

Seafood Progress

Brands' Commitment to Sustainable and Socially Responsible Seafood

39

2022 aggregate score

Seafood Progress Average [?]:
63

Parent Company
IFC Seafood Inc



Sustainable Seafood Policy
[Seafood Sourcing Statement](#)



Headquarters
Ontario, Canada

OVERVIEW

Commitment to Sustainable Seafood



0%

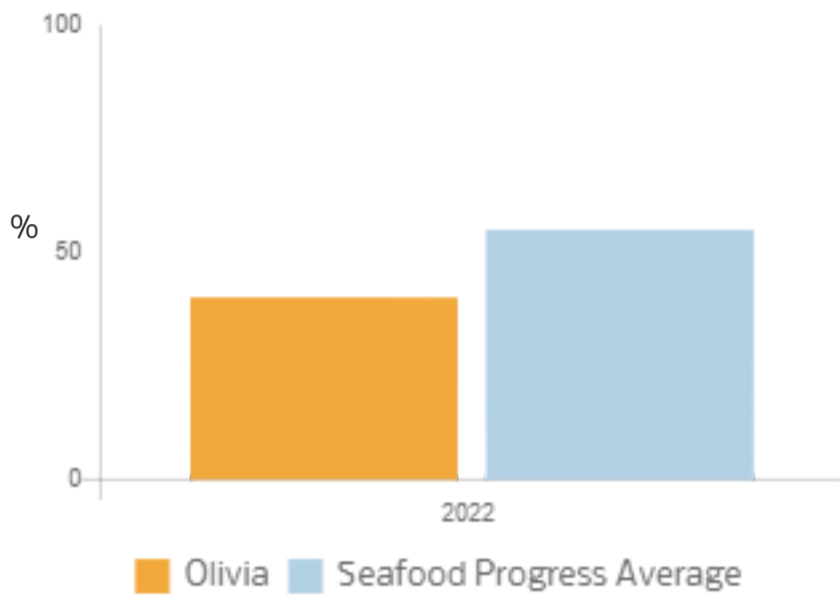
of products sold in 2022 met commitment.

Sustainability Commitment. Olivia’s commitment to sustainability, which is informed by its parent company, IFC Seafood, is to procure 100% of its products from MSC and ASC certified sources, and/or Ocean Wise Recommended sources. Olivia has a full chain traceability policy in place to support its commitment that traces scientific name, geographic origin, wild or farmed and gear type or farming method, among other data elements. The company is currently working towards establishing a timeline for meeting this commitment. Olivia has not reported on the percentage of seafood sold in the past year that met its commitment.

- Clear Objectives ✘
- Supplier Expectations ✘
- Traceability Policy ✘
- Reporting on Activities ✘

Social Responsibility Commitment. No publicly available information.

STEP 1: COMMITMENT

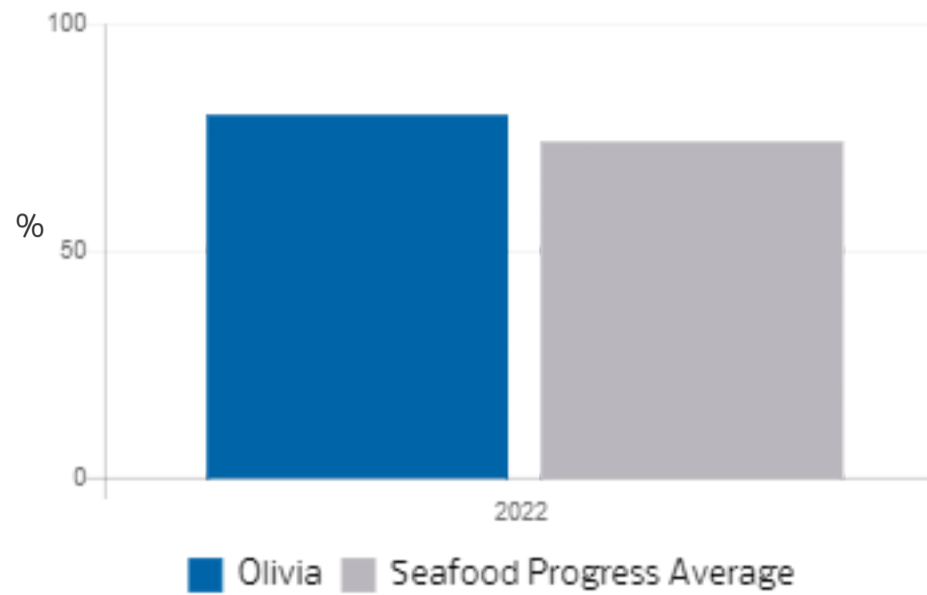


1

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.



Olivia's commitment to sustainability, which is informed by its parent company, IFC Seafood, is to procure 100% of its products from MSC and ASC certified sources, and/or Ocean Wise Recommended sources. Olivia has a full chain traceability policy in place to support its commitment that traces scientific name, geographic origin, wild or farmed and gear type or farming method, among other data elements. The company is currently working towards establishing a timeline for meeting this commitment (personal communication, J. Bourgaize, 04/03/2022).

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.

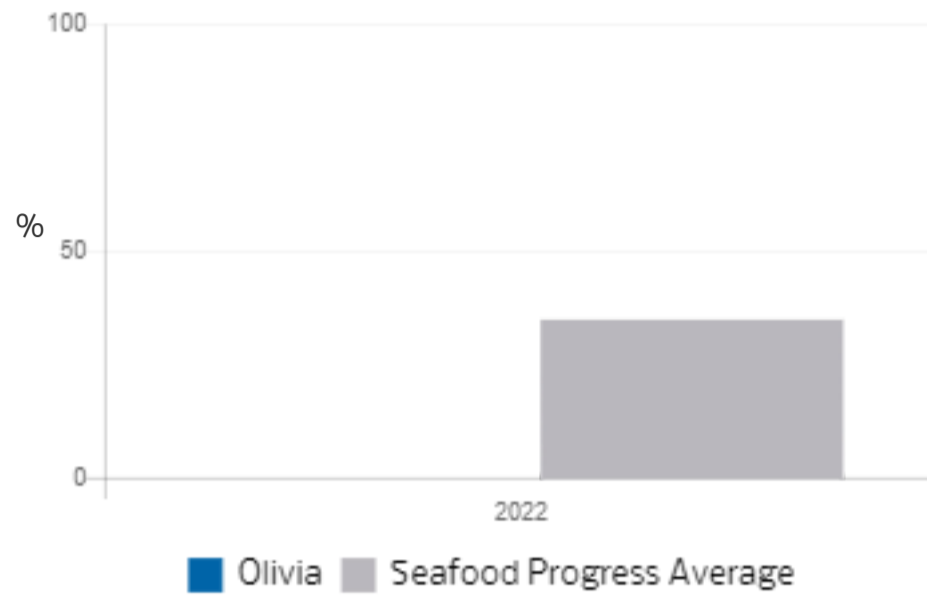
60% Commitment to environmental sustainability that includes clear objectives that are supported by references to credible standards (such as Seafood Watch or Ocean Wise ratings, eco-certifications, etc.).

