

Seafood Progress

Brand's Commitment to Sustainable and Socially Responsible Seafood

90

2023 aggregate score

Seafood Progress Average **?**:
66

Parent Company
The Jim Pattison Group



Brands profiled



Sustainable Seafood Policy
[Seafood Sourcing Statement](#)



Headquarters
British Columbia, Canada

OVERVIEW



60%

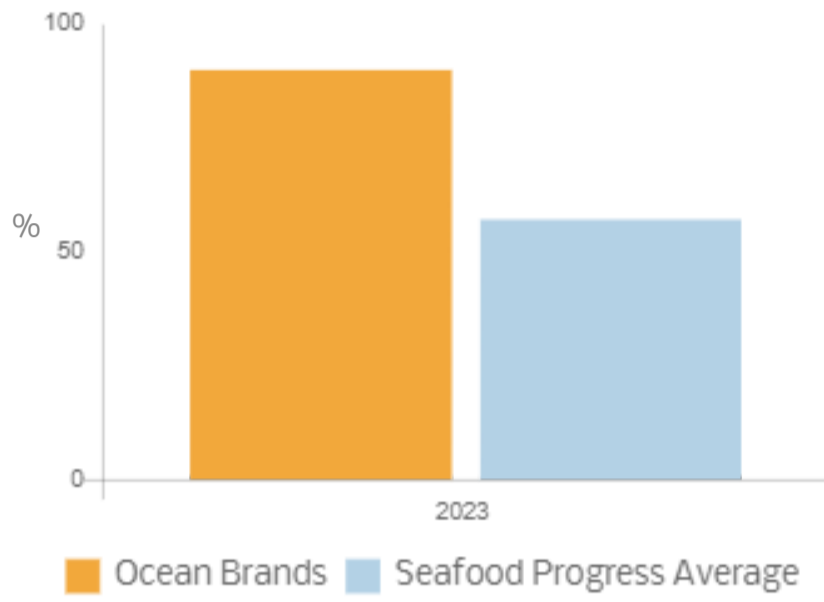
of products sold in 2023 met commitment.

Sustainability Commitment. Ocean Brands' website relays its committed to, by 2025, (1) source a minimum of 50% of its albacore tuna products from MSC certified fisheries, and the remainder from pole and line fisheries, and (2) source 100% of its sardines, crabmeat and clams from MSC certified fisheries. Where MSC certified is not available, Ocean Brands will source from Fishery Improvement Projects (FIPs). Ocean Brands has achieved its commitments for all wild salmon and skipjack tuna to be MSC certified, its yellowfin tuna and oysters to be Ocean Wise Recommended, and for its mackerel and sardines to be sourced from FIPs. Furthermore, Ocean Brands traces information on its products from ocean to table and makes this information available to customers through the product pages on its Gold Seal, Ocean's and Millionaires brand websites (personal communication, A. Cheng, 02/02/2023).

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

Social Responsibility Commitment. Ocean Brands' website states that it is committed to helping achieve the United Nation's Sustainable Development Goal 8.7 (eradicating forced labour, ending modern slavery and human trafficking and securing the prohibition of the worst forms of child labour). As part of this commitment, suppliers of all commodities must sign Ocean Brands' Code of Conduct which is based on the Seafood Task Force's (STF) Code of Conduct and is informed by the United Nations Declaration of Human Rights. Ocean Brands is a member of the STF, which is a collaboration focused on addressing forced labour and human rights through traceability and accountability. All of the facilities and vessels in Ocean Brands' supply chain are to be audited against STF's code of conduct which includes a component on freedom of association. Where possible, Ocean Brands attends the third-party audits of its suppliers across the globe to oversee the process, but does not yet report on the results of these audits (personal communication, A. Cheng, 28/02/2023).

STEP 1: COMMITMENT

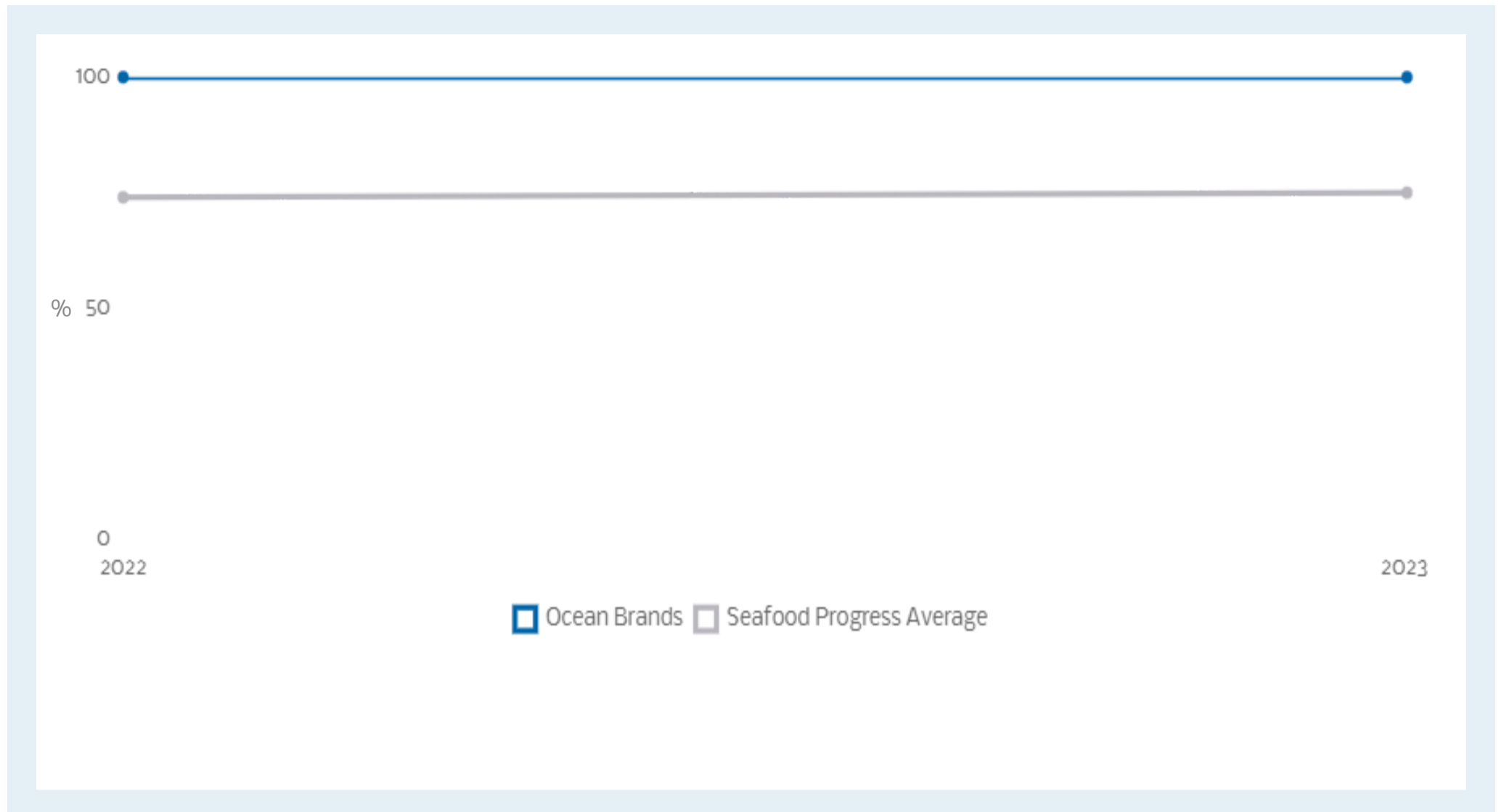


1

Commitment

Does the brand have comprehensive seafood commitments?

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



Ocean Brands' website relays its committed to, by 2025, (1) source a minimum of 50% of its albacore tuna products from MSC certified fisheries, and the remainder from pole and line fisheries, and (2) source 100% of its sardines, crabmeat and clams from MSC certified fisheries. Where MSC certified is not available, Ocean Brands will source from Fishery Improvement Projects (FIPs). Ocean Brands has achieved its commitments for all wild salmon and skipjack tuna to be MSC certified, its yellowfin tuna and oysters to be Ocean Wise Recommended, and for its mackerel and sardines to be sourced from FIPs. Furthermore, Ocean Brands traces information on its products from ocean to table and makes this information available to customers through the product pages on its Gold Seal, Ocean's and Millionaires brand websites (personal communication, A. Cheng, 02/02/2023).

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.

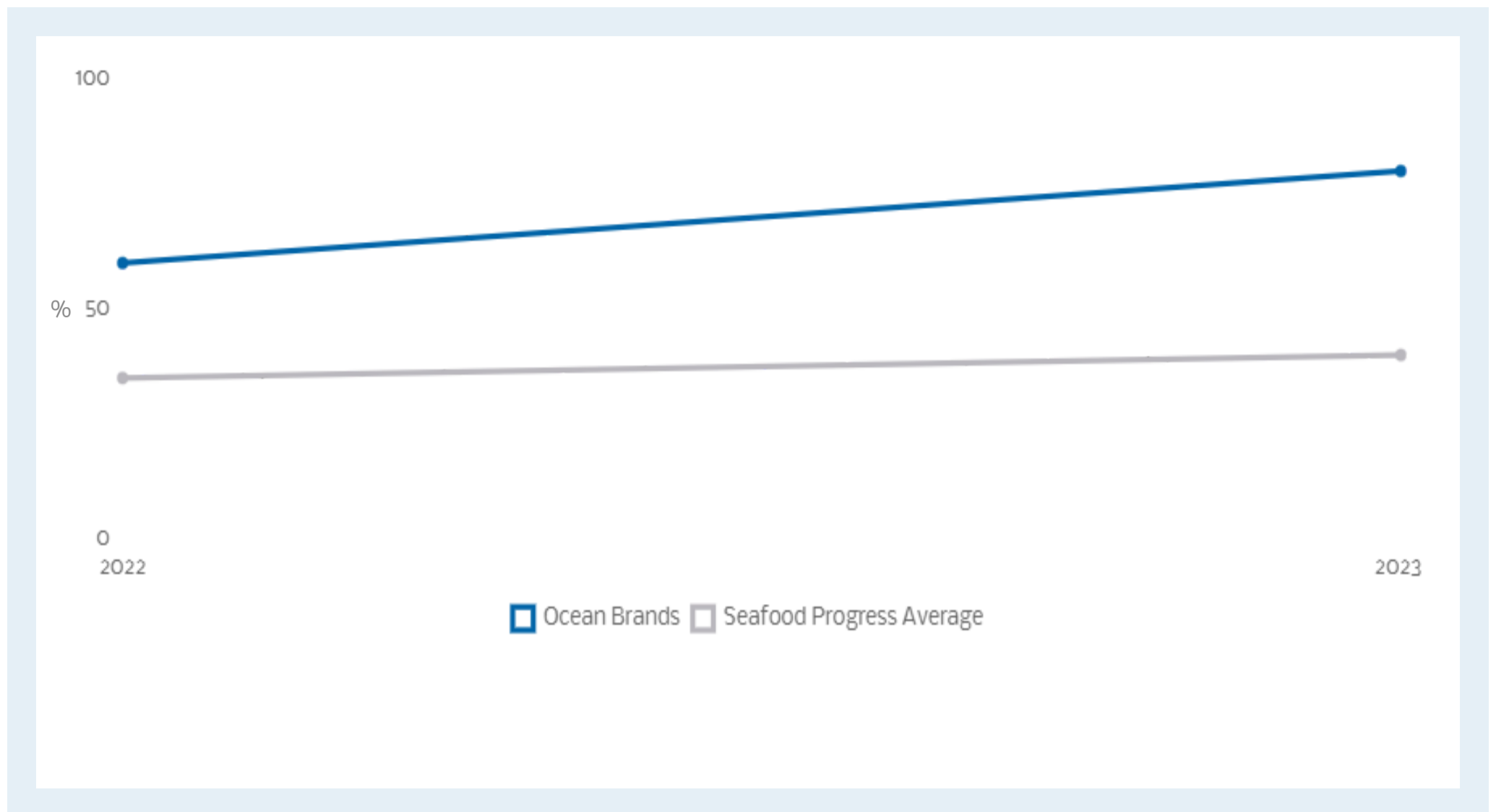
60% Commitment to environmental sustainability that includes clear objectives that are supported by references to credible standards (such as Seafood Watch or Ocean Wise ratings, eco-certifications, etc.).

