

Seafood Progress

Grocer's Commitment to Sustainable and Socially Responsible Seafood

78

2023 score

Seafood Progress Average
📊: 68

↓ Score Trend
Decreased Since Last Year

Parent Company
George Weston Ltd.

NGO Partner(s)
World Wildlife Fund (WWF)

Loblaw Companies Limited

[Stores owned by Loblaw](#)



Sustainable Commitment
[click here](#)



Progress Reports
[2022, 2021, 2020](#)



Location
Across Canada

OVERVIEW

Which products does this grocer's sustainable seafood commitment cover?

	Fresh	Frozen	Shelf
Store brand ?	✓	✓	✓
Seafood brand ?	✓	✓	✓
No brand ?	✓	✓	

SUMMARY



100%

of products sold in 2023 met commitment.

Sustainability Commitment. Loblaw informed SeaChoice that it is committed to sourcing certified versions of all seafood products first. For its farmed products, this means ASC certified, or BAP certified where ASC is not available. For its wild products, this means MSC certified. Where certified sources are not available, Loblaw sources against the standards outlined in its Sustainable Seafood Sourcing guide, which is developed with support from its marine science advisor and in collaboration with the World Wildlife Fund (WWF-Canada). For products that are not certified and don't meet Loblaw's sourcing guide, they must at least be in a comprehensive FIP working toward obtaining MSC certification or in a comprehensive AIP working toward obtaining ASC certification. Additionally, Loblaw only sources canned tuna from ISSF member suppliers. Since 2018, Loblaw has reported 100% compliance against this commitment on an annual basis to SeaChoice. Finally, Loblaw has a full chain traceability policy in place to support its commitment (personal communication, L. McRae, 07/03/2023).

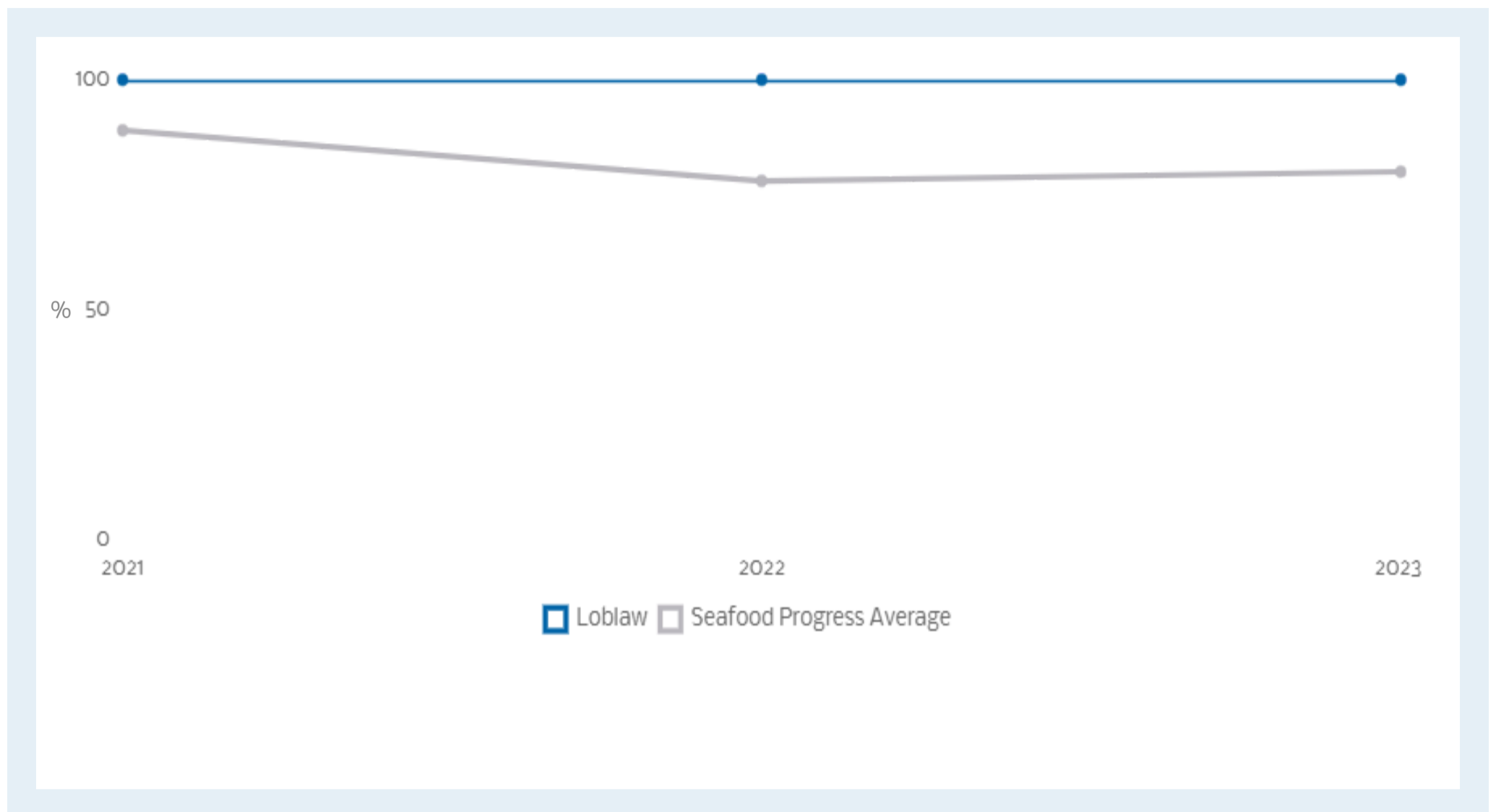
Clear Objectives	✓
Supplier Expectations	✓
Traceability Policy	✗
Reporting on Activities	✗

Social Responsibility Commitment. Loblaw's [Position on Human Rights statement](#) indicates that its policies and practices in relation to social responsibility throughout its value chain are informed by the UN's Guiding Principles on Business and Human Rights and Universal Declaration of Rights, the ILO Conventions, the Consumer Goods Forum's Forced Labour Priority Industry Principles and local human rights laws. Loblaw clearly relays its expectations of suppliers in its [Supplier Code of Conduct](#) (last updated January 2022) which includes a component on freedom of association. All suppliers must sign this Code and are subject to risk-based audits at source by an independent third party. Supplier Code violations are reported to Loblaw's Supply Chain Compliance and Compliance and Ethics departments. Loblaw then evaluates the severity of the violations to determine appropriate corrective action plans. Finally, Loblaw does not report publicly on these audit results (personal communication, L. McRae, 18/04/2023).

STEP 1: COMMITMENT



1.1 The grocer has a publicly available commitment on environmentally sustainable seafood.



Loblaw informed SeaChoice that it is committed to sourcing certified versions of all seafood products first. For its farmed products, this means ASC certified, or BAP certified where ASC is not available. For its wild products, this means MSC certified. Where certified sources are not available, Loblaw sources against the standards outlined in its Sustainable Seafood Sourcing guide, which is developed with support from its marine science advisor and in collaboration with the World Wildlife Fund (WWF-Canada). For products that are not certified and don't meet Loblaw's sourcing guide, they must at least be in a comprehensive FIP working toward obtaining MSC certification or in a comprehensive AIP working toward obtaining ASC certification. Additionally, Loblaw only sources canned tuna from ISSF member suppliers. Since 2018, Loblaw has reported 100% compliance against this commitment on an annual basis to SeaChoice. Finally, Loblaw has a full chain traceability policy in place to support its commitment (personal communication, L. McRae, 07/03/2023).

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 in place (or a timeline set for implementation) that traces at least the product scientific name, geographic origin, farmed/wild and harvest method.

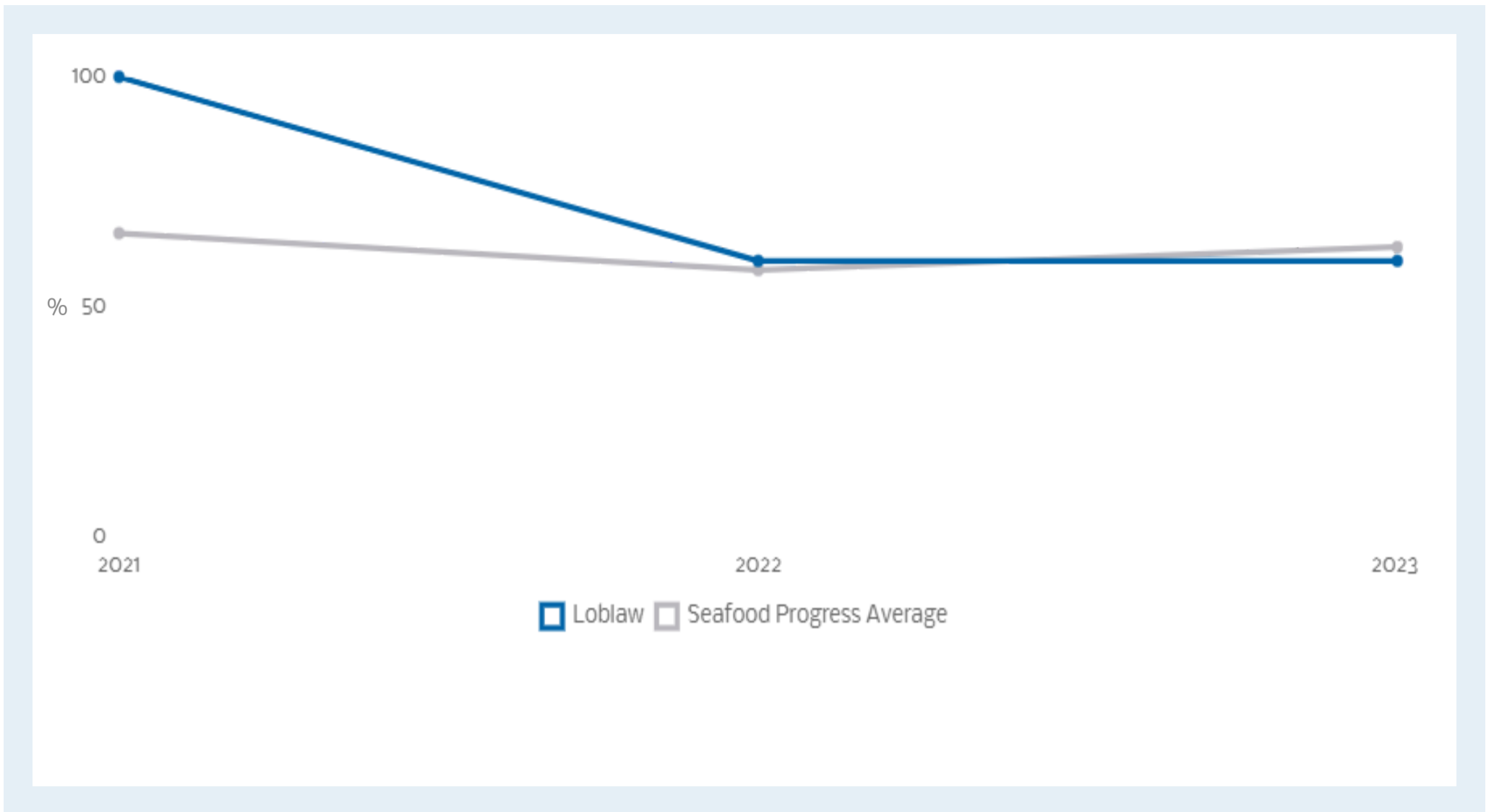
60% Commitment to environmental sustainability that includes clear objectives that are supported by references to credible standards (such as Seafood Watch or Ocean Wise ratings, eco-certifications, etc.).

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 grocer has a publicly available commitment on socially responsible seafood.



Loblaw's [Position on Human Rights statement](#) indicates that its policies and practices in relation to social responsibility throughout its value chain are informed by the UN's Guiding Principles on Business and Human Rights and Universal Declaration of Rights, the ILO Conventions, the Consumer Goods Forum's Forced Labour Priority Industry Principles and local human rights laws. Loblaw clearly relays its expectations of suppliers in its [Supplier Code of Conduct](#) (last updated January 2022) which includes a component on freedom of association. All suppliers must sign this Code and are subject to risk-based audits at source by an independent third party. Supplier Code violations are reported to Loblaw's Supply Chain Compliance and Compliance and Ethics departments. Loblaw then evaluates the severity of the violations to determine appropriate corrective action plans. Finally, Loblaw does not report publicly on these audit results (personal communication, L. McRae, 18/04/2023).

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 on at least an annual basis.

80% Commitment to social responsibility includes clear objectives, actions or expectations for seafood suppliers, and a clear and effective traceability policy that at least involves tracing data on the existence of an independent trade union or representative worker organization.

