

Seafood Progress

Grocery Stores' Commitment to Sustainable and Socially Responsible Seafood

83

2022 score

Seafood Progress Average ?
: 71

↑ Score Trend
Increased Since Last Year

Parent Company
George Weston Ltd.

NGO Partner(s)
World Wildlife Fund (WWF)

Loblaw Companies Limited

[Stores owned by Loblaw](#)

 Atlantic Superstore

 Dominion

 Extra Foods

 Loblaws

 CityMarket

 maxi

 PHARMAPRIX

 Provigo

 Provigo
Le Marché

 REAL CANADIAN
SUPERSTORE

 wholesale club
everything foodservice

 SHOPPERS
DRUG MART

 大統華 T&T
Supermarket

 Zehrs

 FORTINOS

 Freshmart

 NOFRILLS

 SaveEasy

 valu-mart

 Independent
Your Independent Grocer



Sustainable Commitment
[click here](#)



Progress Reports
[2021, 2020, 2019, 2018](#)



Location
Across Canada

OVERVIEW

Commitment to Sustainable Seafood

Which product types does this grocery store's sustainable seafood commitment cover?

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

SUMMARY



100%

of products sold in 2022 met commitment.

Sustainability Commitment. Loblaw is committed to procuring all of the seafood sold in its stores from sustainable sources. Loblaw informed SeaChoice that this means sourcing certified versions of all products first. Where certified sources are not available, Loblaw sources against the standards outlined in its Sustainable Seafood Sourcing guide, which is developed with support from its marine science advisor Dr. Jeff Hutchings and in collaboration with the World Wildlife Fund (WWF-Canada). If products are not certified and don't meet Loblaw's sourcing guide, they must at least be in a comprehensive Fishery Improvement Project (FIP) working toward obtaining MSC certification or an Aquaculture Improvement Project (AIP) working toward obtaining ASC certification. Additionally, Loblaw only sources canned tuna from International Sustainable Seafood Foundation (ISSF) member suppliers. Since 2018, Loblaw has reported 100% compliance against this commitment on an annual basis to SeaChoice. Finally, Loblaw has a full chain traceability policy that traces at least the scientific name, geographic origin and gear type or farming method on all products covered by its commitment.

Clear Objectives



Supplier Expectations



Traceability Policy



Reporting on Activities



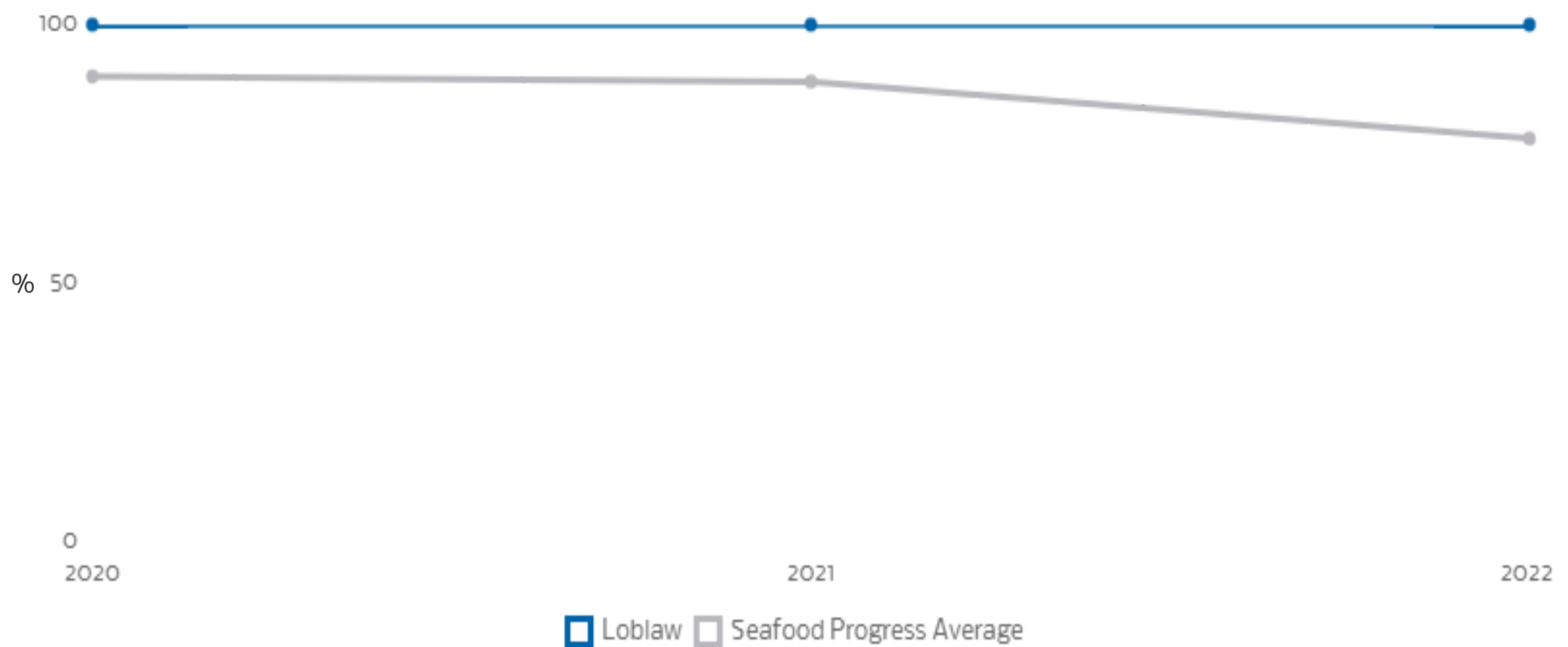
Social Responsibility Commitment. Loblaw's Position on Human Rights statement indicates that its policies and practices in relation to social responsibility throughout its value chain are informed by the UN's Guiding Principles on Business and Human Rights and Universal Declaration of Rights, the ILO Conventions, the Consumer Goods Forum's Forced Labour Priority Industry Principles and local human rights laws. Loblaw clearly relays its expectations of suppliers in its **Supplier Code of Conduct** which addresses compliance with applicable laws, policies and governing terms; ethical conduct and behavior; employment standards; quality; health and safety; environmental responsibility and animal welfare. All suppliers must sign this Code and are subject to audits at source by an independent third party. Loblaw relies on suppliers to collect and trace data related

to human rights and therefore does not have this information readily available. Finally, Loblaw does not report publicly on activities to support its commitment to source socially responsible seafood.

STEP 1: COMMITMENT



1.1 Grocery store has a publicly available commitment on environmentally sustainable seafood.



Loblaw is committed to procuring all of the seafood sold in its stores from sustainable sources. Loblaw informed SeaChoice that this means sourcing certified versions of all products first. Where certified sources are not available, Loblaw sources against the standards outlined in its Sustainable Seafood Sourcing guide, which is developed with support from its marine science advisor Dr. Jeff Hutchings and in collaboration with the World Wildlife Fund (WWF-Canada). If products that are not certified and don't meet Loblaw's sourcing guide, they must at least be in a comprehensive Fishery Improvement Project (FIP) working toward obtaining MSC certification or an Aquaculture Improvement Project (AIP) working toward obtaining ASC certification. Additionally, Loblaw only sources canned tuna from International Sustainable Seafood Foundation (ISSF) member suppliers. Since 2018, Loblaw has reported 100% compliance against this commitment on an annual basis to SeaChoice. Finally, Loblaw has a full chain traceability policy that traces at least the scientific name, geographic origin and gear type or farming method on all products covered by its commitment (personal communication, J. Lambert, 21/04/2022).

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 that traces at least the product scientific name, geographic origin, farmed/wild and gear type or farming method.

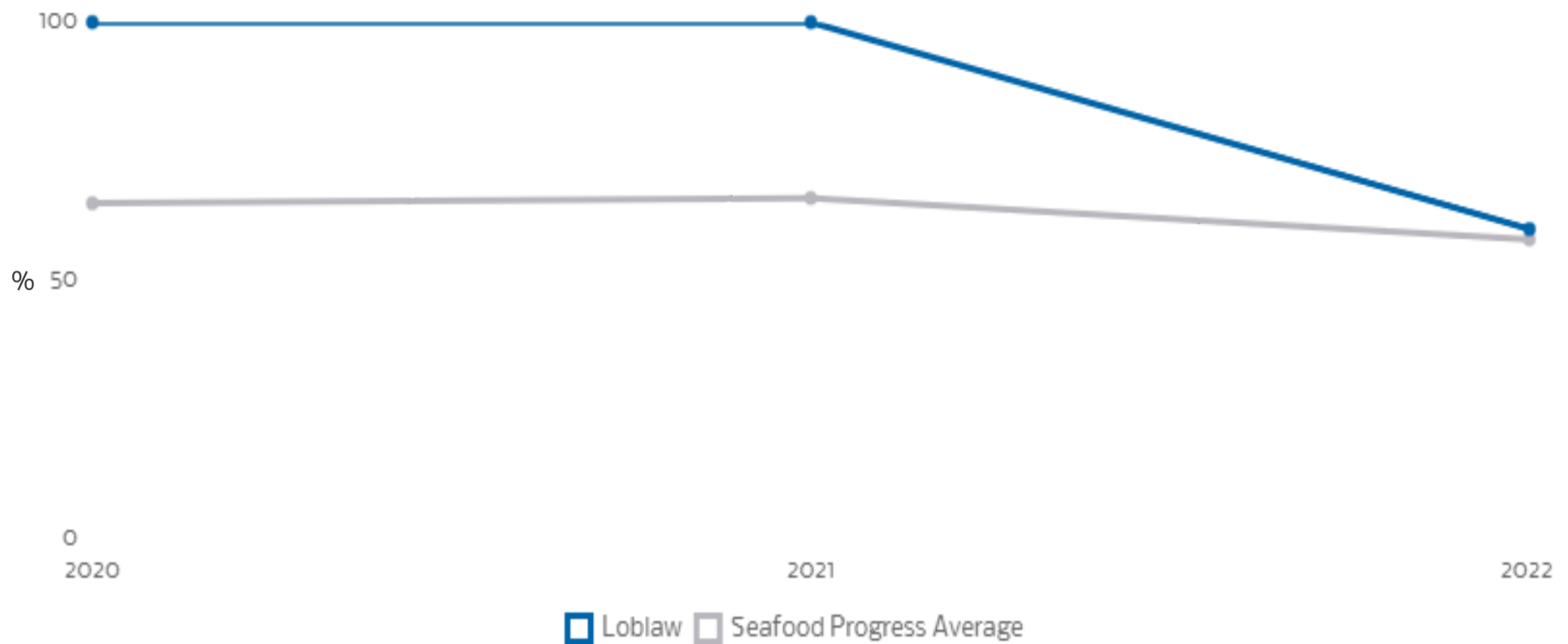
60% Commitment to environmental sustainability that includes clear objectives that are supported by references to credible standards (such as Seafood Watch or Ocean Wise ratings, eco-certifications, etc.).

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 Grocery store has a publicly available commitment on socially responsible seafood.



Loblaw's Position on Human Rights statement indicates that its policies and practices in relation to social responsibility throughout its value chain are informed by the UN's Guiding Principles on Business and Human Rights and Universal Declaration of Rights, the ILO Conventions, the Consumer Goods Forum's Forced Labour Priority Industry Principles and local human rights laws. Loblaw clearly relays its expectations of suppliers in its [Supplier Code of Conduct](#) which addresses compliance with applicable laws, policies and governing terms; ethical conduct and behavior; employment standards; quality; health and safety; environmental responsibility and animal welfare. All suppliers must sign this Code and are subject to audits at source by an independent third party. Loblaw relies on suppliers to collect and trace data related to human rights and therefore does not have this information readily available. Finally, Loblaw does not report publicly on activities to support its commitment to source socially responsible seafood.

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.

80% Commitment to social responsibility includes clear objectives, actions or expectations for seafood suppliers, and a clear and effective traceability policy.

