

# Seafood Progress

Brands' Commitment to Sustainable and Socially Responsible Seafood

**76**

2022 aggregate score

Seafood Progress Average :  
63

Parent Company  
**High Liner Foods Inc**



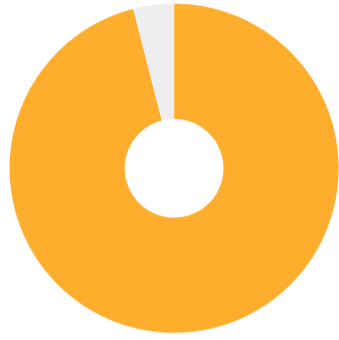
Sustainable Seafood Policy  
[Seafood Sourcing Statement](#)



Headquarters  
Nova Scotia, Canada

# OVERVIEW

## Commitment to Sustainable Seafood



# 96%

of products sold in 2022 met commitment.

**Sustainability Commitment.** [High Liner's website](#) provides clear lists of sourcing standards for its wild and farmed products which, it has informed SeaChoice, are in priority order. In 2013, High Liner reported that 99% of its seafood was in line with its commitment. As of 2021, 96% of its seafood sold was in line with this commitment and the company intends to announce a new timeline for achieving its commitment sometime in 2022. Finally, [High Liner's 2020 CSR report](#) references full chain traceability and states that High Liner has "a highly developed traceability system designed by experts in food safety and logistics."

Clear Objectives



Supplier Expectations



Traceability Policy

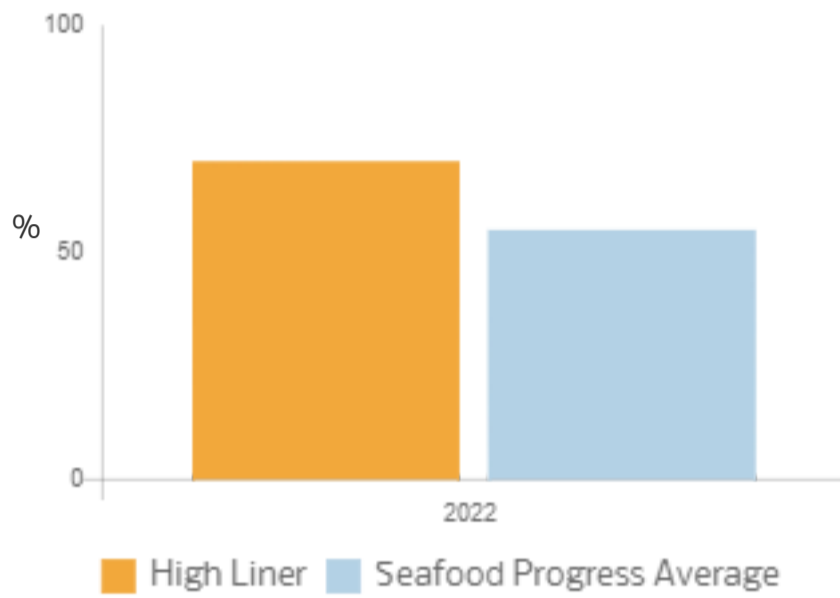


Reporting on Activities



**Social Responsibility Commitment.** High Liner's commitment to social responsibility is based around its [Supplier Code of Conduct](#) which is informed by the International Labour Organization (ILO). High Liner is also a member of the Supplier Ethical Data Exchange (SEDEX), which serves as a tool that the company uses to analyze ethical and responsible business practices throughout its supply chain. To SeaChoice's knowledge, High Liner does not have a traceability policy in place to support this commitment and it does not report publicly on any activities it conducts to support this commitment.

# STEP 1: COMMITMENT

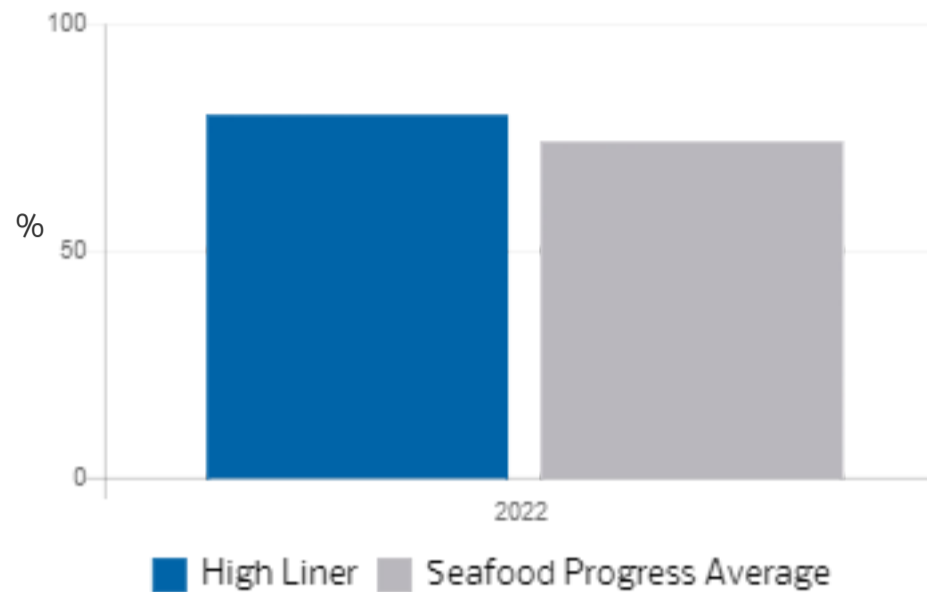


1

## 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.



High Liner's website states that its commitment is to source all of its seafood from "sustainable or responsible sources of supply." For wild products, this means (in priority order): 1) MSC certified or undergoing full MSC assessment, 2) Certified to a scheme recognized by Global Sustainable Seafood Initiative (GSSI), 3) In a credible and publicly documented Fishery Improvement Project (FIP), and 4) Ocean Wise Recommended or rated Best Choice (green) or a Good Alternative (yellow) by Seafood Watch (personal communication, B. DiMento, 23/02/2022). For farmed products, this means (in priority order): 1) Recognized by the GSSI benchmark, 2) ASC certified or undergoing full ASC assessment, 3) BAP (1-4 star) certified, 4) In a credible and publicly documented Aquaculture Improvement Project (AIP), and 5) Ocean Wise Recommended or rated Best Choice (green) or Good Alternative (yellow) by Seafood Watch (personal communication, B. DiMento, 23/02/2022). In 2013, High Liner reported that 99% of its seafood was in line with its commitment. As of 2021, 96% of its seafood sold was in line with this commitment and the company intends to announce a new timeline for achieving its commitment sometime in 2022 (personal communication, B. DiMento, 23/02/2022). Finally, [High Liner's 2020 CSR report](#) references full chain traceability and states that High Liner has "a highly developed traceability system designed by experts in food safety and logistics."

