

Seafood Progress

Brand's Commitment to Sustainable and Socially Responsible Seafood

27

2023 aggregate
score

Seafood Progress Average **?**:
66

Parent Company
Cooke Aquaculture Inc.



Sustainable Seafood Policy
[Seafood Sourcing Statement](#)



Headquarters
New Brunswick, Canada

OVERVIEW



0%

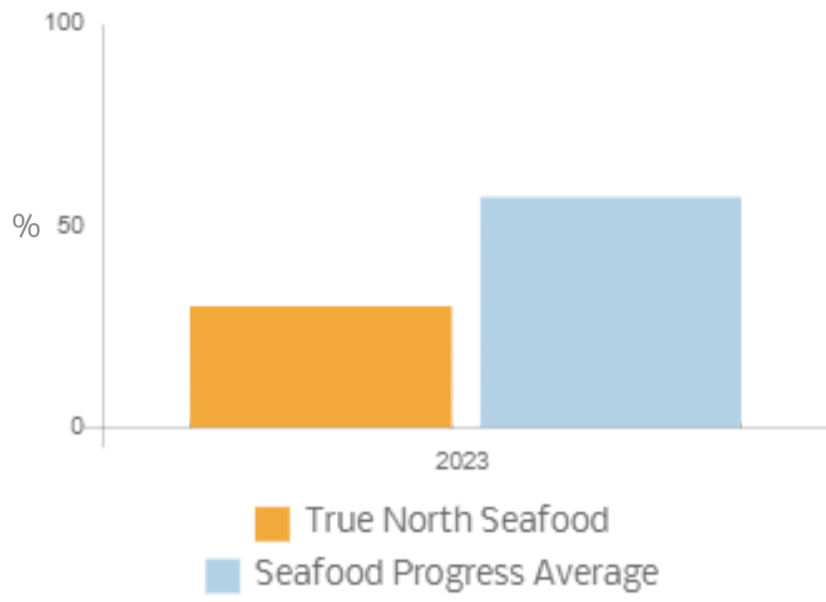
of products sold in 2023 met commitment.

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

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

Social Responsibility Commitment. SeaChoice could not find evidence that Cooke Aquaculture or True North Seafood has a commitment to social responsibility or a supplier code of conduct.

STEP 1: COMMITMENT

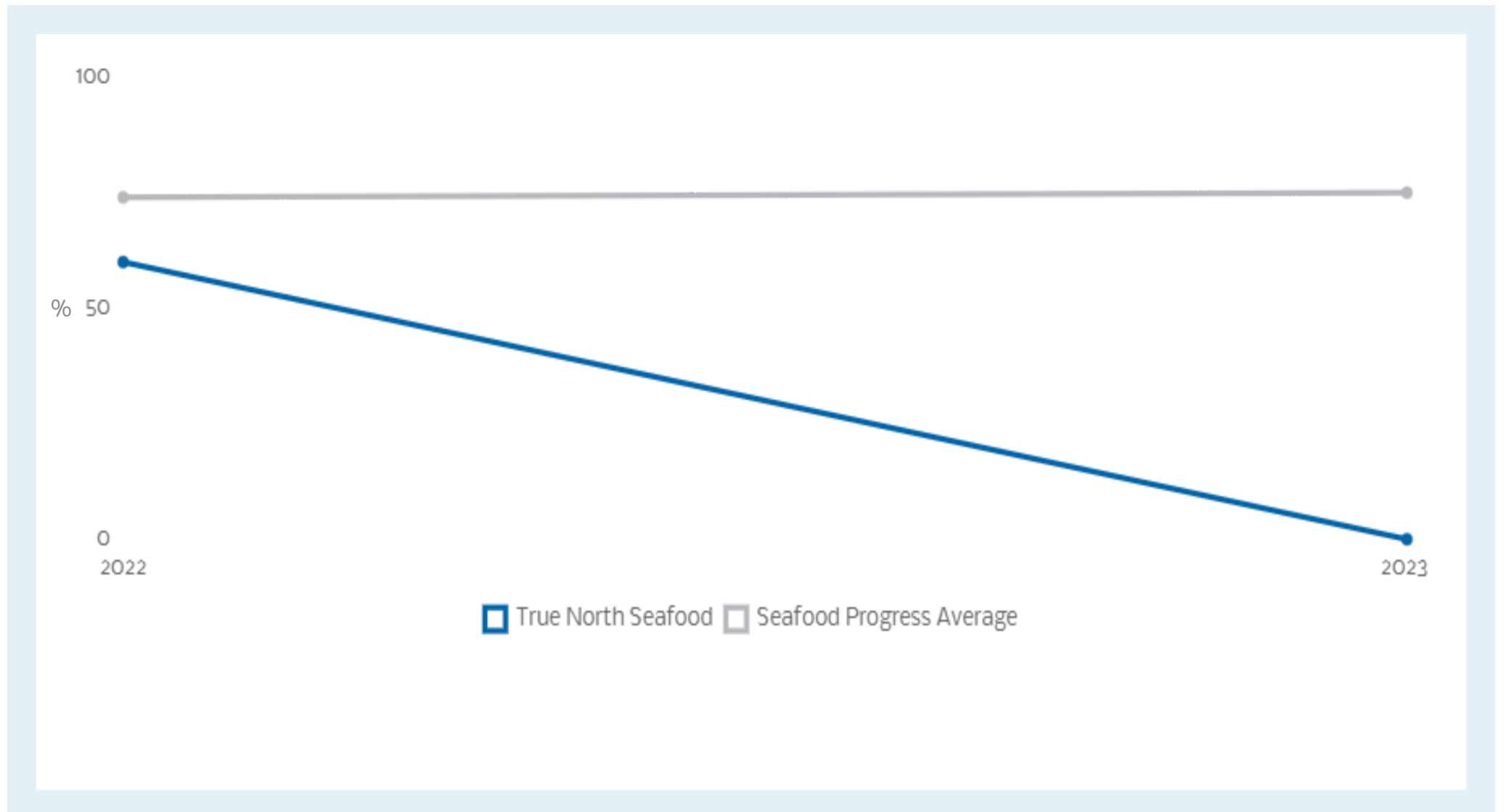


1

Commitment

Does the brand have comprehensive seafood commitments?

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



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

Scoring



100% Commitment to environmental sustainability includes clear objectives that are supported by references to credible standards, a full chain traceability policy and a timeline for meeting the commitment (unless the commitment has already been met).

80% Commitment to environmental sustainability that includes clear objectives that are supported by references to credible standards and a full chain traceability policy in place (or a timeline set for implementation) that traces at least the product scientific name, geographic origin, farmed/wild and harvest method.

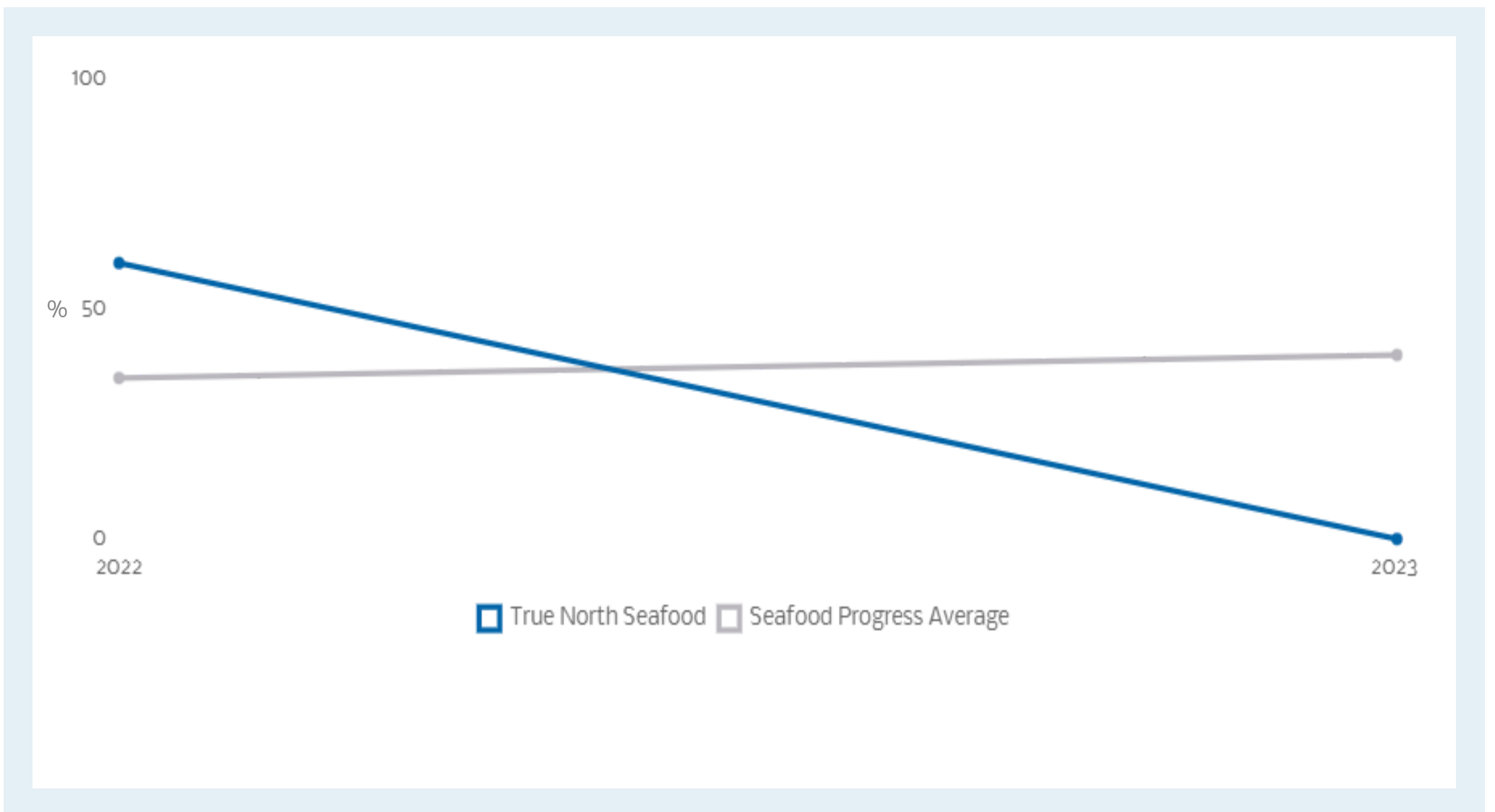
60% Commitment to environmental sustainability that includes clear objectives that are supported by references to credible standards (such as Seafood Watch or Ocean Wise ratings, eco-certifications, etc.).

