

Seafood Progress

Grocery Stores' Commitment to Sustainable and Socially Responsible Seafood

90

2022 score

Seafood Progress Average ?
: 71

↑ Score Trend
Increased Since Last Year

metro

[Stores owned by METRO](#)



les 5 saisons
ÉPICERIE FINE DEPUIS 1985



Marché
Richelieu
Complice de votre quotidien



Sustainable Commitment
[click here](#)



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



Location
Quebec and Ontario

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. METRO is committed to upholding the five principles of its Sustainable Fisheries and Aquaculture policy for all seafood products it sells. These principles are: (1) healthy species, (2) responsible operating methods, (3) traceability of the products (4) respect for workers and (5) socioeconomic development. Through its Seafood Progress profile, METRO reports on an annual basis that it continues to meet 100% compliance against its policy. METRO has a full chain traceability system in place that traces the scientific name, geographic origin, farmed or wild and gear type or farming method from the source fishery or farm.

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

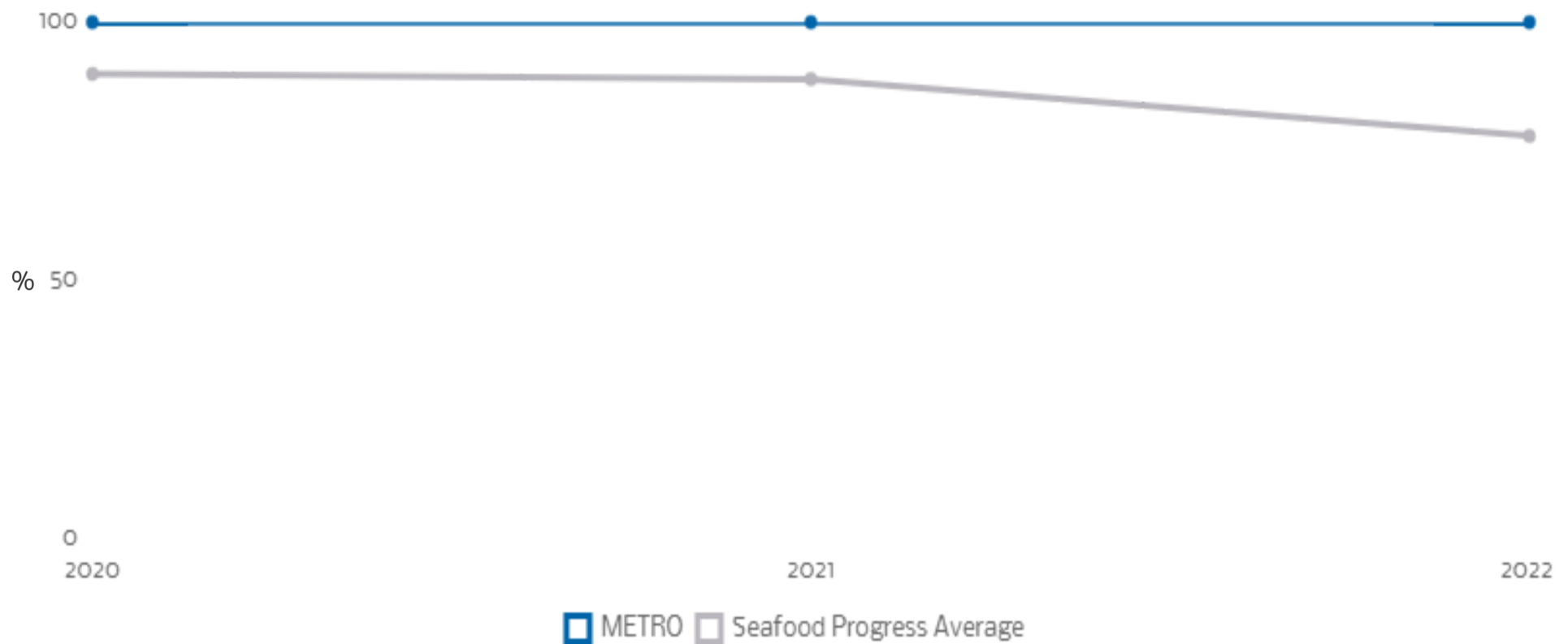


Social Responsibility Commitment. METRO's commitment to social responsibility is informed by recognized international standards, specifically labour rights and principles set out by the International Labour Organization (ILO). METRO requires its suppliers to abide by its Supplier Code of Conduct, and shrimp suppliers in particular must confirm that they do not use child labour, forced labor or slavery. In 2021, METRO developed new tools to document its suppliers' practices on topics of interest, including a questionnaire on working conditions and intends to report publicly on the results within the next year.

STEP 1: COMMITMENT



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



METRO’s Sustainable Fisheries and Aquaculture policy is based on five principles that address issues specific to the industry.” These principles are: (1) healthy species, (2) responsible operating methods, (3) traceability of the products (4) respect for workers and (5) socioeconomic development. METRO’s 2022-2026 Corporate Responsibility Plan includes a commitment to “offer fish and seafood products from responsible sources to preserve natural resources and encourage sustainable operating methods” while METRO’s 2021 Corporate Responsibility Report relays its commitment for 100% of its private brand shrimp and farmed salmon to be BAP certified and 100% of private brand canned tuna to be from sustainable sources (meaning the product is not from endangered stocks and the supplier contributes to the conservation of the species and/or improvement of fishing practices and is able to document the traceability of the fishing vessel at all times.), by 2021. METRO has a full chain traceability system in place that traces the scientific name, geographic origin, farmed or wild and gear type or farming method from the source fishery or farm (personal communication. A. Leclerc, 04/04/2022).

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.

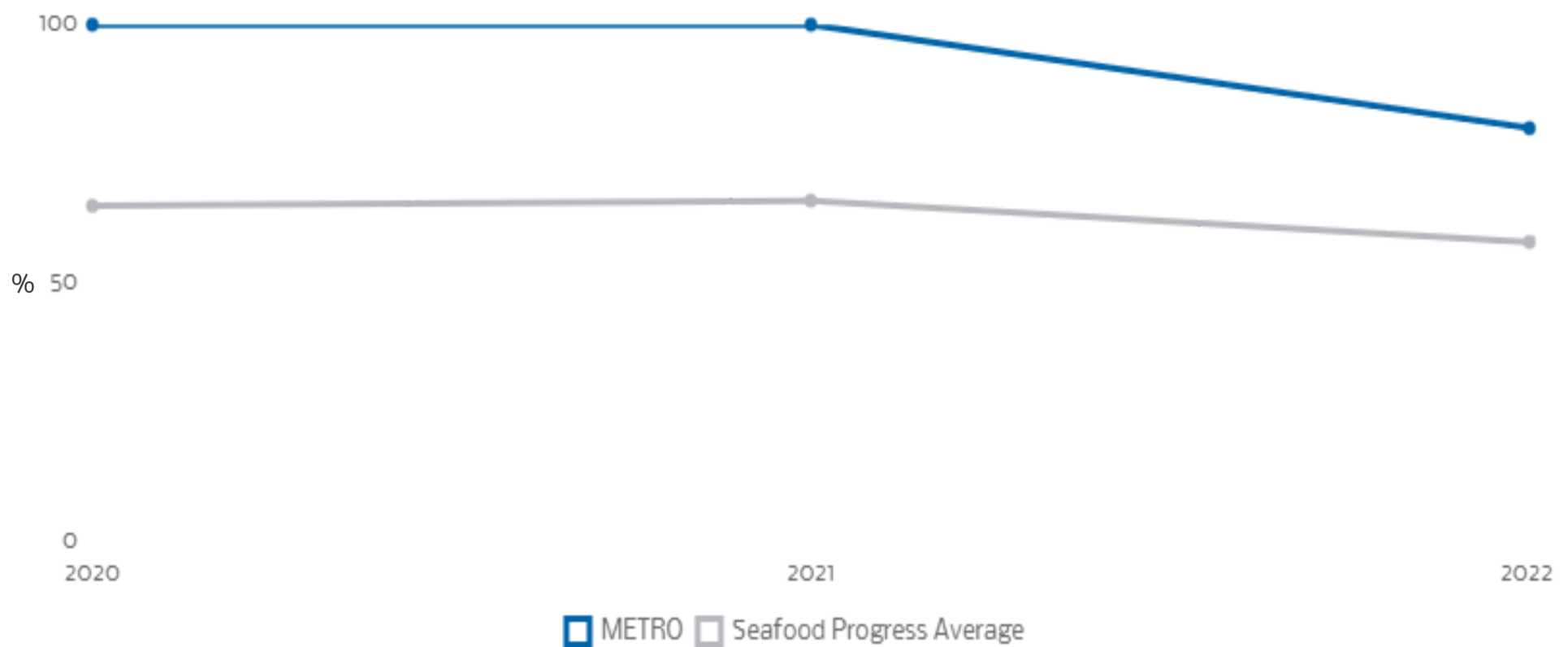
60% Commitment to environmental sustainability that includes clear objectives that are supported by references to credible standards (such as Seafood Watch or Ocean Wise ratings, eco-certifications, etc.).