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 brand has a publicly available commitment on socially responsible seafood.



Ocean Brands' website states that it is committed to helping achieve the United Nation's Sustainable Development Goal 8.7 (eradicating forced labour, ending modern slavery and human trafficking and securing the prohibition of the worst forms of child labour). As part of this commitment, suppliers of all commodities must sign Ocean Brands' Code of Conduct which is based on the Seafood Task Force's (STF) **Code of Conduct** and is informed by the United Nations Declaration of Human Rights. Ocean Brands is a member of the STF, which is a collaboration focused on addressing forced labour and human rights through traceability and accountability. All of the facilities and vessels in Ocean Brands' supply chain are to be audited against STF's code of conduct which includes a component on freedom of association. Where possible, Ocean Brands attends the third-party audits of its suppliers across the globe to oversee the process, but does not yet report on the results of these audits (personal communication, A. Cheng, 28/02/2023).

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.

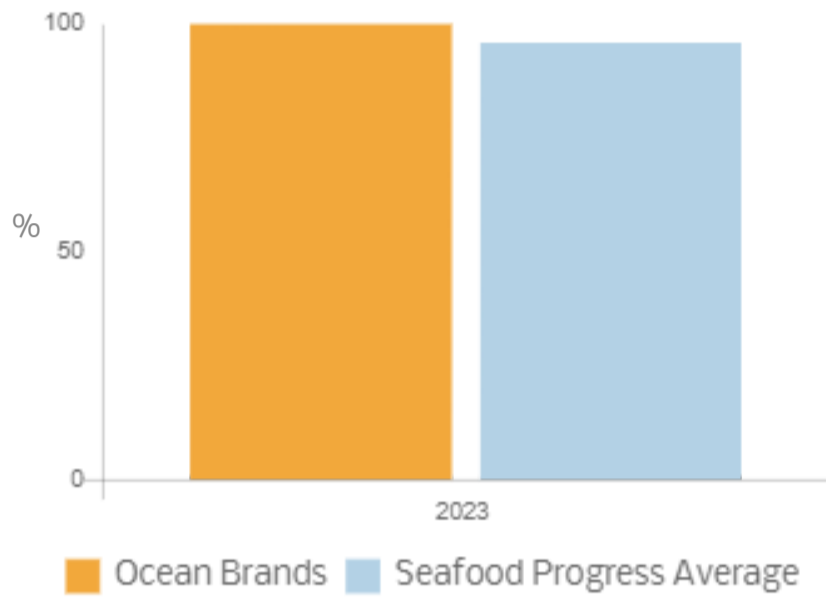
60% Commitment to social responsibility includes clear objectives and actions or expectations for seafood suppliers.

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.

STEP 2: COLLECTING DATA

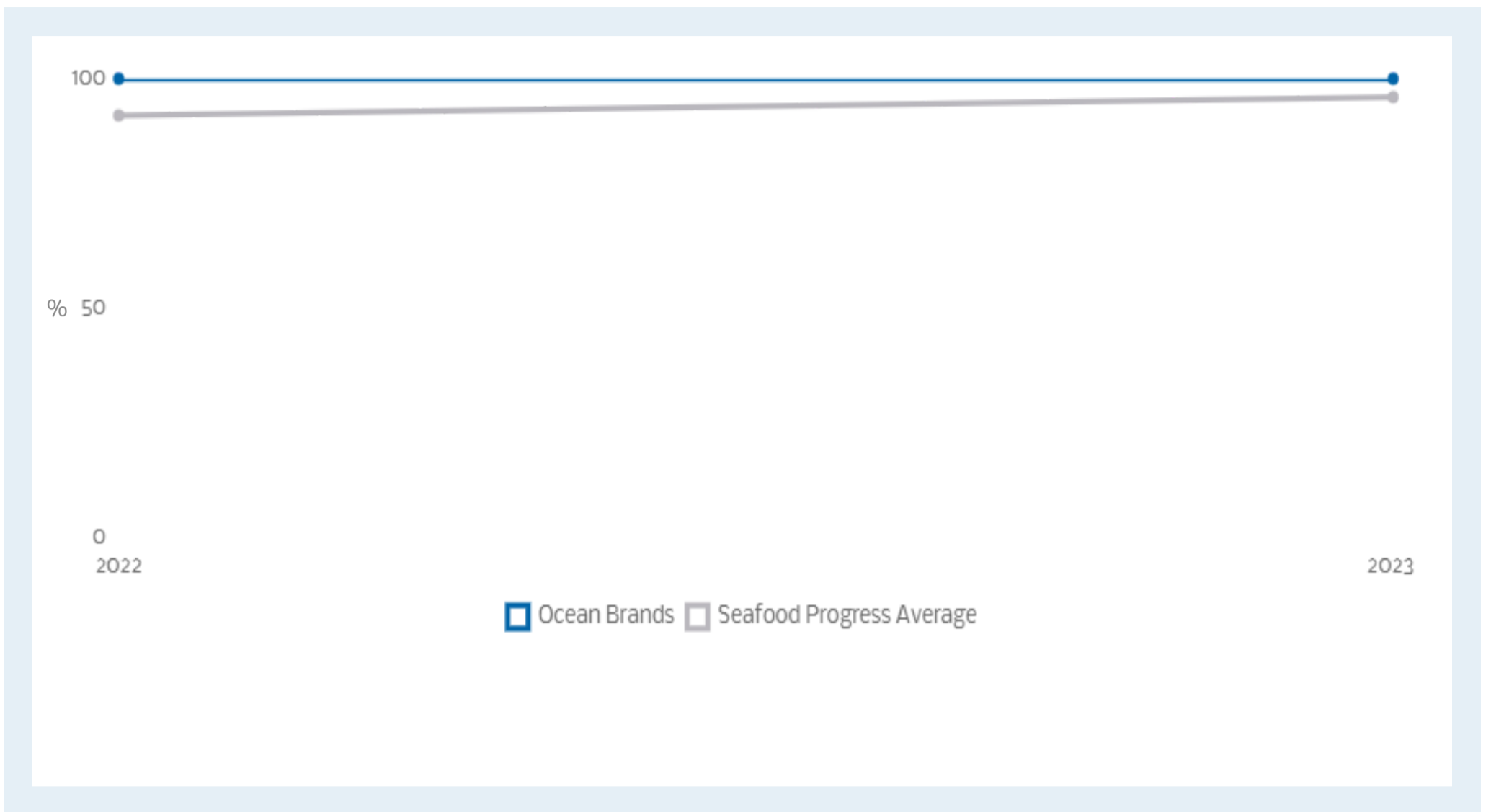


2

Collecting Data

Is the brand collecting data to support its commitment?

2.1 The brand collects data on scientific name.



Ocean Brands' collects data on species scientific name for all its products (personal communication, A. Cheng, 02/02/2023).

Scoring

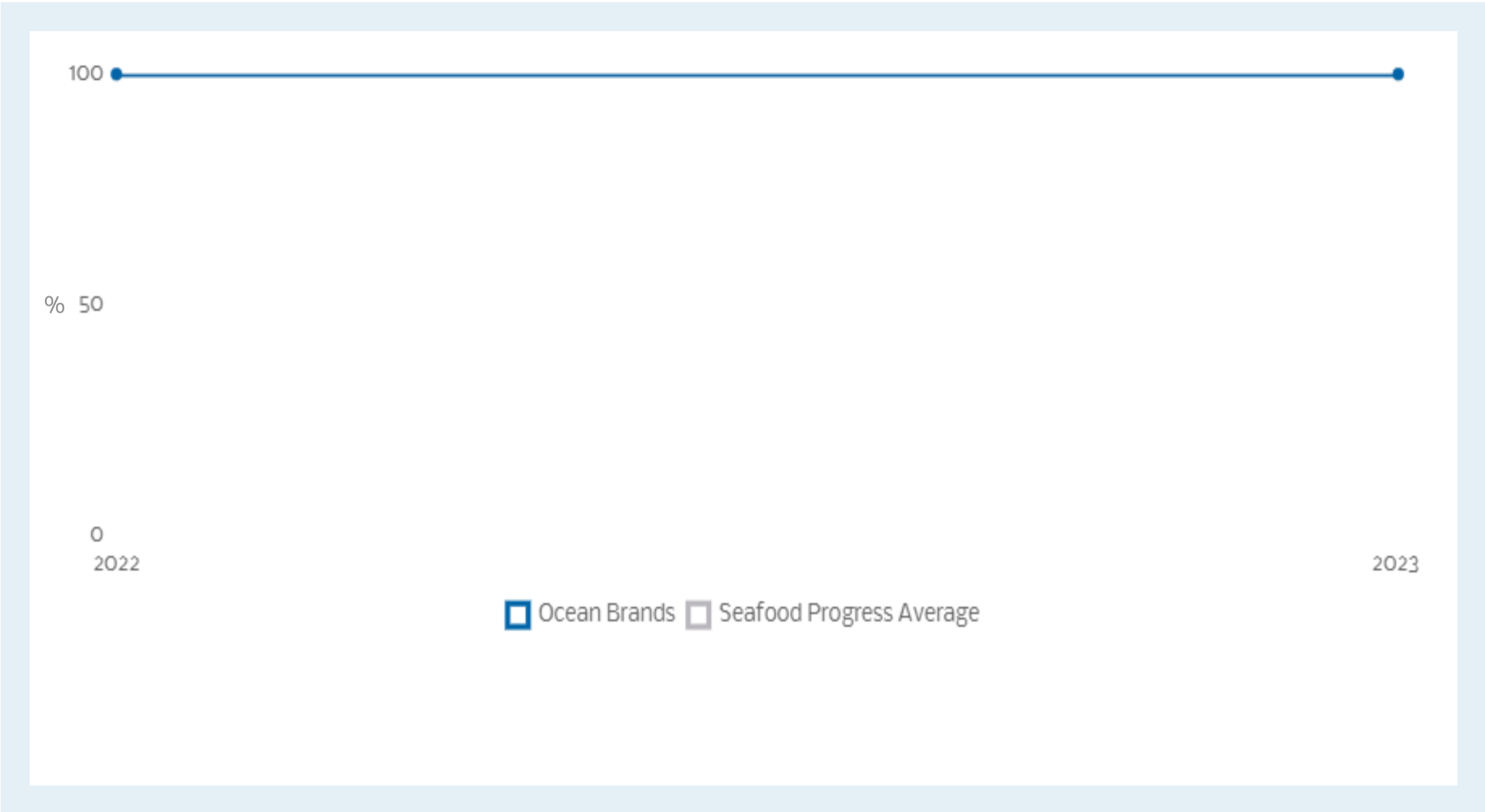


100% Collects data for all products included in the grocer's commitment.

