

Seafood Progress

Brands' Commitment to Sustainable and Socially Responsible Seafood

46

2022 aggregate score

Seafood Progress Average :
63

Parent Company
Cooke Aquaculture Inc.



Sustainable Seafood Policy
[Seafood Sourcing Statement](#)



Headquarters
New Brunswick, Canada

OVERVIEW

Commitment to Sustainable Seafood



0%

of products sold in
2022 met
commitment.

Sustainability Commitment. True North Seafood's commitment to sustainability is informed by its parent company, Cooke Aquaculture Inc. Cooke's website indicates that it is committed to only selling farmed salmon products that are BAP 4 star certified and farmed shrimp products that are ASC certified and BAP 4 star certified. SeaChoice could not find mention of a commitment to sustainability for its wild products, or a timeline for achieving its commitment for its farmed products. Cooke's Sustainability Policy claims that it has full traceability across its operations, but does not specify which key data elements it traces for its wild and farmed products. SeaChoice could not find evidence that True North has reported on the percentage of seafood sold that met its commitment in the past year.

Clear Objectives



Supplier Expectations



Traceability Policy

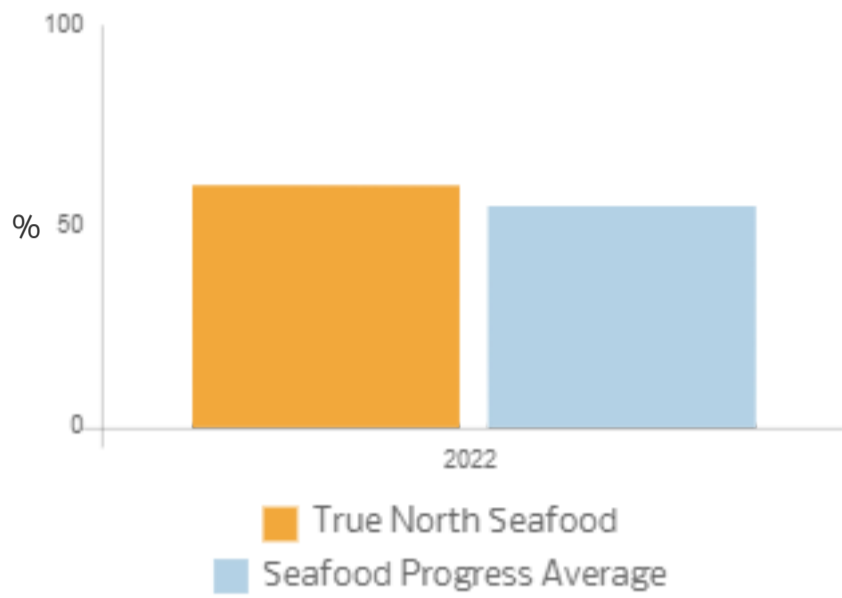


Reporting on Activities



Social Responsibility Commitment. Cooke Aquaculture's annual Modern Slavery Statement, which applies to all its subsidiaries, relays its commitment to ensuring that there is no modern slavery or human trafficking in any part of its business or supply chains. The statement is made pursuant to section 54 (Transparency in Supply Chains) of the Modern Slavery Act 2015, and is also informed by the internationally recognized Ethical Trading Initiative (ETI) base code.

STEP 1: COMMITMENT

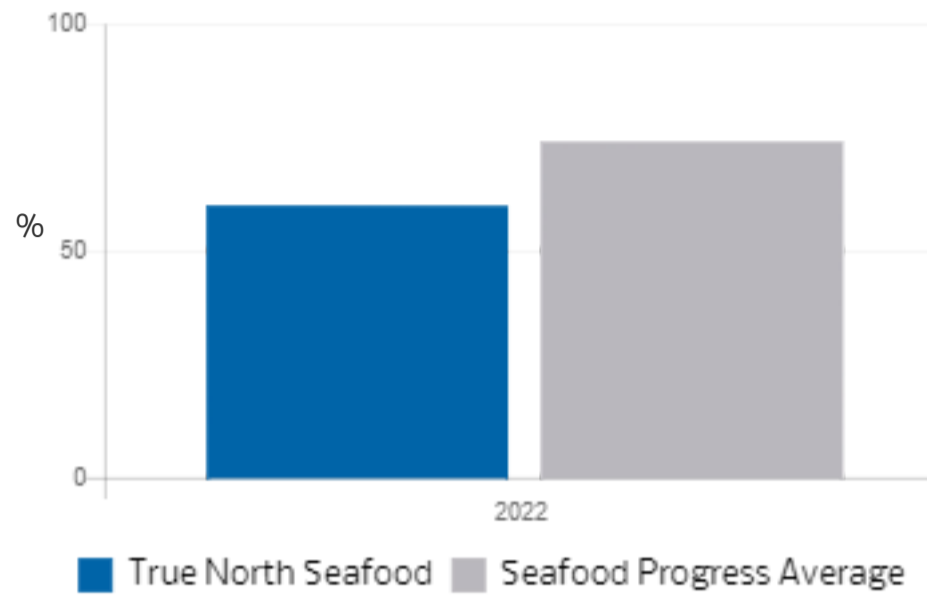


1

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.



True North Seafood's commitment to sustainability is informed by its parent company, Cooke Aquaculture Inc. Cooke's website indicates that it is committed to only selling farmed salmon products that are BAP 4 star certified and farmed shrimp products that are ASC certified and BAP 4 star certified. SeaChoice could not find mention of a commitment to sustainability for its wild products, or a timeline for achieving its commitment to farmed products. [Cooke's Sustainability Policy](#) claims that it has full traceability across its operations, but does not specify which key data elements it traces for its wild and farmed products.

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.

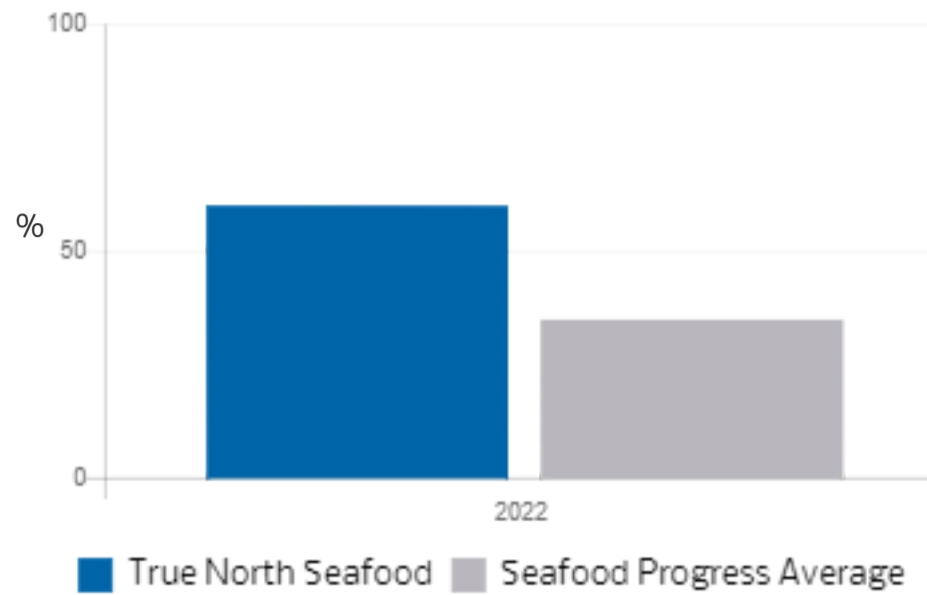
60% Commitment to environmental sustainability that includes clear objectives that are supported by references to credible standards (such as Seafood Watch or Ocean Wise ratings, eco-certifications, etc.).

