

Seafood Progress

Brands' Commitment to Sustainable and Socially Responsible Seafood

80

2022 aggregate score

Seafood Progress Average :
63

Parent Company
The Jim Pattison Group



Brands profiled



Sustainable Seafood Policy
[Seafood Sourcing Statement](#)



Headquarters
British Columbia, Canada

OVERVIEW

Commitment to Sustainable Seafood



0%

of products sold in
2022 met
commitment.

Sustainability Commitment. Ocean Brands' goal is to have 90% of its products "certified sustainable" by 2025. For its wild products, this means MSC certified or in a Fishery Improvement Project (FIP). For its farmed mussels and oysters, this means ASC certified. Ocean Brands also traces information on its products from ocean to table and makes this information available to customers through its "Fish Tracker" search feature that is available on its Gold Seal, Ocean's and Millionaires brand websites. Ocean Brands has not reported on the percentage of seafood sold in the past year that met this commitment but is working on doing so in time for next year's Seafood Progress update.

Clear Objectives



Supplier Expectations



Traceability Policy

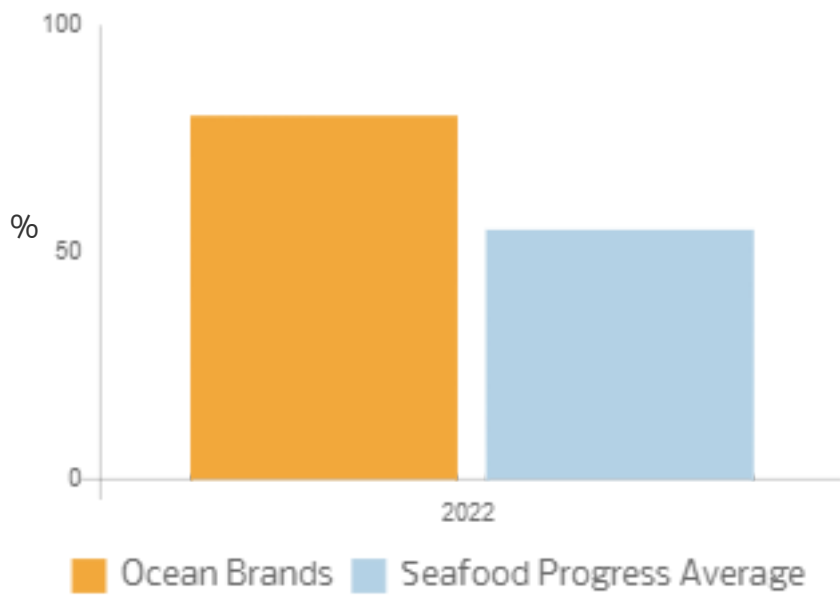


Reporting on Activities



Social Responsibility Commitment. Ocean Brands is committed to helping achieve the United Nation's Sustainable Development Goal 8.7 (eradicating forced labour, ending modern slavery and human trafficking and securing the prohibition of the worst forms of child labour). As part of this commitment, Ocean Brands' suppliers must sign its Code of Conduct, which is informed by the United Nations Declaration of Human Rights and which includes clear expectations for responsible labour and business practices. At this time, Ocean Brands collects and traces captain, employer and recruiter/labor broker information for some of its products.

STEP 1: COMMITMENT

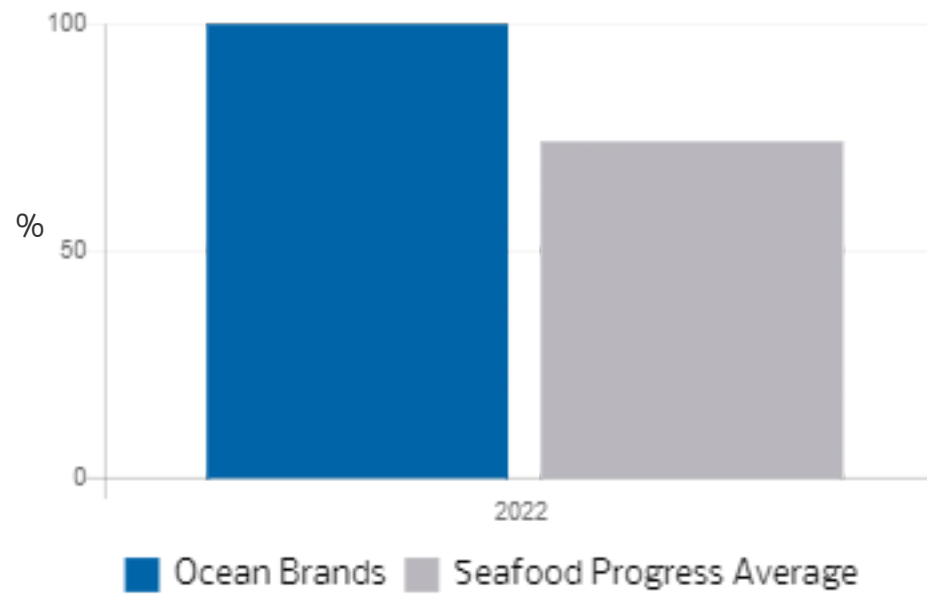


1

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.



Ocean Brands' website states that its goal is to have 90% of its products "certified sustainable" by 2025. For its wild products (tuna, sardines, clams, crabmeat, shrimp, mackerel, salmon and anchovies), this means MSC certified or in a Fishery Improvement Project (FIP). For its farmed mussels and oysters, this means ASC certified. It also states that Ocean Brands traces information on its products from ocean to table and makes this information available to customers through its "Fish Tracker" search feature that is available on its Gold Seal, Ocean's and Millionaires brand websites.

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.