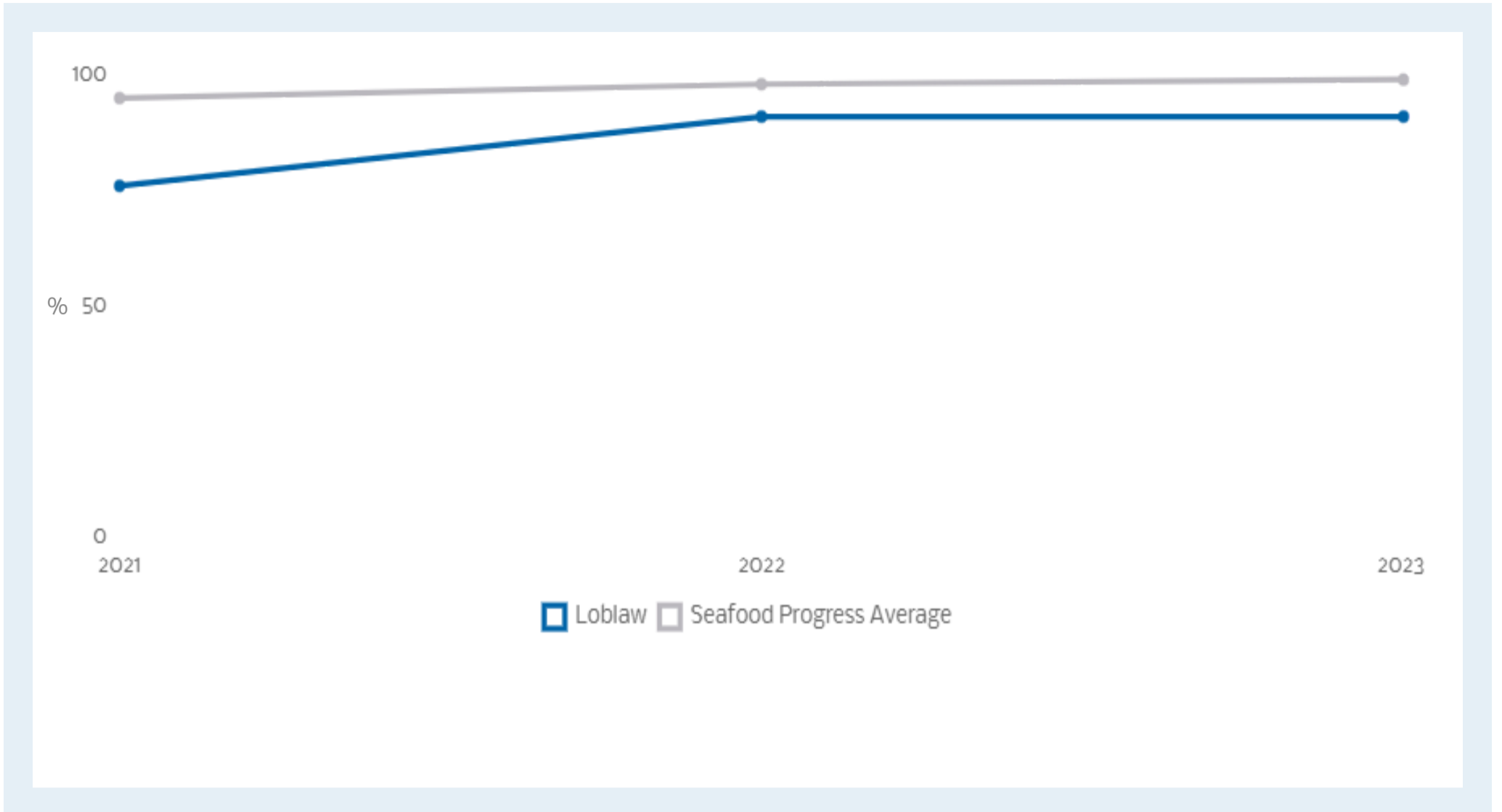
60% Commitment to social responsibility includes clear objectives and actions or expectations for seafood suppliers.

40% Commitment to social responsibility includes with worker driven objectives that are based on credible international standards (The UN's Guiding Principles, The WBA's Seafood Stewardship Index, ILO and the UN Declaration).

20% General commitment to socially responsible seafood.

0% No publicly available social responsibility commitment.

1.3 The grocer includes all banners that sell seafood in its sustainable seafood commitment.



Loblaw's sustainable seafood policy includes twenty of its twenty-two banners. At this time, it does not include T&T Supermarkets or No Frills third party seafood counters. However, Loblaw shared that it is in the process of reviewing T&T's products with the intention of bringing this banner under its commitment (personal communication, L. McRae, 07/03/2023).

Scoring

100% The grocer includes 100% of its banners in its sustainable seafood commitment.

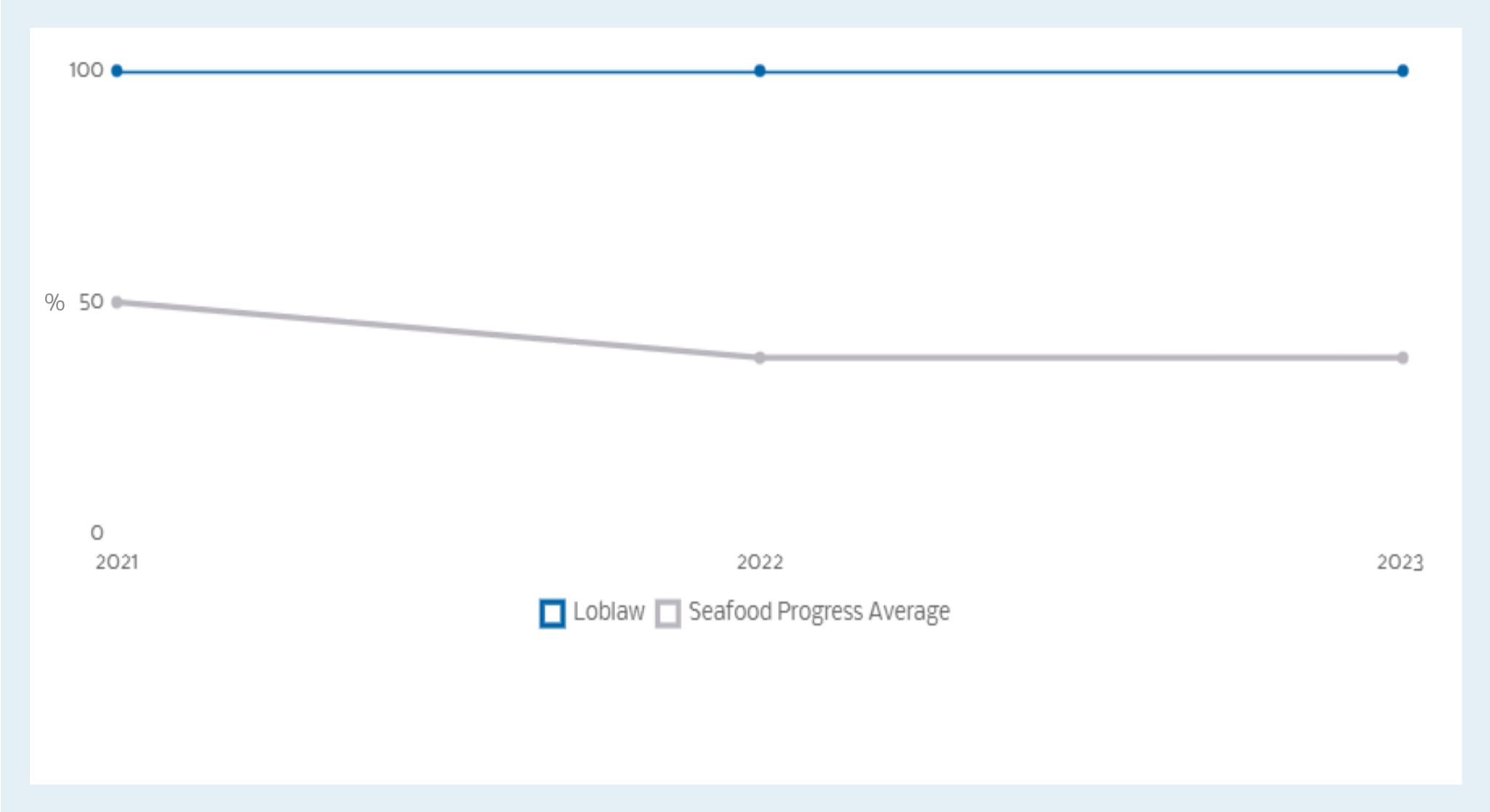
75% The grocer includes 75% or more of its banners in its sustainable seafood commitment.

50% The grocer includes 50% or more of its banners in its sustainable seafood commitment.

25% The grocer includes 25% or more of its banners in its sustainable seafood commitment.

0% The grocer does not include any banners in its sustainable seafood commitment.

1.4 The grocer includes all shelf stable and national brand products in its sustainable seafood commitment.



Loblaw’s commitment includes all of its shelf stable and national brand products (personal communication, L. McRae, 07/03/2023).

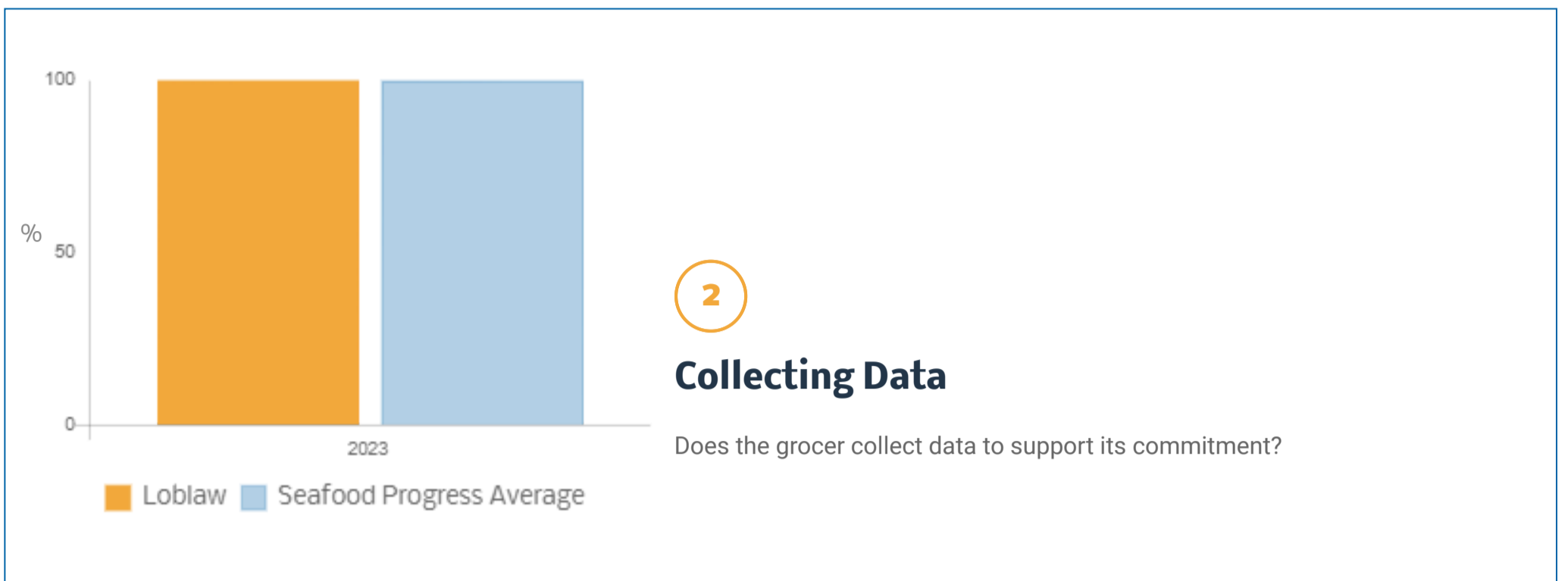
Scoring ▼

100% The grocer’s commitment includes all of its shelf stable AND national brand products.

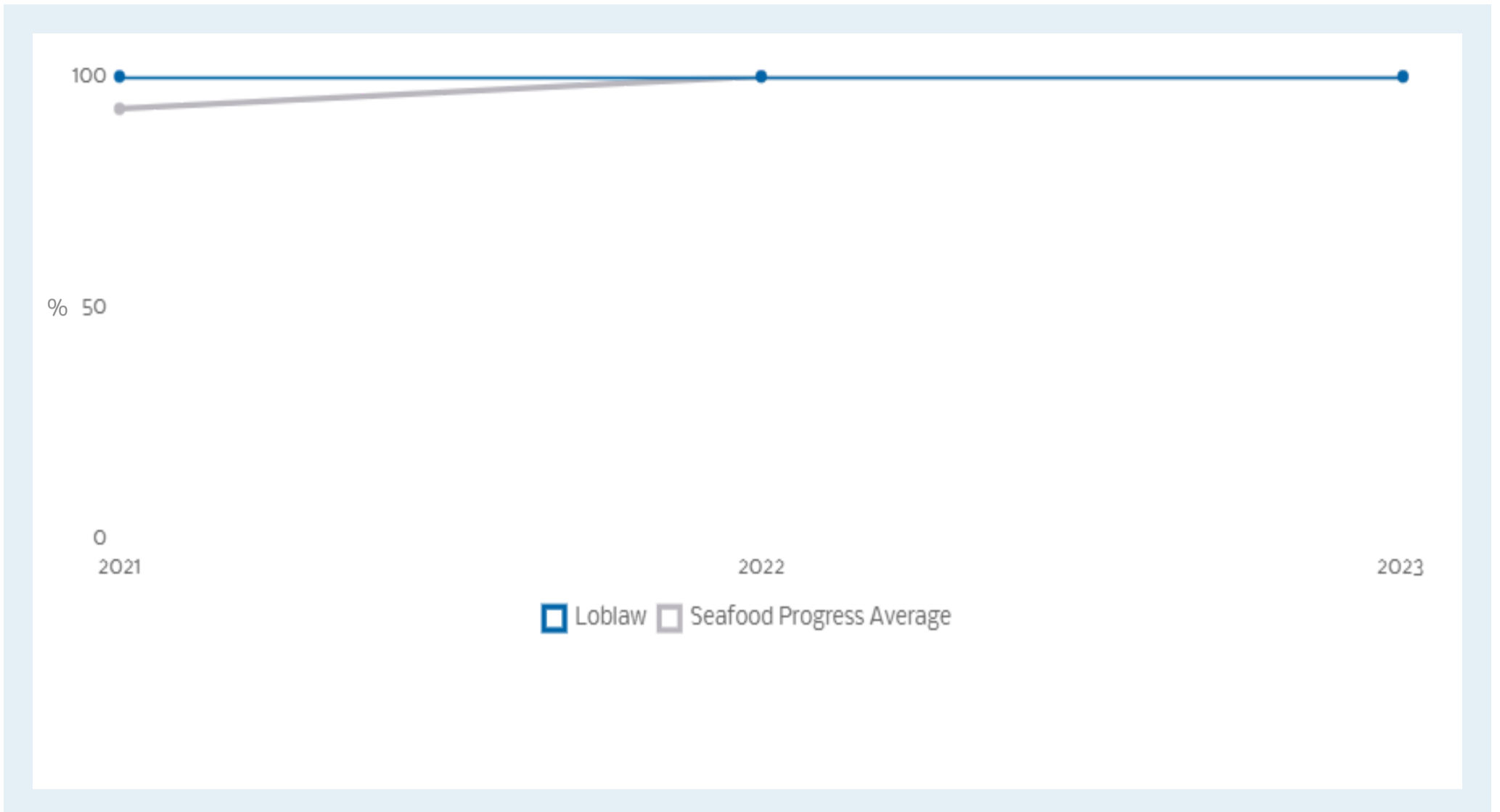
50% The grocer’s commitment includes all of its shelf stable or national brand products.

0% The grocer’s commitment includes neither all of its shelf stable or national brand products.

STEP 2: COLLECTING DATA



2.1 The grocer collects data on scientific name.



Loblaw collects data on species' scientific name for all seafood products through supplier surveys and product specification sheets (personal communication, L. McRae, 07/03/2023).