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.



Cooke Aquaculture's annual **Modern Slavery Statement**, which applies to all its subsidiaries, relays its commitment to ensuring that there is no modern slavery or human trafficking in any part of its business or supply chains. The statement is made pursuant to section 54 (Transparency in Supply Chains) of the Modern Slavery Act 2015, and is also informed by the internationally recognized Ethical Trading Initiative (ETI) base code.

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.

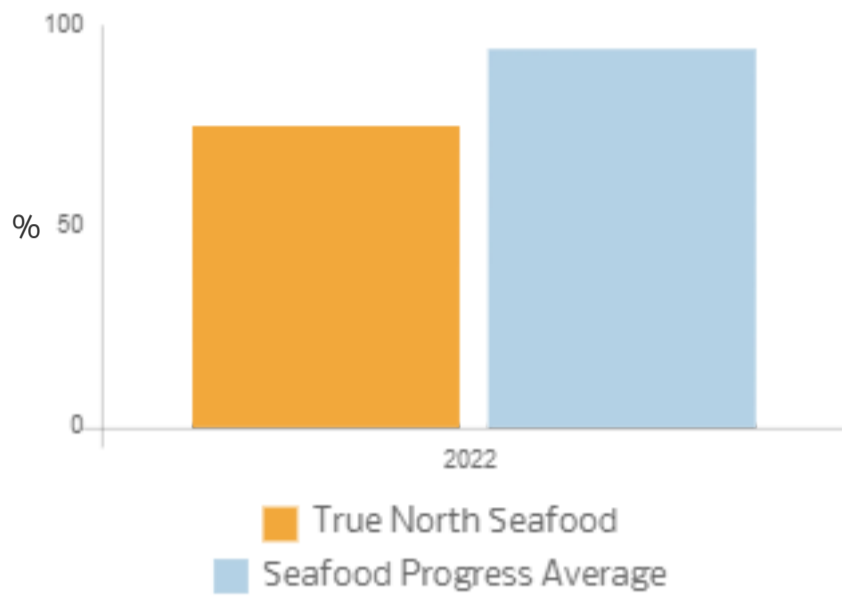
60% Commitment to social responsibility includes clear objectives and actions or expectations for seafood suppliers.

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

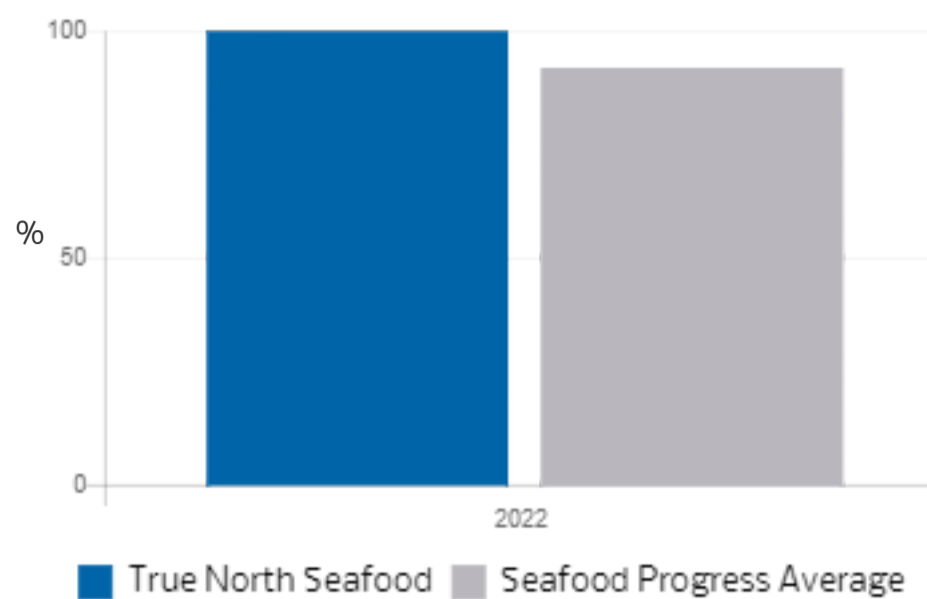


2

Collecting Data

Is the brand collecting data to support its commitment?

2.1 The brand collects data on species scientific name.



True North Seafood's [Product Catalogue](#) indicates that the company collects this information on all products.

Scoring

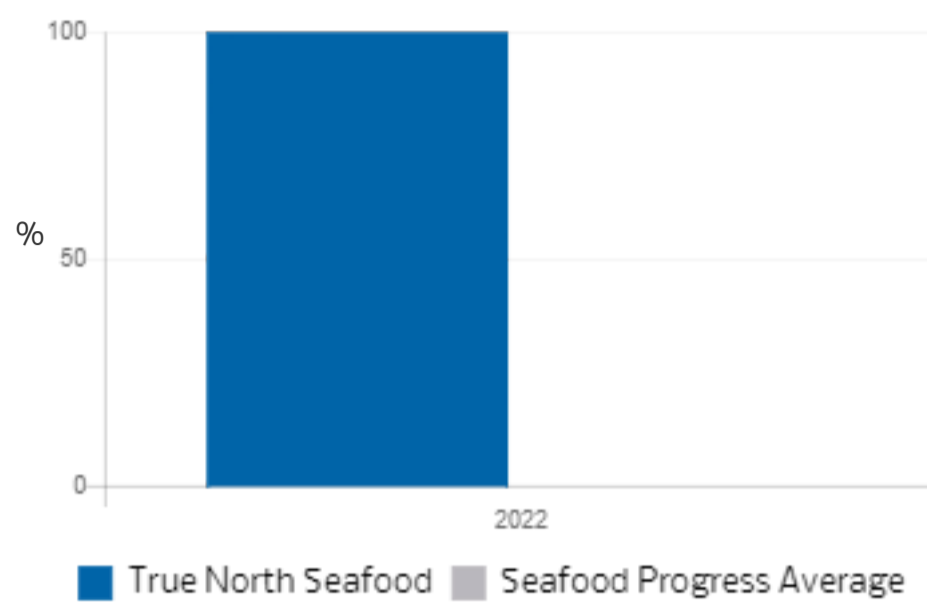


100% Collects data for all products.