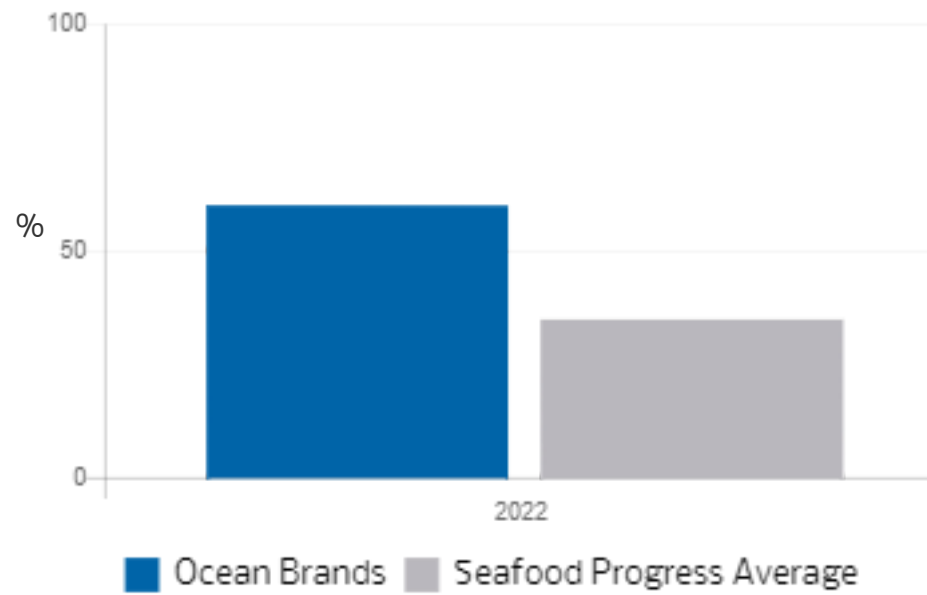
60% Commitment to environmental sustainability that includes clear objectives that are supported by references to credible standards (such as Seafood Watch or Ocean Wise ratings, eco-certifications, etc.).

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.



Ocean Brands' website states that it is committed to helping achieve the United Nation's Sustainable Development Goal 8.7 (eradicating forced labour, ending modern slavery and human trafficking and securing the prohibition of the worst forms of child labour). As part of this commitment, Ocean Brands' suppliers must sign its Code of Conduct, which is informed by the United Nations Declaration of Human Rights and which includes clear expectations for responsible labour and business practices (personal communication, A. Cheng, 19/01/2022). Ocean Brands collects and traces captain, employer and recruiter/labor broker information for some of its products (personal communication, A. Cheng, 03/03/2022).

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.

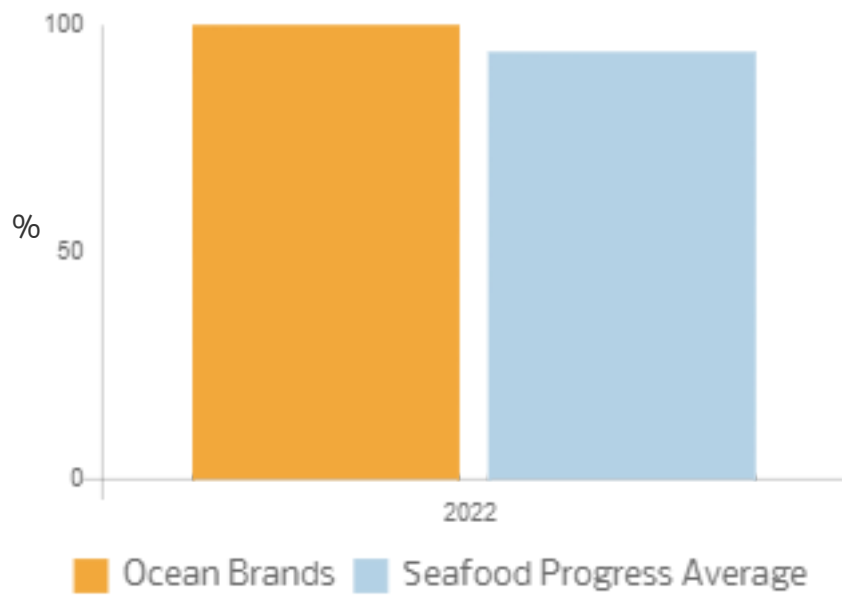
60% Commitment to social responsibility includes clear objectives and actions or expectations for seafood suppliers.

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

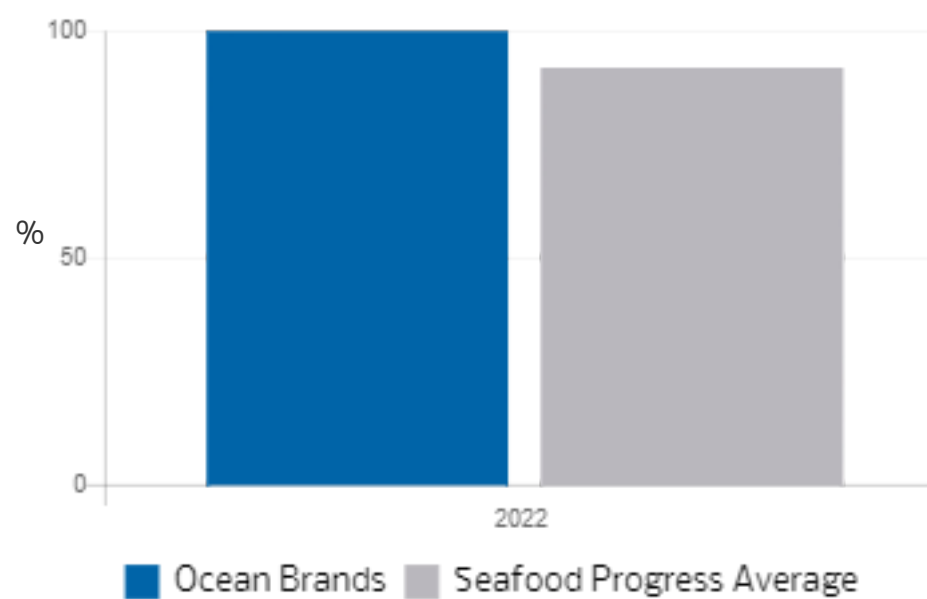


2

Collecting Data

Is the brand collecting data to support its commitment?

2.1 The brand collects data on species scientific name.



Ocean Brands' collects data on species scientific name for all its products (personal communication, A. Cheng, 19/01/2022).

Scoring

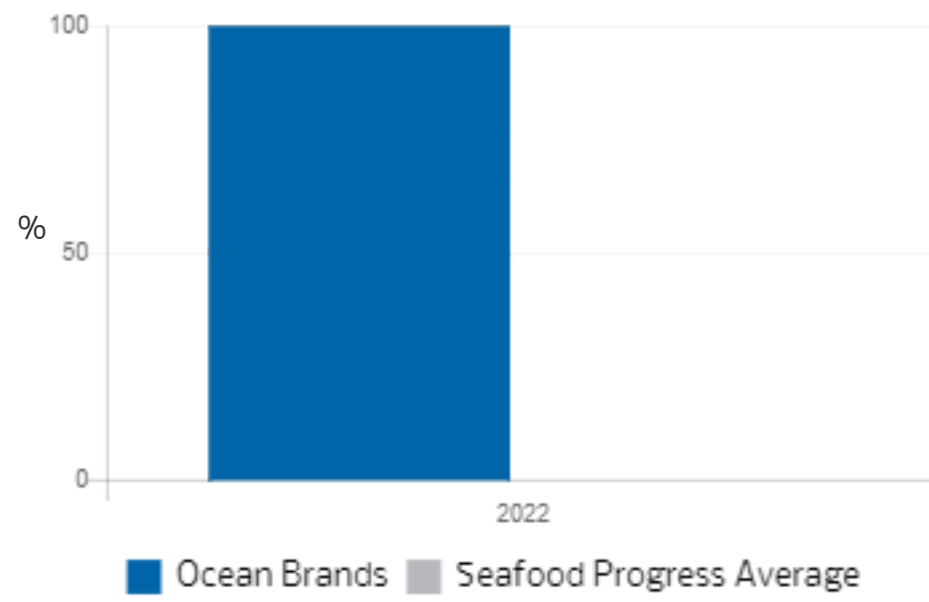


100% Collects data for all products.

