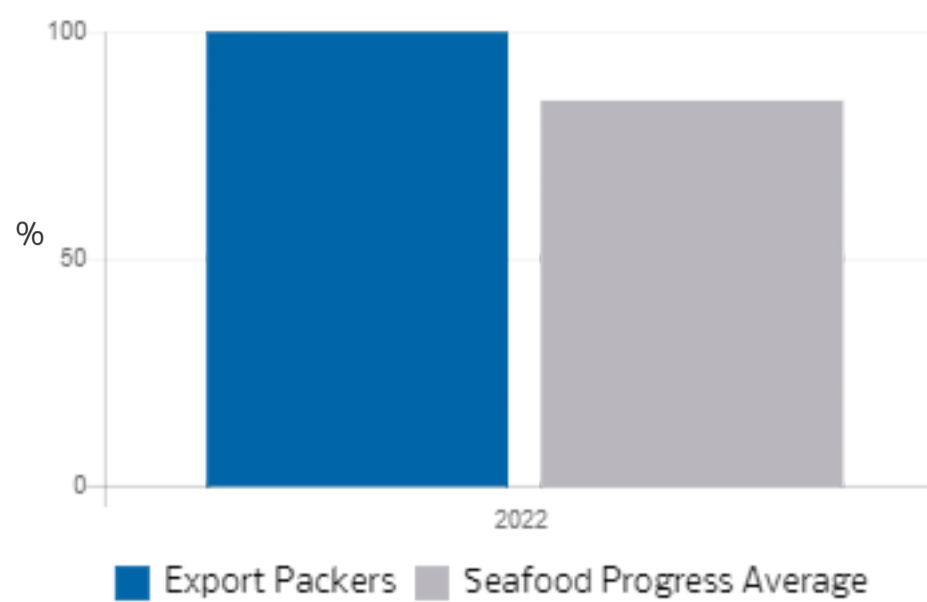


100% Collects data for all products.

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.



Export Packers collects data on wild or farmed for all its Diamond Harvest and Ocean Jewel products (personal communication, A. Benson, 30/03/2022).

Scoring

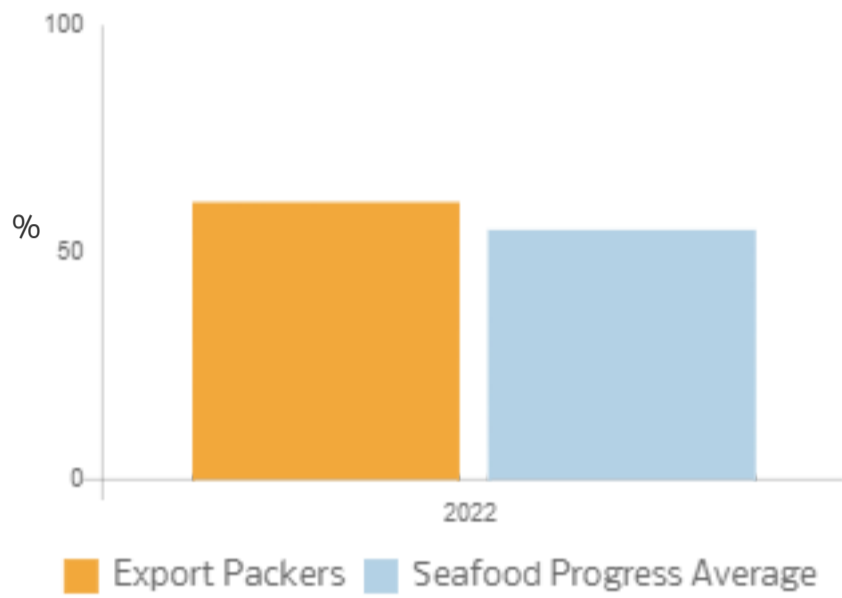


100% Collects data for all products.

50% Collects data for some products.

