

# Seafood Progress

Brand's Commitment to Sustainable and Socially Responsible Seafood

**69**

2023 aggregate  
score

Seafood Progress Average **?**:  
66

Parent Company  
**Ocean Premier Inc.**

**TOPPITS**<sup>®</sup>



Sustainable Seafood Policy  
[Seafood Sourcing Statement](#)



Headquarters  
Ontario, Canada

# OVERVIEW



**76%**

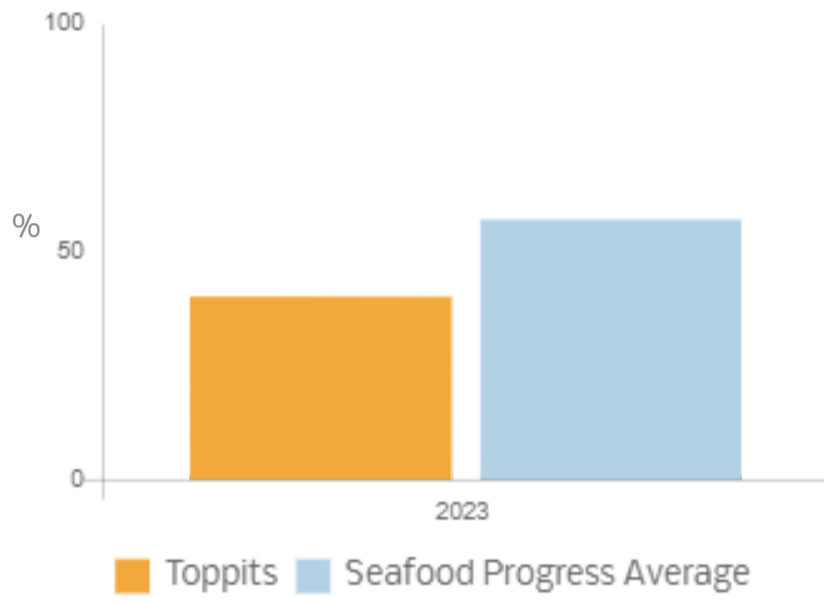
of products sold in 2023 met commitment.

**Sustainability Commitment.** Toppits' website states that it prioritizes sourcing products that meet credible sustainability standards where possible. For its wild seafood, this means sourcing MSC certified products. If MSC certified products are not available, Toppits sources seafood that is Ocean Wise Recommended. For its farmed seafood, this means sourcing BAP certified products first. If BAP certified products are not available, Toppits sources products that are ASC certified. Toppits has a full chain traceability policy in place but has not specified goals or timelines in relation to its commitments (personal communication, C. Maldeniya, 10/01/2023).

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

**Social Responsibility Commitment.** Toppits does not have a publicly available commitment to socially responsible seafood (personal communication, C. Maldeniya, 10/01/2023).

# STEP 1: COMMITMENT

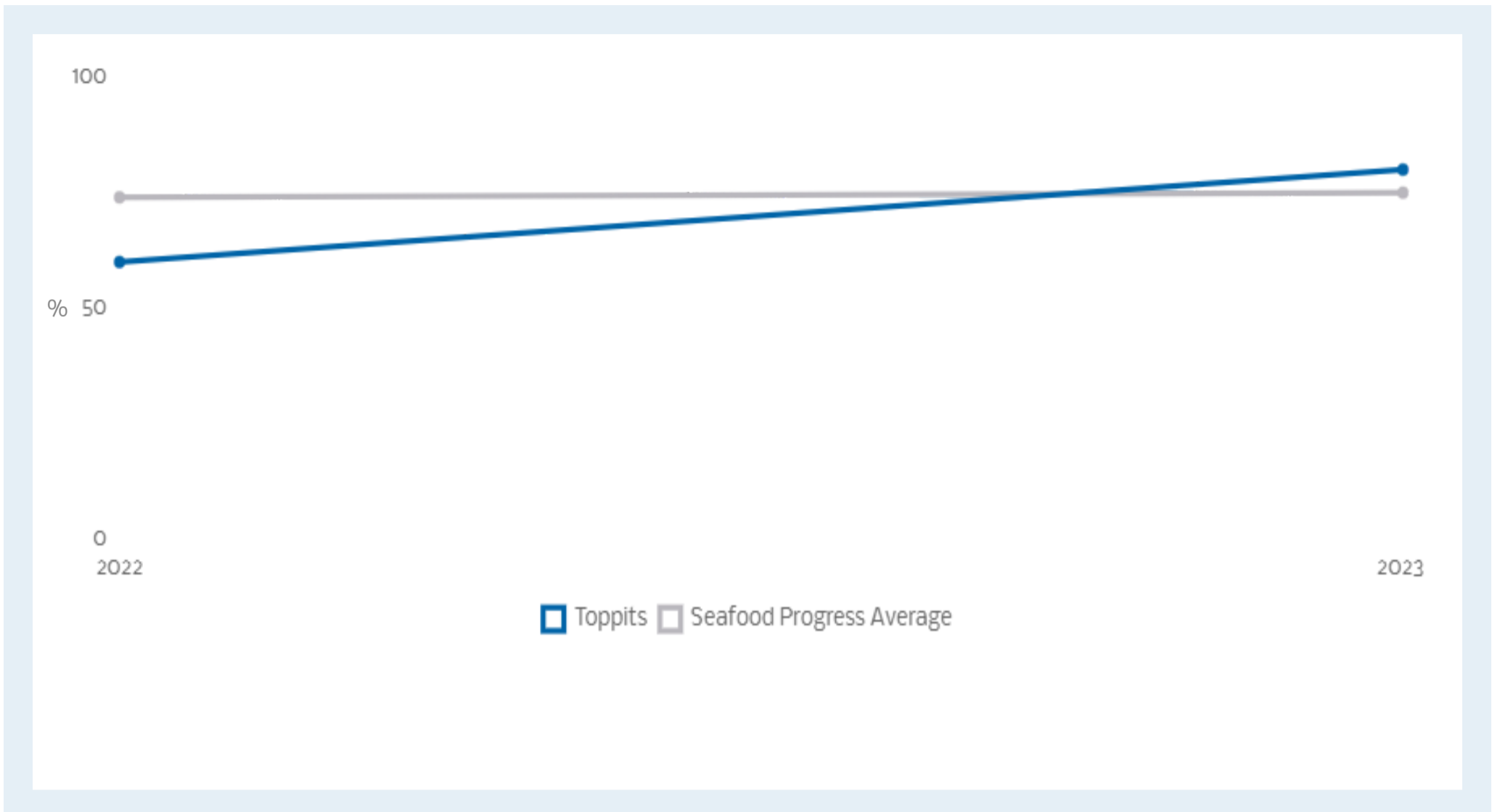


1

## Commitment

Does the brand have comprehensive seafood commitments?

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



**Toppits' website** states that it prioritizes sourcing products that meet credible sustainability standards where possible. For its wild seafood, this means sourcing MSC certified products. If MSC certified products are not available, Toppits sources seafood that is Ocean Wise Recommended. For its farmed seafood, this means sourcing BAP certified products first. If BAP certified products are not available, Toppits sources products that are ASC certified. Toppits has a full chain traceability policy in place but has not specified goals or timelines in relation to its commitments (personal communication, C. Maldeniya, 10/01/2023).

### 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.

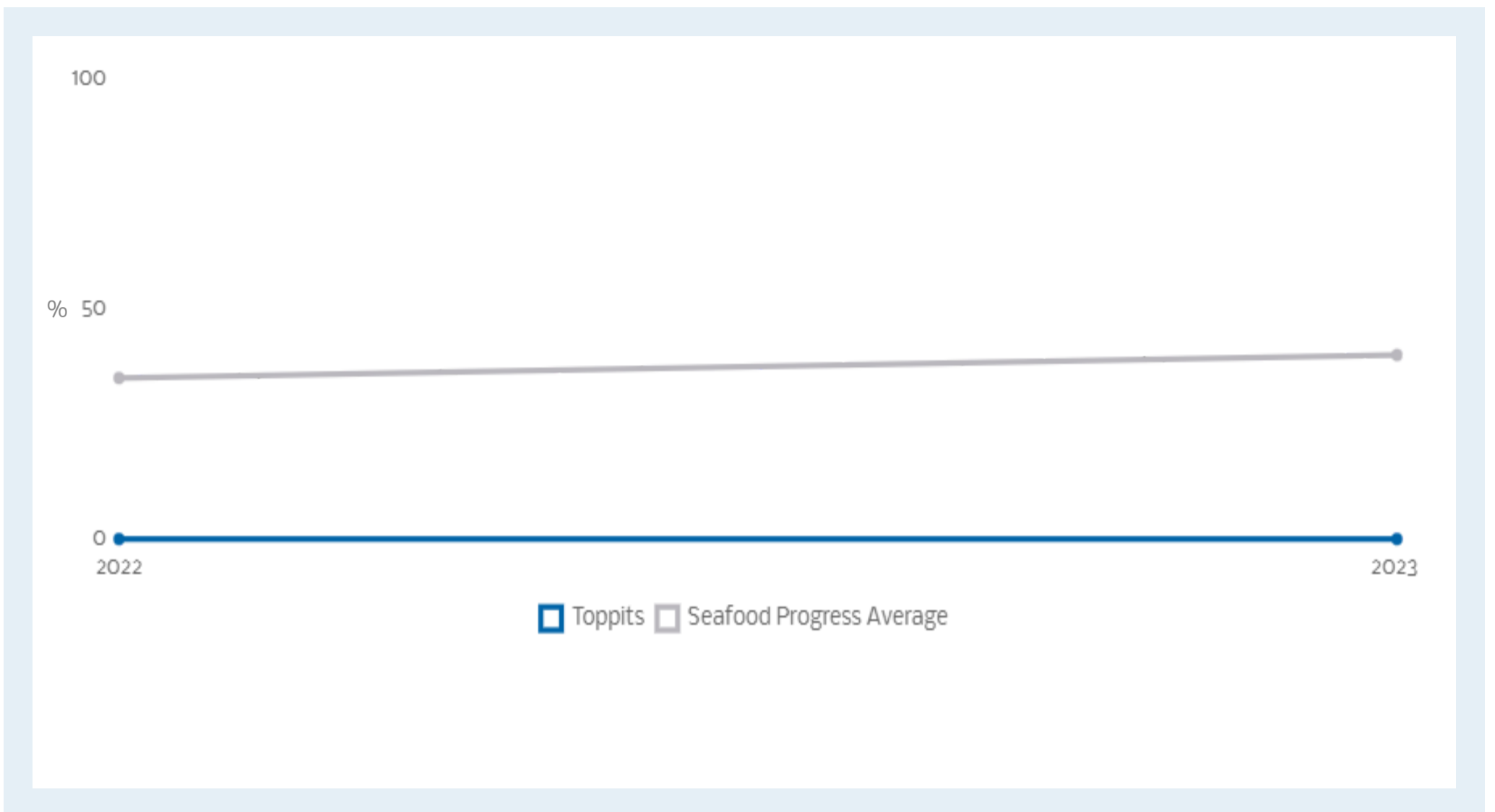
60% Commitment to environmental sustainability that includes clear objectives that are supported by references to credible standards (such as Seafood Watch or Ocean Wise ratings, eco-certifications, etc.).