### 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.

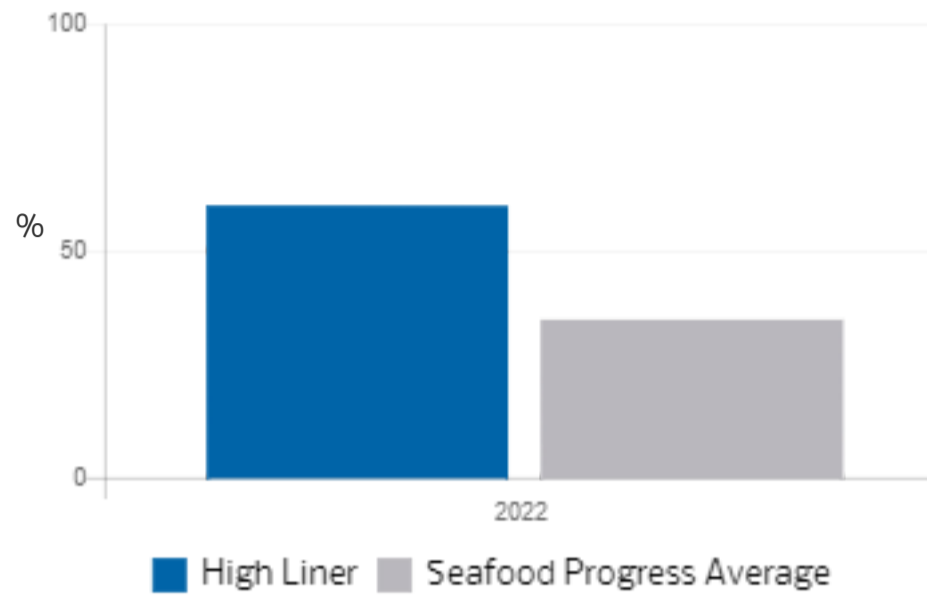
60% Commitment to environmental sustainability that includes clear objectives that are supported by references to credible standards (such as Seafood Watch or Ocean Wise ratings, eco-certifications, etc.).

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.



High Liner's commitment to social responsibility is based around its [Supplier Code of Conduct](#) which is informed by the International Labour Organization (ILO). High Liner is also a member of the Supplier Ethical Data Exchange (SEDEX), which serves as a tool that the company uses to analyze ethical and responsible business practices throughout its supply chain (personal communication, B. DiMento, 23/02/2022).

### 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.

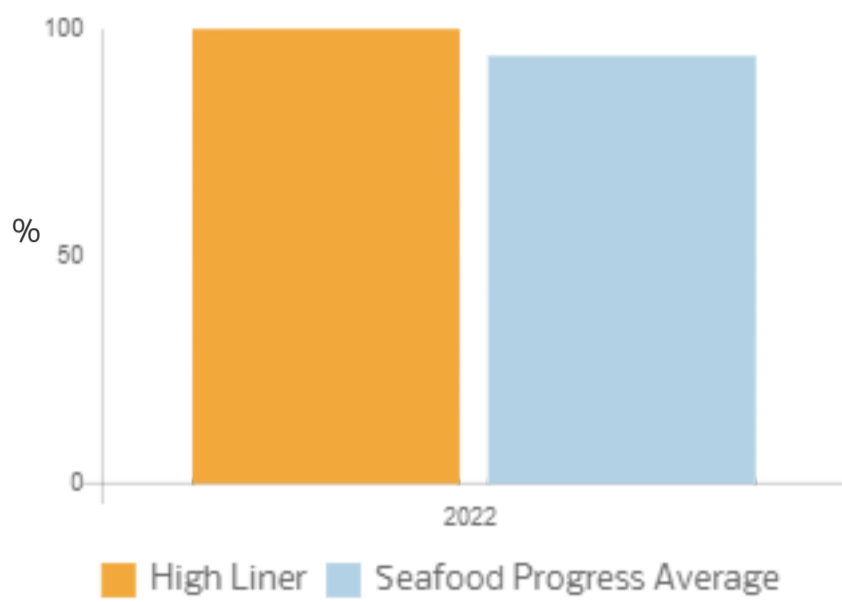
60% Commitment to social responsibility includes clear objectives and actions or expectations for seafood suppliers.

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

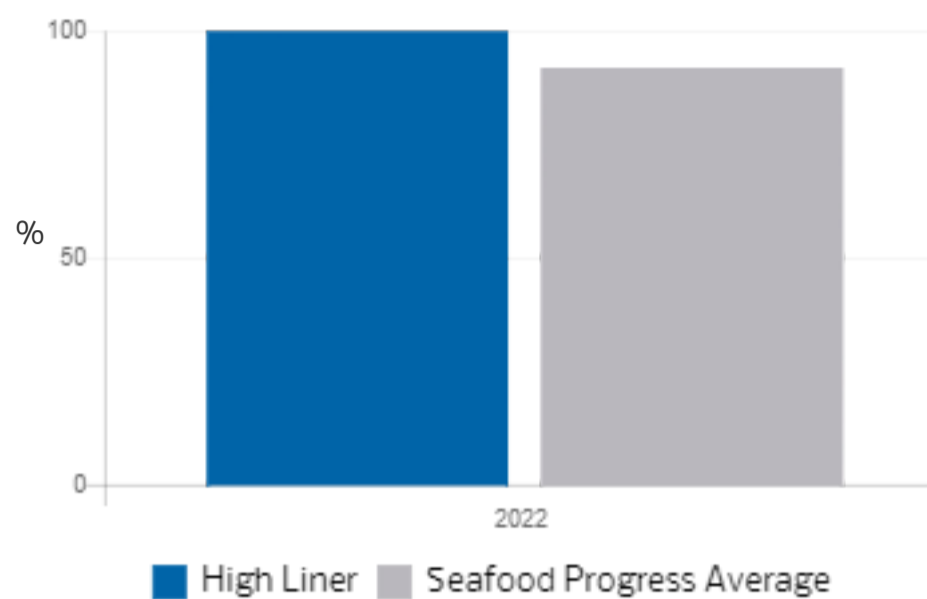


2

## Collecting Data

Is the brand collecting data to support its commitment?

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



High Liner collects data on species scientific name for all products (personal communication, B. Dimento, 09/02/2022).