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

STEP 3: SOURCING

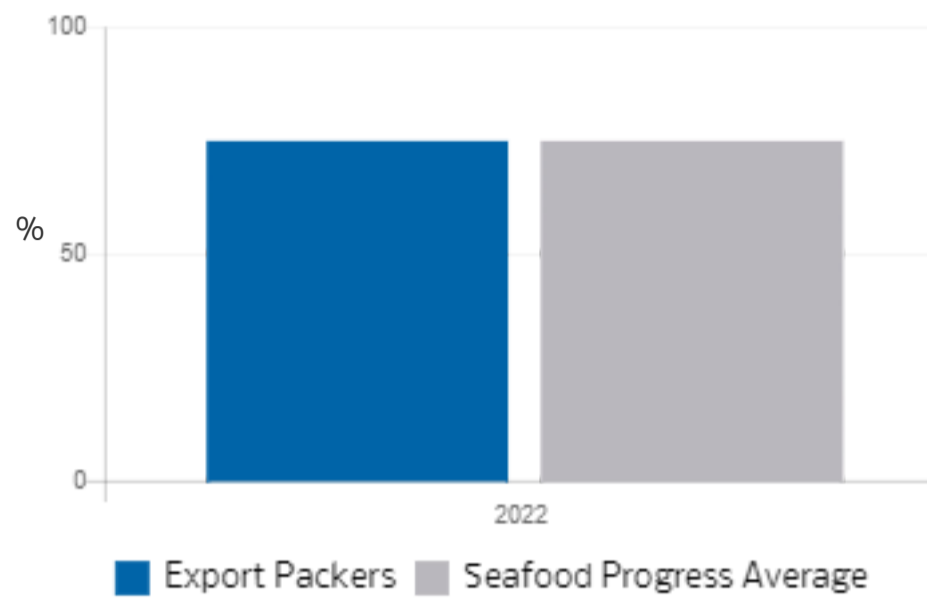


3

Responsible Sourcing

Is the brand making responsible sourcing decisions?

3.1 Company publishes a clear hierarchy demonstrating its sourcing priorities.



Export Packers publishes the sustainability standard it uses for sourcing its wild commodities, and a general list of standards it uses for sourcing its farmed commodities.

Scoring



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

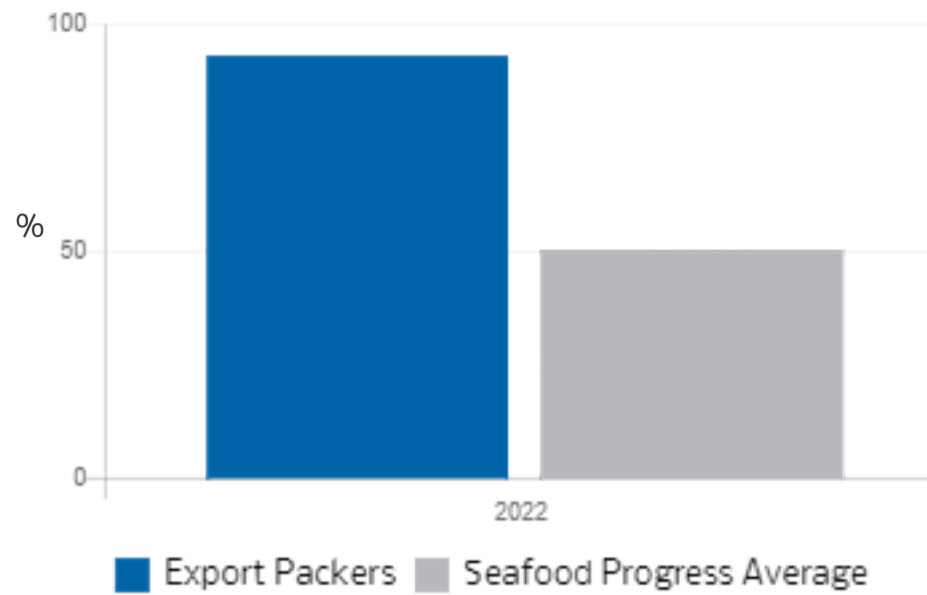
75% Publishes a clear hierarchy of sustainability standards used for sourcing some commodities, and identifies a general list of sustainability standards that it uses to inform its purchasing decisions for other commodities.

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.



Export Packers reported on its website that, as of March 2022, measured by combined dollar sales, 93% of its Diamond Harvest and Ocean Jewel products sold were in line with its commitments.