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.



SeaChoice could not find evidence that Cooke Aquaculture or True North Seafood has a commitment to social responsibility or a supplier code of conduct.

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.

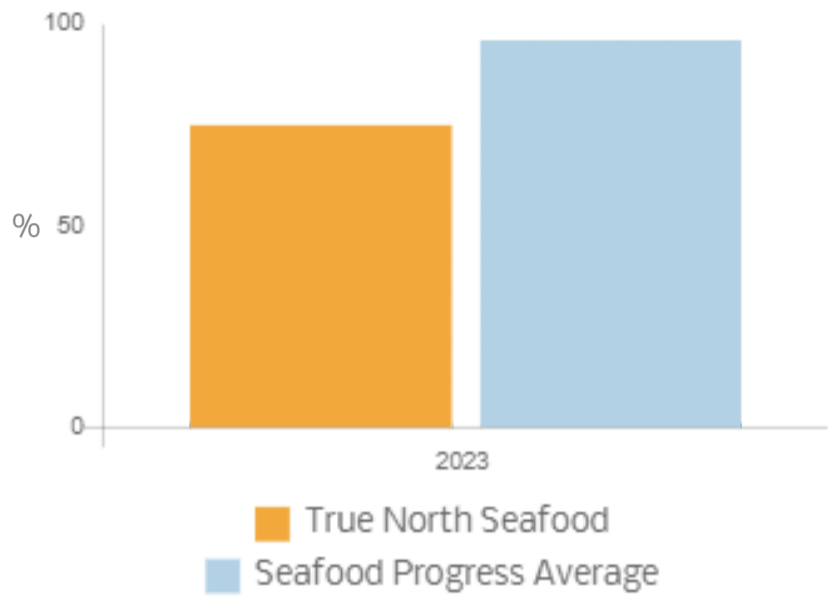
60% Commitment to social responsibility includes clear objectives and actions or expectations for seafood suppliers.

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

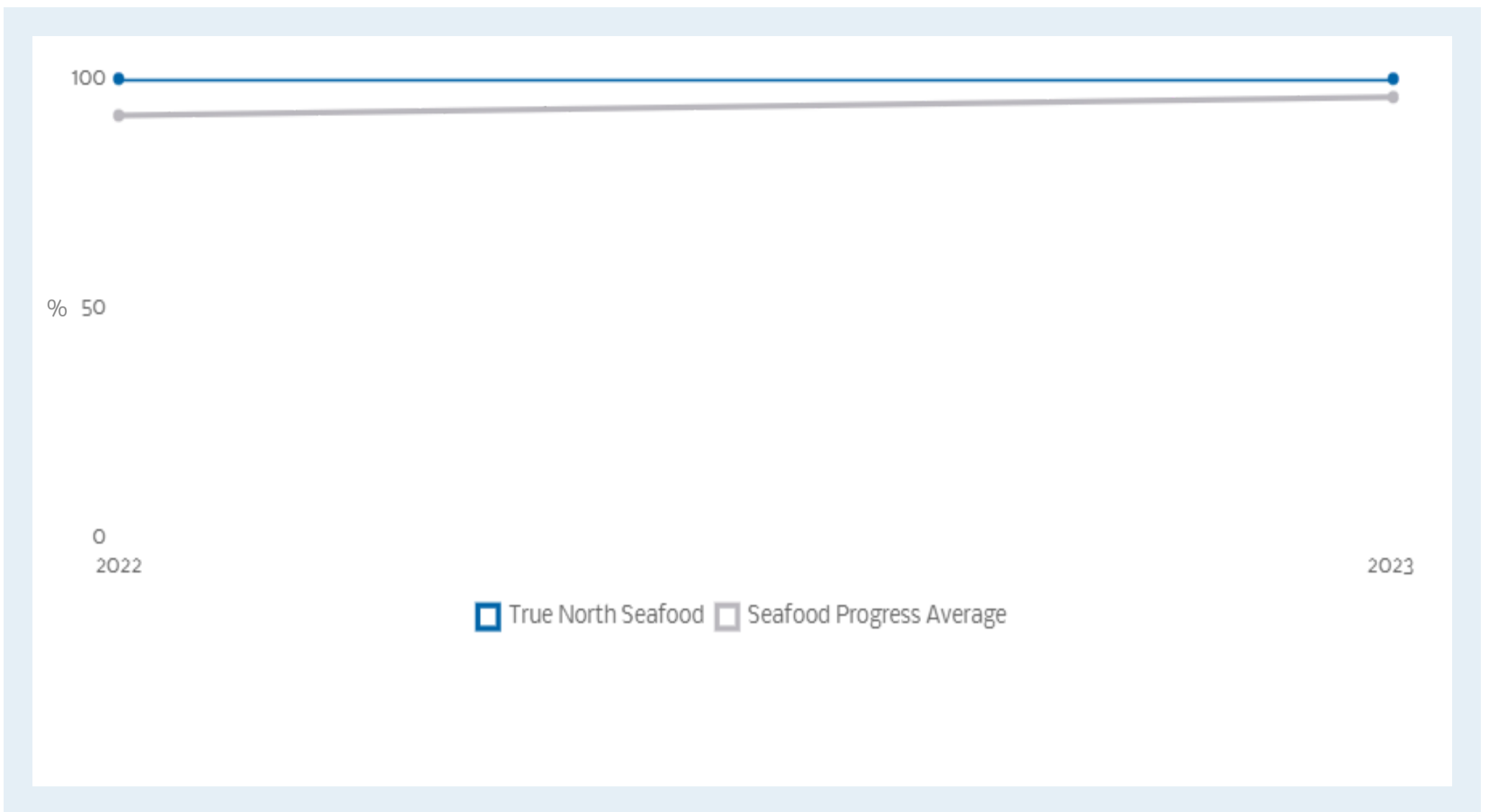


2

Collecting Data

Is the brand collecting data to support its commitment?

2.1 The brand collects data on scientific name.



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

Scoring

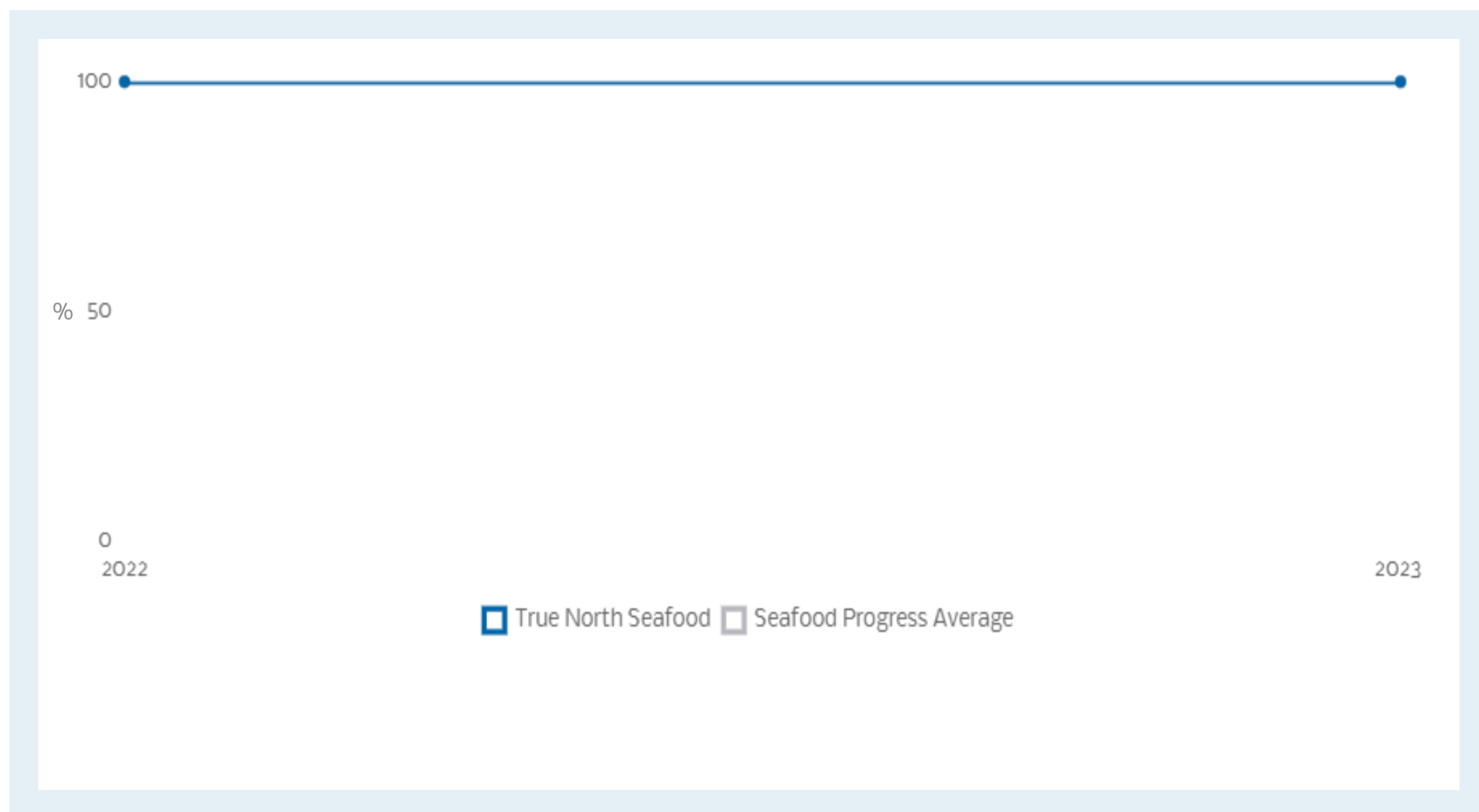


100% Collects data for all products included in the grocer's commitment.

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.