50% Collects data for some products.

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

2.2 The brand collects data on geographic origin.



Ocean Brands collects data on geographic origin for all its products (personal communication, A. Cheng, 19/01/2022).

Scoring

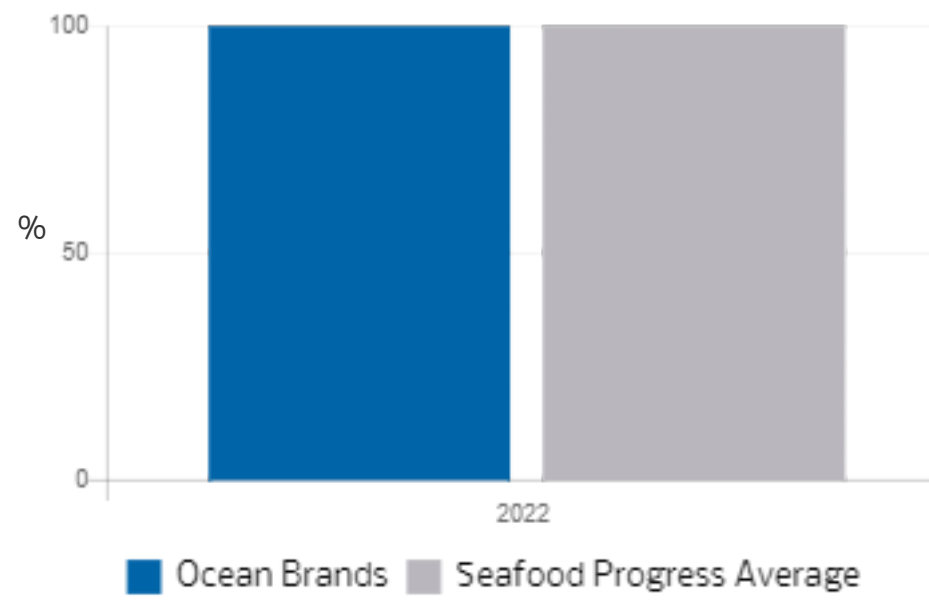


100% Collects data for all products.

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.



Ocean Brands collects data on whether wild or farmed for all its products (personal communication, A. Cheng, 19/01/2022).

Scoring

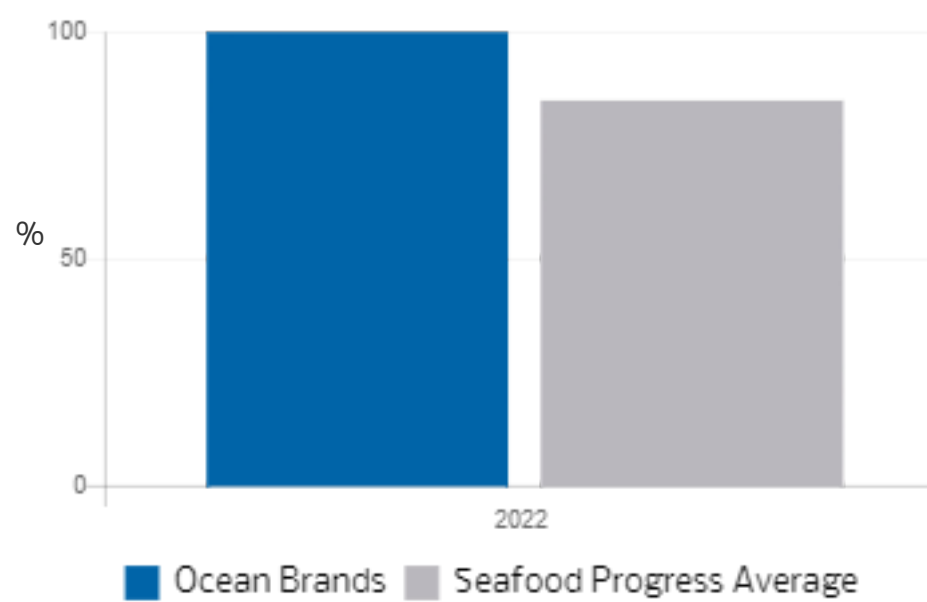


100% Collects data for all products.

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.



Ocean Brands collects data on gear type for all its products (personal communication, A. Cheng, 19/01/2022).

Scoring

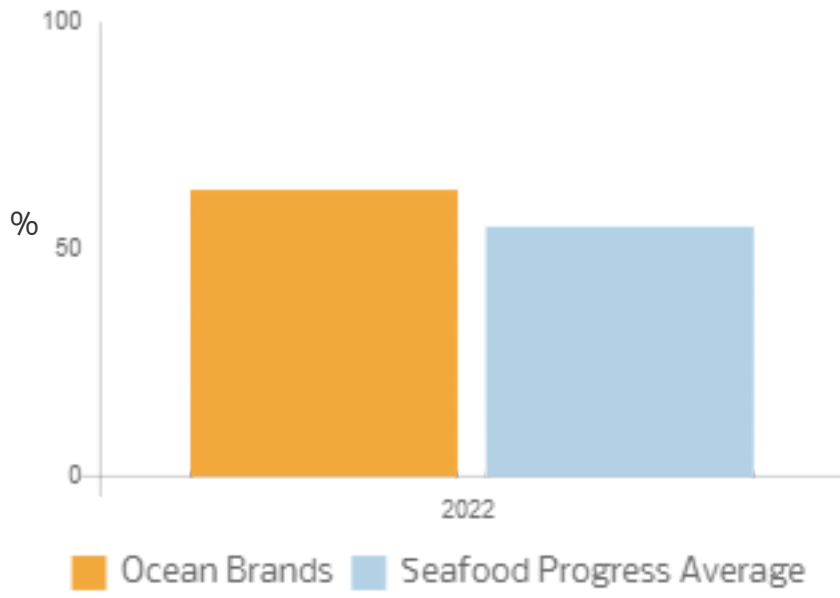


100% Collects data for all products.