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

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

2.2 The brand collects data on geographic origin.

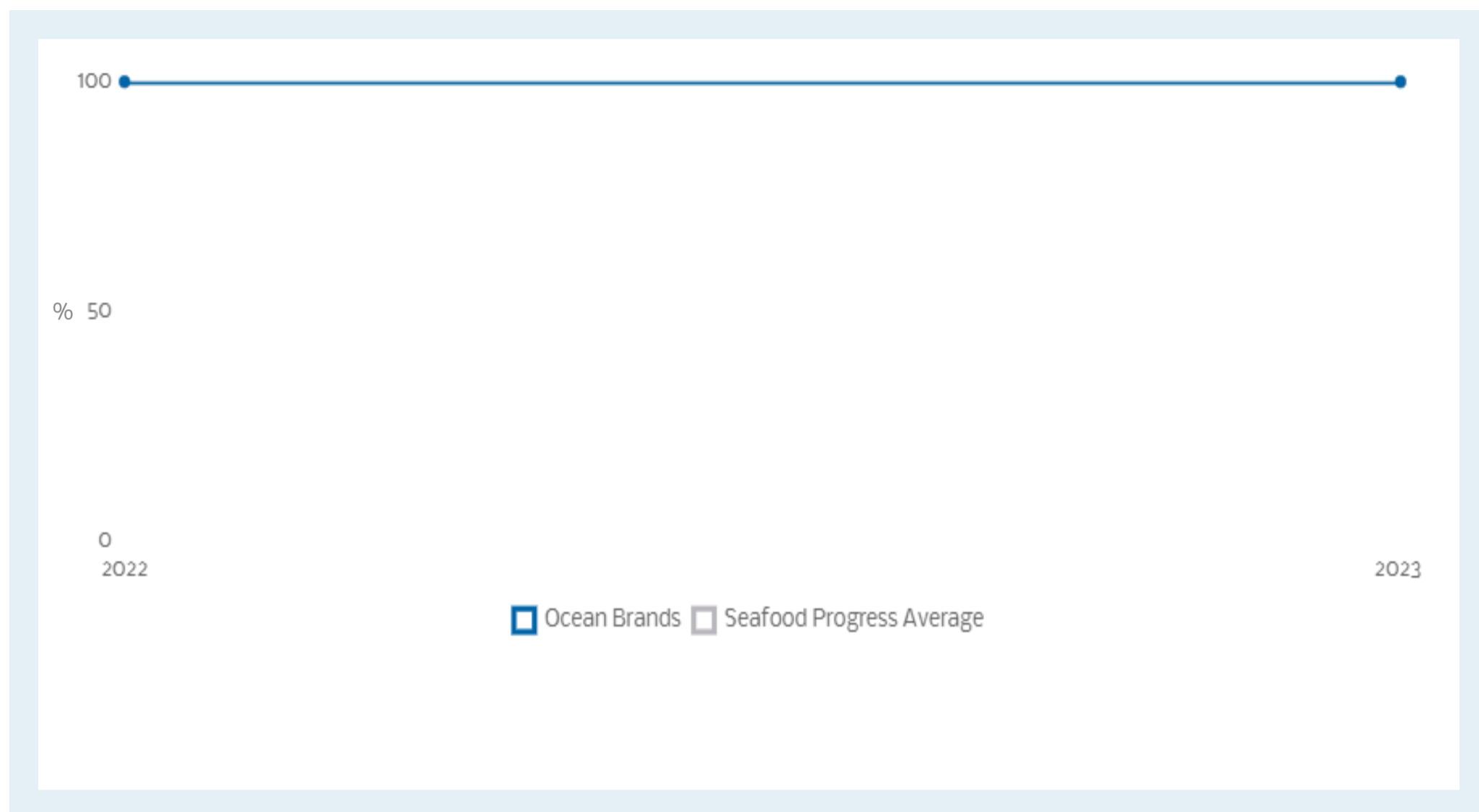


Ocean Brands collects data on geographic origin for all its products (personal communication, A. Cheng, 02/02/2023).

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 brand collects data on whether wild or farmed.



Ocean Brands collects data on whether wild or farmed for all its products (personal communication, A. Cheng, 02/02/2023).

Scoring

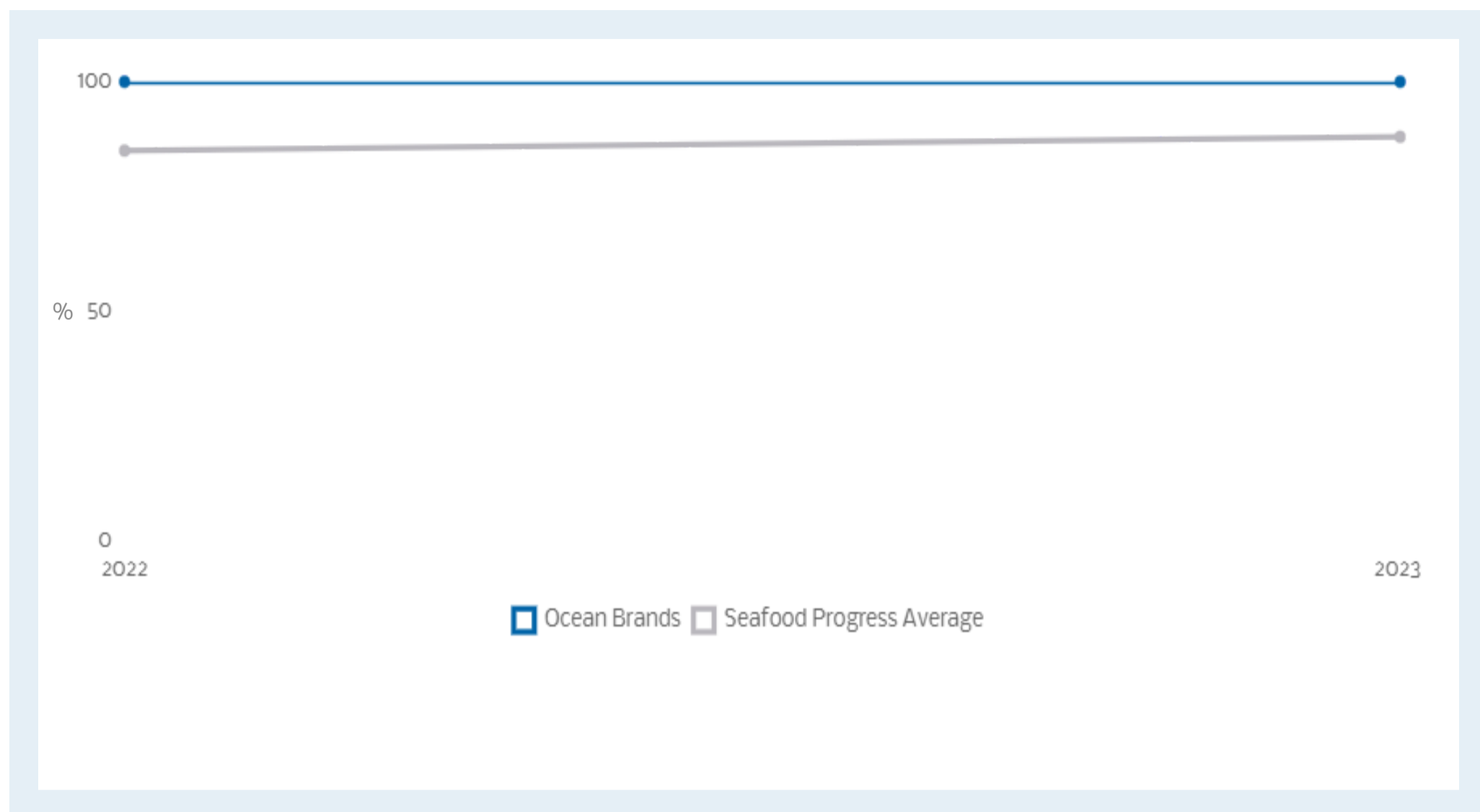


100% Collects data for all products included in the grocer's commitment.

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

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

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



Ocean Brands collects data on gear type for all its products (personal communication, A. Cheng, 02/02/2023).

Scoring

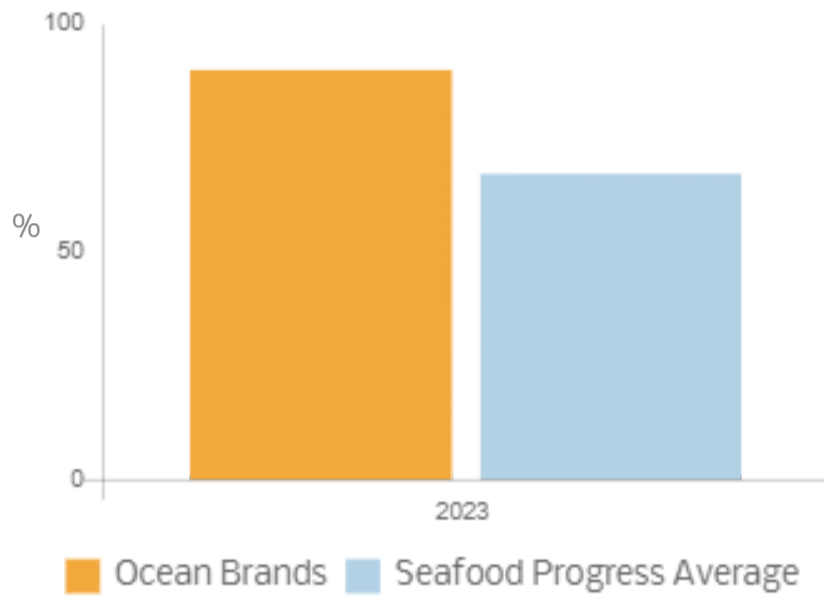


100% Collects data for all products included in the grocer's commitment.