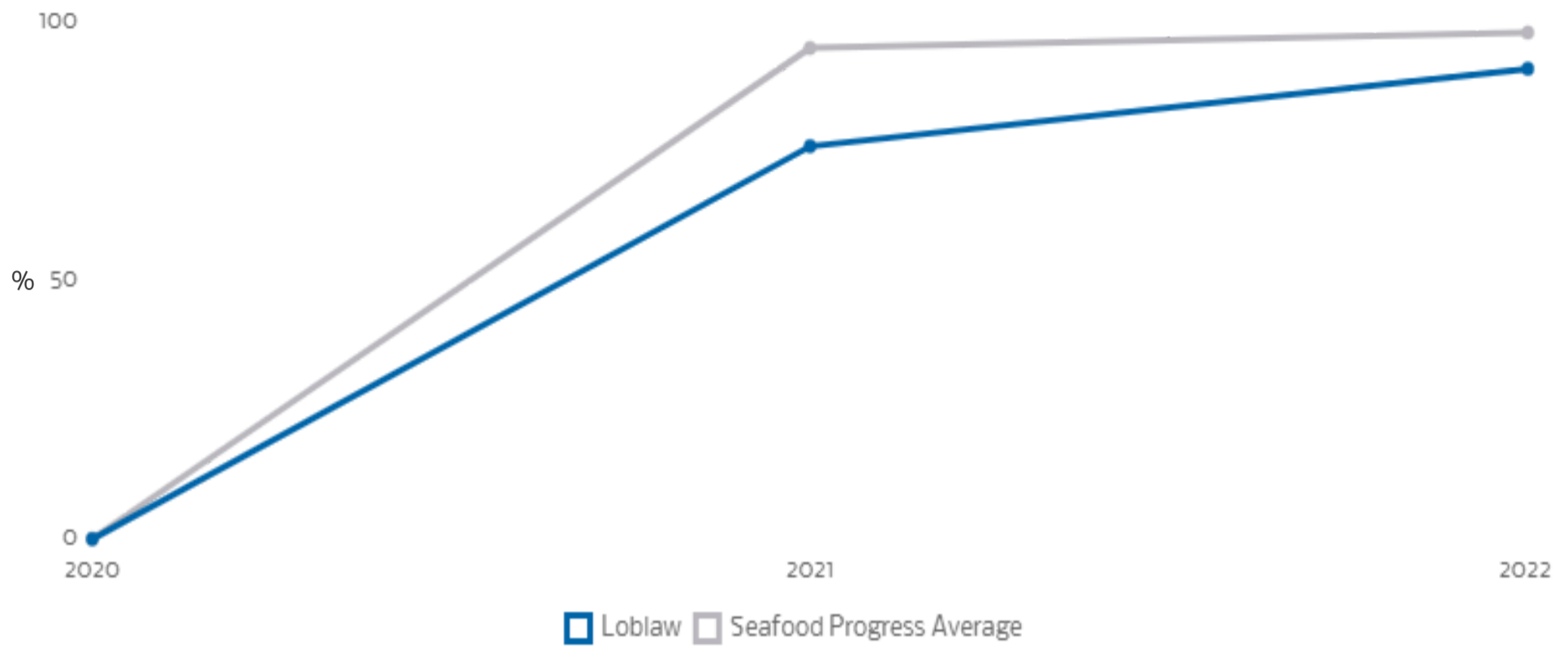
60% Commitment to social responsibility includes clear objectives and actions or expectations for seafood suppliers.

40% Commitment to social responsibility includes clear objectives for socially responsible procurement (for example by referring to credible international standards such as ILO, UN Declaration, etc.).

20% General commitment to socially responsible seafood.

0% No publicly available social responsibility commitment.

1.3 Grocery store covers all banners that sell seafood in its sustainable seafood commitment.



Loblaw's sustainable seafood policy includes twenty of its twenty-two banners. At this time, it does not include T&T Supermarkets or No Frills third party seafood counters. However, Loblaw shared that it is in the process of reviewing T&T's products with the intention of bringing this banner under its commitment (personal communication, J. Lambert, 21/04/2022).

Scoring

100% Grocery store includes 100% of its banners in its sustainable seafood commitment.

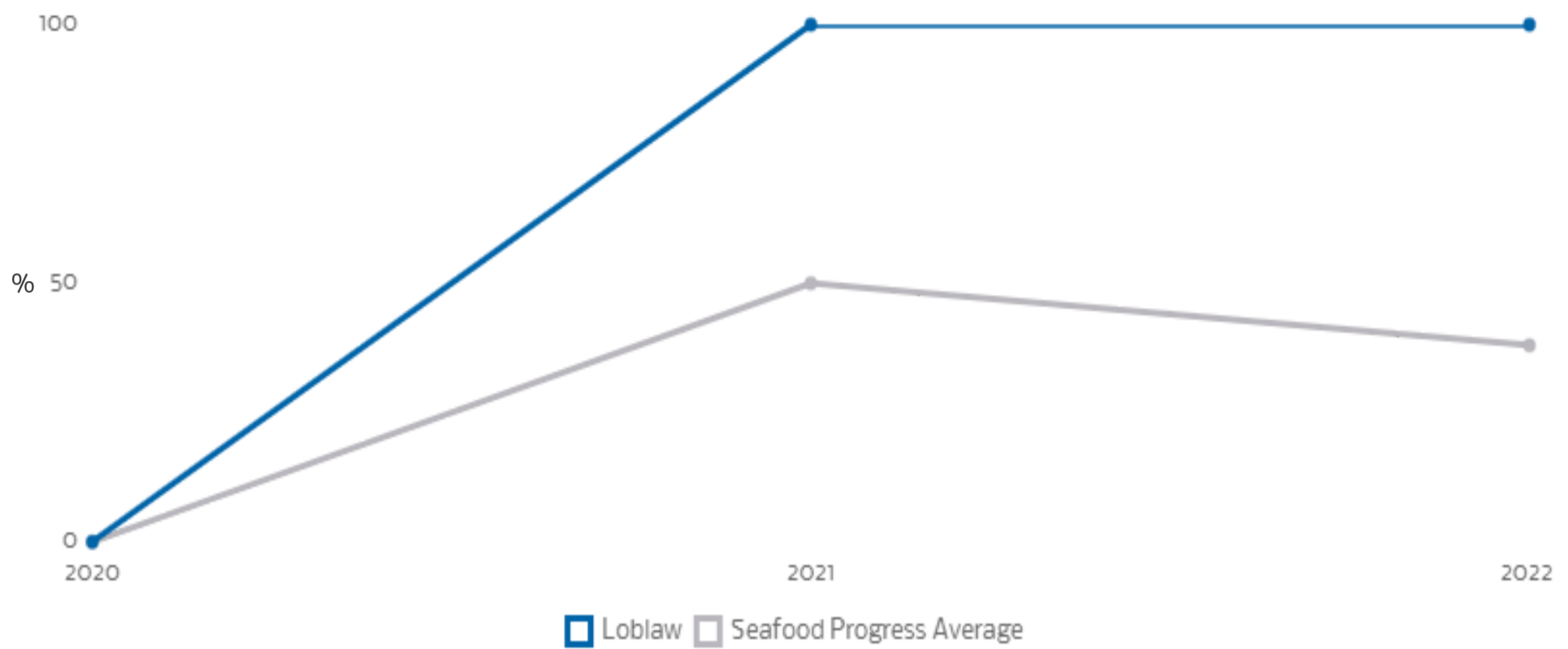
75% Grocery store includes 75% or more of its banners in its sustainable seafood commitment.

50% Grocery store includes 50% or more of its banners in its sustainable seafood commitment.

25% Grocery store includes 25% or more of its banners in its sustainable seafood commitment.

0% Grocery store does not include any banners in its sustainable seafood commitment.

1.4 Grocery store covers all shelf stable and national brand products in its sustainable seafood commitment.



Loblaw's commitment includes all of its shelf stable and national brand products (personal communication, J. Lambert, 21/04/2022).

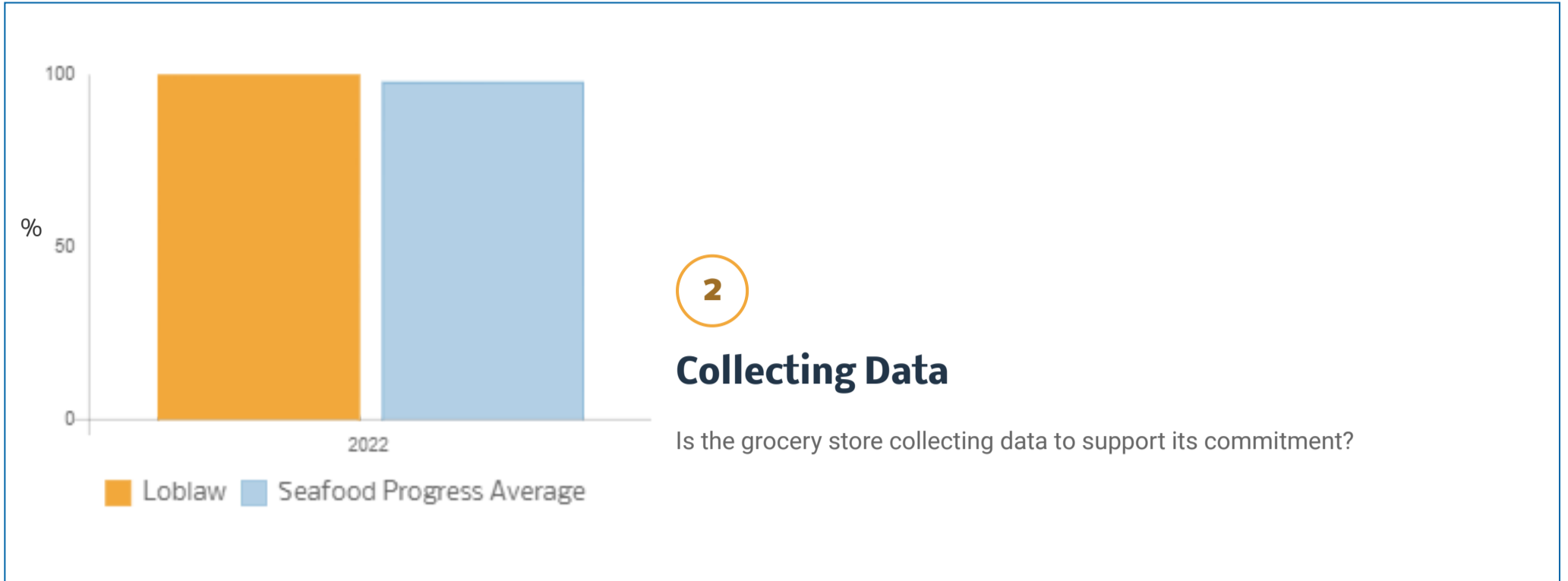
Scoring

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

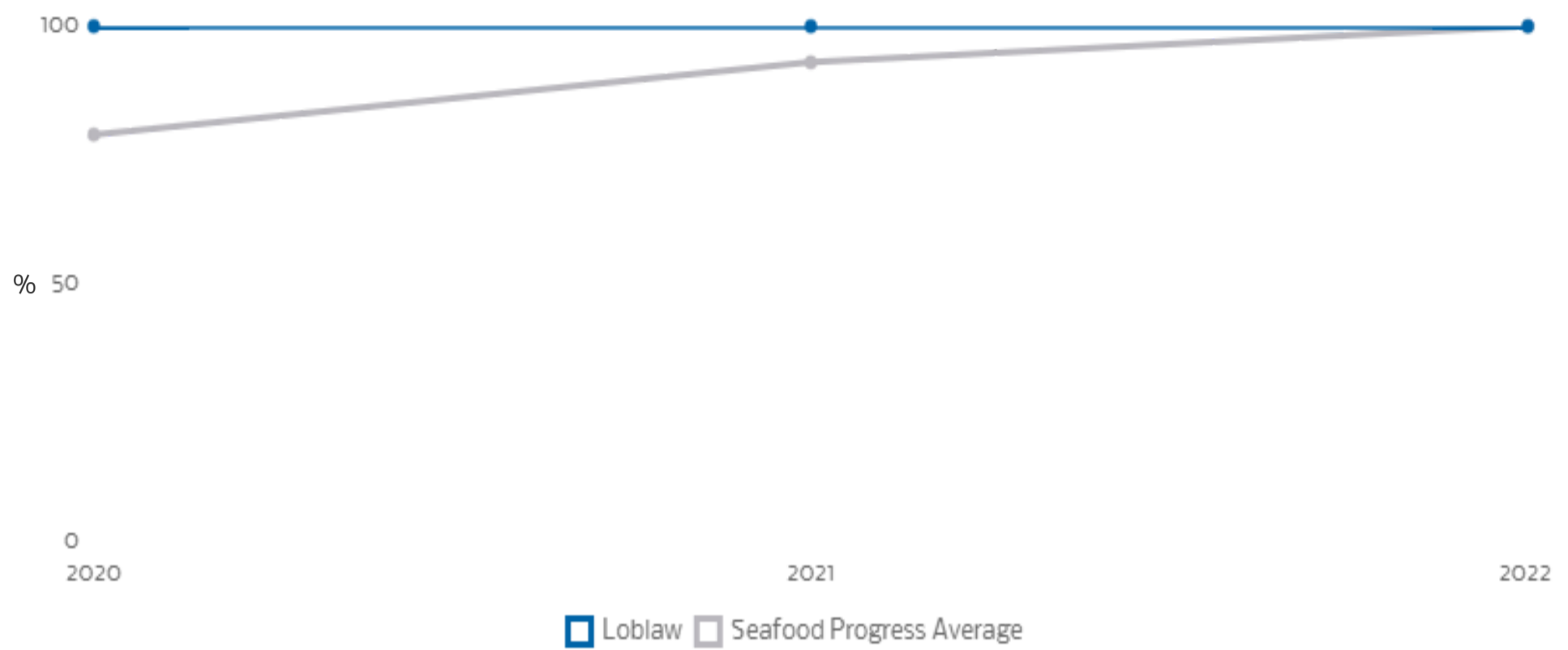
50% Grocery store's commitment includes all of its shelf stable or national brand products.

0% Grocery store's commitment includes neither all of its shelf stable or national brand products.

STEP 2: COLLECTING DATA



2.1 Grocery store collects data on species scientific name.



Loblaw collects data on species' scientific name for all seafood products (personal communication, J. Lambert, 21/04/2022).