### Scoring

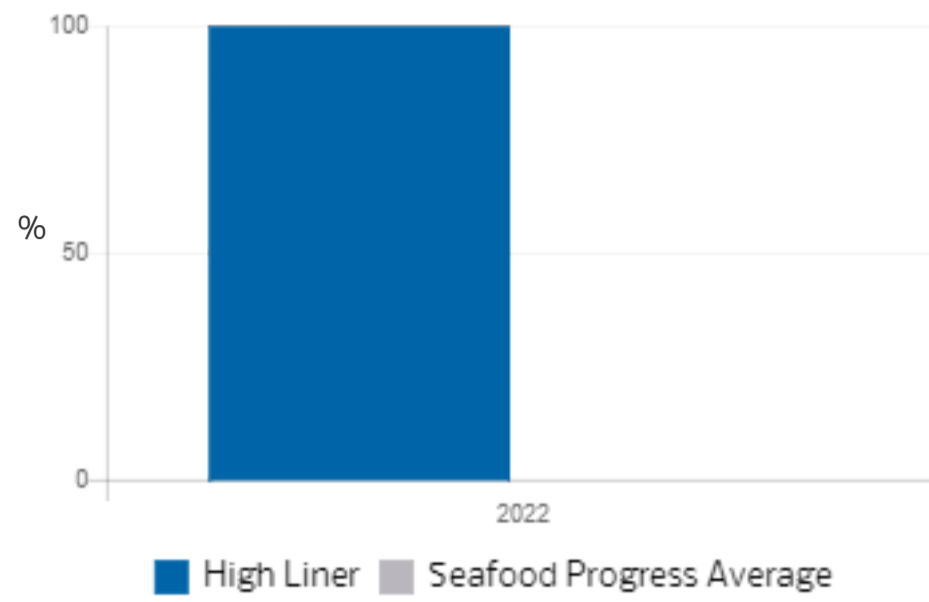


100% Collects data for all products.

50% Collects data for some products.

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

## 2.2 The brand collects data on geographic origin.



High Liner collects data on geographic origin for all products (personal communication, B. Dimento, 09/02/2022).

### Scoring



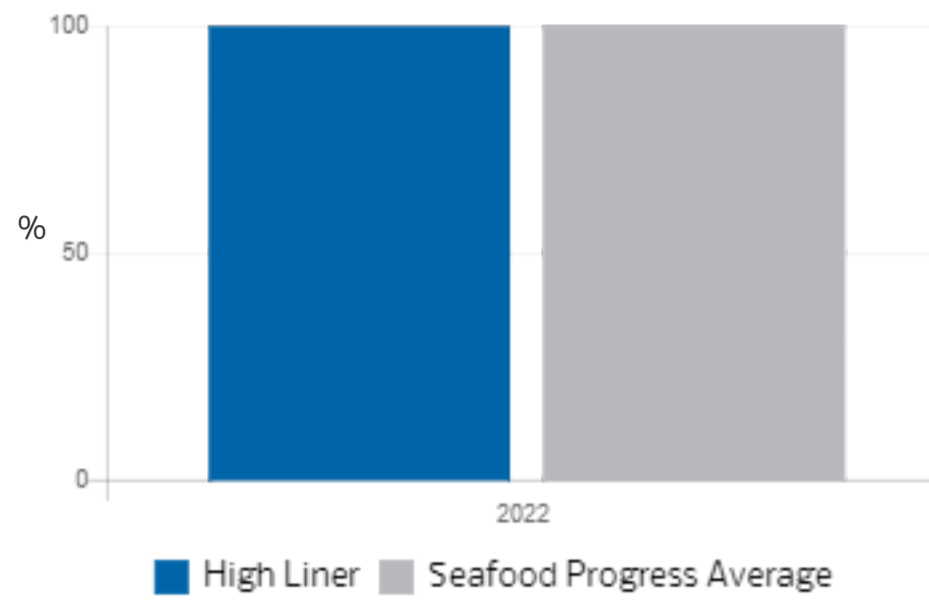
100% Collects data for all products.

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.



High Liner collects data on whether wild or farmed for all products (personal communication, B. Dimento, 09/02/2022).

### Scoring

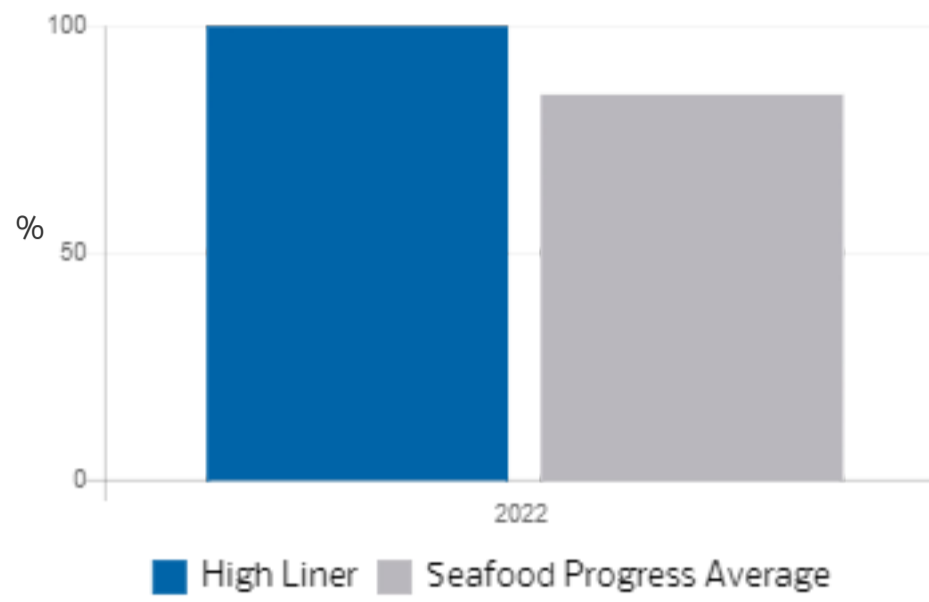


100% Collects data for all products.

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.



High Liner collects data on gear type for all of its products, but not farming method.

### Scoring

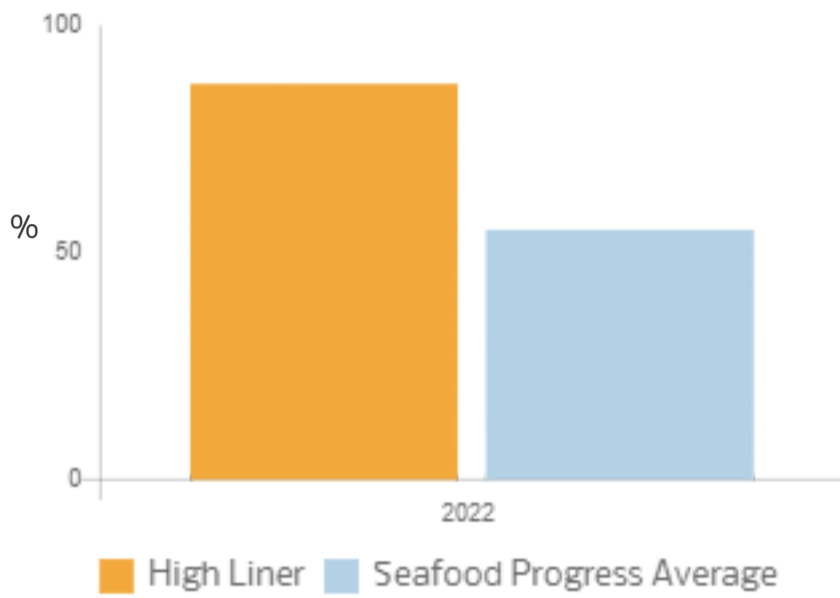


100% Collects data for all products.