Scoring



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

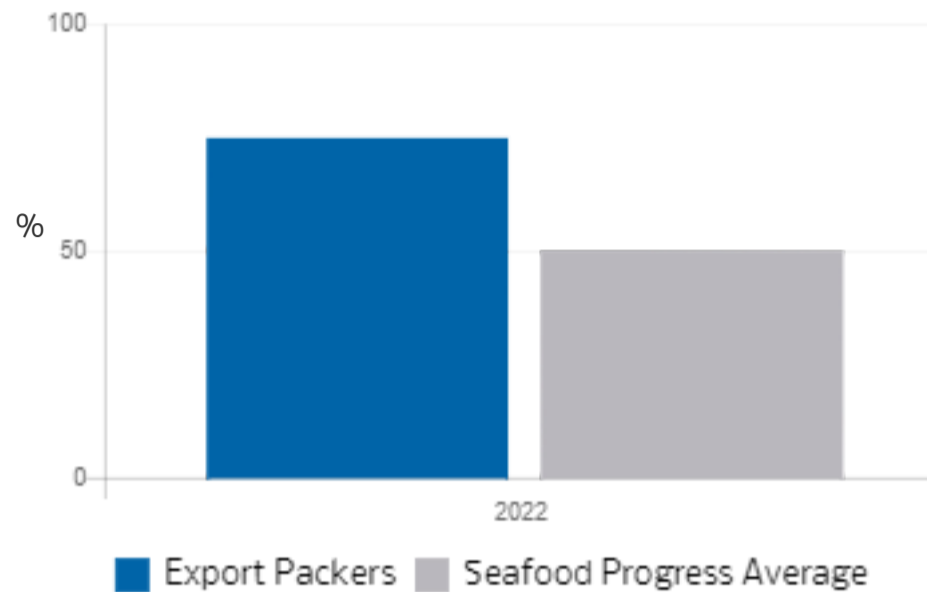
75% Grocery store has reported that 75% or more of its seafood sold meets its sustainability commitment.

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.



Export Packers' suppliers are held to its standards through the product specification documents that they sign which state requirements for MSC, ASC and BAP certification (personal communication, A. Benson, 30/03/2022).

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.



Export Packers does not use a supplier code of conduct because it has relied on social audits to drive supplier compliance. However, the company intends to put this practice into place moving forward (personal communication, A. Benson, 30/03/2022).

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.

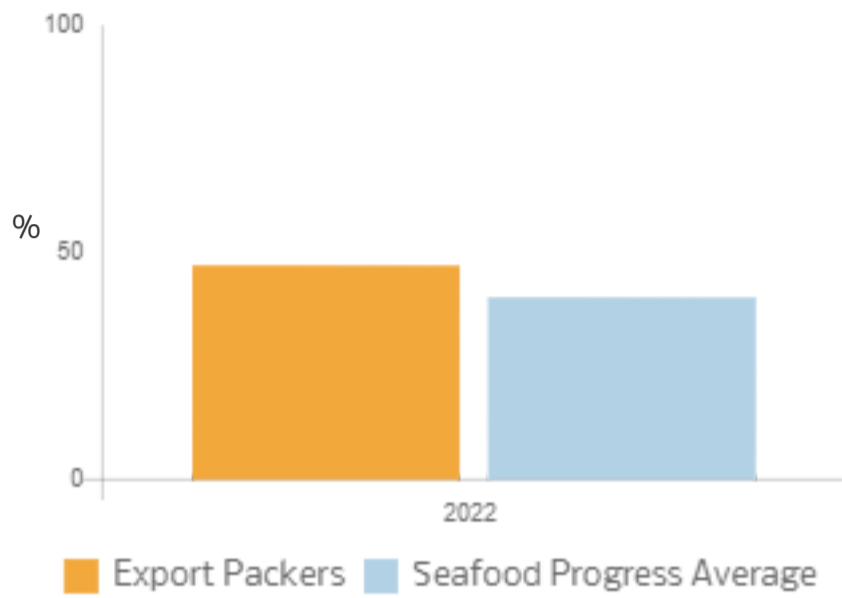
75% Rubric for retailers Feb 17 2022 Rubric for retailers Feb 17 2022 .XLSX 100% 10 B92 All suppliers are required to sign a code of conduct that covers all of the retailer's social responsibility commitment. Screen reader support enabled. All suppliers are required to sign a code of conduct that covers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