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

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

STEP 3: SOURCING

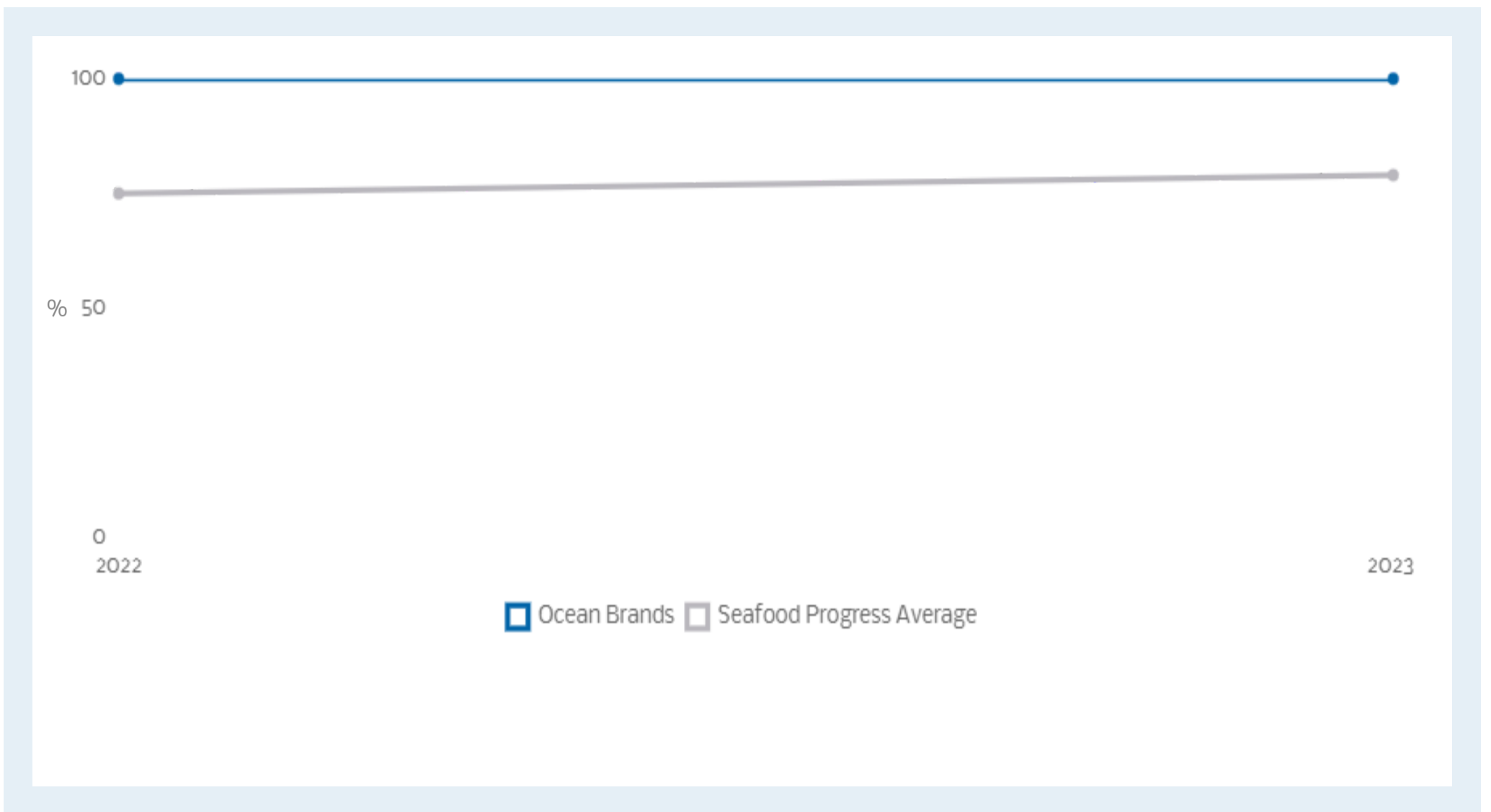


3

Responsible Sourcing

Is the brand making responsible sourcing decisions?

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



Ocean Brands publishes a clear hierarchy of sustainability standards demonstrating its sourcing priorities for all commodities it sells.

Scoring



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

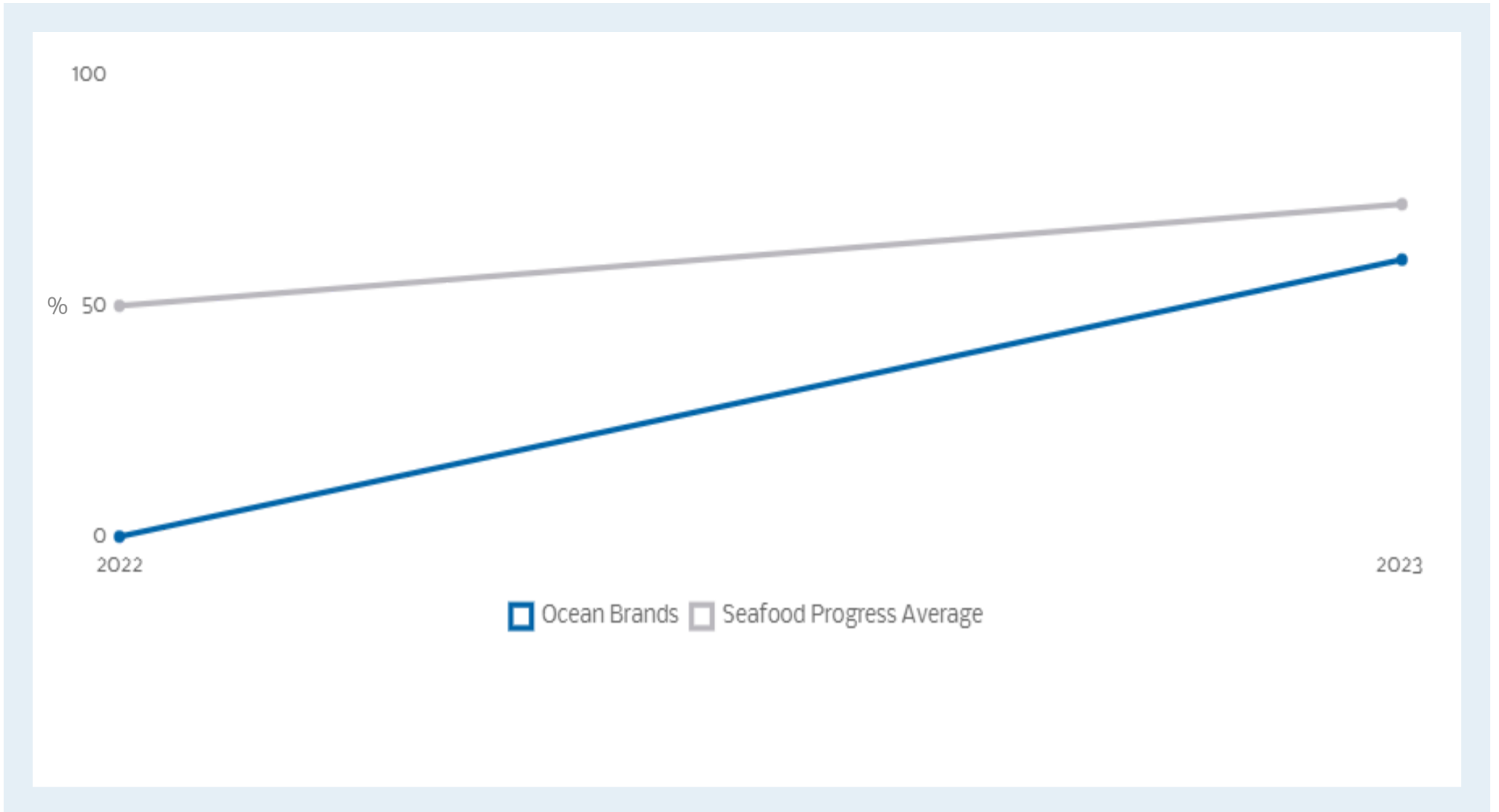
75% Publishes a clear hierarchy of sustainability standards used for sourcing some products, and identifies a general list of sustainability standards that it uses to inform its purchasing decisions for other products.

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



Ocean Brands' reported to SeaChoice that 60% of its products by volume met its sustainable seafood commitment in 2022.

Scoring



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

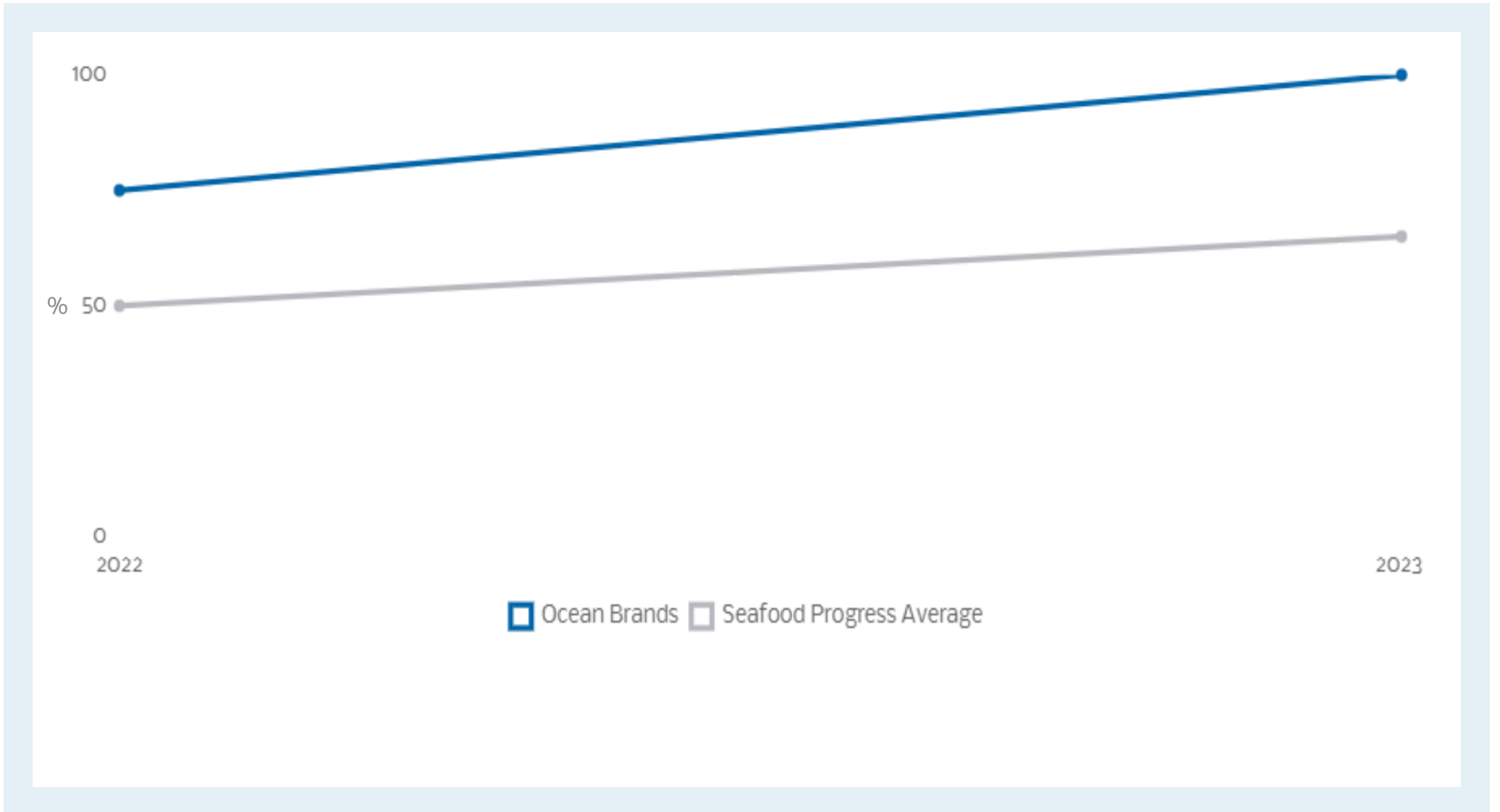
75% Grocer has reported that 75% or more of its seafood sold meets its sustainability commitment.

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 brand's sustainability commitment.