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.



METRO's 2022-2026 Corporate Responsibility Plan includes the following objective: "Require suppliers to respect working conditions across the supply chain, as set out in our Supplier Code of Conduct" for the private brand, meat, poultry, fish and seafood and fruits and vegetables products." The Code of Conduct covers all the workers in its supply chain, regardless of their status (seasonal, casual, part-time, full-time; local or migrant), and is informed by recognized international standards, specifically labour rights and principles set out by the International Labour Organization (ILO). Furthermore, shrimp suppliers in particular must confirm that they do not use child labour, forced labor or slavery. In 2021, METRO developed new tools to document its suppliers' practices on topics of interest, including a questionnaire on working conditions and intends to report publicly on the results within the next year (personal communication, A. Leclerc, 04/04/2022).

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.

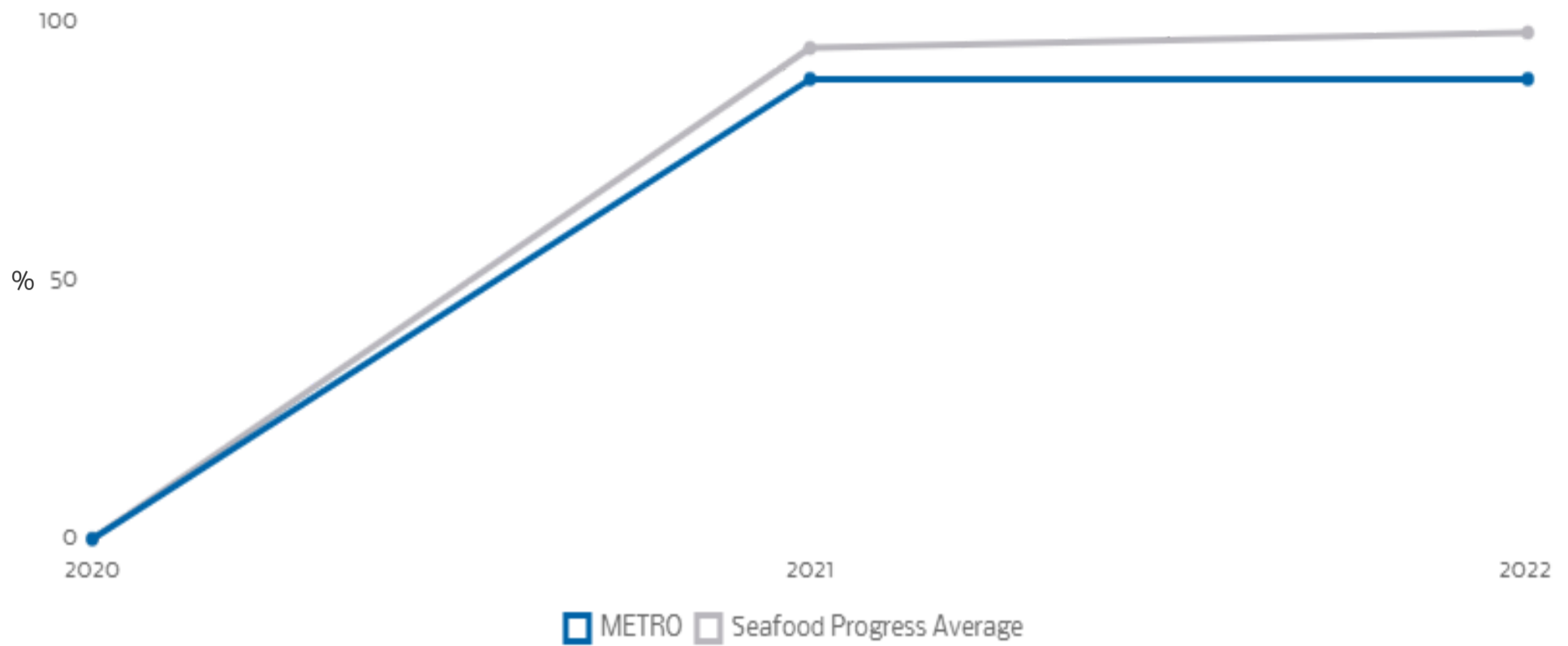
60% Commitment to social responsibility includes clear objectives and actions or expectations for seafood suppliers.

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.



METRO's sustainable seafood policy covers 8 of its 9 banners. It expects to bring its final banner, Marche Adonis, in line with its commitment within the next year (personal communication, A. Leclerc, 04/04/2022).