50% Collects data for some products.

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

2.2 The brand collects data on geographic origin.



True North Seafood's [Product Catalogue](#) indicates that the company collects this information on all products.

Scoring

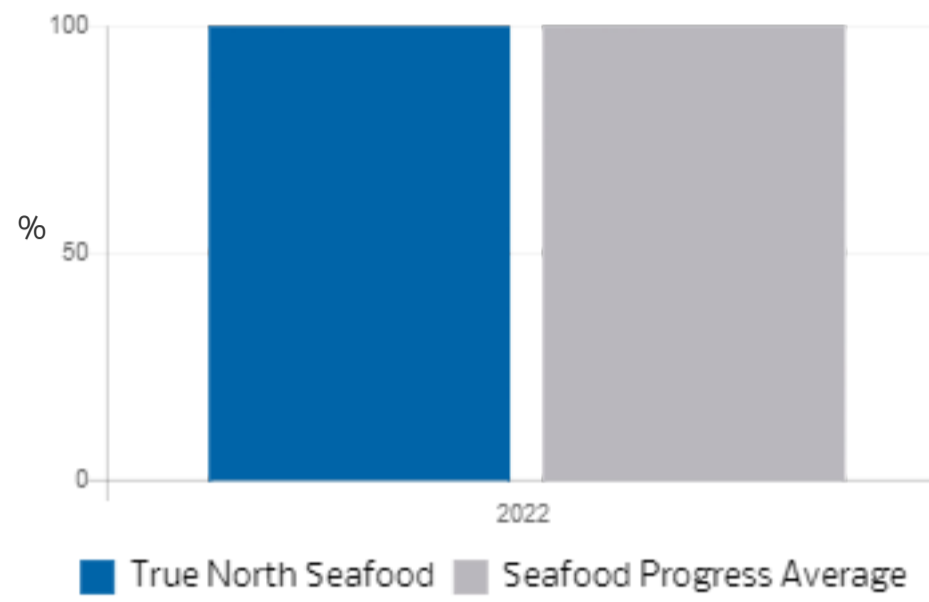


100% Collects data for all products.

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.



True North Seafood's [Product Catalogue](#) indicates that the company collects this information on all products.

Scoring

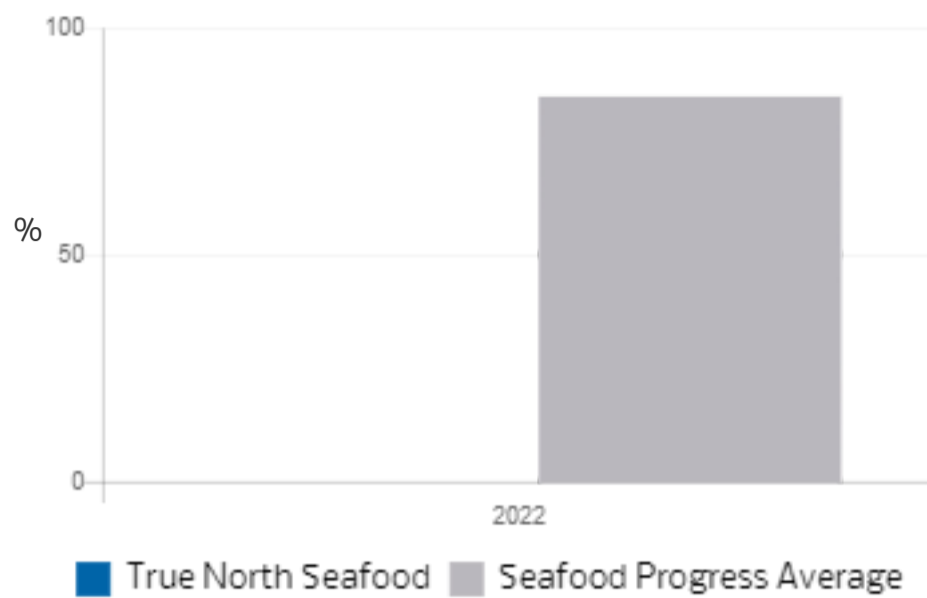


100% Collects data for all products.

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.



No publicly available information to indicate that True North collects data on gear type or farming method.

Scoring

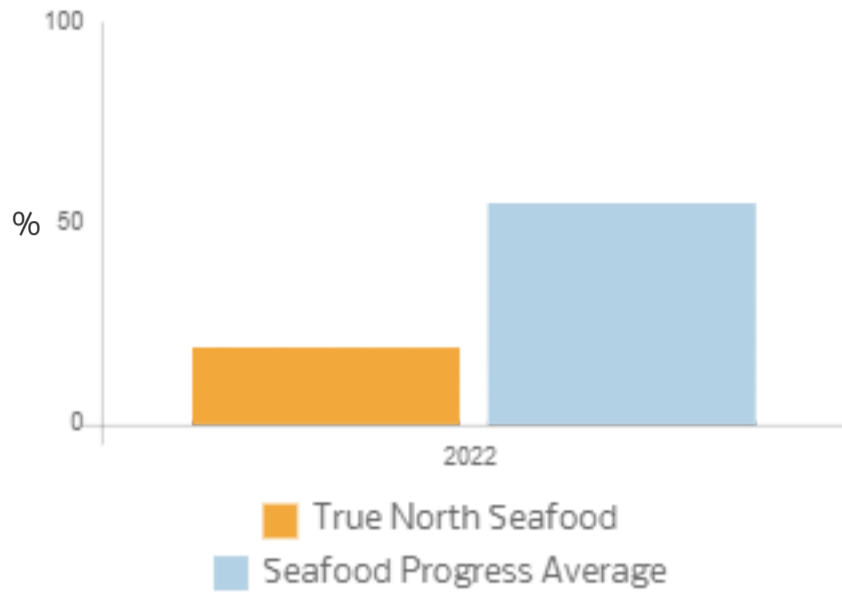


100% Collects data for all products.

50% Collects data for some products.

