

Seafood Progress

Grocer's Commitment to Sustainable and Socially Responsible Seafood

89

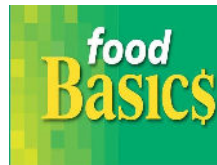
2023 score

Seafood Progress Average
📊: 68

↓ Score Trend
**Decreased Since
Last Year**

metro

[Stores owned by METRO](#)



Sustainable Commitment
[click here](#)



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



Location
Quebec and Ontario

OVERVIEW

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

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

SUMMARY



98.4%

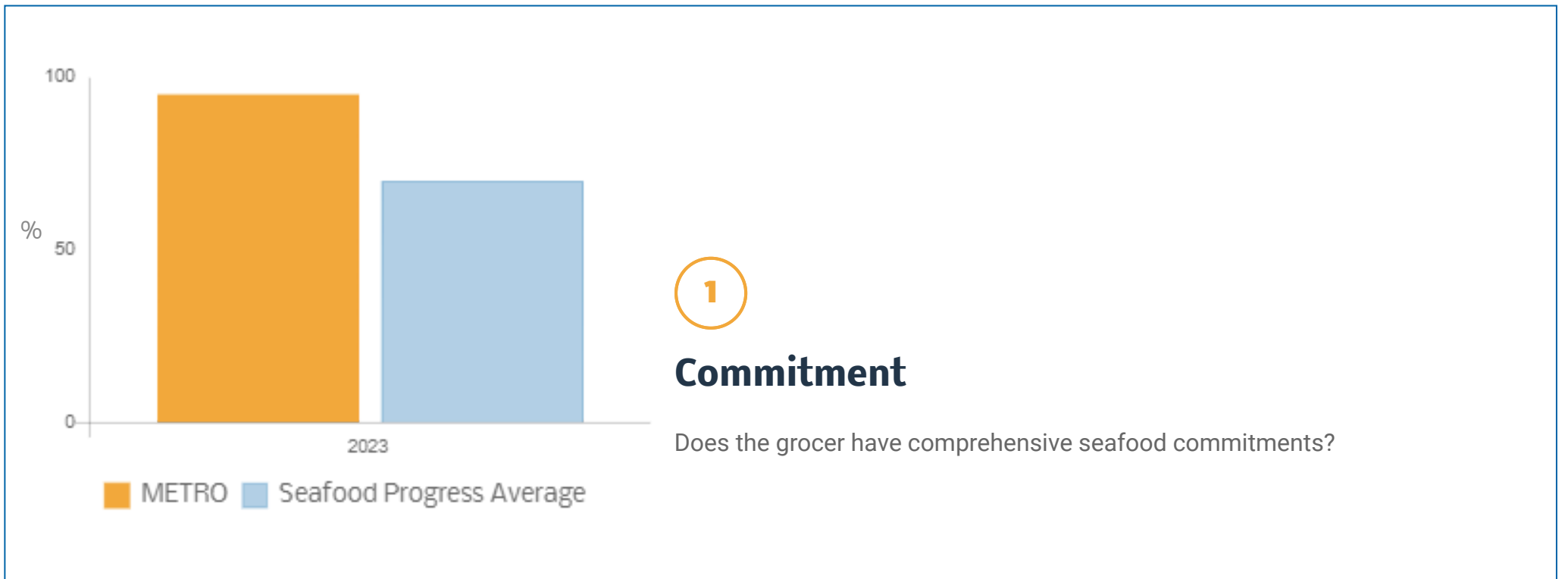
of products sold in 2023 met commitment.

Sustainability Commitment. METRO's [Sustainable Fisheries and Aquaculture policy](#) (last updated in January 2022) clearly outlines the specifications of its commitments to all wild and farmed seafood products sold in all store banners. The policy is based on five principles that address issues specific to the industry." These principles are: (1) healthy species, (2) responsible operating methods, (3) traceability of the products (4) respect for workers and (5) socioeconomic development. METRO also has a continuous improvement program that requires species with greater sustainability risks, including tuna, farmed salmon, farmed shrimp and farmed tropical fish including baha and tilapia to be certified. Finally, METRO has a full chain traceability system in place that traces the scientific name, geographic origin, farmed or wild and gear type or farming method from the source fishery or farm (personal communication. E. Brizard, 06/02/2023).

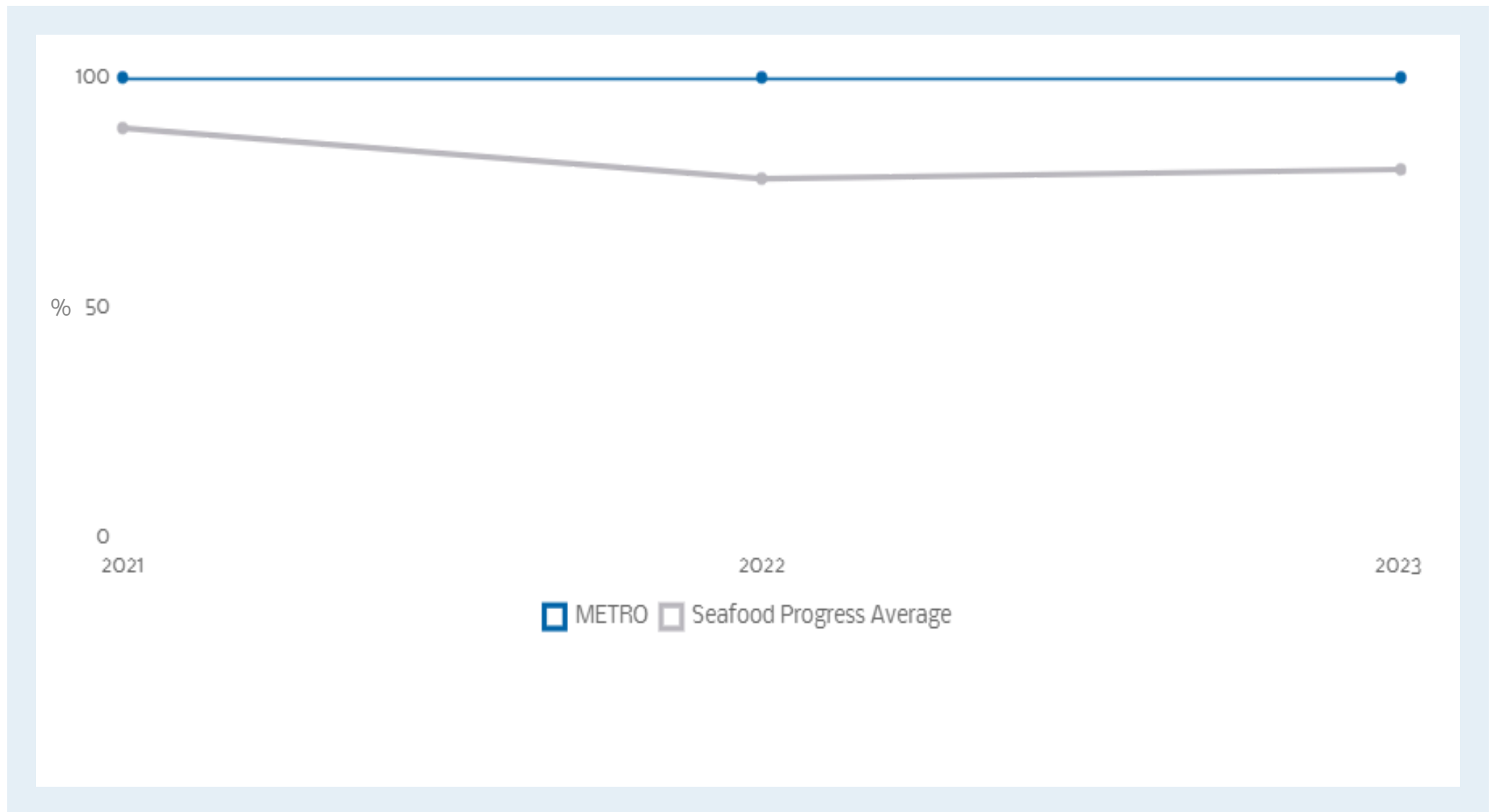
Clear Objectives	✓
Supplier Expectations	✓
Traceability Policy	✓
Reporting on Activities	✗

Social Responsibility Commitment. METRO's [Fisheries and Aquaculture Policy](#) (last updated January 2022) states that all METRO suppliers must adhere to its [Supplier Code of Conduct](#) which is informed by the International Labour Organization (ILO) and applies to all workers in its supply chain, regardless of their status (seasonal, casual, part-time, full-time; local or migrant). Additionally, all suppliers must sign a letter of guarantee that reflects METRO's commitment to social responsibility. METRO informed SeaChoice that, in early 2023, it partnered with [SupplyShift](#) to assess supplier performance against its Supplier Code of Conduct (including the freedom of association component) and has since started the process of gathering data from all fish and seafood vendors. METRO intends to publish the first year results of this initiative in its 2024 CR report (personal communication, E. Brizard, 12/04/2023).

STEP 1: COMMITMENT



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



METRO's [Sustainable Fisheries and Aquaculture policy](#) (last updated in January 2022) clearly outlines the specifications of its commitments to all wild and farmed seafood products sold in all store banners. The policy is based on five principles that address issues specific to the industry." These principles are: (1) healthy species, (2) responsible operating methods, (3) traceability of the products (4) respect for workers and (5) socioeconomic development. METRO also has a continuous improvement program that requires species with greater sustainability risks, including tuna, farmed salmon, farmed shrimp and farmed tropical fish including baha and tilapia to be certified. Finally, METRO has a full chain traceability system in place that traces the scientific name, geographic origin, farmed or wild and gear type or farming method from the source fishery or farm (personal communication. E. Brizard, 06/02/2023).

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.

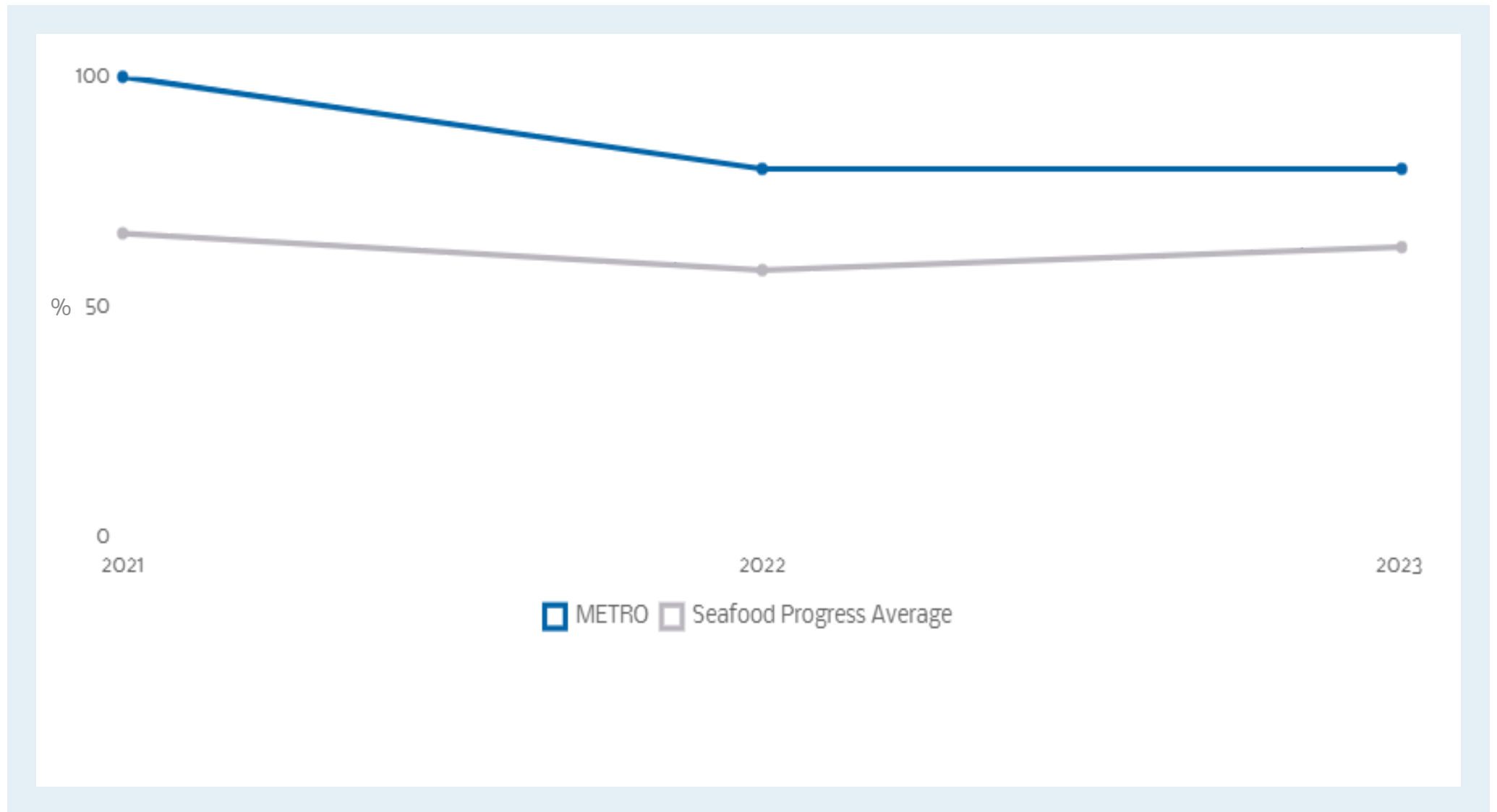
60% Commitment to environmental sustainability that includes clear objectives that are supported by references to credible standards (such as Seafood Watch or Ocean Wise ratings, eco-certifications, etc.).

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.