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.



Toppits does not have a publicly available commitment to socially responsible seafood (personal communication, C. Maldeniya, 10/01/2023).

### 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.

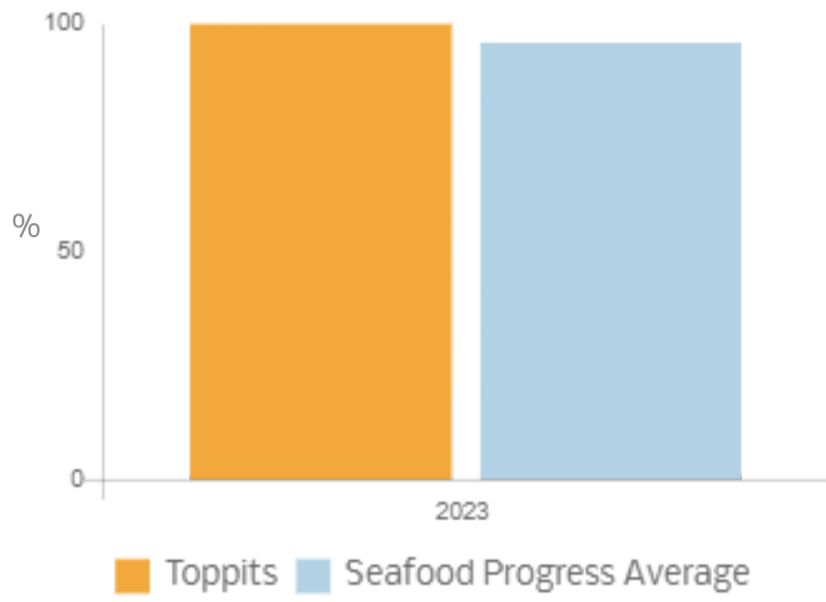
60% Commitment to social responsibility includes clear objectives and actions or expectations for seafood suppliers.

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

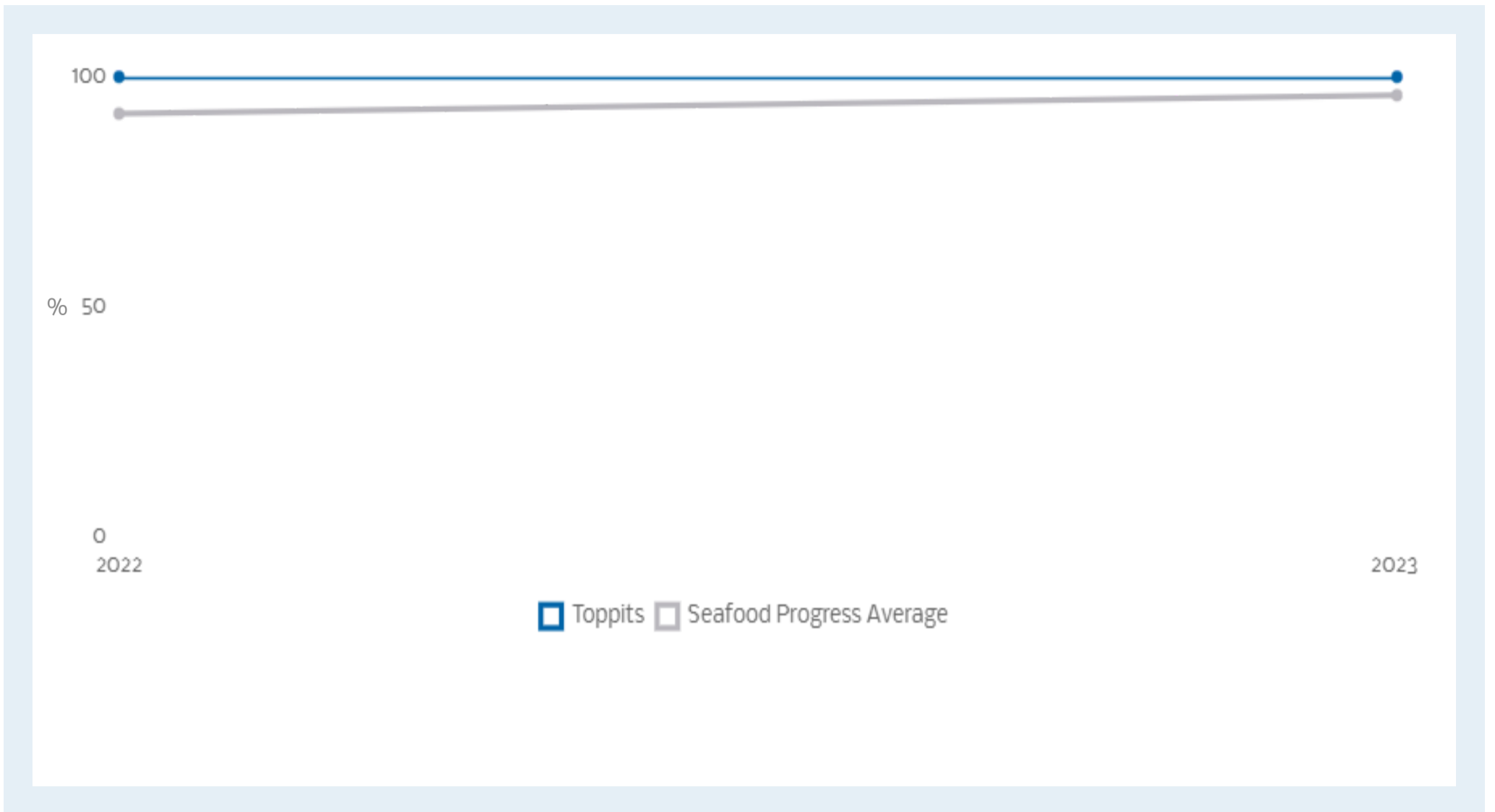


2

## Collecting Data

Is the brand collecting data to support its commitment?

## 2.1 The brand collects data on scientific name.



Toppits collects data on species scientific name for all products (personal communication, C. Maldeniya, 10/01/2023).

### Scoring

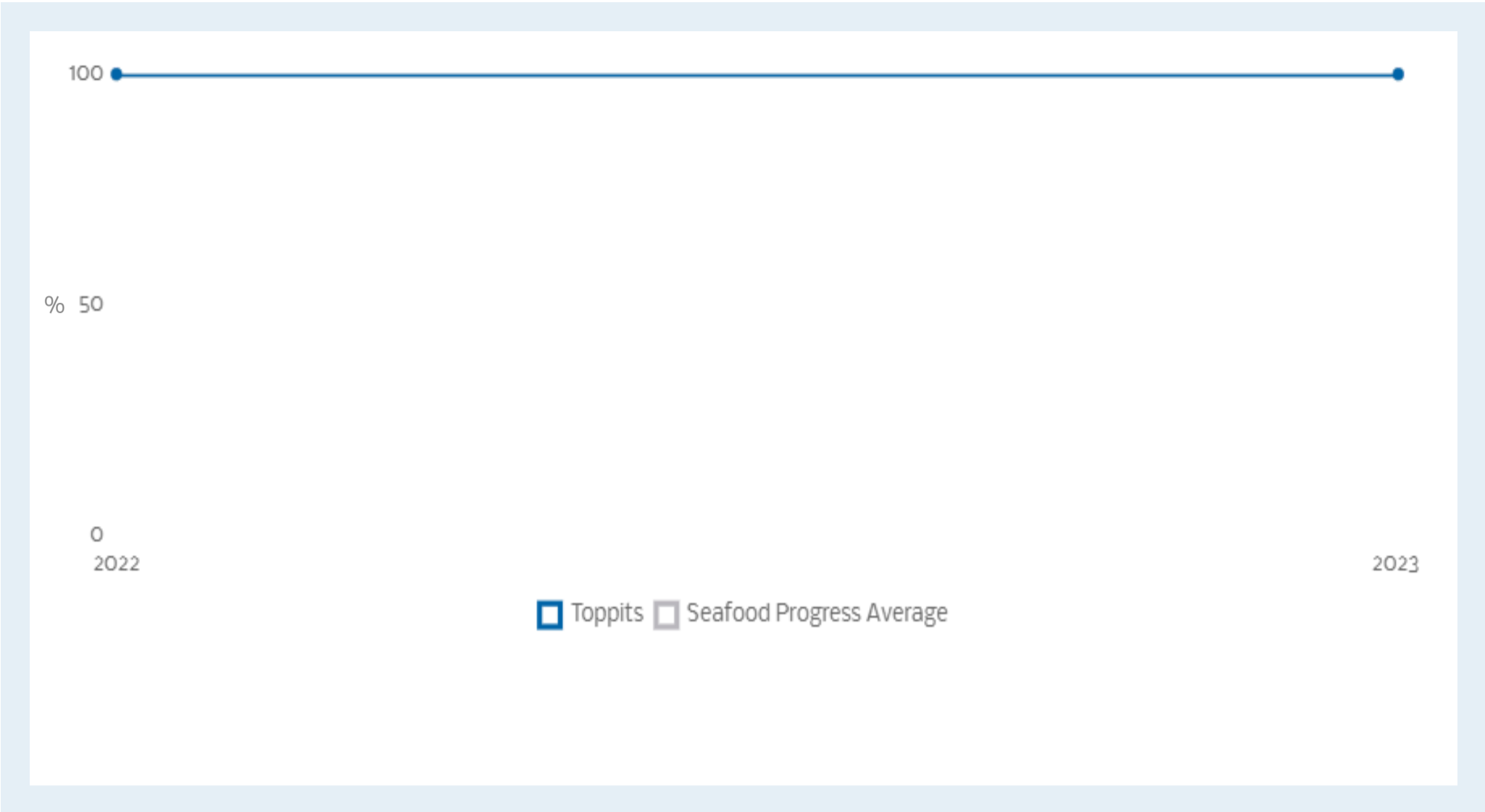


100% Collects data for all products included in the grocer's commitment.

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.



Toppits collects data on geographic origin for all products (personal communication, C. Maldeniya, 10/01/2023).