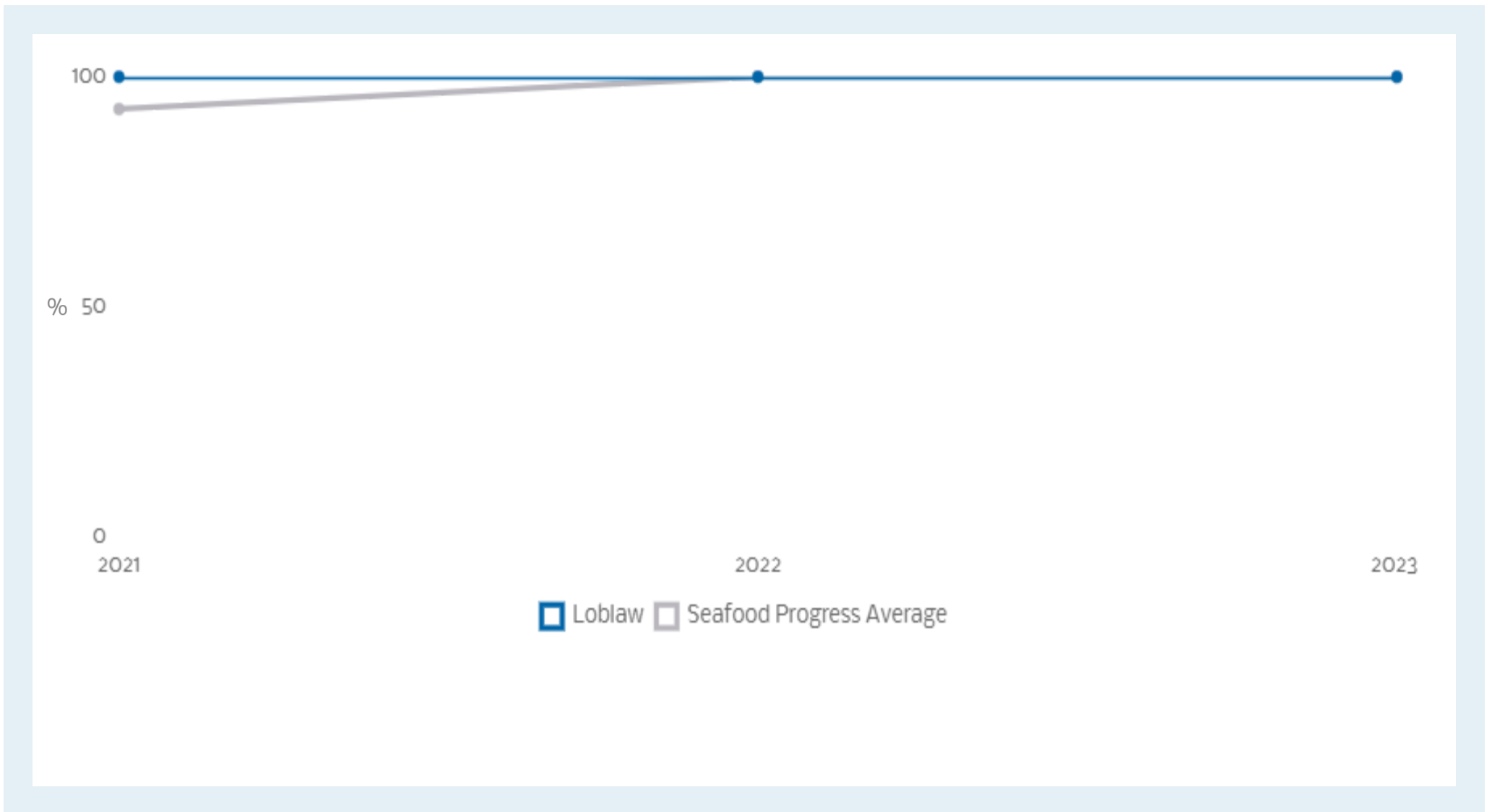
Scoring

100% Collects data for all products included in the grocer's commitment.

50% Collects data for some products included in the grocer's commitment.

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

2.2 The grocer collects data on geographic origin.



Loblaw collects data on geographic origin for all seafood products through supplier surveys and product specification sheets (personal communication, L. McRae, 07/03/2023).

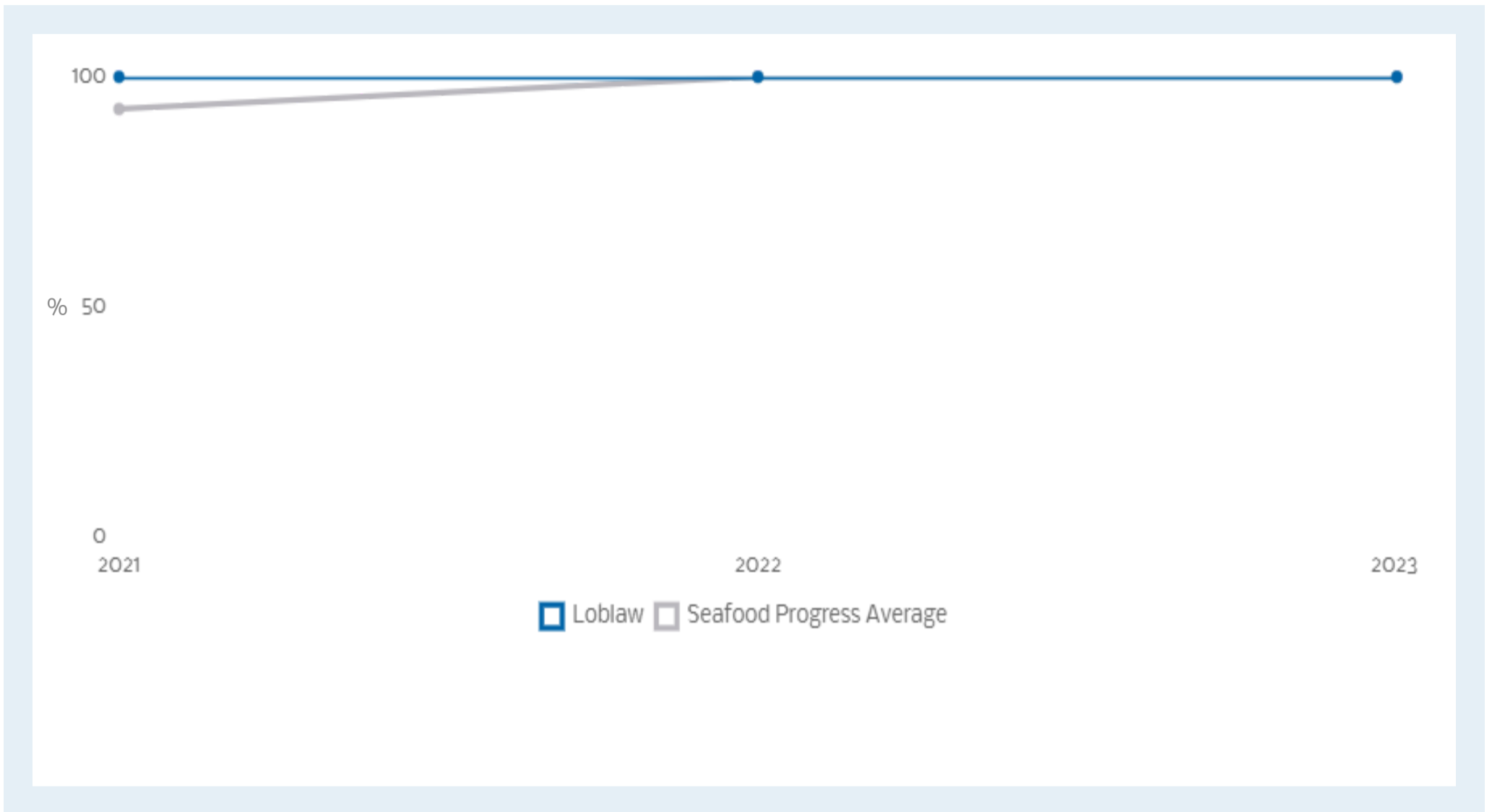
Scoring

100% Collects data for all products included in the grocer's commitment.

50% Collects data for some products included in the grocer's commitment.

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

2.3 The grocer collects data on whether wild or farmed.



Loblaw collects data on wild and farmed for all seafood products through supplier surveys and product specification sheets (personal communication, L. McRae, 07/03/2023).

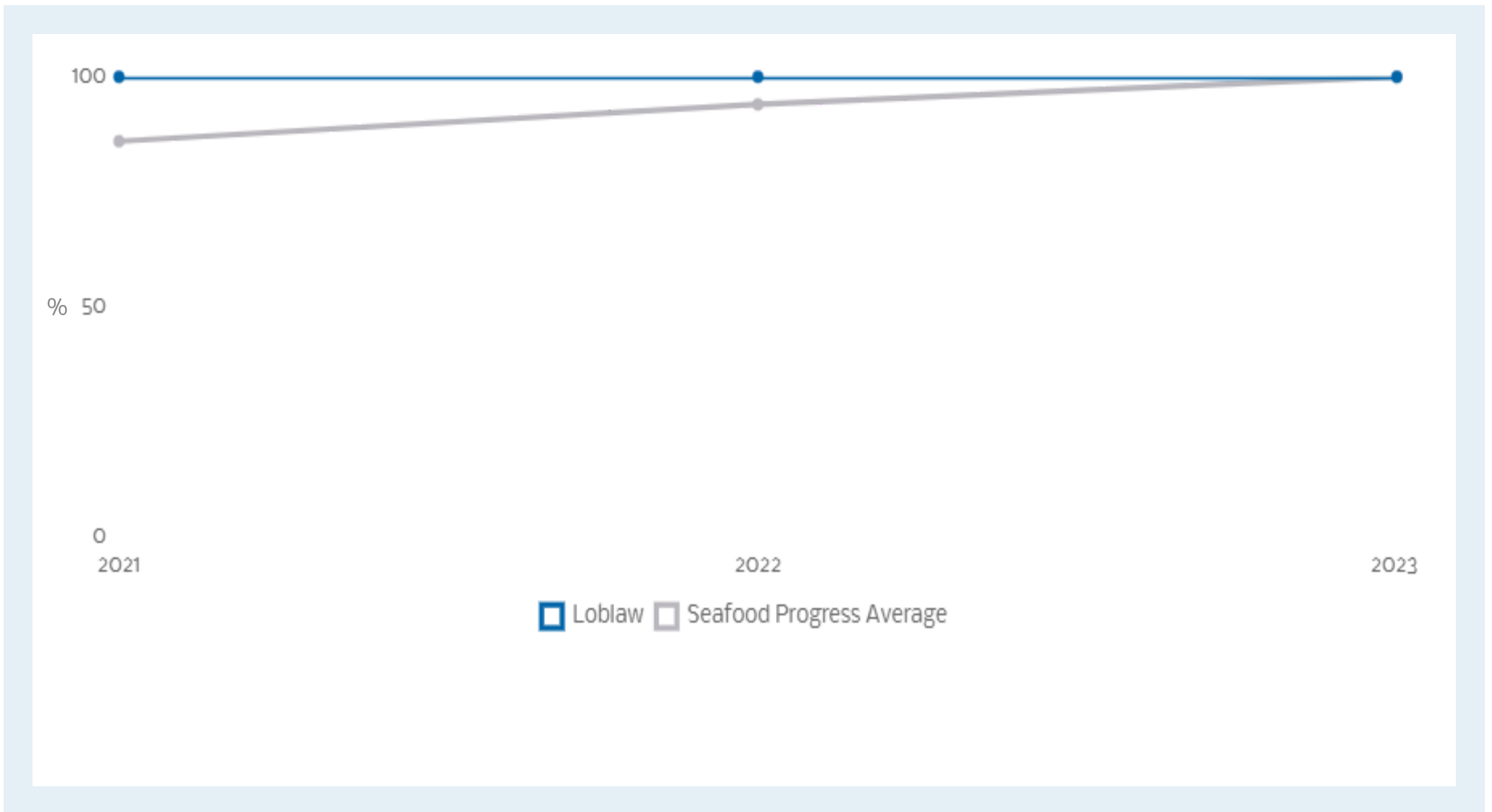
Scoring

100% Collects data for all products included in the grocer's commitment.

50% Collects data for some products included in the grocer's commitment.

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

2.4 The grocer collects data on gear type or farming methods.



Loblaw collects data on gear type and farming method for all seafood products through supplier surveys and product specification sheets (personal communication, L. McRae, 07/03/2023).

Scoring

100% Collects data for all products included in the grocer's commitment.