METRO's [Fisheries and Aquaculture Policy](#) (last updated January 2022) states that all METRO suppliers must adhere to its [Supplier Code of Conduct](#) which is informed by the International Labour Organization (ILO) and applies to all workers in its supply chain, regardless of their status (seasonal, casual, part-time, full-time; local or migrant). Additionally, all suppliers must sign a letter of guarantee that reflects METRO's commitment to social responsibility. METRO informed SeaChoice that, in early 2023, it partnered with [SupplyShift](#) to assess supplier performance against its Supplier Code of Conduct (including the freedom of association component) and has since started the process of gathering data from all fish and seafood vendors. METRO intends to publish the first year results of this initiative in its 2024 CR report (personal communication, E. Brizard, 12/04/2023).

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.

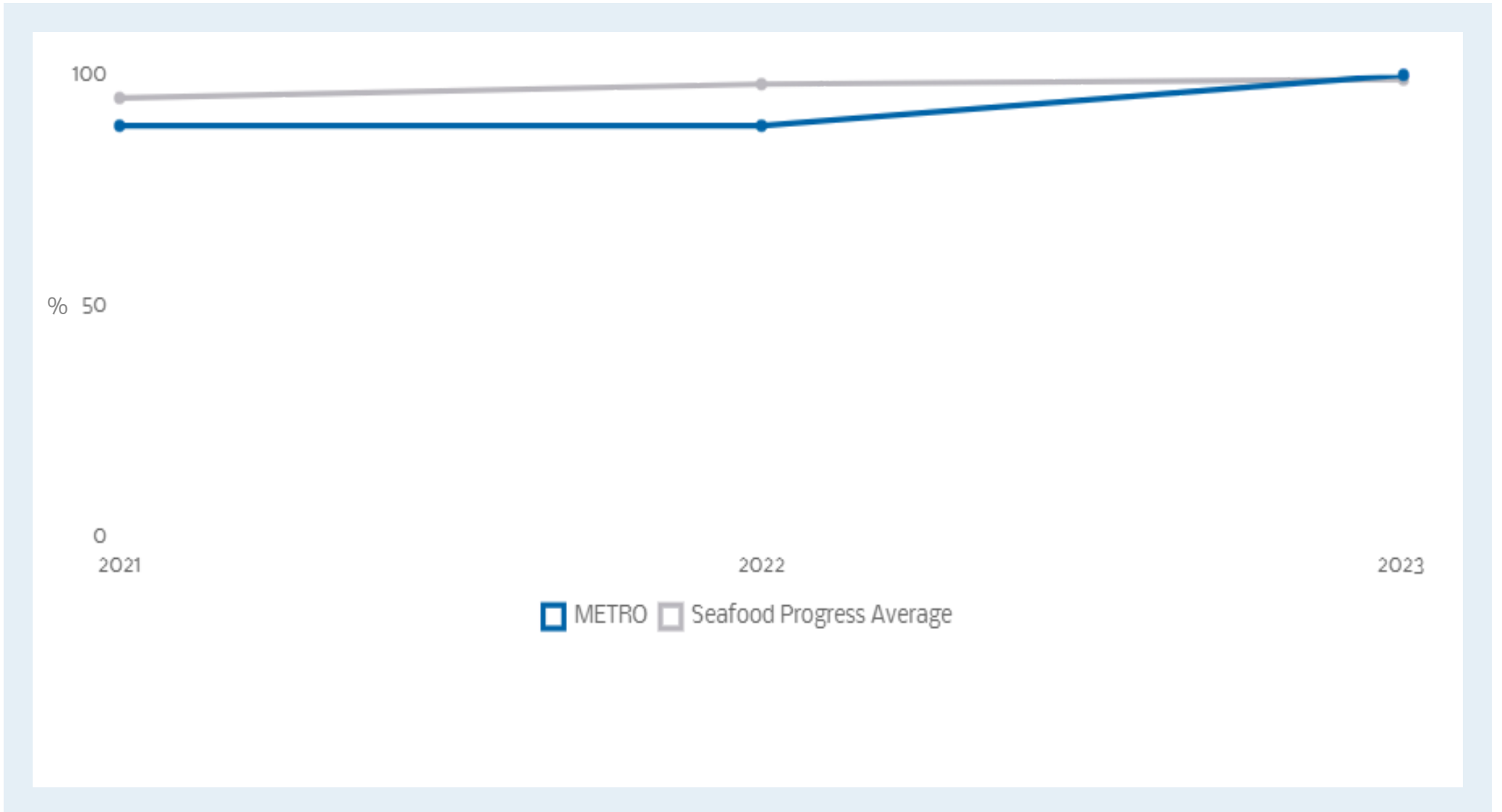
60% Commitment to social responsibility includes clear objectives and actions or expectations for seafood suppliers.

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.



METRO's sustainable seafood policy now covers all of its nine banner stores. METRO recently brought its final banner, Marche Adonis, in line with its commitment (personal communication, E. Brizard, 06/02/2023).

Scoring



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

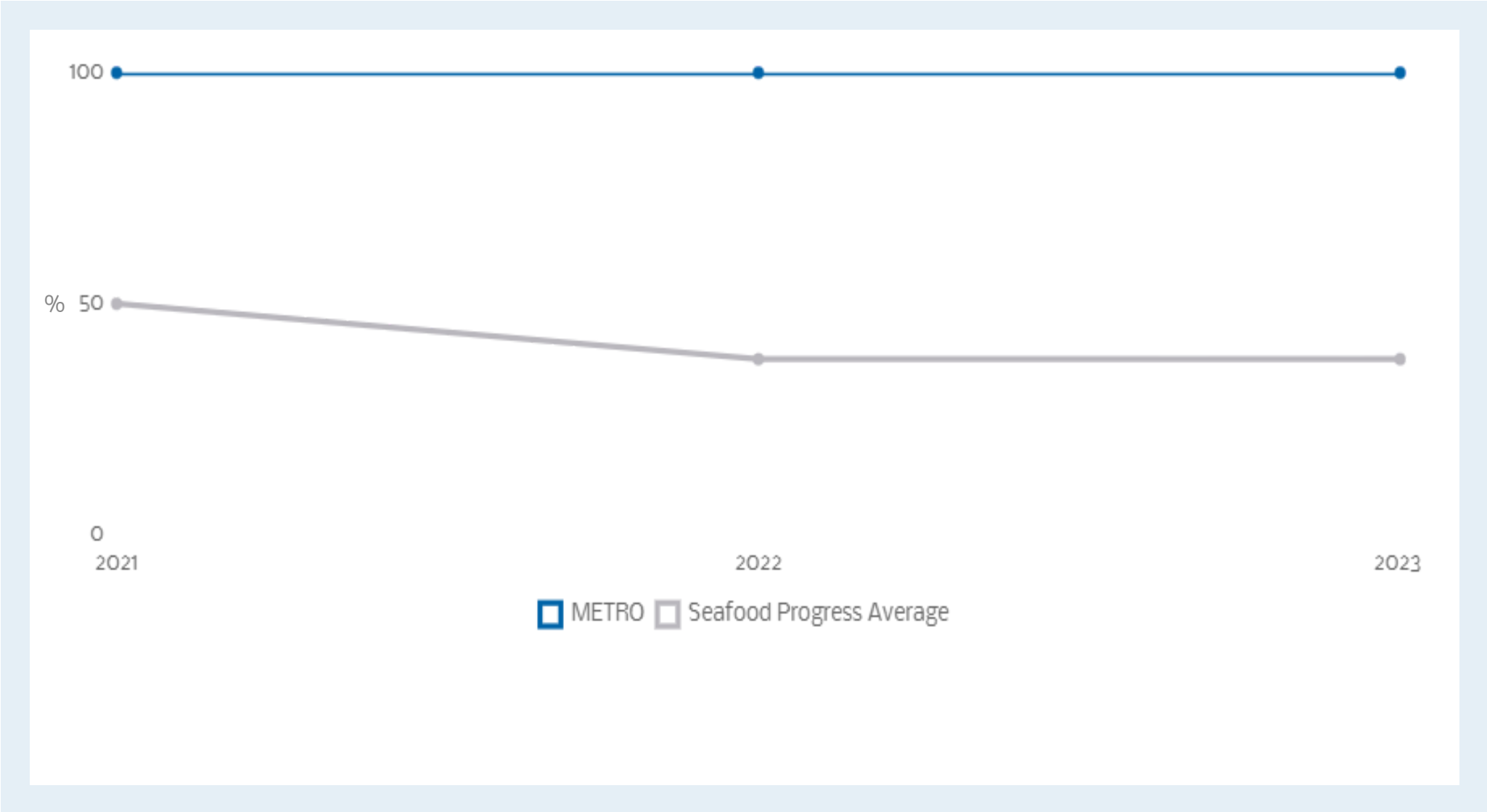
75% The grocer includes 75% or more of its banners in its sustainable seafood commitment.

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.



METRO'S sustainable seafood policy covers all its shelf stable and national brand products (personal communication, E. Brizard, 06/02/2023).

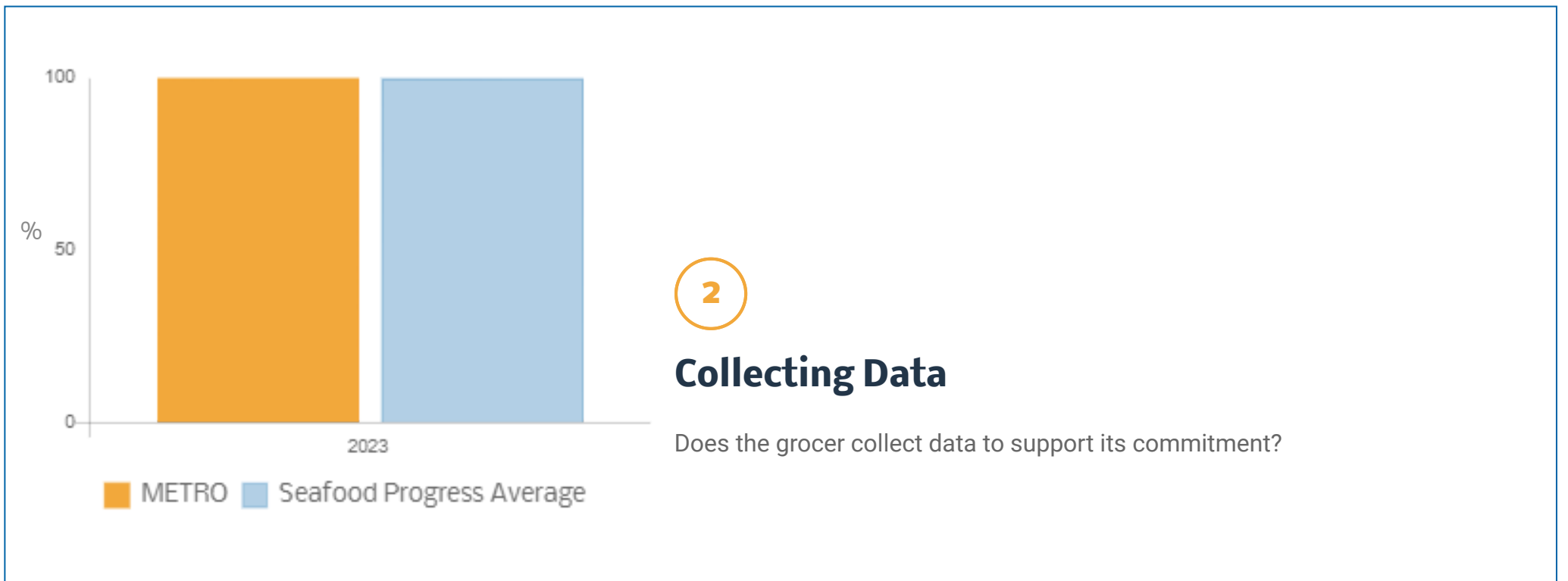
Scoring ▼

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

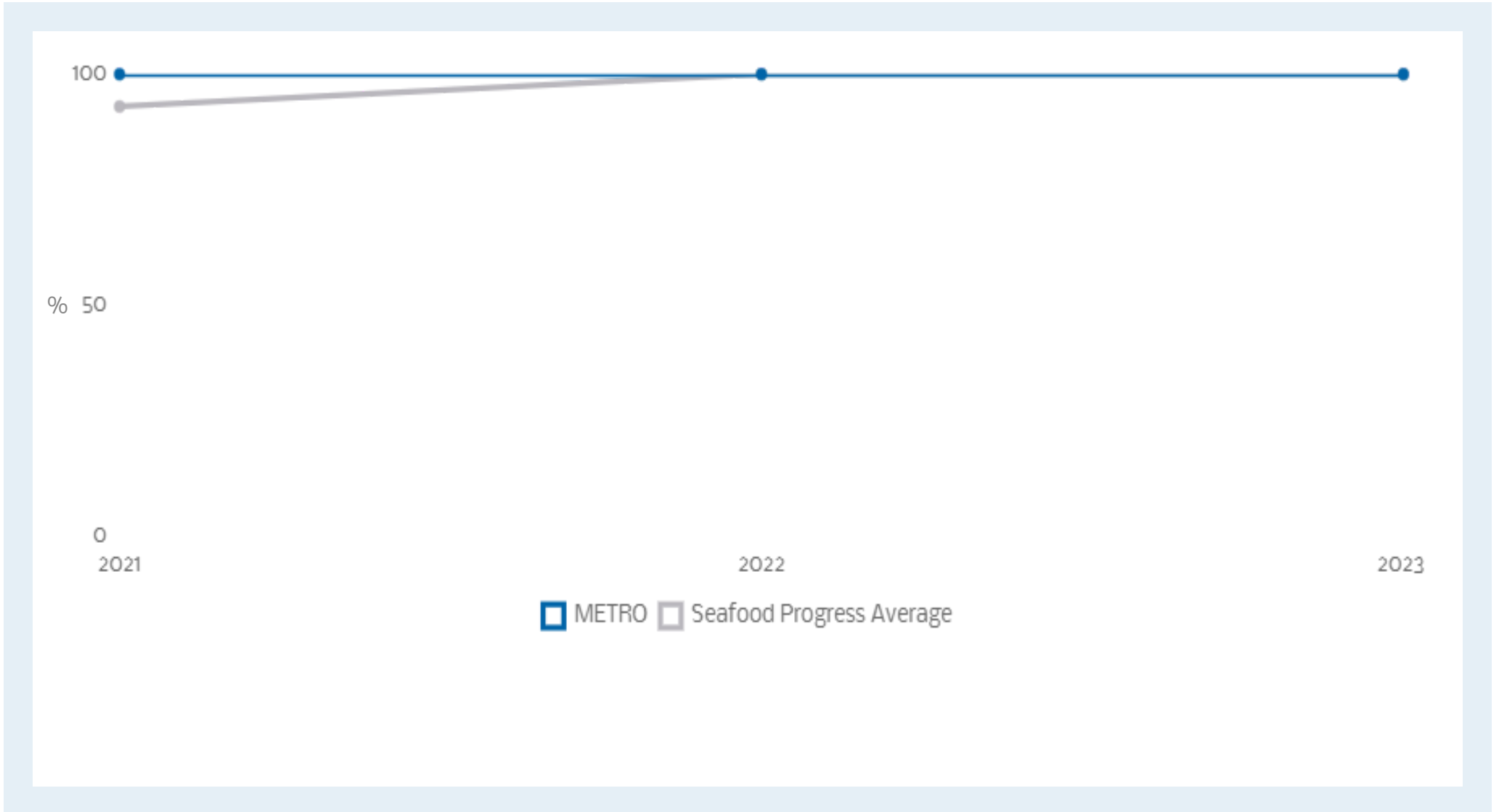
50% The grocer's commitment includes all of its shelf stable or national brand products.