Scoring

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

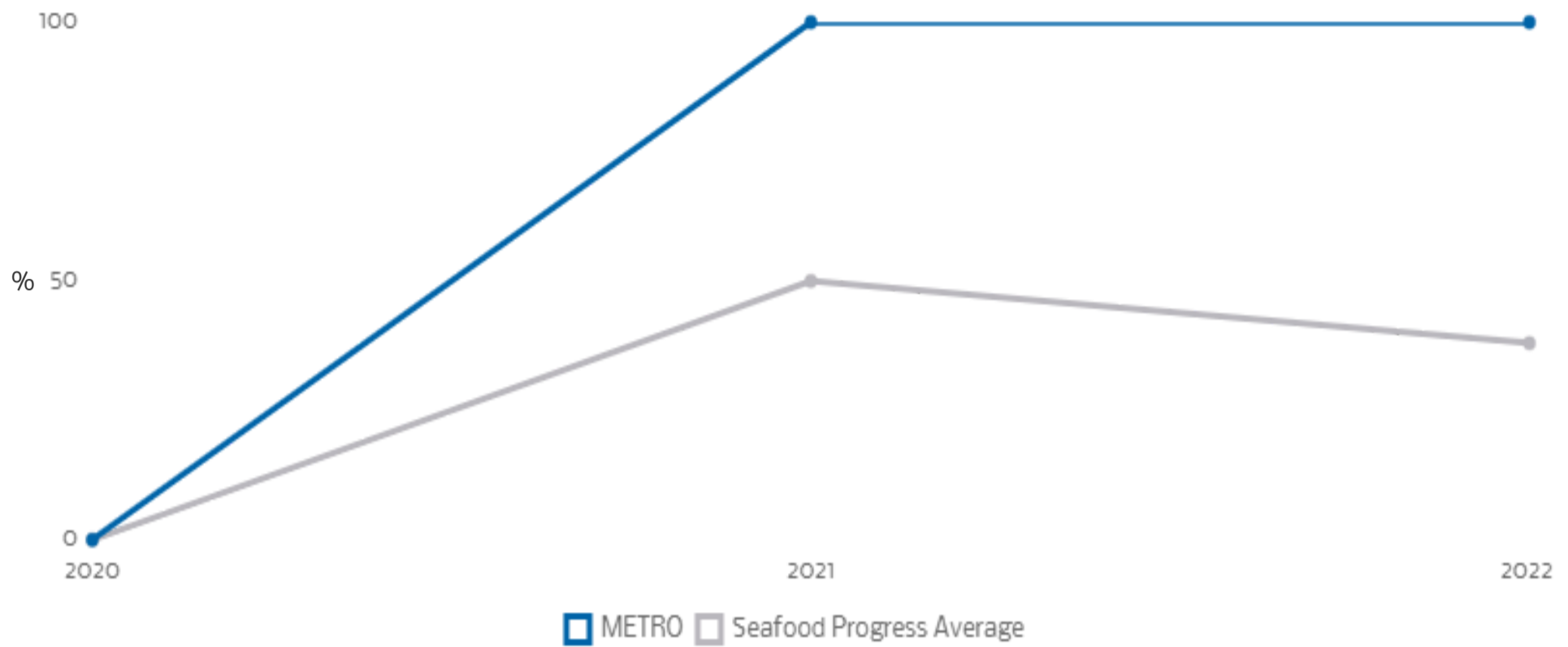
75% Grocery store includes 75% or more of its banners in its sustainable seafood commitment.

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.



METRO'S sustainable seafood policy covers all of its shelf stable and national brand products (personal communication, A. Leclerc, 04/04/2022).

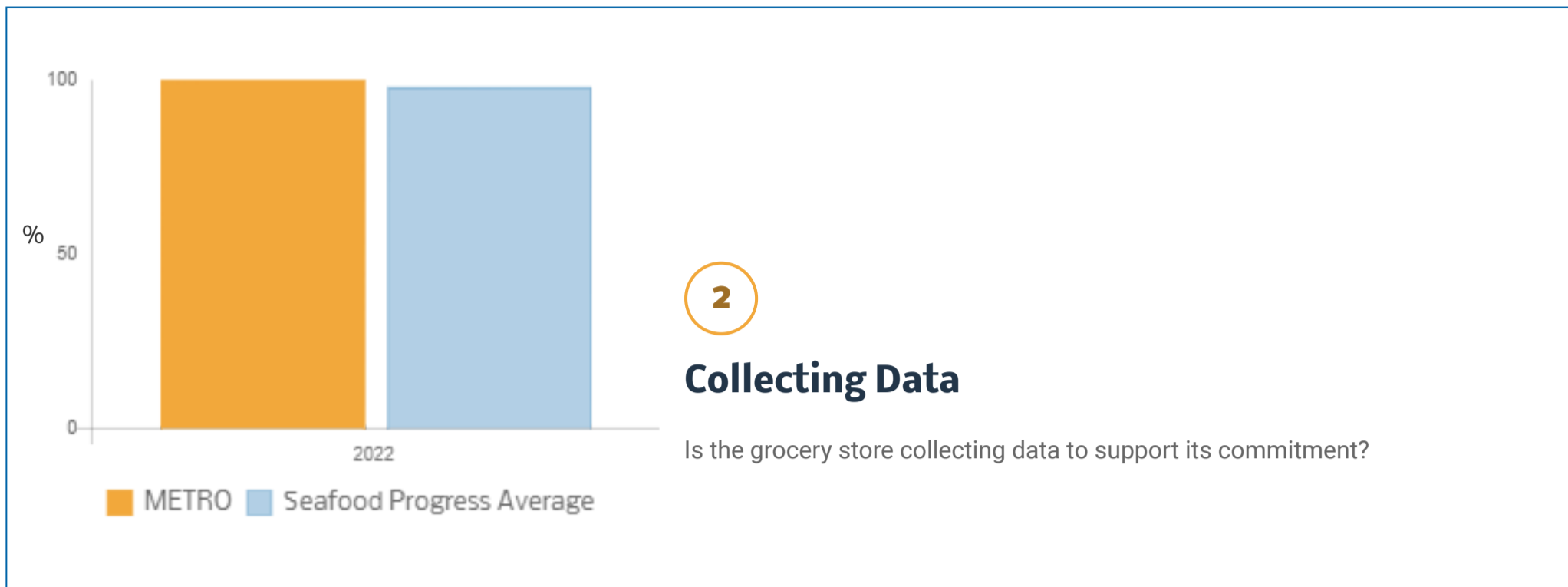
Scoring

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

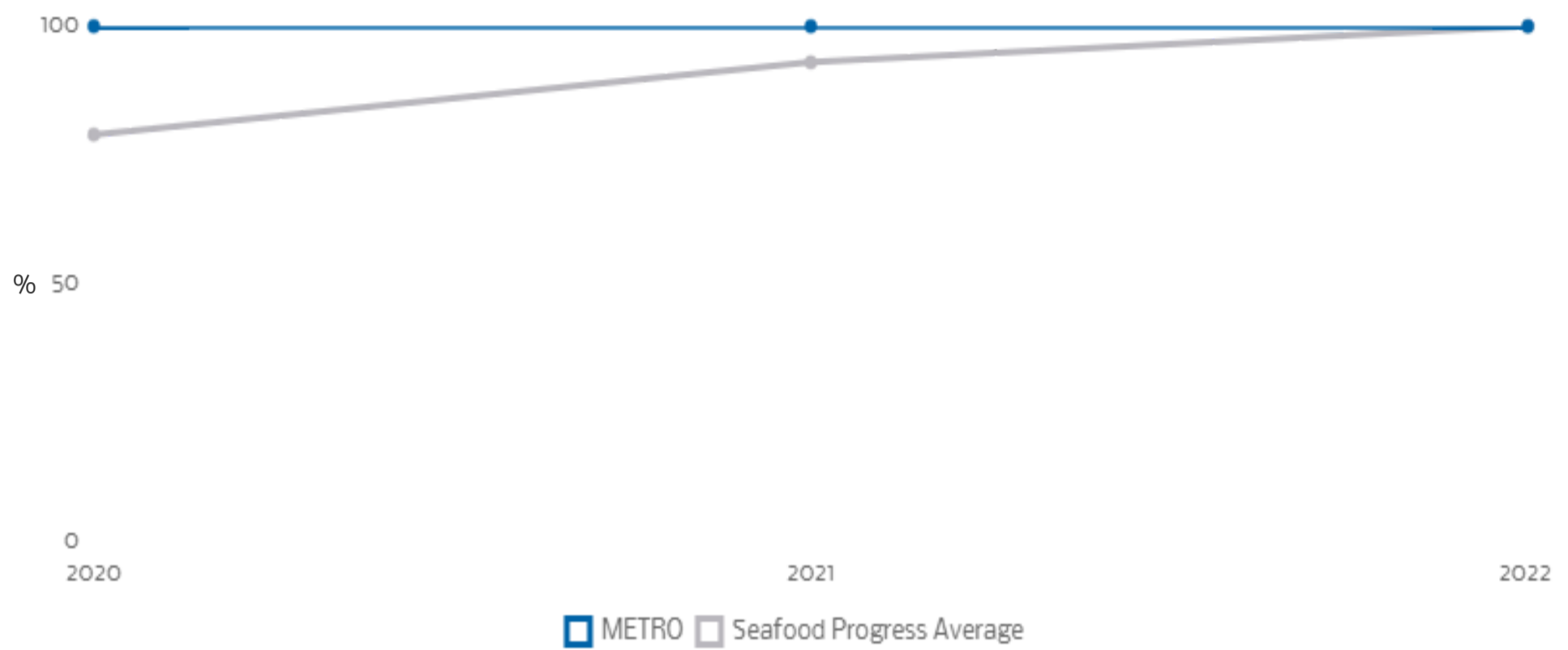
50% Grocery store's commitment includes all of its shelf stable or national brand products.