50% Collects data for some products.

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

STEP 3: SOURCING

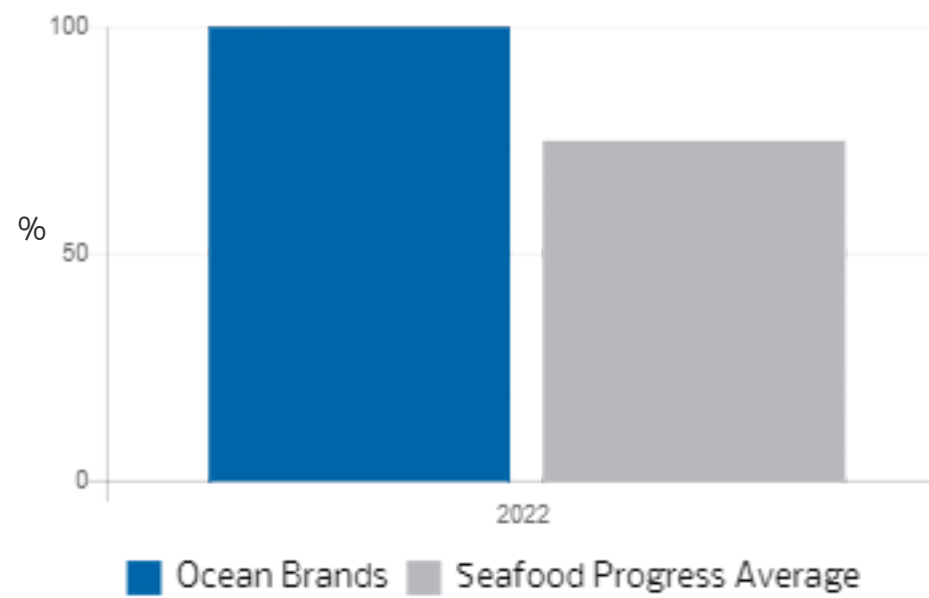


3

Responsible Sourcing

Is the brand making responsible sourcing decisions?

3.1 Company publishes a clear hierarchy demonstrating its sourcing priorities.



Ocean Brands publishes 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.

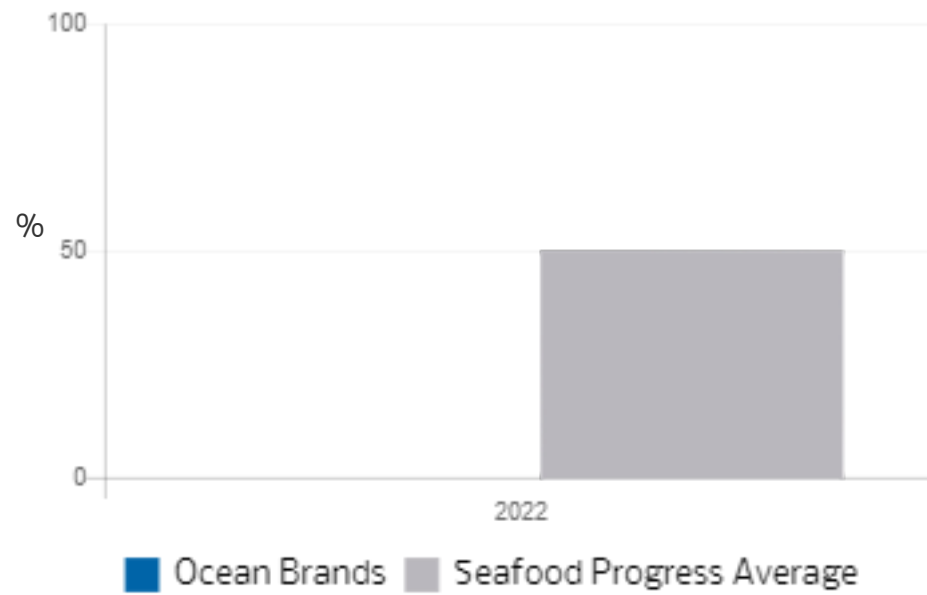
75% Publishes a clear hierarchy of sustainability standards used for sourcing some commodities, and identifies a general list of sustainability standards that it uses to inform its purchasing decisions for other commodities.

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.



Ocean Brands has not reported on the percentage of seafood sold in the past year that meets its sustainability commitment.

Scoring



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

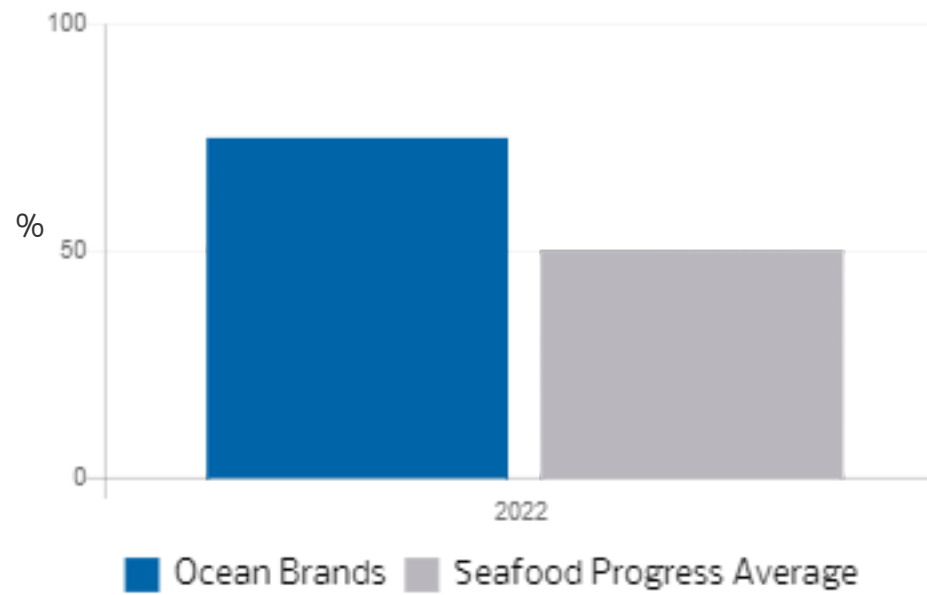
75% Grocery store has reported that 75% or more of its seafood sold meets its sustainability commitment.

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.