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.



METRO collects data on species' scientific name for all seafood products (personal communication, E. Brizard, 06/02/2023).

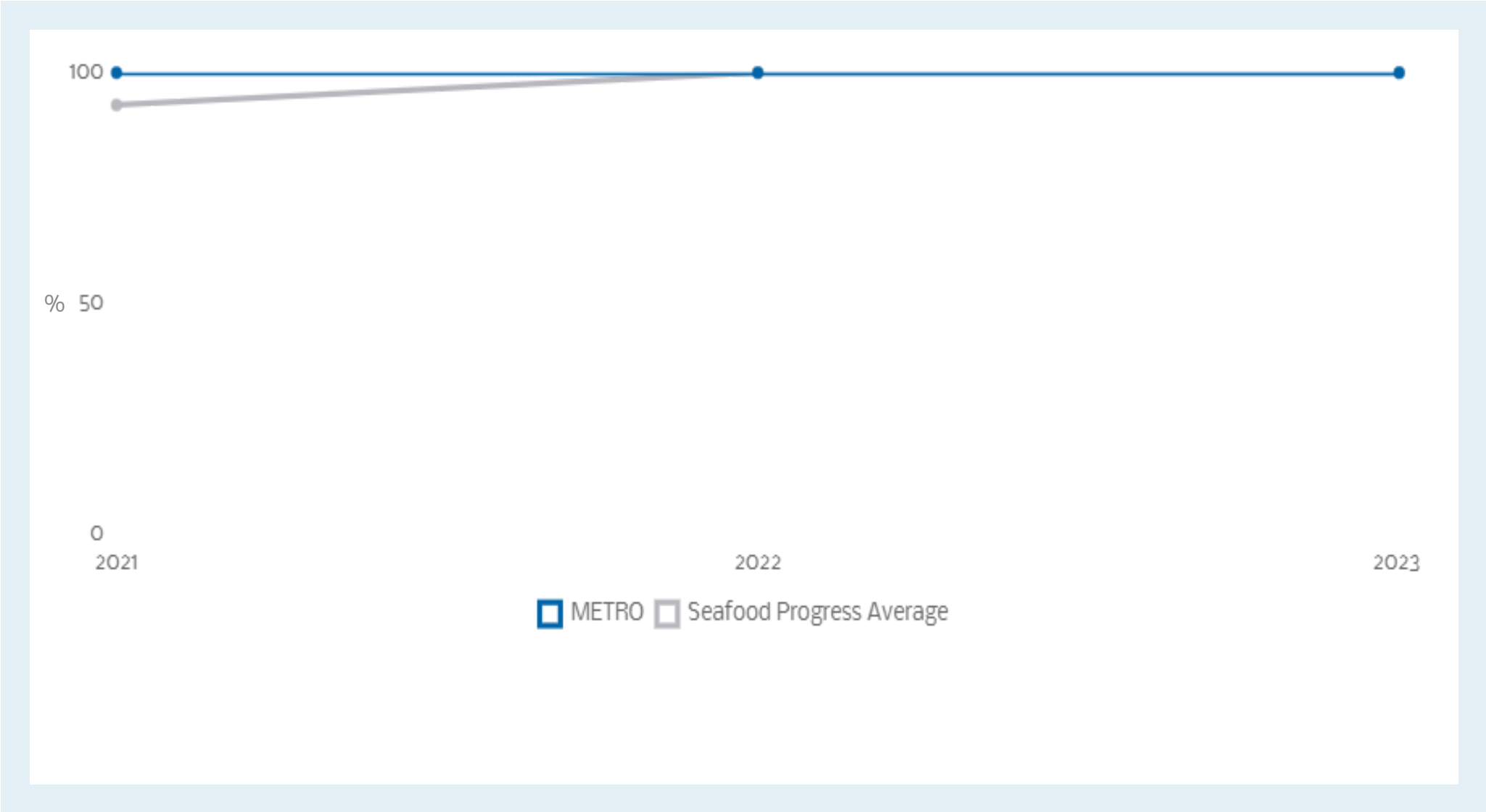
Scoring

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.

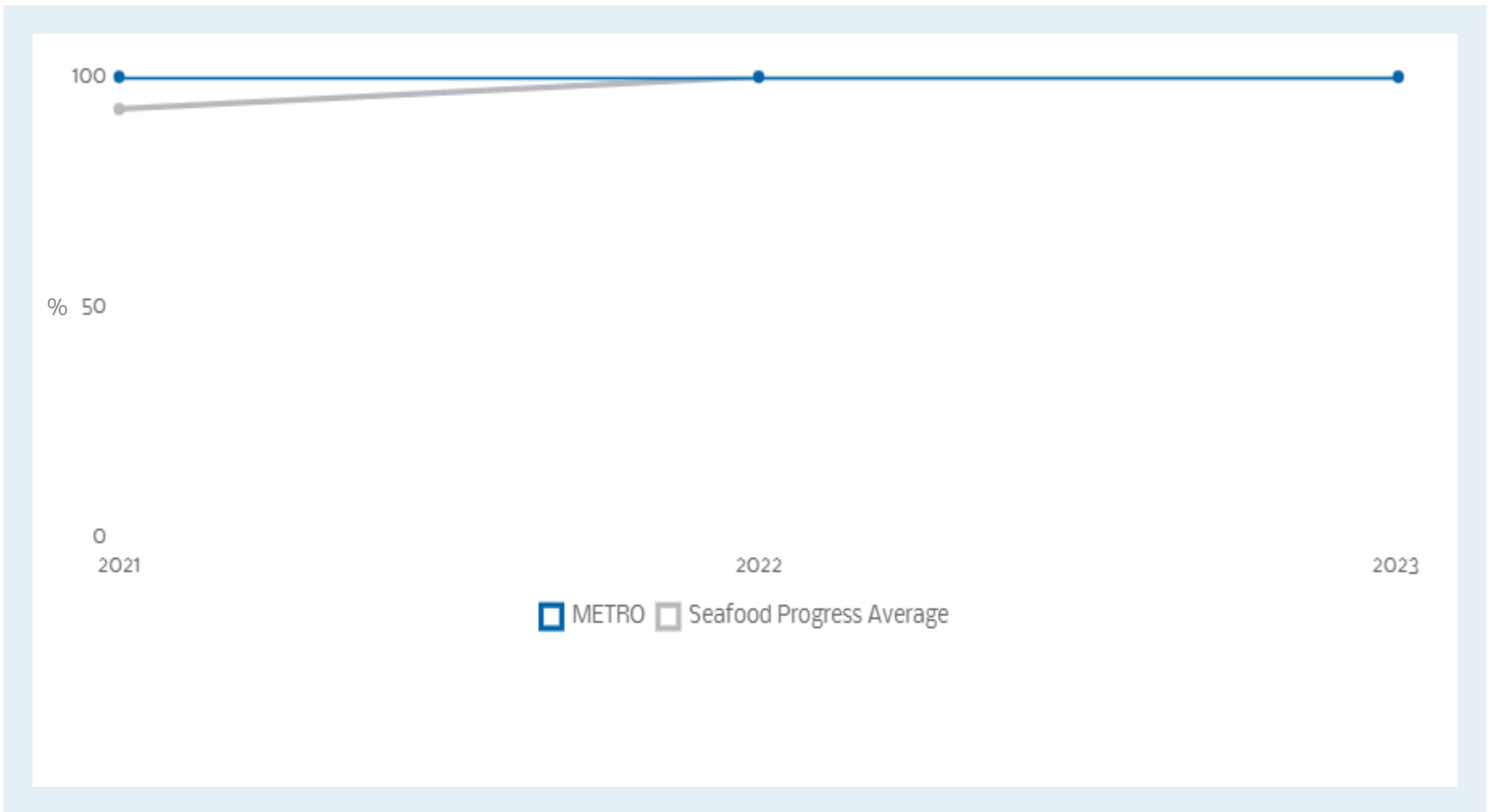


METRO collects data on geographic origin for all seafood products (personal communication, E. Brizard, 06/02/2023).

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.



METRO collects data on whether wild or farmed for all seafood products (personal communication, E. Brizard, 06/02/2023).

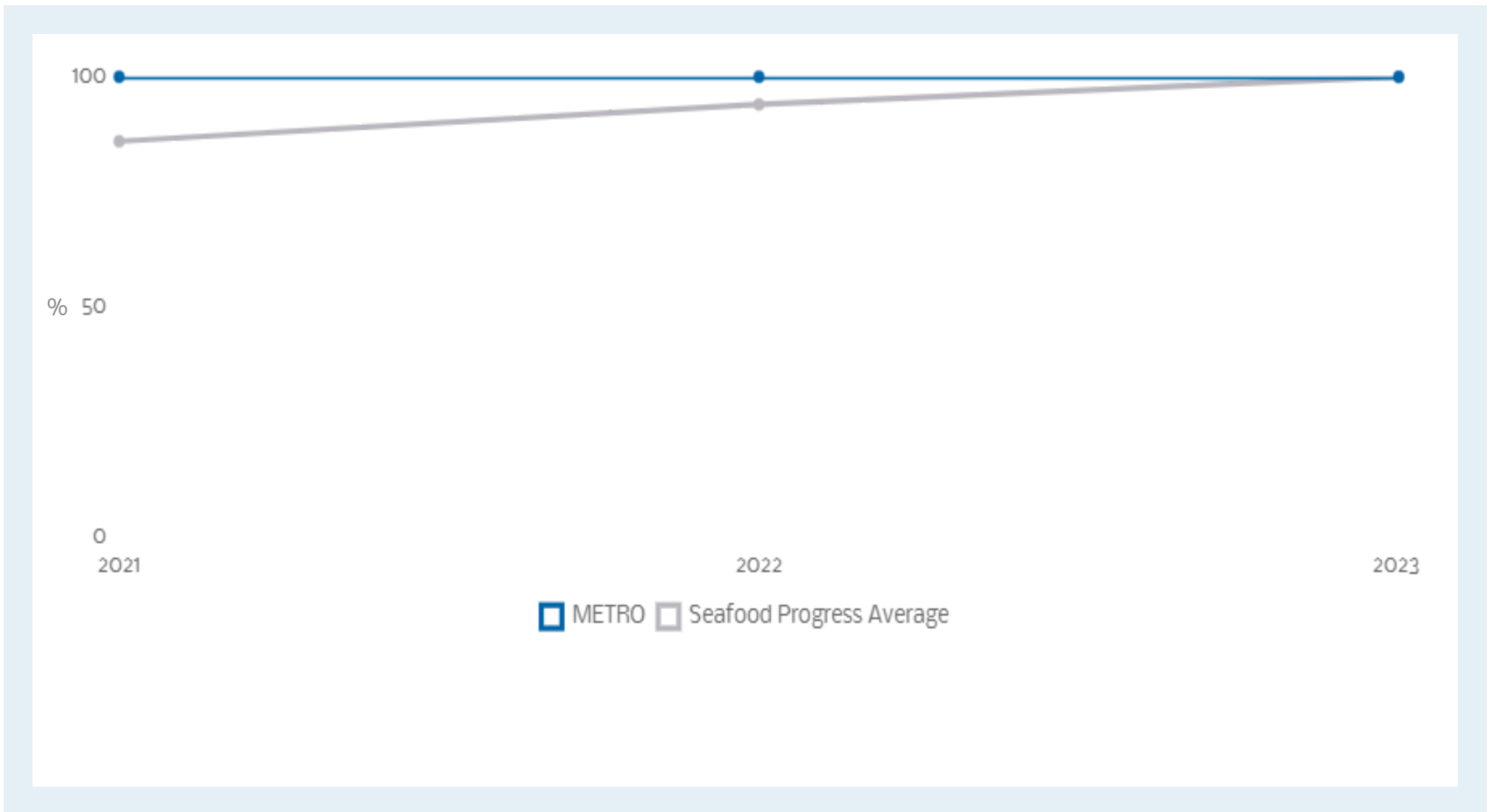
Scoring

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.



METRO collects data on gear type and farming method for all seafood products (personal communication, E. Brizard, 06/02/2023).