**Scoring** +

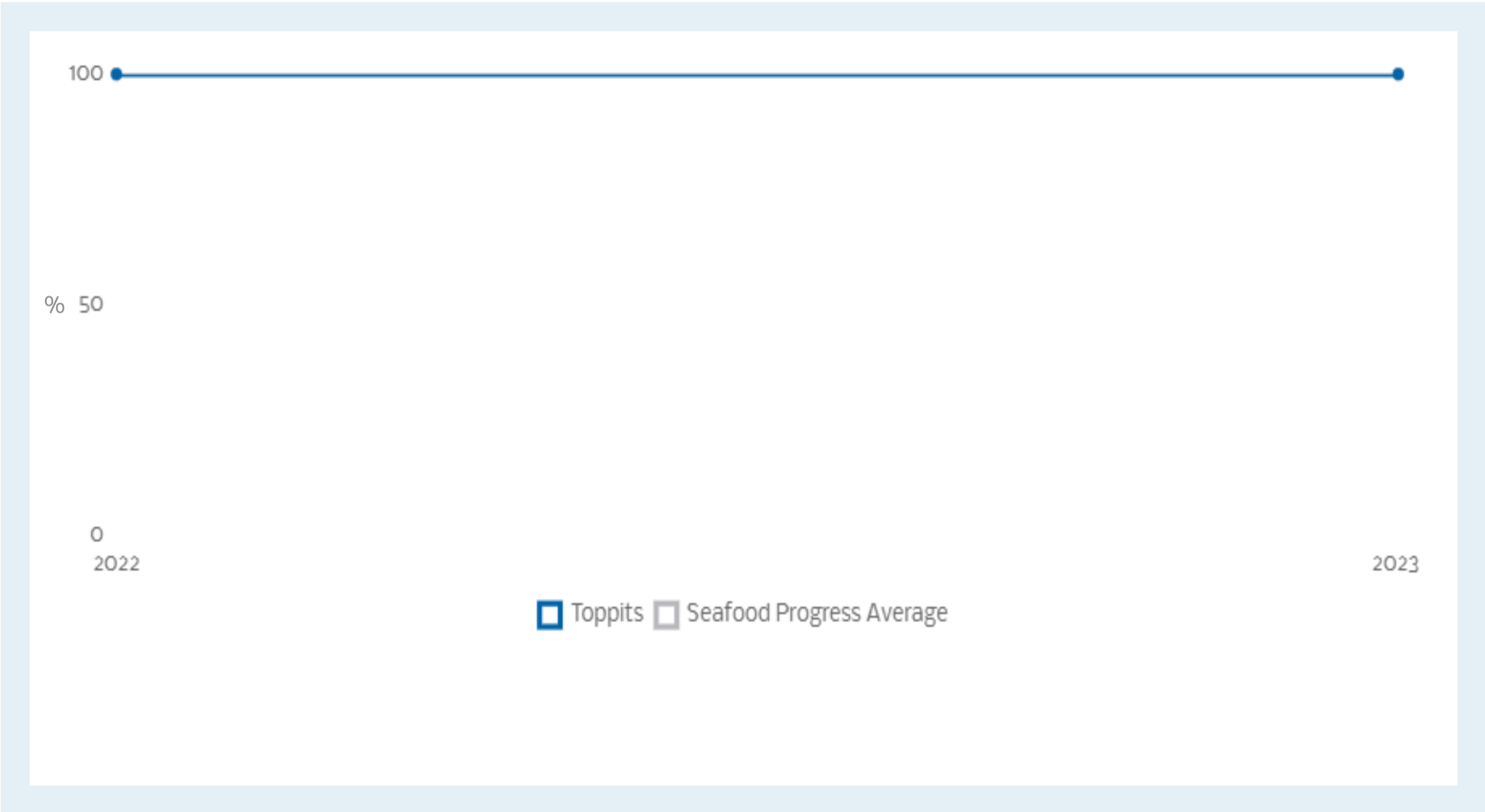
100% Collects data for all products included in the grocer's commitment.

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.



Toppits collects data on whether wild or farmed for all products (personal communication, C. Maldeniya, 10/01/2023).

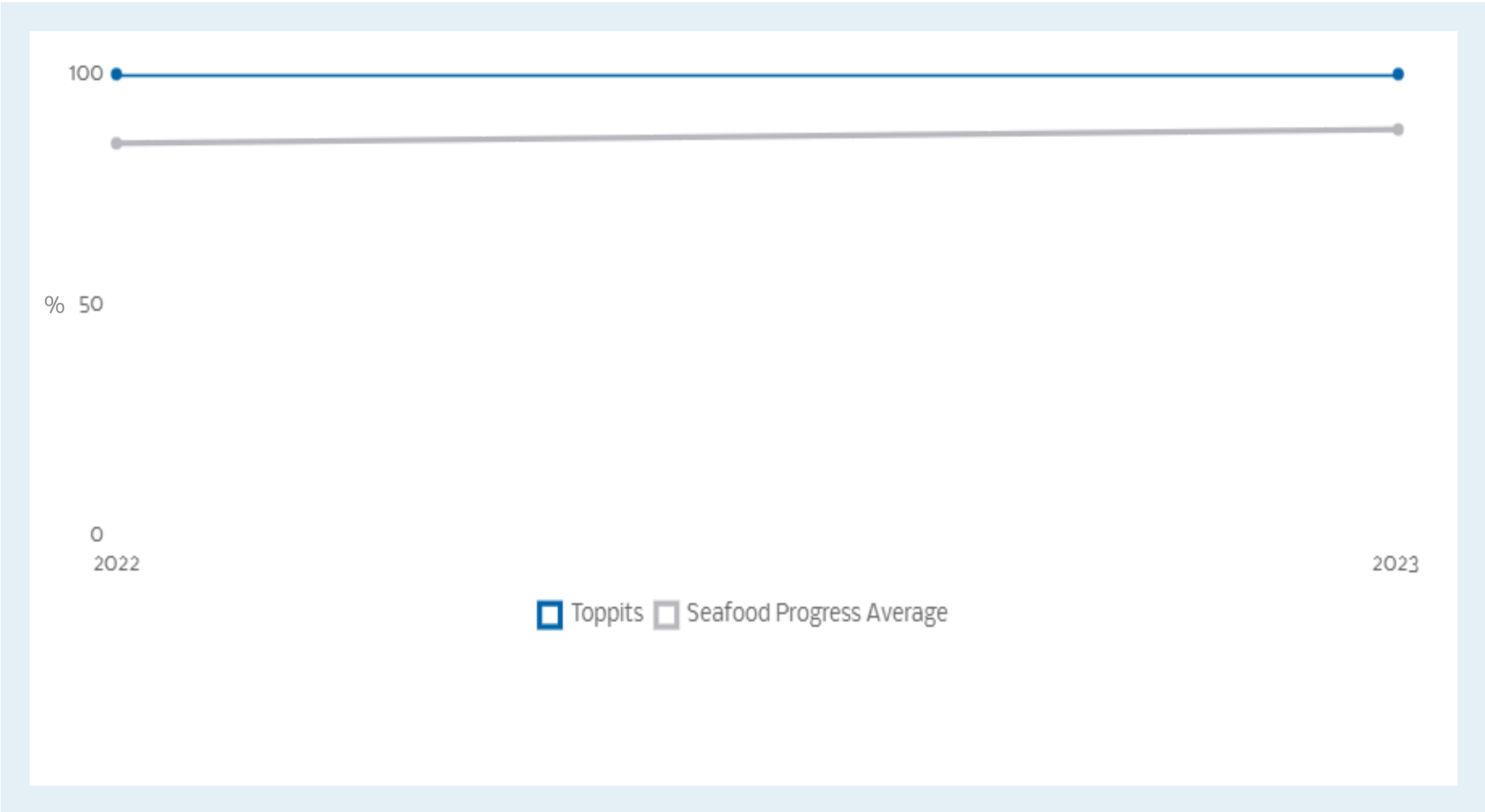
**Scoring** +

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.



Toppits collects data on gear type and farming method for all products (personal communication, C. Maldeniya, 10/01/2023).