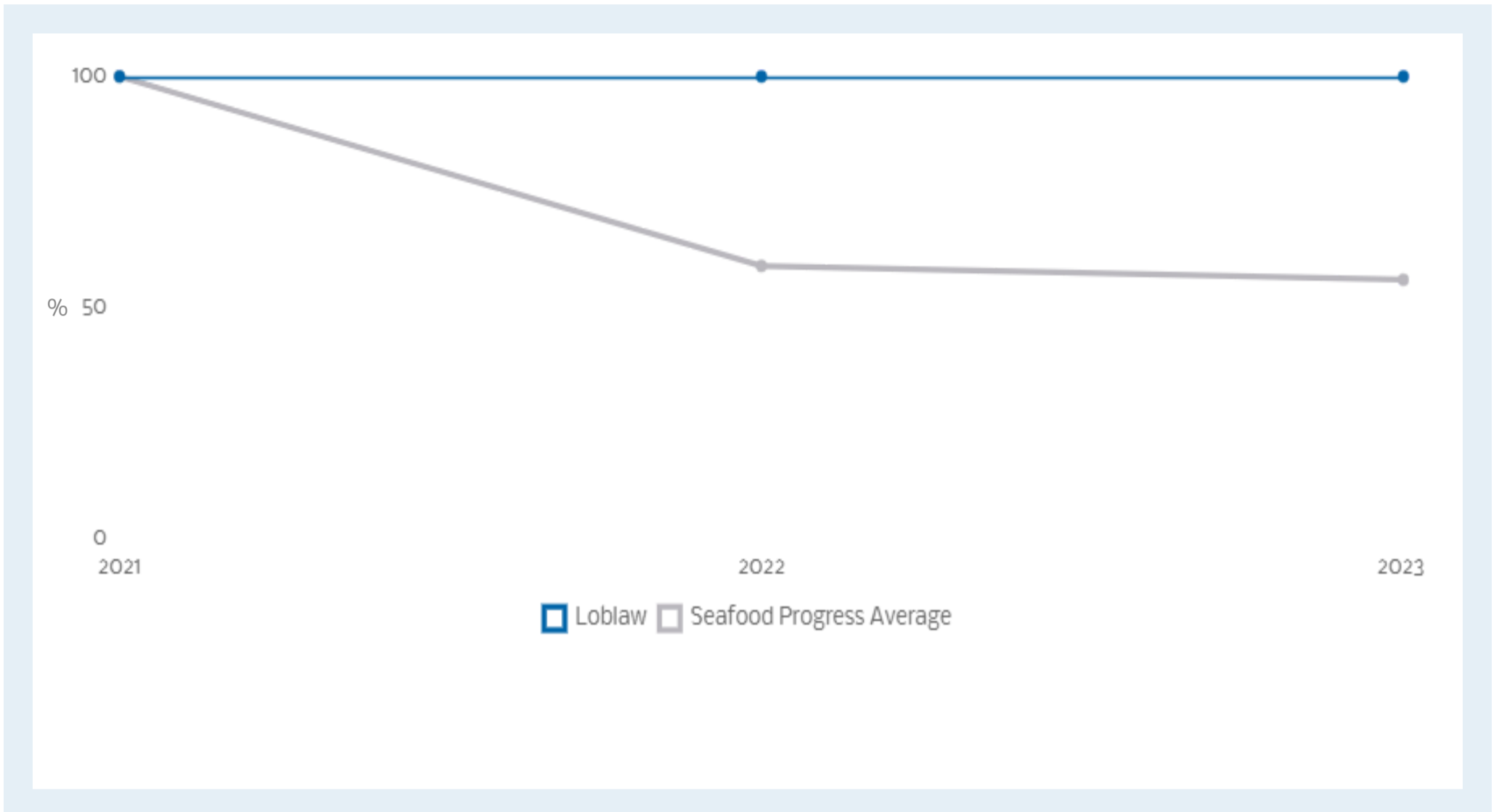
50% Collects data for some products included in the grocer's commitment.

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

STEP 3: SOURCING



3.1 The grocer publishes a clear hierarchy demonstrating its sourcing priorities.



Loblaw has a clear hierarchy of sustainability standards demonstrating its sourcing priorities for all seafood products it sells (personal communication, L. McRae, 07/03/2023).

Scoring



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

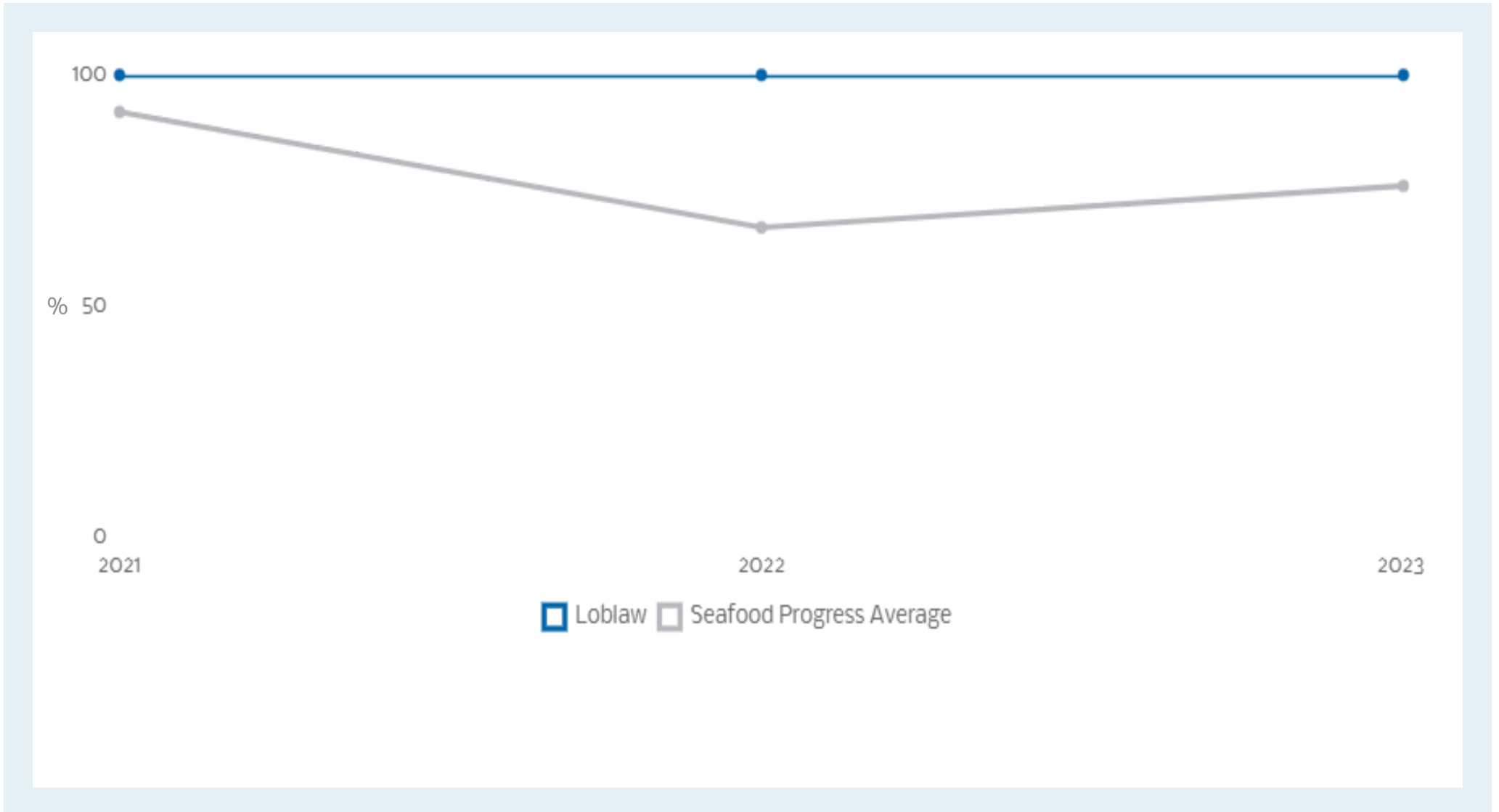
75% Publishes a clear hierarchy of sustainability standards used for sourcing some products, and identifies a general list of sustainability standards that it uses to inform its purchasing decisions for other products.

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

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 grocer has reported on the percentage of its seafood sold in the last year that met its sustainability commitment by volume or value.



Loblaw reported to SeaChoice that 100% of its seafood products that are in scope met its commitment in the past year, as well as some pet food products which are out of scope (personal communication, L. McRae, 07/03/2023).

Scoring

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

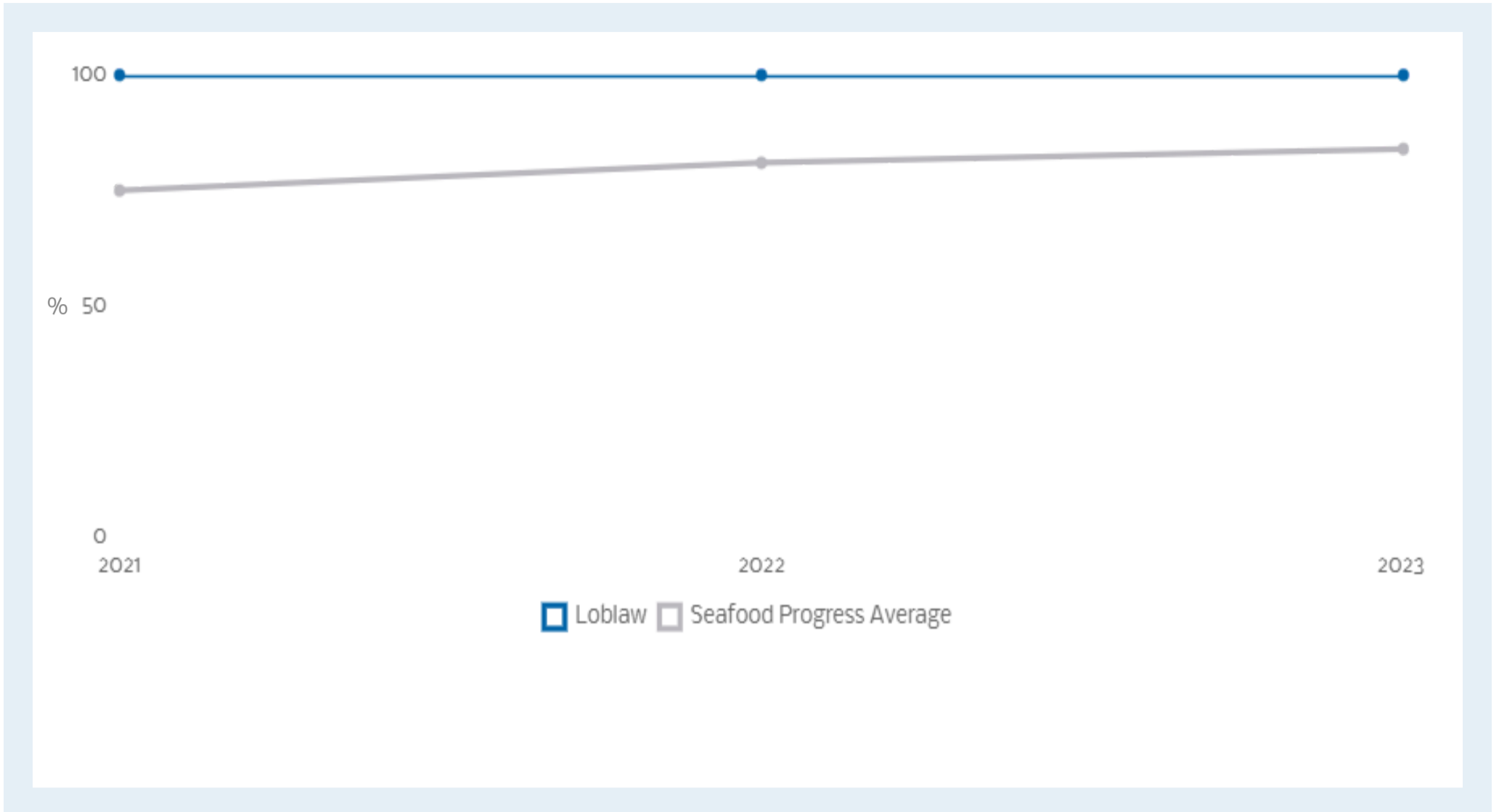
75% Grocer has reported that 75% or more of its seafood sold meets its sustainability commitment.

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

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

0% The grocer has not reported on the percentage of seafood sold that met its sustainability commitment (or no information available).

3.3 Suppliers are required to agree in writing to uphold the grocer's commitment to sustainable seafood.



All of Loblaw's seafood suppliers are required to abide by detailed specification documents that are commodity specific and outline the expectations of its sustainability commitment. Loblaw verifies these product specifications on an annual basis through seafood compliance audits to ensure all suppliers are upholding its commitment (personal communication, L. McRae, 07/03/2023).

Scoring

100% All suppliers are required to agree in writing to uphold all of the terms of the grocer's environmental sustainability commitment and the grocer actively verifies that this commitment is being upheld on at least an annual basis.

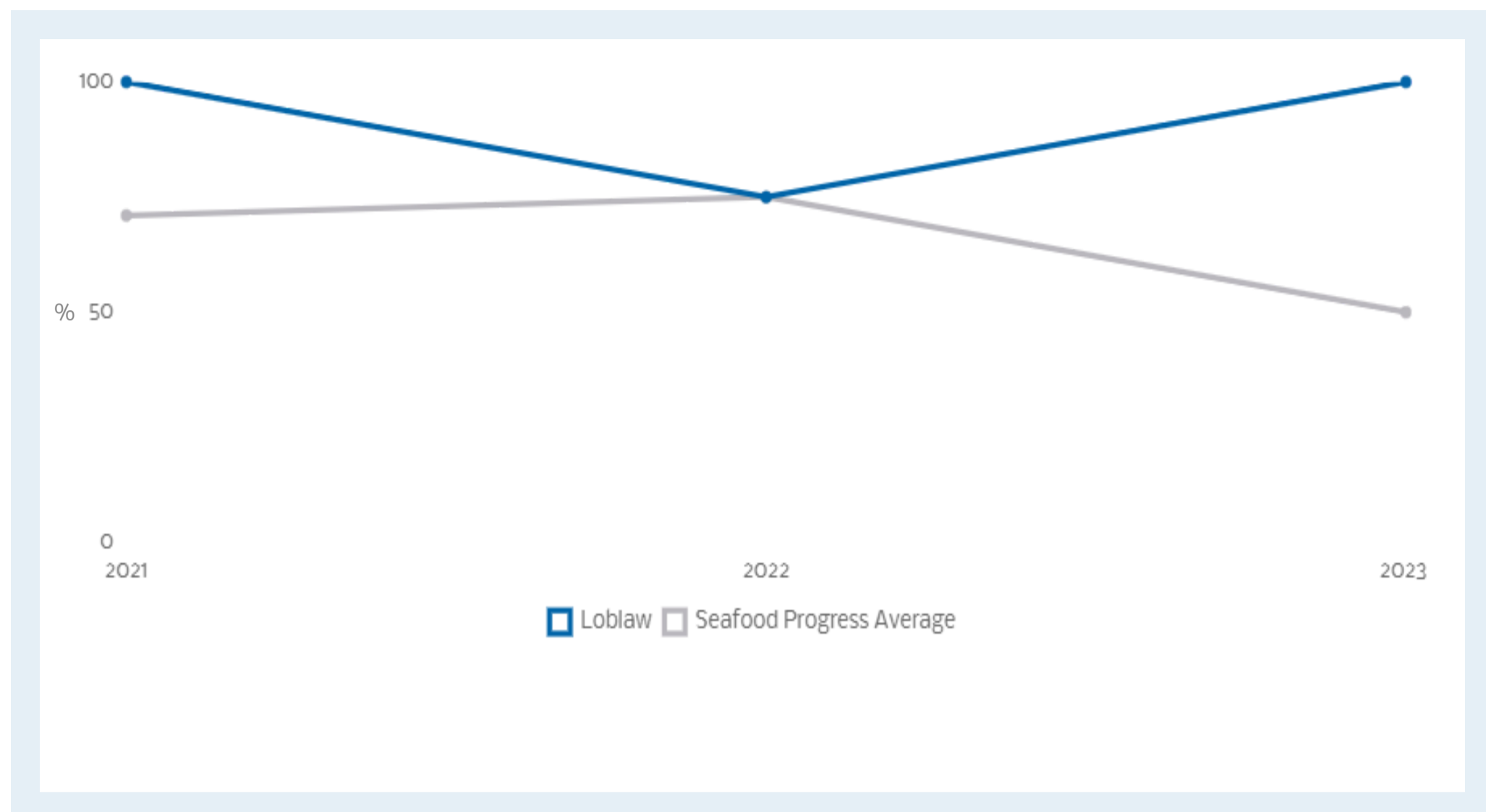
75% All suppliers are required to agree in writing to uphold all of the terms of the grocer's environmental sustainability commitment on at least an annual basis.