Scoring

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

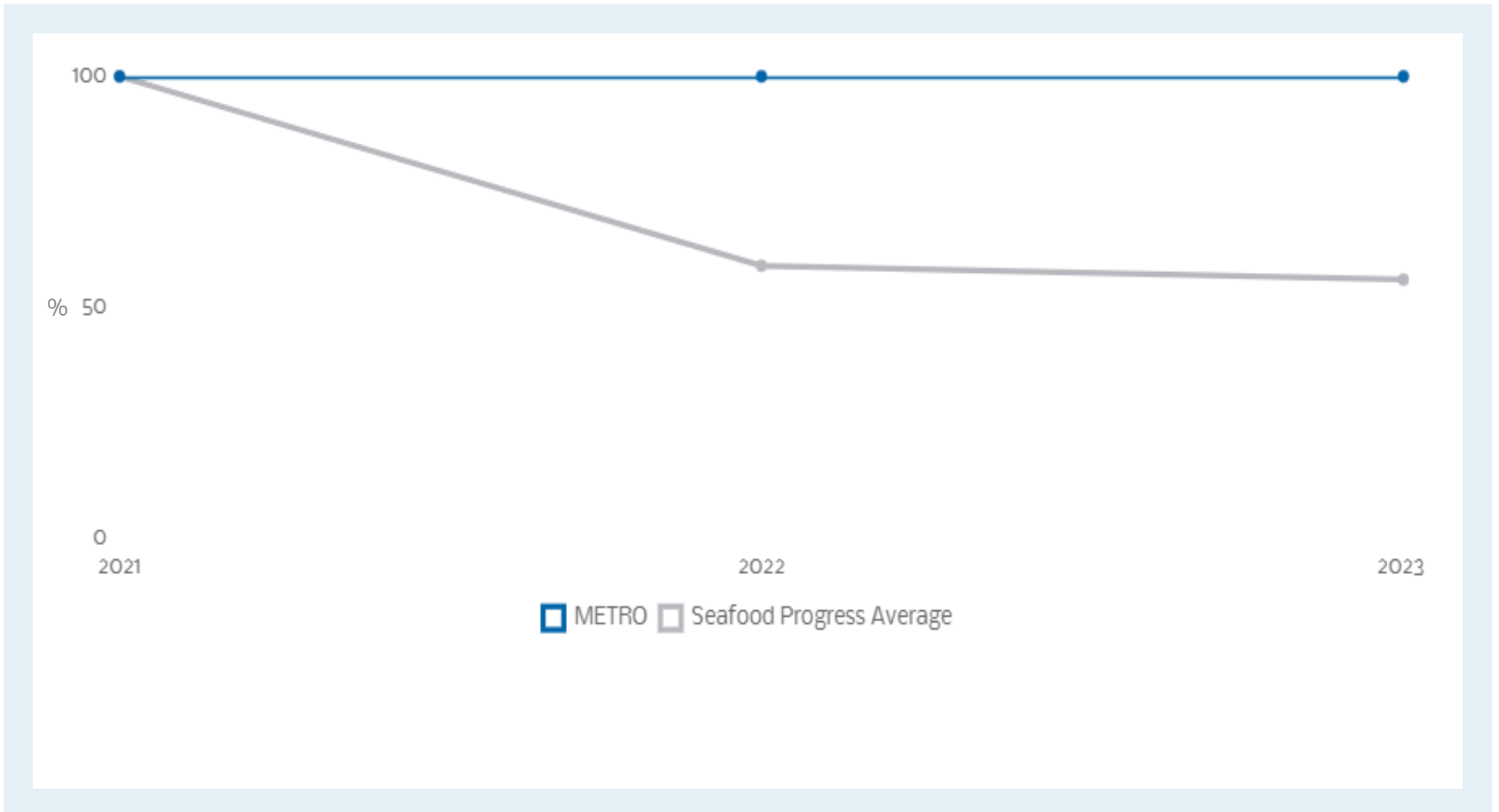
50% Collects data for some products included in the grocer's commitment.

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

STEP 3: SOURCING



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



METRO publishes a clear hierarchy of sustainability standards demonstrating its sourcing priorities for all commodities it sells (personal communication, E. Brizard, 06/02/2023).

Scoring



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

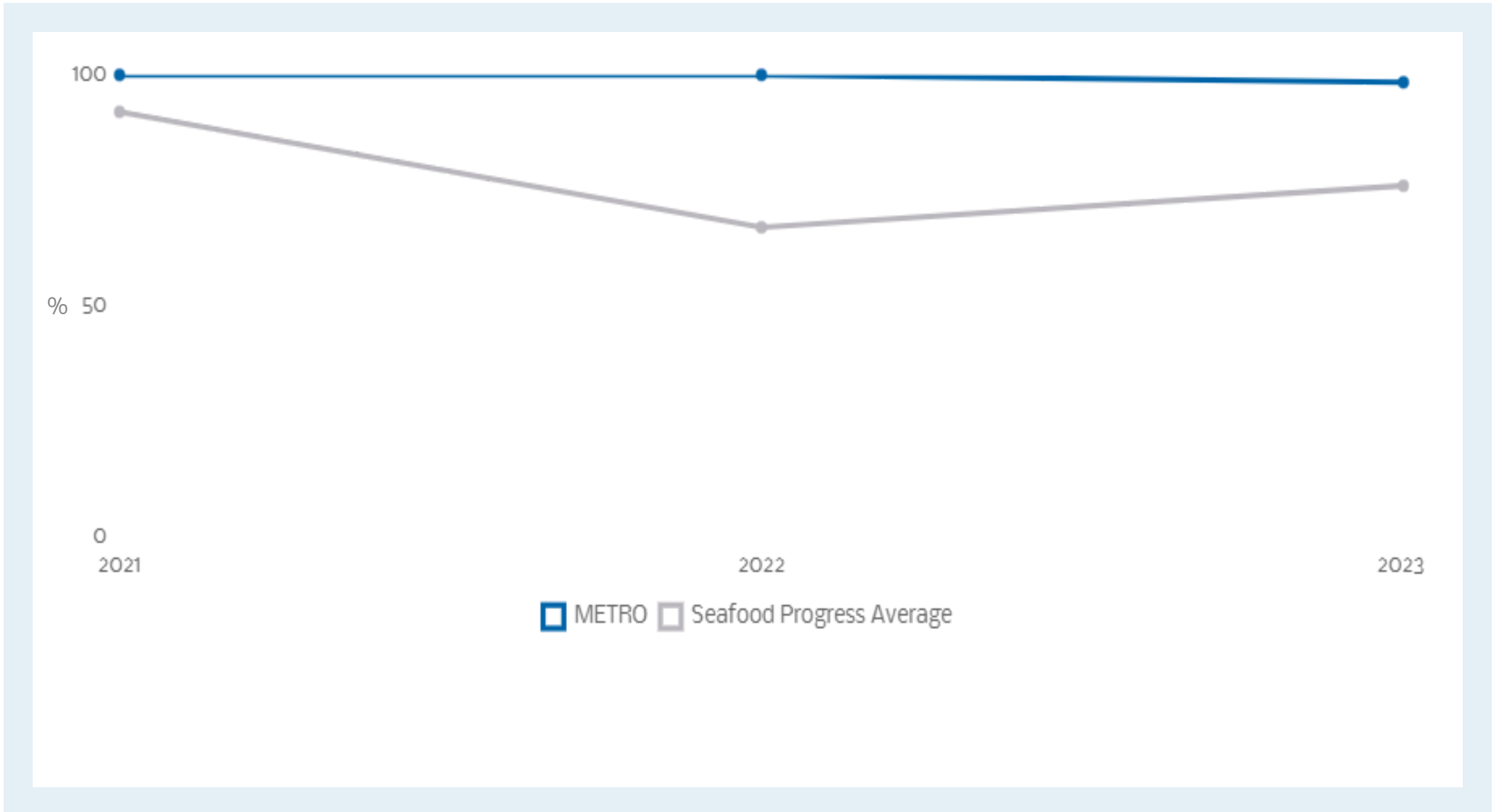
75% Publishes a clear hierarchy of sustainability standards used for sourcing some products, and identifies a general list of sustainability standards that it uses to inform its purchasing decisions for other products.

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.



METRO's 2022 CSR report states that, in 2022, 98.4% of its seafood products by volume met the requirements specified in its **Sustainable Fisheries and Aquaculture Policy**.

Scoring

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

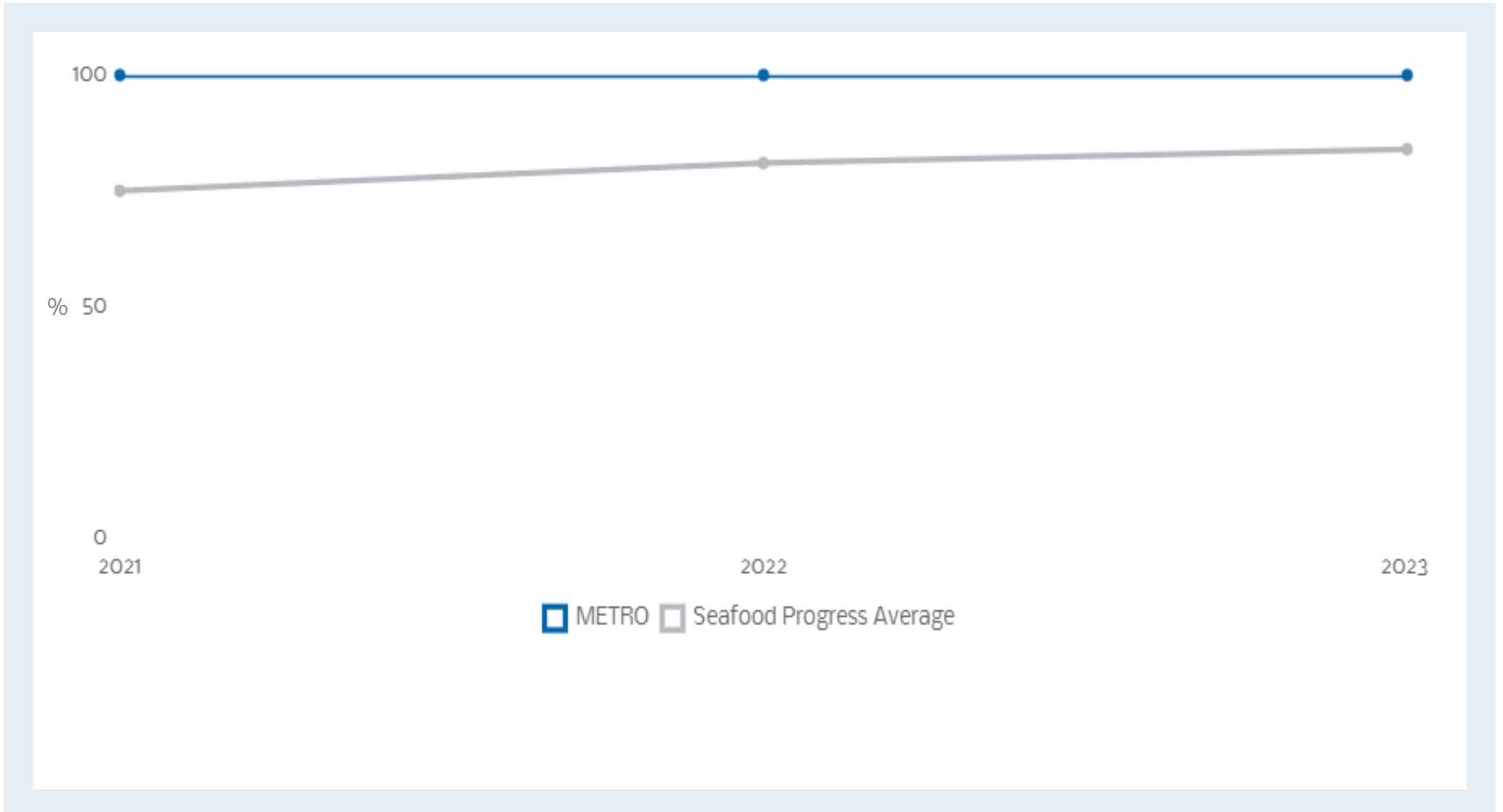
75% Grocer has reported that 75% or more of its seafood sold meets its sustainability commitment.

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.



METRO's commercial agreements include both its **Supplier Code of Conduct** and its **Sustainable Fisheries and Aquaculture Policy**. In signing these commercial agreements, METRO's suppliers agree to uphold all the appendixes including those two documents. METRO is also committed to working with its suppliers "on a continuous basis to ensure that they comply with [METRO's] policies and that they continue to adopt the most responsible practices". METRO actively verifies that this commitment is being upheld by random DNA testing and verification, frequent product traceability tests and random checks on suppliers' chain of custody records (personal communication, E. Brizard, 06/02/2023).

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.