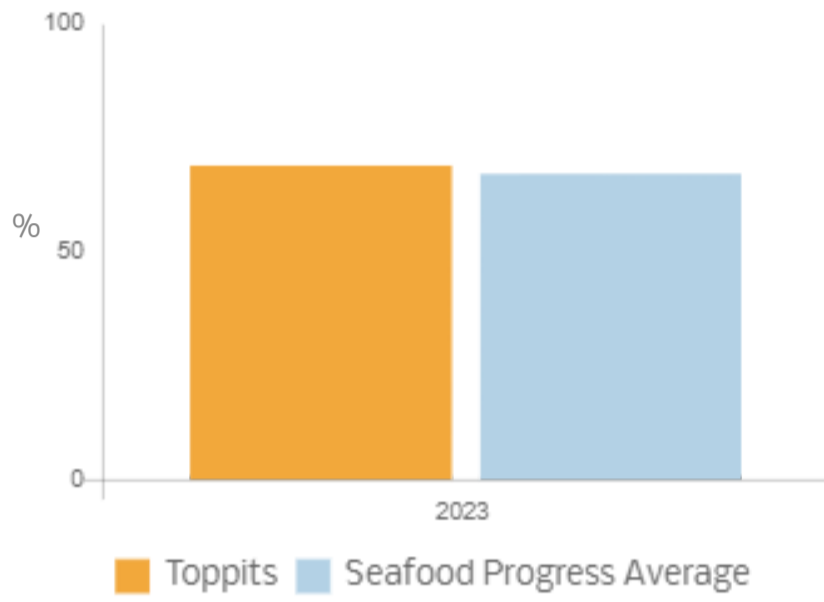
**Scoring** +

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

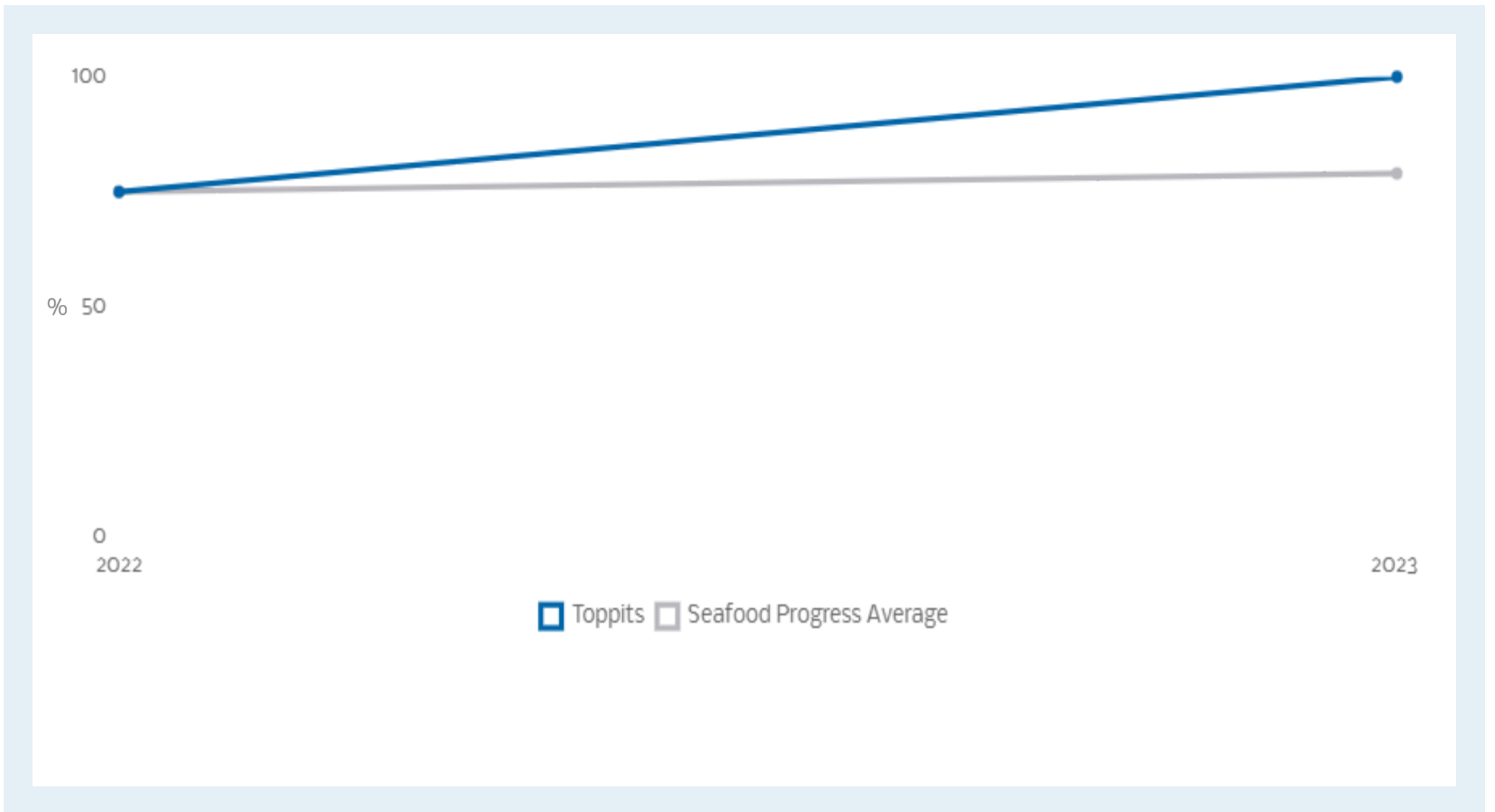


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## Responsible Sourcing

Is the brand making responsible sourcing decisions?

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



Toppits has published a clear hierarchy of sustainability standards demonstrating its sourcing priorities for its wild and farmed products on [its website](#).

#### Scoring



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

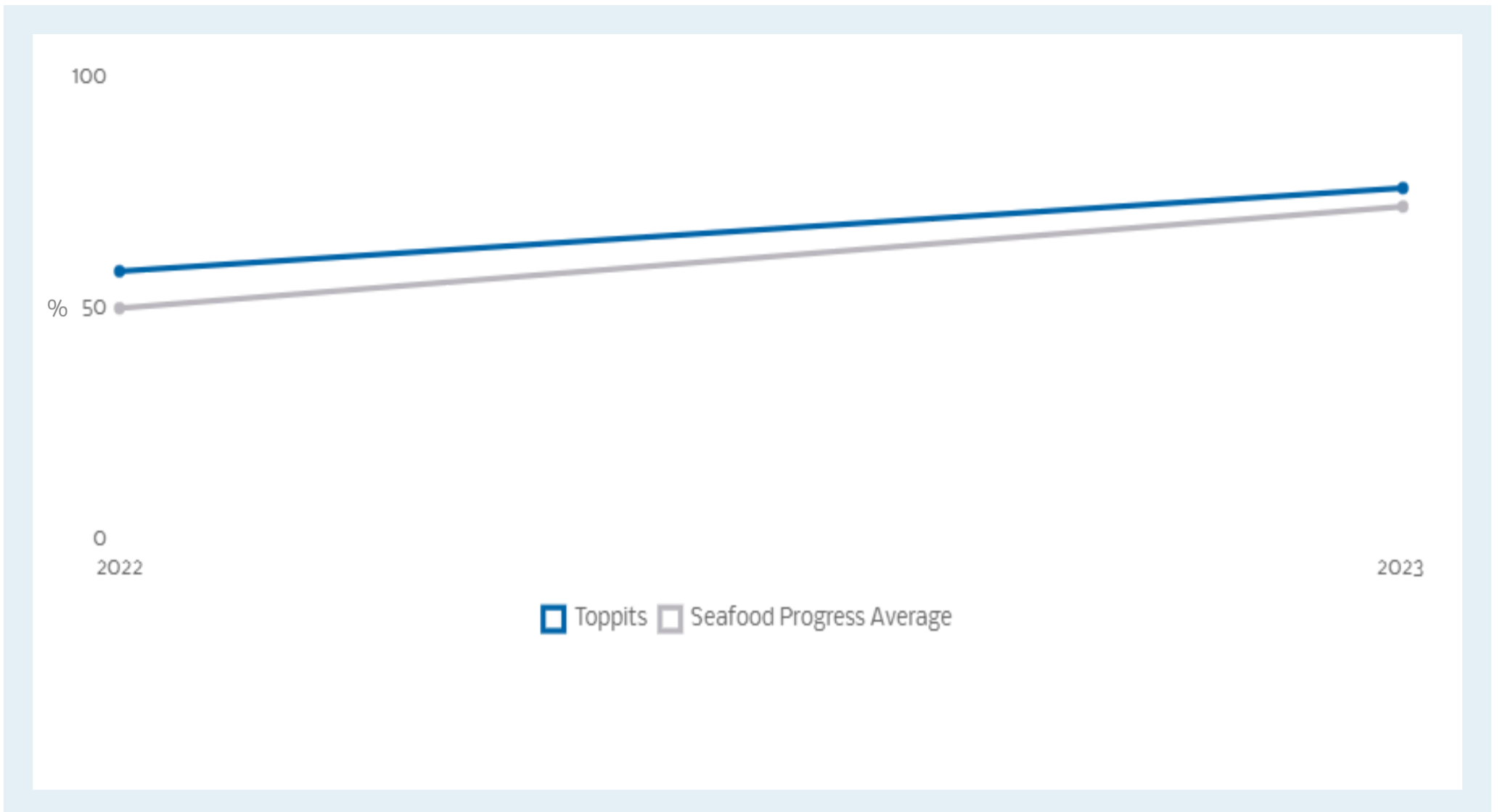
75% Publishes a clear hierarchy of sustainability standards used for sourcing some products, and identifies a general list of sustainability standards that it uses to inform its purchasing decisions for other products.

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.



Through its Seafood Progress profile Toppits reported that 76% of its seafood sold by volume in 2022 met its sustainability commitment (personal communication, C. Maldeniya, 11/01/2023).

#### Scoring



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

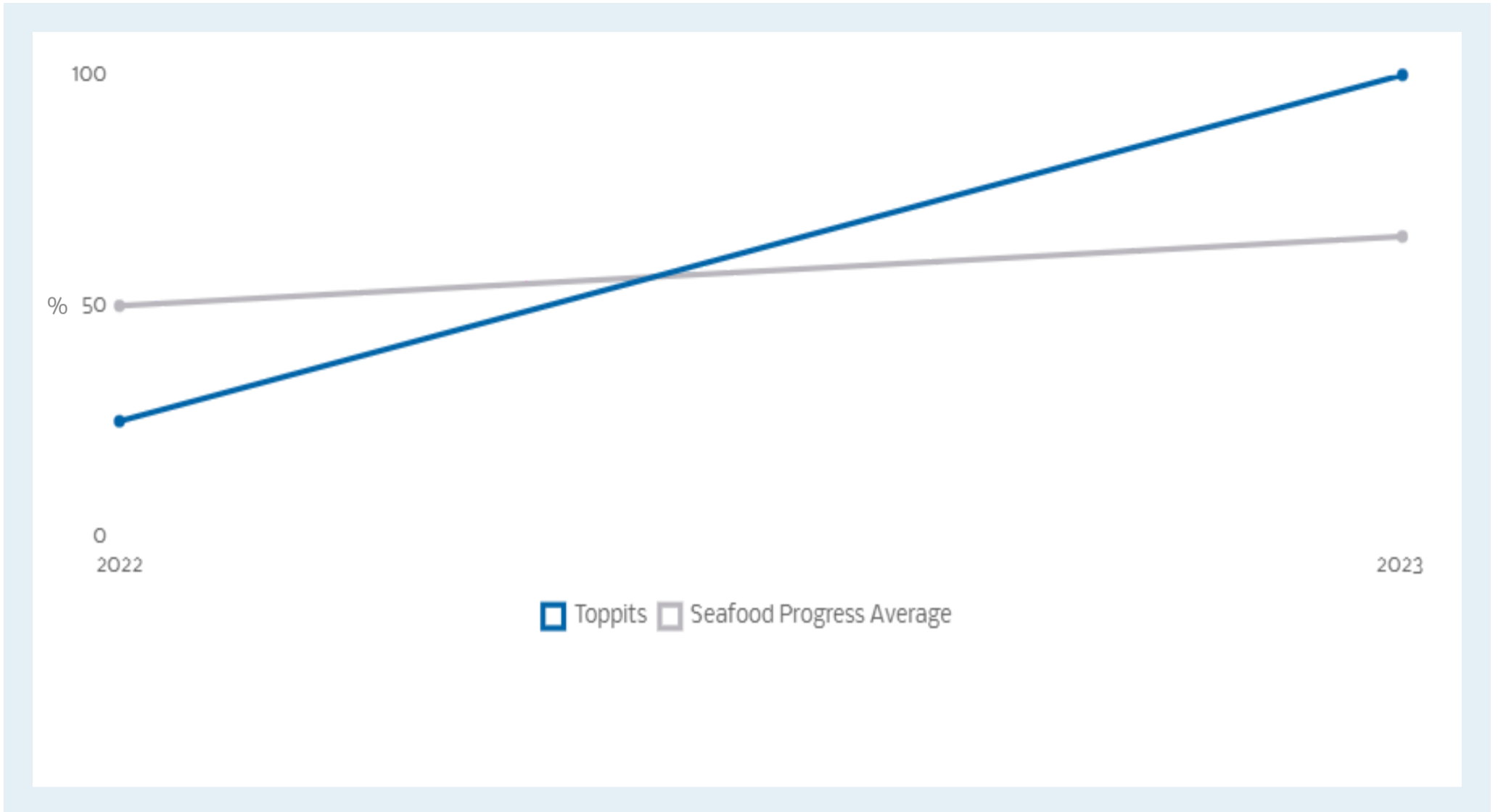
75% Grocer has reported that 75% or more of its seafood sold meets its sustainability commitment.

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 brand's sustainability commitment.