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

Scoring

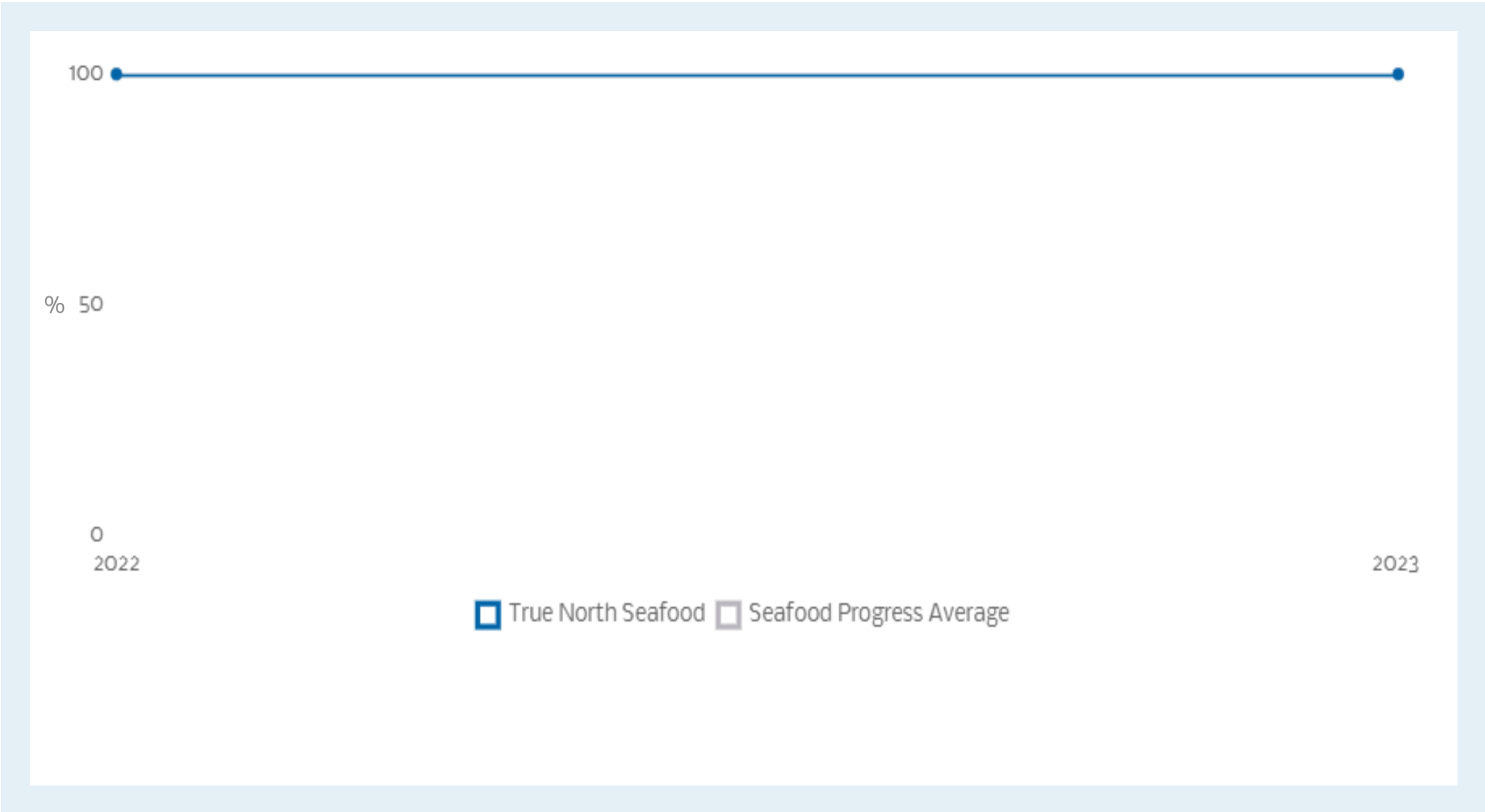


100% Collects data for all products included in the grocer's commitment.

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.



True North Seafood’s Product Catalogue indicates that the company collects this information on all products.

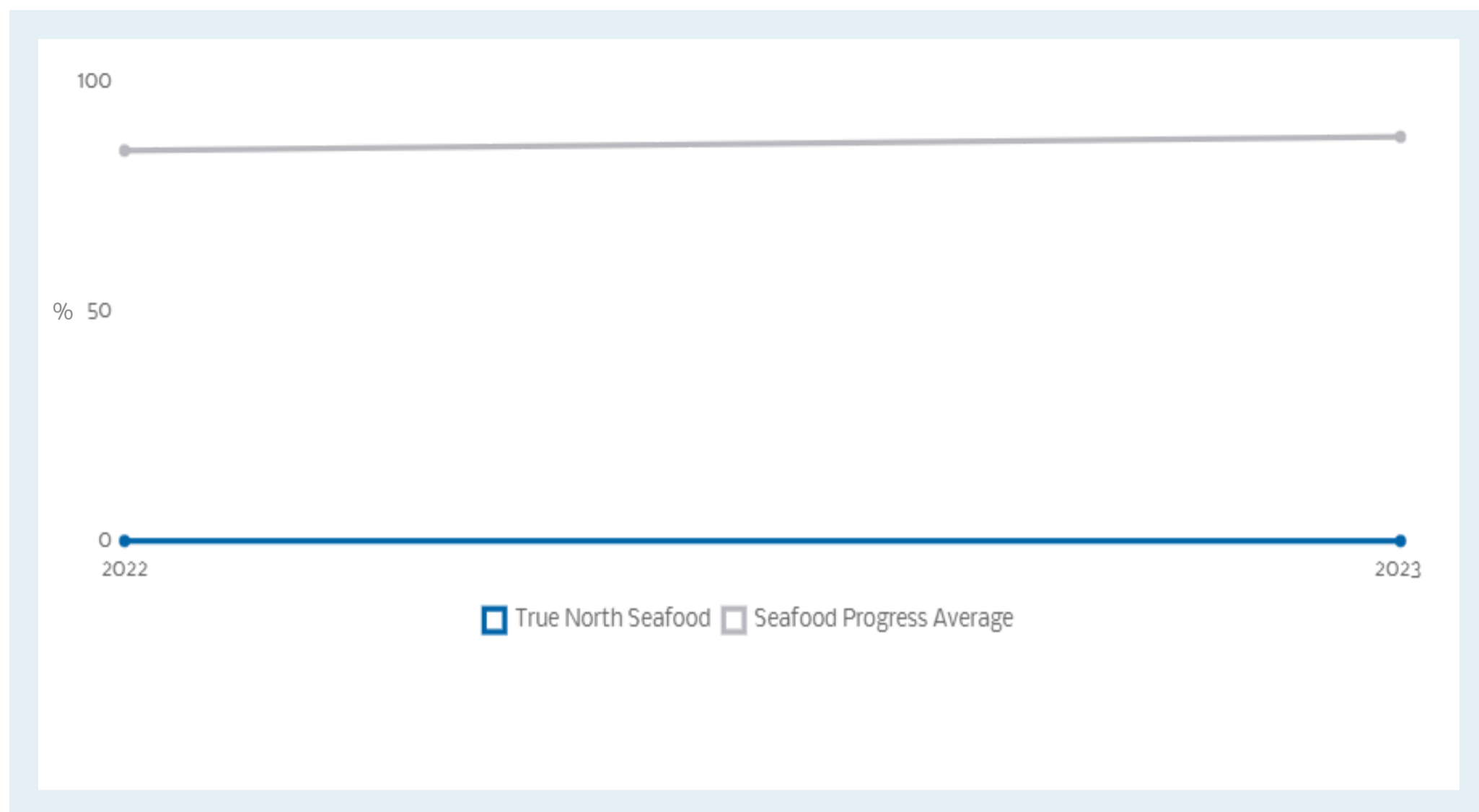
Scoring +

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.



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

Scoring

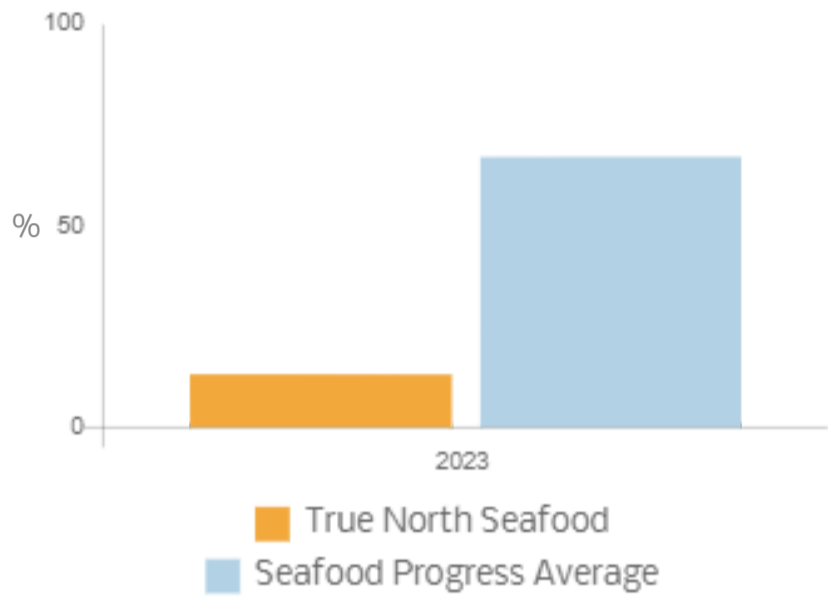


100% Collects data for all products included in the grocer's commitment.