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

STEP 3: SOURCING

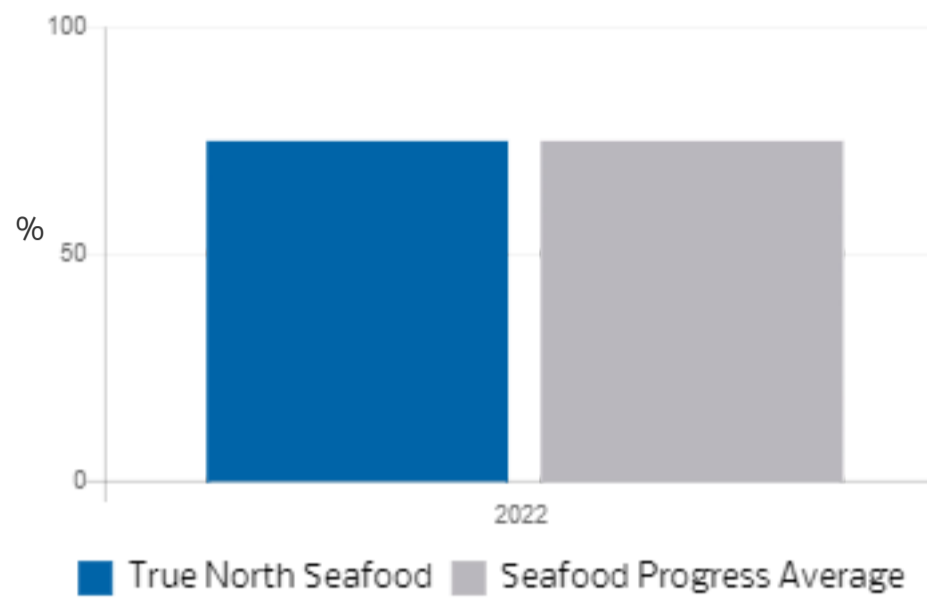


3

Responsible Sourcing

Is the brand making responsible sourcing decisions?

3.1 Company publishes a clear hierarchy demonstrating its sourcing priorities.



True North Seafood publishes the sustainability standard it uses for farmed salmon (BAP 4 star), a general list of sustainability standards it uses for farmed shrimp (BAP and ASC), but doesn't identify the standards it uses for its wild products.

Scoring



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

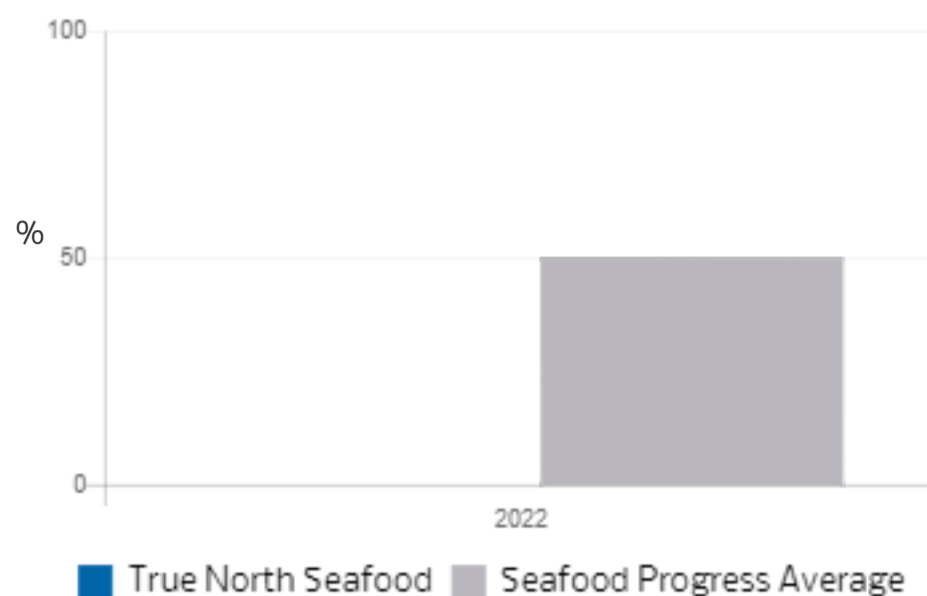
75% Publishes a clear hierarchy of sustainability standards used for sourcing some commodities, and identifies a general list of sustainability standards that it uses to inform its purchasing decisions for other commodities.

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

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

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

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



SeaChoice could not find evidence that True North Seafood, or its parent company Cooke Aquaculture, has reported on the percentage of seafood sold that met its commitment in the past year.

Scoring



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

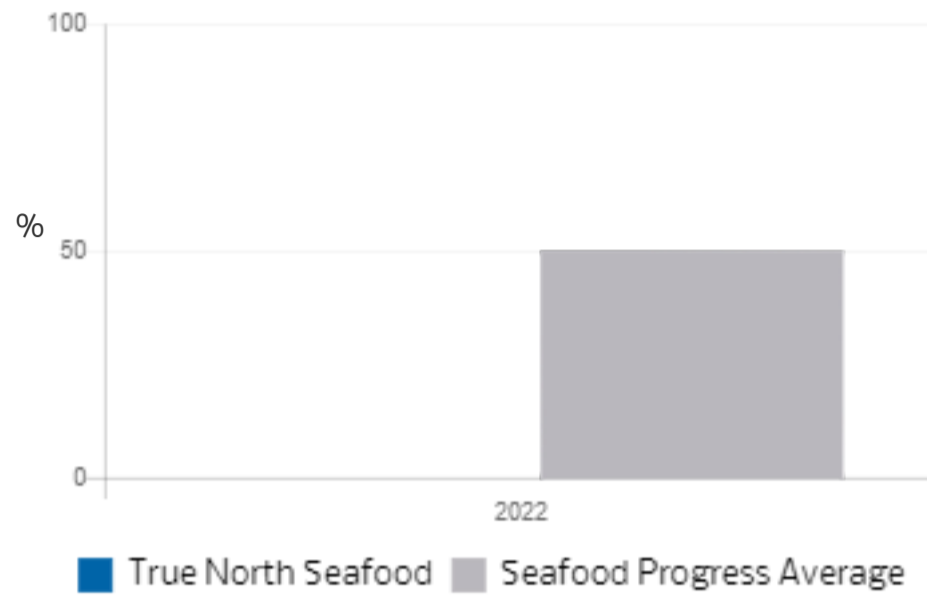
75% Grocery store has reported that 75% or more of its seafood sold meets its sustainability commitment.

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.



No information in True North Seafood's commitment.

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.