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.



Olivia does not have a publicly available commitment to socially responsible seafood.

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.

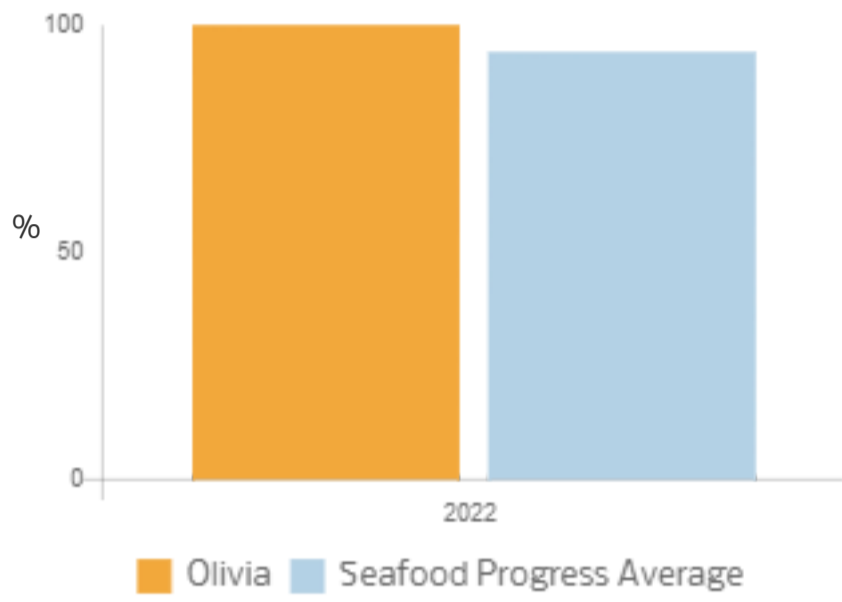
60% Commitment to social responsibility includes clear objectives and actions or expectations for seafood suppliers.

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

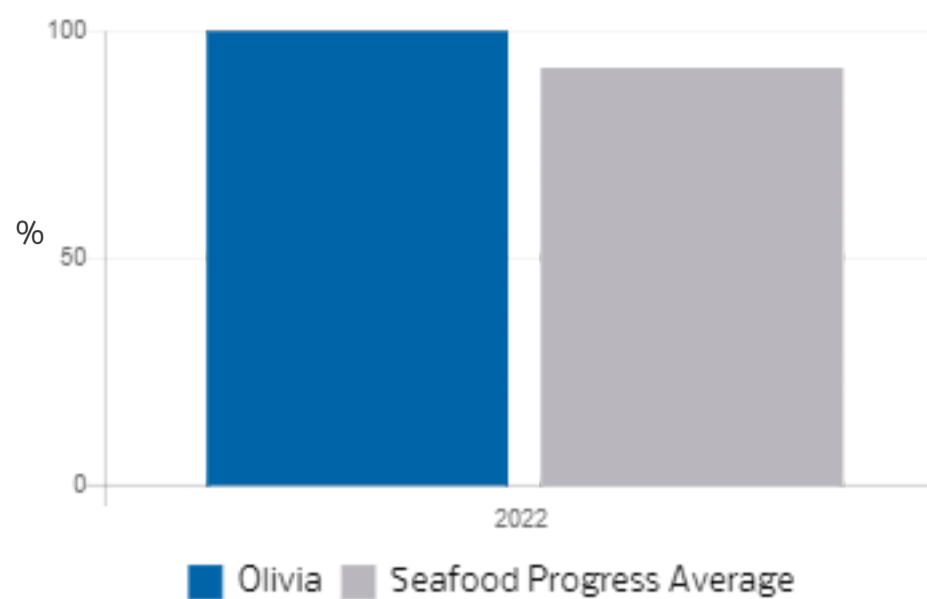


2

Collecting Data

Is the brand collecting data to support its commitment?

2.1 The brand collects data on species scientific name.



Olivia collects data on species scientific name for all products (personal communication, J. Bourgaize, 17/02/2022).

Scoring

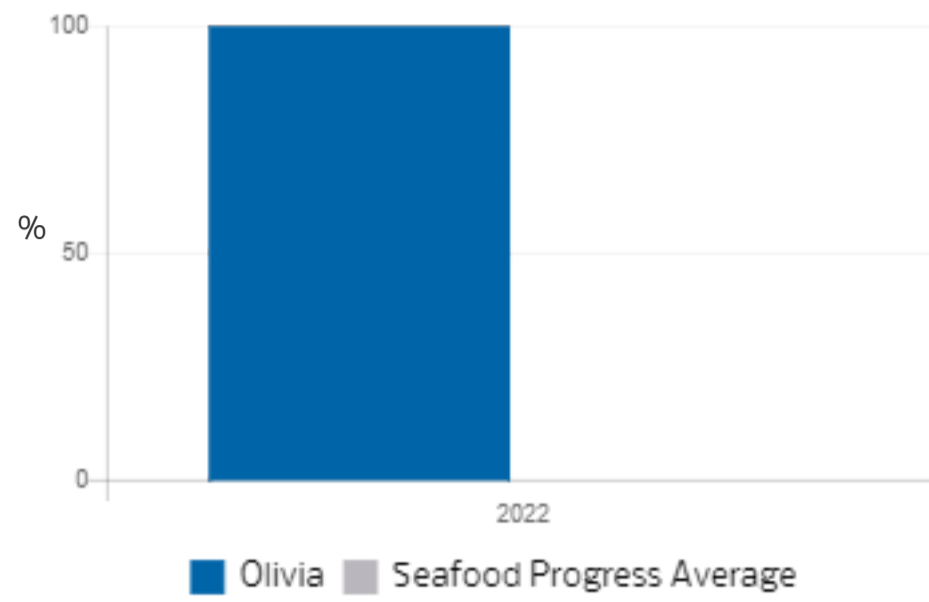


100% Collects data for all products.

50% Collects data for some products.

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

2.2 The brand collects data on geographic origin.



Olivia collects data on geographic origin for all products (personal communication, J. Bourgaize, 17/02/2022).