Ocean Brands stipulates the sustainability standards that suppliers are expected to uphold on its purchase orders, but does not actively verify that these standards are being upheld (personal communication, A. Cheng, 19/01/2022).

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.

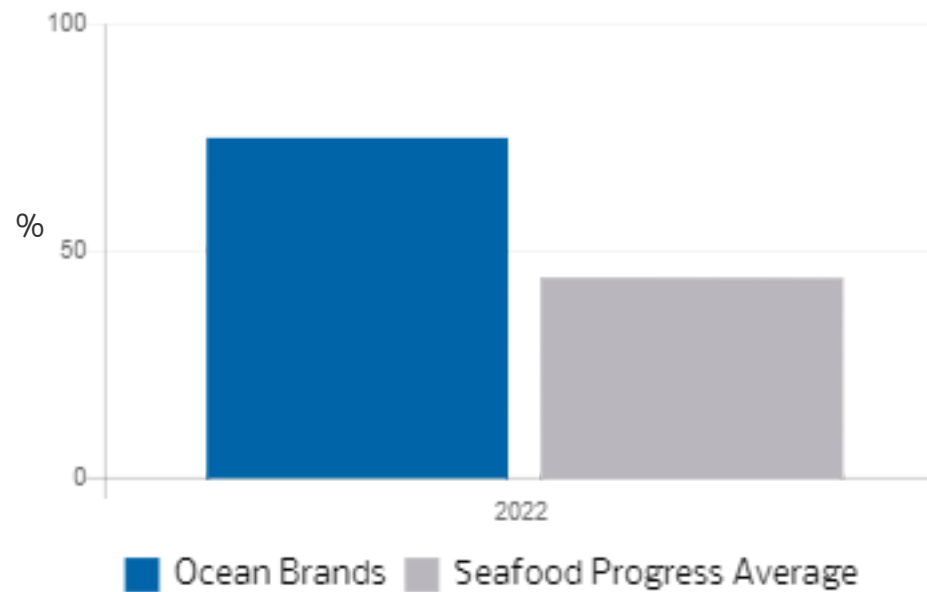
75% Rubric for retailers Feb 17 2022 Rubric for retailers Feb 17 2022 .XLSX 100% 10 B84 All suppliers are required to sign a code of conduct that covers all of the retailer's environmental sustainability commitment. Screen reader support enabled. All suppliers are required to sign a code of conduct that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



Ocean Brands' website states that all its suppliers adhere to a strict code of conduct that is informed by the UN Declaration of Human Rights. Additionally, suppliers are subject to social audits every three years which involve facility inspections that include employee interviews and a review of supplier records and business practices (personal communication, A. Cheng, 19/01/2022).

Scoring



100% All suppliers are required to sign a code of conduct that covers all of the retailer's social responsibility commitment and the retailer actively verifies that this commitment is being upheld on at least an annual basis.

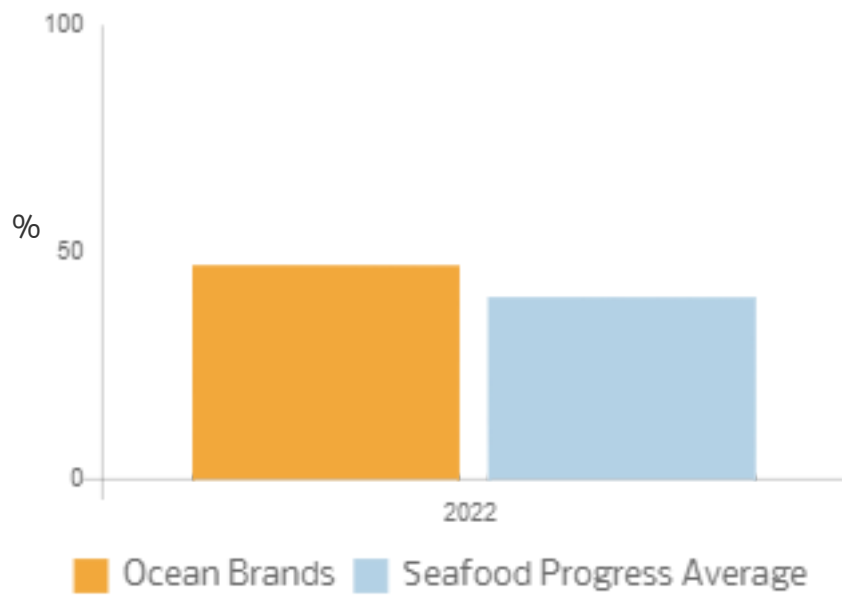
75% Rubric for retailers Feb 17 2022 Rubric for retailers Feb 17 2022 .XLSX 100% 10 B92 All suppliers are required to sign a code of conduct that covers all of the retailer's social responsibility commitment. Screen reader support enabled. All suppliers are required to sign a code of conduct that covers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

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

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

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

STEP 4: TRANSPARENCY

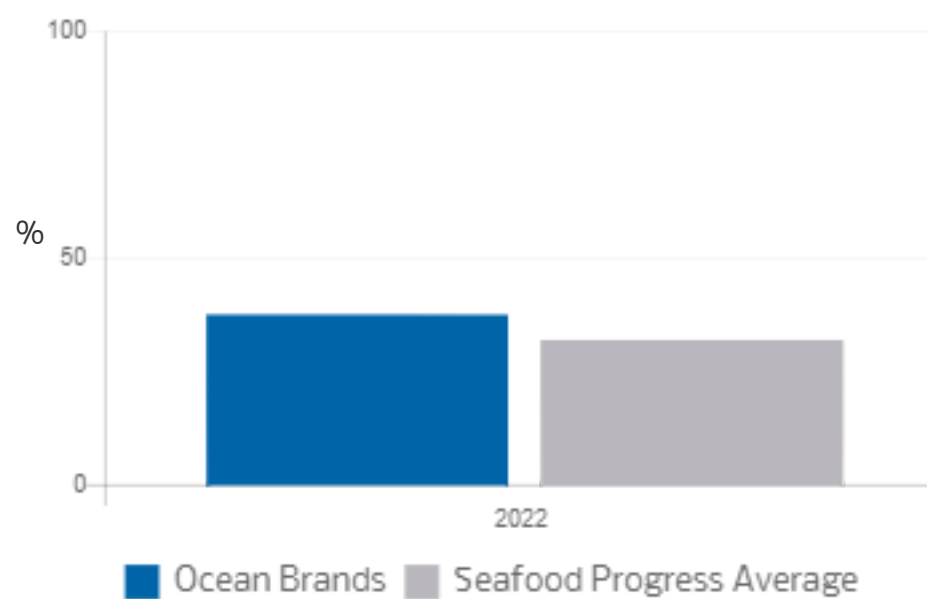


4

Transparency

Is the brand transparent about its commitment?