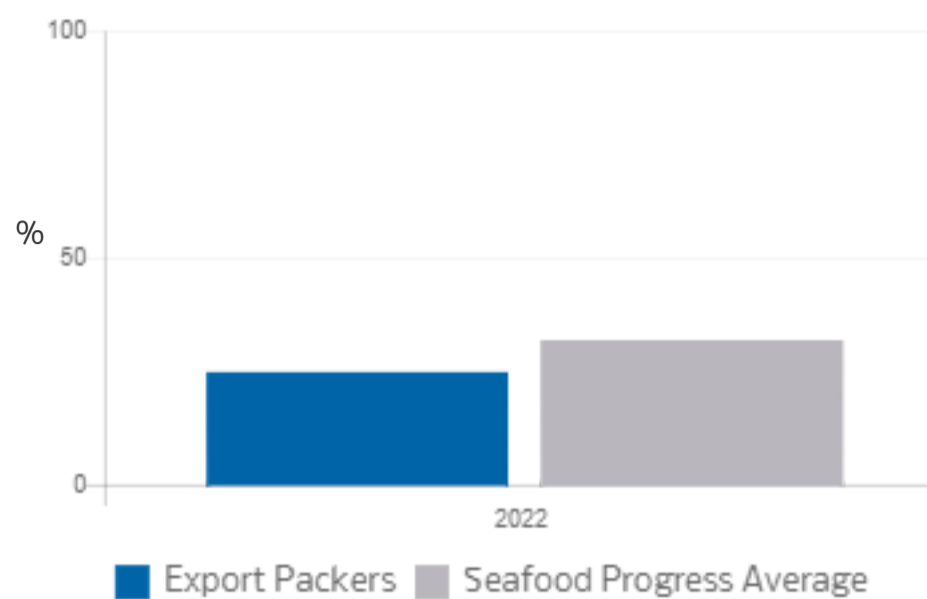


4

Transparency

Is the brand transparent about its commitment?

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



Export Packers labels some products with geographic origin and as wild but does not label any products with scientific name or gear type or farming method.

Scoring

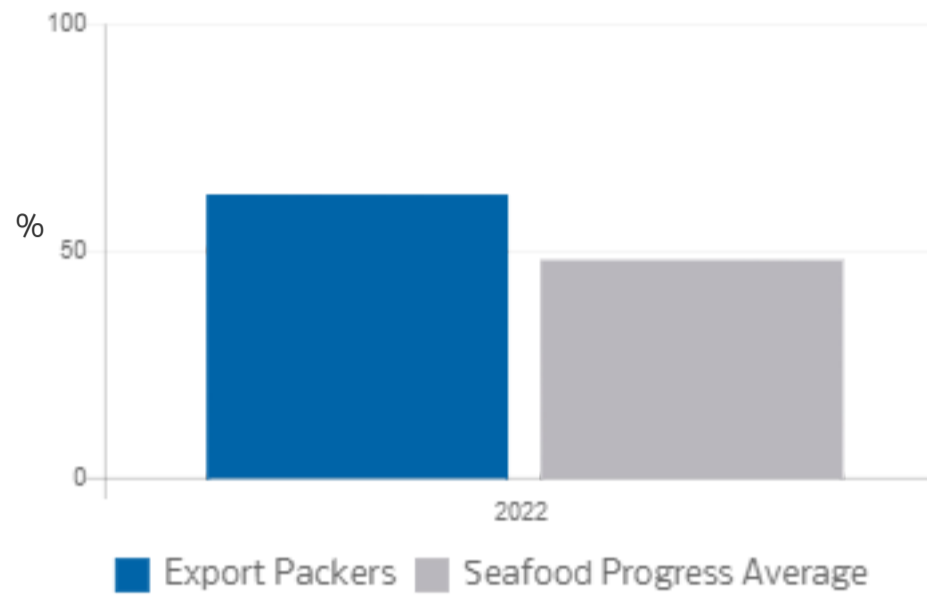


100% Grocery store labels all products with the information.