50% All suppliers are required to agree in writing to uphold some of the terms of the grocer's environmental sustainability commitment.

25% Some suppliers are required to agree in writing to uphold some of the terms of the grocer's environmental sustainability commitment.

0% Suppliers are not required to agree in writing to uphold the terms of the grocer's commitment.

3.4 Suppliers are required to sign a code of conduct to uphold the grocer's commitment to socially responsible seafood.



Loblaw's [Position on Human Rights](#) states that its [Supplier Code of Conduct](#) applies to both domestic and foreign producers and manufacturers that supply goods and services, as well as agents, brokers and other third-parties who conduct business with Loblaw's Inc., its affiliates, subsidiaries and operating divisions and/or customers. Loblaw conducts social audits on its private label and national brand suppliers following a risk-based approach on an annual basis. The company evaluates the severity of Code violations to determine appropriate corrective action plans to address the non-compliance. Serious or repeated violations by a supplier may result in factories and/or suppliers being delisted. Finally, Loblaw's suppliers have the ability to report instances of non-compliance through its confidential [Integrity Line](#) (personal communication, L. McRae, 18/04/2023).

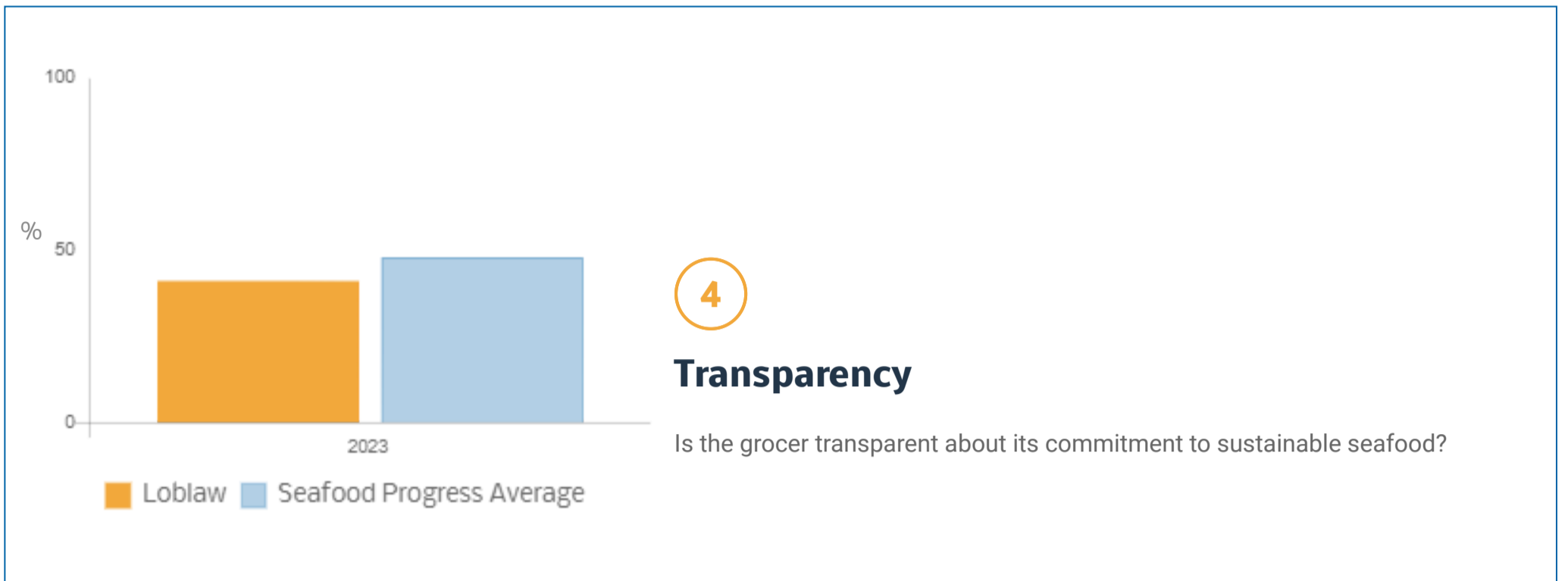
Scoring

100% All suppliers are required to sign a code of conduct that covers all of the grocer's social responsibility commitment and the grocer actively verifies that this commitment is being upheld by suppliers of high risk products.

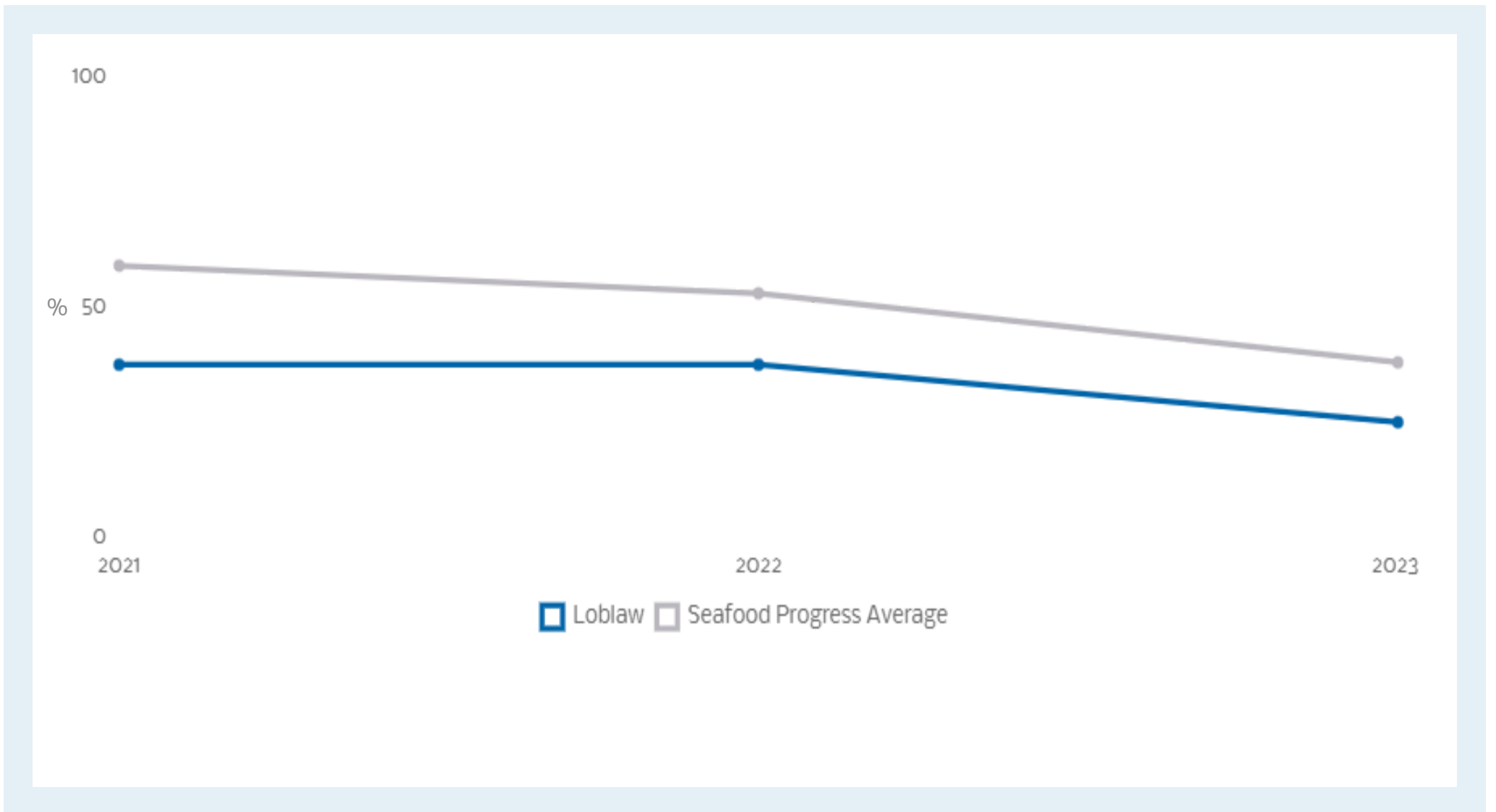
50% All suppliers are required to sign a code of conduct that covers all of the grocer's social responsibility commitment on at least an annual basis.

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

STEP 4: TRANSPARENCY



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



Some of Loblaw's products are labelled as wild and with geographic origin, but none are labelled as farmed or with scientific name or harvest method (personal communication, L. McRae, 07/03/2023).

Scoring

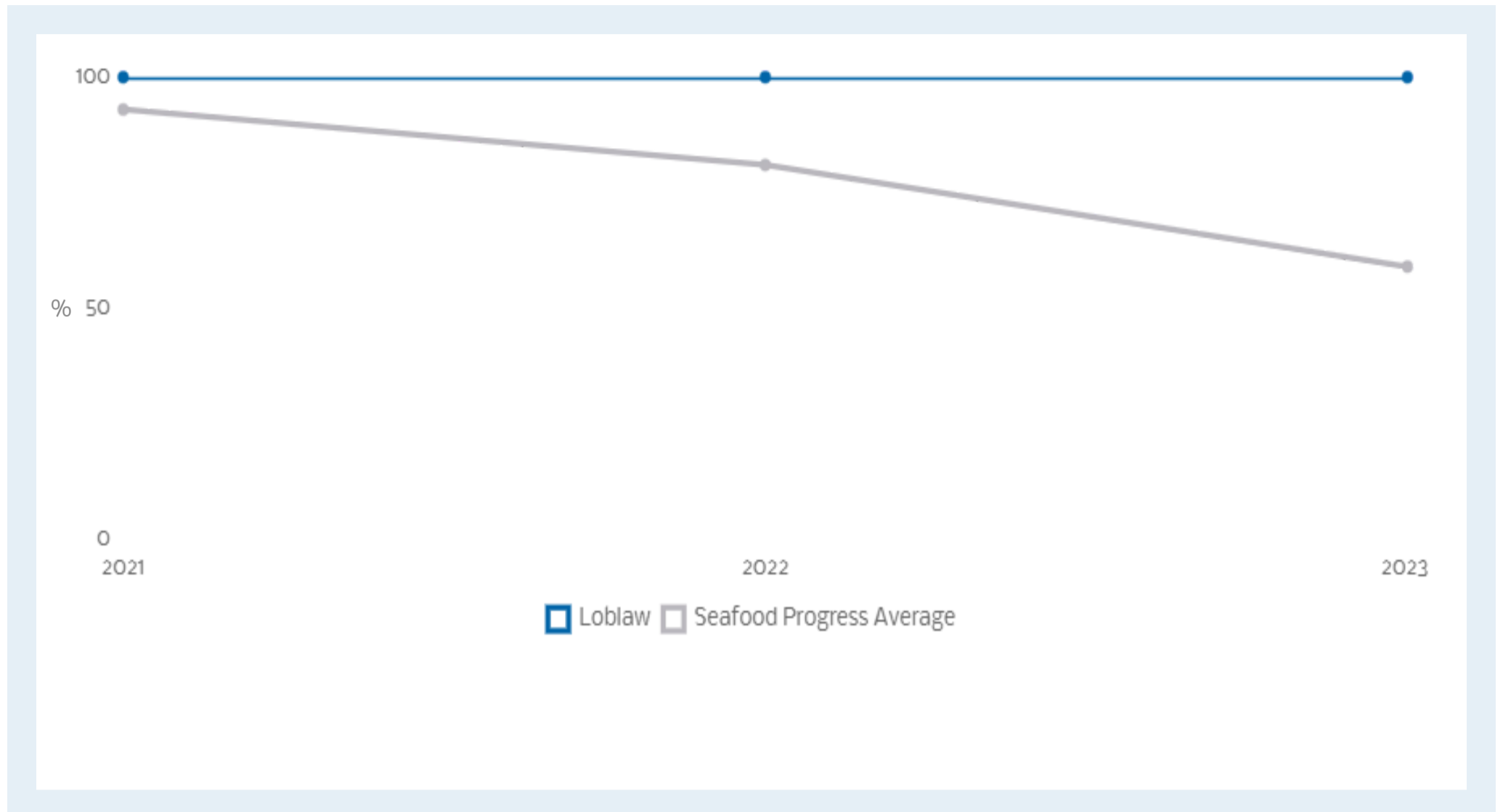
100% The grocer labels all products with the information.

75% The grocer labels most products with the information.

50% The grocer labels some products with the information.

0% The grocer does not label products with the information (or no information available).

4.2 The grocer follows best practice guidelines for making environmental claims on its products.



Loblaw applies various self claims (including “Responsibly Farmed” and “Sustainably Sourced”) to on private label product and does not make evidence to support these claims publicly available. Loblaw also applies the MSC, ASC and BAP certification claims on private label products which include chain-of-custody identifiers which serve as evidence to support these claims (personal communication, L. McRae, 07/03/2023).

Scoring

100% The grocer only uses credible certification claims on product labels and includes a chain-of-custody identifier with publicly available evidence to back up its claim(s).