Scoring

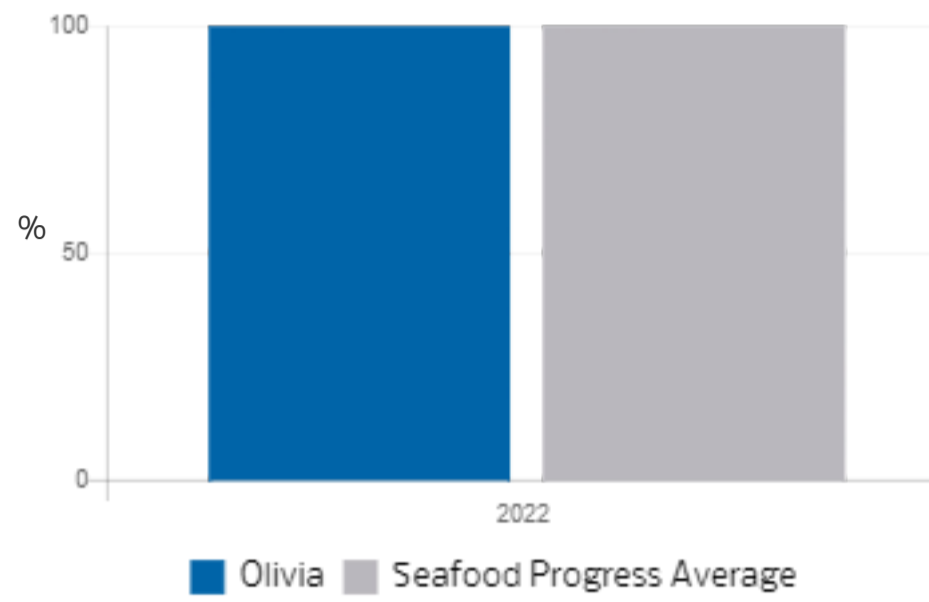


100% Collects data for all products.

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.



Olivia collects data on whether wild or farmed for all products (personal communication, J. Bourgaize, 17/02/2022).

Scoring

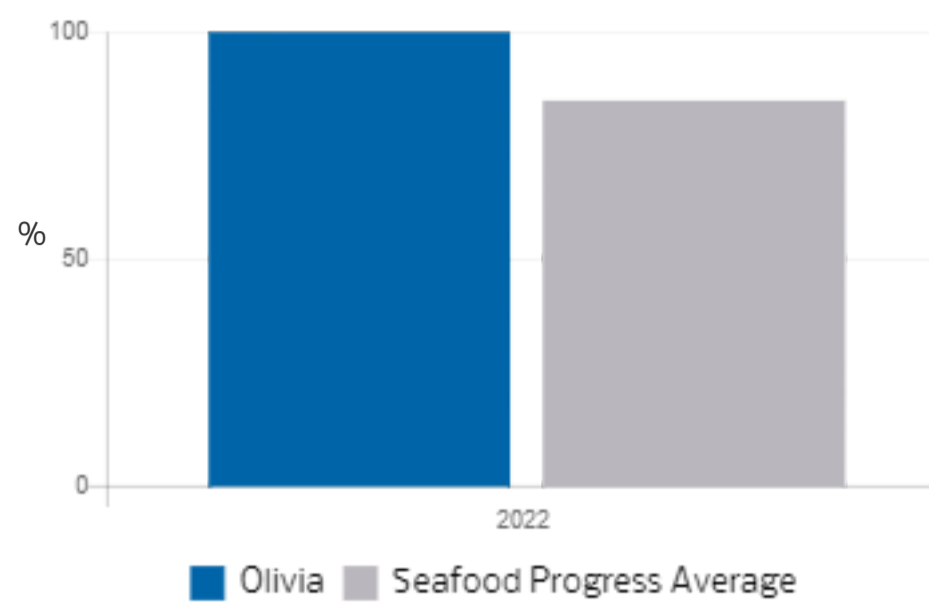


100% Collects data for all products.

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.



Olivia collects data on gear type or farming method for all products (personal communication, J. Bourgaize, 17/02/2022).

Scoring

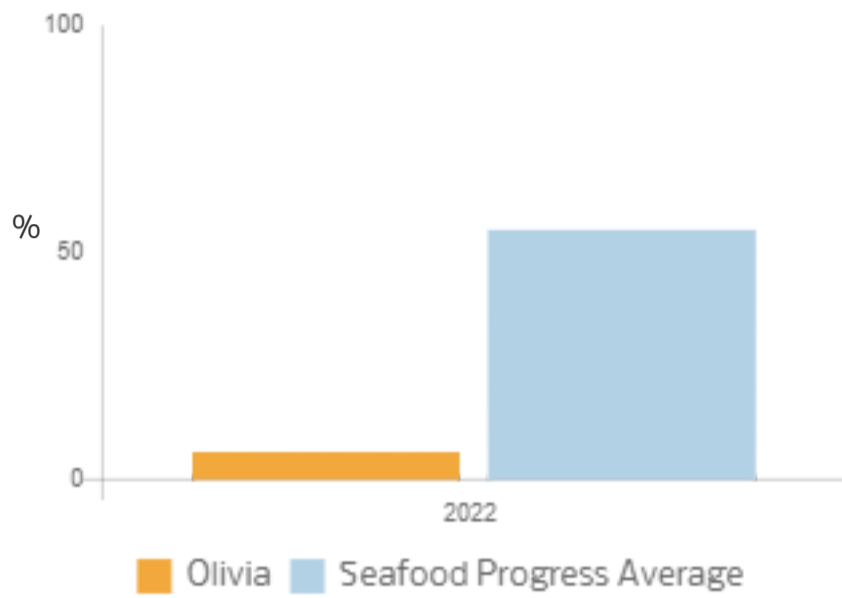


100% Collects data for all products.

50% Collects data for some products.

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

STEP 3: SOURCING

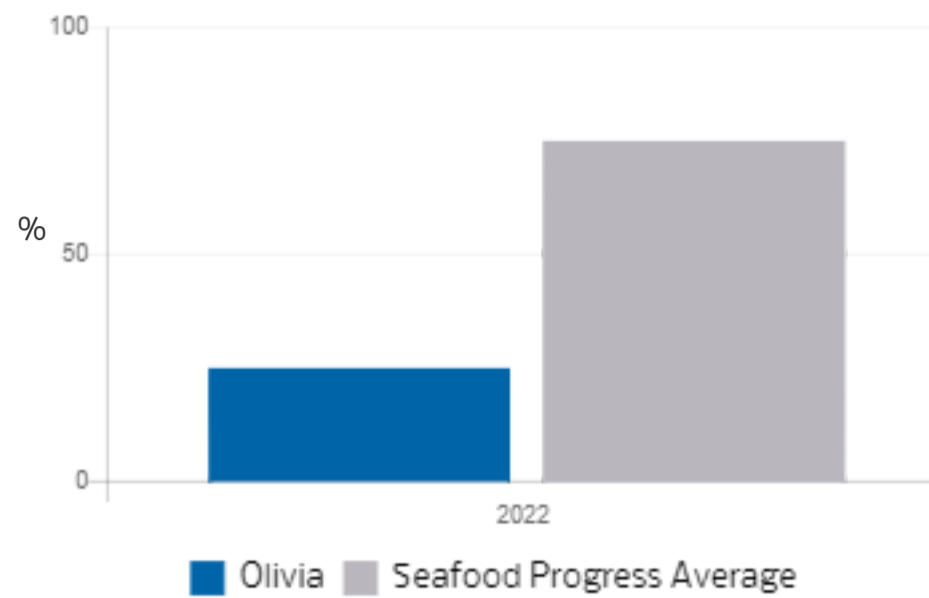


3

Responsible Sourcing

Is the brand making responsible sourcing decisions?