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.



Export Packers uses the MSC, ASC and BAP certification claims on its product labels which include chain of custody to serve as evidence to back up these claims. Export Packers also uses the Ocean Wise endorsement claim on some product labels, but does not make evidence to back up its claims publicly available.

Scoring

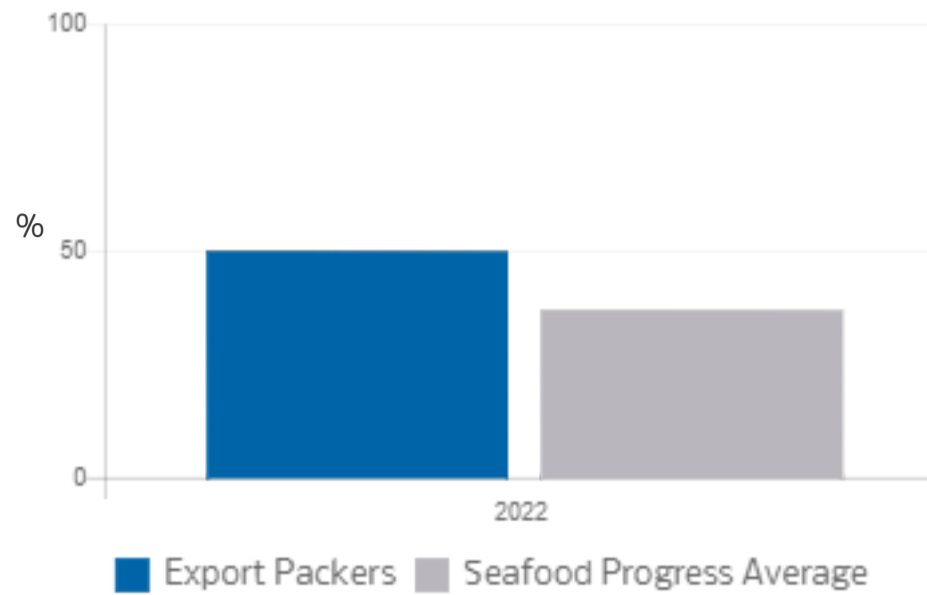


100% Grocery store labels all products with an ecolabel as appropriate.

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.



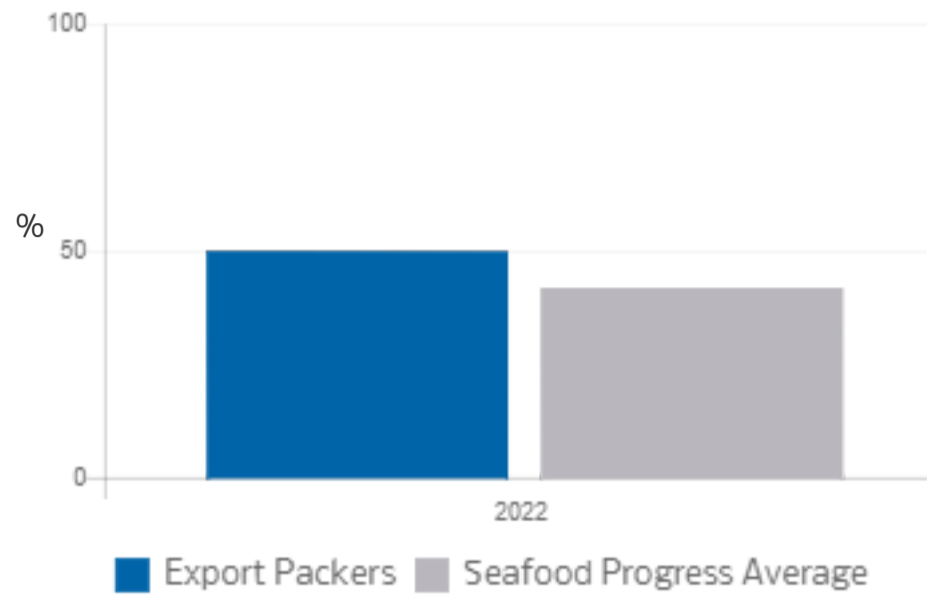
Export Packers disclosed the scientific name, geographic origin and gear type and farming method of some of its products at one point in time through [its FishChoice profile](#), and intends to update this information on an annual basis going forward (personal communication, A. Benson, 05/04/2022).