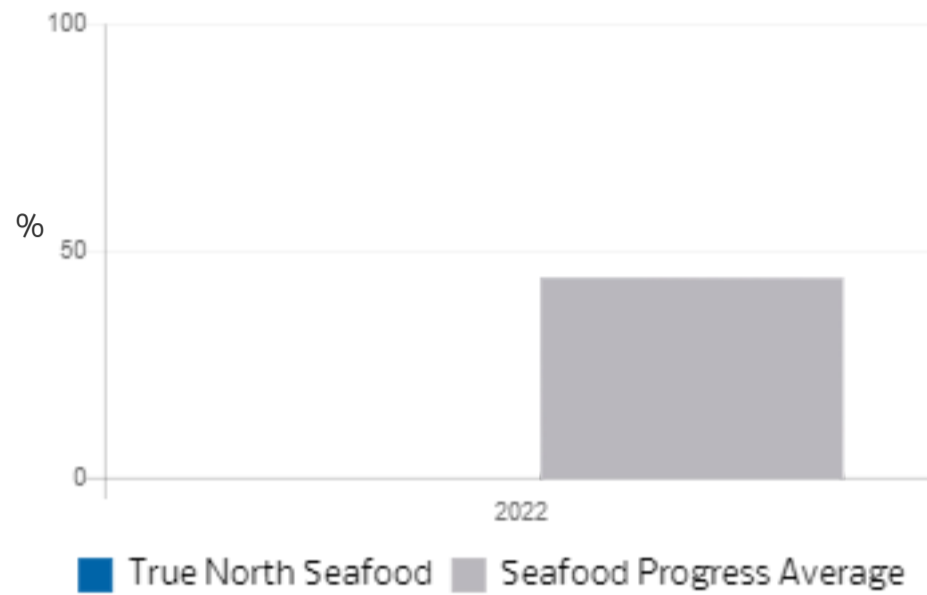
75% Rubric for retailers Feb 17 2022 Rubric for retailers Feb 17 2022 .XLSX 100% 10 B84 All suppliers are required to sign a code of conduct that covers all of the retailer's environmental sustainability commitment. Screen reader support enabled. All suppliers are required to sign a code of conduct that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



No information in True North Seafood's commitment.

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.

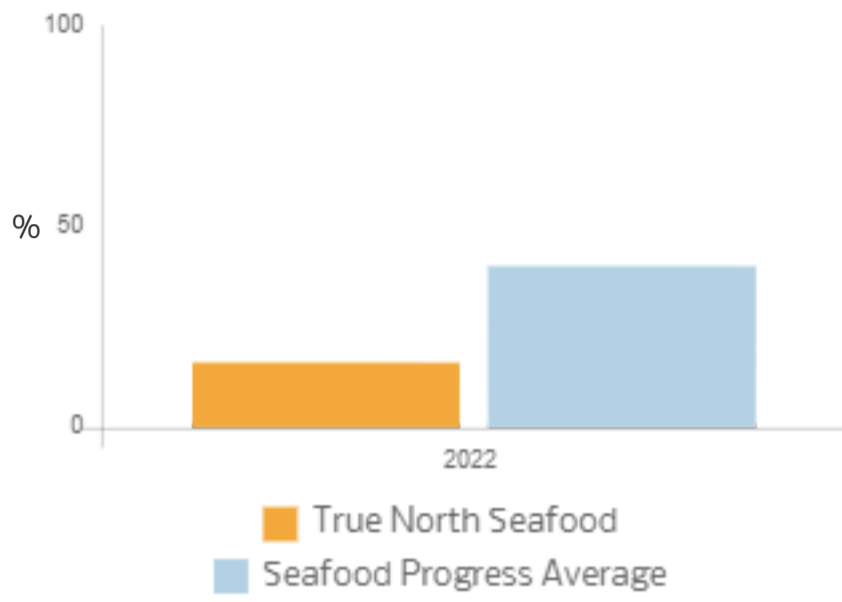
75% Rubric for retailers Feb 17 2022 Rubric for retailers Feb 17 2022 .XLSX 100% 10 B92 All suppliers are required to sign a code of conduct that covers all of the retailer's social responsibility commitment. Screen reader support enabled. All suppliers are required to sign a code of conduct that covers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

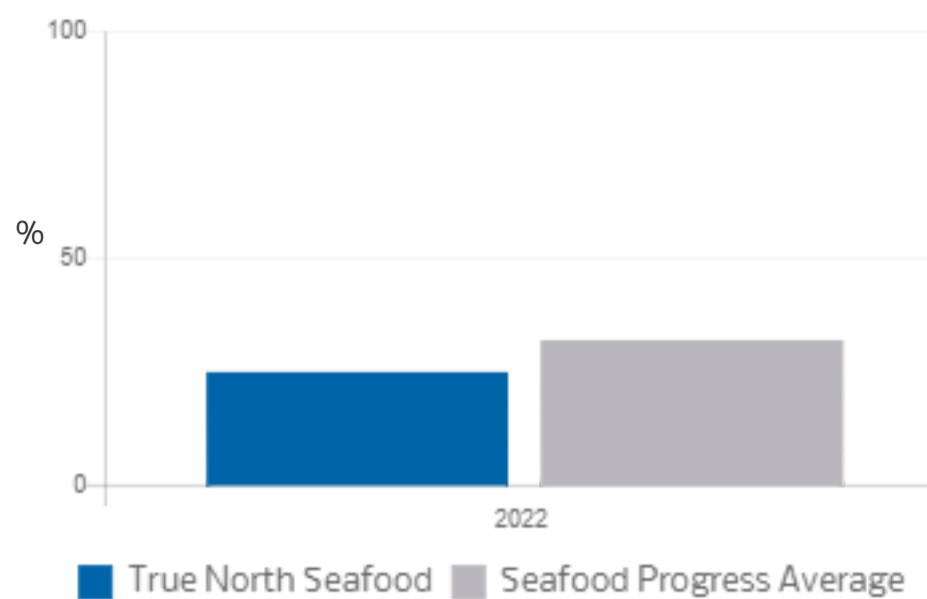


4

Transparency

Is the brand transparent about its commitment?

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



True North Seafood labels some products as wild and with geographic origin but does not appear to label any products with scientific name, gear type or farming method.

Scoring

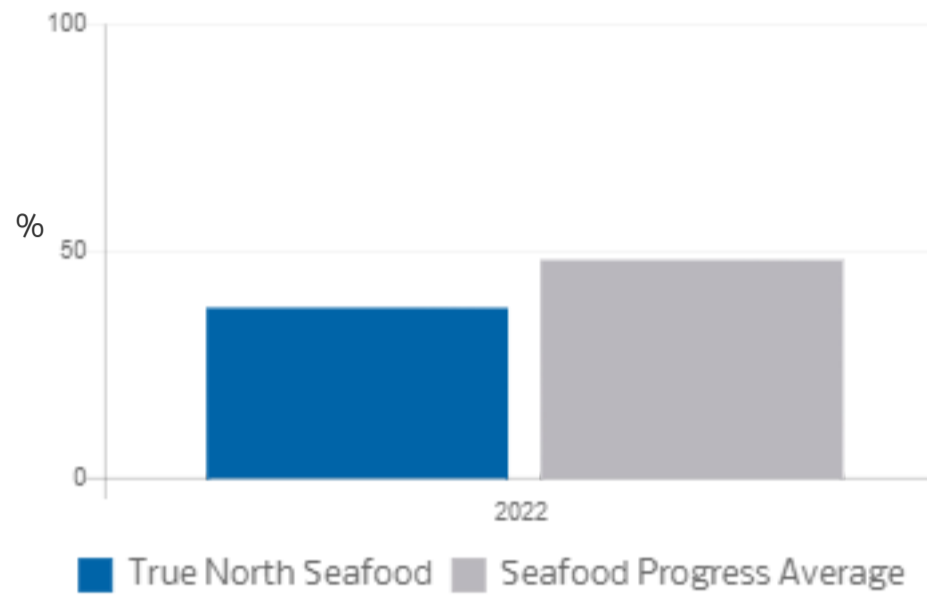


100% Grocery store labels all products with the information.