3.1 Company publishes a clear hierarchy demonstrating its sourcing priorities.



Through its Seafood Progress profile, Olivia has published a general list of sustainability standards that it uses to inform its purchasing decisions.

Scoring



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

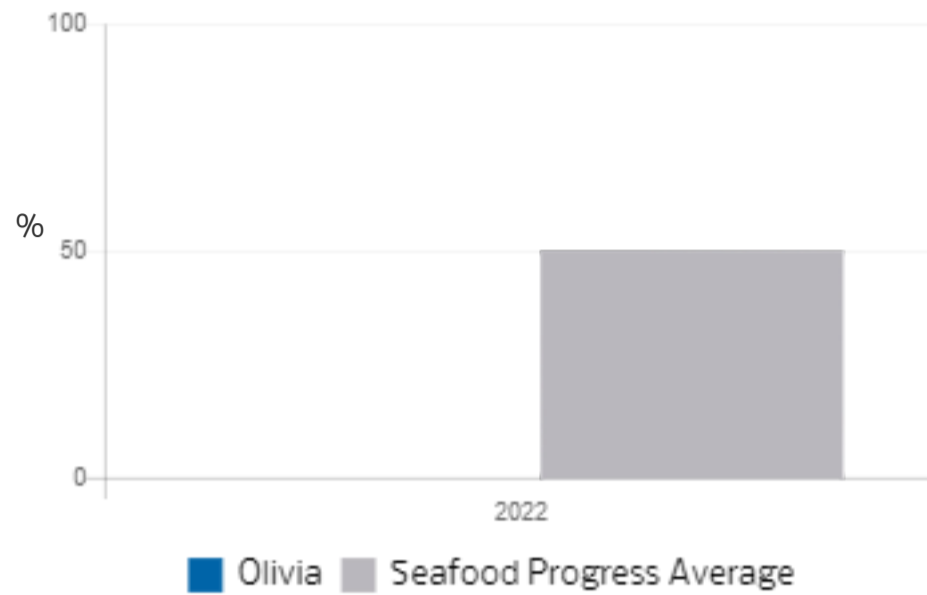
75% Publishes a clear hierarchy of sustainability standards used for sourcing some commodities, and identifies a general list of sustainability standards that it uses to inform its purchasing decisions for other commodities.

50% Publishes a clear hierarchy of sustainability standards used for sourcing some commodities, but doesn't identify the standards it uses to inform its purchasing decisions for other commodities.

25% Publishes a general list of sustainability standards that it uses to inform its purchasing decisions.

0% Does not publish the sustainability standards that it uses to inform its purchasing decisions.

3.2 The brand has reported on the percentage of seafood sold in the past year that meets its sustainability commitment by volume or value.



No information available in Olivia's commitment.

Scoring



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

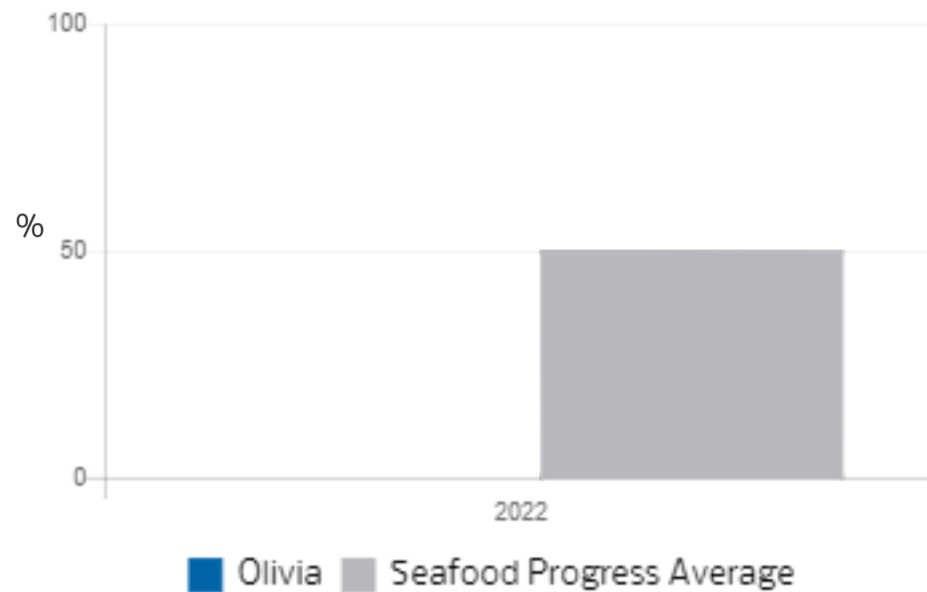
75% Grocery store has reported that 75% or more of its seafood sold meets its sustainability commitment.

50% Grocery store has reported that 50% or more of its seafood sold meets its sustainability commitment.

25% Grocery store has reported that 25% or more of its seafood sold meets its sustainability commitment.

0% Grocery store has not reported on the percentage of its seafood sold that meets its sustainability commitment (or no information available).

3.3 Suppliers are required to sign a code of conduct to uphold the brand's environmental sustainability commitment.



SeaChoice was informed that Olivia brand has a sustainability code of conduct for suppliers (personal communication, J. Bourgaize, 17/02/2022), but does not know if suppliers are required to agree to uphold this code of conduct in writing, what aspects of Olivia's commitment it covers or if it is somehow verified.

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.

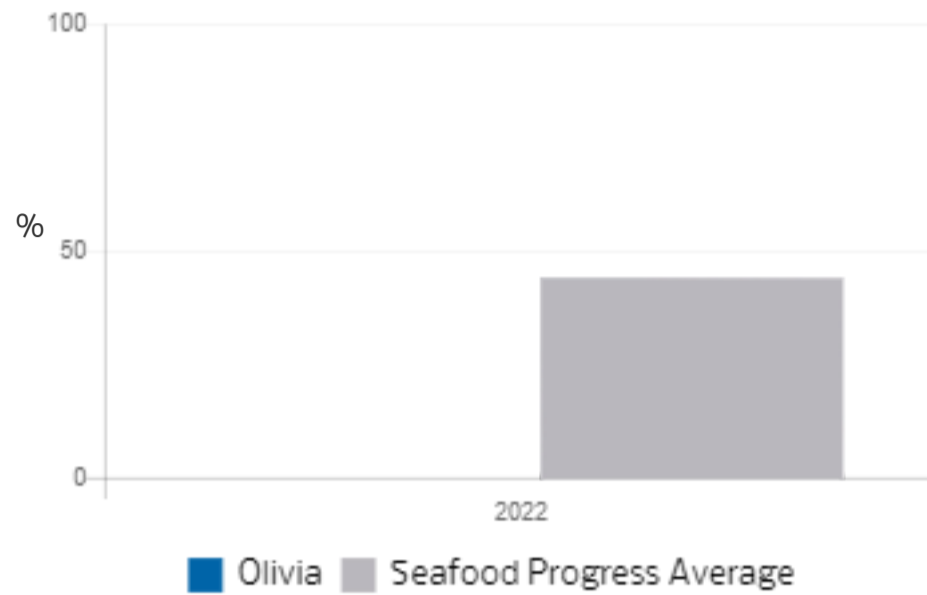
75% Rubric for retailers Feb 17 2022 Rubric for retailers Feb 17 2022 .XLSX 100% 10 B84 All suppliers are required to sign a code of conduct that covers all of the retailer's environmental sustainability commitment. Screen reader support enabled. All suppliers are required to sign a code of conduct that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