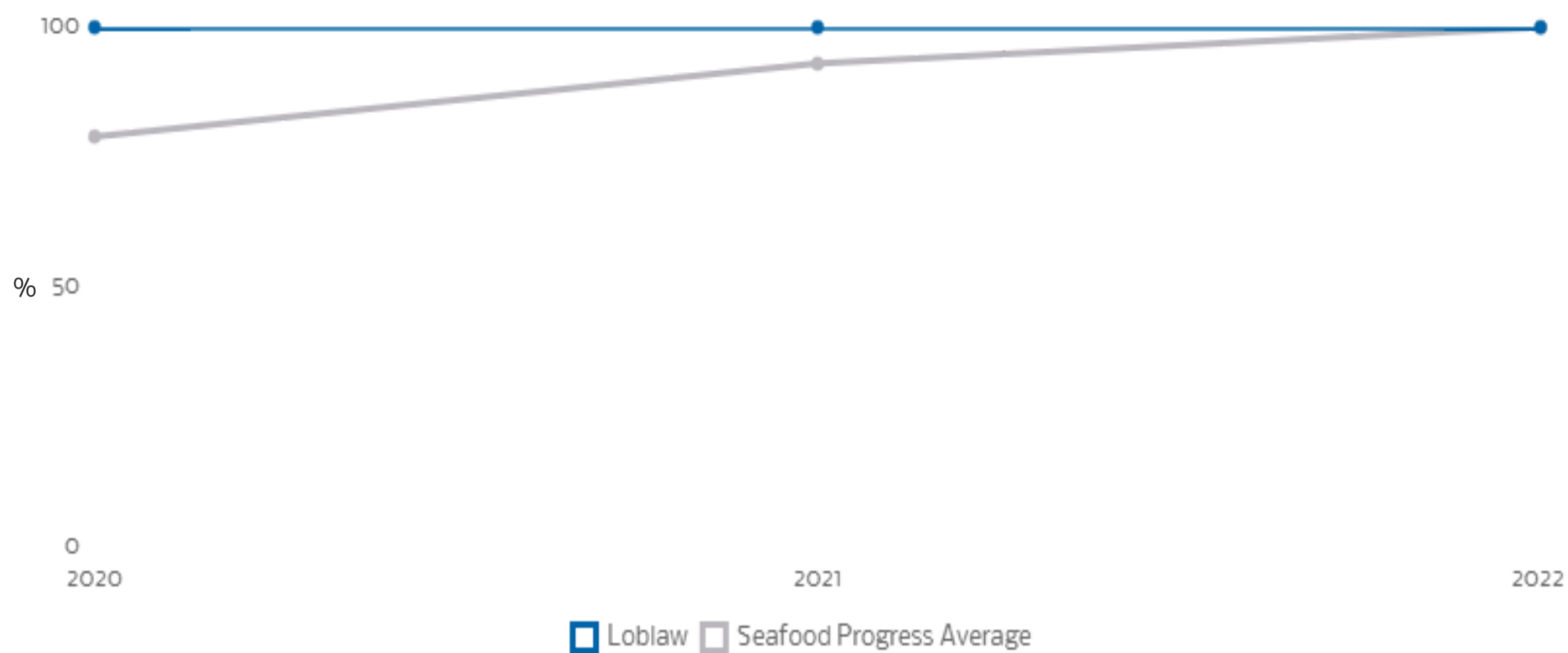
Scoring

100% Collects data for all products.

50% Collects data for some products.

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

2.2 Grocery store collects data on geographic origin.



Loblaw collects data on geographic origin for all seafood products (personal communication, J. Lambert, 21/04/2022).

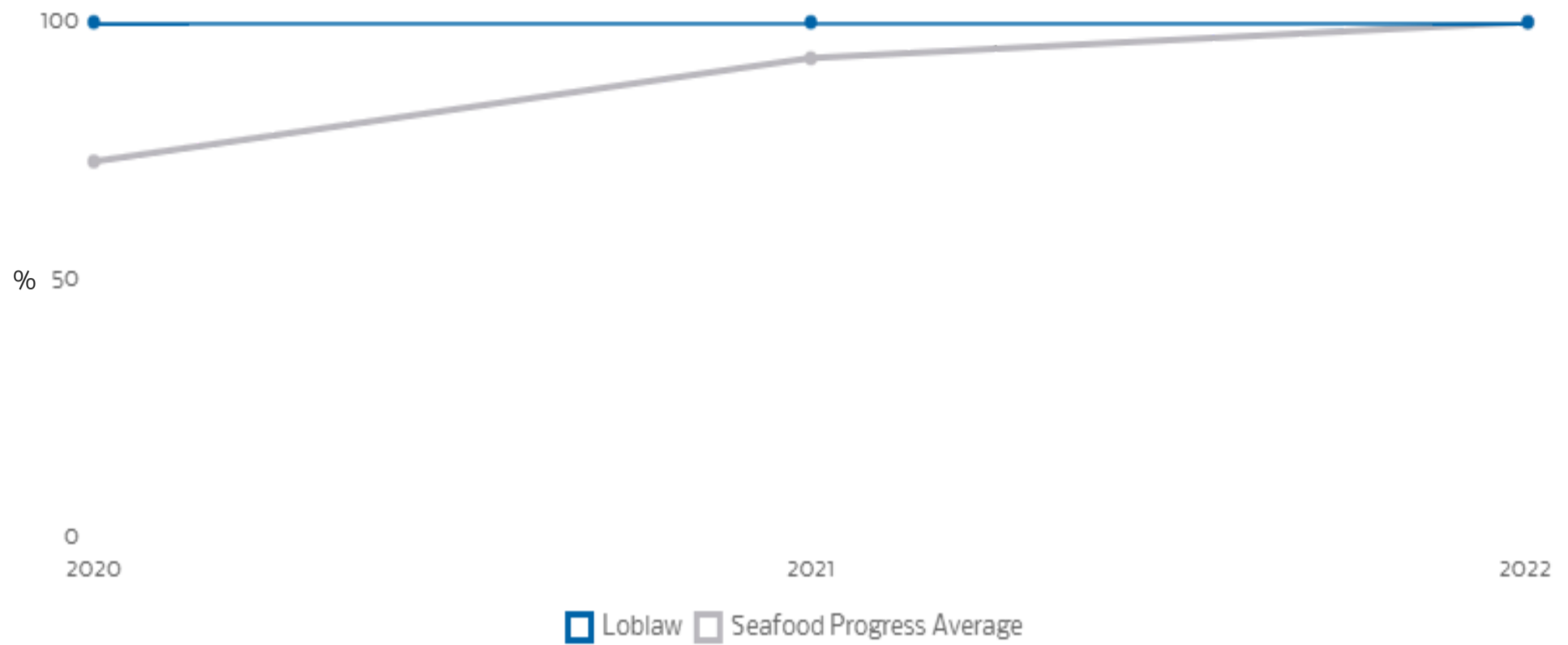
Scoring

100% Collects data for all products.

50% Collects data for some products.

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

2.3 Grocery store collects data on whether wild or farmed.



Loblaw collects data on wild and farmed for all seafood products (personal communication, J. Lambert, 21/04/2022).

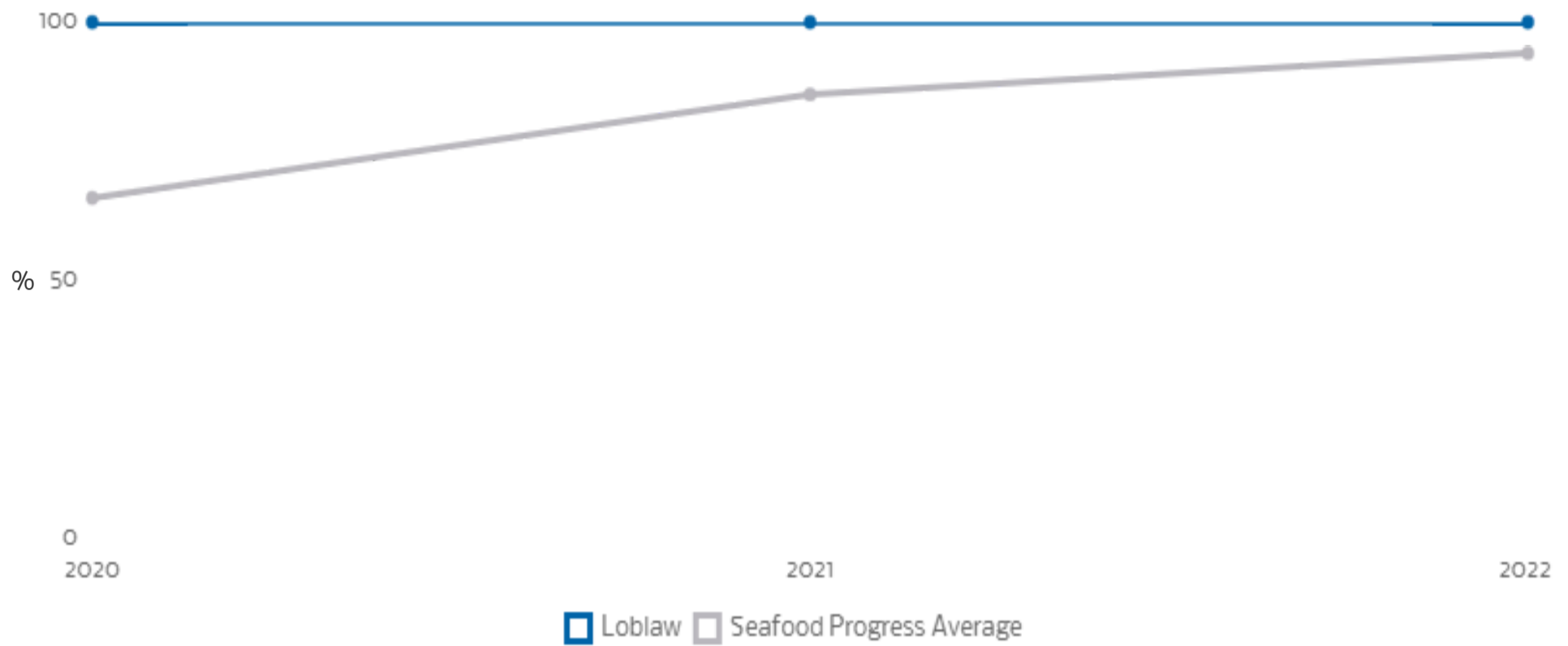
Scoring

100% Collects data for all products.

50% Collects data for some products.

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

2.4 Grocery store collects data on gear type or farming methods.



Loblaw collects data on gear type and farming method for all seafood products (personal communication, J. Lambert, 21/04/2022).

Scoring

100% Collects data for all products.

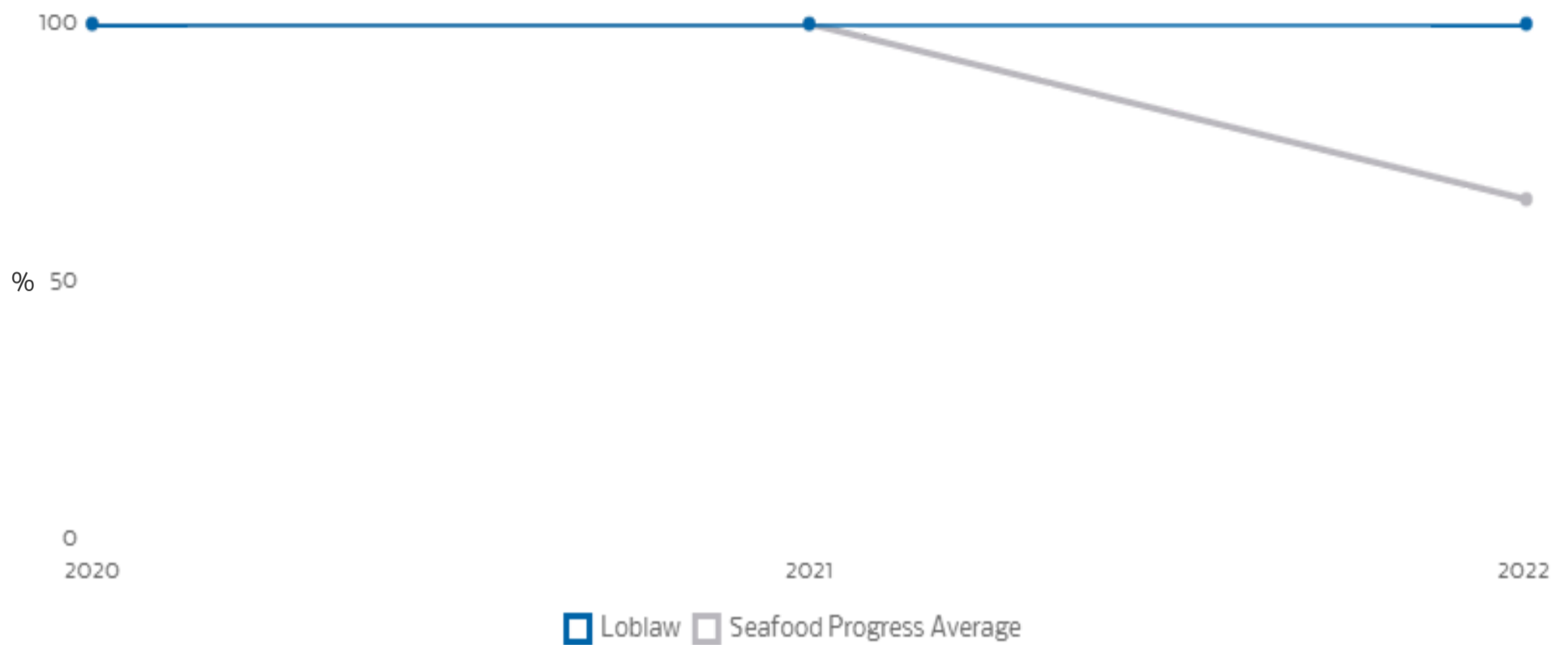
50% Collects data for some products.