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.



METRO collects data on species' scientific name for all seafood products (personal communication, A. Leclerc, 04/04/2022).

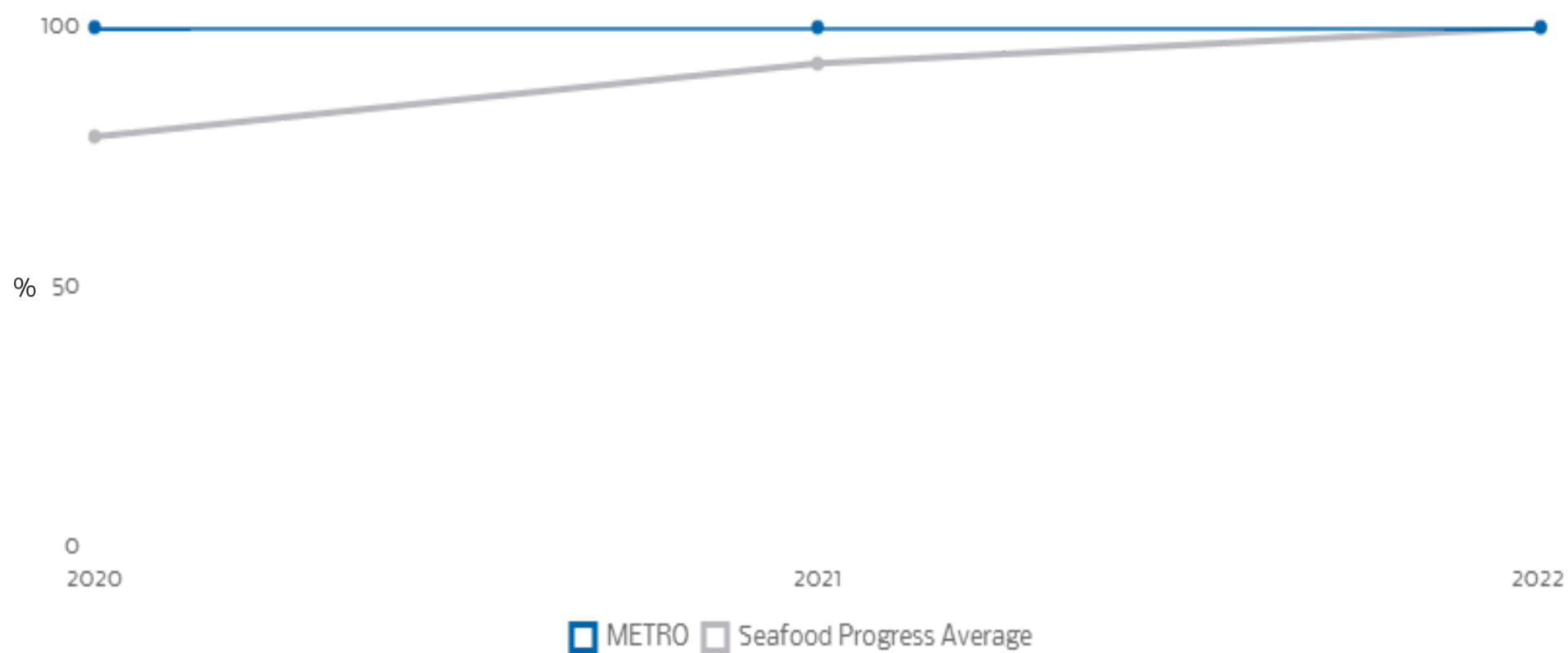
Scoring

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.



METRO collects data on geographic origin for all seafood products (personal communication, A. Leclerc, 04/04/2022).

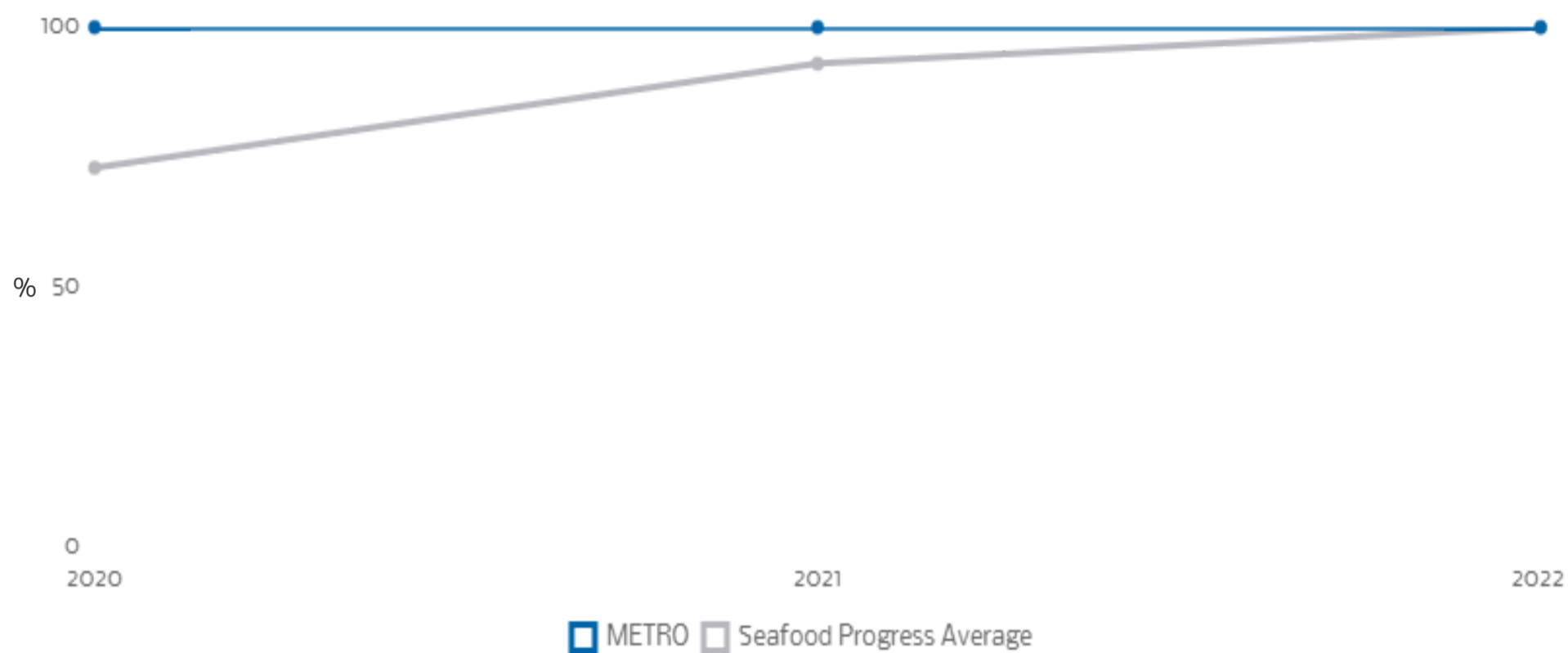
Scoring

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.