50% Collects data for some products.

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

# STEP 3: SOURCING

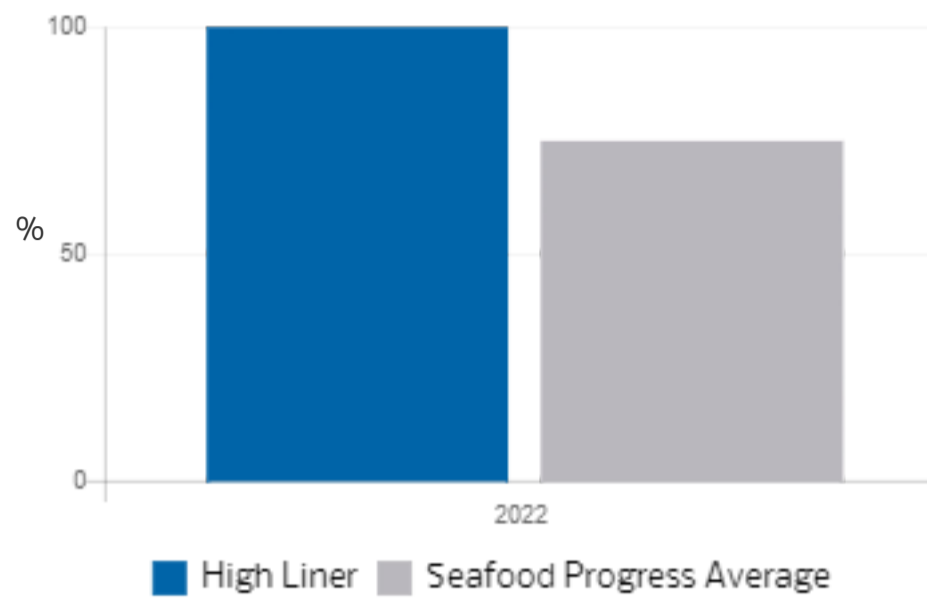


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## Responsible Sourcing

Is the brand making responsible sourcing decisions?

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



Through its Seafood Progress profile, High Liner has published a clear hierarchy of sustainability standards demonstrating 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.

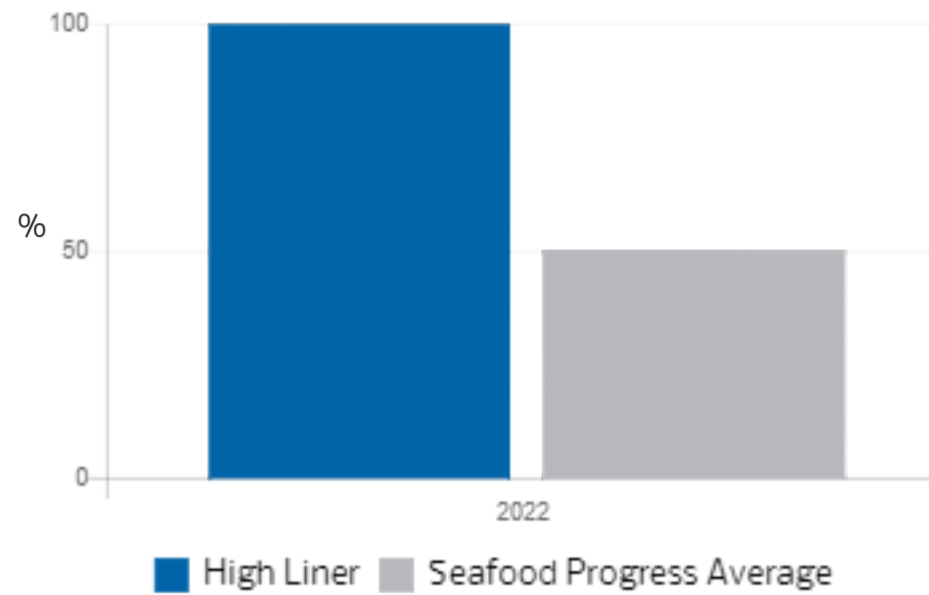
75% Publishes a clear hierarchy of sustainability standards used for sourcing some commodities, and identifies a general list of sustainability standards that it uses to inform its purchasing decisions for other commodities.

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.



As of 2021, 96% of High Liner's products were in line with its sustainability commitment (personal communication, B. Dimento, 09/02/2022).

#### Scoring



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

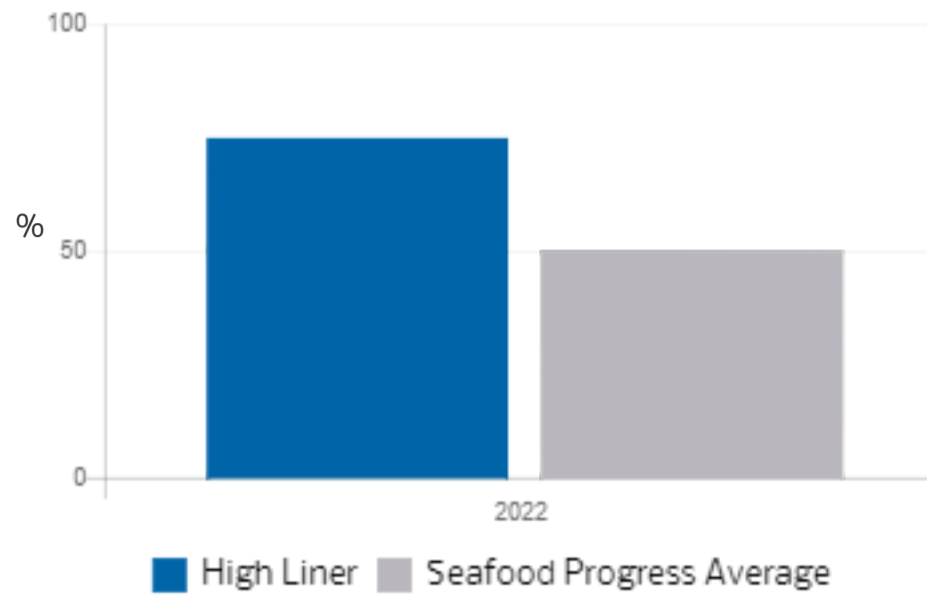
75% Grocery store has reported that 75% or more of its seafood sold meets its sustainability commitment.

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.



High Liner has a supplier expectation management system that includes documentation about policies and procedures that each supplier is required to read, follow and sign on an annual basis (personal communication, B. DiMento, 23/02/2022).