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

STEP 3: SOURCING



3.1 Grocery store publishes a clear hierarchy demonstrating its sourcing priorities.



Loblaw publishes a clear hierarchy of sustainability standards demonstrating its sourcing priorities for all products it sells (personal communication, J. Lambert, 10/05/2022).

Scoring

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

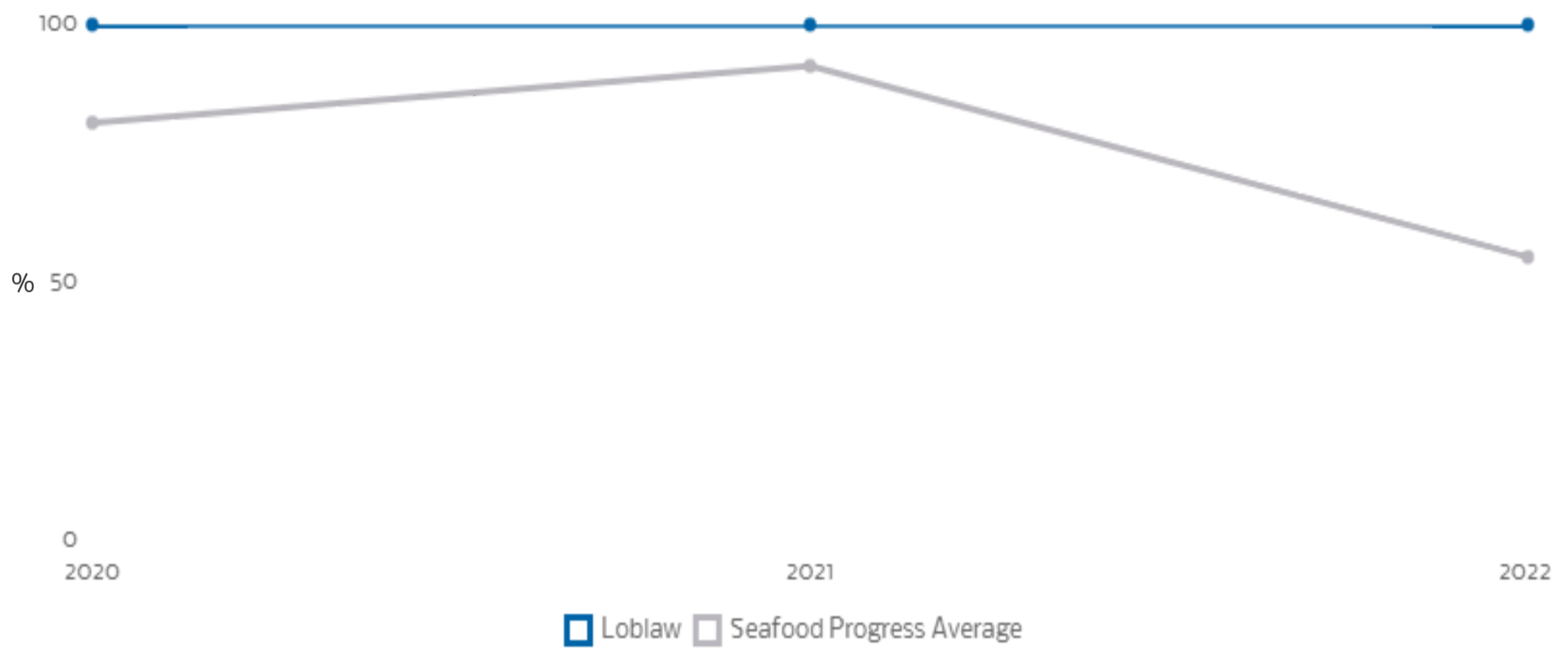
75% Publishes a clear hierarchy of sustainability standards used for sourcing some commodities, and identifies a general list of sustainability standards that it uses to inform its purchasing decisions for other commodities.

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

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



In the past year, 100% of Loblaw's products that are in scope met its commitment, as well as some that are out of scope, such as pet food (personal communication, J. Lambert, 21/04/2022).

Scoring

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

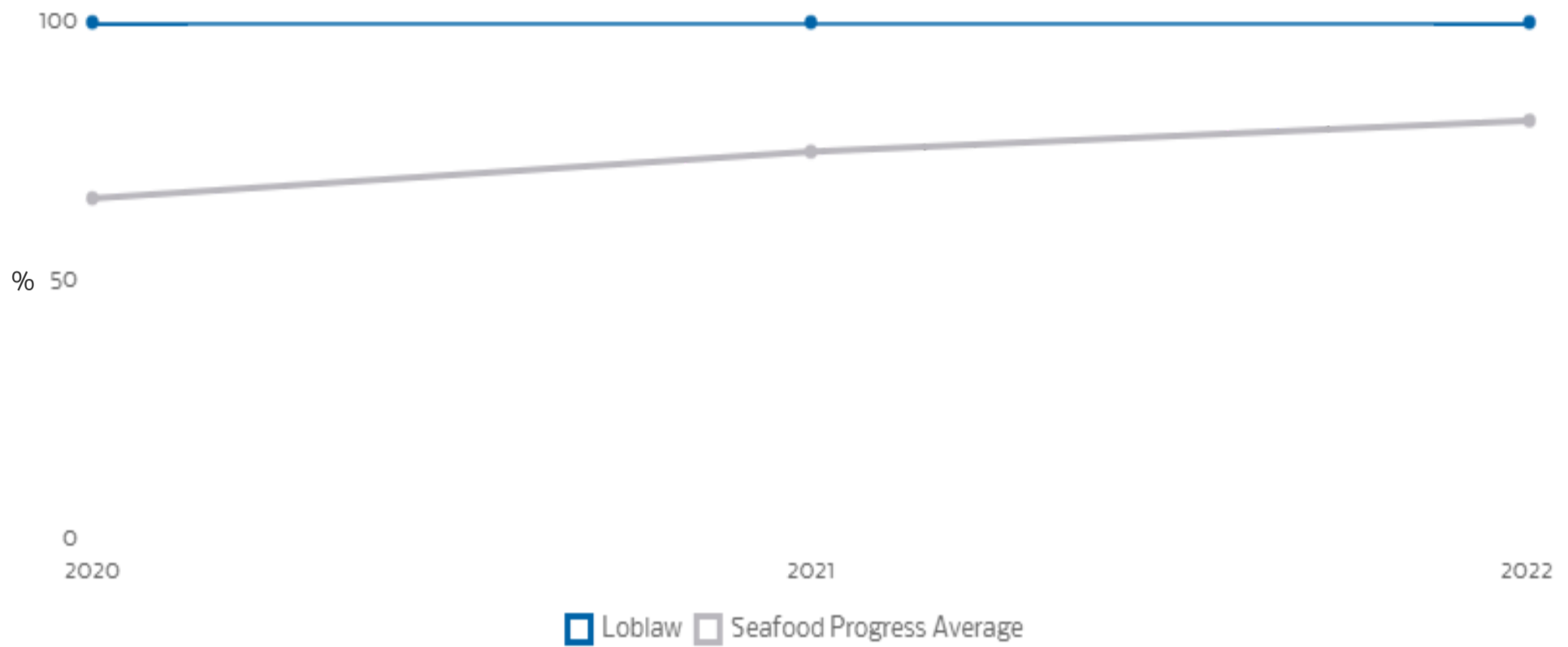
75% Grocery store has reported that 75% or more of its seafood sold meets its sustainability commitment.

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

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

0% Grocery store has not reported on the percentage of its seafood sold that meets its sustainability commitment (or no information available).

3.3 Suppliers are required to sign a code of conduct to uphold the grocery store's environmental sustainability commitment.



All of Loblaw's seafood suppliers are required to abide by detailed specification documents that are commodity specific and outline the expectations of its sustainability commitment. Loblaw verifies these product specifications on an annual basis through seafood compliance audits to ensure all suppliers are upholding its commitment (personal communication, J. Lambert, 21/04/2022).

Scoring

100% All suppliers are required to sign a code of conduct that covers all of the retailer's environmental sustainability commitment and the retailer actively verifies that this commitment is being upheld on at least an annual basis.

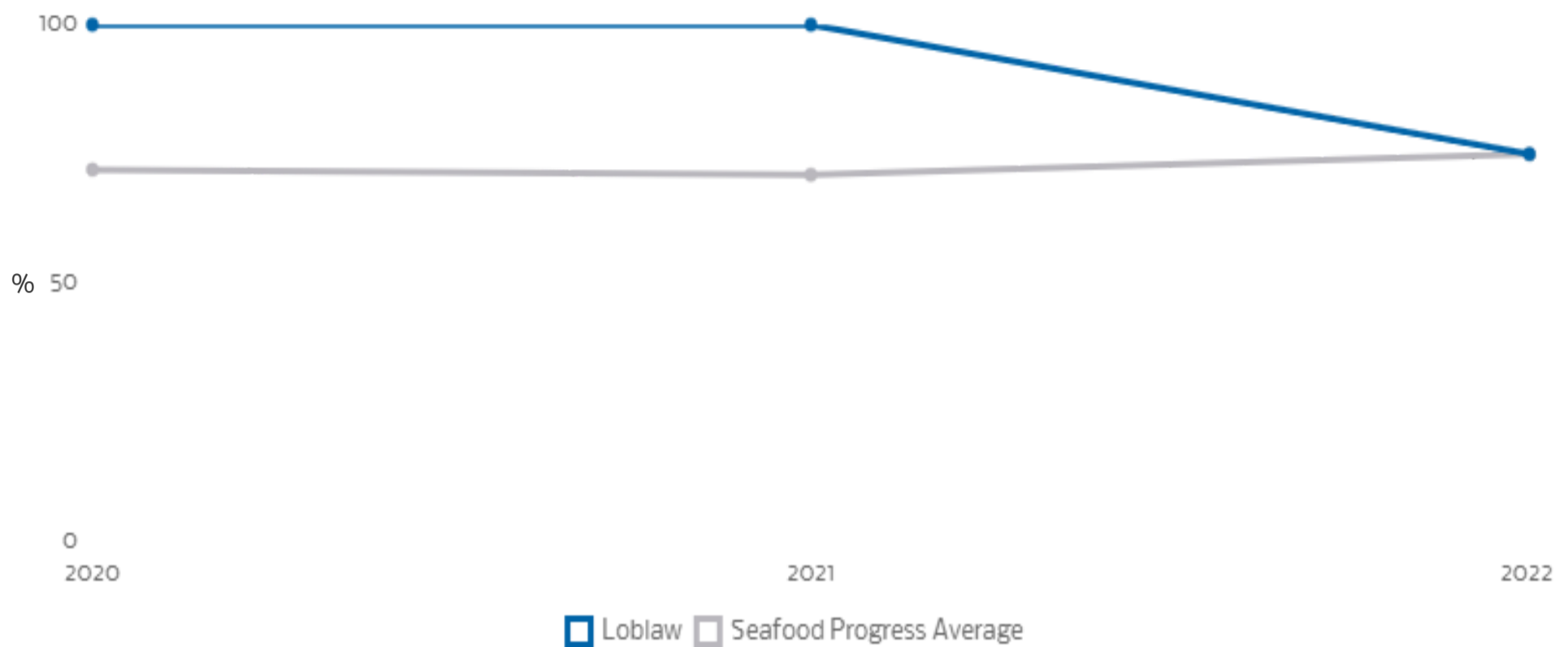
75% Rubric for retailers Feb 17 2022 Rubric for retailers Feb 17 2022 .XLSX 100% 10 B84 All suppliers are required to sign a code of conduct that covers all of the retailer's environmental sustainability commitment. Screen reader support enabled. All suppliers are required to sign a code of conduct that covers all of the retailer's environmental sustainability commitment. Turn on screen reader support

50% Rubric for retailers Feb 17 2022 Rubric for retailers Feb 17 2022 .XLSX 100% 10 B83 All suppliers are required to sign a code of conduct that covers some of the retailer's environmental sustainability commitment. Screen reader support enabled. All suppliers are required to sign a code of conduct that covers some of the retailer's environmental sustainability commitment. Turn on screen reader support

25% Some suppliers are required to sign a code of conduct that covers some of the retailer's environmental sustainability commitment.