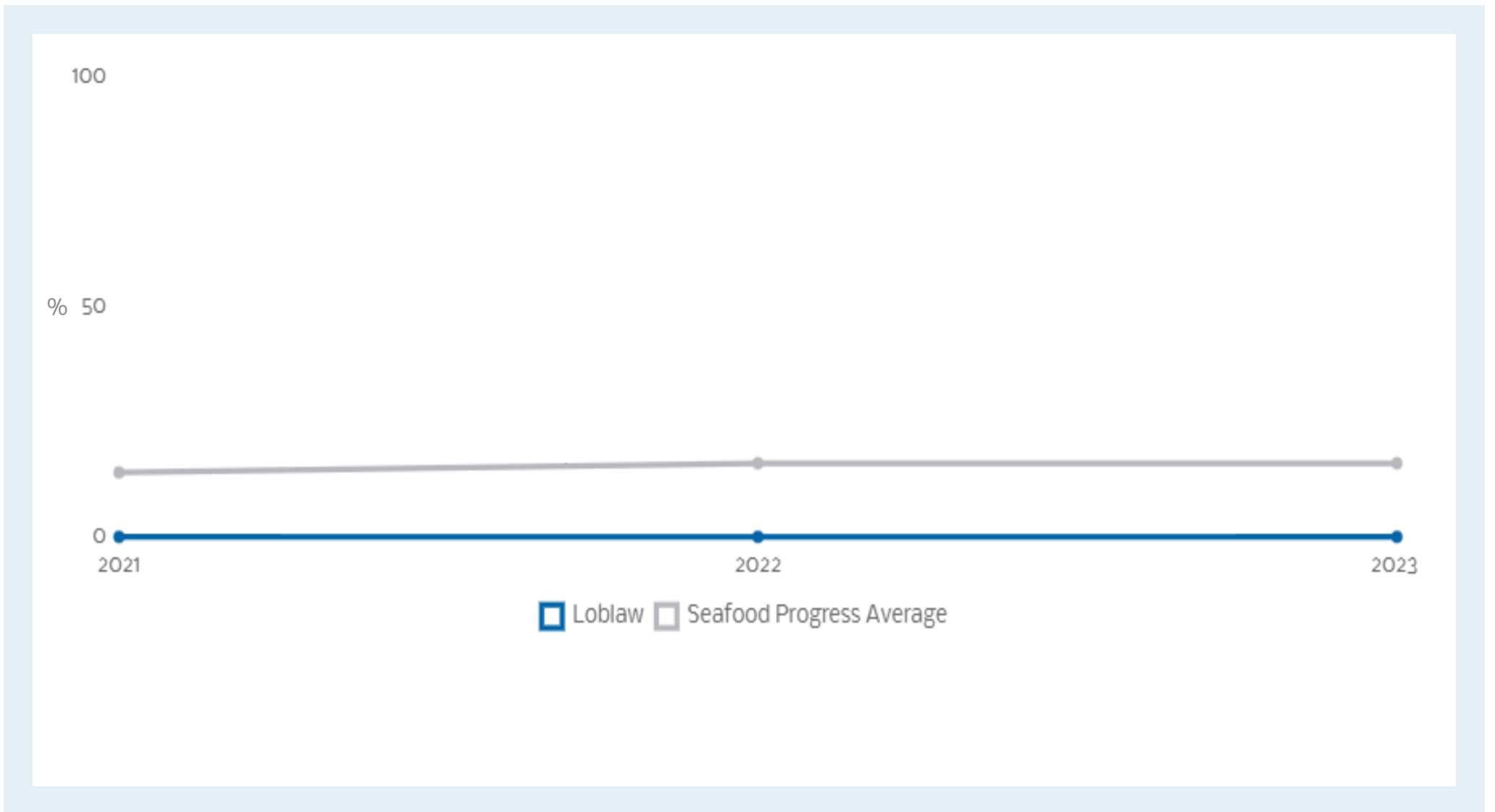
75% The grocer uses certification claims as well as endorsement claims and/or self-declared claims that 1) adhere to ISO 14021 Type II guidance and proof of third-party verification on product labels and 2) makes evidence to back up its claim(s) publicly available.

50% The grocer uses endorsement claims on product labels but does not make the evidence to back up its claim(s) publicly available - - OR - - The grocer uses self-declared claims on product labels that adhere to ISO 14021 Type II guidance and makes evidence to back up the claim(s) publicly available.

25% The grocer uses self-declared claims on product labels and makes evidence to back up the claim(s) publicly available.

0% The grocer uses self-declared claims on product labels and does not make evidence to back up its claim(s) publicly available.

4.3 Key information regarding the grocer's products has been made publicly available.



Loblaw does not publicly disclose this information.

Scoring

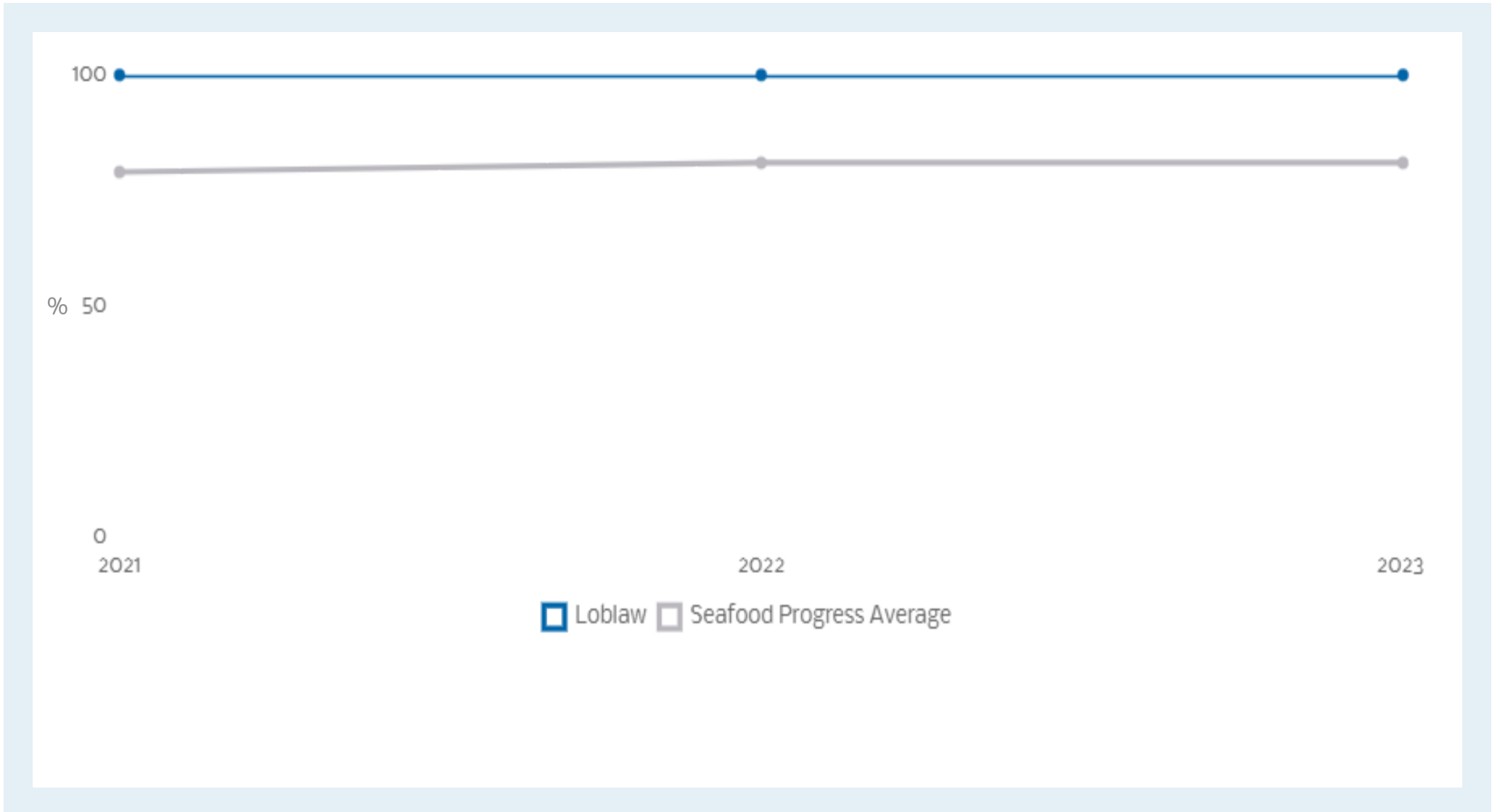
100% Scientific name, geographic origin, gear type AND farming method has been made publicly available for all products.

75% Scientific name, geographic origin, gear type OR farming method has been made publicly available for all products.

50% Scientific name, geographic origin, gear type or farming method has been made publicly available for some products.

0% No information has been made publicly available.

4.4 The grocer reports how much of its seafood meets its sustainability criteria by volume or value of sales on an annual basis.



Since 2018, Loblaw has reported annually to SeaChoice that it continues to meet its commitment in full (personal communication, L. McRae, 07/03/2023).

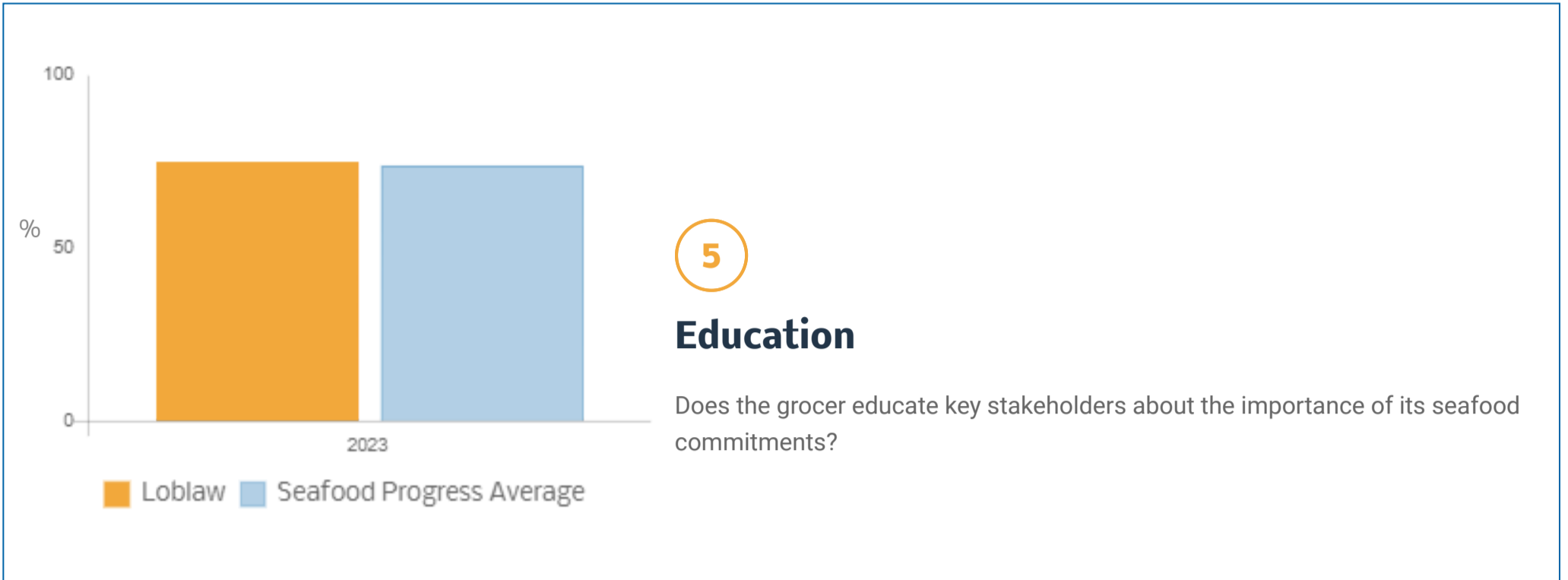
Scoring

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

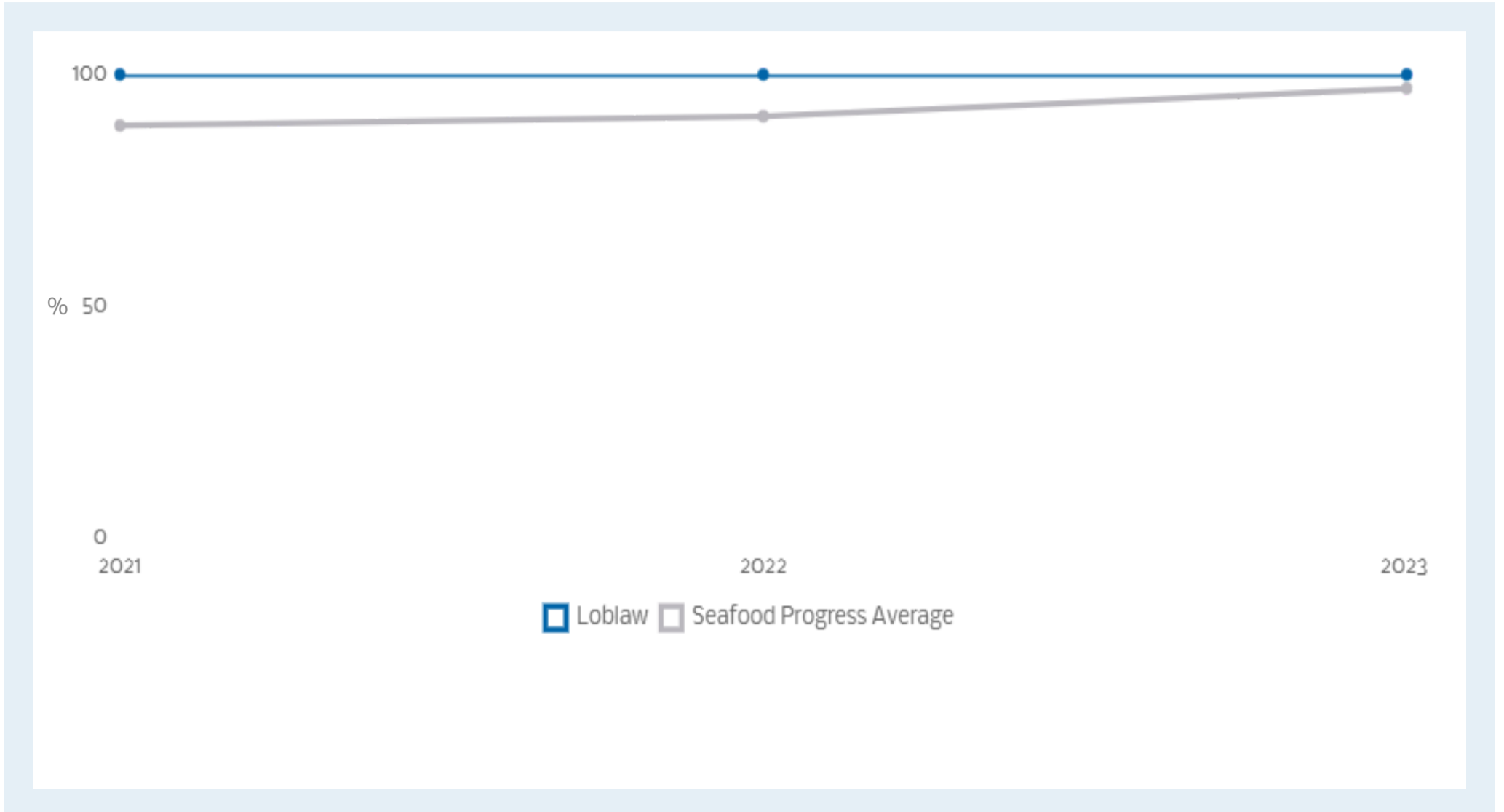
50% The grocer has at one point reported publicly how much of its seafood sold meets its commitment.