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.



For the first time in 2022, Export Packers reported on its website that 93% of its Ocean Jewel and Diamond Harvest brand products by value of sales were in line with its sustainability commitment.

Scoring

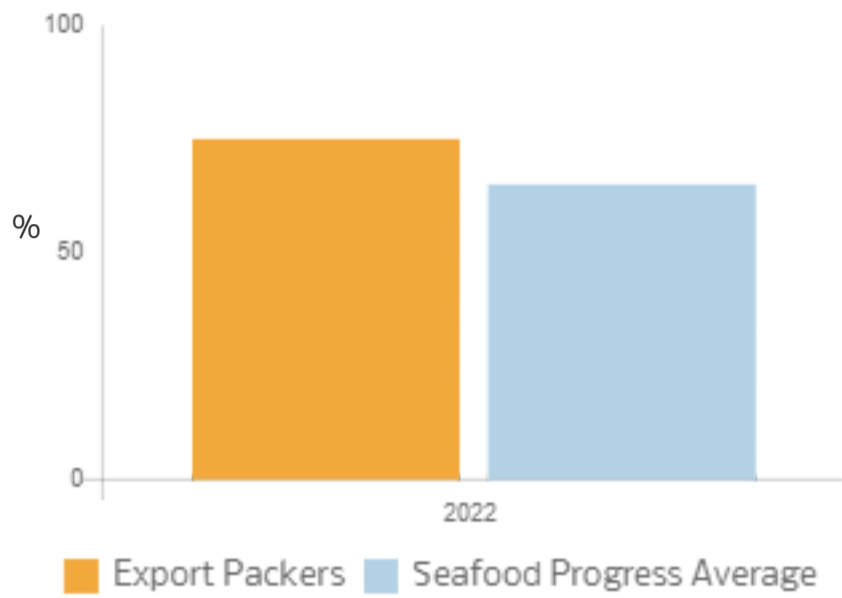


100% Retailer regularly reports publicly how much of its seafood sold meets its commitment by volume or value of sales every year.

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

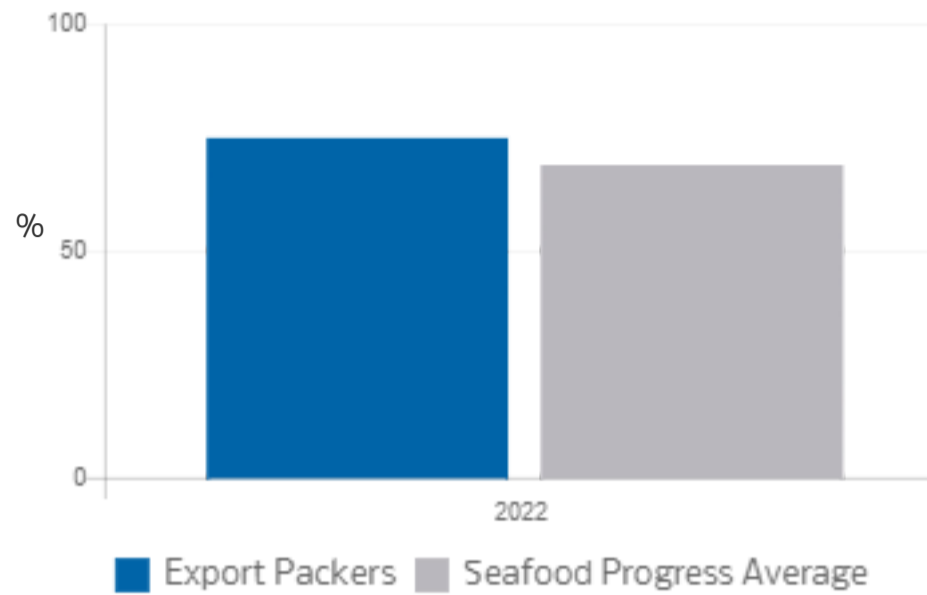


5

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.



There is a comprehensive description of Export Packers' commitment to sustainability and some description of its commitment to social responsibility on [its website](#).