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

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

STEP 3: SOURCING

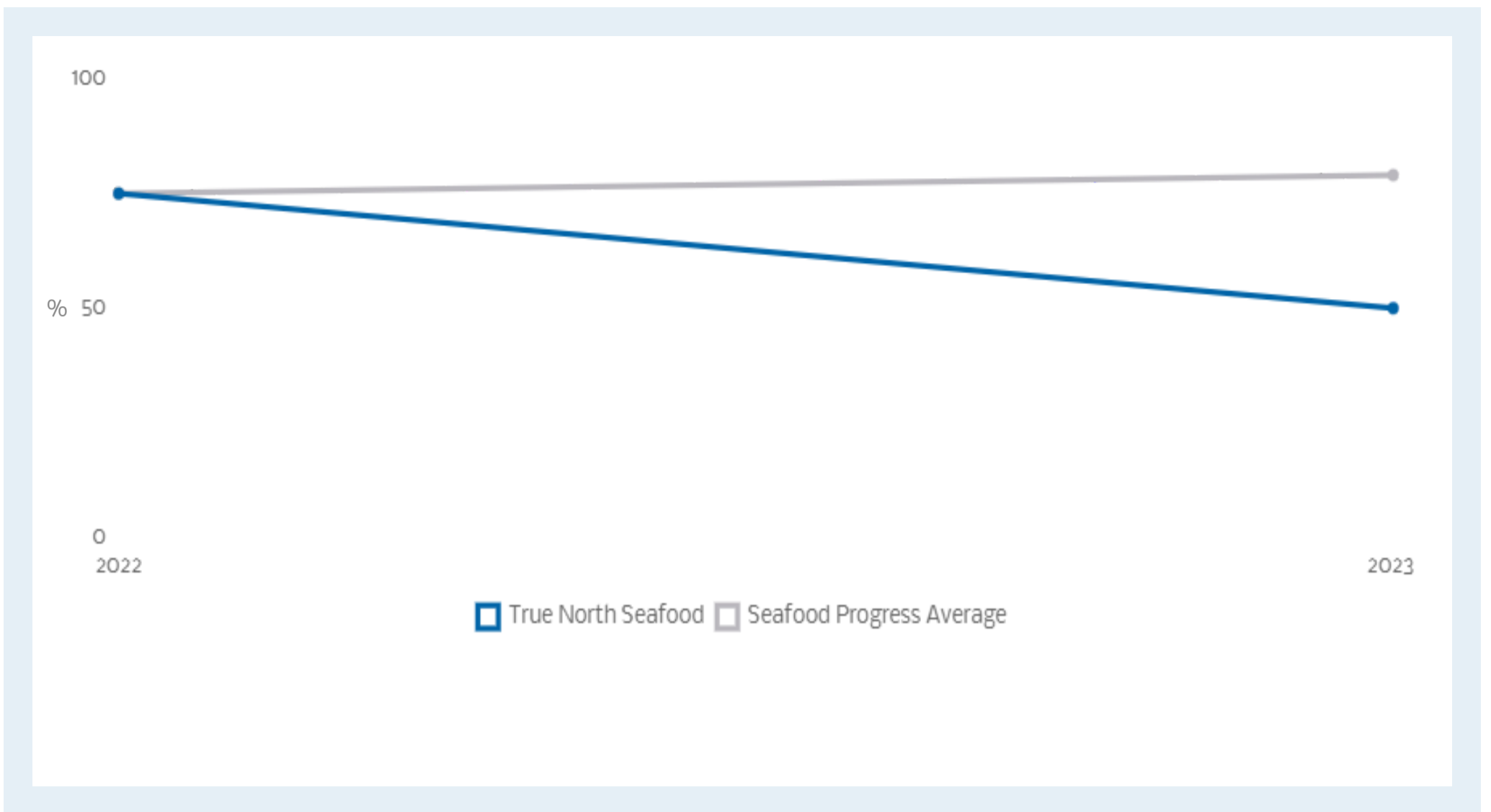


3

Responsible Sourcing

Is the brand making responsible sourcing decisions?

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



True North Seafood publishes the sustainability standard it uses for farmed salmon (BAP 4 star) but doesn't identify the standards it uses for all other products.

Scoring



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

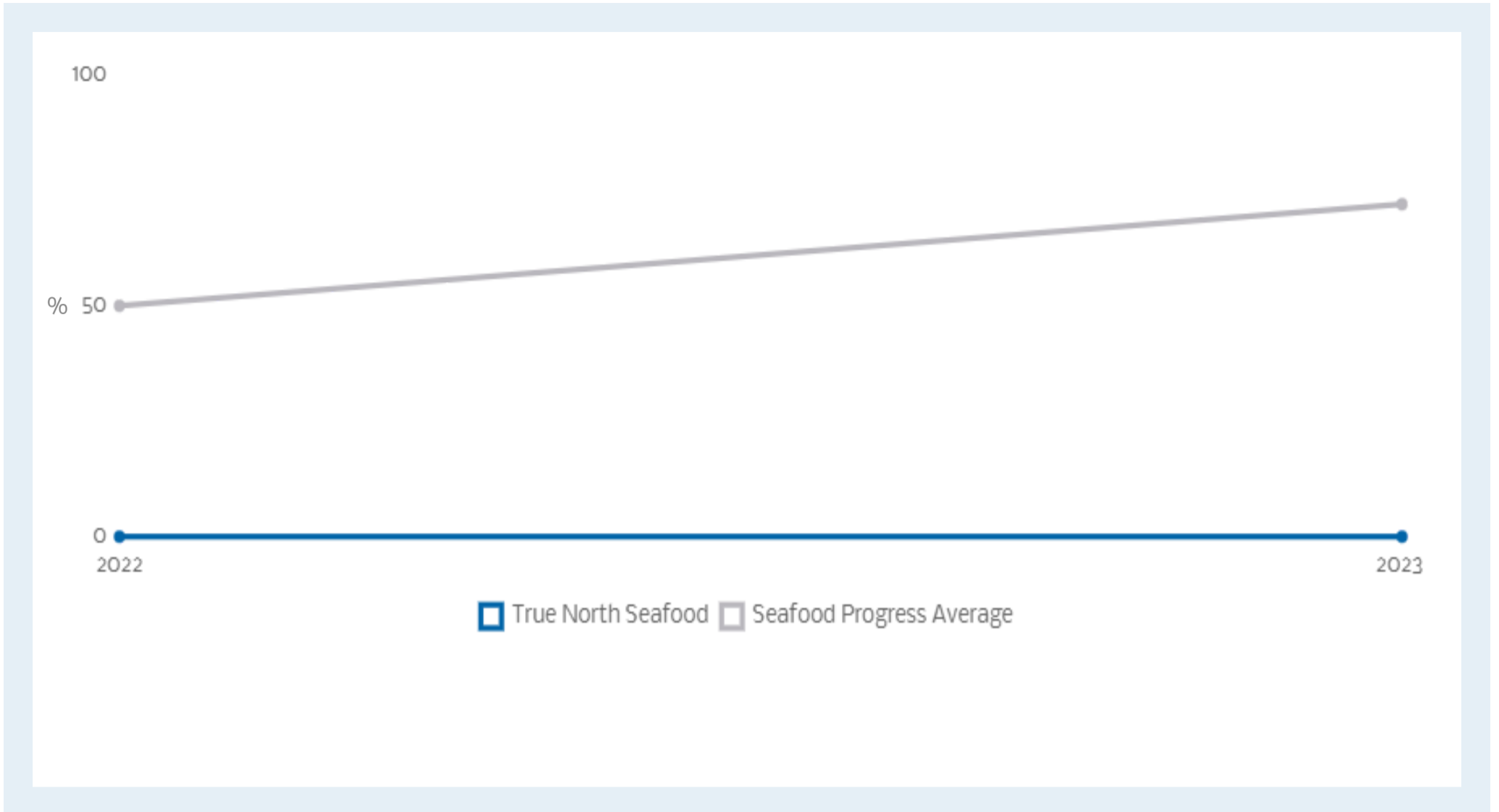
75% Publishes a clear hierarchy of sustainability standards used for sourcing some products, and identifies a general list of sustainability standards that it uses to inform its purchasing decisions for other products.

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.



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

Scoring



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

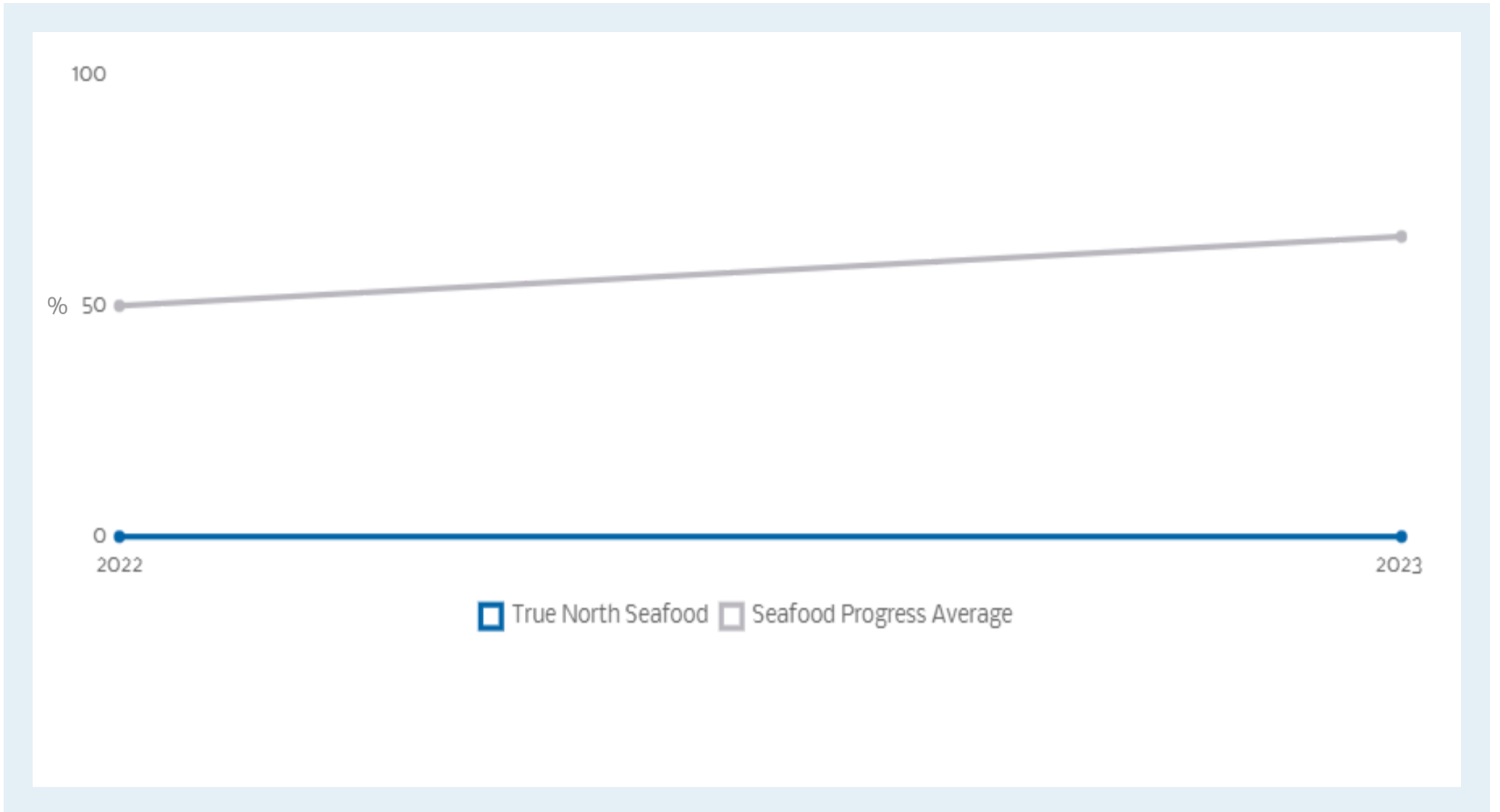
75% Grocer has reported that 75% or more of its seafood sold meets its sustainability commitment.