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

STEP 5: EDUCATION



5.1 Training programs are conducted for seafood staff.



Virtual training is conducted at least annually for Loblaw's seafood staff as per the MSC and ASC chain of custody requirements. Additionally, in 2022 Loblaw implemented an online training program that outlines its sustainable seafood commitment which all applicable employees are required to complete once (personal communication, L. McRae, 07/03/2023).

Scoring

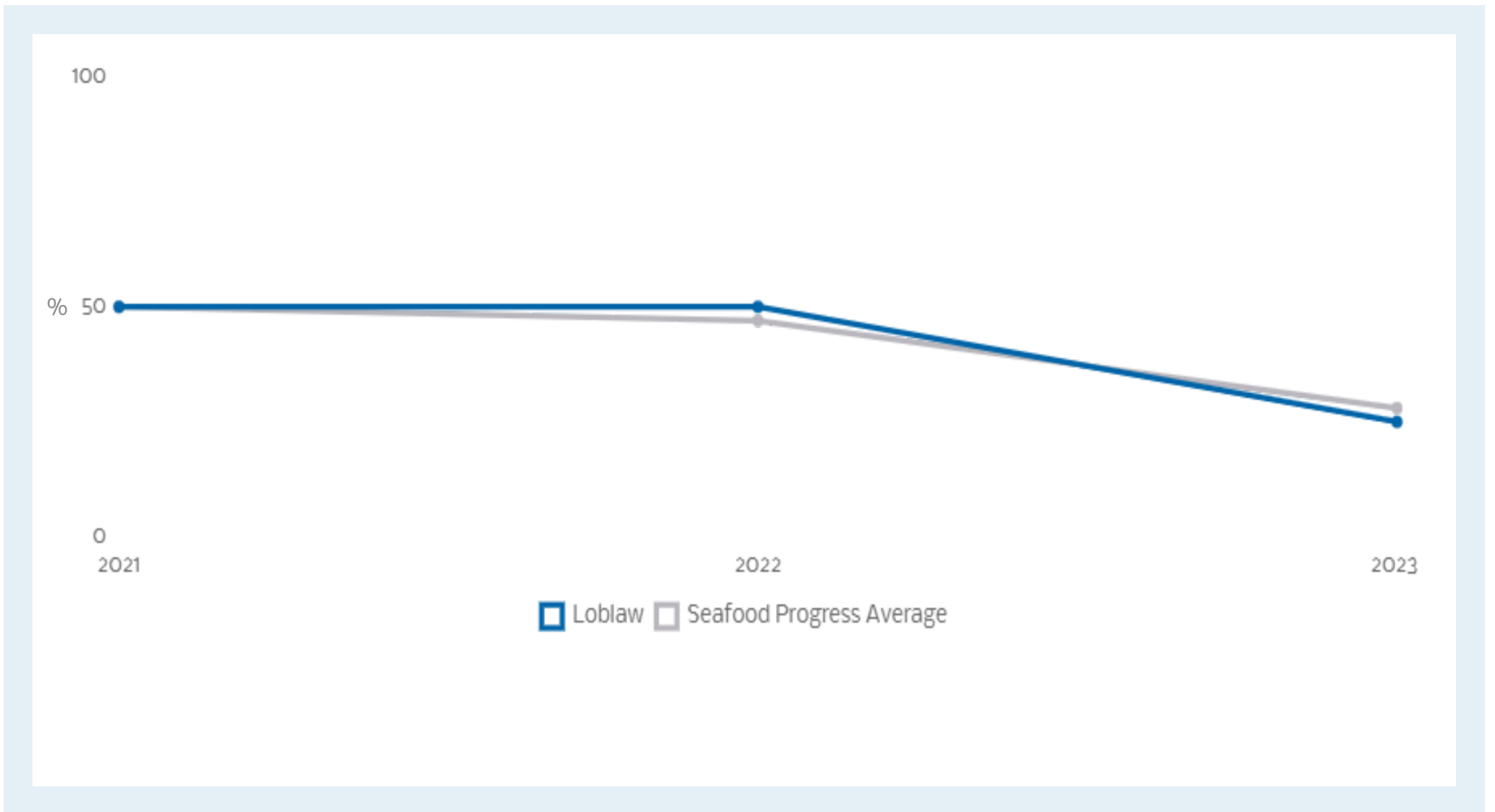
100% Training programs regularly conducted for all seafood staff.

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 There is a description of the grocer's seafood commitments in store.



There is a summary of Loblaw's sustainable seafood commitment in some stores, but no information on Loblaw's commitment to socially responsible seafood in any stores (personal communication, L. McRae, 07/03/2023).

Scoring

100% There is a comprehensive description of the grocer's commitments to sustainability AND socially responsibility in store.

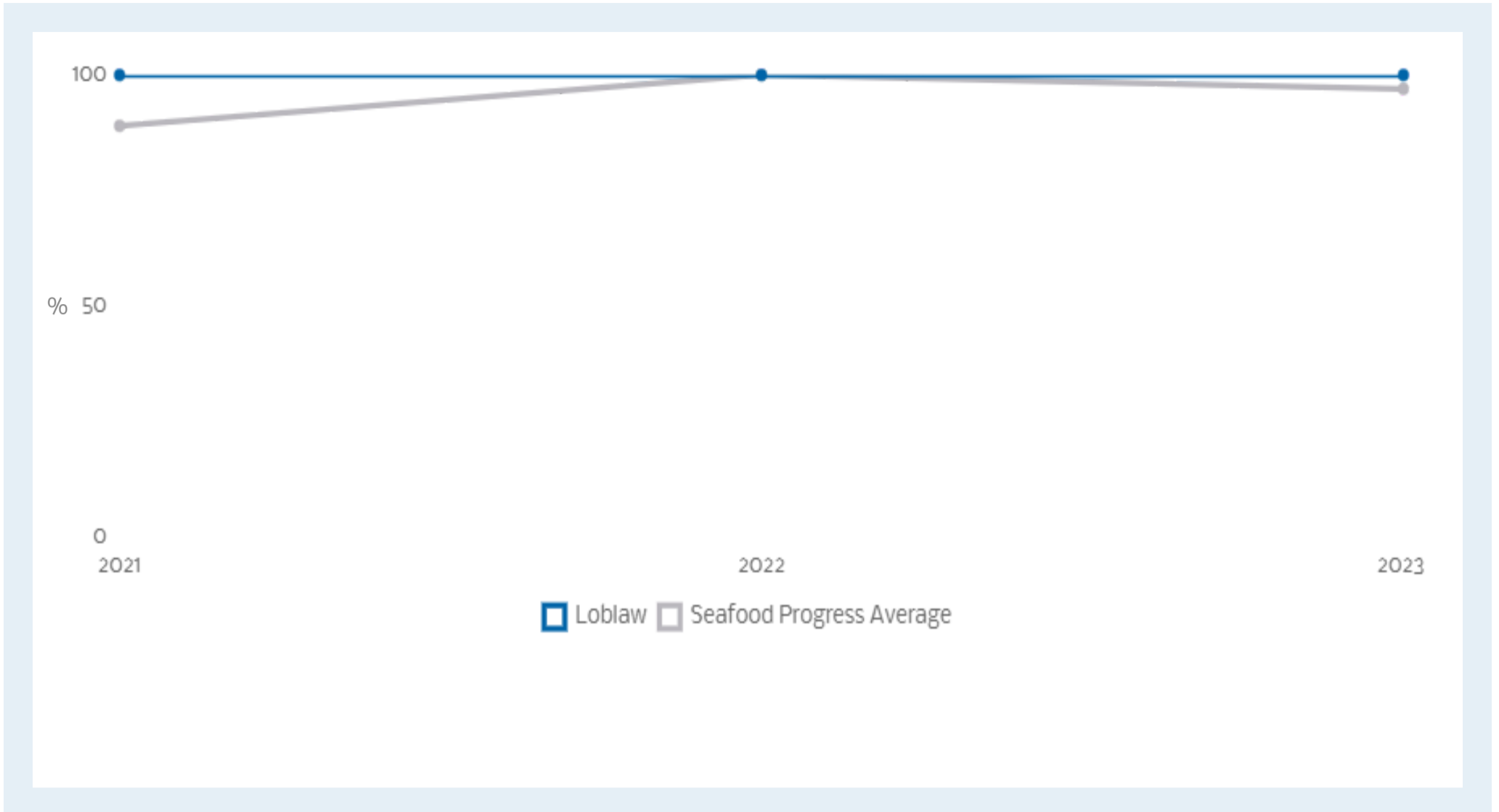
75% There is a comprehensive description of the grocer's commitments to sustainability OR social responsibility in store.

50% There is some description of the grocer's commitment to sustainability AND social responsibility in store.

25% There is some description of the grocer's commitment to sustainability OR social responsibility in store.

0% There is no description of the grocer's commitments in store.

5.3 The grocer has taken actions to ensure its suppliers are aware of its sustainable seafood commitment.



Loblaw shares its sustainable seafood policy with its suppliers and vendors and engages with them annually to ensure the products they supply meet its requirements. If needed, Loblaw will work with suppliers one-on-one to find eco-certified sources for private brand products. In 2022, WWF created a product list based on Loblaw’s commitment which Loblaw shared with its procurement team and suppliers as needed (personal communication, L. McRae, 07/03/2023).

Scoring ▼

100% The grocer shares its sustainable seafood commitment and any updates made to its commitment, has a clear strategy to engage with its suppliers and provides direct support (e.g. training, resources) to help ensure all seafood products are procured in line with its policies.

75% The grocer shares its sustainable seafood commitment and any updates made to its commitment and regularly engages with its suppliers to help ensure the products they supply meet its expectations.

50% The grocer shares its sustainable seafood commitment and any updates made to its commitment and sometimes engages with its suppliers to help ensure the products they supply meet its expectations.

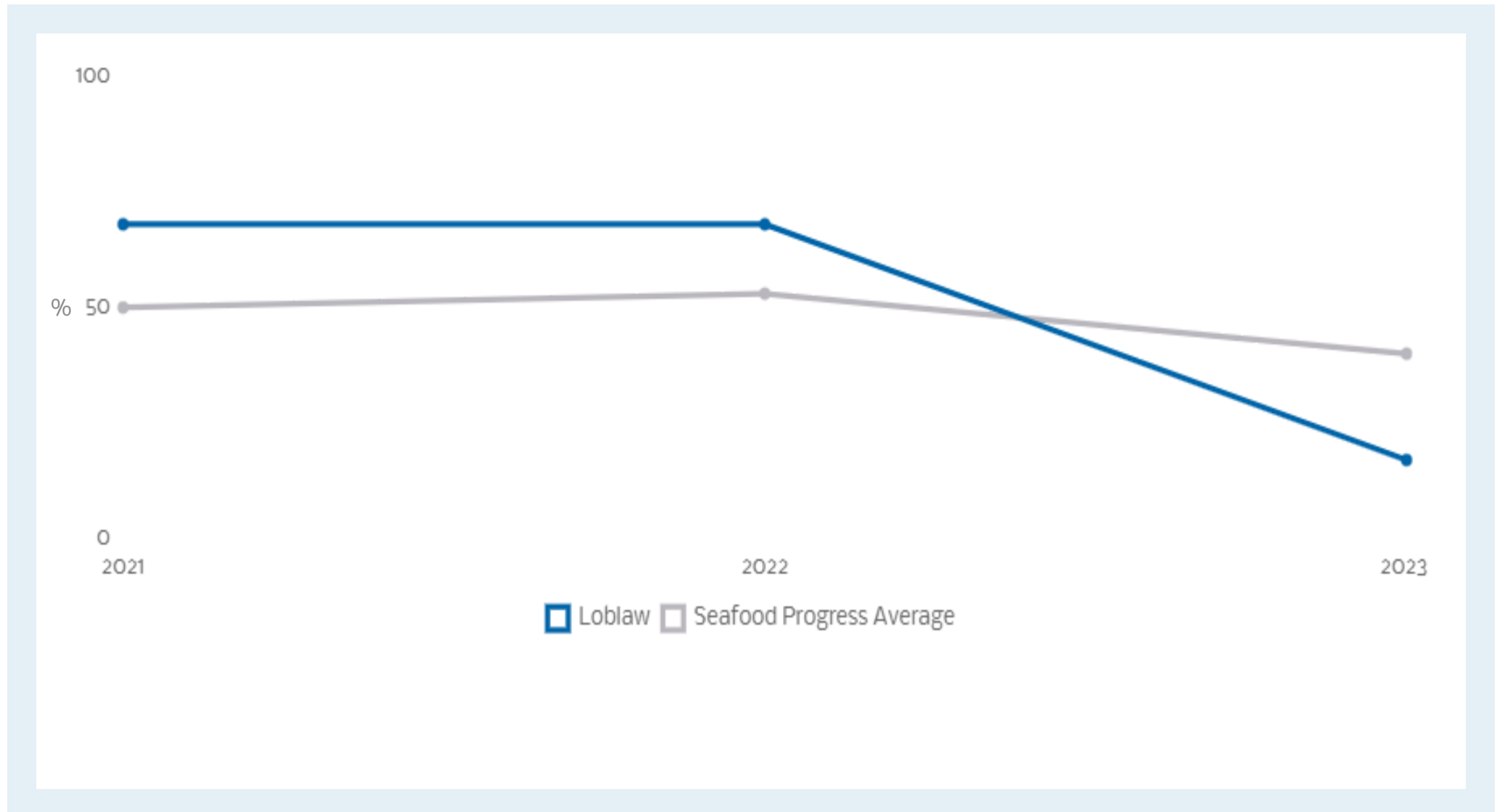
25% The grocer sends its suppliers a copy of its sustainable seafood commitment.

0% The grocer has taken no actions OR no information is available.