#### 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.

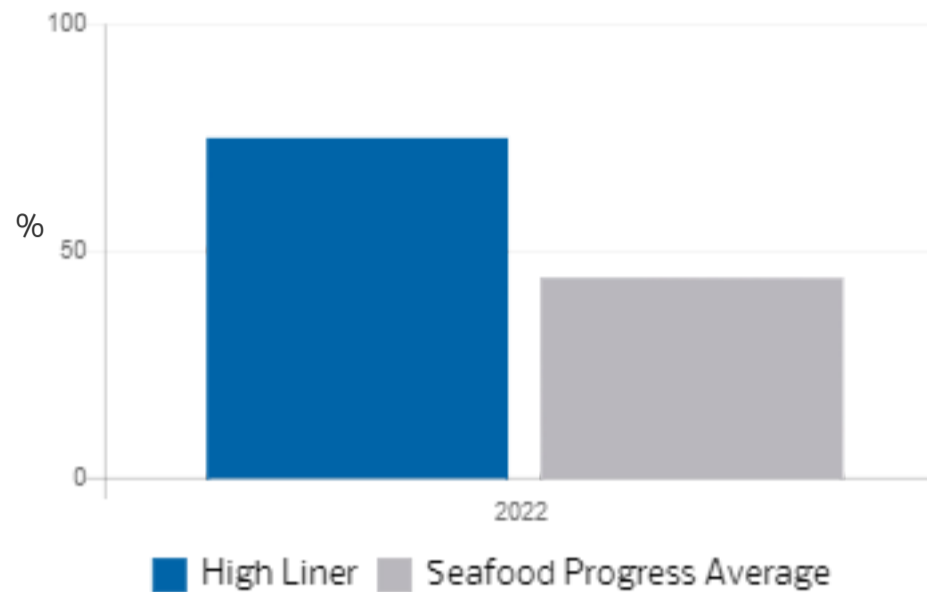
75% Rubric for retailers Feb 17 2022 Rubric for retailers Feb 17 2022 .XLSX 100% 10 B84 All suppliers are required to sign a code of conduct that covers all of the retailer's environmental sustainability commitment. Screen reader support enabled. All suppliers are required to sign a code of conduct that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



High Liner has a Supplier Code of Conduct that all seafood processors, seafood pre-processors (including fishing vessels) and aquaculture facilities that supply or handle its products are expected to uphold. High Liner conducts internal or 3rd party audits, using a “risk-based approach to audit frequency.” This means that new suppliers are subject to an initial audit, all existing suppliers that passed their initial audit “without conditions” will be re-audited on a two year cycle, and suppliers that receive an approved audit “with conditions” shall be re-audited annually, or more frequently depending on the circumstances. High Liner Foods will terminate business with “Disapproved” suppliers, and may re-enter business discussions with them if sufficient evidence is presented that clearly demonstrates corrective action taken (personal communication, B. DiMento, 23/02/2022).

#### 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.

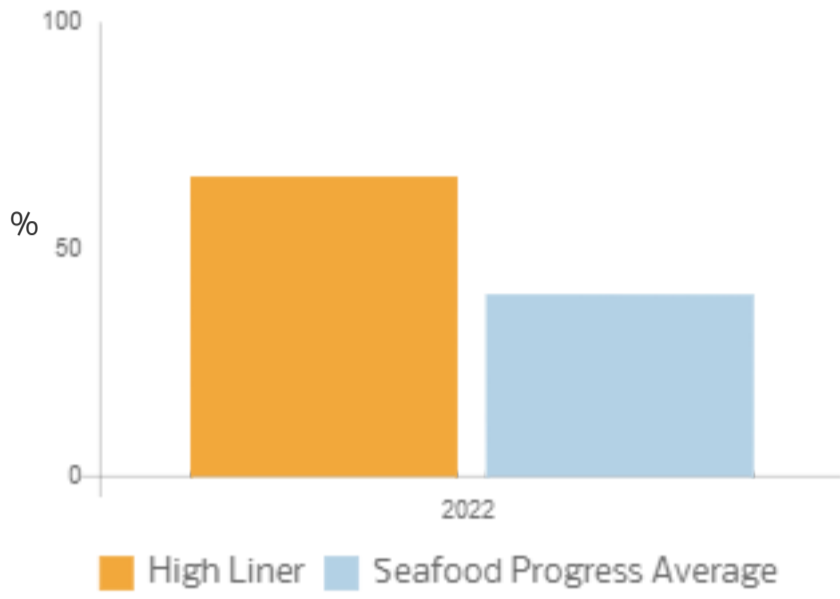
75% Rubric for retailers Feb 17 2022 Rubric for retailers Feb 17 2022 .XLSX 100% 10 B92 All suppliers are required to sign a code of conduct that covers all of the retailer’s social responsibility commitment. Screen reader support enabled. All suppliers are required to sign a code of conduct that covers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



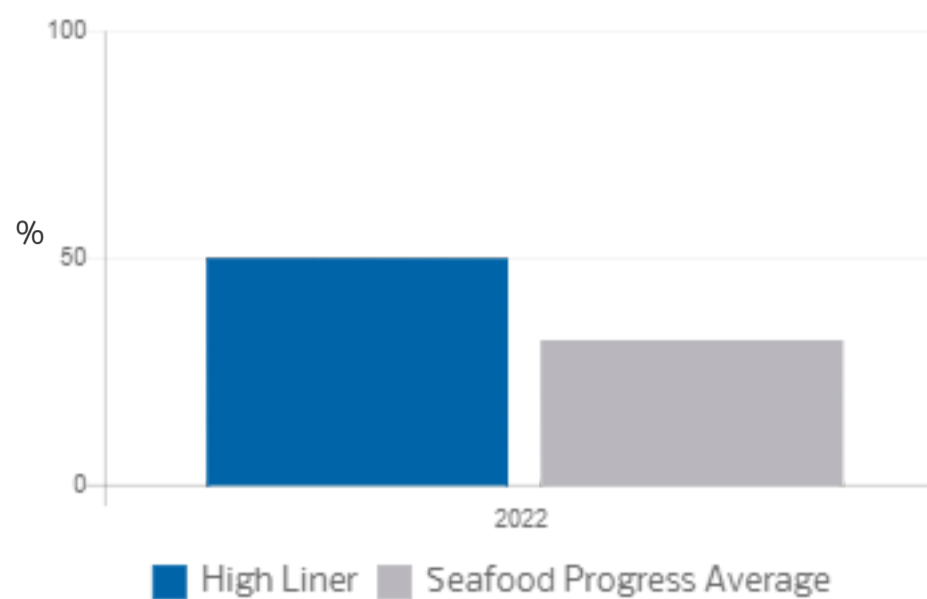
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## Transparency

Is the brand transparent about its commitment?



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



High Liner labels some products with species' scientific name, geographic origin, wild or farmed and gear type or farming method (personal communication, B. DiMento, 23/02/2022).