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.



SeaChoice could not find evidence that Cooke Aquaculture requires suppliers to agree to the terms outlined in its [Sustainability Policy](#).

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.

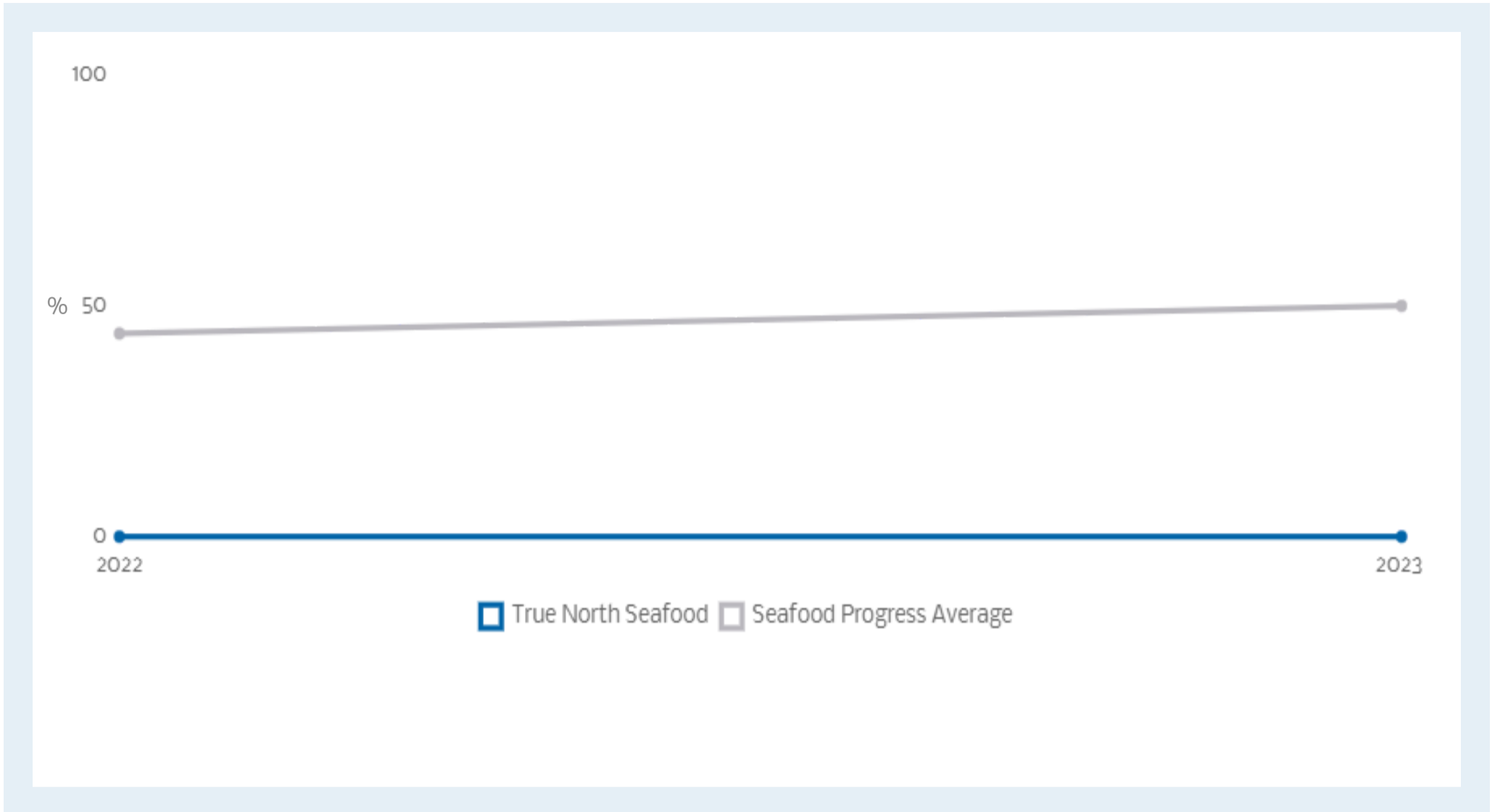
75% All suppliers are required to agree in writing to uphold all of the terms of the grocer's environmental sustainability commitment on at least an annual basis.

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.



SeaChoice could not find evidence that Cooke or True North has a social code of conduct that suppliers are required to abide by.

Scoring

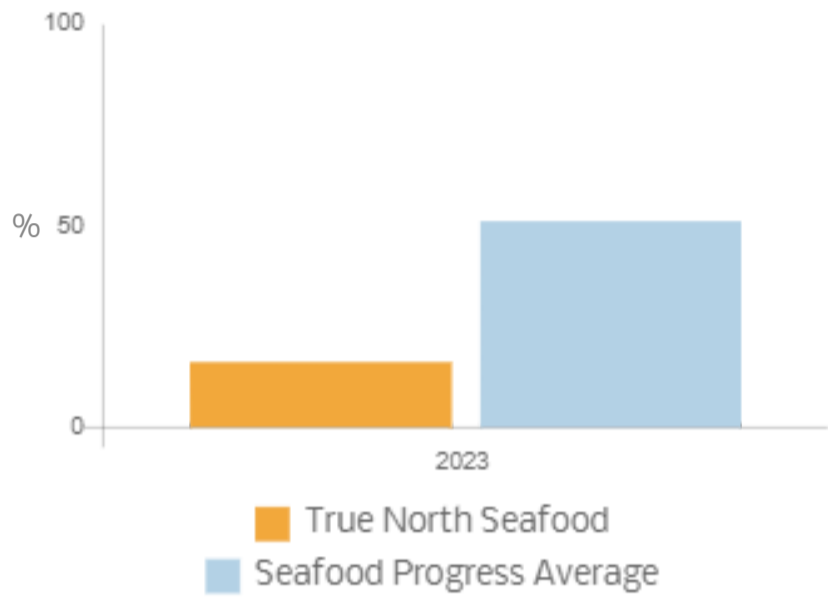


100% All suppliers are required to sign a code of conduct that covers all of the grocer's social responsibility commitment and the grocer actively verifies that this commitment is being upheld by suppliers of high risk products.

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.



SeaChoice found evidence that True North Seafood labels some products as wild and with geographic origin but not with scientific name, gear type or farming method.

Scoring



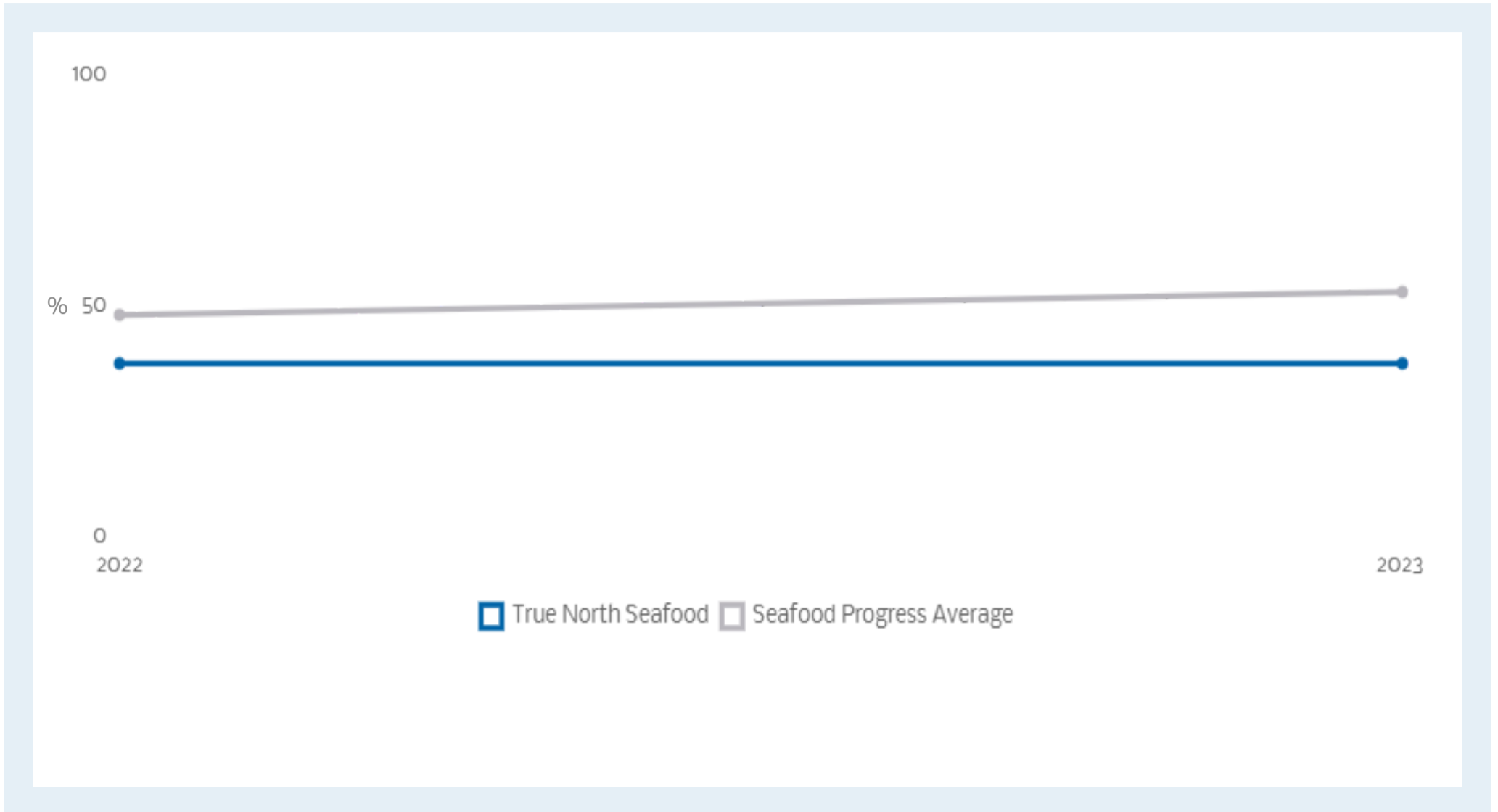
100% The grocer labels all products with the information.

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.



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

Scoring



100% 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).