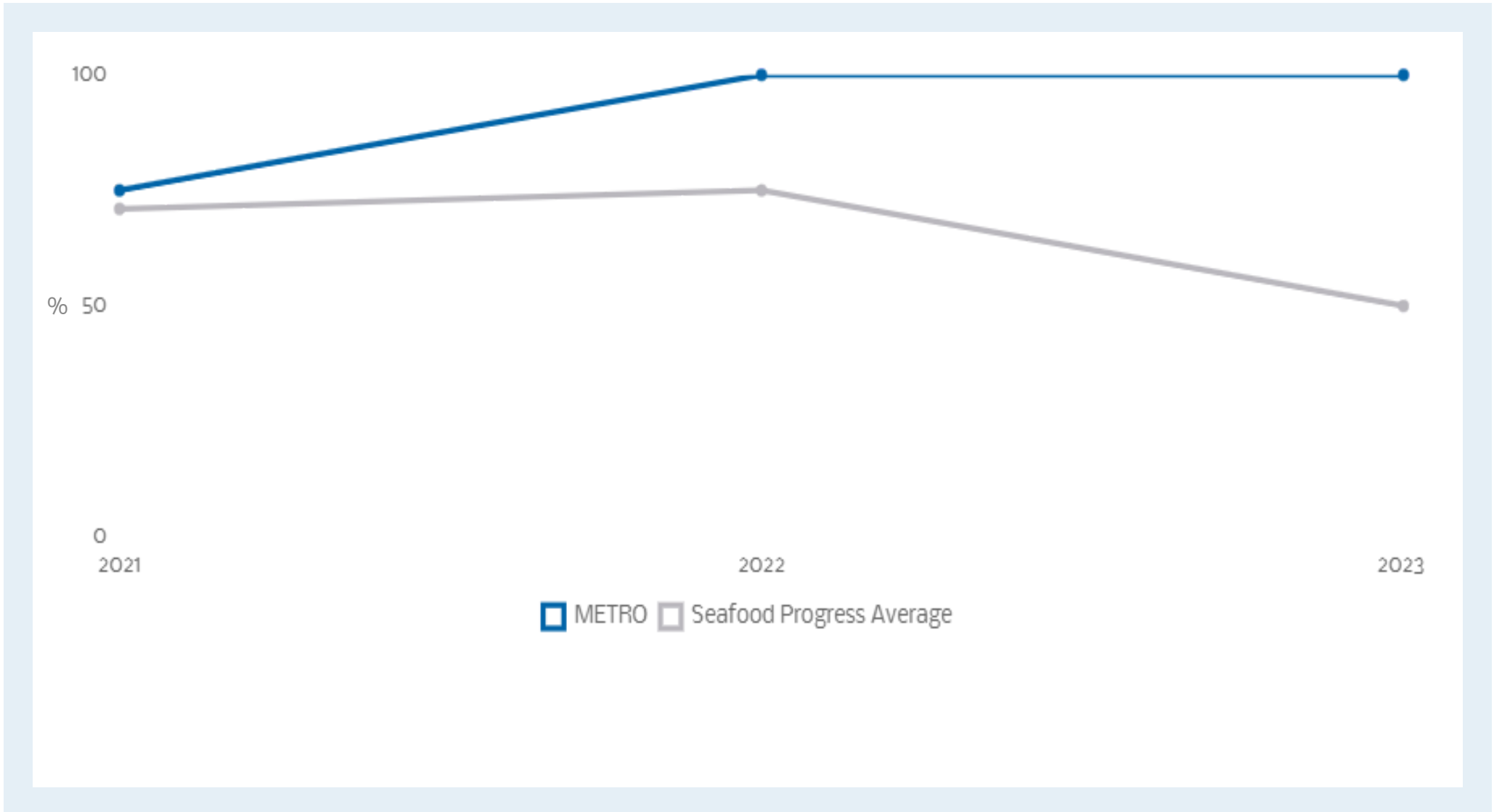
75% All suppliers are required to agree in writing to uphold all of the terms of the grocer's environmental sustainability commitment on at least an annual basis.

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.



In signing its commercial agreement, METRO's suppliers agree to uphold all the appendixes, including its **Supplier Code of Conduct**. METRO reported to SeaChoice that it is in the process of verifying supplier compliance against its Code and plans to report on the results next in METRO's 2023 CSR report (personal communication, E. Brizard, 12/03/2023).

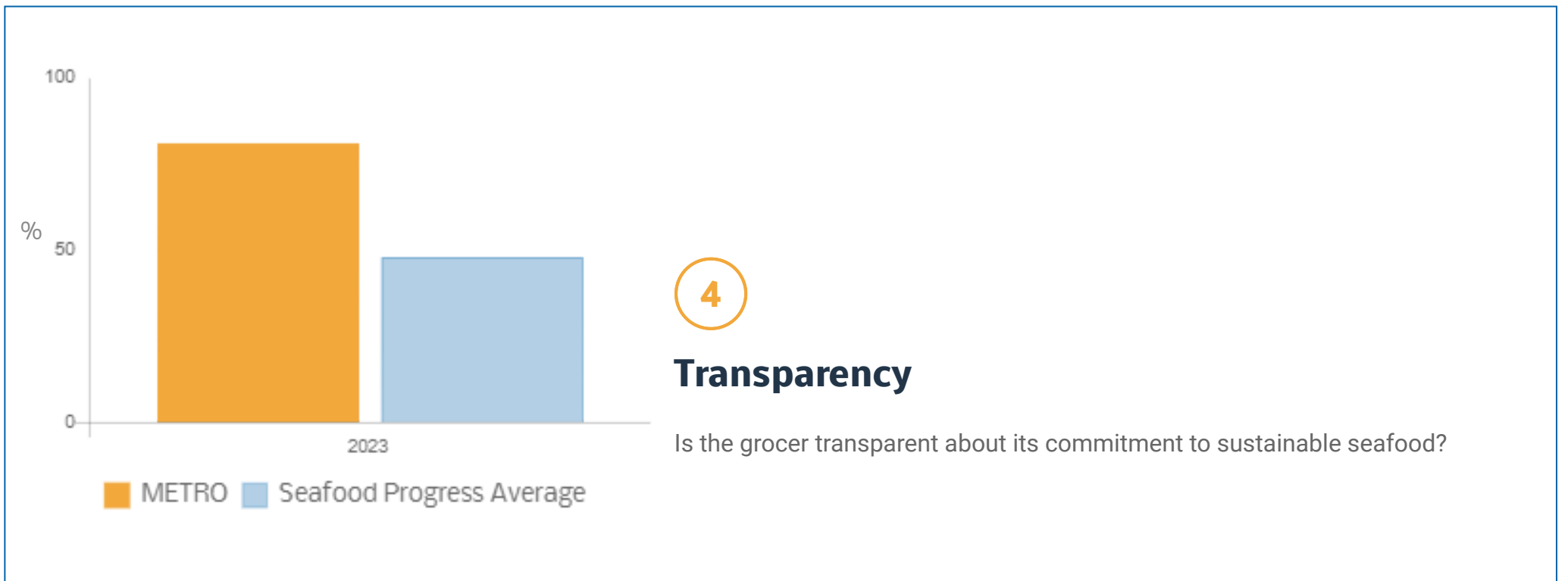
Scoring

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.

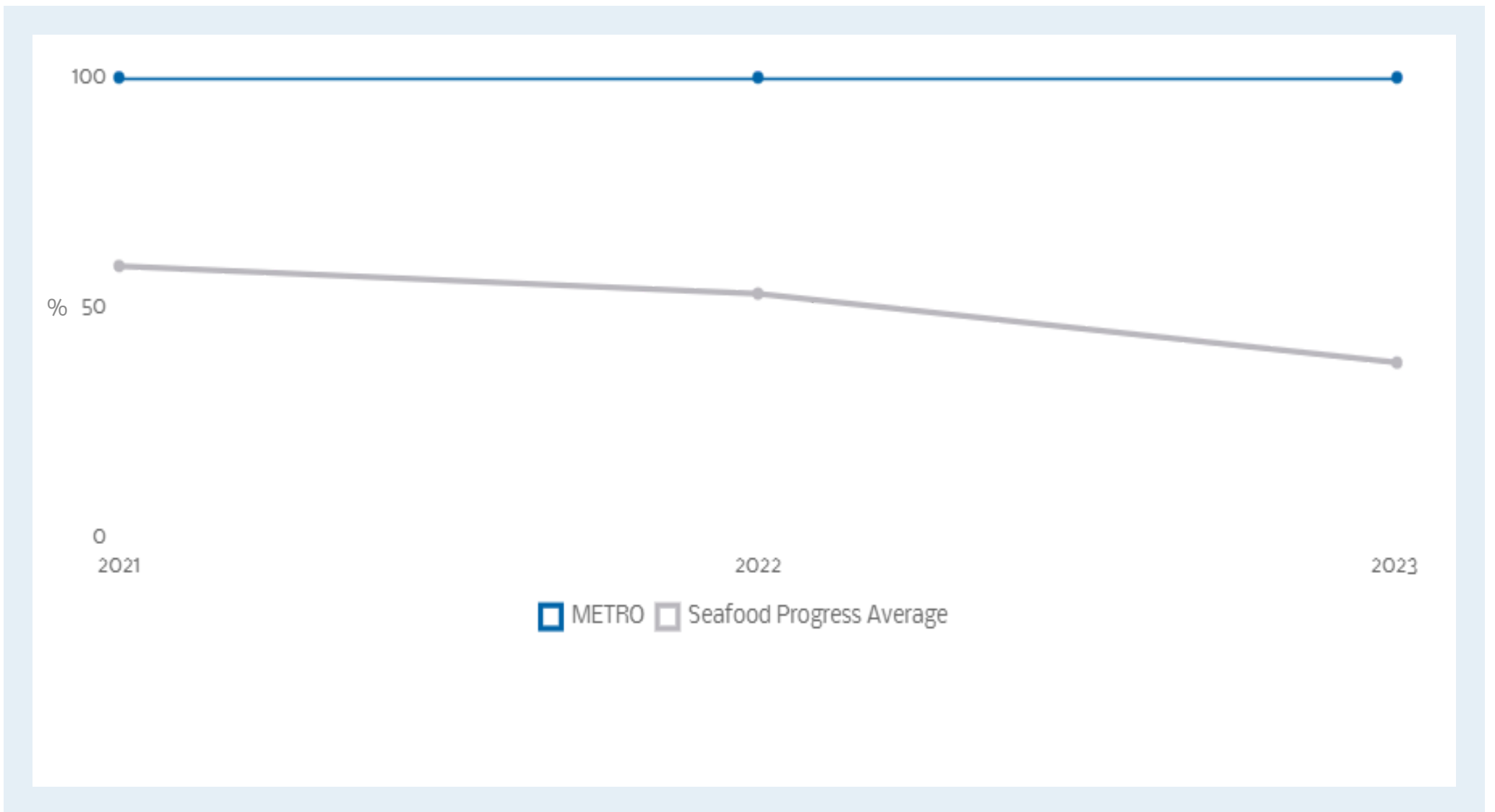
50% All suppliers are required to sign a code of conduct that covers all of the grocer's social responsibility commitment on at least an annual basis.

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.



METRO includes scientific name, geographic origin, wild or farmed and gear type or farming method on all its private label and counter products. Also, METRO continues to encourage its national brand suppliers to increase the amount of information on their packaging (personal communication, E. Brizard, 06/02/2023).

Scoring

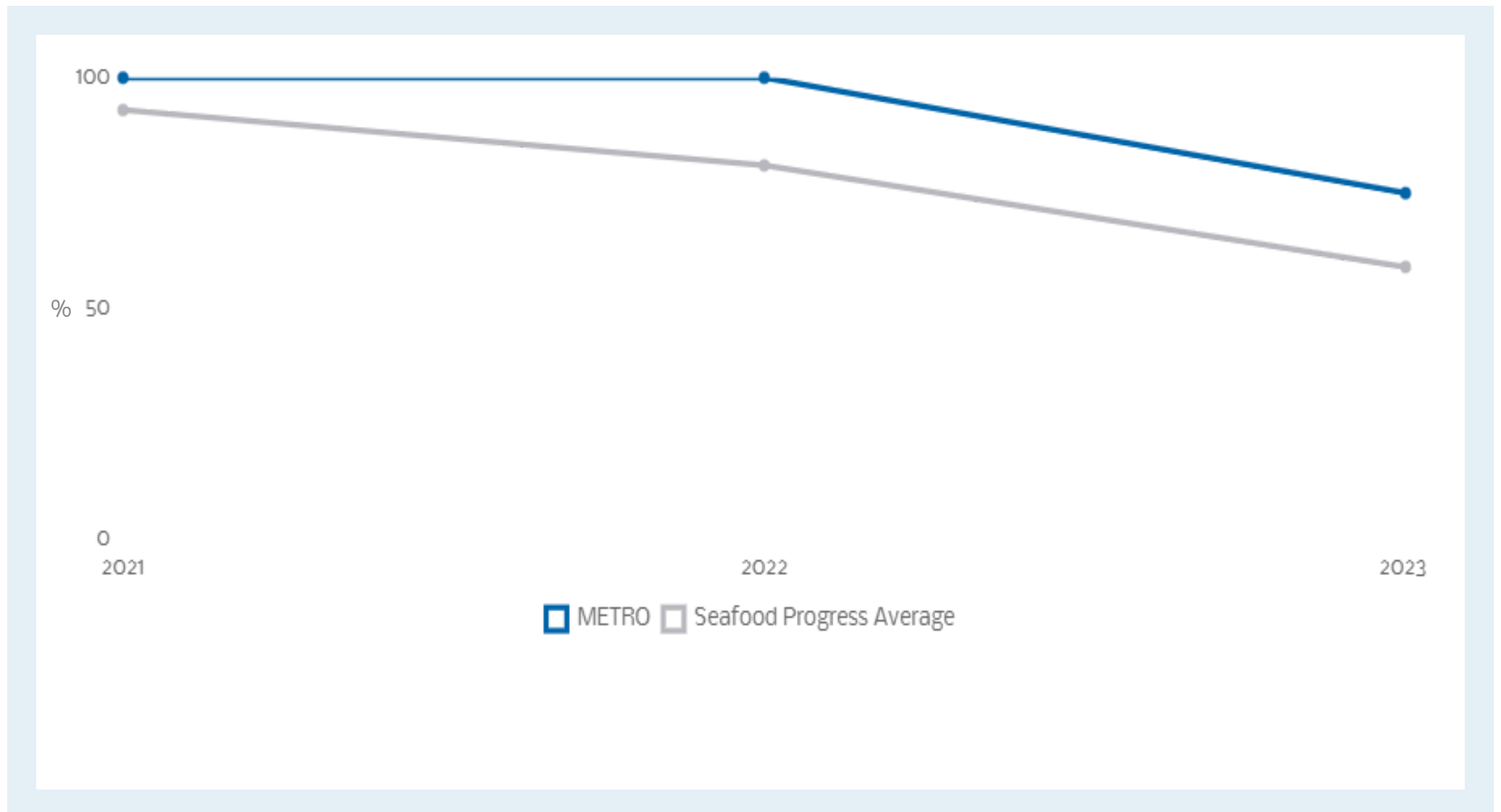
100% The grocer labels all products with the information.

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.