0% Suppliers are required to sign a code of conduct to uphold the grocery store's environmental sustainability commitment.

3.4 Suppliers are required to sign a code of conduct to uphold the grocery store's social responsibility commitment.



The [Ethical Sourcing page](#) on Loblaw's website states that it expects its "suppliers, agents, brokers and other third-parties to adhere to the Supplier Code and communicate these expectations to their contractors, agents, sub-contractors, sub-agents and labour agencies." Loblaw's [Supplier Code of Conduct](#) includes the requirement that suppliers must at all times comply with local laws and regulations (unless the provisions in the Code of Conduct provide a greater level of protection for workers, in which case these provisions must be met). Loblaw's website also claims that it verifies compliance of its suppliers through supplier self-evaluation, ongoing improvement programs or through audits by Loblaw or a supplier designated by Loblaw. Loblaw takes a risk-based approach to auditing, and does not conduct audits on an annual basis for all suppliers (personal communication, J. Lambert, 10/05/2022).

Scoring

100% All suppliers are required to sign a code of conduct that covers all of the retailer's social responsibility commitment and the retailer actively verifies that this commitment is being upheld on at least an annual basis.

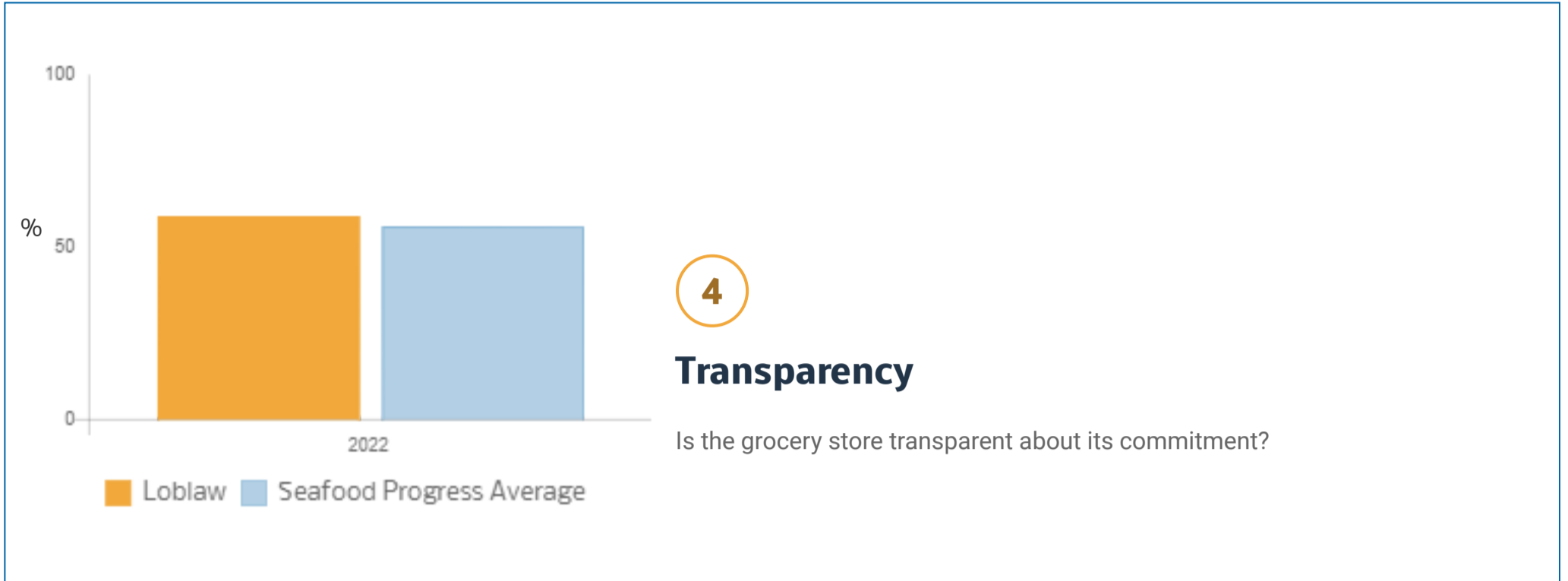
75% Rubric for retailers Feb 17 2022 Rubric for retailers Feb 17 2022 .XLSX 100% 10 B92 All suppliers are required to sign a code of conduct that covers all of the retailer's social responsibility commitment. Screen reader support enabled. All suppliers are required to sign a code of conduct that covers all of the retailer's social responsibility commitment. Turn on screen reader support

50% All suppliers are required to sign a code of conduct that covers some of the grocery store's social responsibility commitment.

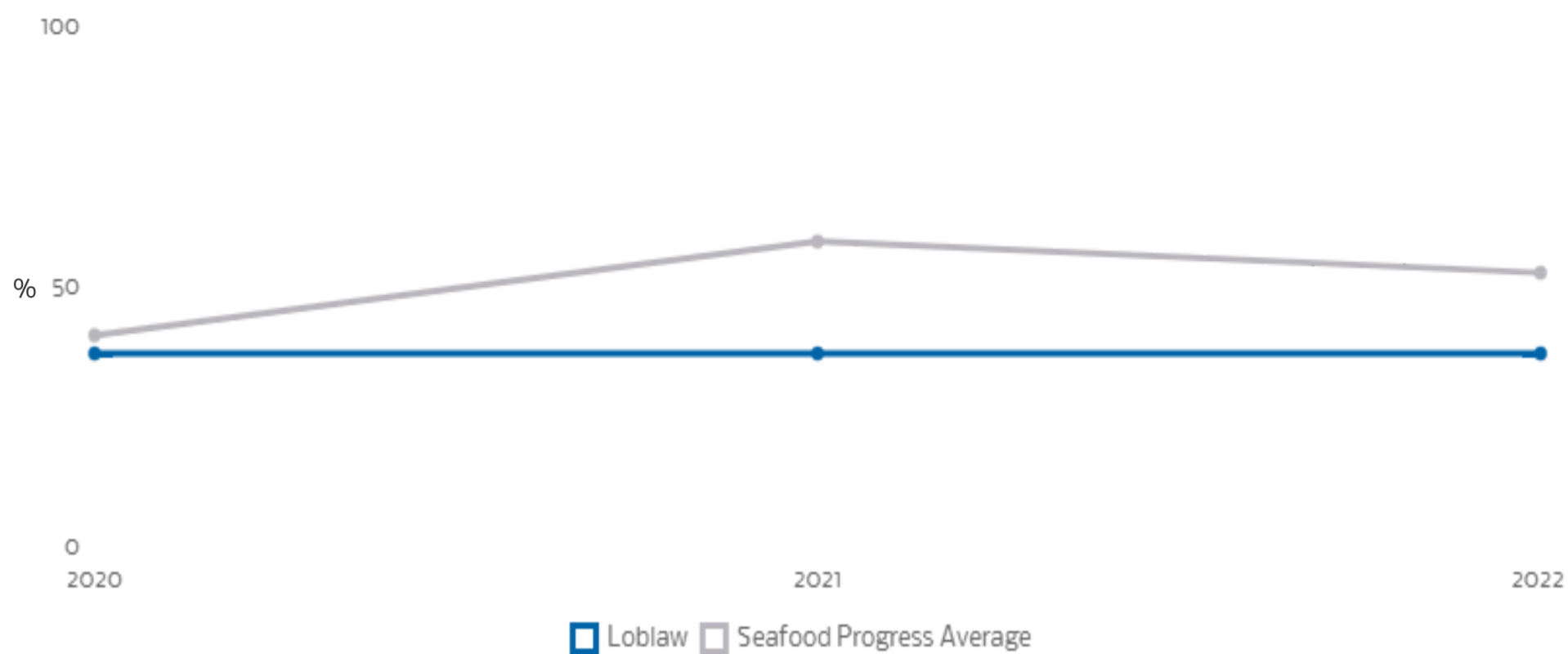
25% Some suppliers are required to sign a code of conduct that covers some of the grocery store's social responsibility commitment.

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

STEP 4: TRANSPARENCY



4.1 Grocery store labels products with the information that allows consumers to make informed decisions.



Many of Loblaw's products are labelled as wild where applicable, and some of its pole and line caught tuna is labelled with country of harvest and gear type. Loblaw does not label any of its products with scientific name or as farmed (personal communication, J. Lambert, 21/04/2021).

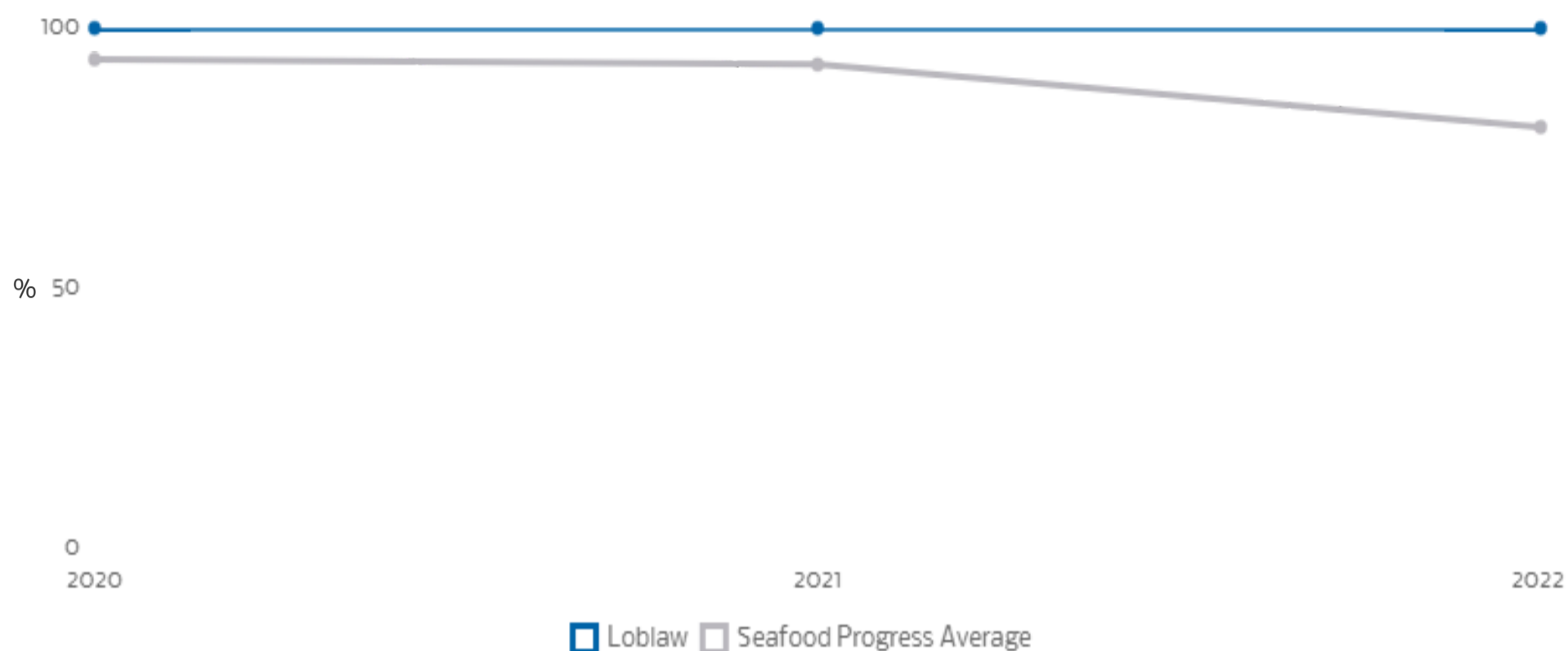
Scoring

100% Grocery store labels all products with the information.

50% Grocery store labels some products with the information.

0% Grocery store does not label products with the information (or no information available).

4.2 Grocery store labels products with an ecolabel, allowing consumers to make informed decisions OR all products fit under a standard and is communicated as such.



Loblaw always uses the MSC, ASC and BAP ecolabels on private label products as appropriate (personal communication, J. Lambert, 21/04/2021).