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.



True North Seafood uses its “Sustainably farmed” self claim which does not adhere to ISO14041 Type II guidance and evidence is not made publicly available to back up this claim. True North Seafood also labels some products with the MSC, BAP and ASC certification claims which include unique chain of custody numbers that serve as evidence to back up these claims.

Scoring

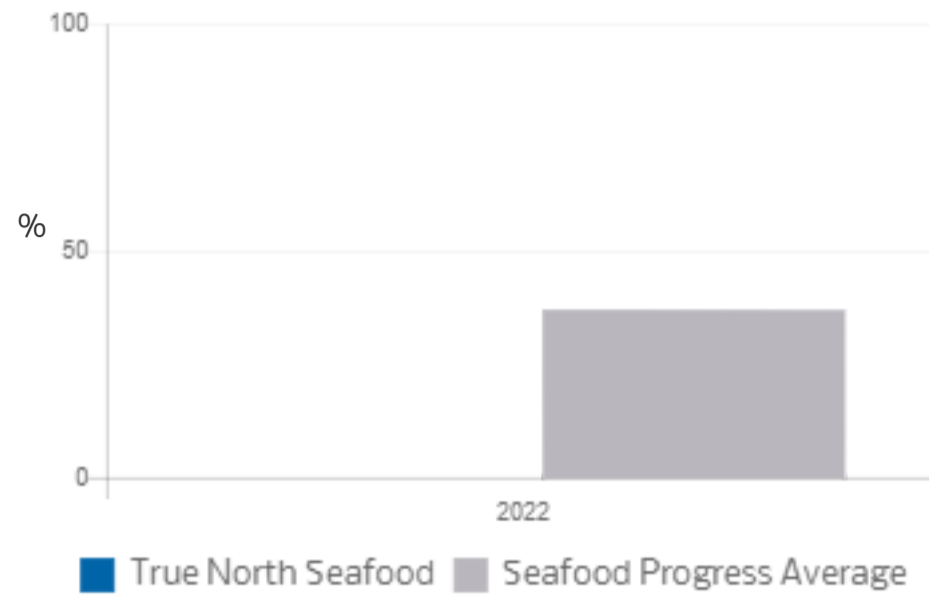


100% Grocery store labels all products with an ecolabel as appropriate.

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.



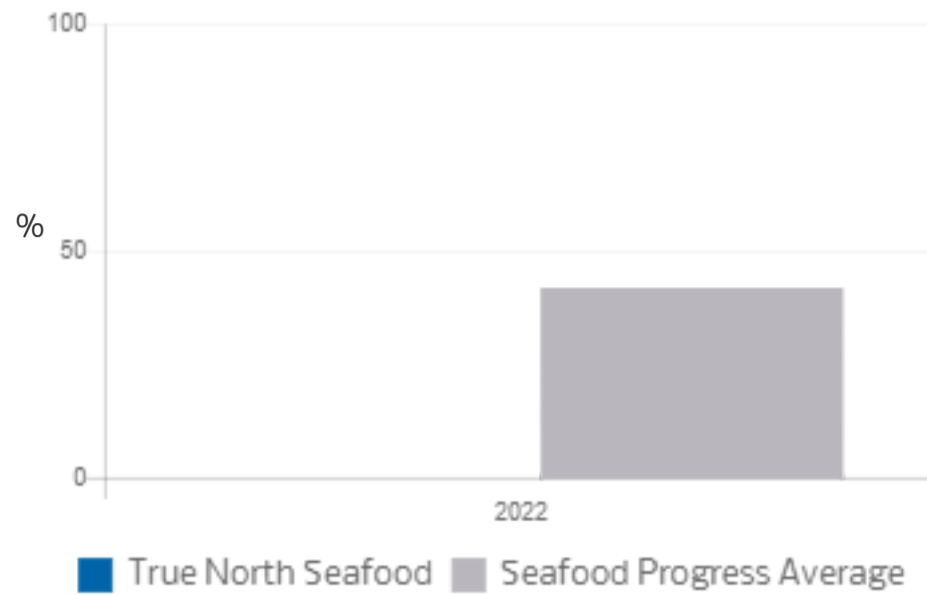
True North Seafood's [online product catalogue](#) includes information on geographic origin but not scientific name, gear type or farming method.

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.



SeaChoice could not find evidence that True North Seafood, or its parent company Cooke Aquaculture, has reported on the percentage of seafood sold that met its commitment in the past two consecutive years.

Scoring

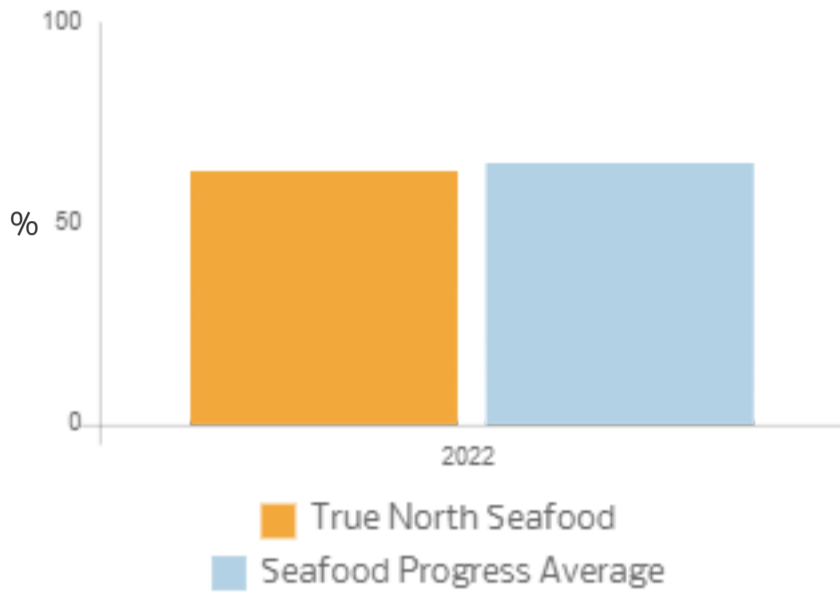


100% Retailer regularly reports publicly how much of its seafood sold meets its commitment by volume or value of sales every year.