METRO uses its “Responsible Quality” self claim on all its private label seafood products where space allows on pack. Though this claim does not meet ISO guidance, the necessary information to support the claim is available on product labels and METRO’s website. METRO also applies the BAP certification claim to applicable labels which includes chain of custody to serve as evidence to back up the claim (personal communications, E. Brizard, 06/02/2023).

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).

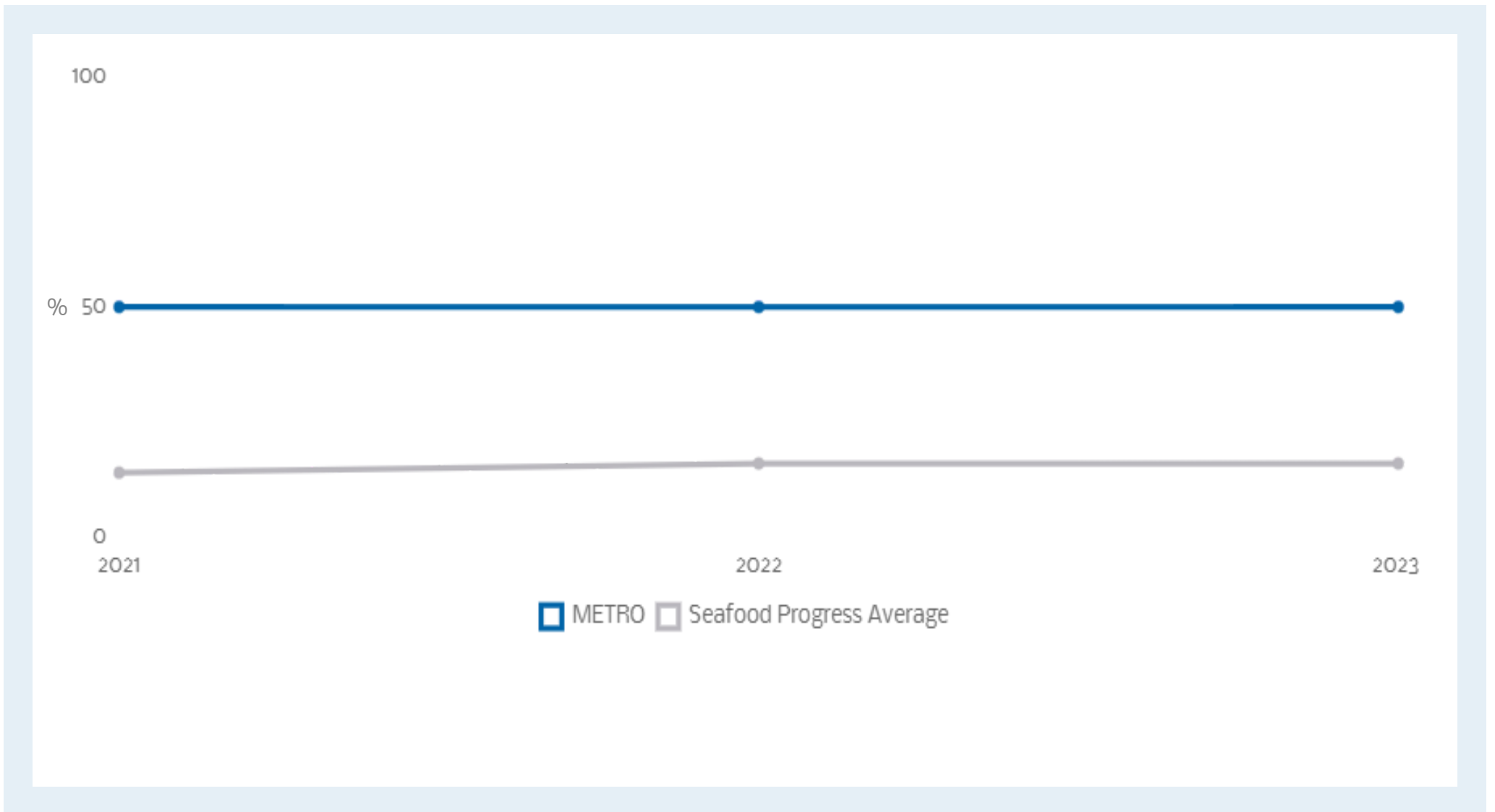
75% The grocer uses certification claims as well as endorsement claims and/or self-declared claims that 1) adhere to ISO 14021 Type II guidance and proof of third-party verification on product labels and 2) makes evidence to back up its claim(s) publicly available.

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.



METRO has made the scientific name, geographic origin, gear type and farming method available on all its private label and counter products as well as through its [Freshness You Can Trace/Fraîcheur traçable](#) online platform (personal communication. E. Brizard, 06/02/2023).

Scoring

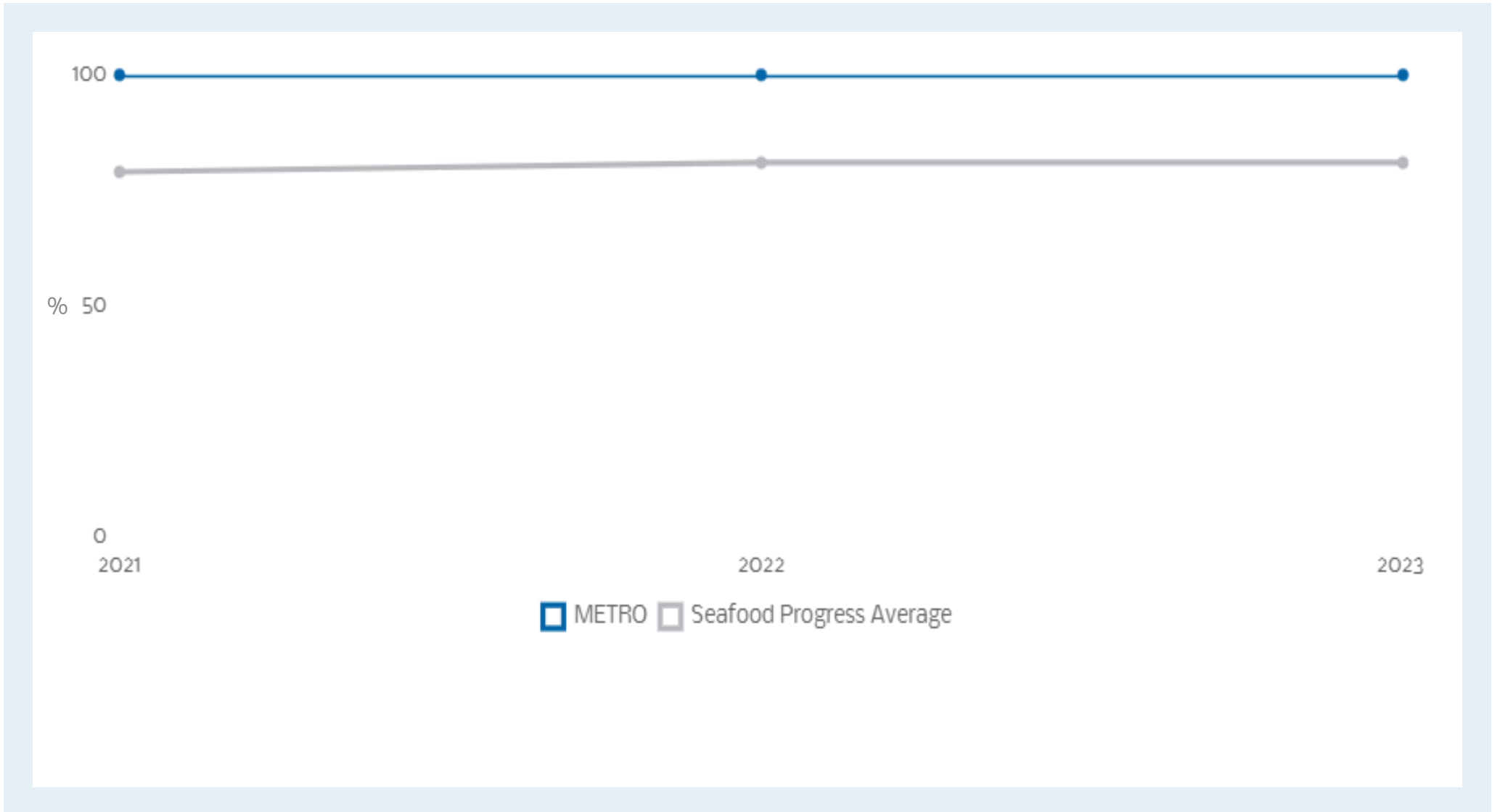
100% Scientific name, geographic origin, gear type AND farming method has been made publicly available for all products.

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 the inception of Seafood Progress in 2017, METRO has reported on the percentage of seafood that met the criteria outlined in its Fisheries and Aquaculture Policy on an annual basis.

Scoring

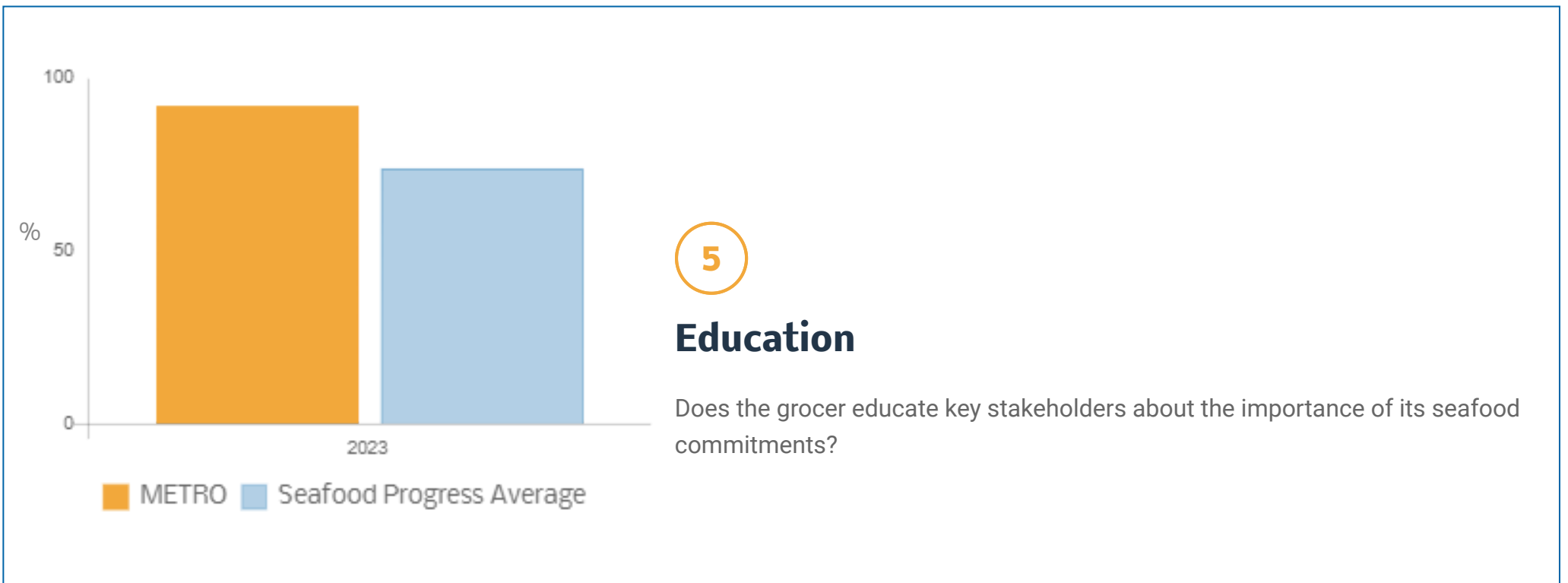


100% The grocer regularly reports publicly how much of its seafood sold meets its commitment by volume or value of sales every year.

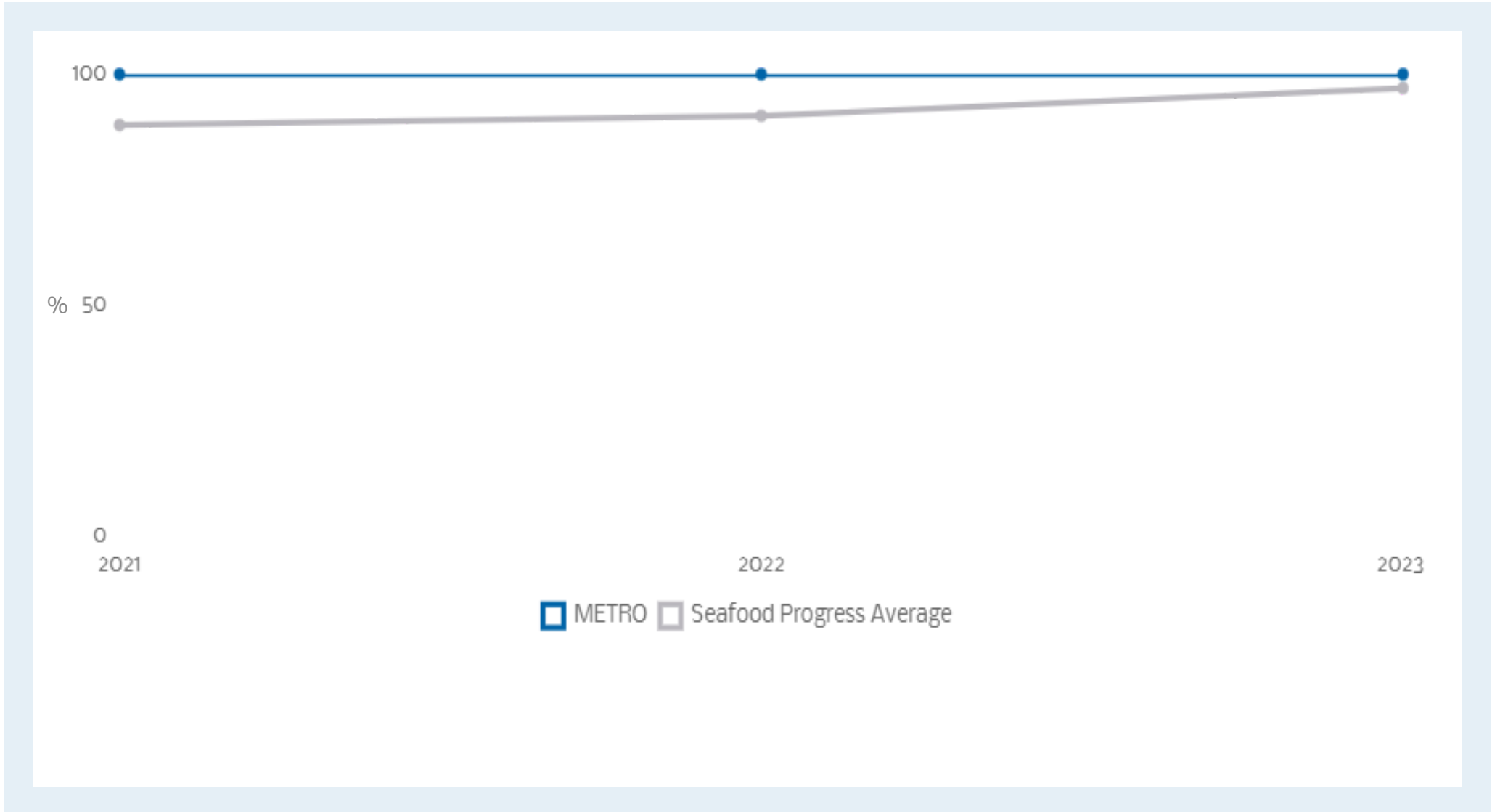
50% The grocer has at one point reported publicly how much of its seafood sold meets its commitment.