METRO collects data on whether wild or farmed for all seafood products (personal communication, A. Leclerc, 04/04/2022).

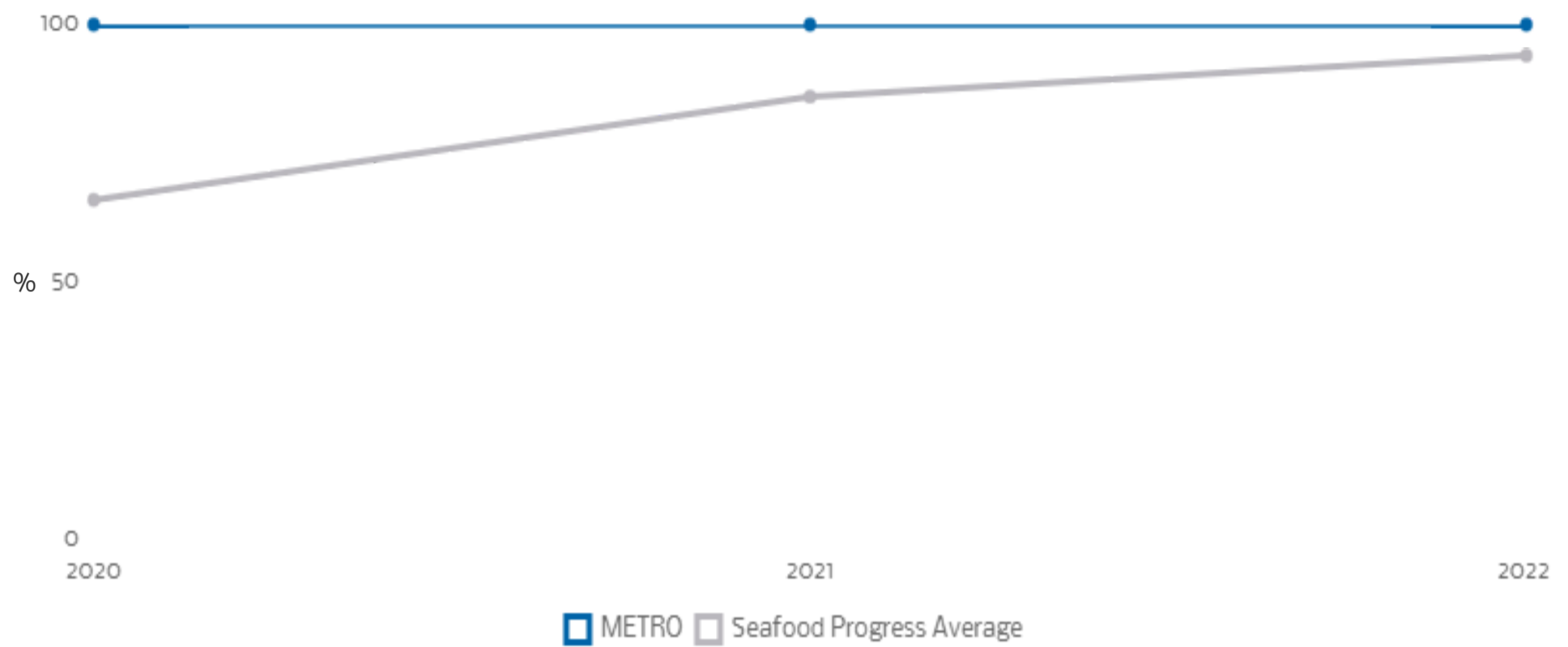
Scoring

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.



METRO collects data on gear type and farming method for all seafood products (personal communication, A. Leclerc, 04/04/2022).

Scoring

100% Collects data for all products.

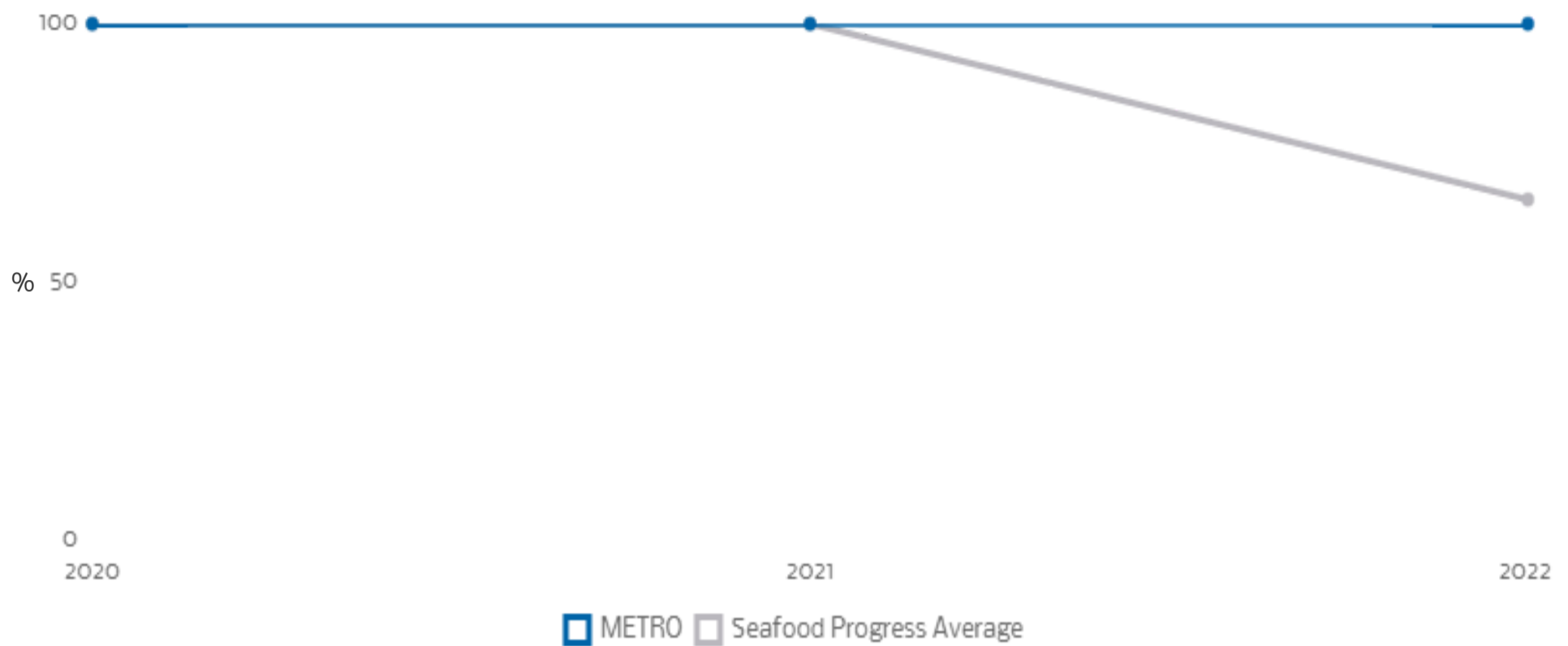
50% Collects data for some products.

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

STEP 3: SOURCING



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



METRO publishes a clear hierarchy of sustainability standards demonstrating its sourcing priorities for all commodities it sells (personal communication, A. Leclerc, 04/04/2022).