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

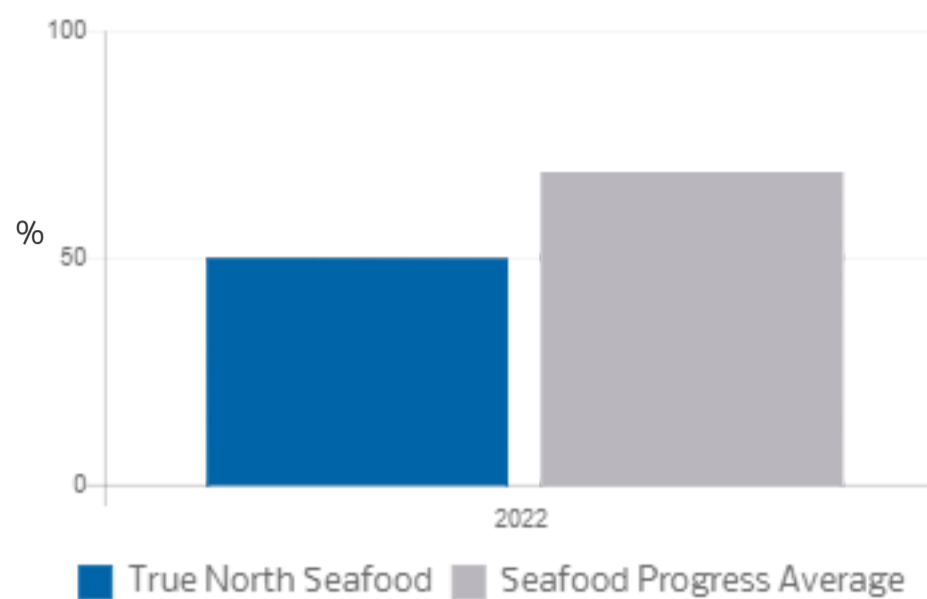


5

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.



There is some description of True North Seafood's commitments to sustainability and social responsibility.

Scoring



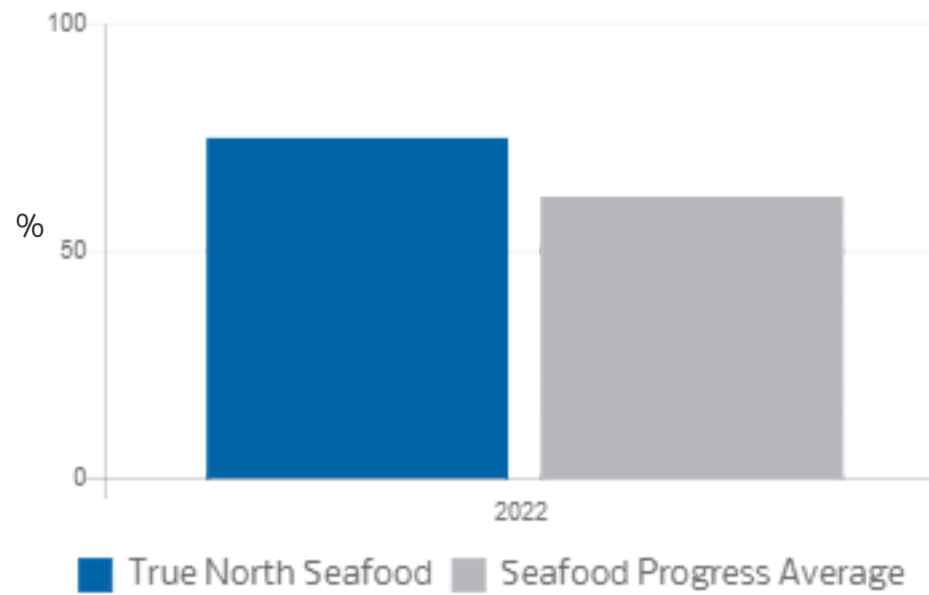
100% Training programs regularly conducted for all seafood staff.

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.



Cooke Aquaculture's Sustainability Policy states that the policy will be shared with employees of its North American aquaculture operations, and that these employees shall be educated and trained to uphold high standards of safety, food safety, quality and operational integrity while handling its fish and products. Additionally, the policy states that the company shall provide the necessary infrastructure, resources, and training to enable its employees to meet these standards.

Scoring

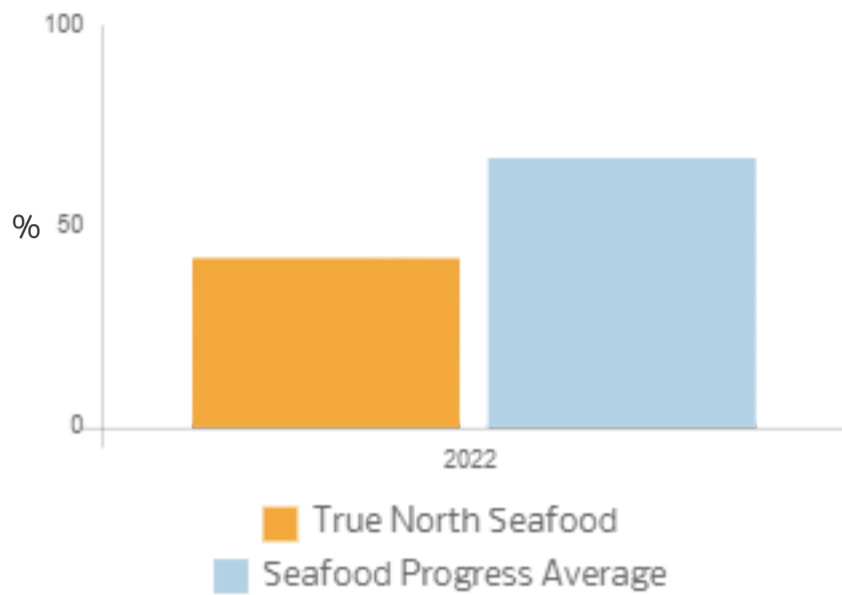


100% There is a comprehensive description of the grocery store's commitments to sustainable and socially responsible seafood in store.