STEP 6: TAKING INITIATIVE



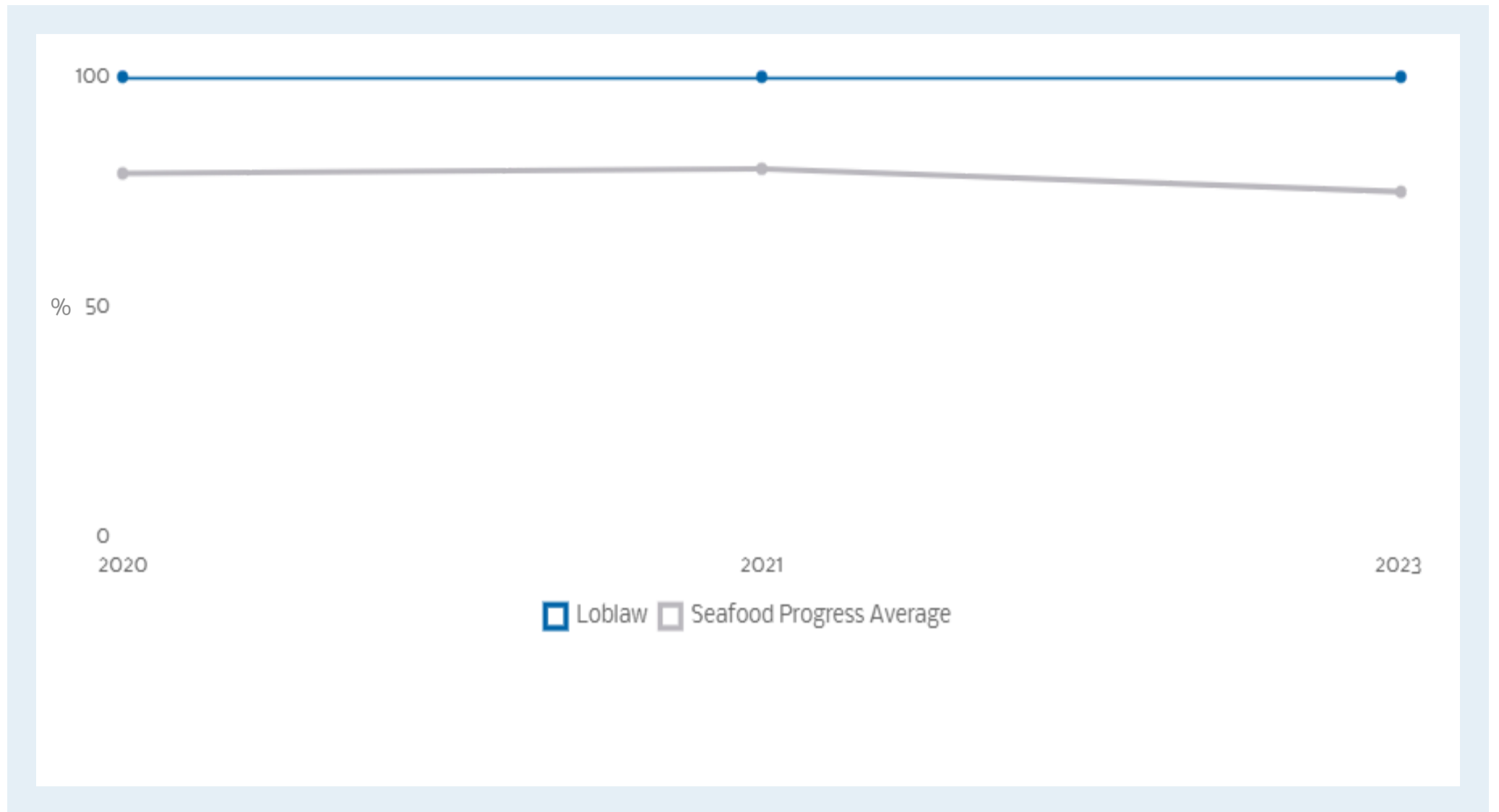
6.1 Farmed Atlantic salmon (*Salmo salar*)



Loblaw does not sell any genetically engineered or modified farmed salmon and does not plan to (personal communication, L. McRae, 07/03/2023).

- ✘ Only sells farmed salmon products that meet the highest bars for sustainability, i.e. are produced in a closed containment facility, 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 (17 pts).
- ✘ Promotes farmed salmon products from closed containment producers through marketing efforts and/or distinguishes these products from open-net pen products at points of sale (17 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 (17 pts).
- ✘ Refrains from advertising versions of this product that are Not Recommended by Ocean Wise and/or rated Avoid by Seafood Watch (17 pts).
- ✘ Preferentially procures farmed salmon from closed containment producers and/or sources that are Recommended by Ocean Wise or rated Best Choice by Seafood Watch (17 pts).
- ✔ Does not sell genetically engineered (GE) or genetically modified (GM) farmed salmon (17 pts).

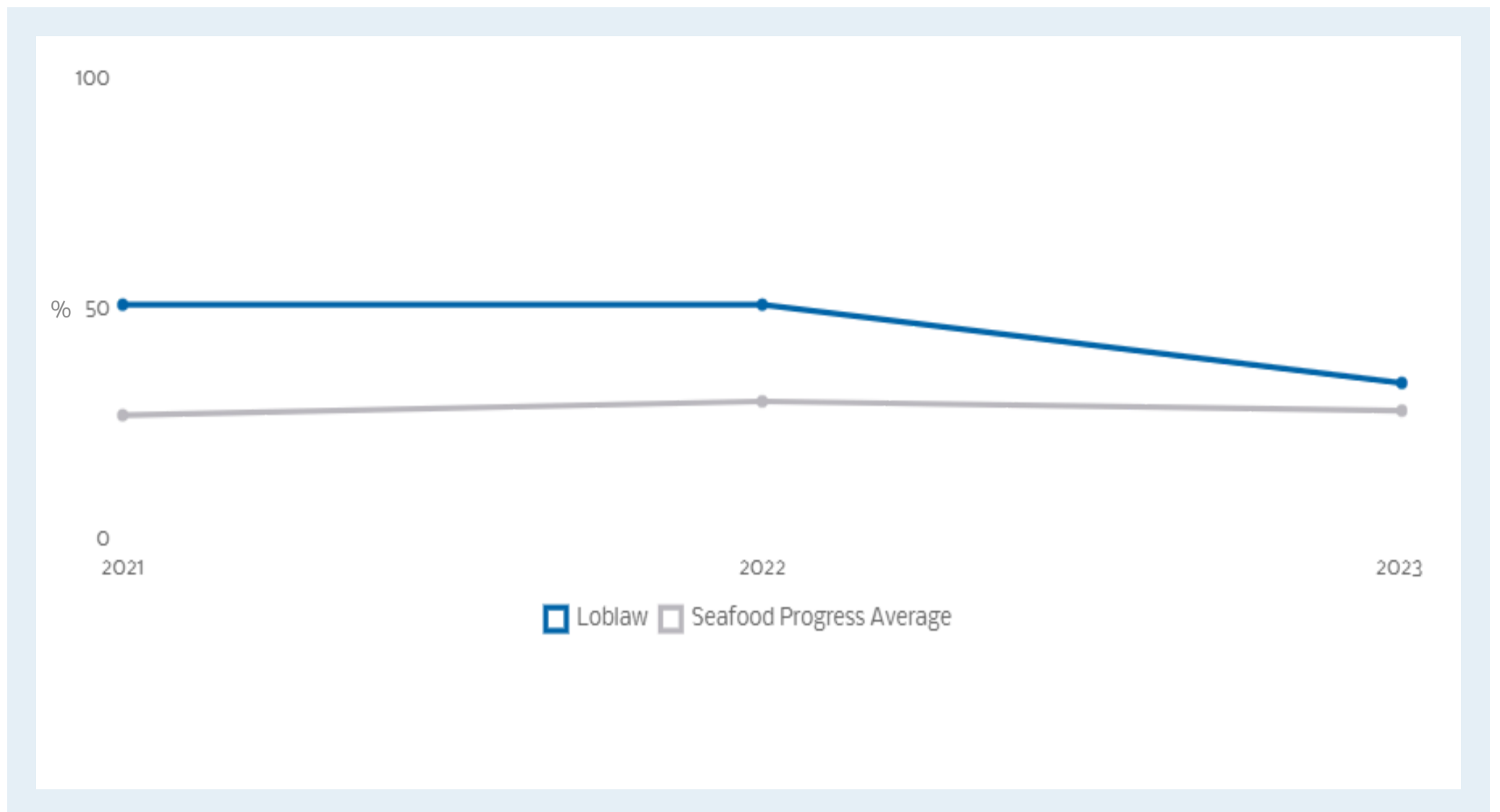
6.2 Farmed shrimp and prawns (Multiple spp).



All of Loblaw's private label, unbranded and national brand farmed shrimp products are minimum BAP 2 star certified and full traceable through chain of custody (personal communications, L. McRae, 07/03/2023).

- ✓ 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 (17 pts).
- ✗ Collaborates with other companies pre-competitively to improve shrimp and prawn farming practices (17 pts).
- ✗ Works with suppliers or producers directly to improve shrimp and prawn farming practices (17 pts).
- ✗ Refrains from advertising versions of this product that are not ASC or BAP 2 star plus certified, Not Recommended by Ocean Wise and/or rated Avoid by Seafood Watch
- ✗ 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 (17 pts).
- ✗ Prioritizes sourcing from suppliers committed to full chain traceability and/or making social responsibility improvements (17 pts).

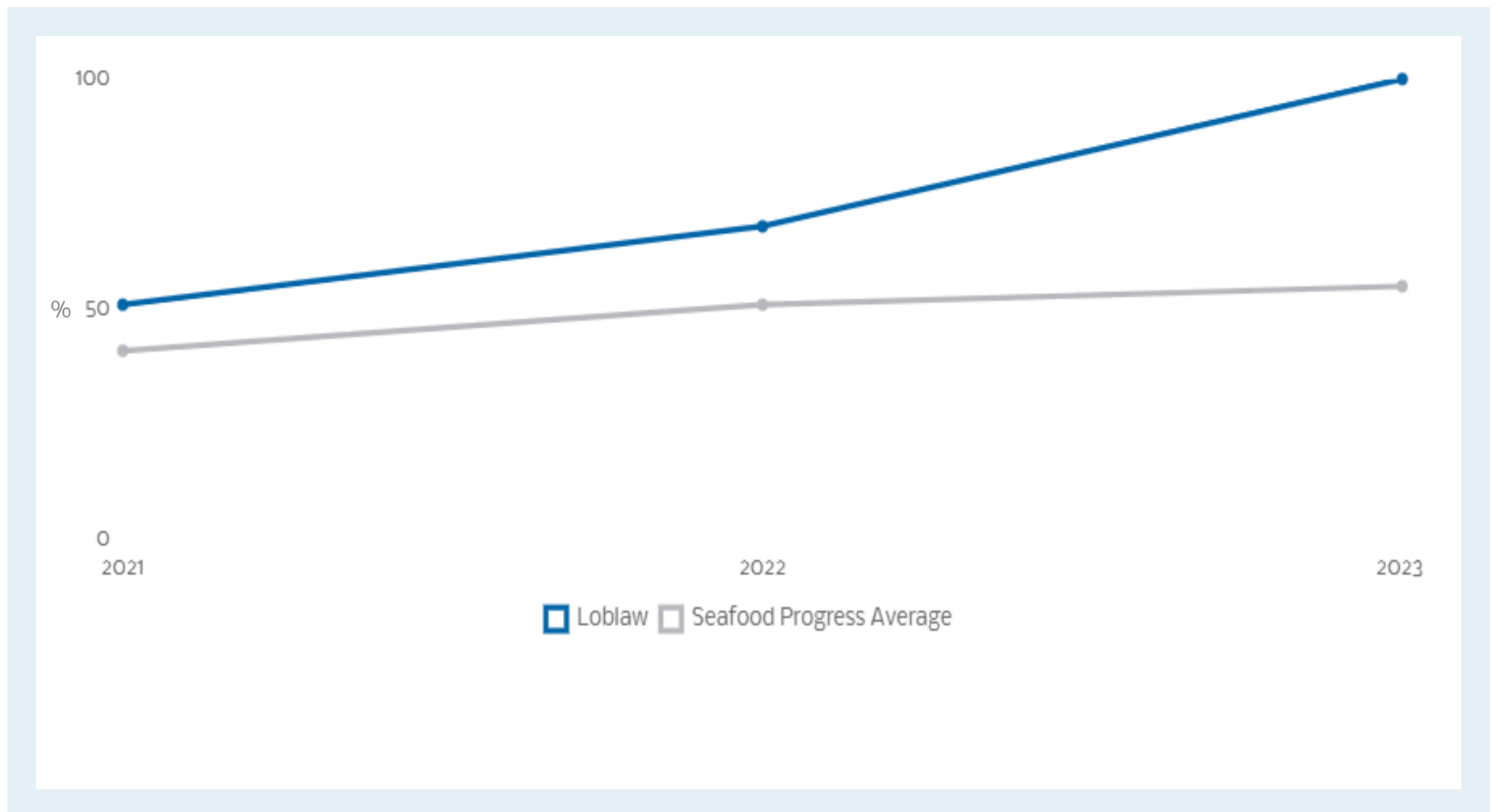
6.3 Skipjack tuna (*Katsuwonus pelamis*)



In November 2022, Loblaw signed on to a letter coordinated by the NGO Tuna Forum to the Western and Central Pacific Fisheries Commission (WCPFC) advocating for the implementation of harvest control rules. Additionally, Loblaw has a full chain traceability policy in place that applies to all the seafood products it sells, including skipjack tuna (personal communications, L. McRae, 07/03/2023).

- ✘ 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 (17 pts).
- ✘ Collaborates with other companies pre-competitively to improve skipjack fishery management practices (17 pts).
- ✘ Works with suppliers or producers directly to improve skipjack fishing practices (17 pts).
- ✘ Only advertises 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 (17 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 (17 pts).
- ✔ Prioritizes sourcing from suppliers committed to full chain traceability and/or making social responsibility improvements (17 pts).

6.4 Other species



Loblaw is committed to only selling MSC certified versions of Atlantic wolffish. Additionally, Loblaw preferentially sources certified versions of all its seafood products which are traceable through chain of custody (personal communication, L. McRae, 18/04/2023).

- ✓ Only sells versions of a certain species 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 a certain species 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 from suppliers committed to full chain traceability and/or making social responsibility improvements (17 pts).