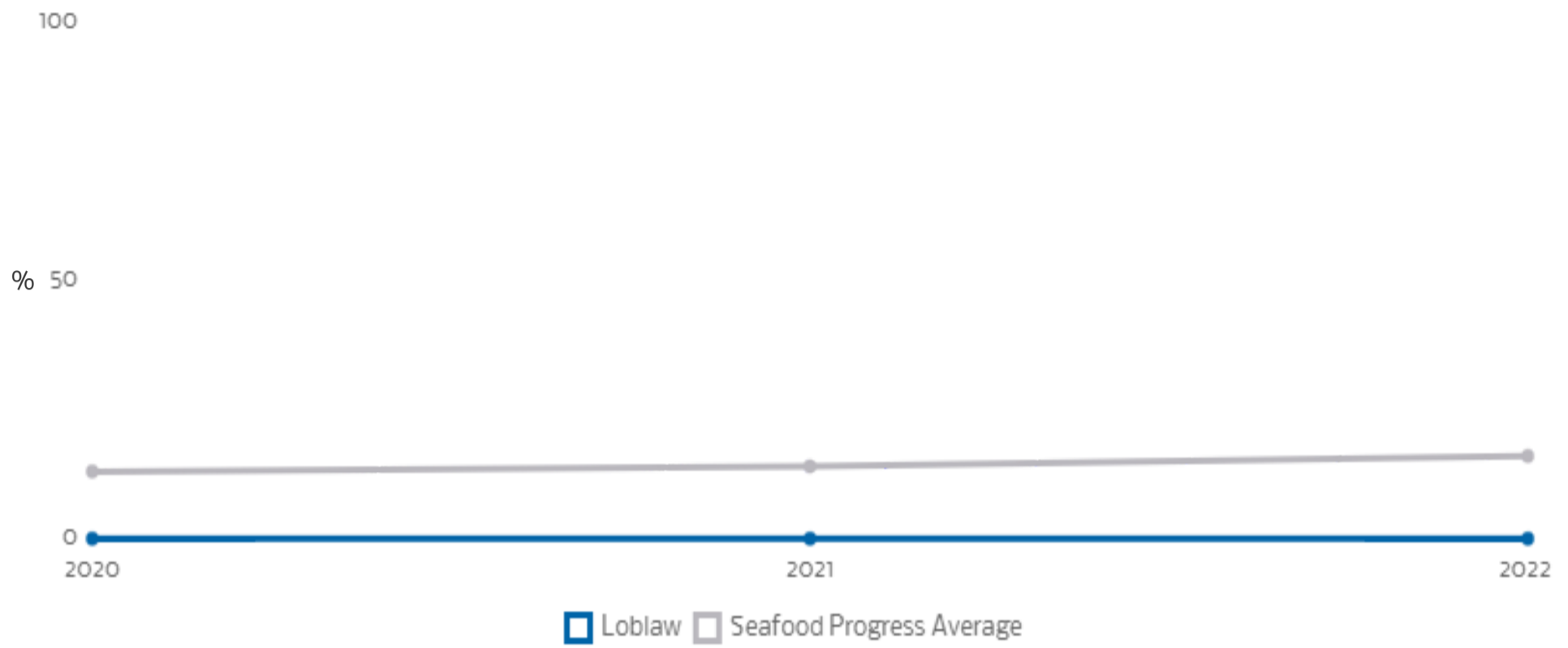
Scoring

100% Grocery store labels all products with an ecolabel as appropriate.

50% Grocery store labels some products with an ecolabel as appropriate.

0% Grocery store does not label products with an ecolabel as appropriate (or no information available).

4.3 Scientific name, geographic origin and harvest method of the brand's products is publicly available.

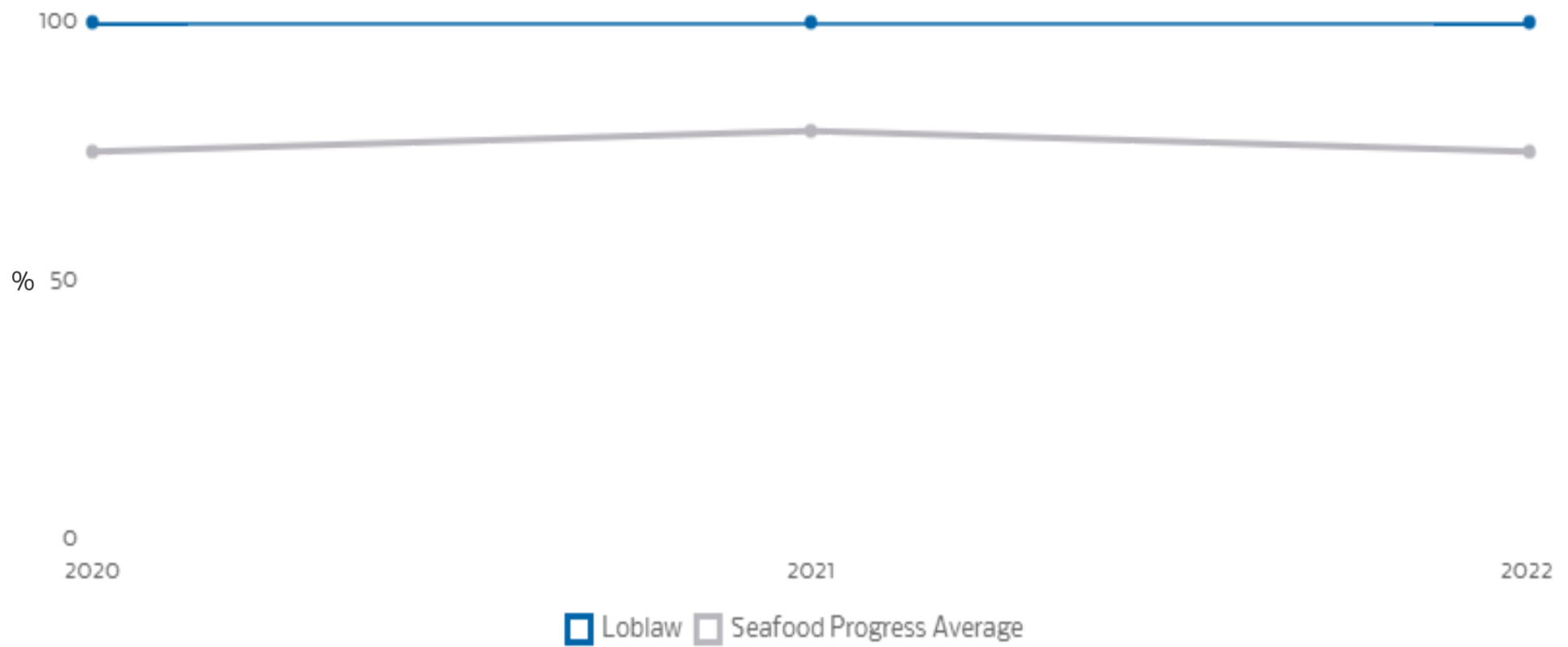


Loblaw does not disclose this information.

Scoring

- 100% All seafood products with region and gear type has been made available.
- 50% Some seafood products with region and gear type has been made available.
- 0% No list of products procured with region and gear type has been made available.

4.4 Grocery store publicly reports how much of its seafood meets its sustainability criteria by volume or value of sales.



Since 2018, Loblaw has reported annually to SeaChoice that it continues to meet its commitment in full. The company no longer publishes reports on the percentage sold that meets its seafood criteria through its annual CSR reports (personal communication, J. Lambert, 21/04/2021).

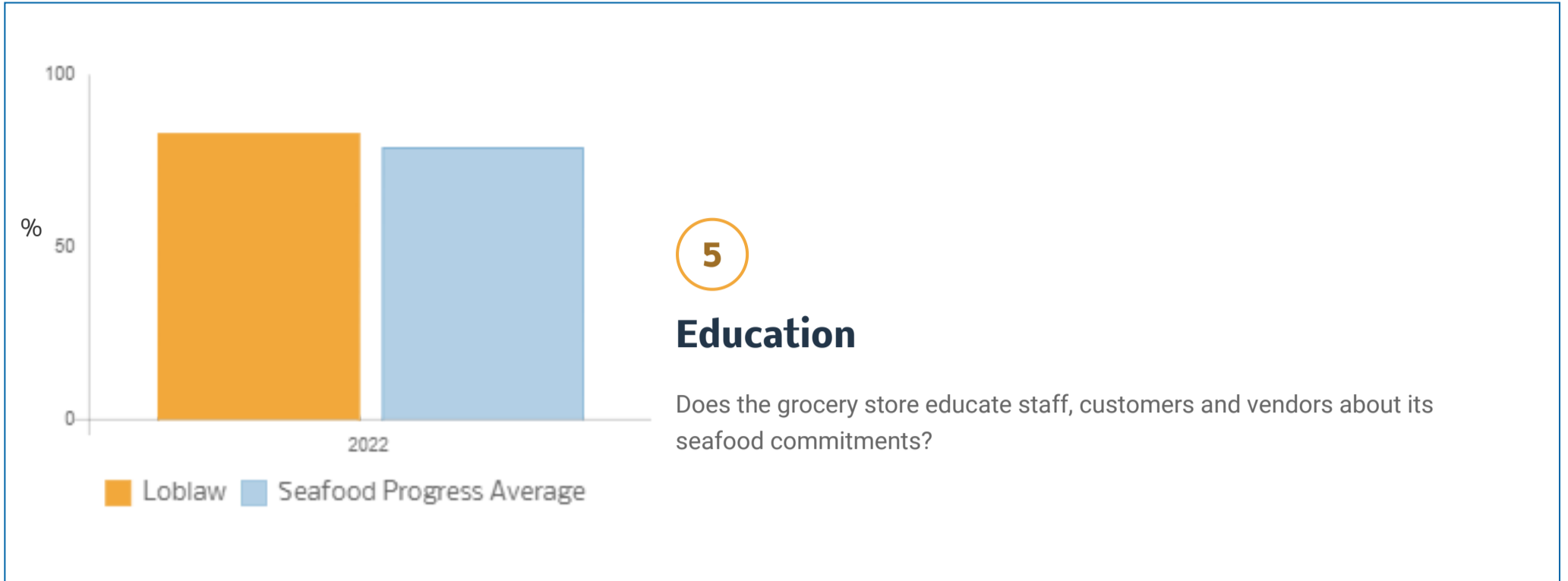
Scoring

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

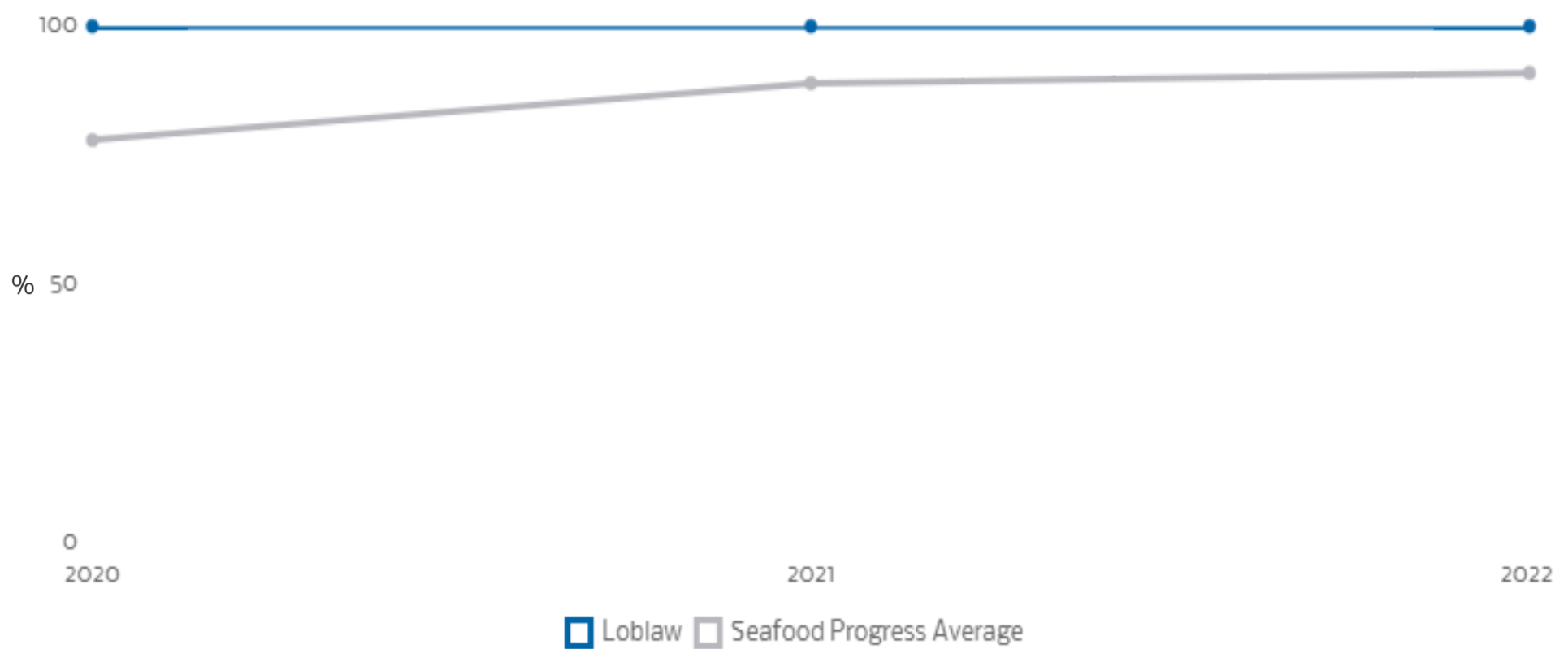
50% Rubric for retailers Feb 17 2022 Rubric for retailers Feb 17 2022 .XLSX 100% 10 B123 Retailer has at one point reported publicly how much of its seafood sold meets its commitment. Screen reader support enabled. Retailer has at one point reported publicly how much of its seafood sold meets its commitment. Turn on screen reader support