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

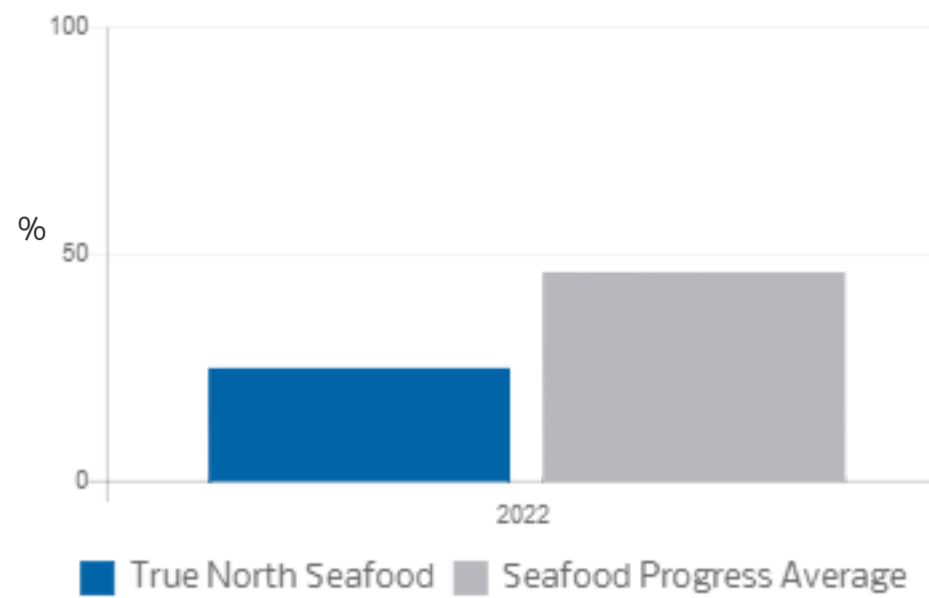


6

Taking Initiative

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

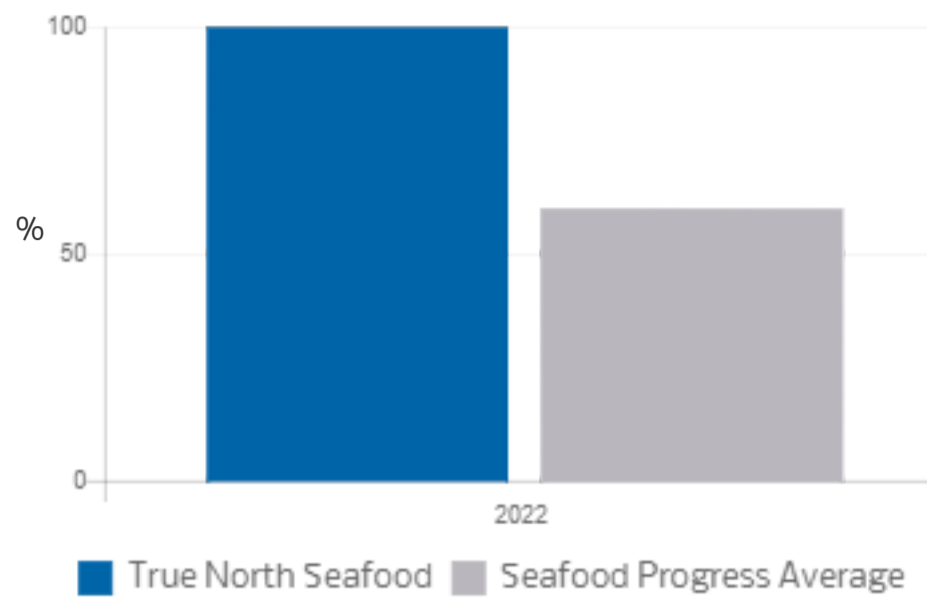
6.1 Farmed Atlantic salmon (either Canadian produced or imported)



Cooke Aquaculture's website (parent company of True North Seafood) states that it does not use genetically modified salmonid strains in its breeding program. Based on publicly available information, it doesn't appear that it is taking any other actions to support management improvements to this species.

- ✘ 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).

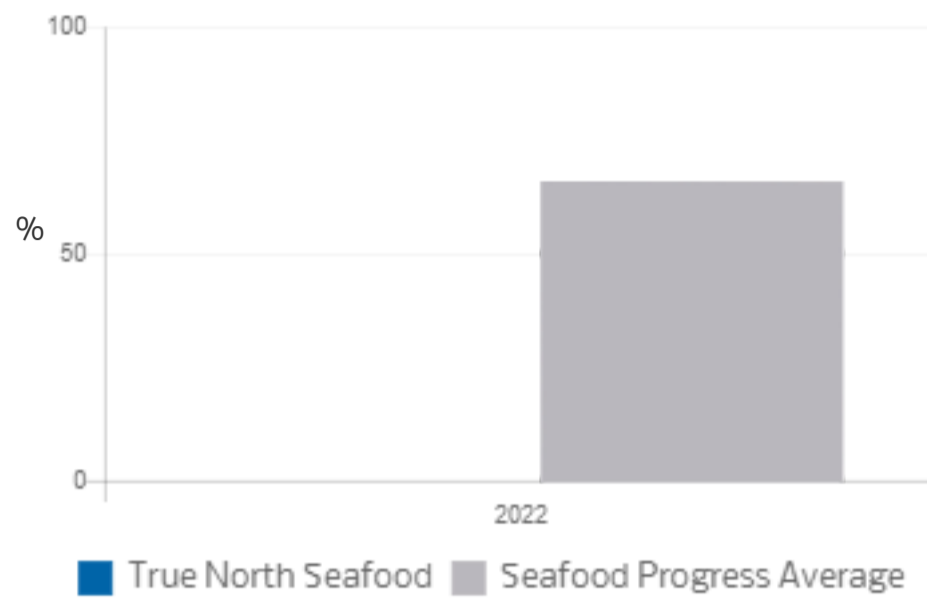
6.2 Farmed shrimps and prawns, Imported - multiple spp.



True North Seafood's website states that all its farmed shrimp products are non-GMO, ASC certified and BAP 4 star certified.

- ✔ 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.



There is no publicly available information that suggests True North Seafood (Cooke Aquaculture) is taking any actions to improve the management of any other species/commodities.

- ✘ 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 (17 pts).
- ✘ Collaborates with other companies pre-competitively to improve fishing or aquaculture practices (17 pts).
- ✘ Works with suppliers or producers directly to improve fishing or farming practices (17 pts).
- ✘ Refrains from advertising versions of this product that are not MSC/ASC certified, Not Recommended by Ocean Wise and/or rated Avoid by Seafood Watch (17 pts).
- ✘ Preferentially sources from more sustainable sources that are MSC/ASC certified, Recommended by Ocean Wise or Best Choice by Seafood Watch (17 pts).
- ✘ Prioritizes sourcing products with high levels of social responsibility and/or traceability (17 pts).

SeaChoice is a sustainable seafood partnership of the following three conservation groups:



CONNECT WITH US