Scoring



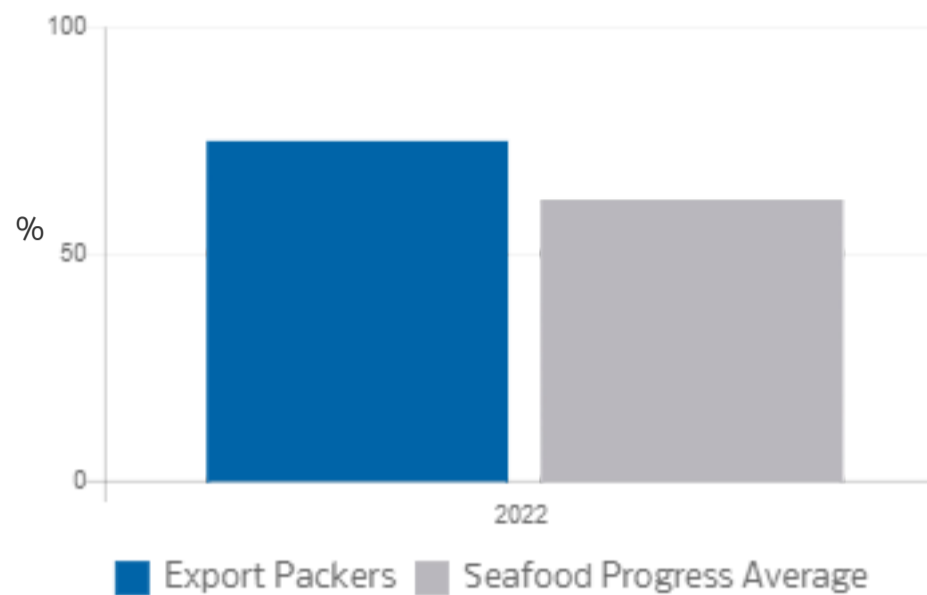
100% Training programs regularly conducted for all seafood staff.

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.



Export Packers' suppliers are held to its standards through the product specification documents that they sign which state requirements for MSC, ASC and BAP certification. Furthermore, the company's procurement team is in continuous contact with its suppliers (personal communication, A. Benson, 30/03/2022).

Scoring

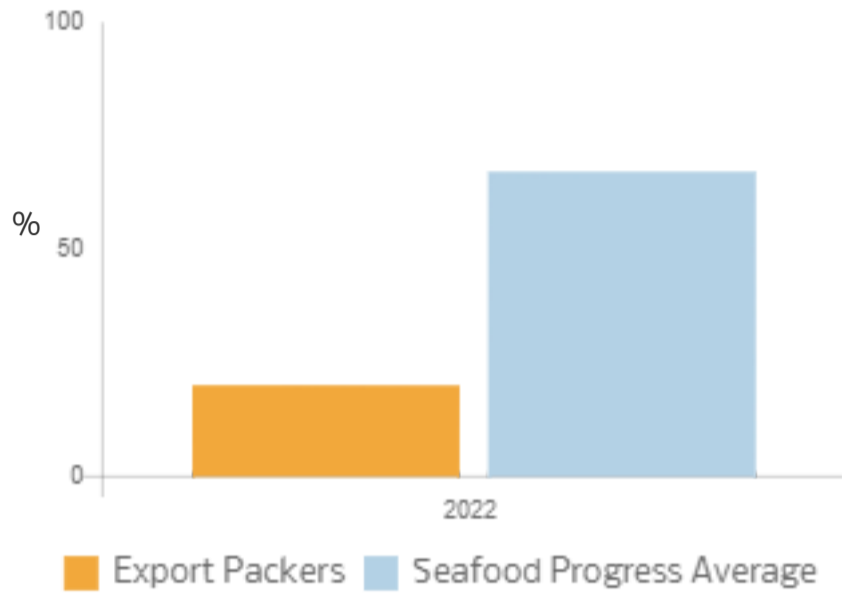


100% There is a comprehensive description of the grocery store's commitments to sustainable and socially responsible seafood in store.