Ocean Brands stipulates the sustainability standards that suppliers are expected to uphold on its purchase orders. The company also obtains a certificate of analysis from all suppliers on an annual basis, and requires suppliers to sign its specification sheets which outline its sustainability commitment (personal communication, A. Cheng, 02/02/2023).

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.

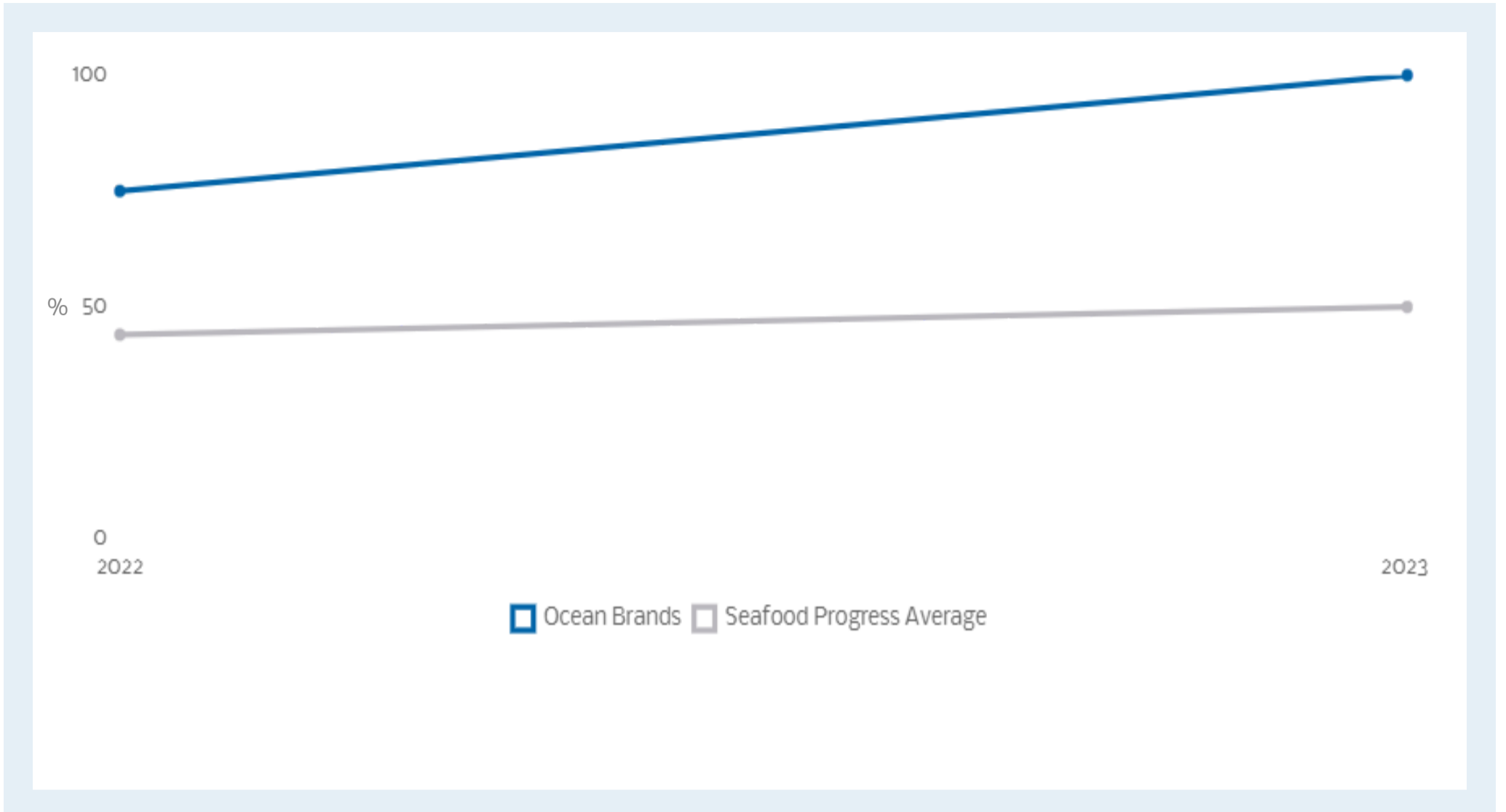
75% All suppliers are required to agree in writing to uphold all of the terms of the grocer's environmental sustainability commitment on at least an annual basis.

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 brand's social responsibility commitment.



Ocean Brands informed SeaChoice that all its suppliers adhere to a strict code of conduct that is informed by the UN Declaration of Human Rights. Additionally, suppliers are subject to social audits following a risk based approach. The audits are conducted by a third-party, but Ocean Brands attends in person where possible to observe and participate in the process (personal communication, A. Cheng, 02/02/2023).

Scoring

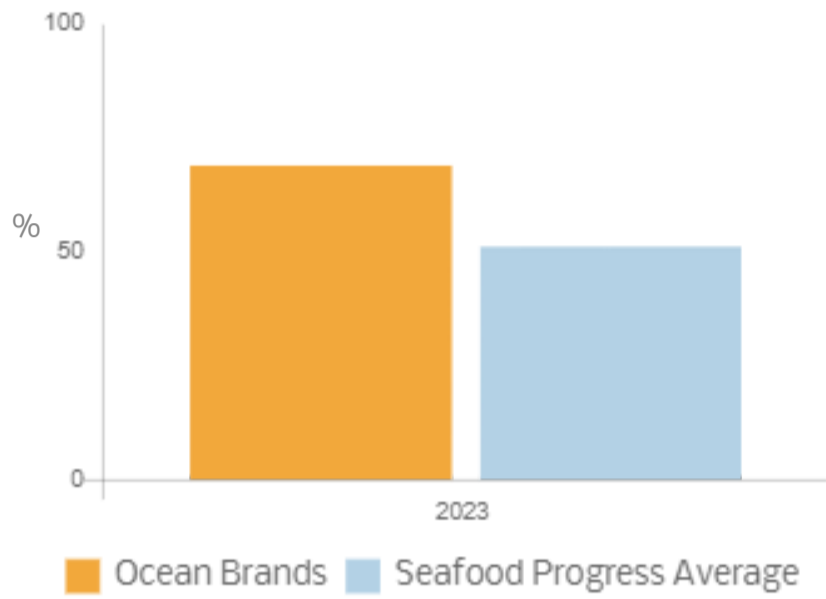


100% All suppliers are required to sign a code of conduct that covers all of the grocer's social responsibility commitment and the grocer actively verifies that this commitment is being upheld by suppliers of high risk products.

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

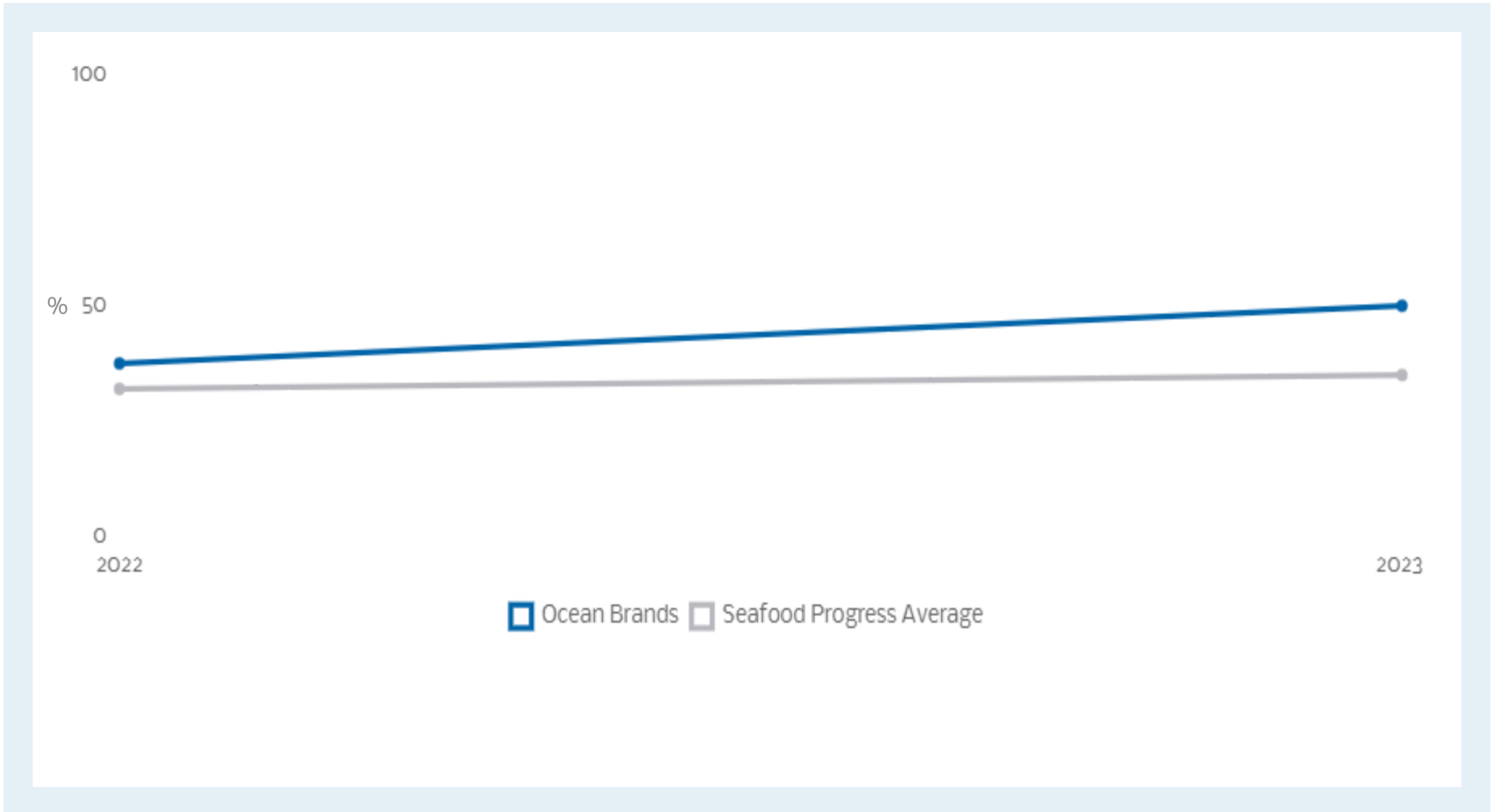


4

Transparency

Is the brand transparent about its commitment to sustainable seafood?

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



Ocean Brands labels all its tuna products with geographic origin and gear type, and all salmon as wild. The company does not label any products with species' scientific name, or its farmed oyster products as farmed or with the production method (personal communication, A. Cheng, 02/02/2023).