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

STEP 5: EDUCATION



5.1 Training programs are conducted for seafood staff.

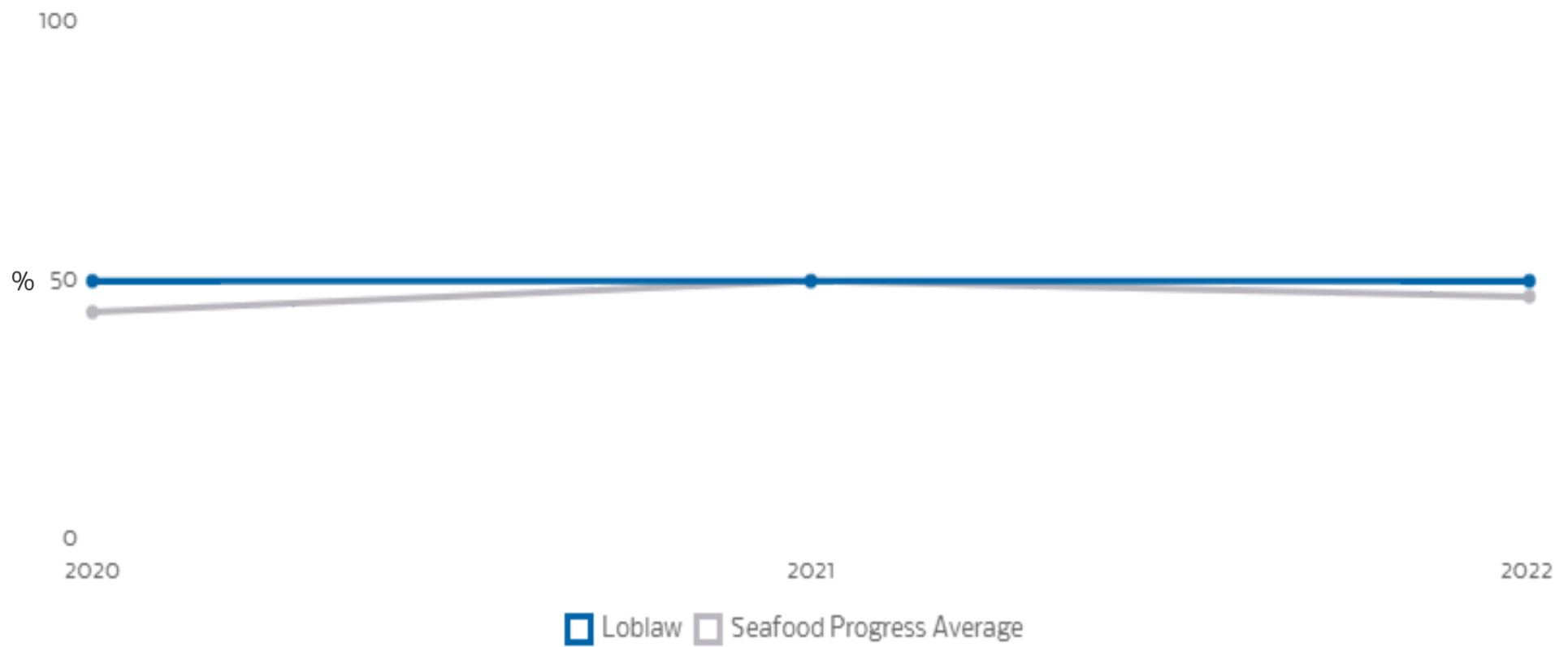


Regular training is conducted for Loblaw's seafood staff as per the MSC and ASC chain of custody requirements. Additionally, Loblaw has recently implemented an online training program that outlines commodity-specific commitments and responsibilities which all employees are required to complete once (personal communication, J. Lambert, 21/04/2021).

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 grocery store's commitments to sustainable and socially responsible seafood in store.



There is a summary of Loblaw's sustainable seafood commitment in some stores, but no information on Loblaw's commitment to socially responsible seafood in any stores (personal communication, J. Lambert, 21/04/2022).

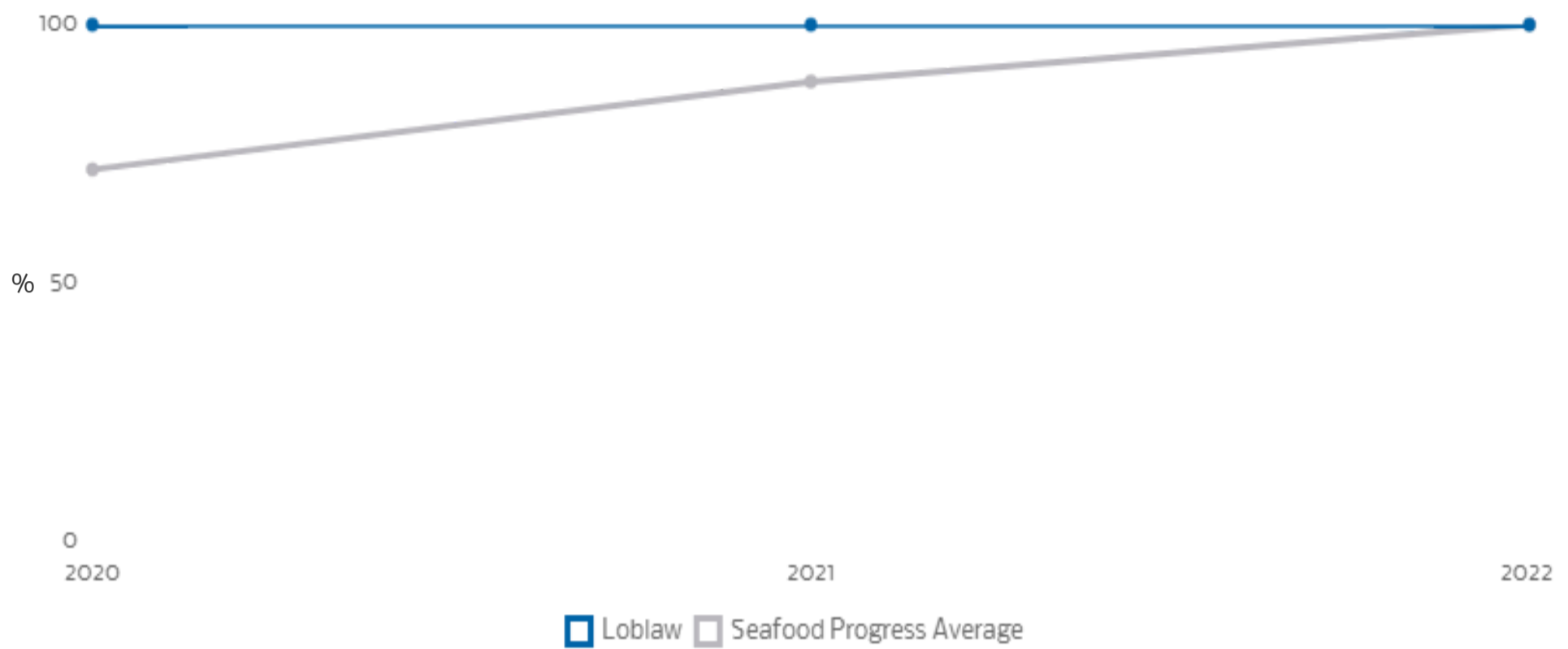
Scoring

100% There is a comprehensive description of the grocery store's commitments to sustainable and socially responsible seafood in store.

50% There is some description of the grocery store's commitment to sustainable seafood and/or socially responsible seafood in store.

0% There is no description of the grocery store's commitments to sustainable and socially responsible seafood in store.

5.3 The grocery store has taken actions to ensure its suppliers or vendors are aware of its sustainable seafood commitment or policy.



Loblaw shares its sustainable seafood policy with its suppliers and vendors and engages them to ensure the products they supply meet Loblaw's requirements. If needed, Loblaw will work with suppliers to find eco-certified sources for private brand products (personal communication, J. Lambert, 21/04/2021).

Scoring

100% The grocery store 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.

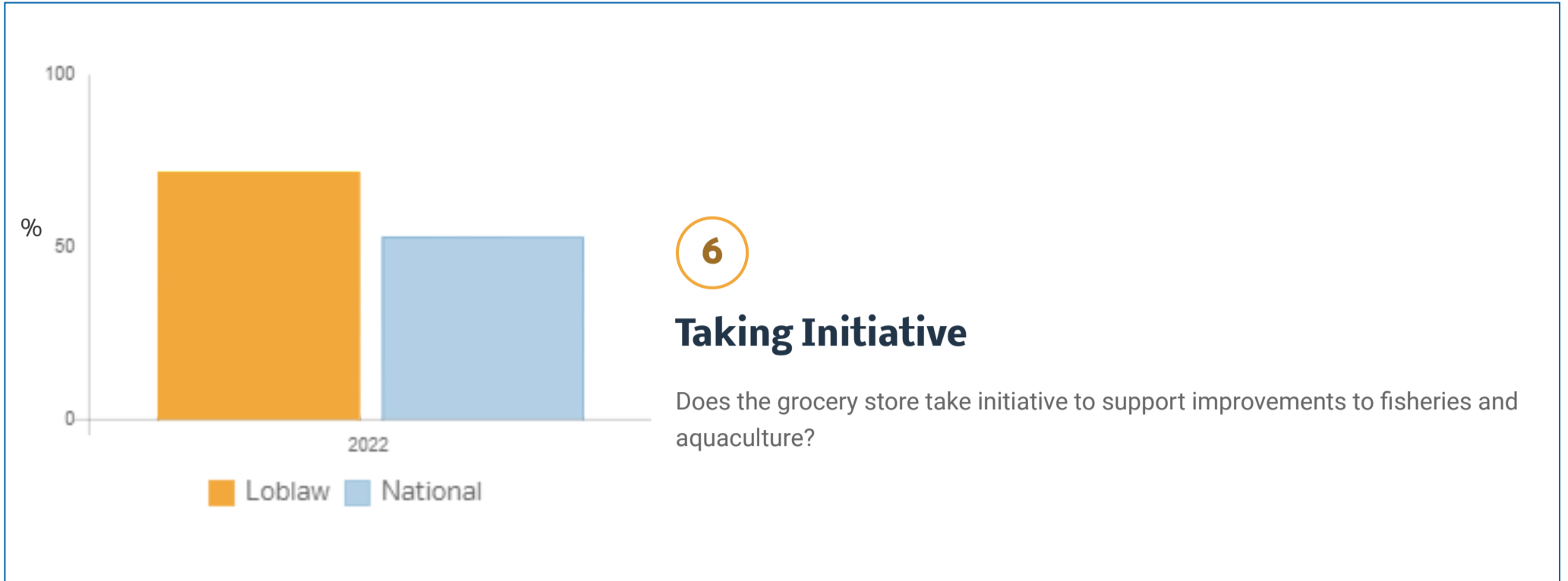
75% The grocery store shares its sustainable seafood commitment and any updates made to its commitment and regularly engages with its suppliers to help ensure the products they supply meet the grocery store's expectations.

50% The grocery store 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 the grocery store's expectations.

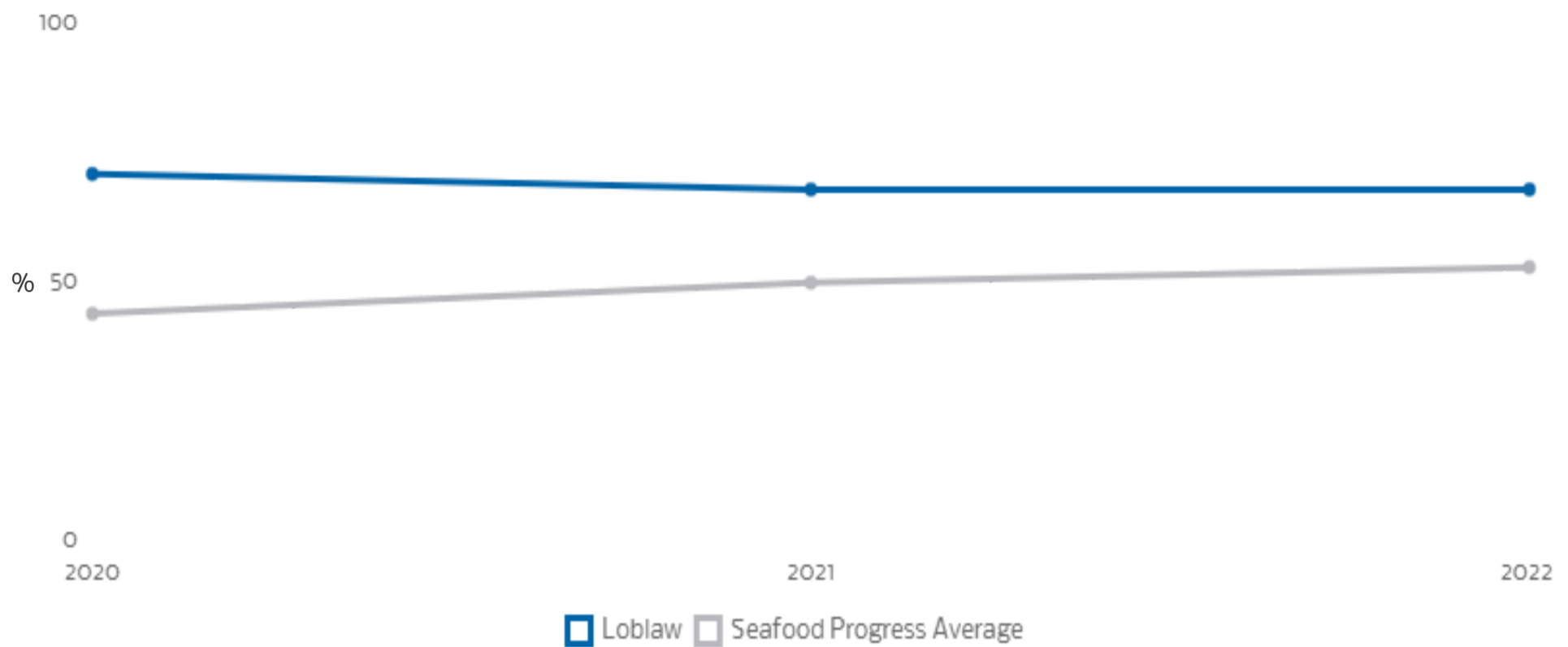
25% The grocery store sends its suppliers or vendors a copy of its sustainable seafood commitment.