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



Ocean Brands labels some products with geographic origin, gear type and farmed or wild but doesn't include species' scientific name or farming method on any product labels (personal communication, A. Cheng, 19/01/2022).

Scoring

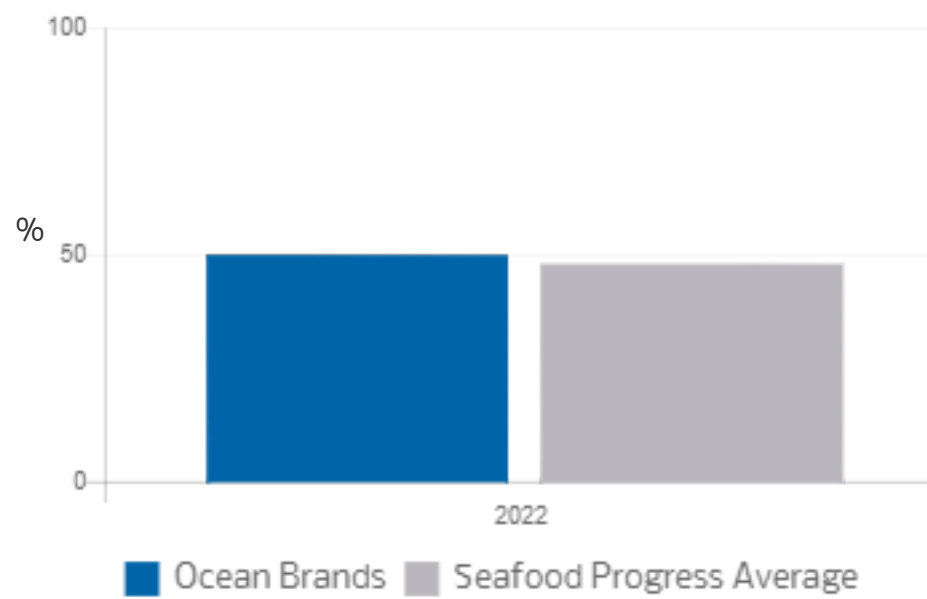


100% Grocery store labels all products with the information.

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.



Ocean Brands applies its “Ocean Friendly Tuna - free swimming caught” and “Ocean Friendly Tuna - circle hook caught” self claims as well as the Ocean Wise endorsement claim to some of its product labels and makes evidence to back up these claims available through its “Fish Tracker” traceability feature as well as the product pages on its website. Ocean Brands also uses the MSC and ASC logos on certified products which include unique chain of custody numbers that serve as evidence to back up these claims.

Scoring

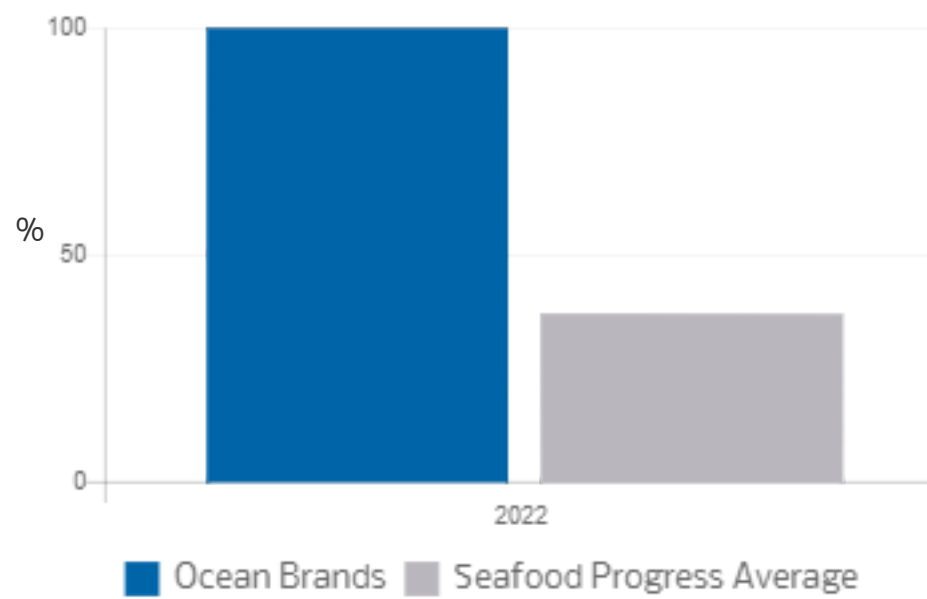


100% Grocery store labels all products with an ecolabel as appropriate.

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.



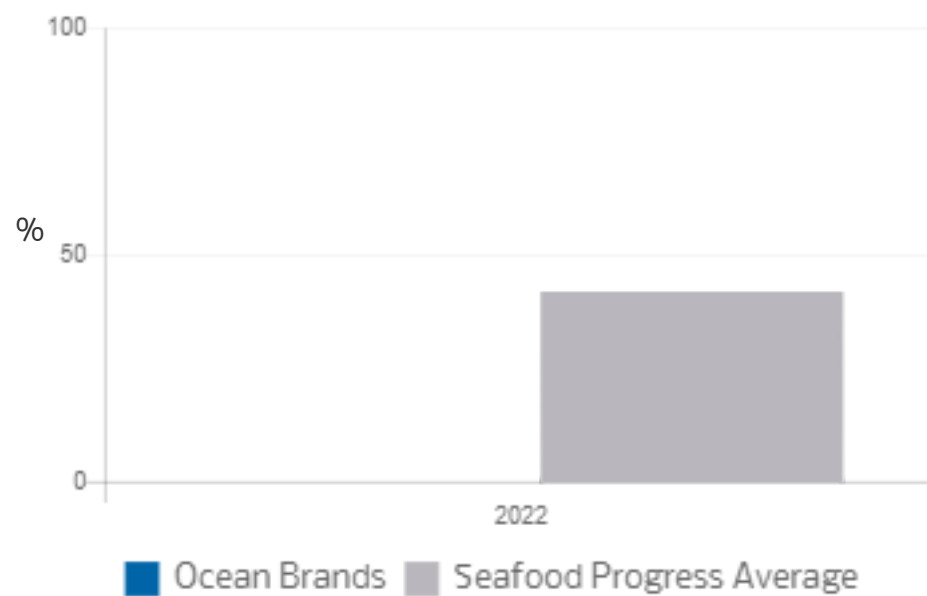
Ocean Brands shares the scientific name, geographic origin, harvest method and farming method for all its products on the individual product pages on its website (personal communication, A. Cheng, 31/03/2022).