Toppits requires all suppliers to agree in writing to the terms of its sustainability commitment on an annual basis. Furthermore, The MSC, ASC and BAP certification bodies require certified product to be identified as such on all documentation throughout the supply chain, including those submitted and signed by suppliers. Toppits verifies that suppliers are upholding its commitment by obtaining current proof of standard certificates and other supporting documentation on an annual basis. Furthermore, the company conducts full chain traceability tests twice per year (personal communication, C. Maldeniya, 11/01/2023).

#### 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.

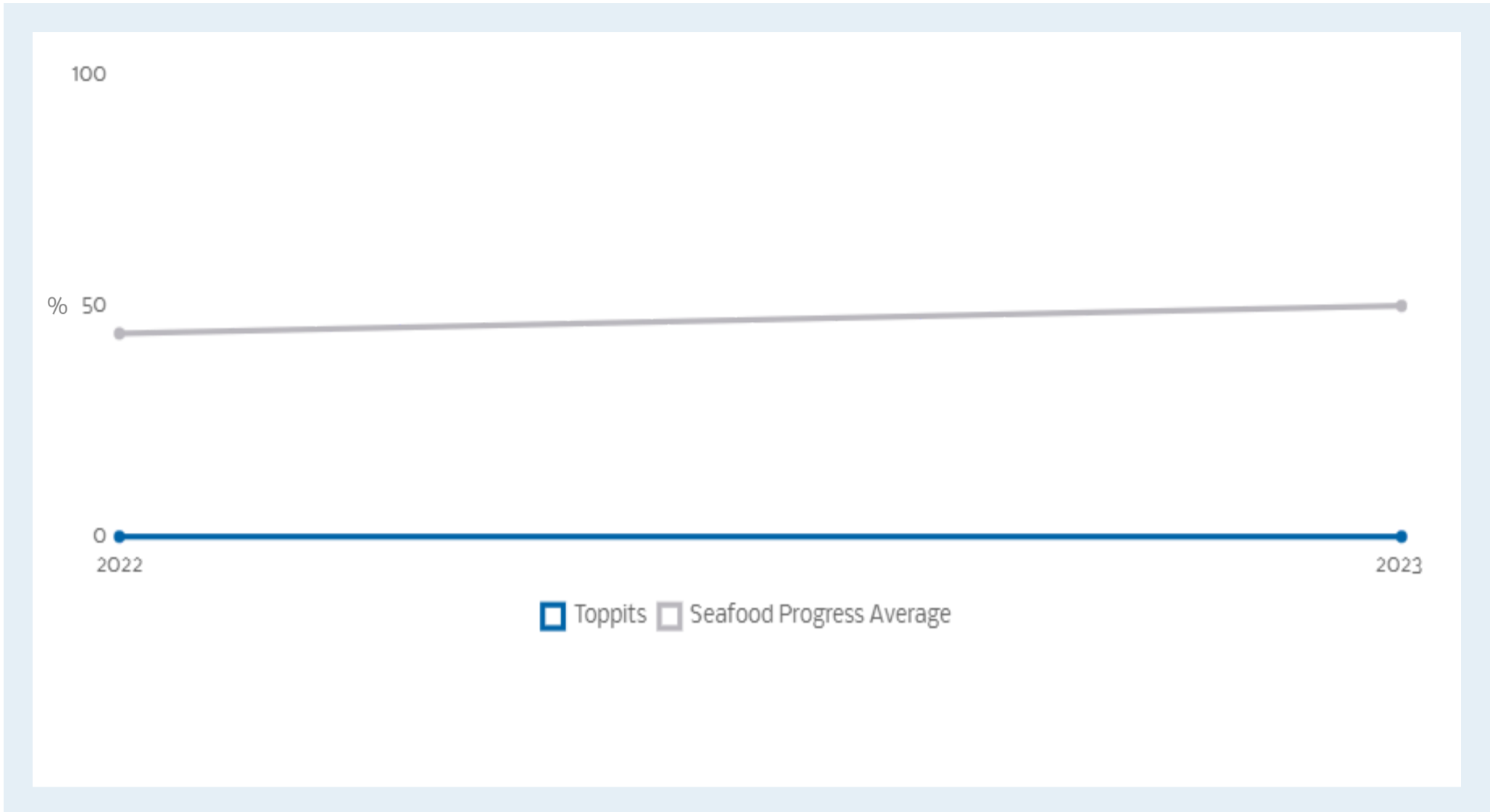
75% All suppliers are required to agree in writing to uphold all of the terms of the grocer's environmental sustainability commitment on at least an annual basis.

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.



Toppits does not yet have a commitment to social responsibility upon which to base a supplier code of conduct on (personal communication, C. Maldeniya, 10/01/2023).

#### Scoring

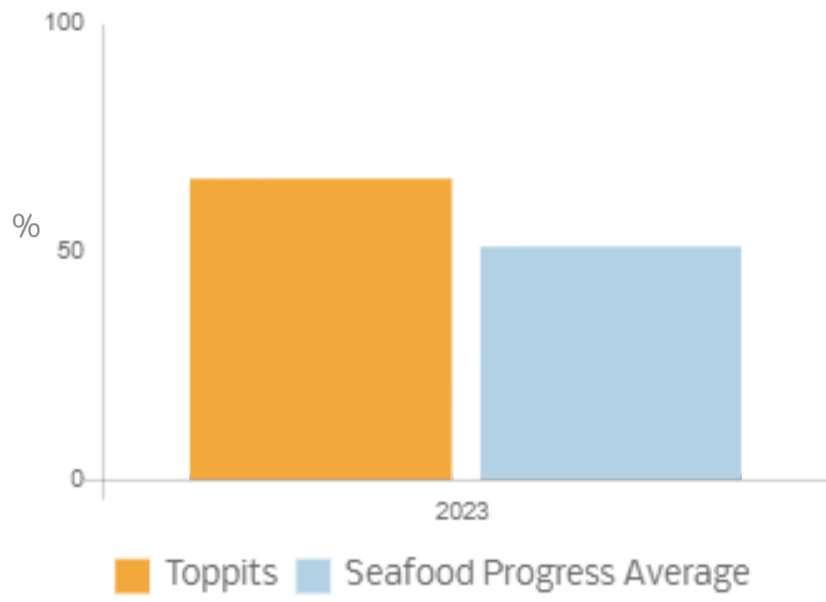


100% All suppliers are required to sign a code of conduct that covers all of the grocer's social responsibility commitment and the grocer actively verifies that this commitment is being upheld by suppliers of high risk products.

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



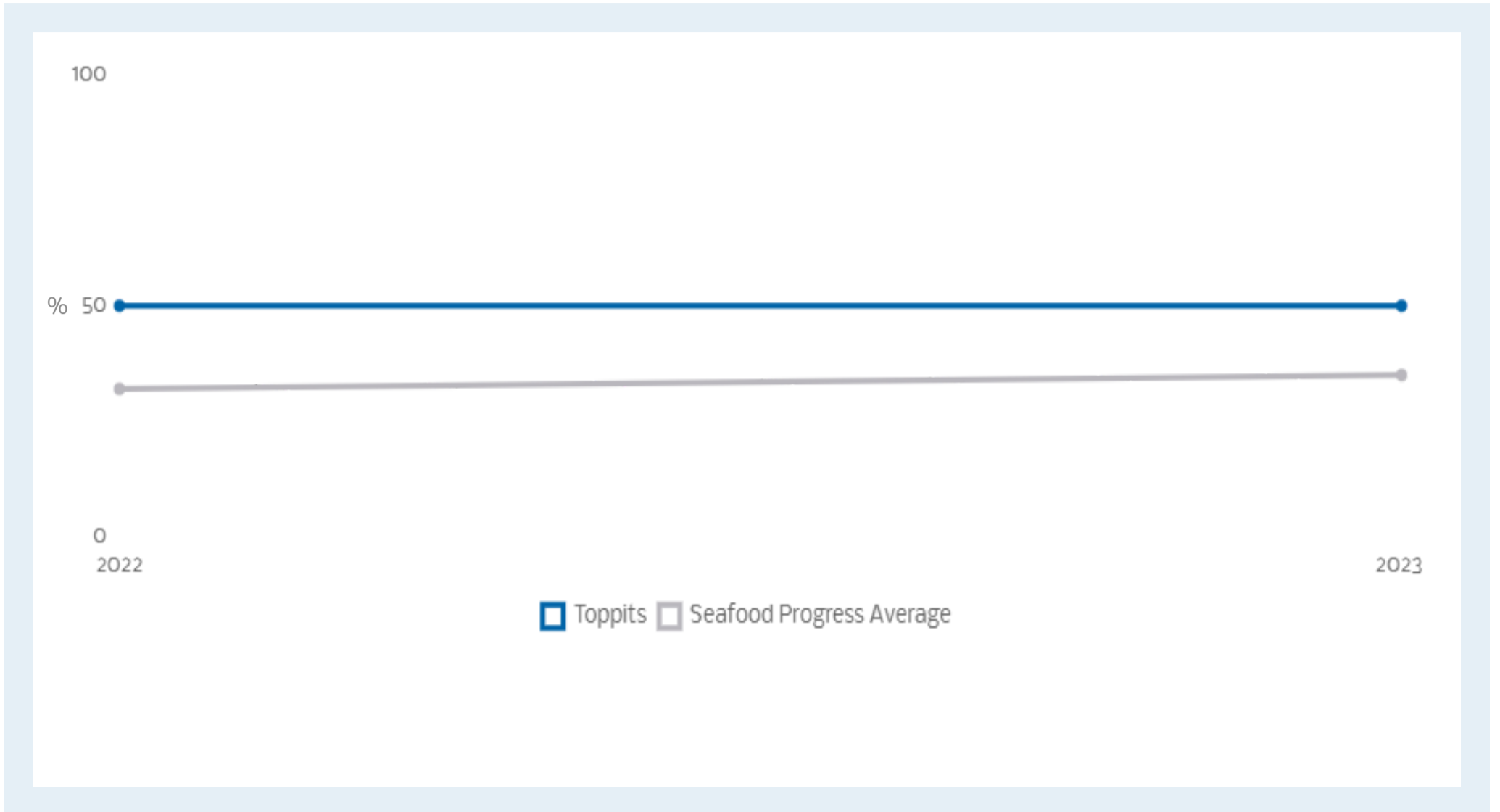
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## Transparency

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.



Toppits labels some products with scientific name, geographic origin, wild or farmed and gear type or farming method (personal communication, C. Maldeniya, 10/01/2023).

### 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.



Toppits uses the Ocean Wise endorsement claim on some product labels but does not make sourcing information available to back up its claim. Toppits also uses the MSC, ASC and BAP certification claims on some product labels which include chain of custody to serve as evidence to back up these claims (personal communication, C. Maldeniya, 10/01/2023).