Scoring

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

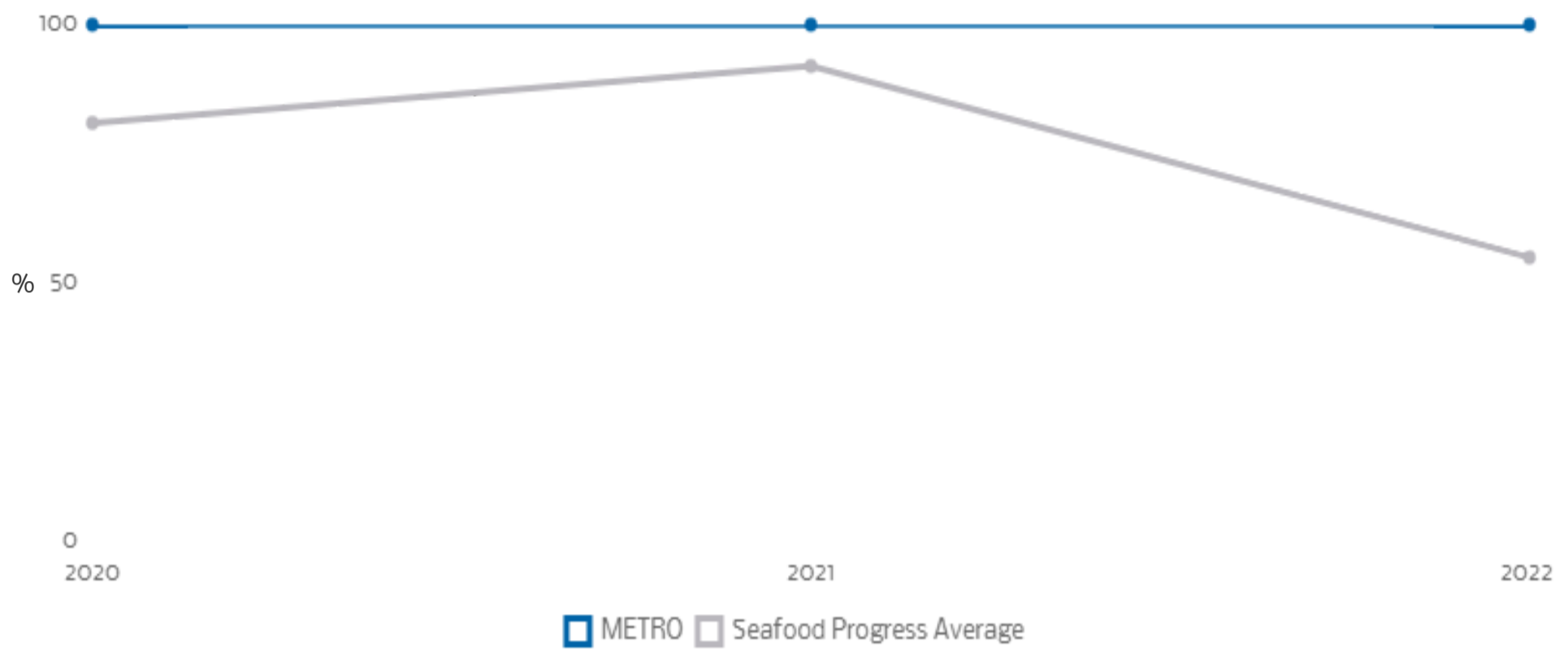
75% Publishes a clear hierarchy of sustainability standards used for sourcing some commodities, and identifies a general list of sustainability standards that it uses to inform its purchasing decisions for other commodities.

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.



Through its Seafood Progress profile, METRO reported that 100% of all its seafood sold in the past year met its sustainability commitment (personal communication, A. Leclerc, 04/04/2022).

Scoring ▼

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

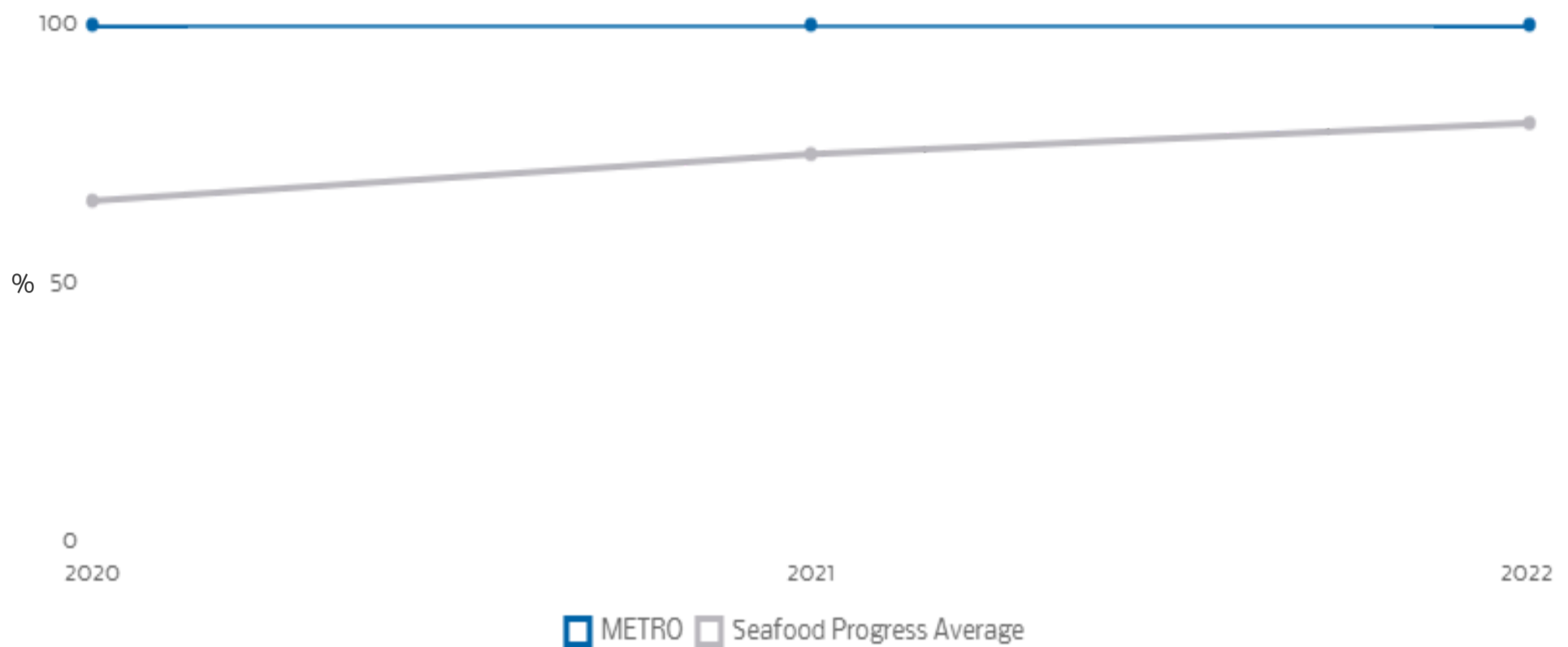
75% Grocery store has reported that 75% or more of its seafood sold meets its sustainability commitment.

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.



METRO's commercial agreements include both its Supplier Code of Conducts, and its Sustainable Fisheries and Aquaculture Policy. In signing these commercial agreements, METRO's suppliers agree to uphold all the appendixes including those two documents. METRO is also committed to working with its suppliers "on a continuous basis to ensure that they comply with [METRO's] policies and that they continue to adopt the most responsible practices". METRO actively verifies that this commitment is being upheld by random DNA testing and verification, frequent product traceability tests and random checks on suppliers' chain of custody records (personal communication, A. Leclerc, 04/04/2022).