IFC Seafood does not have a supplier code of conduct, but all its suppliers are required to sign its customers' codes of conduct. Additionally, IFC Seafood requires third party social audits as part of its supplier selection procedure (personal communication, J. Bourgaize, 05/04/2022).

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.

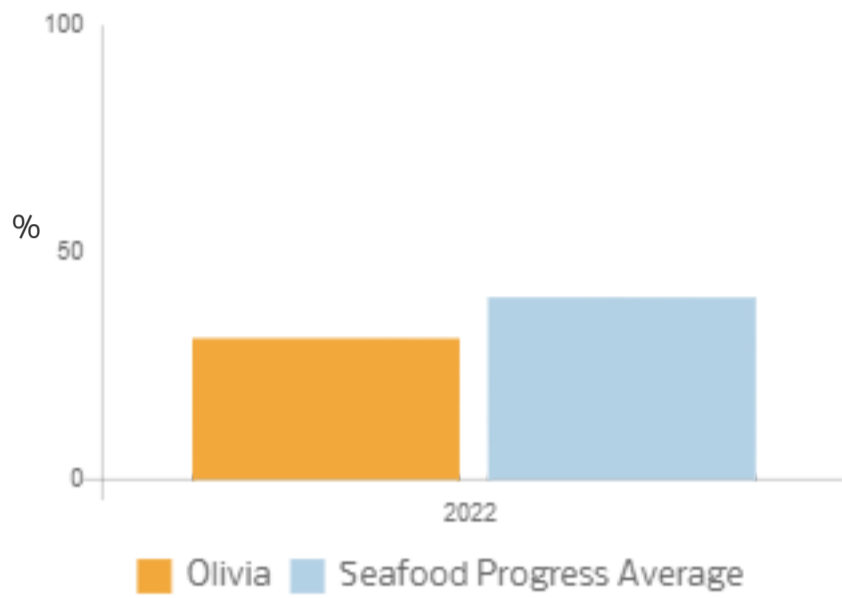
75% Rubric for retailers Feb 17 2022 Rubric for retailers Feb 17 2022 .XLSX 100% 10 B92 All suppliers are required to sign a code of conduct that covers all of the retailer's social responsibility commitment. Screen reader support enabled. All suppliers are required to sign a code of conduct that covers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

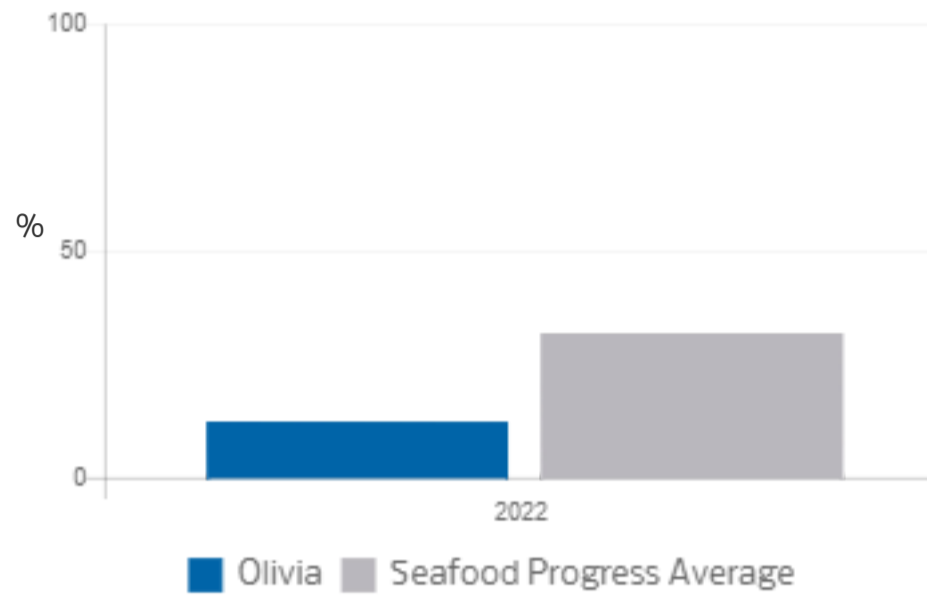


4

Transparency

Is the brand transparent about its commitment?

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



Olivia labels some products with wild or farmed, but no products with species' scientific name, geographic origin or gear type or farming method. However, the brand is working on adding this information to all retail packaging (personal communication, J. Bourgaize, 04/03/2022).

Scoring

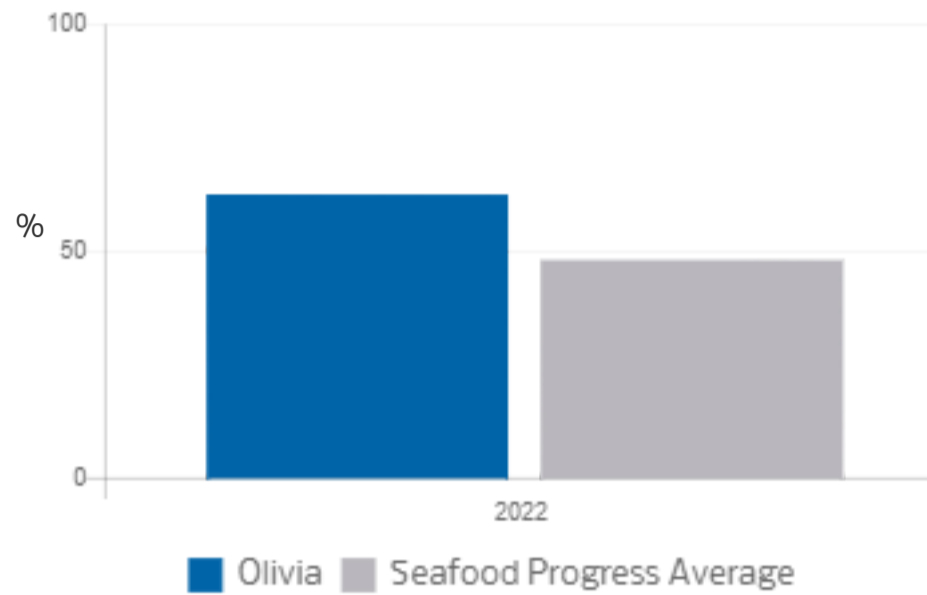


100% Grocery store labels all products with the information.