### Scoring

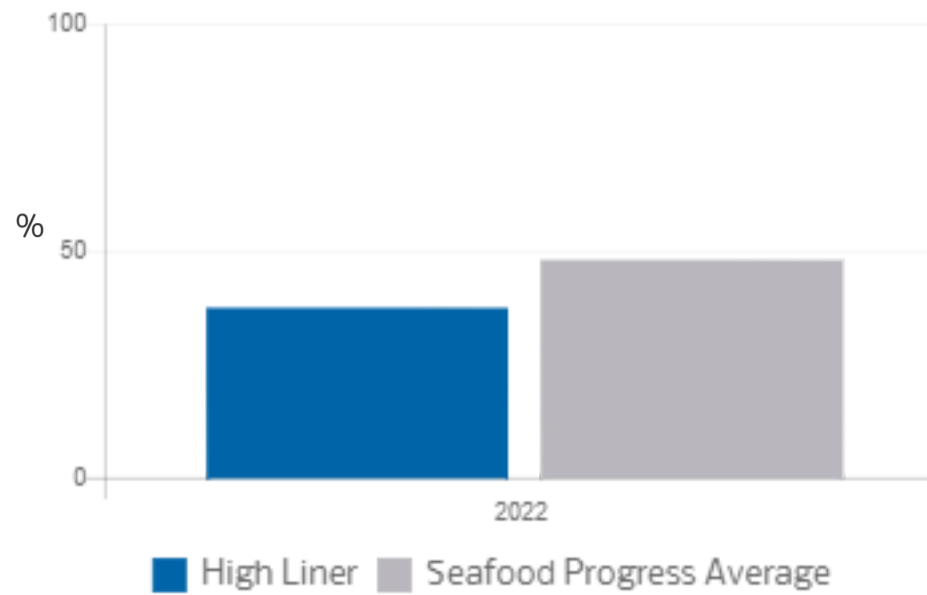


100% Grocery store labels all products with the information.

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.



High Liner applies its “Responsibly Sourced” self claim to some products but does not make sourcing information to back up this claim available. High Liner also uses the MSC and ASC certification claims on some of its products which include chain of custody to serve as evidence to back up these claims. High Liner is an Ocean Wise partner but does not use the Ocean Wise endorsement claim on any product labels.

### Scoring

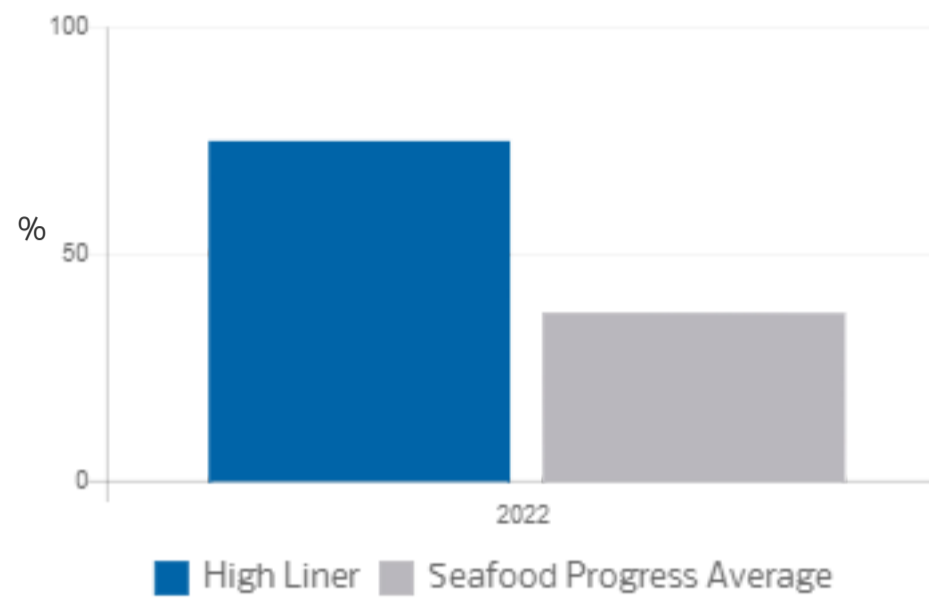


100% Grocery store labels all products with an ecolabel as appropriate.

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.



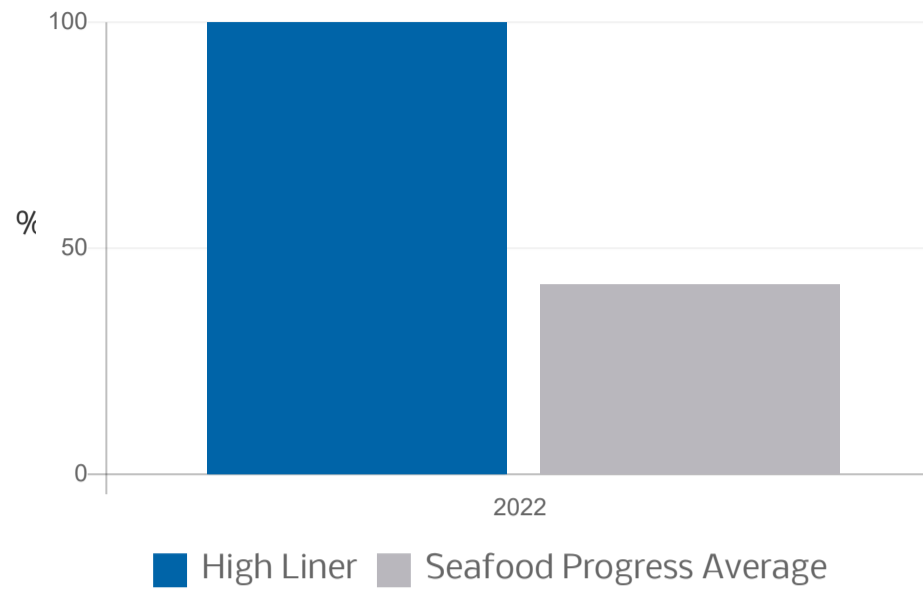
High Liner discloses the scientific name, geographic origin and harvest method on all its products through [its Ocean Disclosure Project \(ODP\) profile](#) (personal communication, D. Martin, 04/04/2022).

#### 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.



High Liner reported on the percentage of seafood sold in 2020 through its CSR report and in 2021 through its Seafood Progress profile.