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.

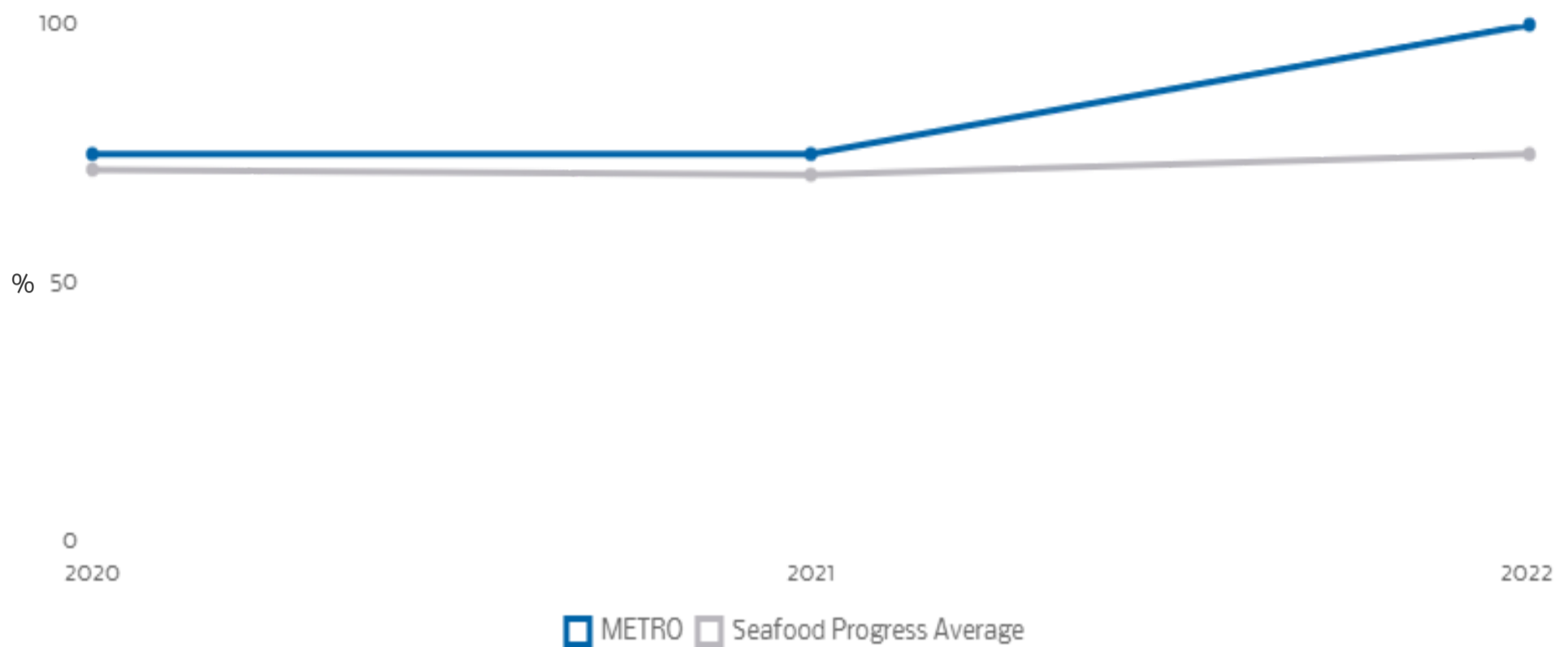
75% Rubric for retailers Feb 17 2022 Rubric for retailers Feb 17 2022 .XLSX 100% 10 B84 All suppliers are required to sign a code of conduct that covers all of the retailer's environmental sustainability commitment. Screen reader support enabled. All suppliers are required to sign a code of conduct that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



METRO's commercial agreements include its Supplier Code of Conduct, which specifies workers' rights across the supply chain (from small-scale to industrial fishermen, employees of aquaculture farms, and workers in processing plants; from METRO's Sustainable Fisheries and Aquaculture Policy). In signing its commercial agreement, METRO's suppliers agree to uphold all the appendixes, including the Code of Conduct. METRO issued a questionnaire to suppliers in 2021 to verify that its commercial agreement is being upheld, and intends to continue verifying compliance in some capacity on an annual basis going forward (personal communication, A. Leclerc, 11/05/2022).

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.

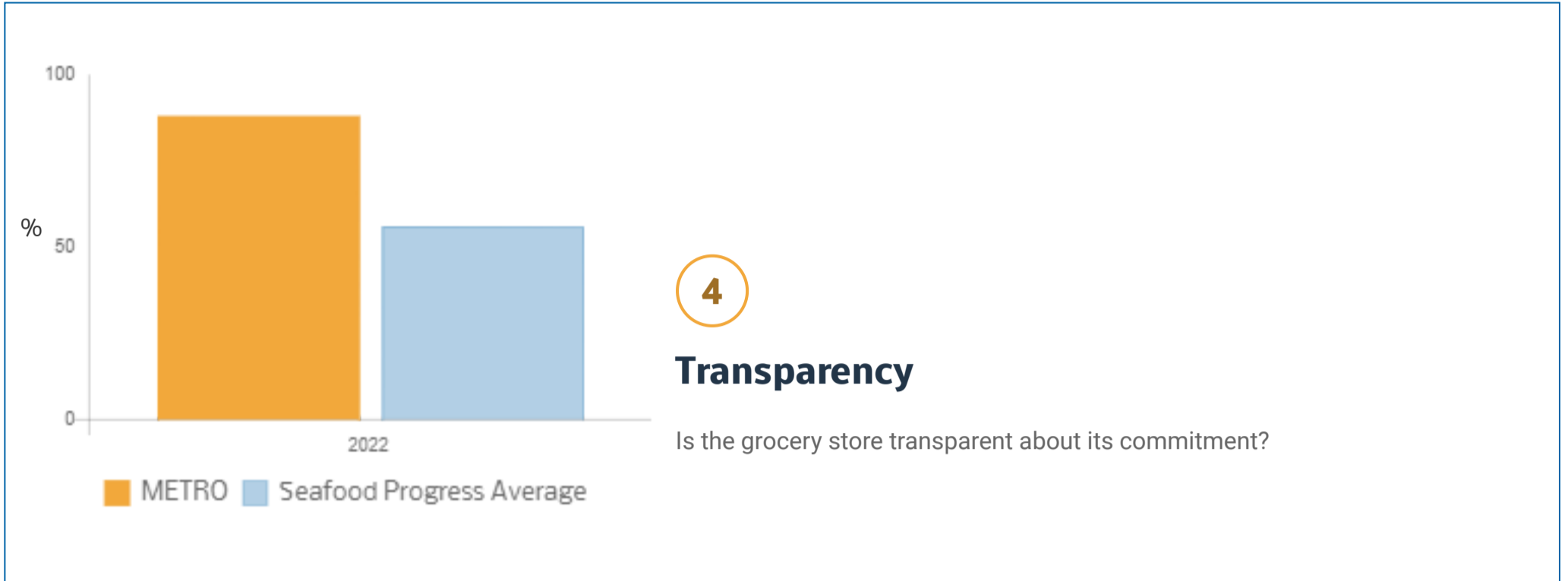
75% Rubric for retailers Feb 17 2022 Rubric for retailers Feb 17 2022 .XLSX 100% 10 B92 All suppliers are required to sign a code of conduct that covers all of the retailer's social responsibility commitment. Screen reader support enabled. All suppliers are required to sign a code of conduct that covers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