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.



Olivia uses the Ocean Wise endorsement claim on some product labels but does not make sourcing information to back up this claim available for all products. Olivia also uses the MSC and ASC certification claims on some product labels which include chain of custody to serve as evidence to back up these claims.

Scoring

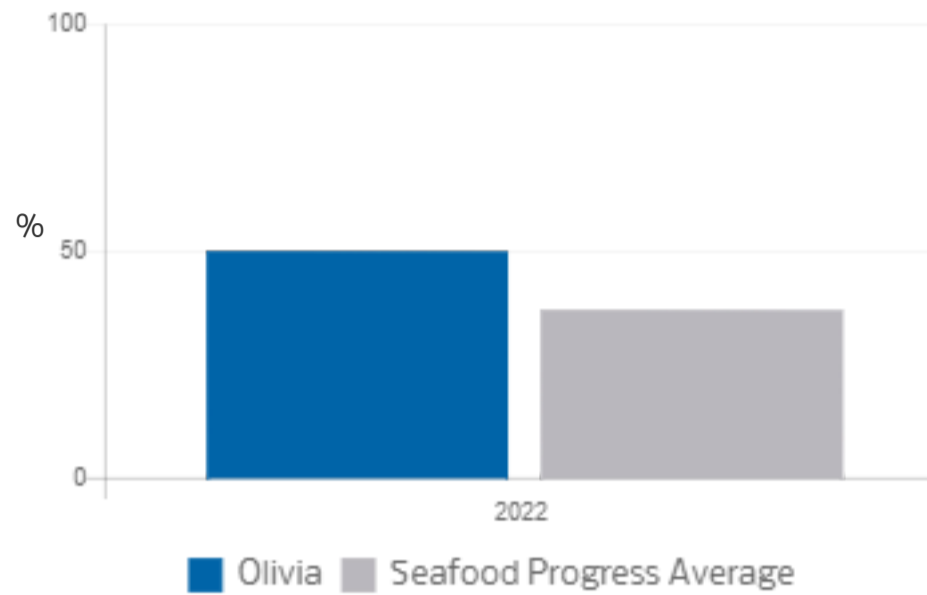


100% Grocery store labels all products with an ecolabel as appropriate.

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.



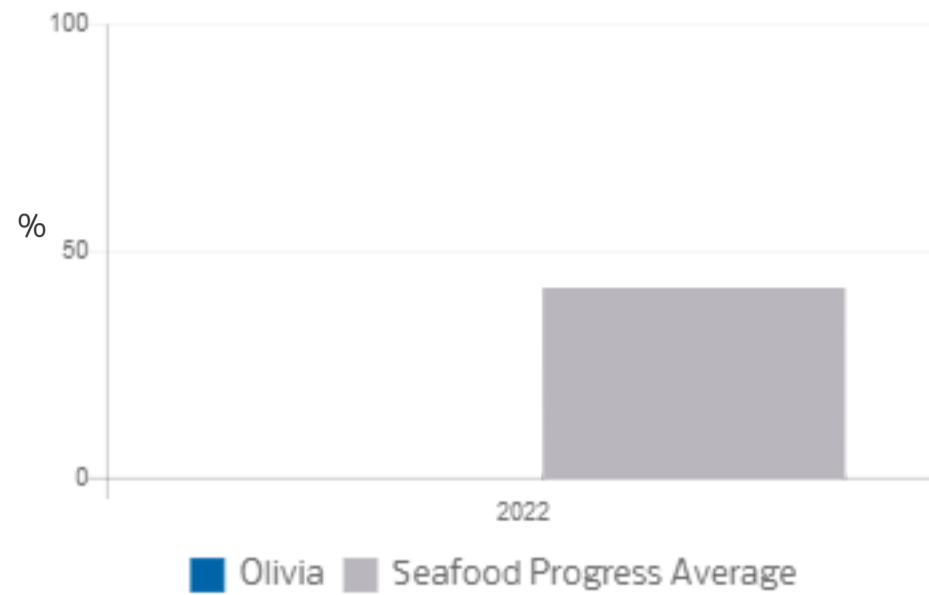
IFC Seafood shares the scientific name, geographic origin and gear type or farming method of some of its products through [its FishChoice profile](#) and intends to update this information on an annual basis going forward (personal communication, J. Bourgaize, 05/04/2022).

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.



No information in Olivia's commitment.

Scoring

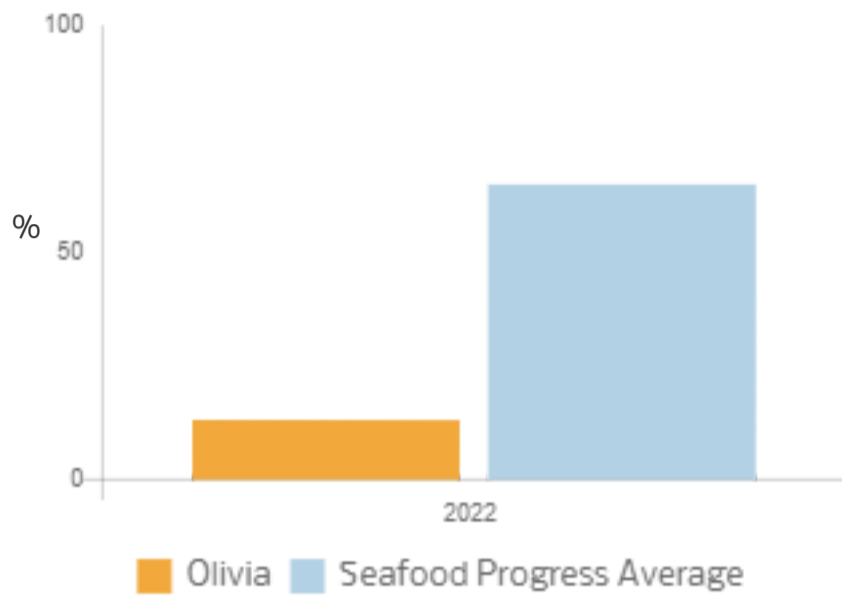


100% Retailer regularly reports publicly how much of its seafood sold meets its commitment by volume or value of sales every year.

50% Rubric for retailers Feb 17 2022 Rubric for retailers Feb 17 2022 .XLSX 100% 10 B123 Retailer has at one point reported publicly how much of its seafood sold meets its commitment. Screen reader support enabled. Retailer has at one point reported publicly how much of its seafood sold meets its commitment. Turn on screen reader support

0% No public information on how the grocery store is doing to meet its commitment.