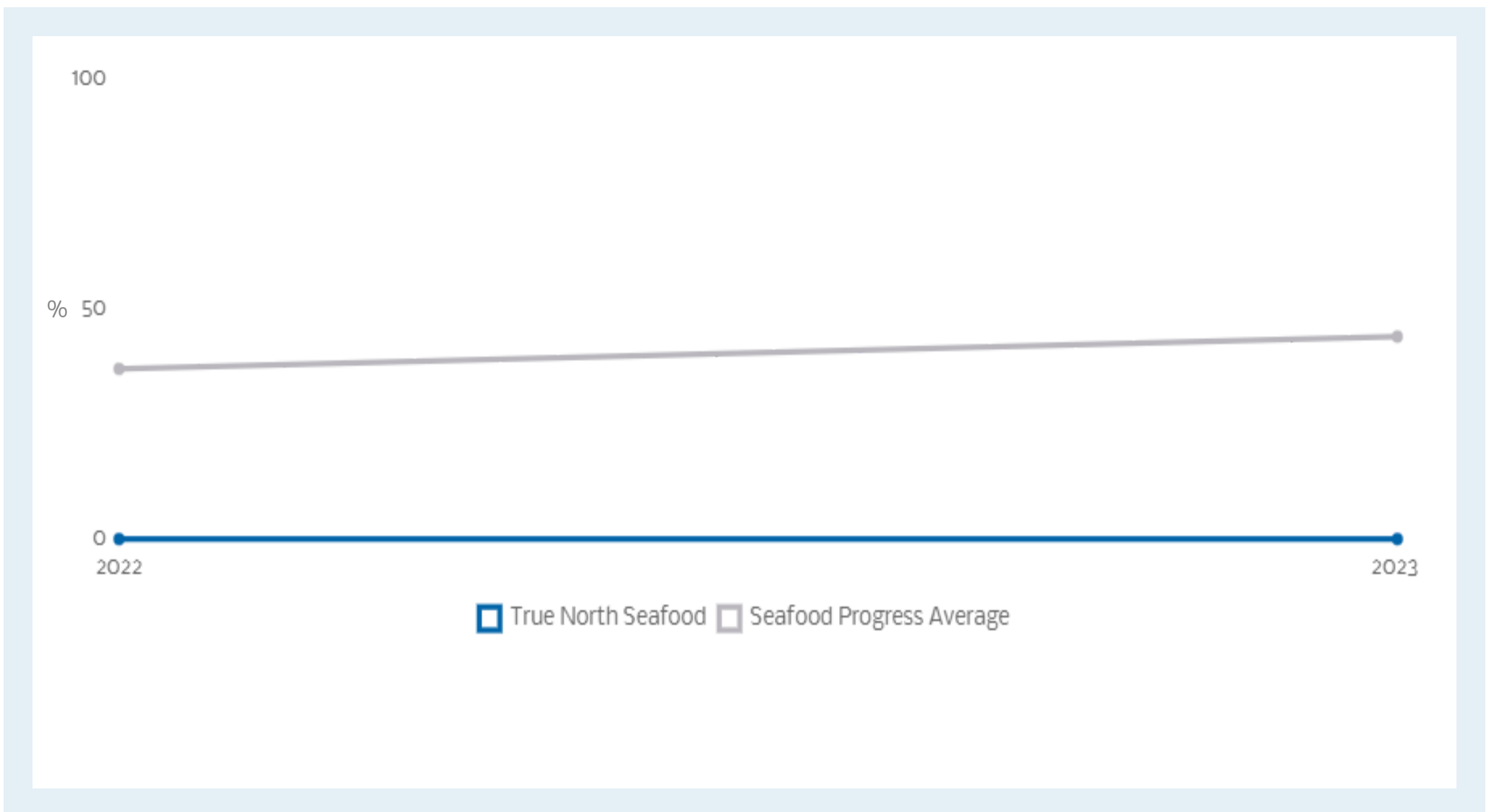
75% The grocer uses certification claims as well as endorsement claims and/or self-declared claims that 1) adhere to ISO 14021 Type II guidance and proof of third-party verification on product labels and 2) makes evidence to back up its claim(s) publicly available.

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.



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

Scoring



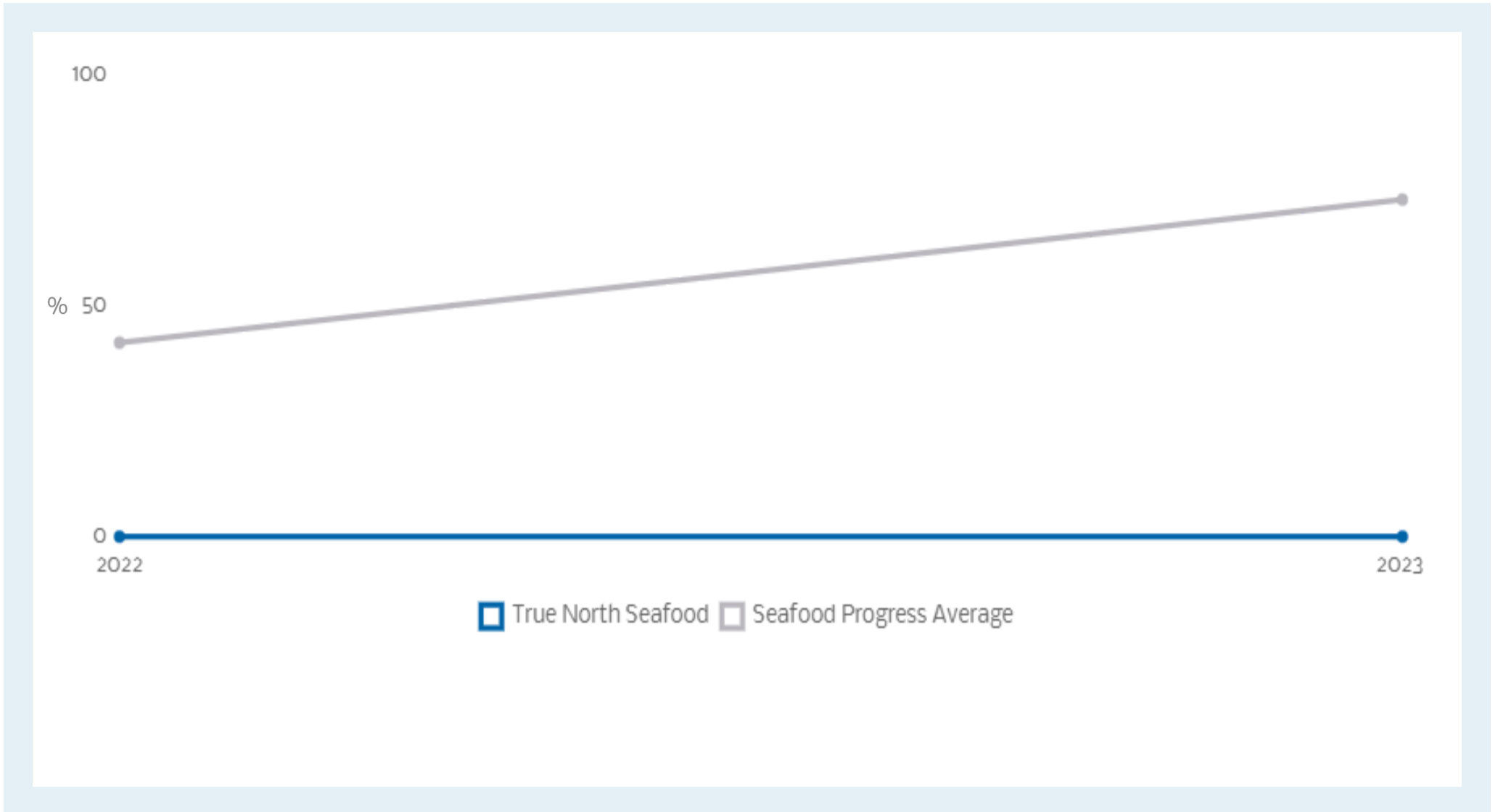
100% Scientific name, geographic origin, gear type AND farming method has been made publicly available for all products.

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.



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

Scoring

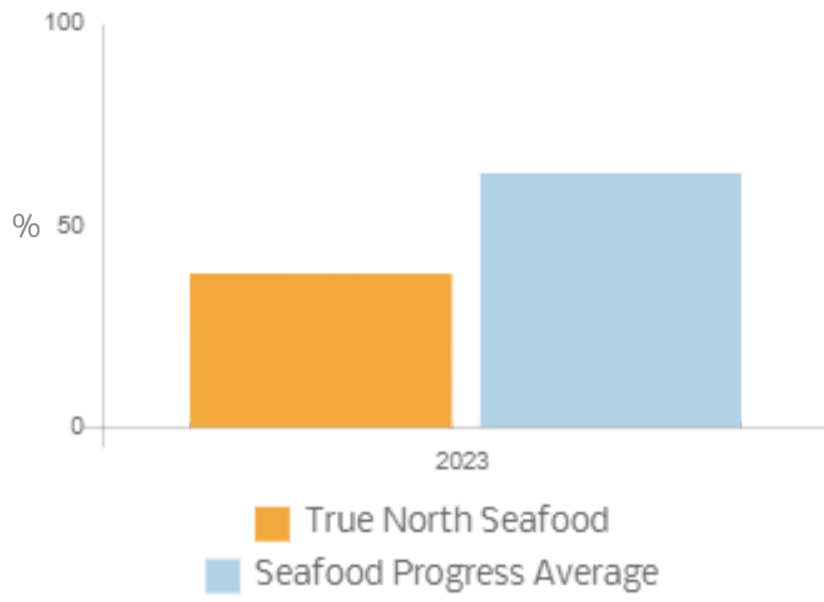


100% The grocer regularly reports publicly how much of its seafood sold meets its commitment by volume or value of sales every year.