### 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).

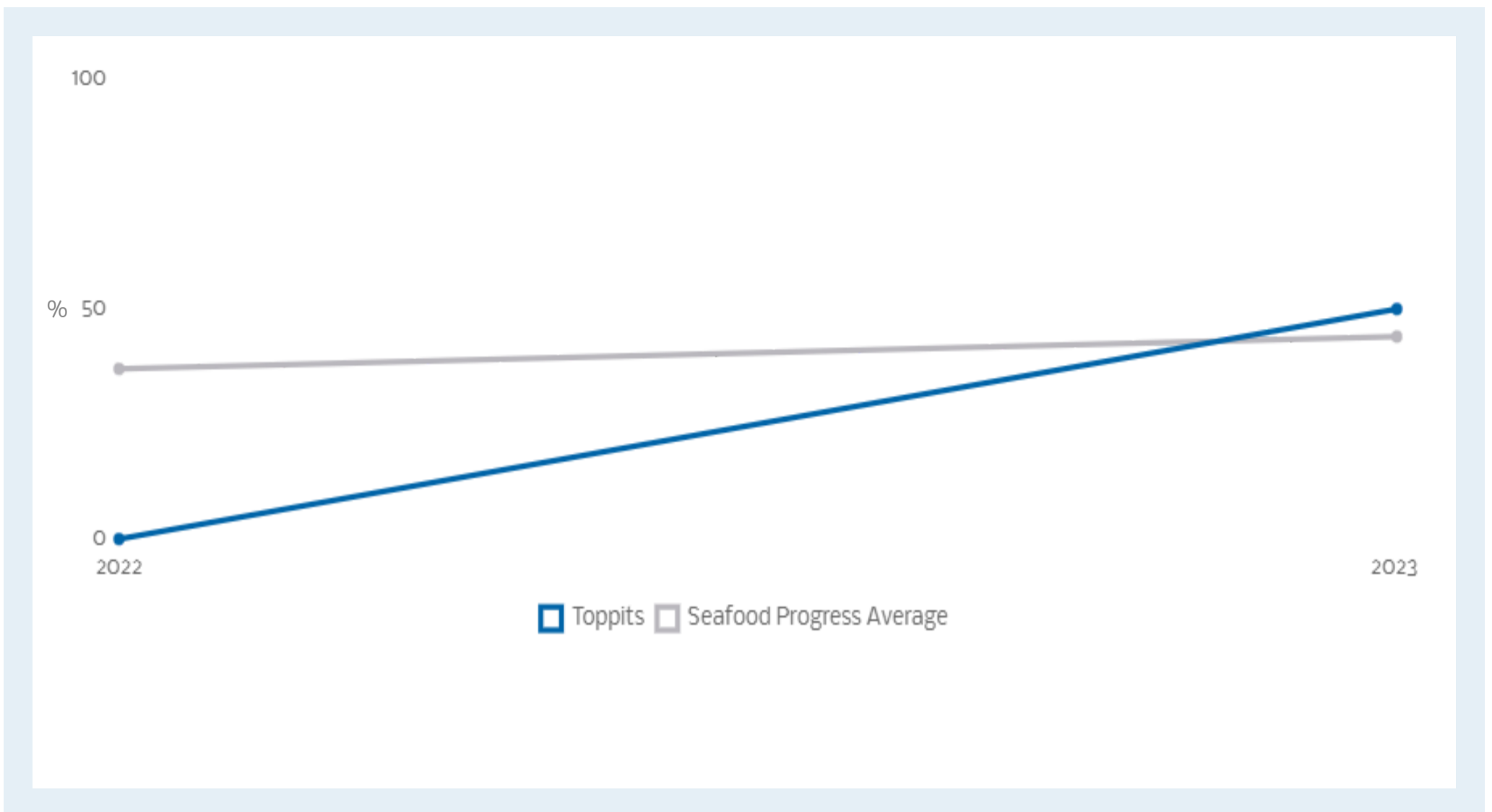
75% The grocer uses certification claims as well as endorsement claims and/or self-declared claims that 1) adhere to ISO 14021 Type II guidance and proof of third-party verification on product labels and 2) makes evidence to back up its claim(s) publicly available.

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 brand's products has been made publicly available.



Toppits discloses this information on some products through the product pages under the “Foodservice” tab on [its website](#) (personal communication, C. Maldeniya, 24/03/2023).

#### Scoring



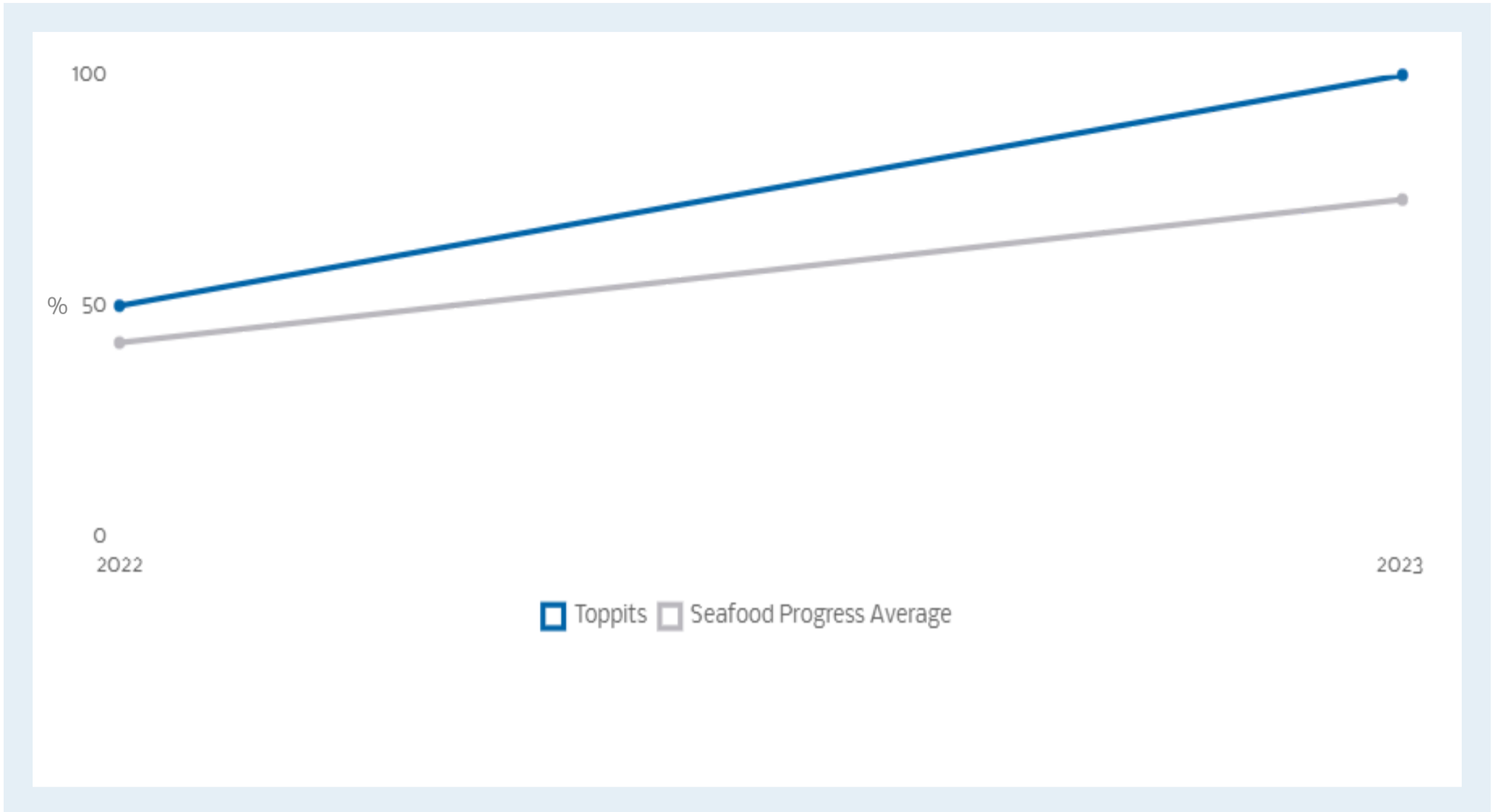
100% Scientific name, geographic origin, gear type AND farming method has been made publicly available for all products.

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



Toppits reported how much of its seafood sold met its commitment by volume for the first time through its 2022 Seafood Progress profile, and again through its 2023 profile.

##### Scoring

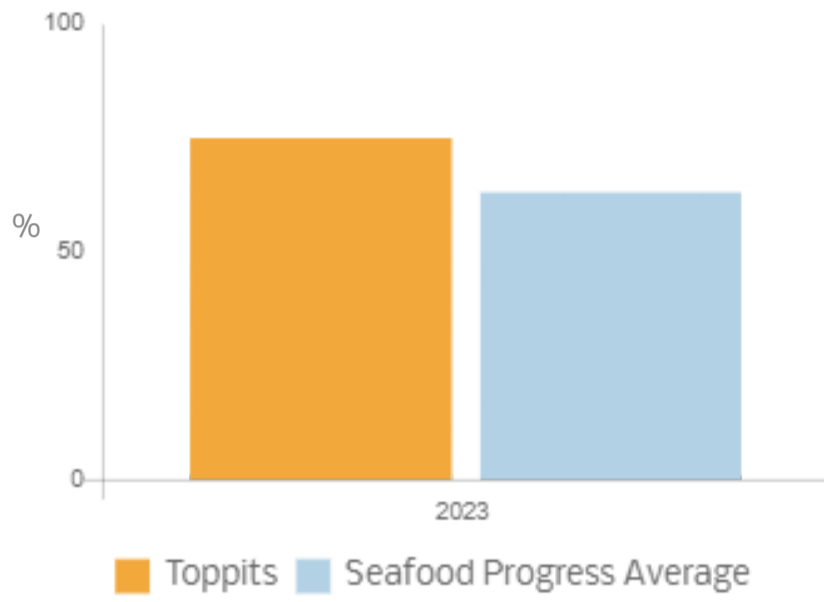


100% The grocer regularly reports publicly how much of its seafood sold meets its commitment by volume or value of sales every year.