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.



Ocean Brands has not reported how much of its seafood sold met its commitment in the past two years.

Scoring

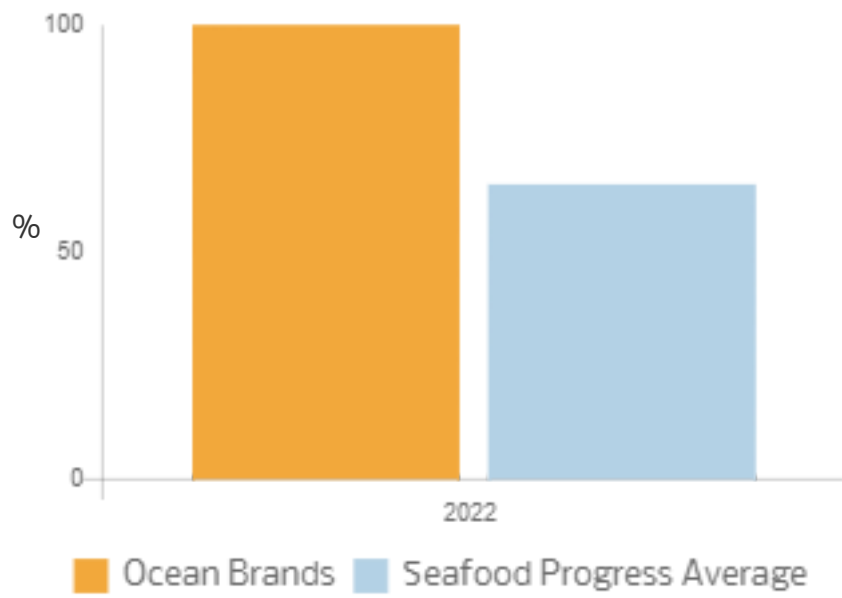


100% Retailer regularly reports publicly how much of its seafood sold meets its commitment by volume or value of sales every year.

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

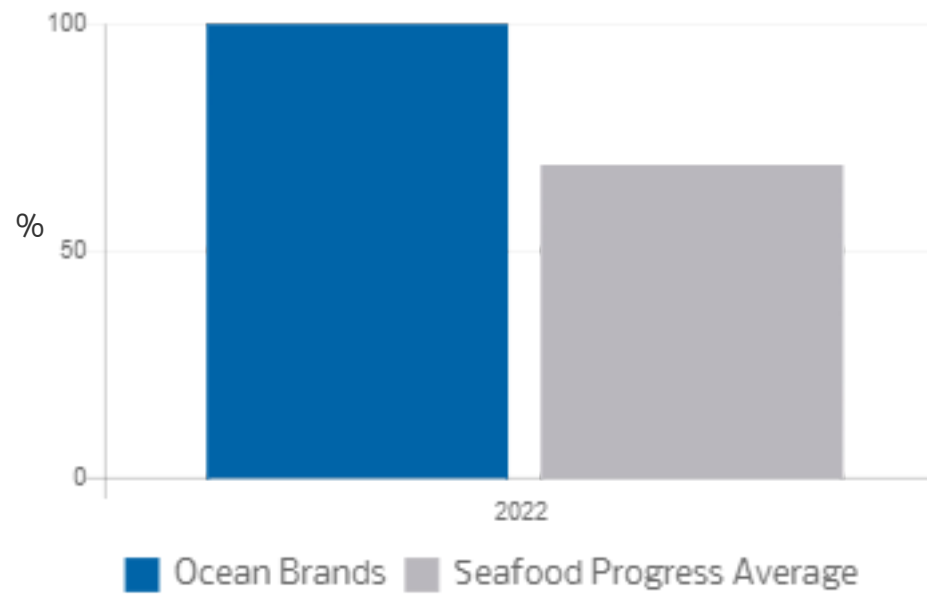


5

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.



[Ocean Brands' website](#) includes a comprehensive description of its commitments to sustainable and socially responsible seafood.

Scoring



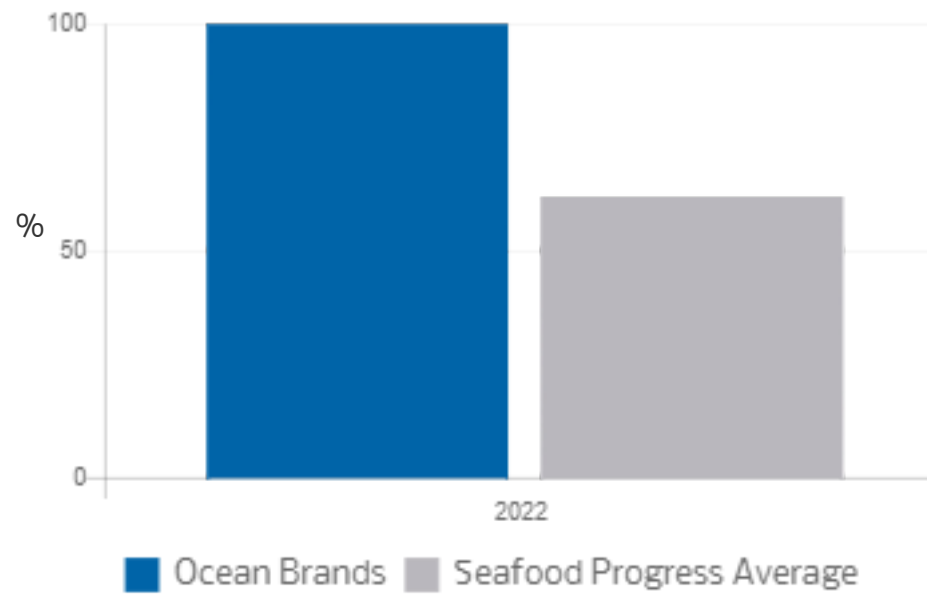
100% Training programs regularly conducted for all seafood staff.

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.



Ocean Brands shares its guiding principle for sourcing with its suppliers as they are considered its partners in achieving its sustainable seafood commitment. Ocean Brands engages with suppliers on its sustainable seafood commitment through Supplier Review Meetings and mentors those that require direct support (personal communication, A. Cheng, 19/01/2022).