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

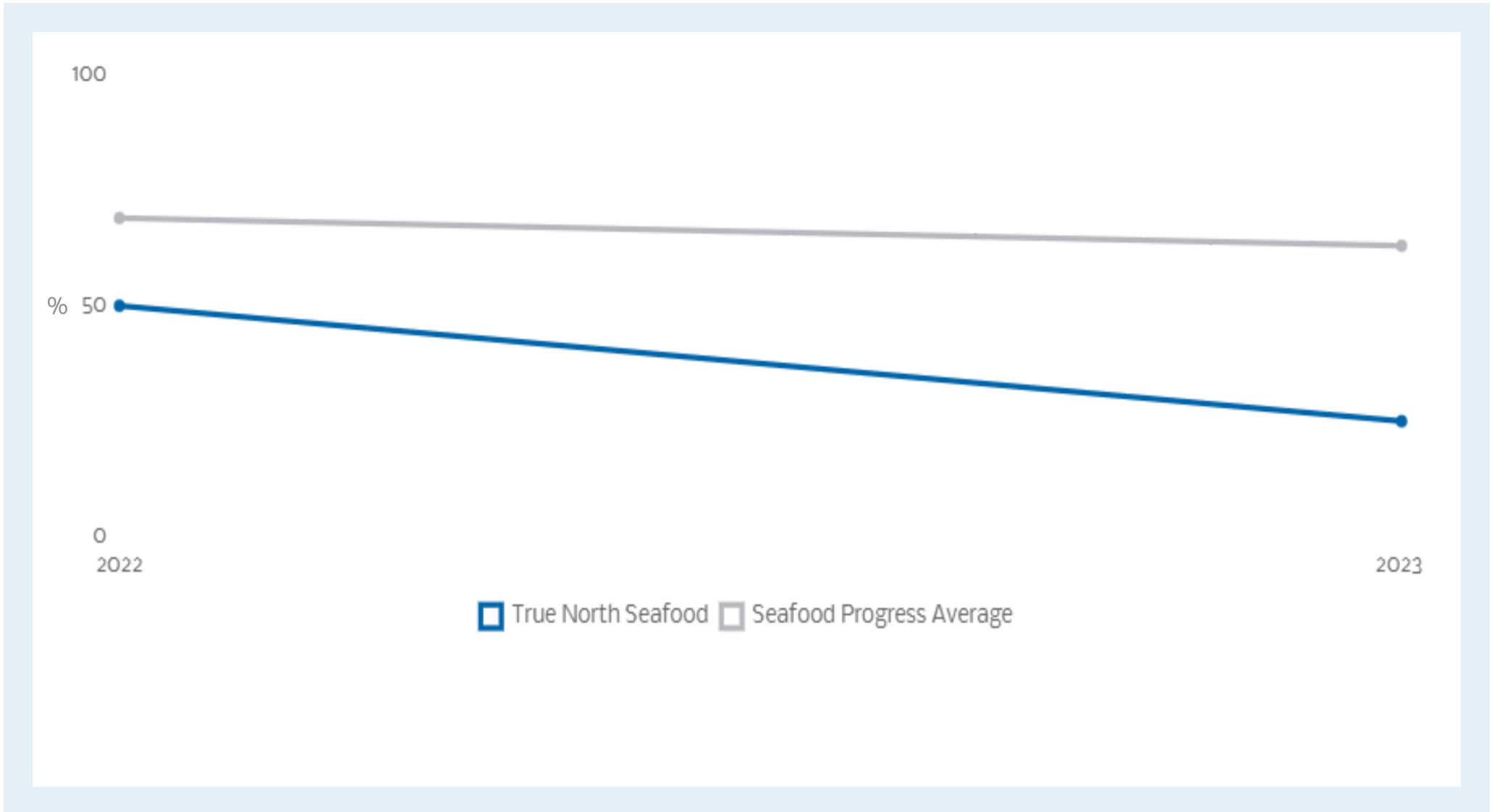


5

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.



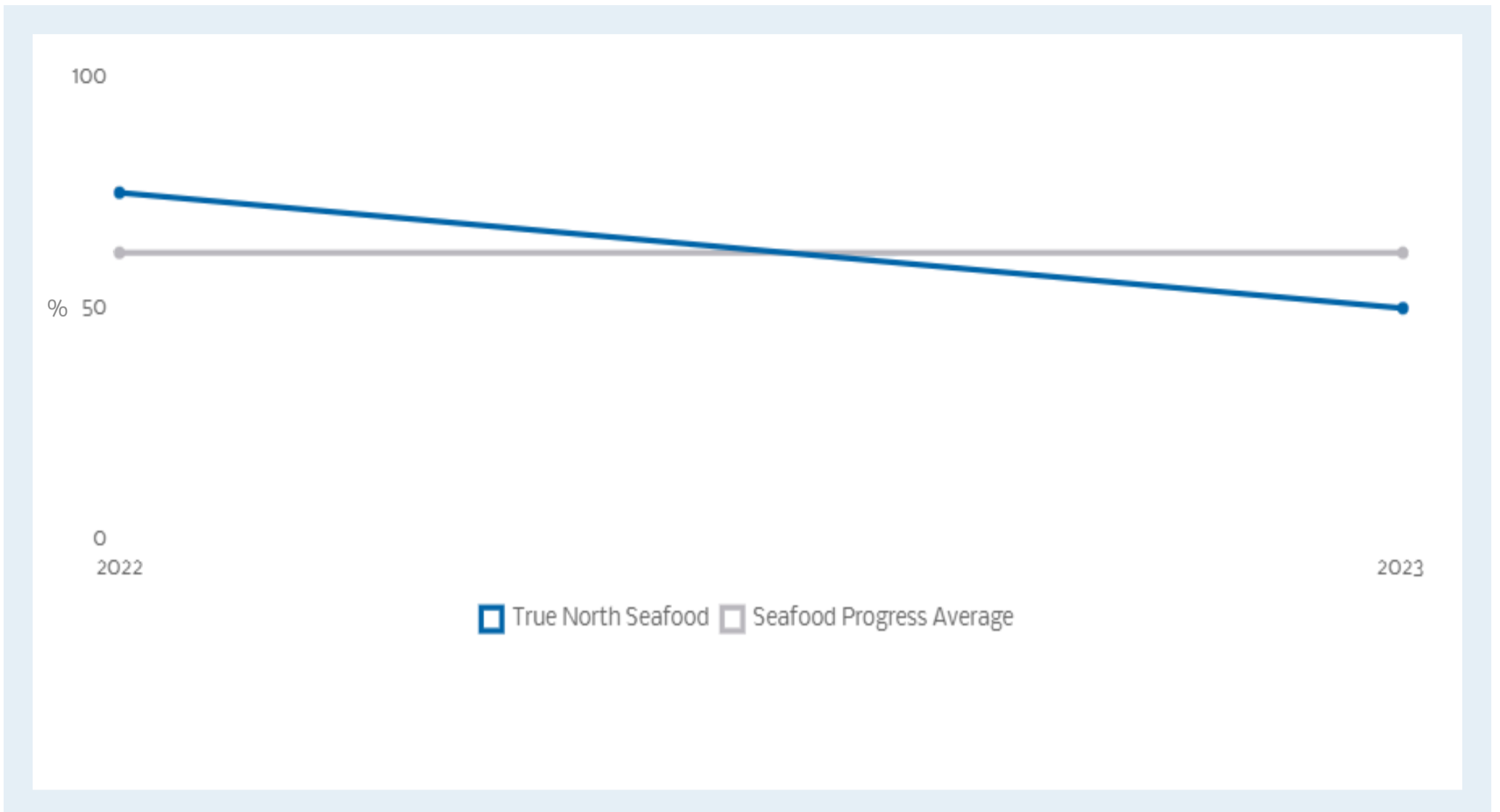
There is some description of True North's commitment to sustainability, but no description of a commitment to social responsibility on its website.

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.



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

Scoring



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

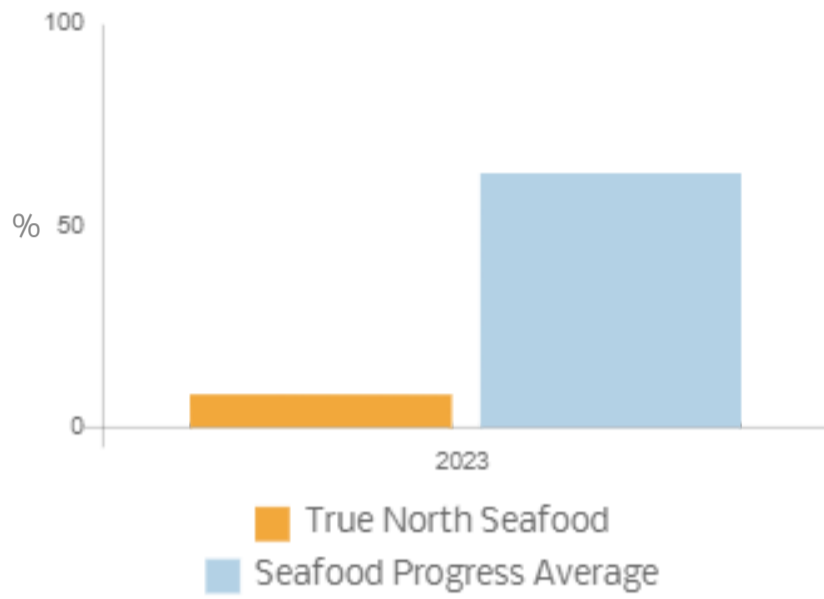
75% There is a comprehensive description of the grocer's commitments to sustainability OR social responsibility in store.