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

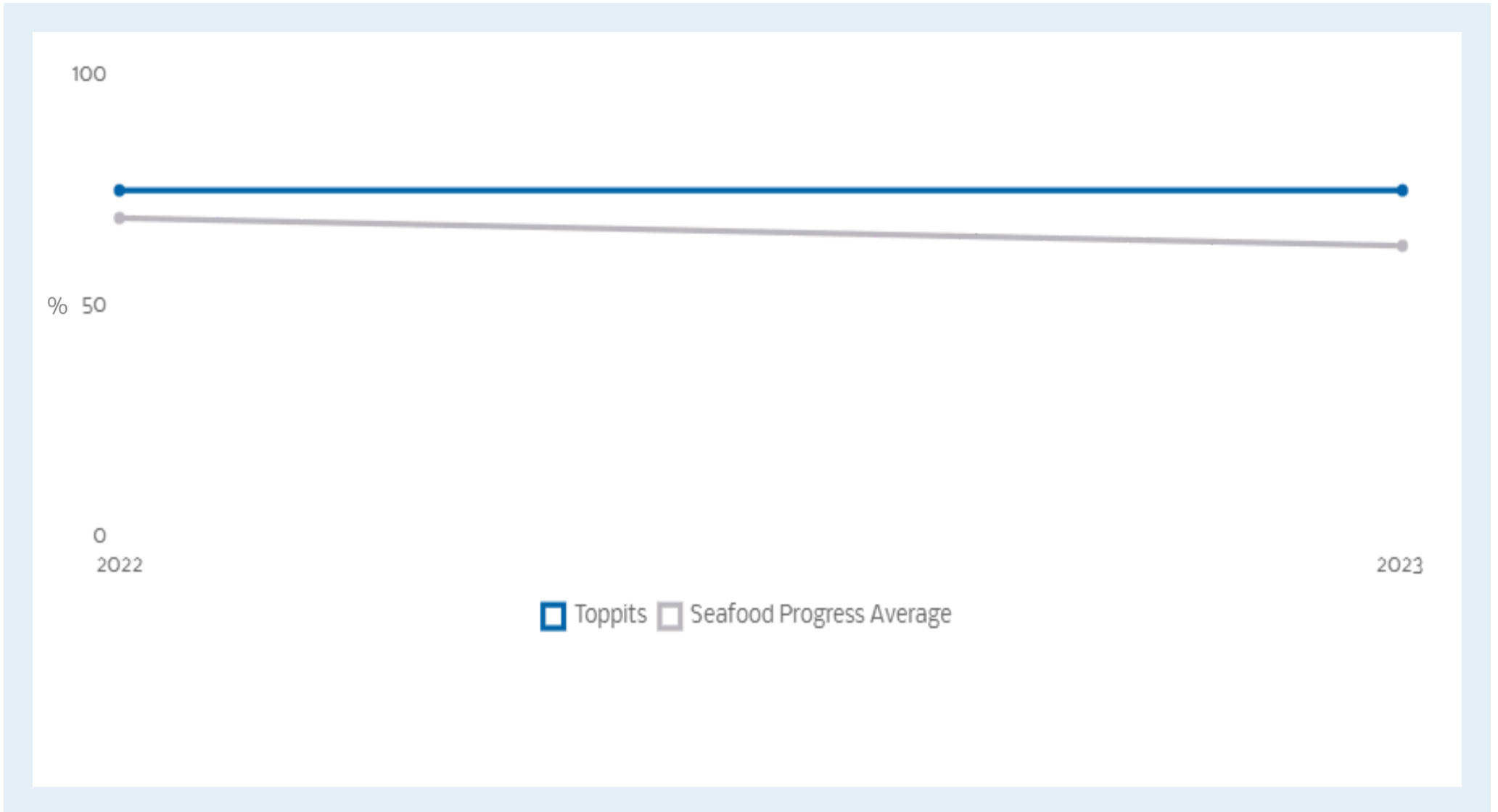


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## Education

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.**



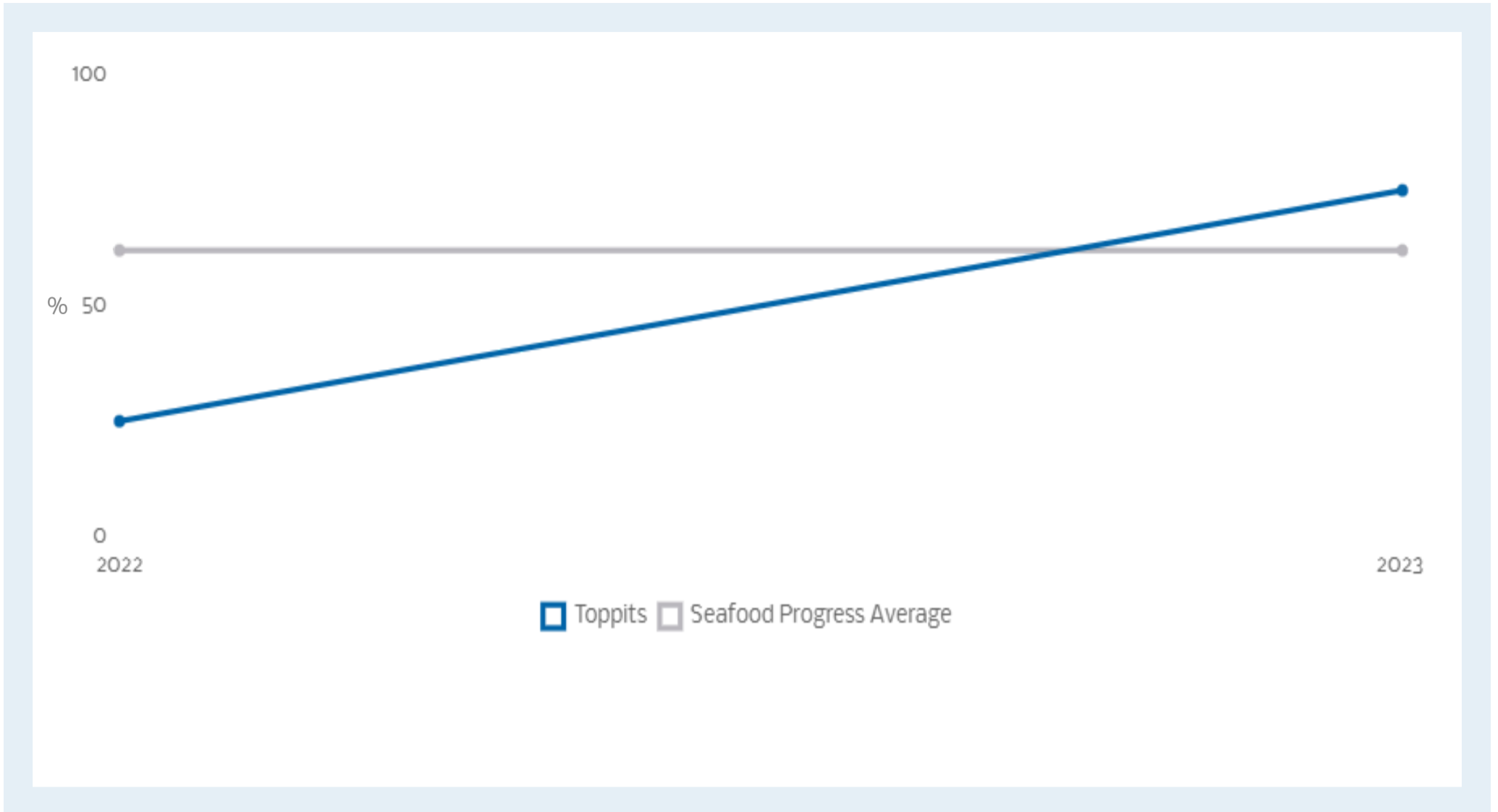
There is a comprehensive description of Toppits' commitment to sustainable seafood on [its website](#) but no description of a commitment to socially responsible seafood.

**Scoring**



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

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



Through its supplier approval process, Toppits shares its sustainability commitment with suppliers, and requires rigorous documentation of compliance (including proof of certifications) on an annual basis. When necessary, Toppits directs suppliers to its NGO partner, Ocean Wise, for guidance on sourcing products that meet its sustainability commitment (personal communication, C. Maldeniya, 10/01/2023).

### Scoring



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

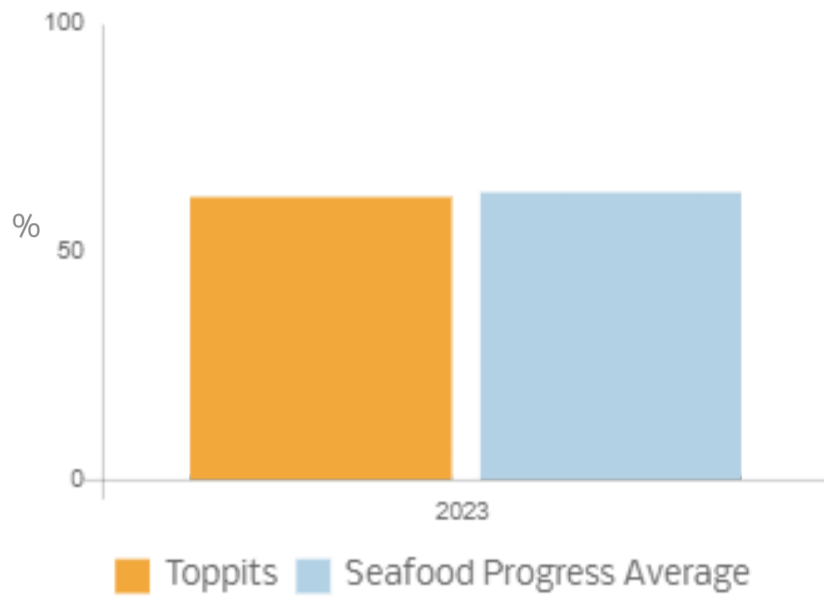
75% There is a comprehensive description of the grocer's commitments to sustainability OR social responsibility in store.