STEP 5: EDUCATION

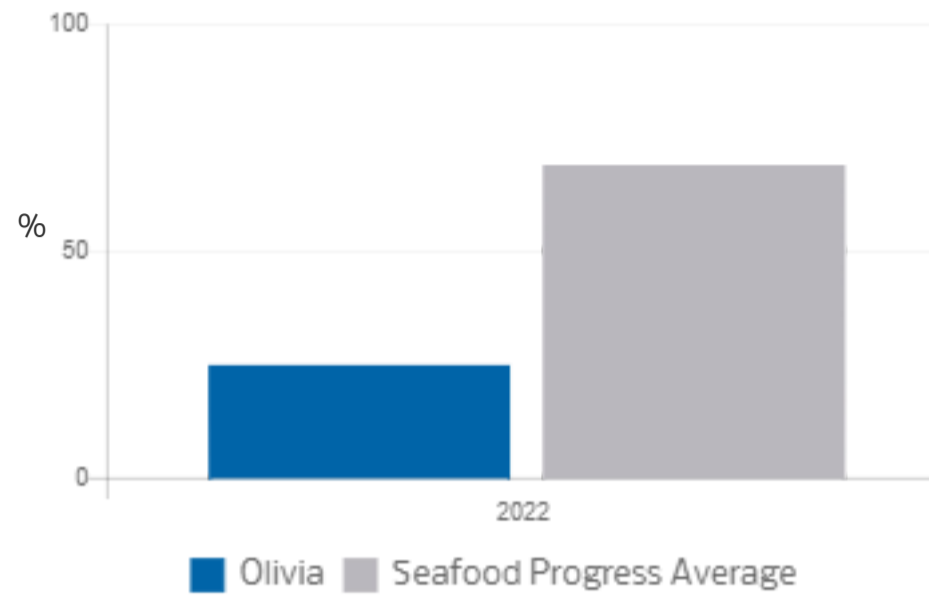


5

Education

Does the brand educate key stakeholders about the importance of its commitment to sustainable seafood?

5.1 There is a description of the brand's commitments to sustainable and socially responsible seafood on its website.



There is some description of Olivia's commitment to sustainable seafood on its website but no description of a commitment to socially responsible seafood.

Scoring



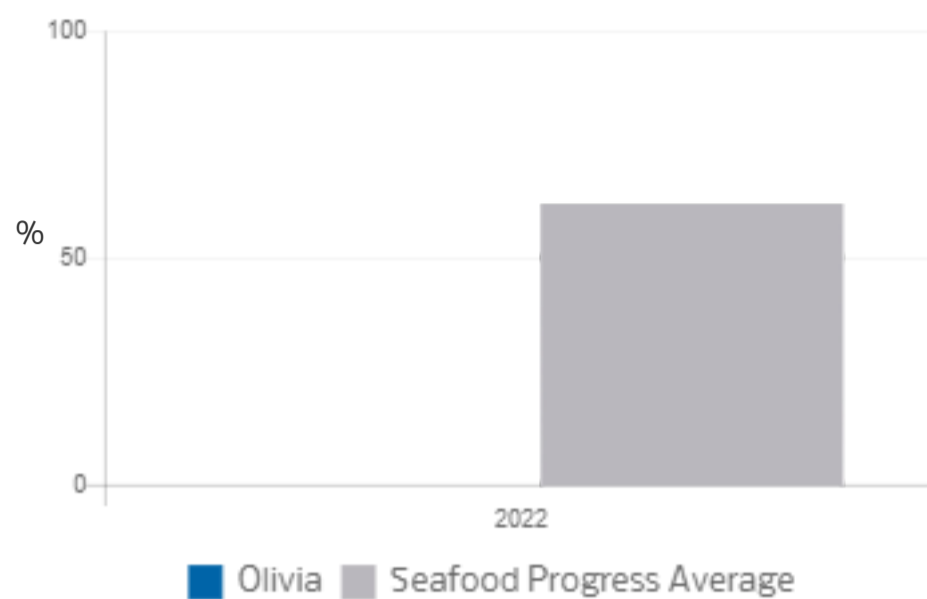
100% Training programs regularly conducted for all seafood staff.

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.



No information in Olivia's commitment.

Scoring

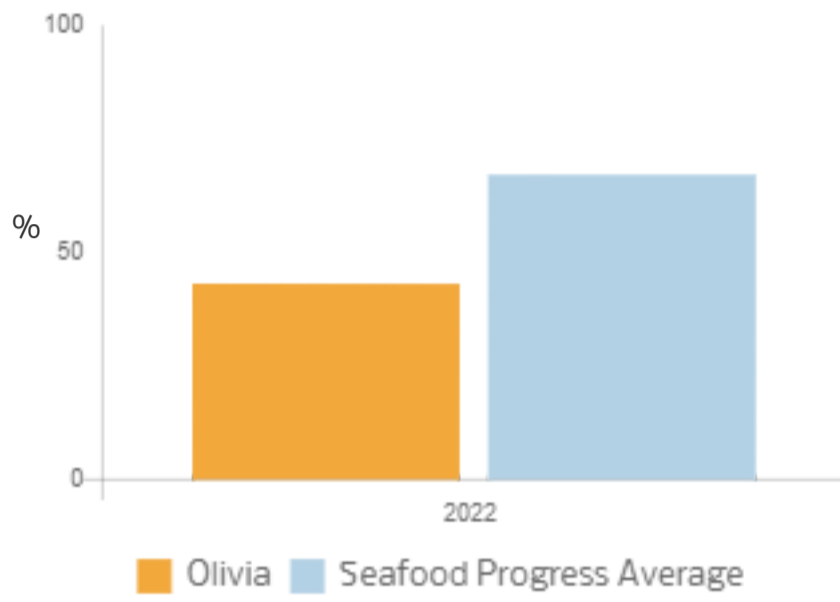


100% There is a comprehensive description of the grocery store's commitments to sustainable and socially responsible seafood in store.