Scoring



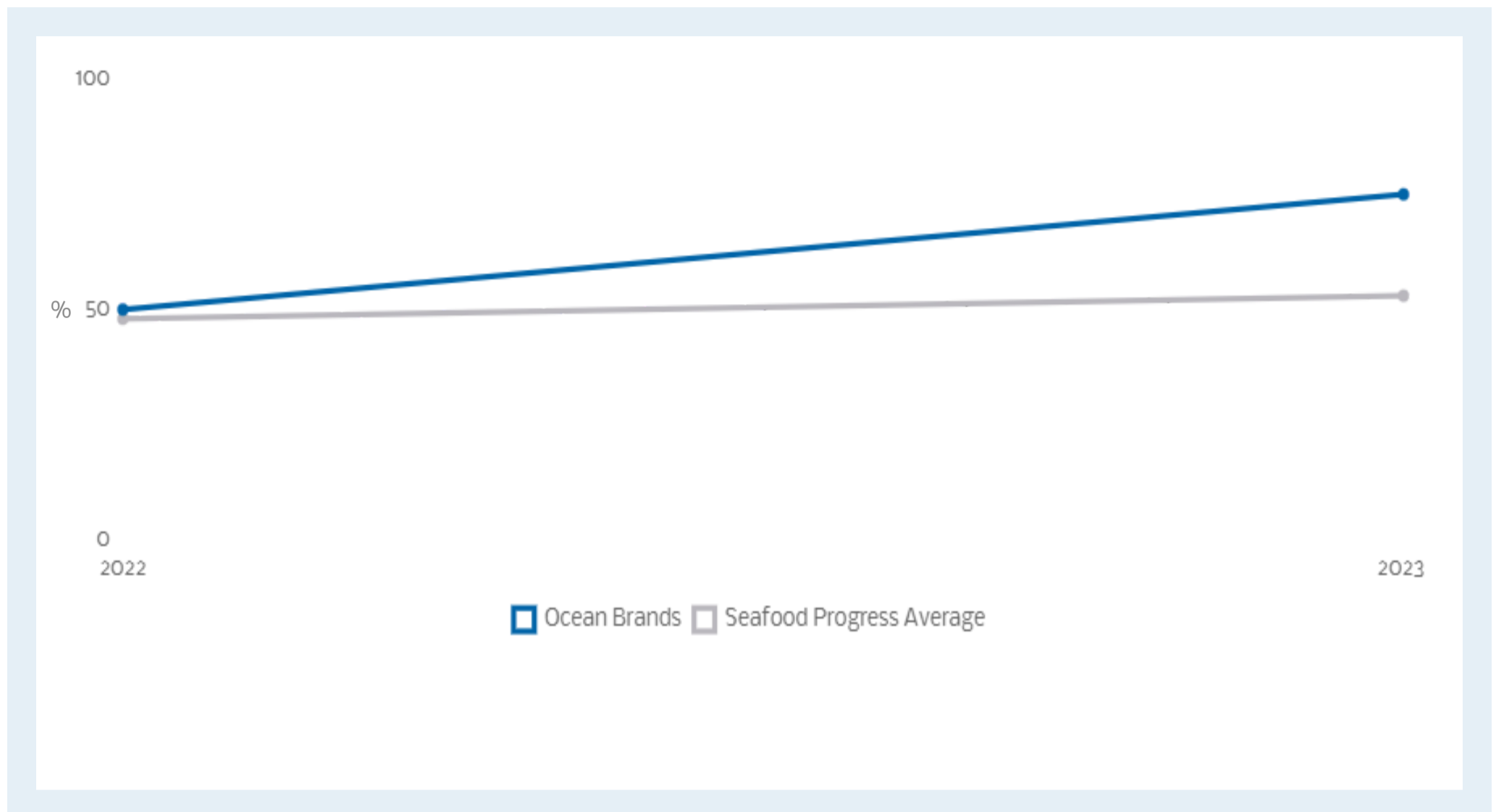
100% The grocer labels all products with the information.

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 brand follows best practice guidelines for making environmental claims on its products.



In an effort to avoid greenwashing consumers, and following SeaChoice’s guidance, Ocean Brands no longer applies its “Ocean Friendly Tuna” or “Responsible Quality” self claims to its labels. The company continues to use the Ocean Wise and Dolphin Friendly endorsement claims on applicable product labels and makes evidence to back up these claims available through the product pages on all three brand websites. Ocean Brands also uses the MSC and ASC logos on certified products which include unique chain of custody numbers that serve as evidence to back up these claims.

Scoring



100% 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).

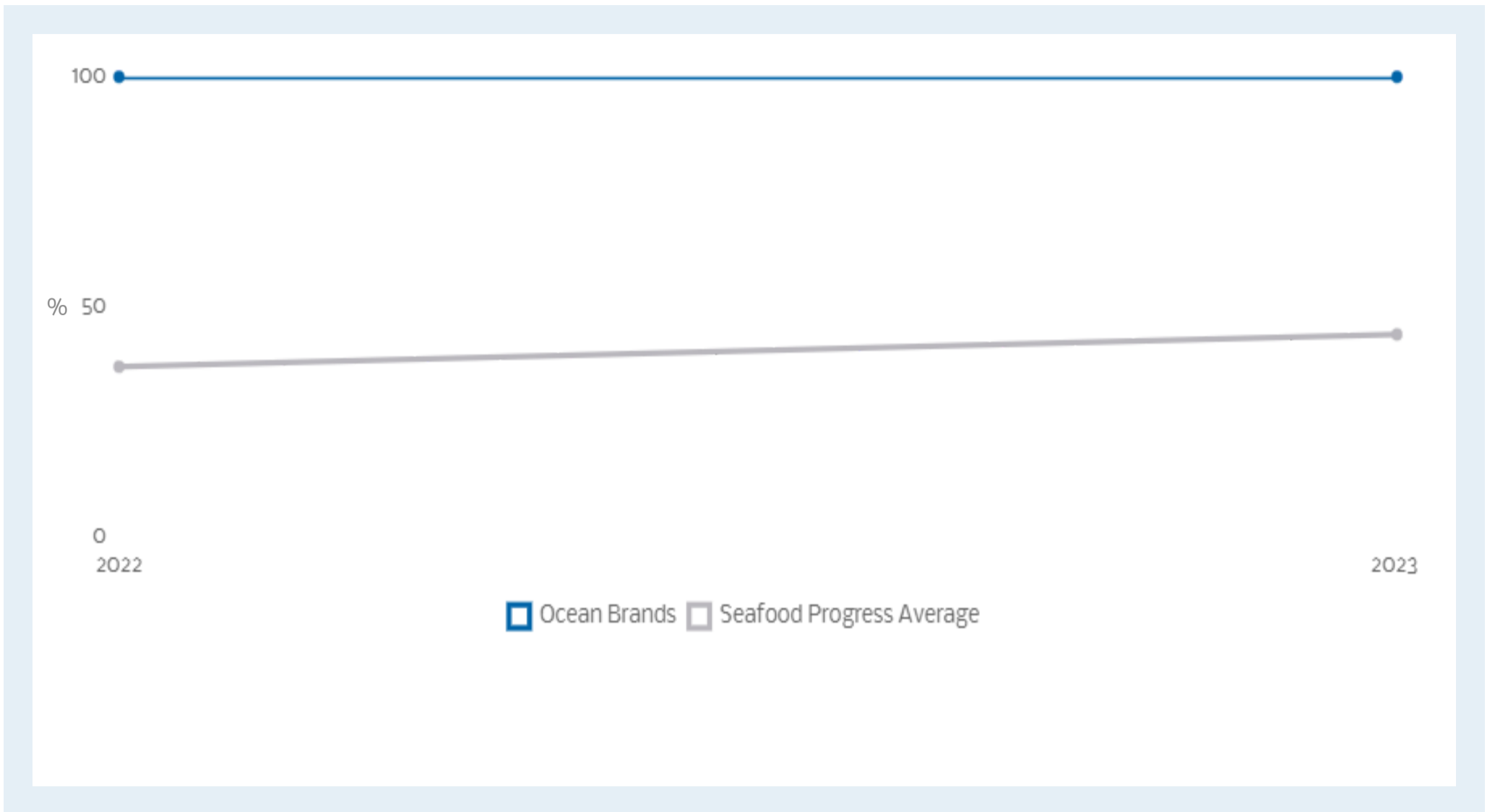
75% The grocer uses certification claims as well as endorsement claims and/or self-declared claims that 1) adhere to ISO 14021 Type II guidance and proof of third-party verification on product labels and 2) makes evidence to back up its claim(s) publicly available.

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 brand's products has been made publicly available.



Ocean Brands shares the scientific name, geographic origin and harvest method for all products on all three of its brand websites, via their product pages.

Scoring



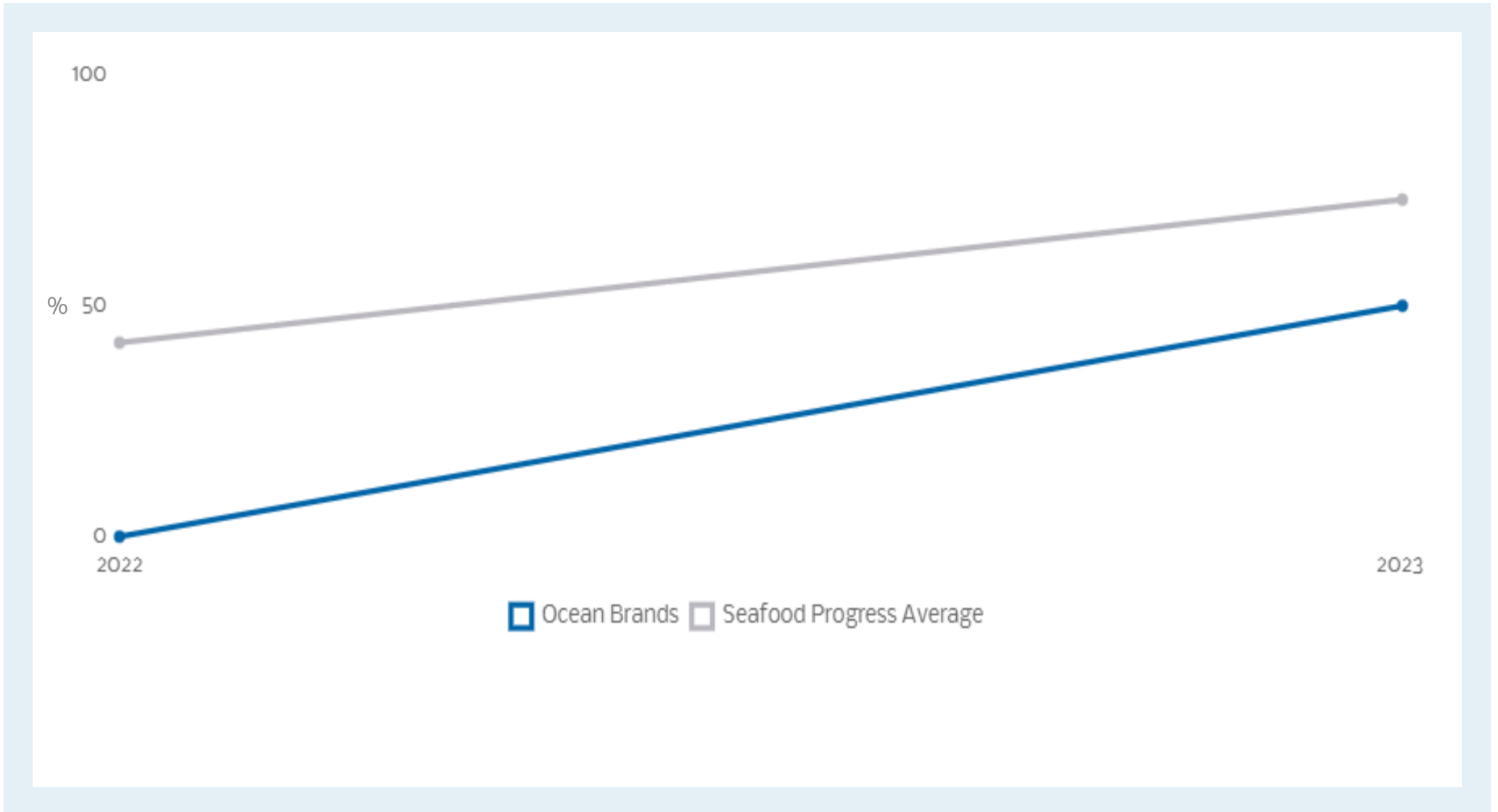
100% Scientific name, geographic origin, gear type AND farming method has been made publicly available for all products.