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.



METRO has a training program in place for store staff that covers general sustainable fishing issues (e.g. overfishing, bycatch, impacts on the seabed, etc.), seafood certification systems, and METRO's Sustainable Fisheries and Aquaculture Policy. In support of ongoing staff training, METRO periodically provides its employees with information on the implementation of its policy as well as on other interesting facts and issues related to fisheries and aquaculture through its online library (personal communication, E. Brizard, 06/02/2023).

Scoring



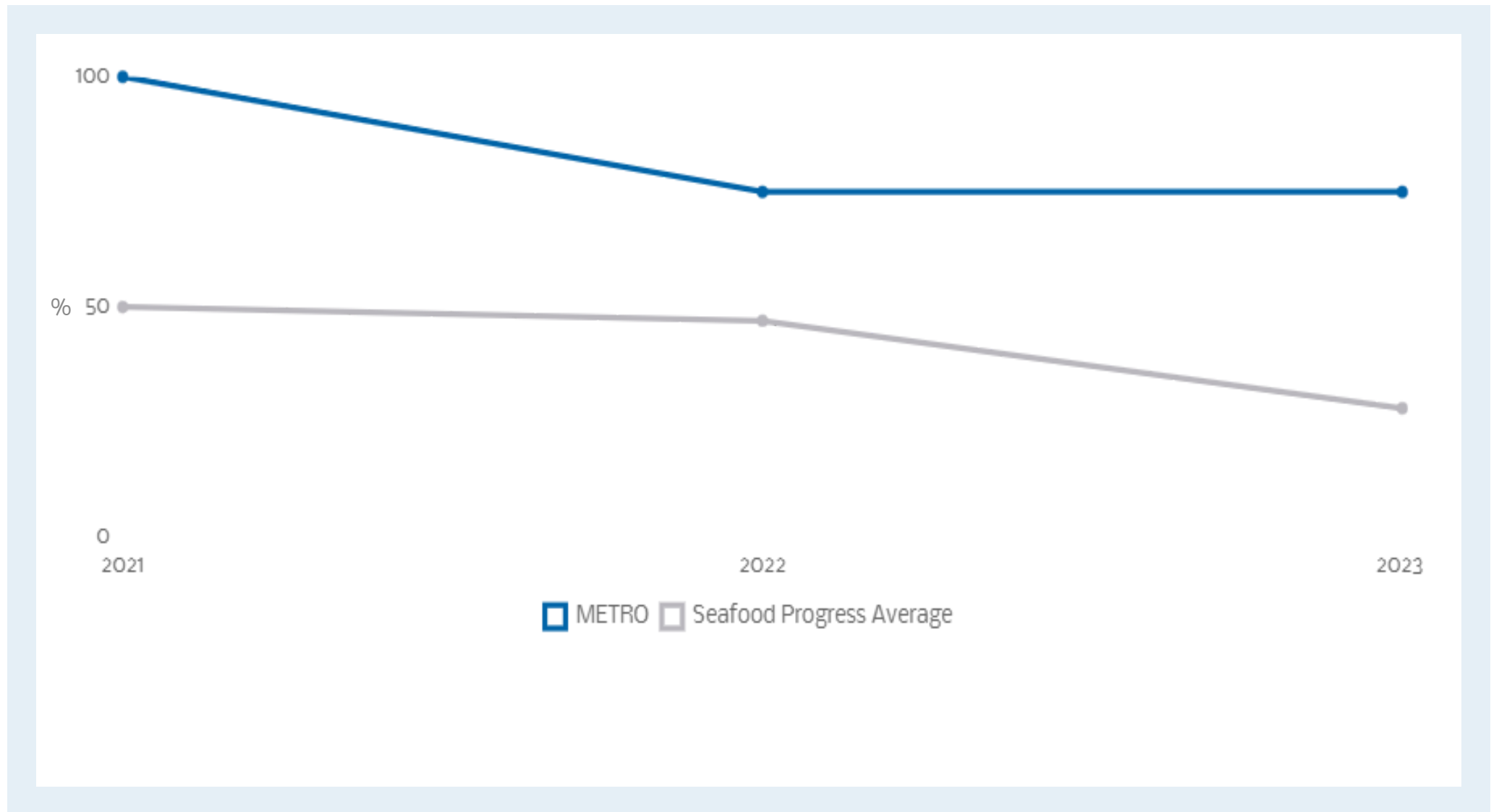
100% Training programs regularly conducted for all seafood staff.

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.



All METRO stores with fresh fish counters have screens that outline its commitment to sourcing healthy species, using sustainable fishing and farming methods, guaranteeing traceability and supporting local economies. METRO does not include any description of its commitment to socially responsible supply chains in store (personal communication, E. Brizard, 06/02/2023).

Scoring



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

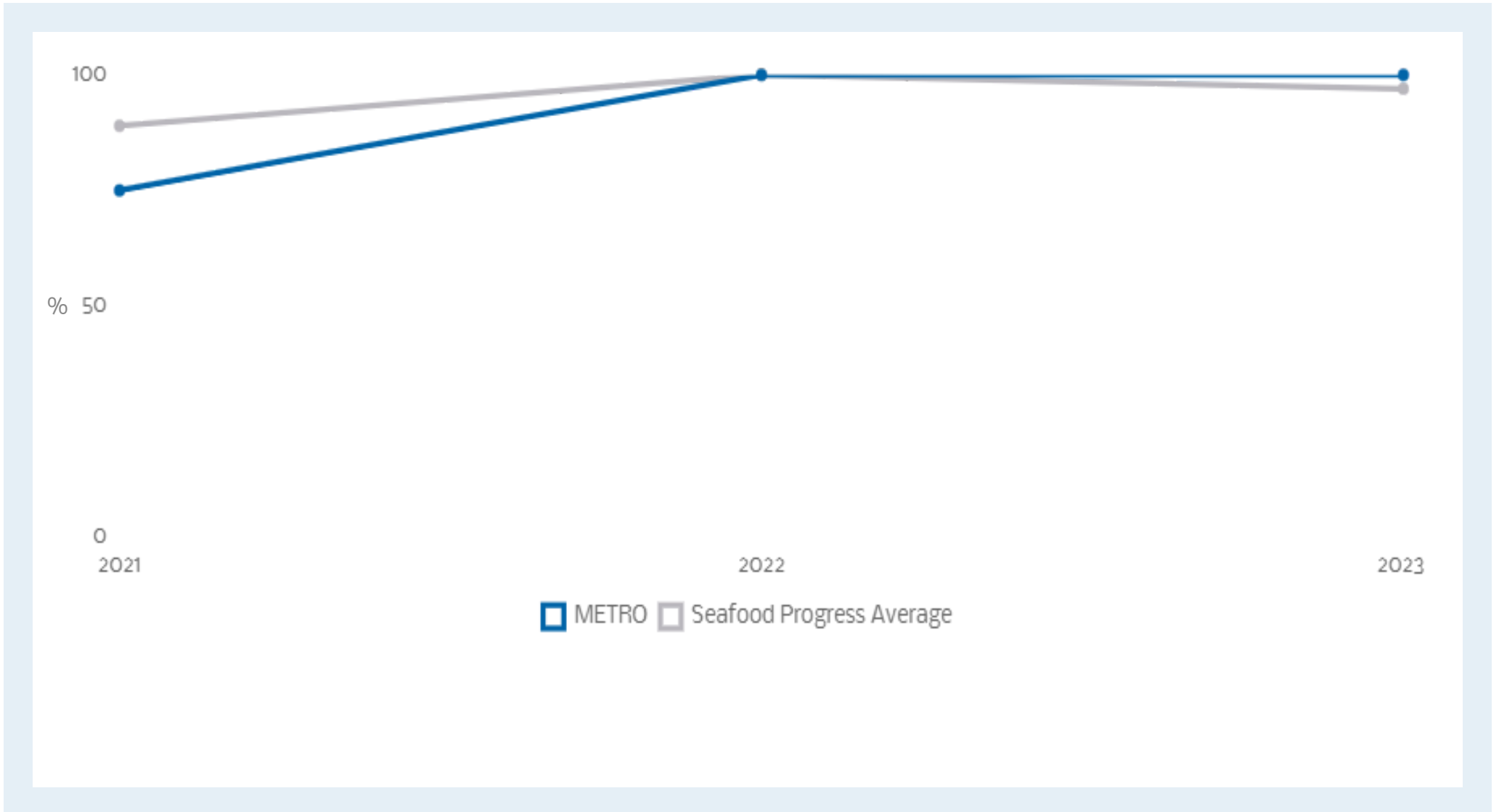
75% There is a comprehensive description of the grocer's commitments to sustainability OR social responsibility in store.

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.



METRO's commercial agreements include both its **Supplier Code of Conduct** and its **Sustainable Fisheries and Aquaculture Policy**. In signing the commercial agreement, METRO's suppliers agree to uphold all the appendixes including those two documents. METRO engages with suppliers on the terms of its policy and suggests alternative sources when suppliers fail to offer products that align with its policy. METRO also directs suppliers to various resources to verify key data elements on products and to Ocean Wise and Seafood Watch for guidance on sourcing (personal communication, E. Brizard, 06/02/2023).

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.

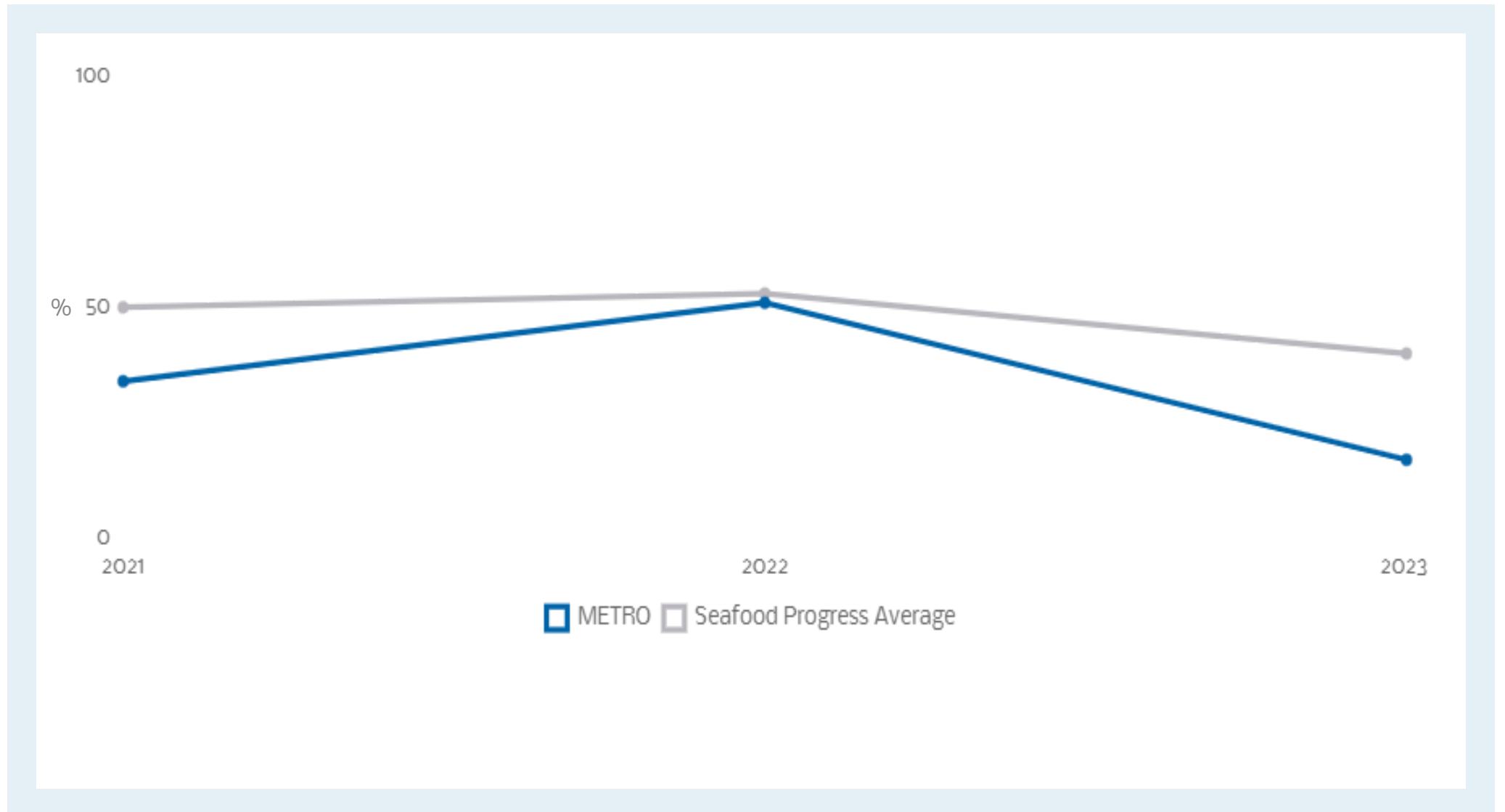
25% The grocer sends its suppliers a copy of its sustainable seafood commitment.