### Scoring

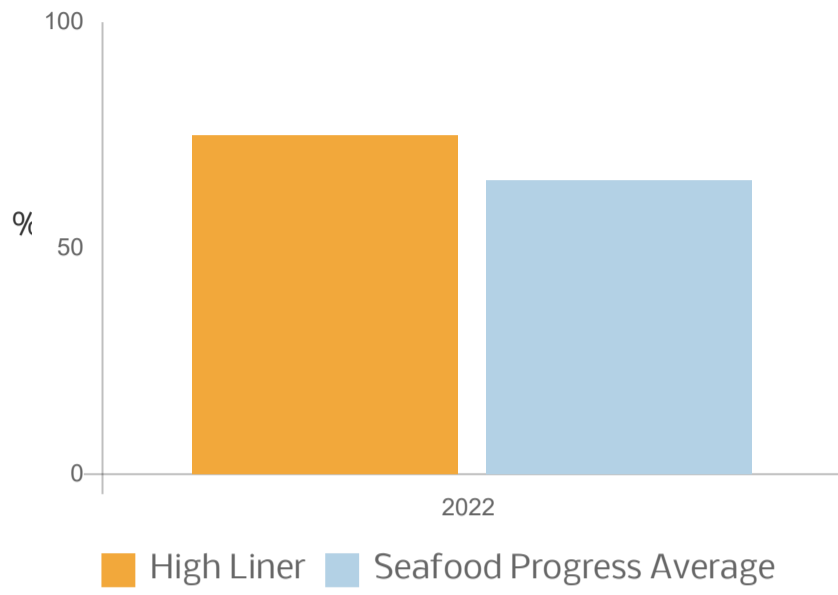


100% Retailer regularly reports publicly how much of its seafood sold meets its commitment by volume or value of sales every year.

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

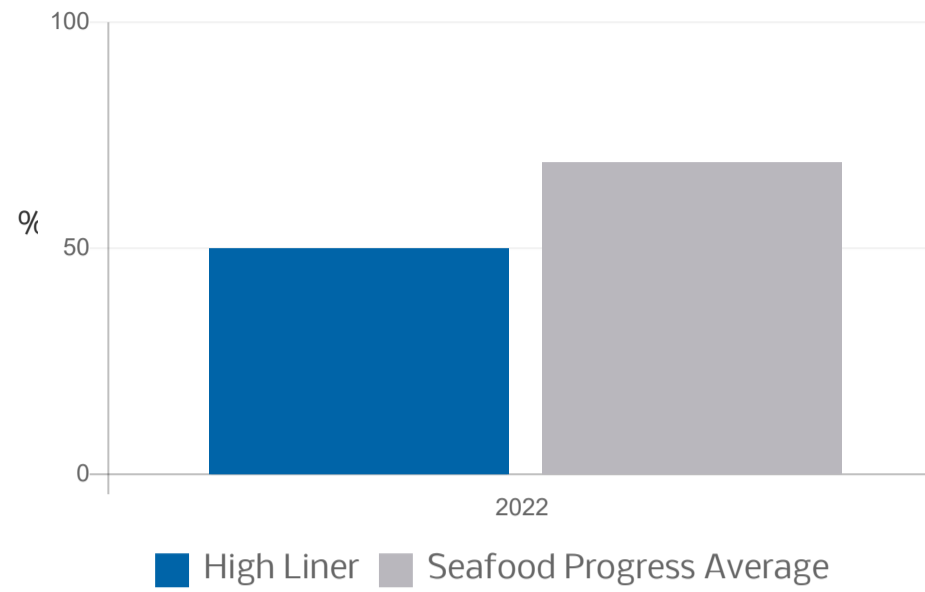


5

## 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 High Liner's commitments to sustainability and social responsibility on [its website](#).

### Scoring



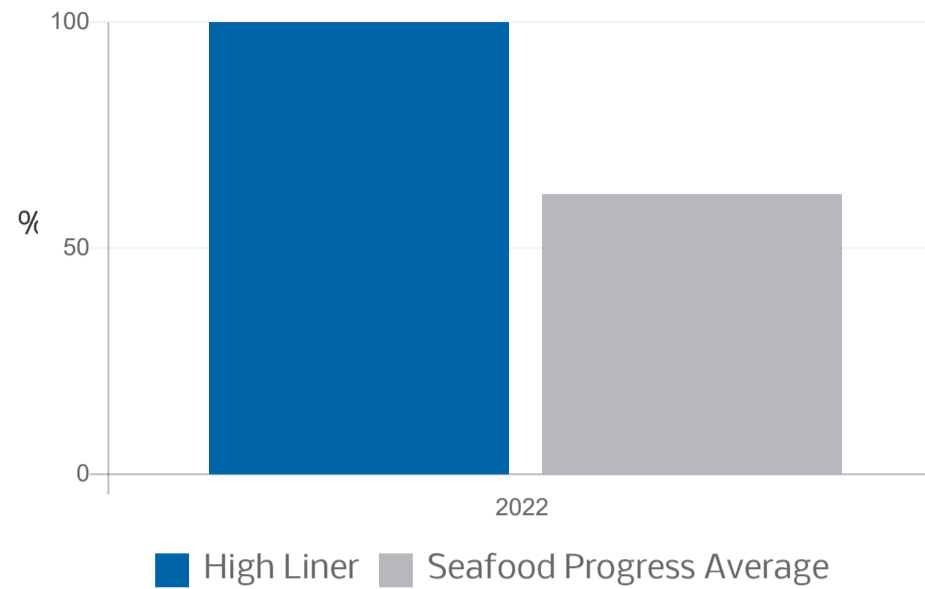
100% Training programs regularly conducted for all seafood staff.

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.



High Liner makes its sustainability expectations clear to all suppliers and utilizes its Ocean Disclosure Profile to track the areas that are failing to meet its commitment and addresses these issues with suppliers on an annual basis. If a supplier does not meet its expectations, the company requires them to agree in writing on a reasonable timeframe for compliance. High Liner and its NGO partner, the Sustainable Fisheries Partnership (SFP), work together and often travel the globe to meet with suppliers and provide them with direct support to help ensure their products align with High Liner's commitment (personal communication, B. DiMento, 23/02/2022).

### Scoring

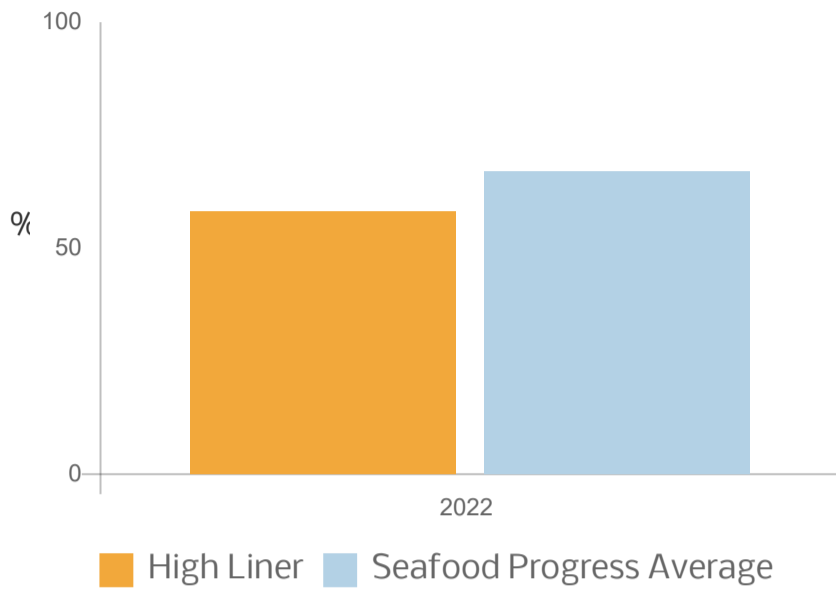


100% There is a comprehensive description of the grocery store's commitments to sustainable and socially responsible seafood in store.