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

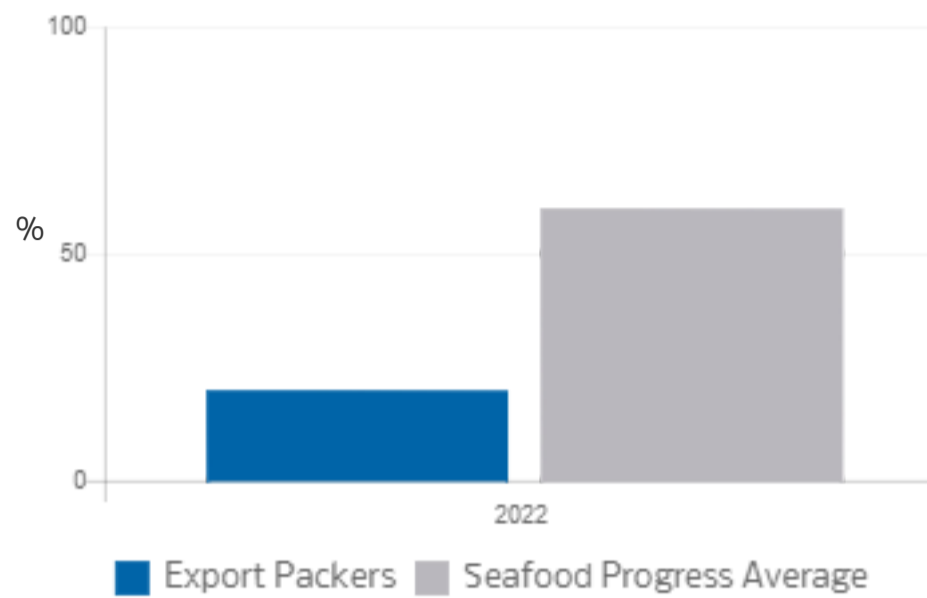


6

Taking Initiative

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

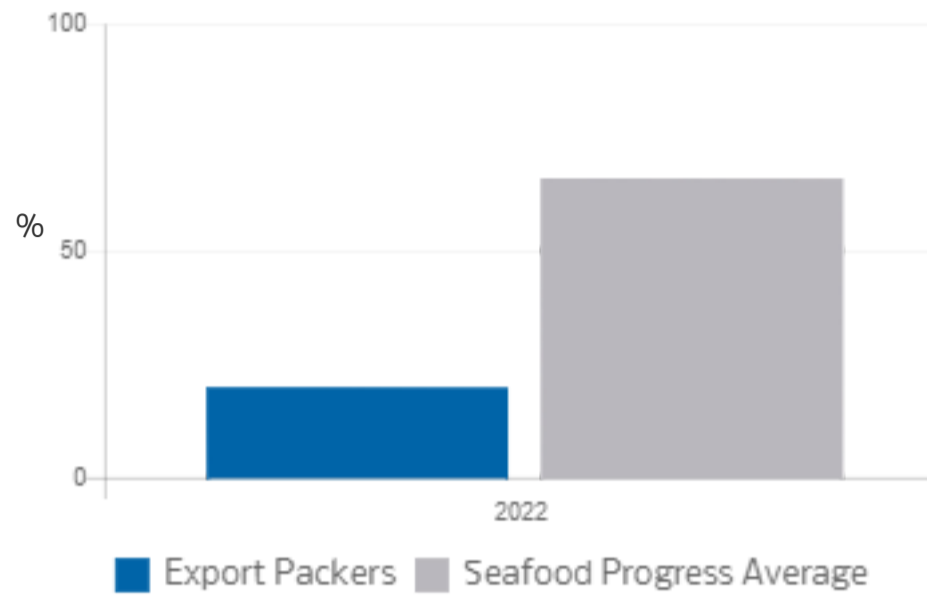
6.2 Farmed shrimps and prawns, Imported - multiple spp.



Export Packers preferentially sources BAP 2 star certified farmed shrimp and prawns (personal communication, A. Benson, 30/03/2022).

- ✘ 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.



Export Packers collaborates with other companies pre-competitively as a member of the squid illegal, unreported and unregulated (IUU) working group through the Sustainable Fisheries Partnership (SFP) (personal communication, P. Kwong, 09/03/2022).

- ✘ 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:



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