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

STEP 6: TAKING INITIATIVE



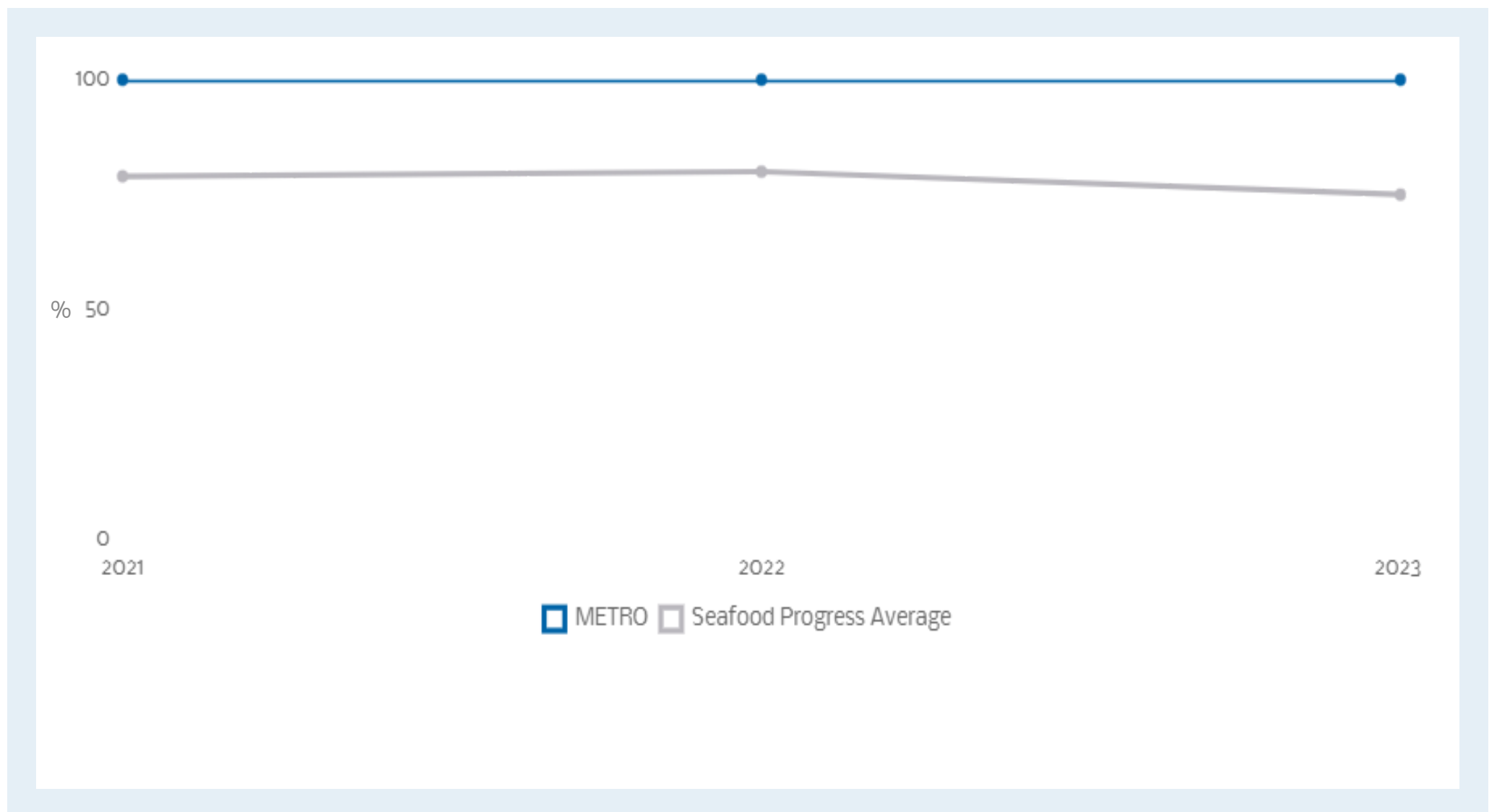
6.1 Farmed Atlantic salmon (*Salmo salar*)



METRO is committed to not selling any genetically engineered or modified farmed salmon products, and reports annually on compliance through its CSR reports (most recently through its [2022 report](#)).

- ✘ 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).

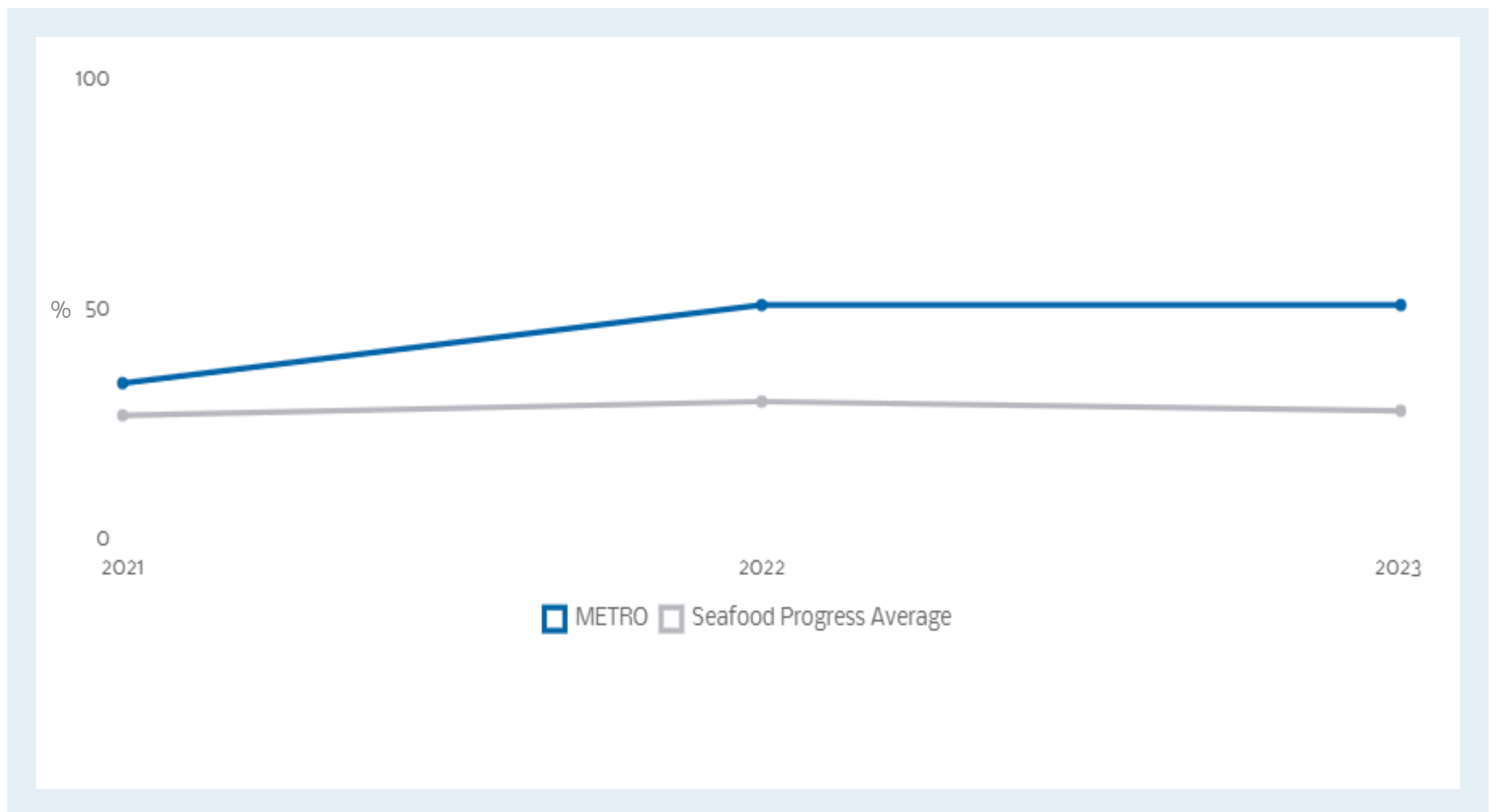
6.2 Farmed shrimp and prawns (Multiple spp).



All of METRO's farmed shrimp and prawns are at least BAP 2 star, ASC or Organic certified, and the products that are Organic certified are also Ocean Wise Recommended. METRO also has a full chain traceability policy in place which implies that it prioritizes sourcing farmed shrimp products with high levels of traceability (personal communication, E. Brizard, 12/03/2023).

- ✓ 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).

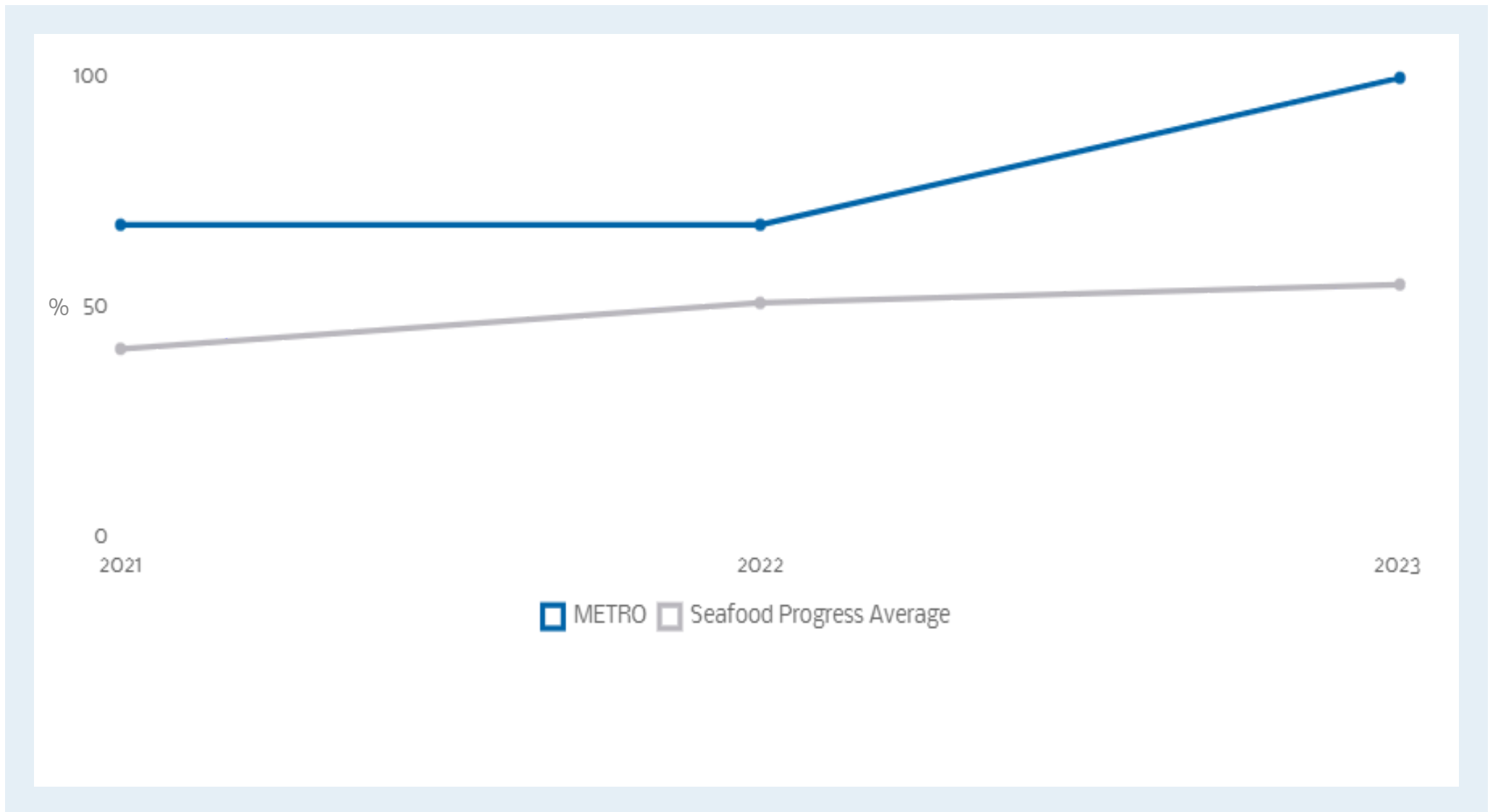
6.3 Skipjack tuna (*Katsuwonus pelamis*)



METRO preferentially sources from tuna fisheries that are rated “Best Choice” by Seafood Watch and use manual and selective fishing techniques such as pole and line, and from suppliers who can provide full traceability, including the catching vessel and canning facility. METRO has a full chain traceability system in place that applies to all seafood products it sells. Finally, METRO signed on to a letter to the Western and Central Pacific Fisheries Commission (WCPFC) advocating for the implementation of harvest control rules (personal communication, E. Brizard, 06/02/2023).

- ✘ 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



As part of its continuous improvement program, METRO is committed to only sourcing basa and tilapia products that are certified by either BAP 2 star plus, ASC or Global GAP (personal communication, E. Brizard, 06/02/2023). Additionally, in June 2022, METRO became the **first seafood chain** to obtain **Smarter Seafood certification**, which is a program that encourages consumers and food vendors of Quebec to buy the lesser-known species of the St. Lawrence with sustainable development and the protection of biodiversity in mind.

- ✓ 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).