Scoring

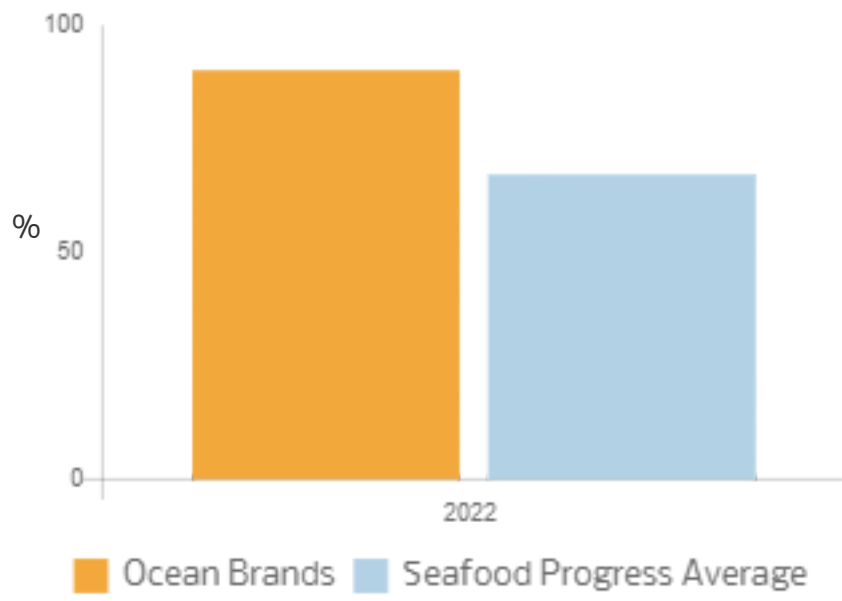


100% There is a comprehensive description of the grocery store's commitments to sustainable and socially responsible seafood in store.

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

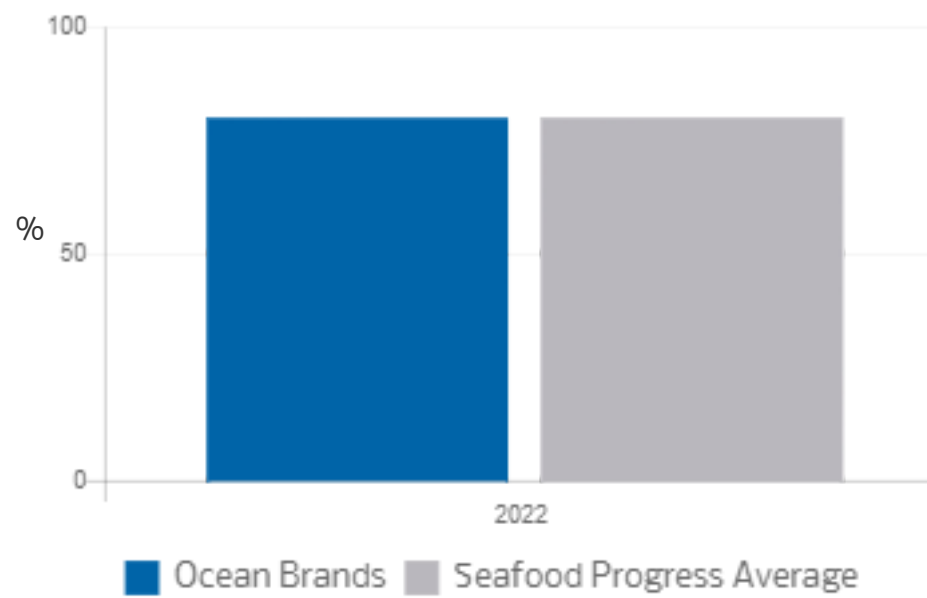


6

Taking Initiative

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

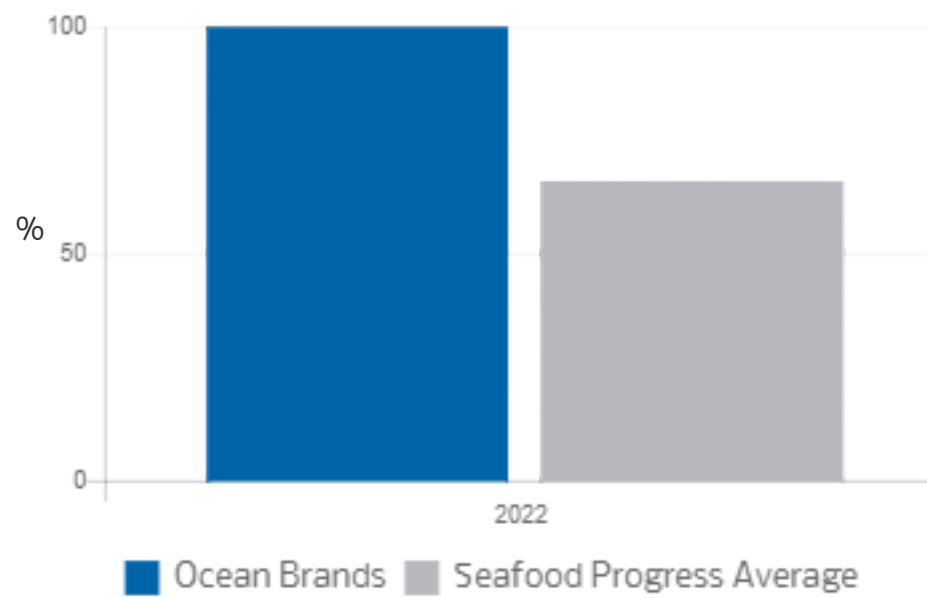
6.3 Skipjack tuna (bonito) - *Katsuwonus pelamis*.



Ocean Brands' website states that it works with The International Pole and Line Foundation (IPNLF) to support livelihoods in coastal communities throughout the world. Furthermore, the company has been an advocate for pole and line fisheries for over a decade and continues to promote these products to its customers in an attempt to increase demand. Ocean Brands has also written letters to government officials regarding the harvest control rules in the Indian Ocean and Pacific Ocean (personal communication, I. Ricketts, 19/01/2022). Finally, Ocean Brands' website indicates that it prioritizes sourcing MSC certified tuna and that it has full chain traceability on all its products.

- ✘ 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.



Ocean Brands is a member of the Seafood Task Force, an industry-led collaboration that brings transparency and oversight to human rights in seafood supply chains. In November 2021, Ocean Brands signed on to a **public collaborative letter** that SeaChoice and Oceana Canada drafted to provide feedback to the Canadian government on its boat-to-plate traceability program. Additionally, Ocean Brands joined the North Atlantic Pelagic Advocacy Group FIP to advocate for appropriate sustainability measures for the pelagic stock (personal communication, A. Cheng, 23/03/2022). Finally, Ocean Brands' website indicates that it preferentially sources all its products from MSC and ASC certified sources and that it has full chain traceability on all its products.

- ✘ 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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