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 brand publicly reports how much of its seafood meets its sustainability criteria by volume or value of sales on an annual basis.



Ocean Brands reported on the percentage of seafood that was in line with its commitment for the first time through Seafood Progress in 2023.

Scoring

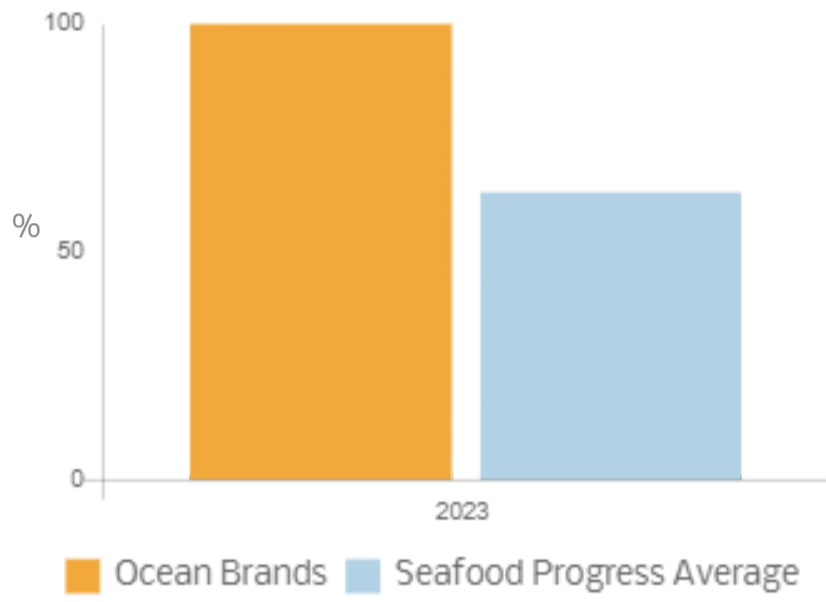


100% The grocer regularly reports publicly how much of its seafood sold meets its commitment by volume or value of sales every year.

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

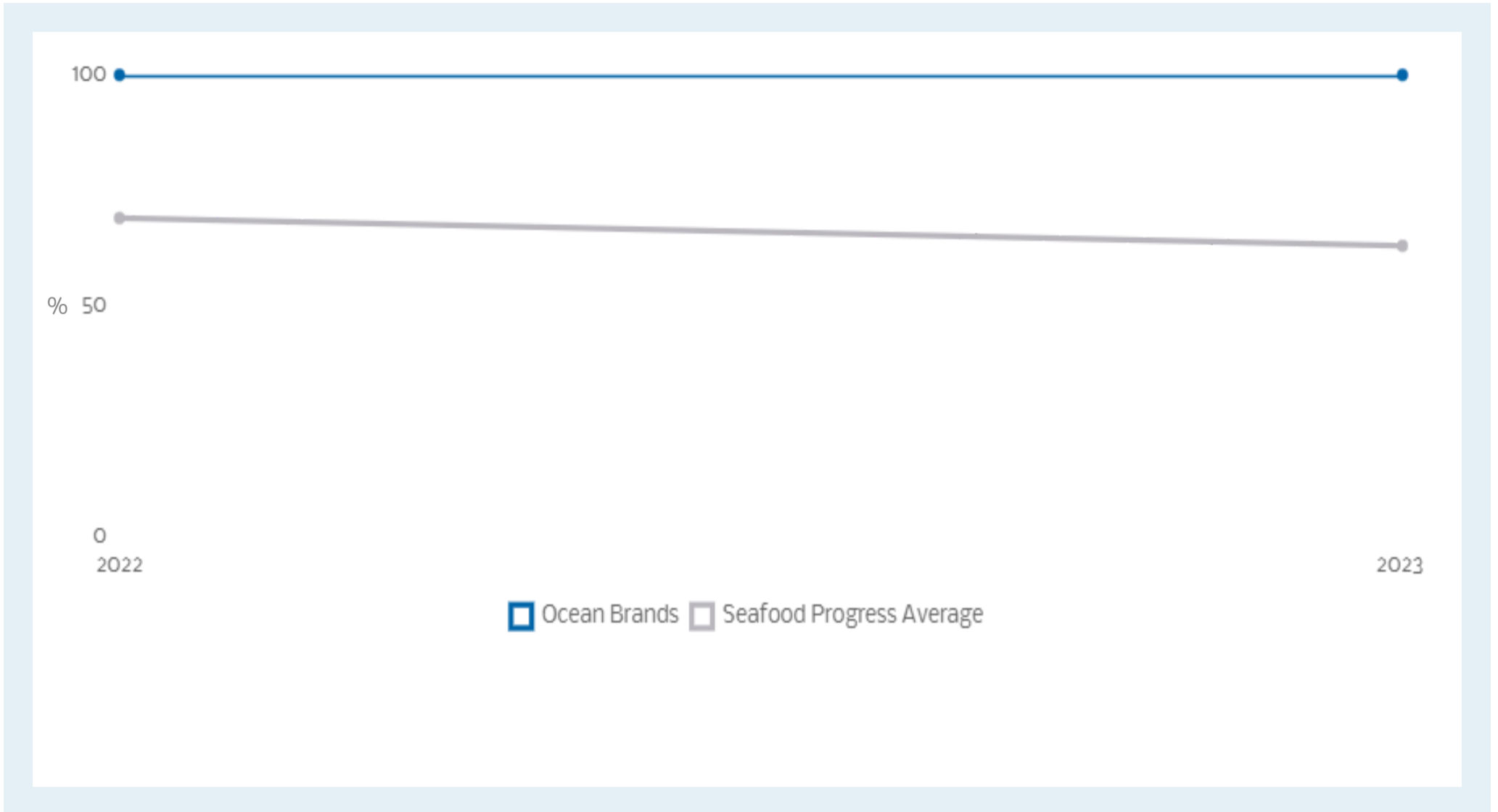


5

Education

Does the brand educate key stakeholders about its seafood commitments?

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



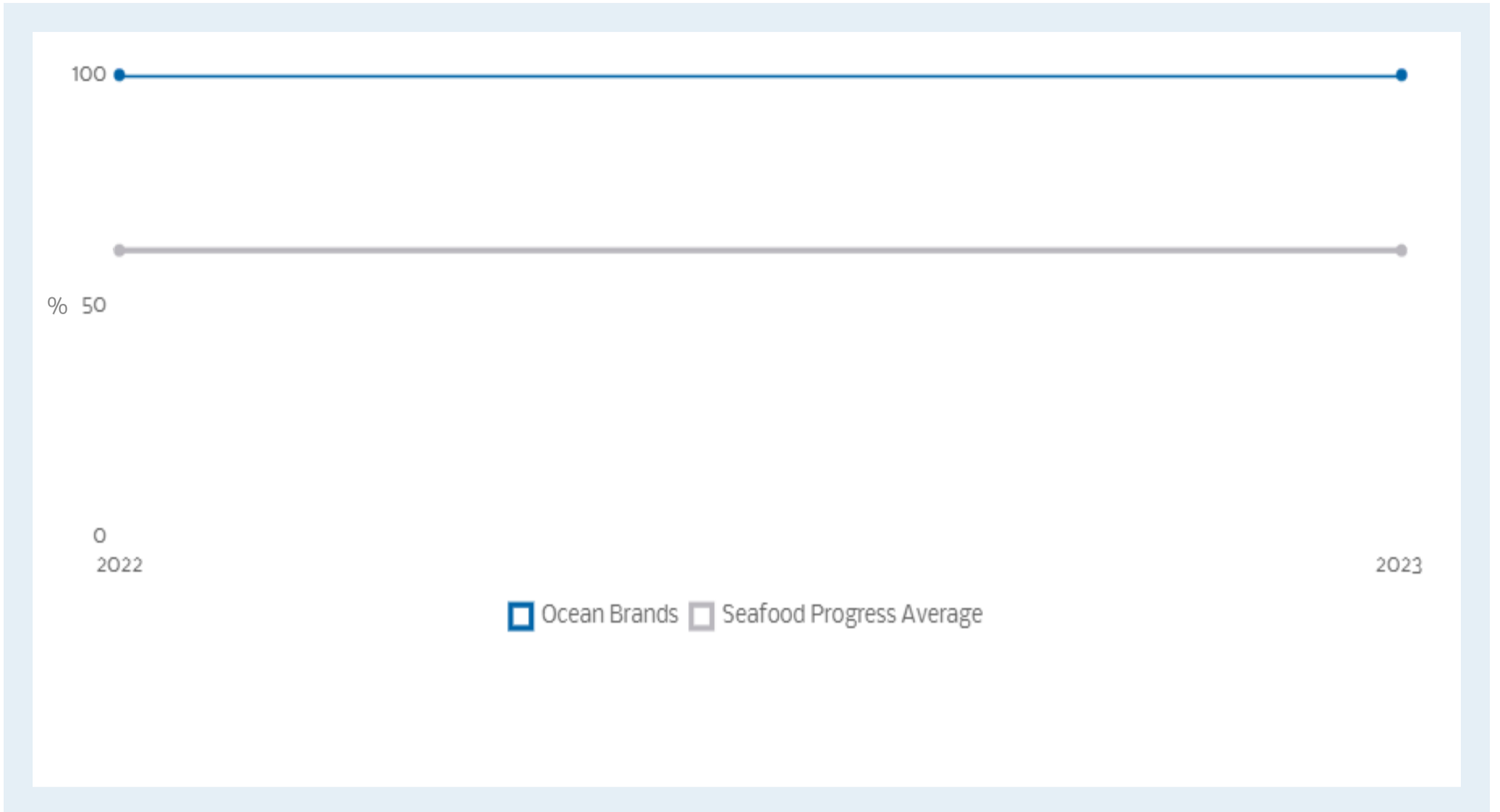
[Ocean Brands' website](#) includes comprehensive descriptions of its commitments to sustainable and socially responsible seafood.

Scoring



- 100% Training programs regularly conducted for all seafood staff.
- 75% Training programs conducted for all seafood staff, but only once.
- 50% Training programs sometimes conducted or for only some seafood staff.
- 0% Training programs not conducted for seafood staff (or no information available).

5.2 The brand has taken actions to ensure its suppliers are aware of its sustainable seafood commitment.



Ocean Brands shares its guiding principle for sourcing with its suppliers as they are considered its partners in achieving its sustainable seafood commitment. Ocean Brands engages with suppliers on its sustainable seafood commitment through Supplier Review Meetings and mentors those that require direct support (personal communication, A. Cheng, 02/02/2023).