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

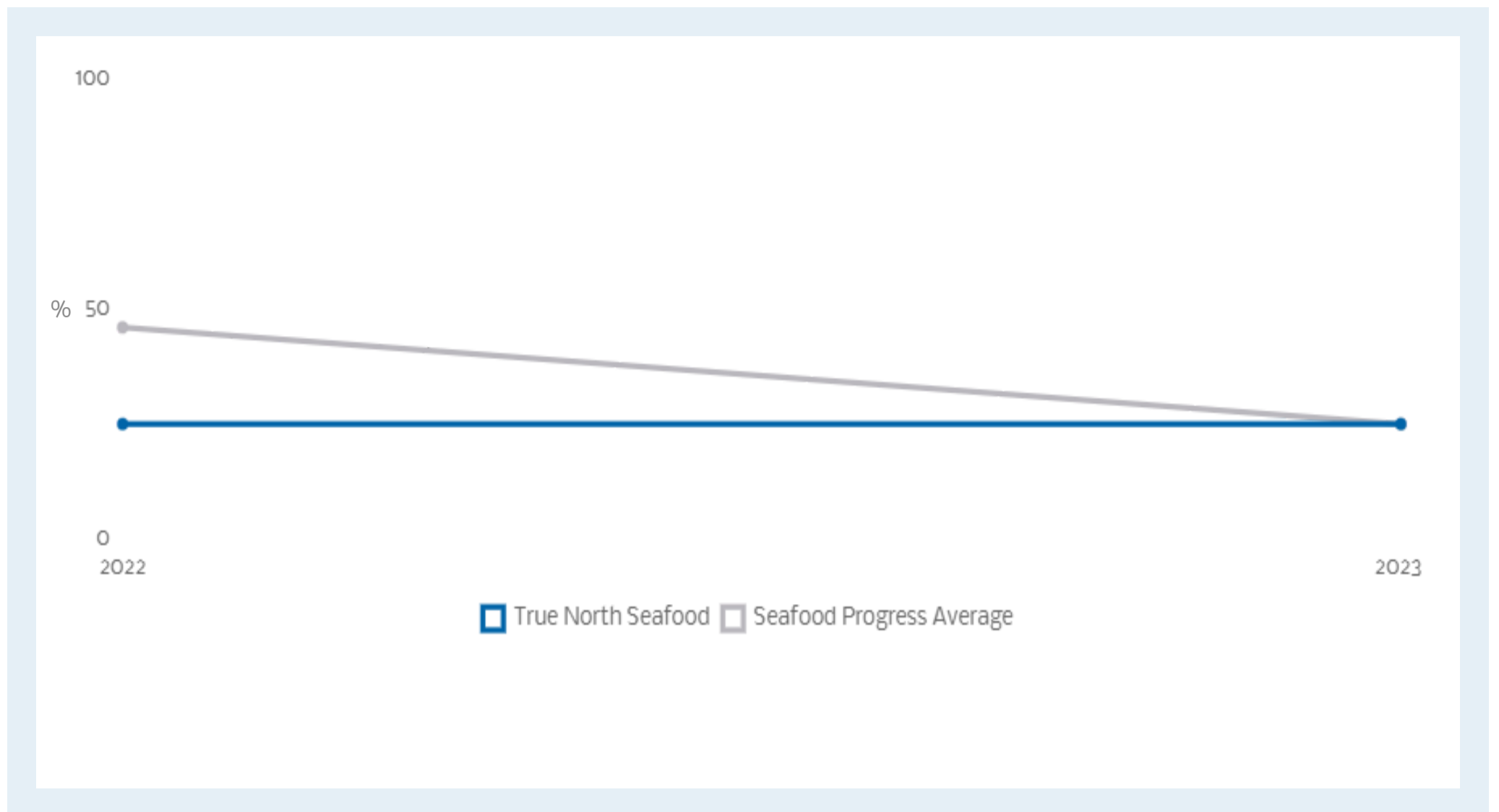


6

Taking Initiative

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

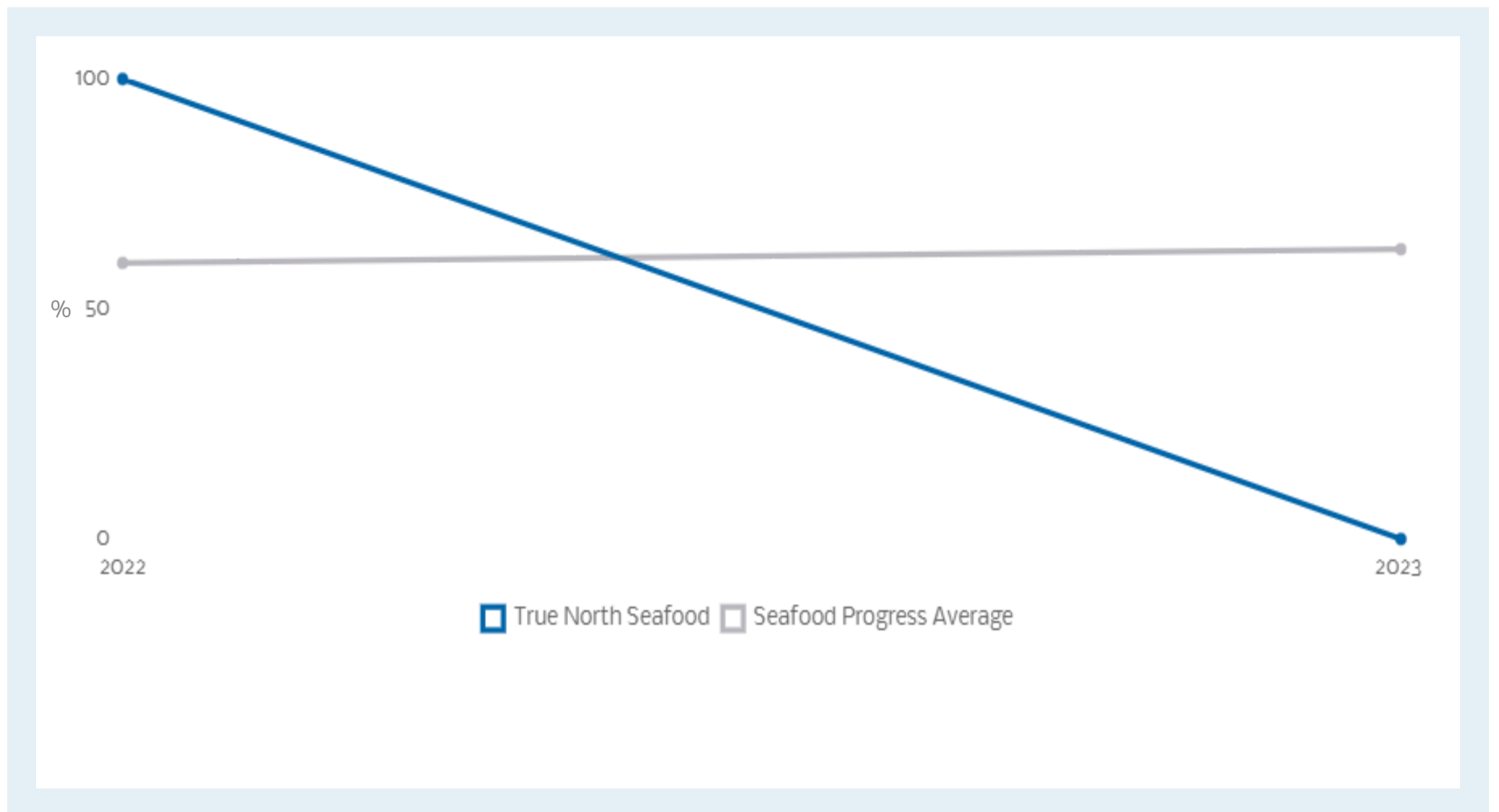
6.1 Farmed Atlantic salmon (*Salmo salar*)



Cooke Aquaculture's **Sustainability Policy** states that it does not use genetically modified salmonid strains in its breeding program. Based on publicly available information, it doesn't appear that it is taking any other actions to support management improvements to this species.

- ✘ Only sells farmed salmon products that meet the highest bars for sustainability, i.e. are produced in a closed containment facility, 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).

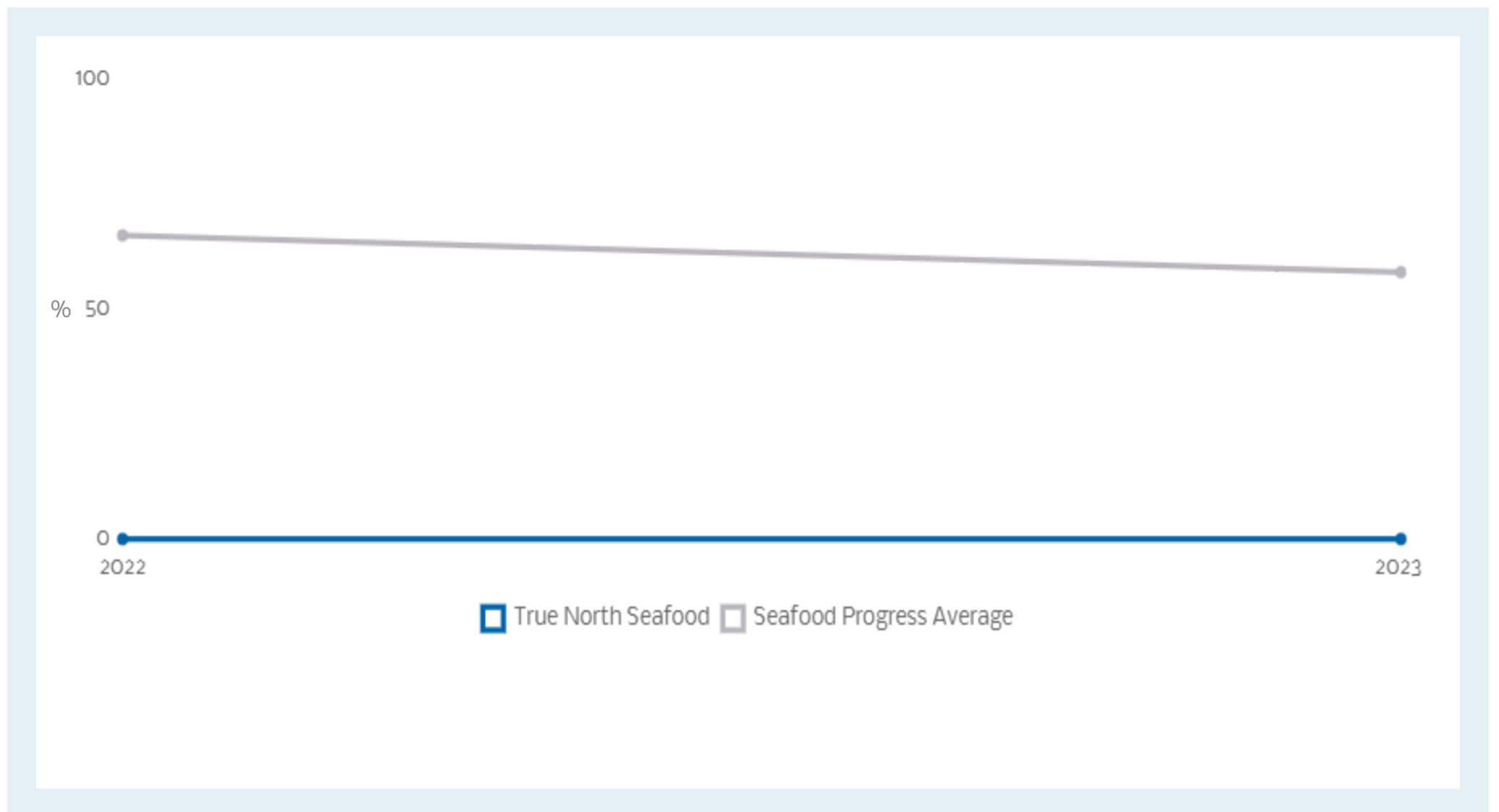
6.2 Farmed shrimps and prawns



SeaChoice could not find evidence that True North Seafood is taking any actions to support improvements to farmed shrimp.

- ✘ 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).

6.4 Other species



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

- ✘ Only sells versions of 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).