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



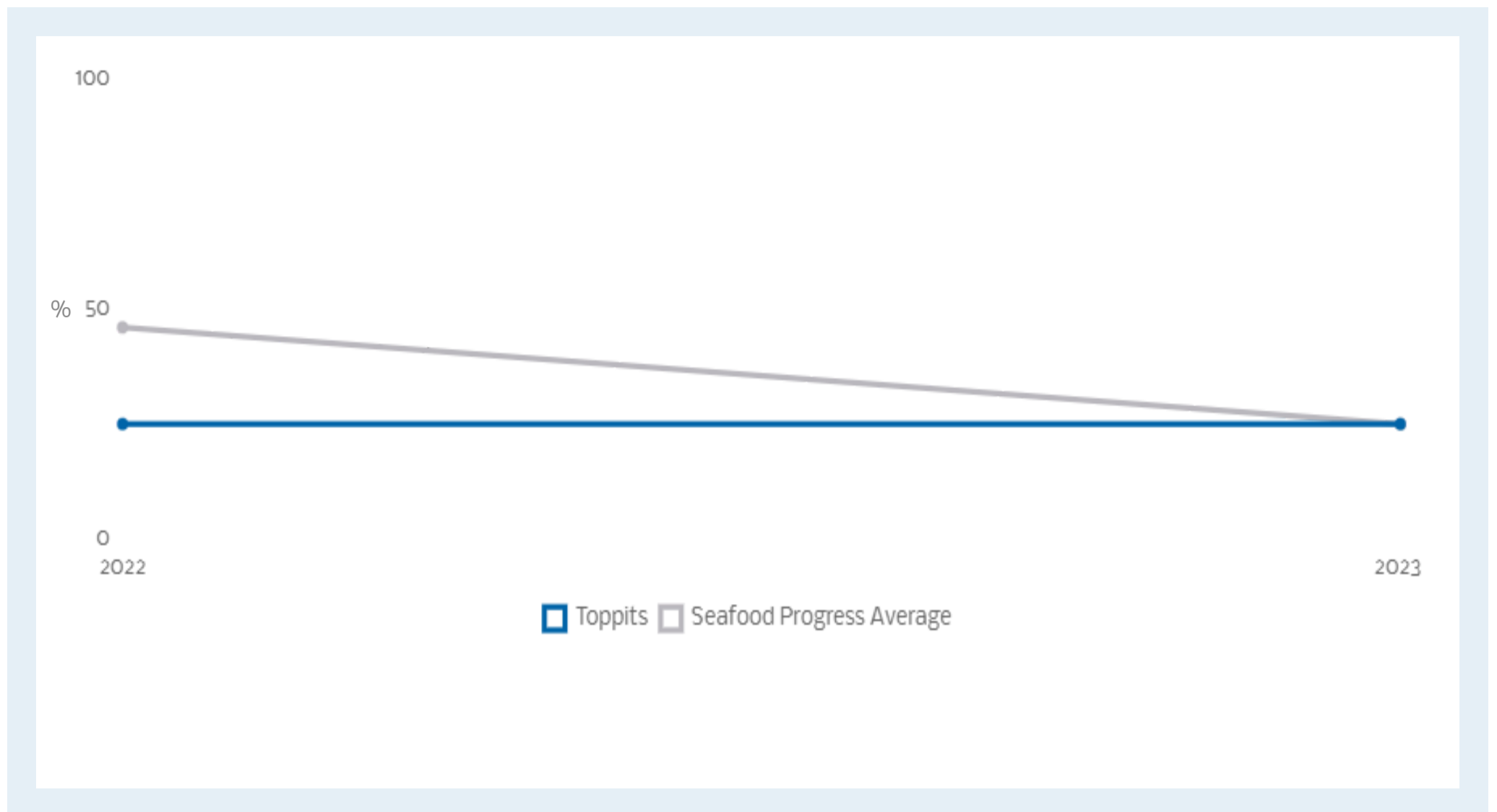
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## Taking Initiative

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



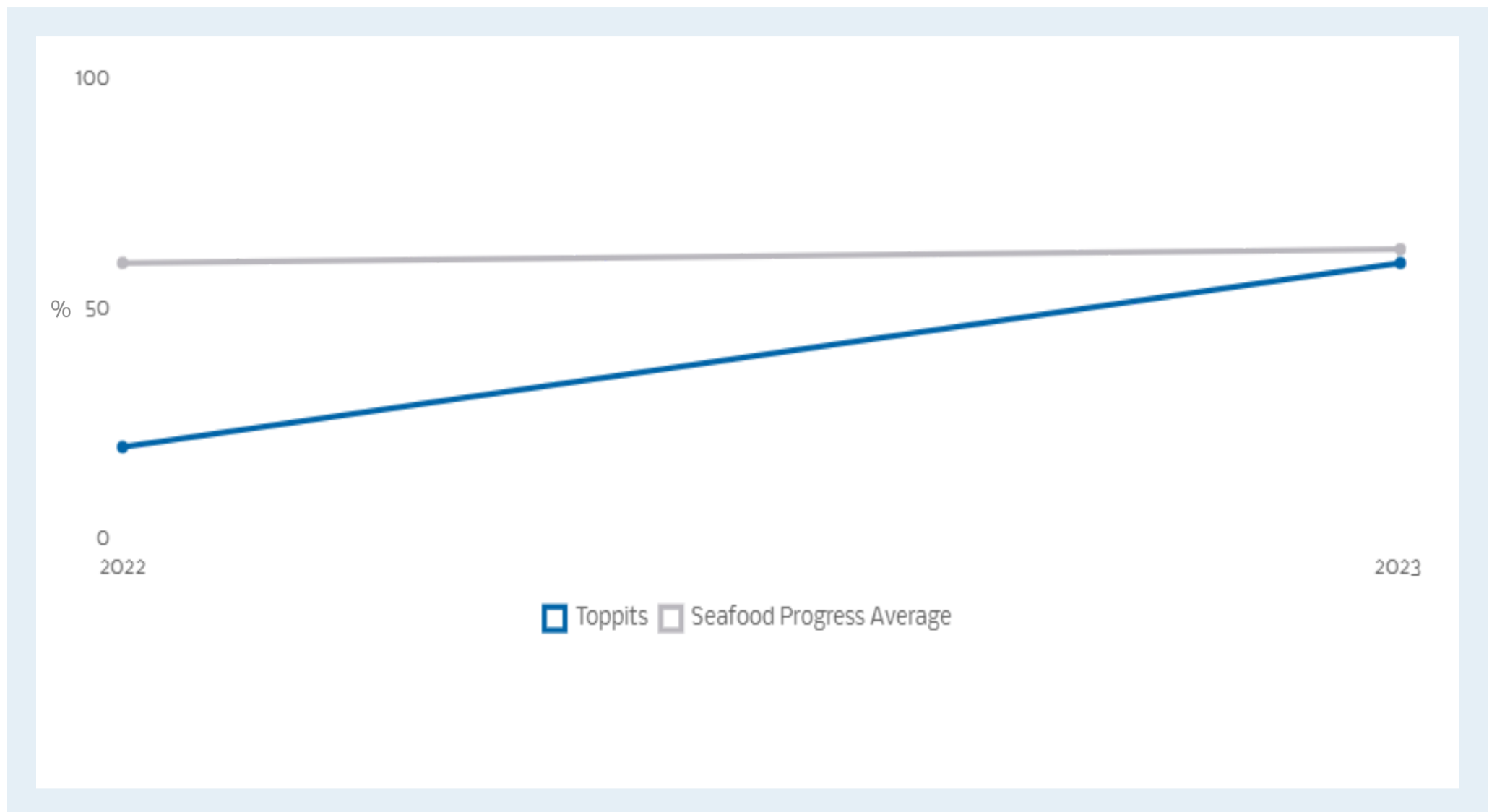
## 6.1 Farmed Atlantic salmon (*Salmo salar*)



Following SeaChoice's guidance, Toppits advocated for improvements to the ASC's draft farm standard through its official submission in April, 2022 and sent a direct letter to ASC to the same effect in December 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 (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 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).

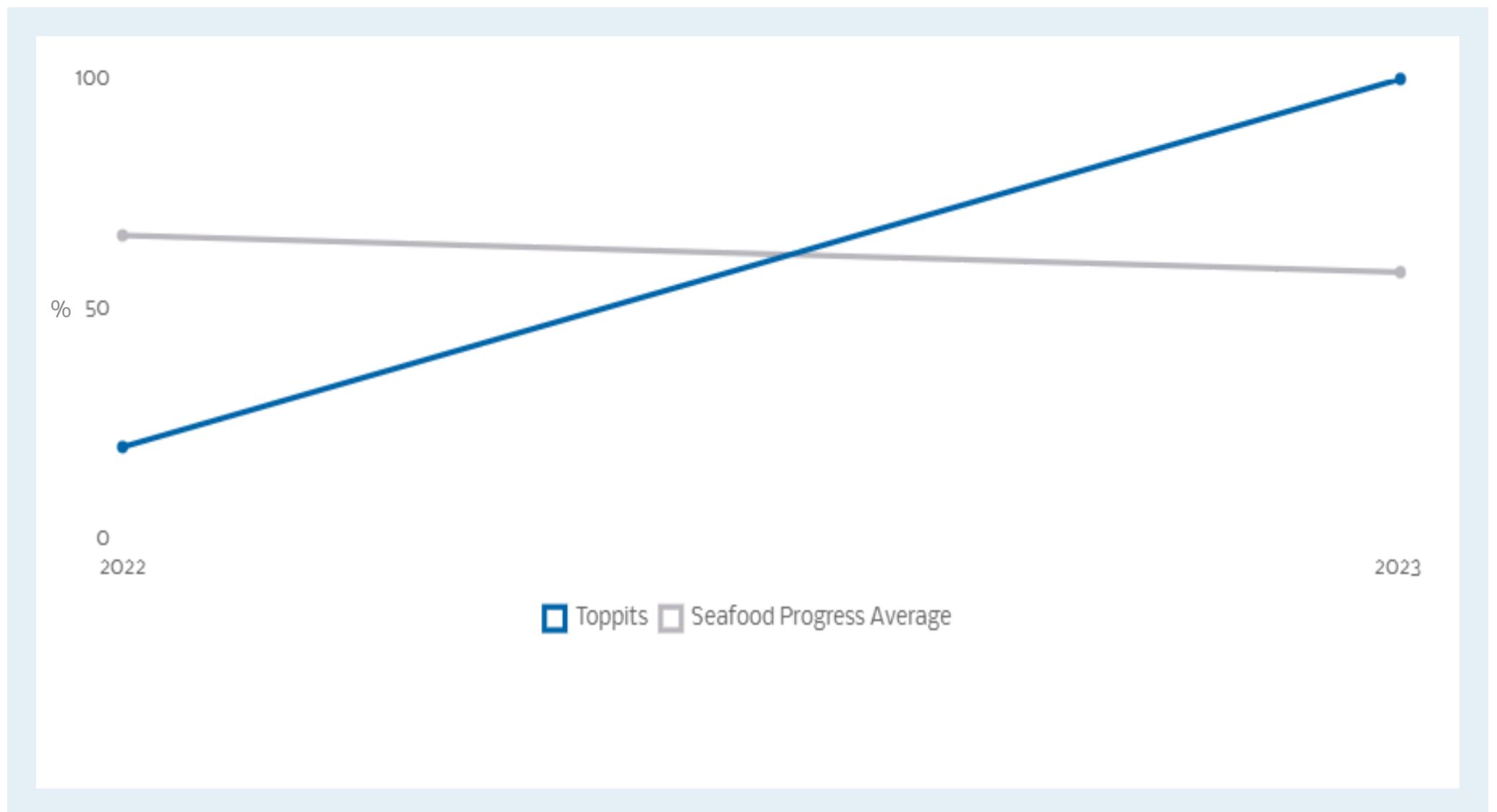
## 6.2 Farmed shrimps and prawns



Toppits preferentially procures shrimp and prawns from sources that are BAP 2 star or ASC certified which are traceable through chain of custody. Additionally, following SeaChoice's guidance, Toppits sent a direct letter to BAP advocating for improvements to its standard in December 2022 (personal communication, C. Maldeniya, 10/01/2023).

- ✘ 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 (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/or traceability (20 pts).

## 6.4 Other species



Toppits informed SeaChoice that it is committed to only selling black cod, pollock and haddock that is MSC certified. Additionally, Toppits preferentially procures its wild seafood products from MSC certified sources which are traceable through chain of custody. Finally, following SeaChoice's guidance, in December 2022 Toppits completed a survey issued by FishWise intended to strengthen the NGO's guidelines for industry on responsible labor practices (personal communication, C. Maldeniya, 10/01/2023).

- ✓ 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).