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

STEP 6: TAKING INITIATIVE



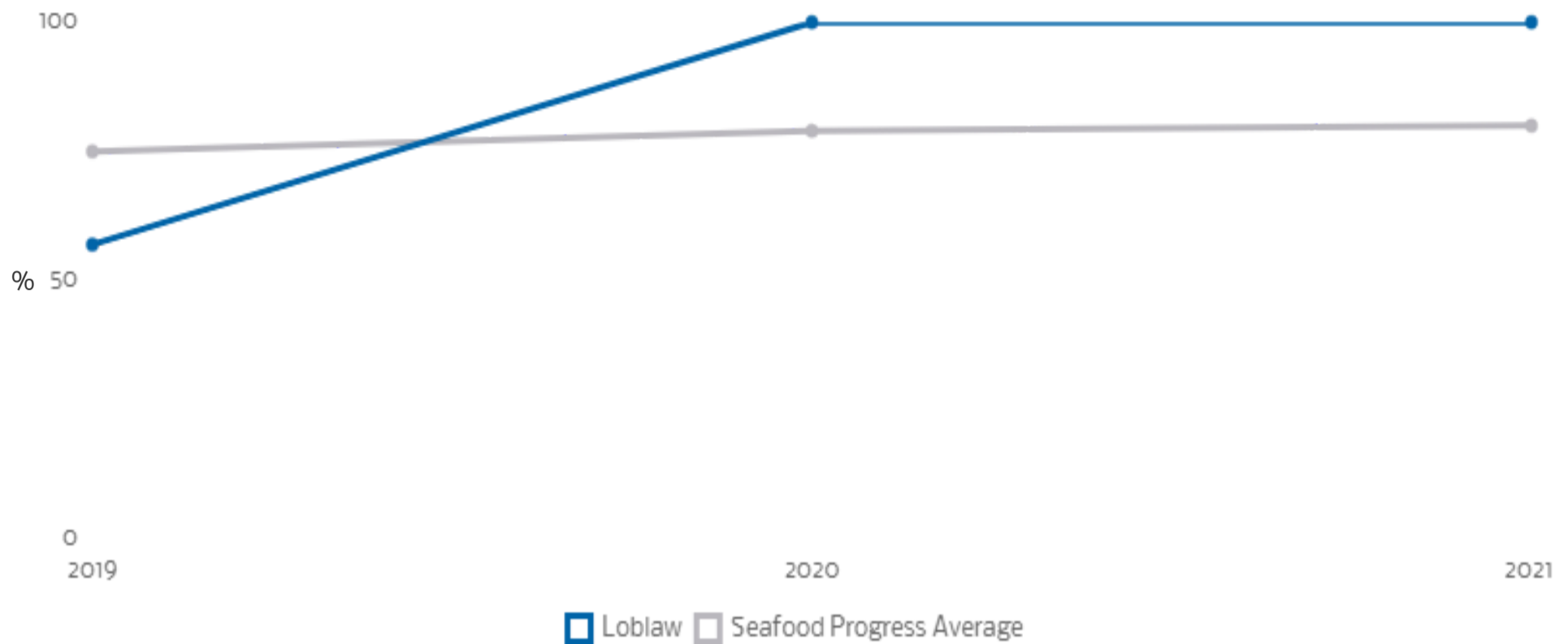
6.1 Farmed Atlantic salmon (either Canadian produced or imported)



Within the past year, Loblaw has conducted outreach to the ASC and BAP certification bodies to advocate for improvements to their standards and also expanded its sourcing programs to get more of its farmed salmon suppliers certified. Additionally, Loblaw preferentially sources farmed salmon that is ASC certified for its private label products, and sent a letter within the past year to all farmed salmon suppliers stipulating that they are not to supply genetically engineered (GE) or modified (GM) products. Loblaw is committed to not selling GE/GM products and has no immediate plans to change that policy (personal communication, J. Lambert, 21/04/2021).

- ✘ Only sells farmed salmon products that meet the highest bars for sustainability, i.e. are produced in a closed containment facility, certified by 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 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 ASC certified, Not Recommended by Ocean Wise and/or rated Avoid by Seafood Watch (17 pts).
- ✔ Preferentially procures farmed salmon from closed containment producers and sources that are ASC certified, 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).

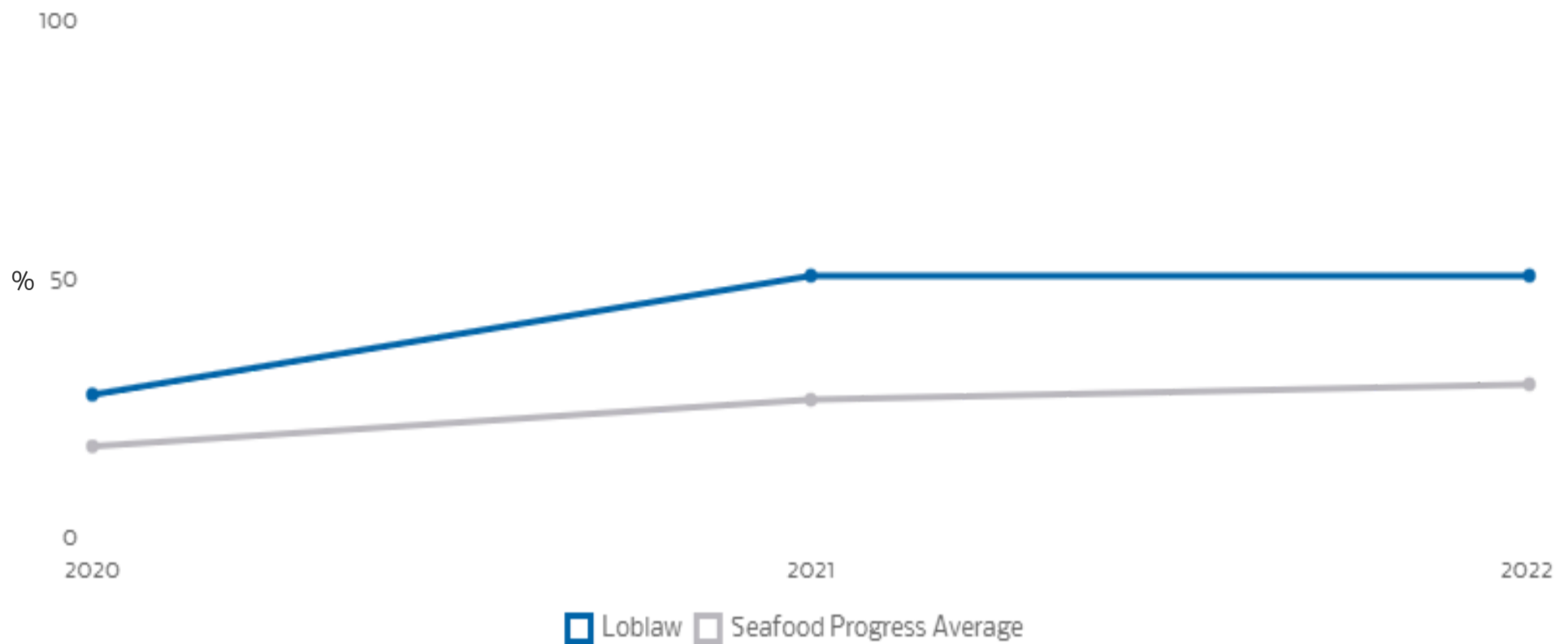
6.2 Farmed shrimps and prawns, Imported - multiple spp.



Loblaw preferentially sources ASC or BAP 2 star plus certified shrimp and prawns (personal communication, J. Lambert, 21/04/2022).

- ✔ 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 products with high levels of social responsibility and/or traceability (17 pts).

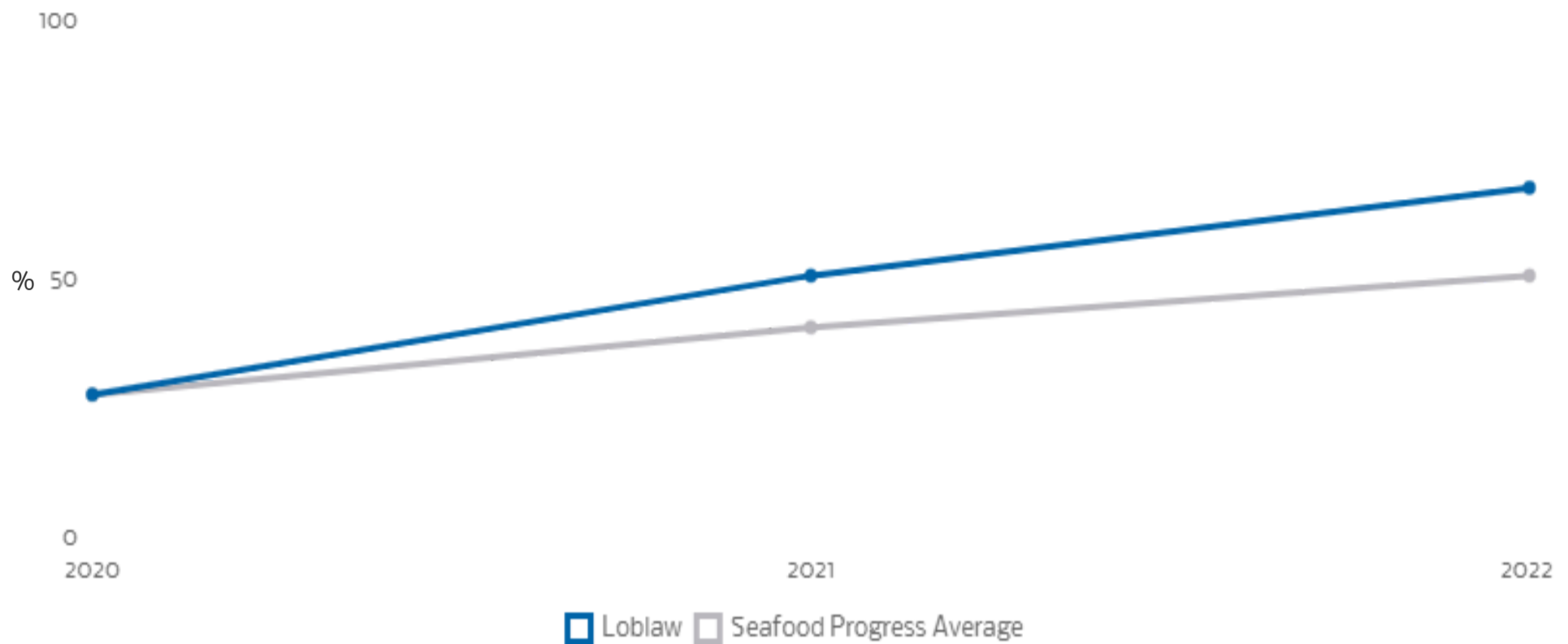
6.3 Skipjack tuna (bonito) - Katsuwonus pelamis.



While Loblaw prefers to source MSC certified skipjack tuna, availability and cost are common barriers. To try to address this, Loblaw continues to financially support suppliers in FIPs and tracks this progress internally with the aim of decreasing the price point and increasing availability of MSC certified skipjack products. In October 2021, Loblaw signed on to a public letter [\[link\]](#) coordinated by the NGO Tuna Forum to the Western and Central Pacific Fisheries Commission (WCPFC) regarding harvest strategies for tuna stocks (personal communication, J. Lambert, 21/04/2021).

- ✘ 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 products with high levels of social responsibility and/or traceability (17 pts).

6.4 Other seafood products.



Loblaw is a Steering Committee member for the Sustainable Supply Chain Initiative (SSCI, run by the Consumer Goods Forum) and a partner of the Global Seafood Sustainability Initiative (GSSI). Loblaw also preferentially sources MSC and ASC certified seafood products. Loblaw has a full chain traceability policy in place, indicating that it prioritizes sourcing highly traceable products. Finally, Loblaw participated in dialogue and provided feedback on the Canadian government's boat-to-plate mandate through several consultation processes, including those of the Retail Council of Canada (RCC), the FCC and the MSC (personal communication, J. Lambert, 21/04/2022).

- ✘ 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 (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 this product 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 products with high levels of social responsibility and/or traceability (17 pts).

SeaChoice is a sustainable seafood partnership of the following three conservation groups:



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