Scoring



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

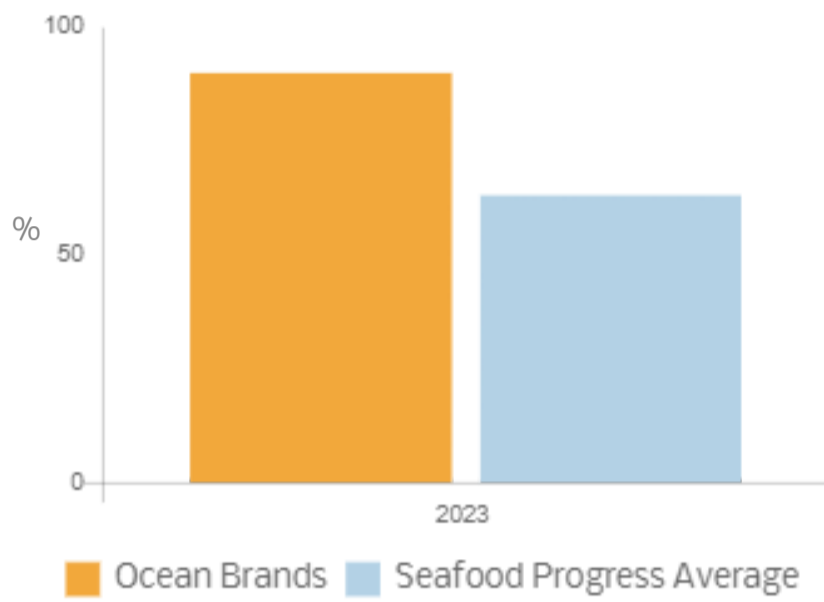
75% There is a comprehensive description of the grocer's commitments to sustainability OR social responsibility in store.

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.

STEP 6: TAKING INITIATIVE

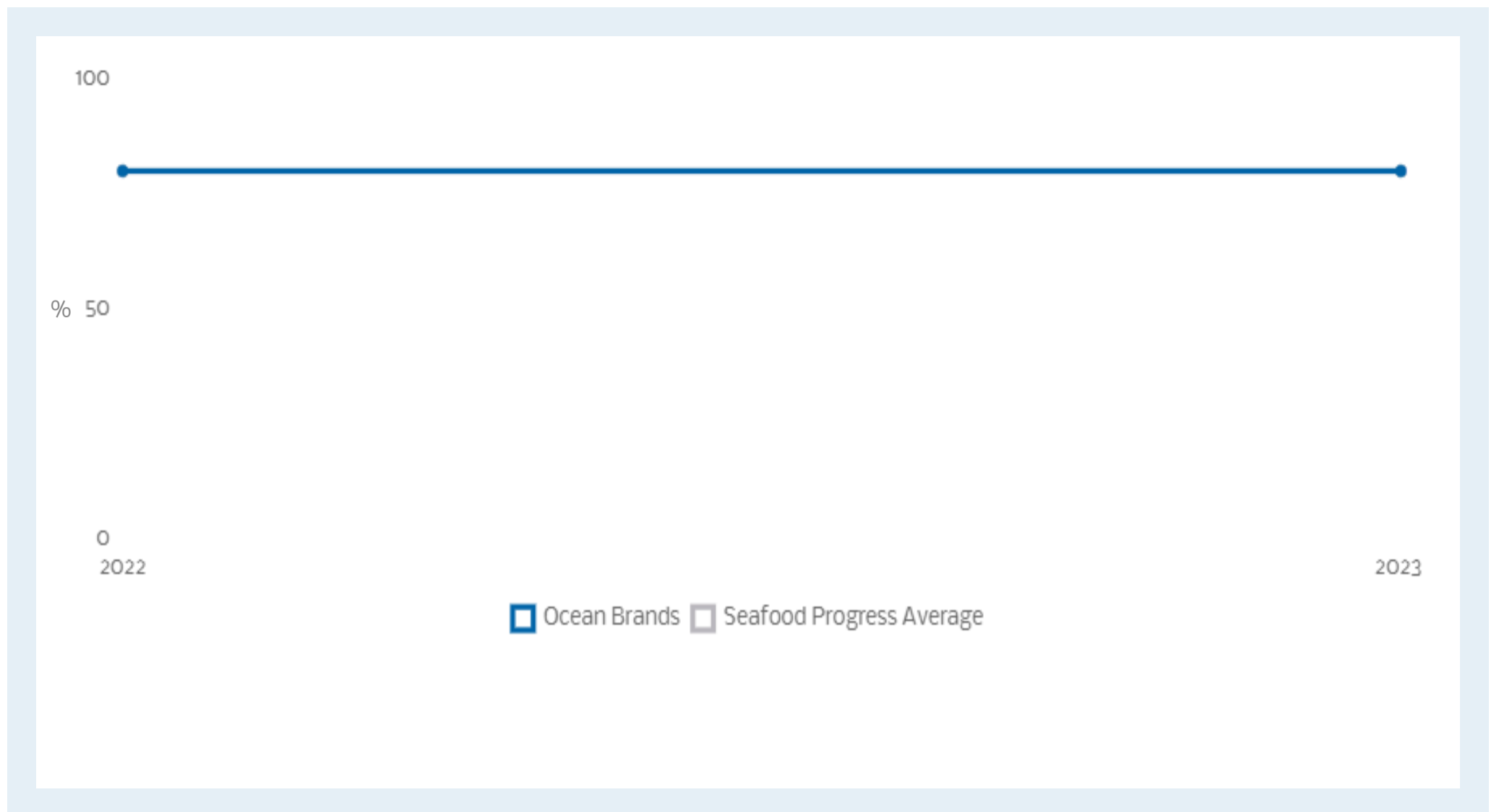


6

Taking Initiative

Does the brand take actions to support improvements to fisheries and aquaculture?

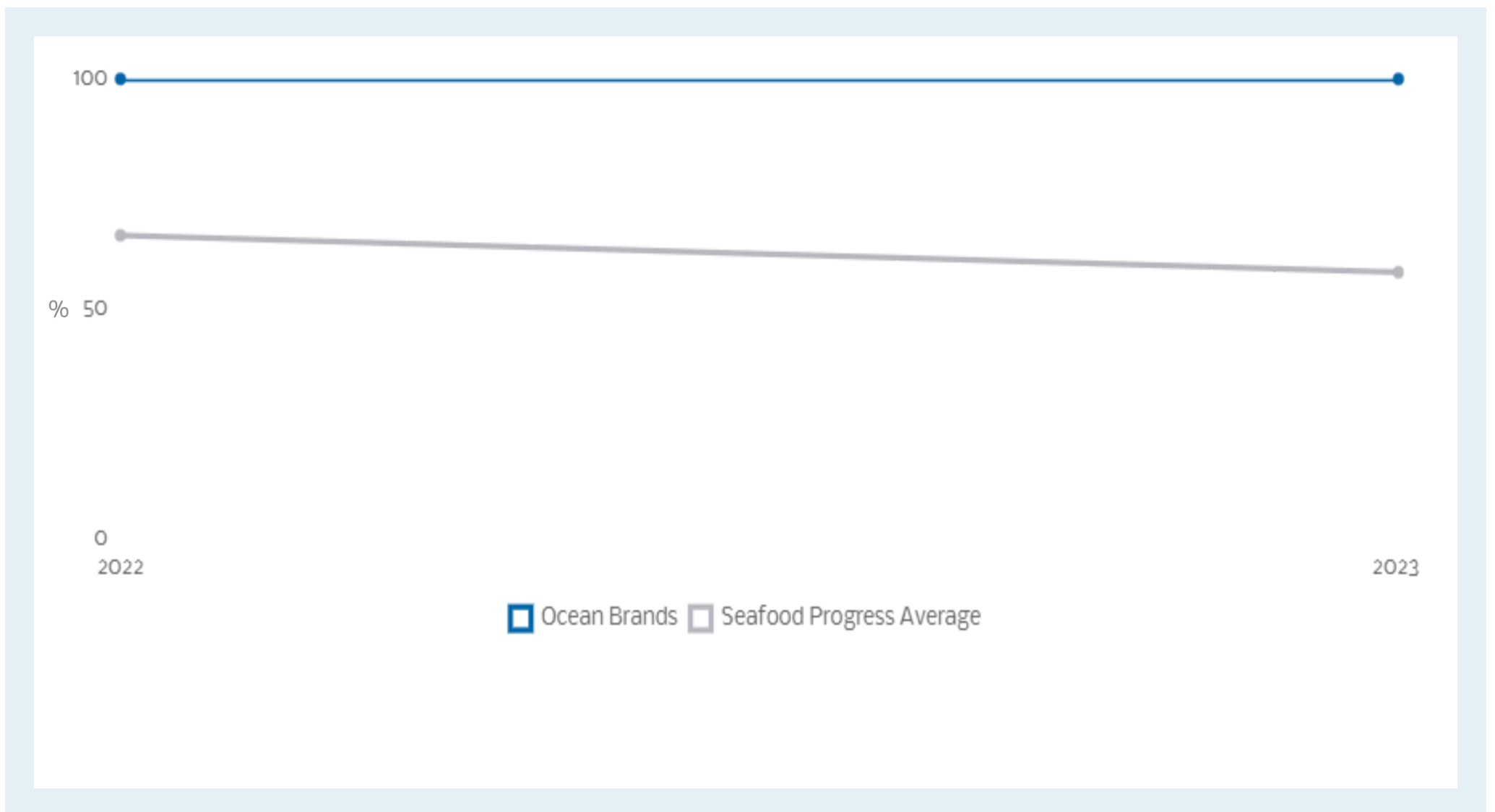
6.3 Skipjack tuna (*Katsuwonus pelamis*)



Ocean Brands signed on to a letter coordinated by the NGO Tuna Forum to the Western and Central Pacific Fisheries Commission (WCPFC) advocating for the adoption and implementation of harvest control strategies to be accelerated. Ocean brands also works with the International Pole and Line Foundation (IPNLF) to support livelihoods in coastal communities throughout the world. Furthermore, the company has been an advocate for pole and line fisheries for over a decade and continues to promote these products to its customers in an attempt to increase demand. Finally, all of Ocean Brands' skipjack tuna is MSC certified which means these products are fully traceable through chain of custody (personal communication, A. Cheng, 02/02/2023).

- ✘ 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 (20 pts).
- ✔ Collaborates with other companies pre-competitively to improve skipjack fishery management practices (20 pts).
- ✘ Works with suppliers or producers directly to improve skipjack fishing practices (20 pts).
- ✔ Preferentially sources pole and line caught skipjack tuna products that meet the highest bars for sustainability, i.e. are MSC certified, Recommended by Ocean Wise and/or rated Best Choice by Seafood Watch (20 pts).
- ✔ Prioritizes sourcing products with high levels of social responsibility and/or traceability (20 pts).

6.4 Other species



Ocean Brands is committed to only sourcing wild salmon that is MSC certified and yellowfin tuna and oysters that are Ocean Wise Recommended. The company is an active member of the Seafood Task Force, and preferentially sources MSC/ASC and/or Ocean Wise Recommended versions of all products. Finally, as a member of the North Atlantic Pelagic Advocacy Group, Ocean Brands signed on to [a letter](#) to Fisheries Ministers in October 2022 calling for tangible action on the sustainable management of pelagic stocks (personal communication, A. Cheng, 02/02/2023).

- ✓ 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/or traceability (20 pts).