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



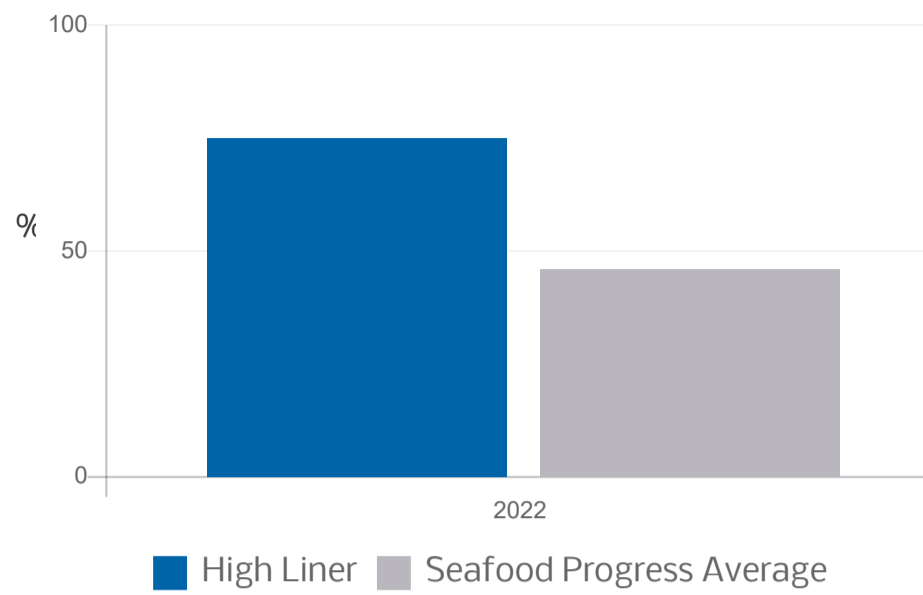
6

## Taking Initiative

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



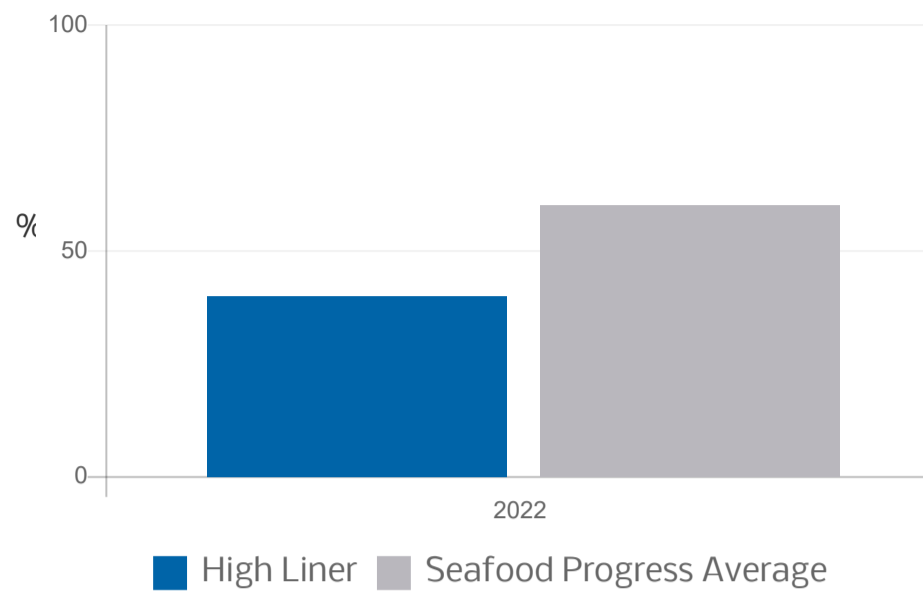
## 6.1 Farmed Atlantic salmon (either Canadian produced or imported)



Within the past year, High Liner conducted outreach to US policymakers to support improvements to aquaculture legislation through Stronger America Through Seafood (SATS). Additionally, High Liner preferentially procures farmed salmon from ASC certified sources and does not sell, and has no plans to sell, any genetically engineered or modified farmed salmon (personal communication, B. DiMento, 23/02/2022).

- ✘ 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 (25 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 (25 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 (25 pts).
- ✔ Does not sell genetically engineered (GE) or genetically modified (GM) farmed salmon (25 pts).

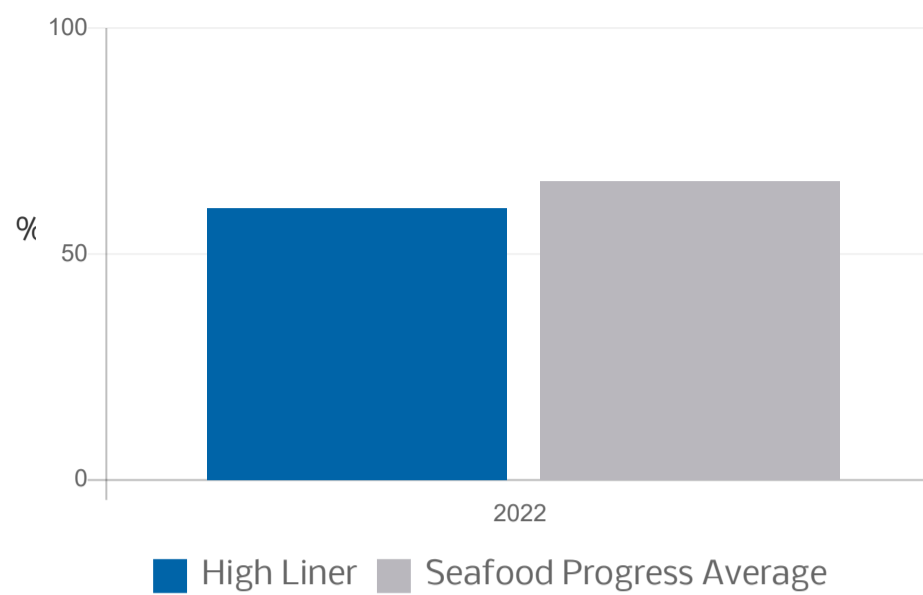
## 6.2 Farmed shrimps and prawns, Imported - multiple spp.



High Liner preferentially sources farmed shrimp and prawns that are ASC certified and traceable through chain of custody.

- ✘ 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.



High Liner prioritizes sourcing seafood that is ASC, BAP and MSC certified, which are all traceable through chain of custody.

- ✘ 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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