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

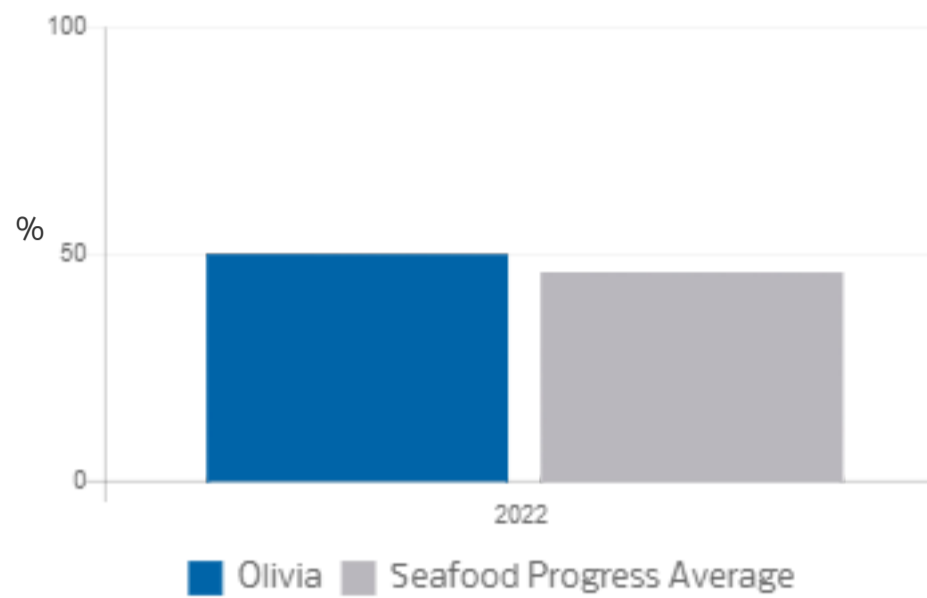


6

Taking Initiative

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

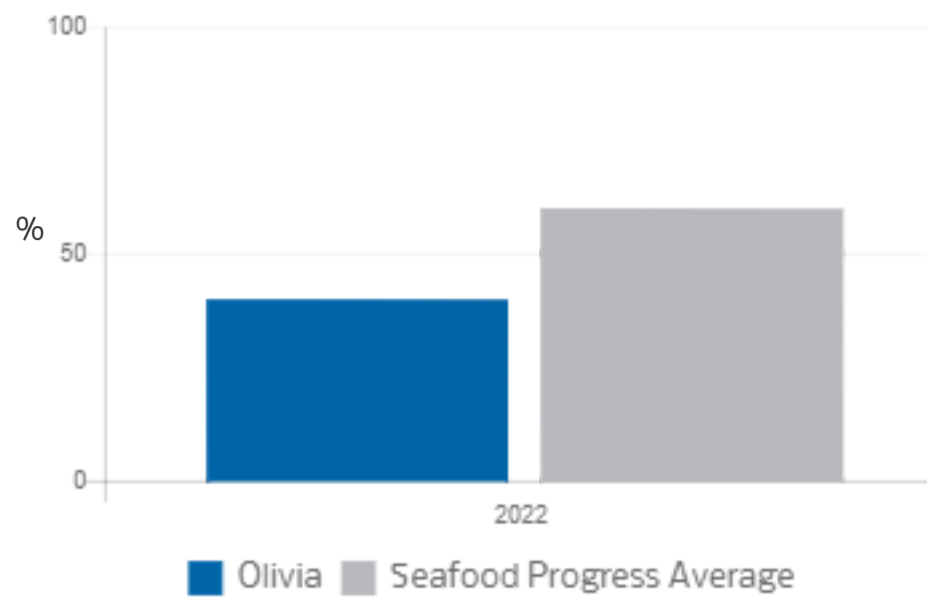
6.1 Farmed Atlantic salmon (either Canadian produced or imported)



Olivia preferentially procures farmed salmon from sources that are ASC certified and/or Recommended by Ocean Wise, and is committed to not selling any genetically engineered or modified farmed salmon (personal communication, J. Bourgaize, 05/04/2022).

- ✘ 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).

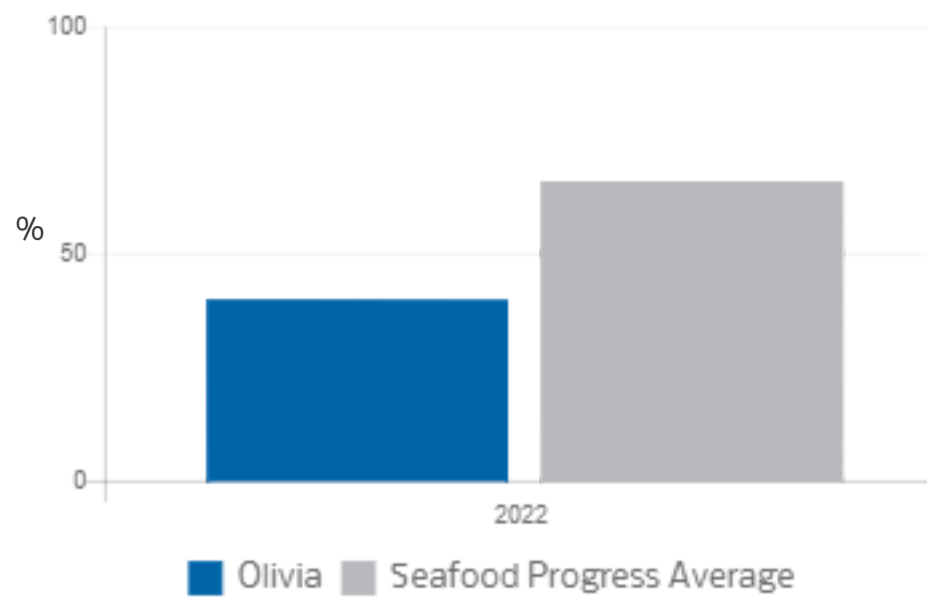
6.2 Farmed shrimps and prawns, Imported - multiple spp.



Olivia prioritizing farmed shrimp that is ASC certified, BAP 2 star plus certified and/or Ocean Wise Recommended. Additionally, the company has a full chain traceability policy in place to support its commitment that traces scientific name, geographic origin, wild or farmed and gear type or farming method, among other data elements on all products it sources (personal communication, J. Bourgaize, (personal communication, J. Bourgaize, 17/02/2022).

- ✘ Only sells farmed shrimp and prawn products that meet the highest bars for sustainability, i.e. are certified by ASC, BAP 2 star plus, Recommended by Ocean Wise and/or rated Best Choice by Seafood Watch (100 pts).
- ✘ Conducts outreach to policymakers and/or certifying bodies to advocate for shrimp and prawn farming management to be more environmentally sustainable (20 pts).
- ✘ Collaborates with other companies pre-competitively to improve shrimp and prawn farming practices (20 pts).
- ✘ Works with suppliers or producers directly to improve shrimp and prawn farming practices (20 pts).
- ✔ Preferentially procures shrimp and prawns from sources that are ASC or BAP 2 star plus certified, Recommended by Ocean Wise or Best Choice by Seafood Watch (20 pts).
- ✔ Prioritizes sourcing products with high levels of social responsibility and traceability (20 pts).

6.4 Other seafood products.



Olivia preferentially sources MSC, ASC and Ocean Wise Recommended products. Additionally, the company has a full chain traceability policy in place to support its commitment that traces scientific name, geographic origin, wild or farmed and gear type or farming method, among other data elements on all products it sources. (personal communication, J. Bourgaize, 04/03/2022).

- ✘ 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:



CONNECT WITH US