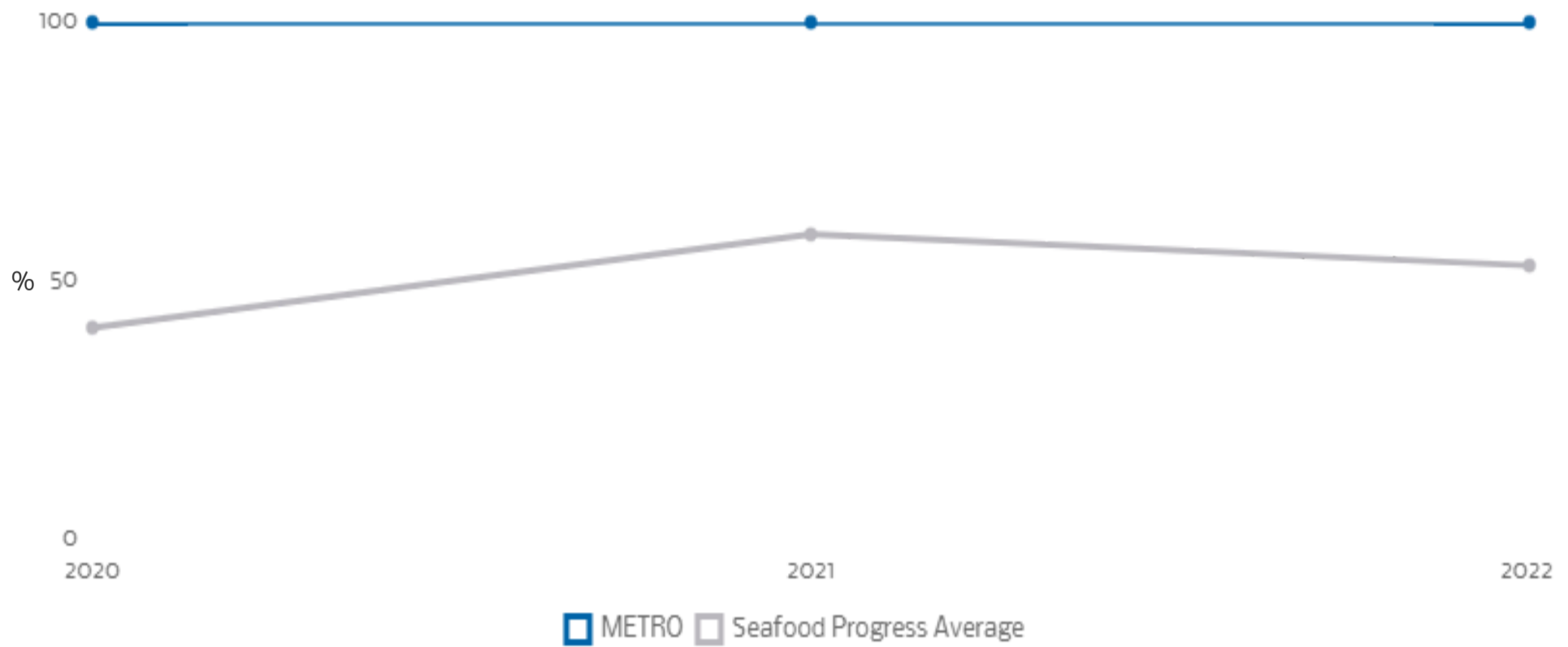
25% Some suppliers are required to sign a code of conduct that covers some of the grocery store's social responsibility commitment.

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.



METRO includes scientific name, geographic origin, wild or farmed and gear type or farming method on all its private label and counter products sold in 8 of its 9 store banners and is working on getting this information on products sold through its final banner, Marche Adonis. Also, METRO continues to encourage its national brands suppliers to increase the amount of information on their packaging (personal communication, A. Leclerc, 04/04/2022).

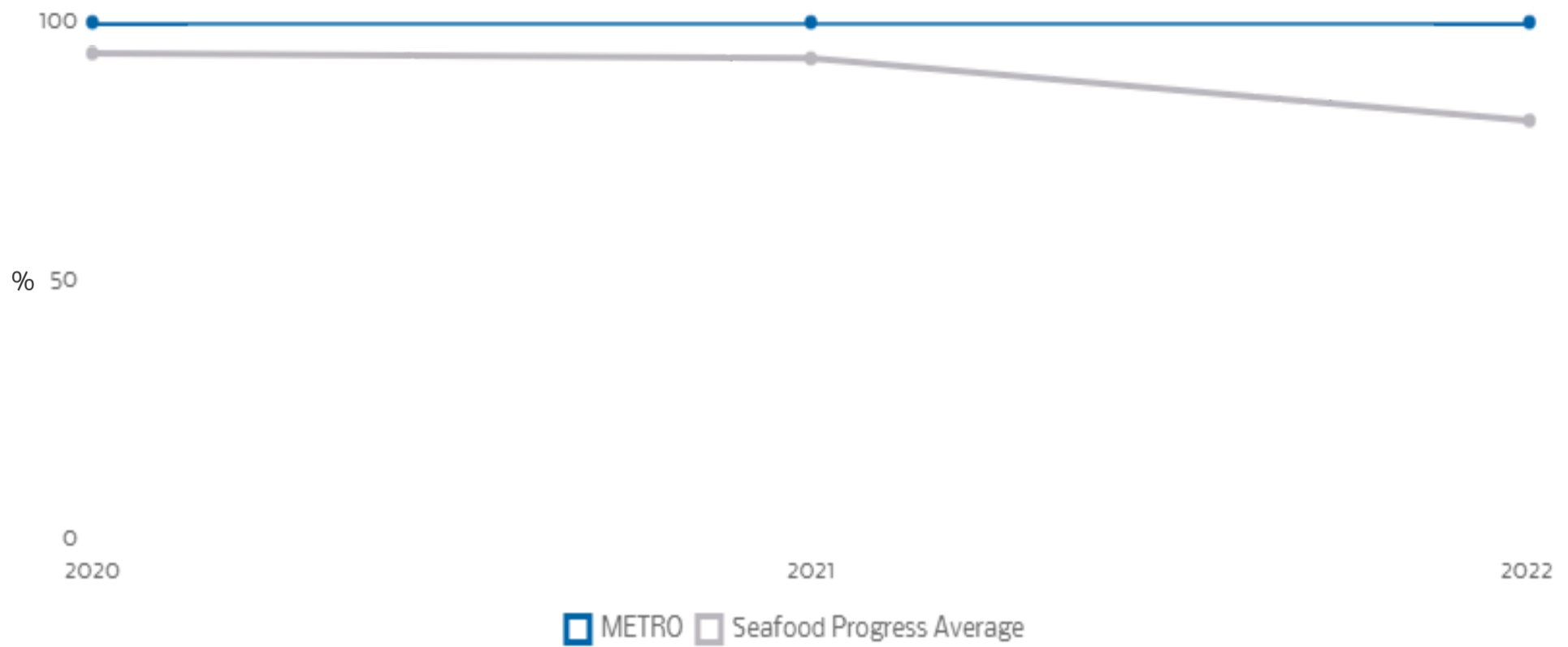
Scoring

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.



All of METRO's seafood products are sourced according to the standards outlined in its Sustainable Fisheries and Aquaculture Policy. Additionally, METRO labels applicable products with the BAP ecolabel, but does not label applicable products with the ASC or MSC ecolabels because it does not have the necessary chain of custody (personal communication, A. Leclerc, 04/04/2022).

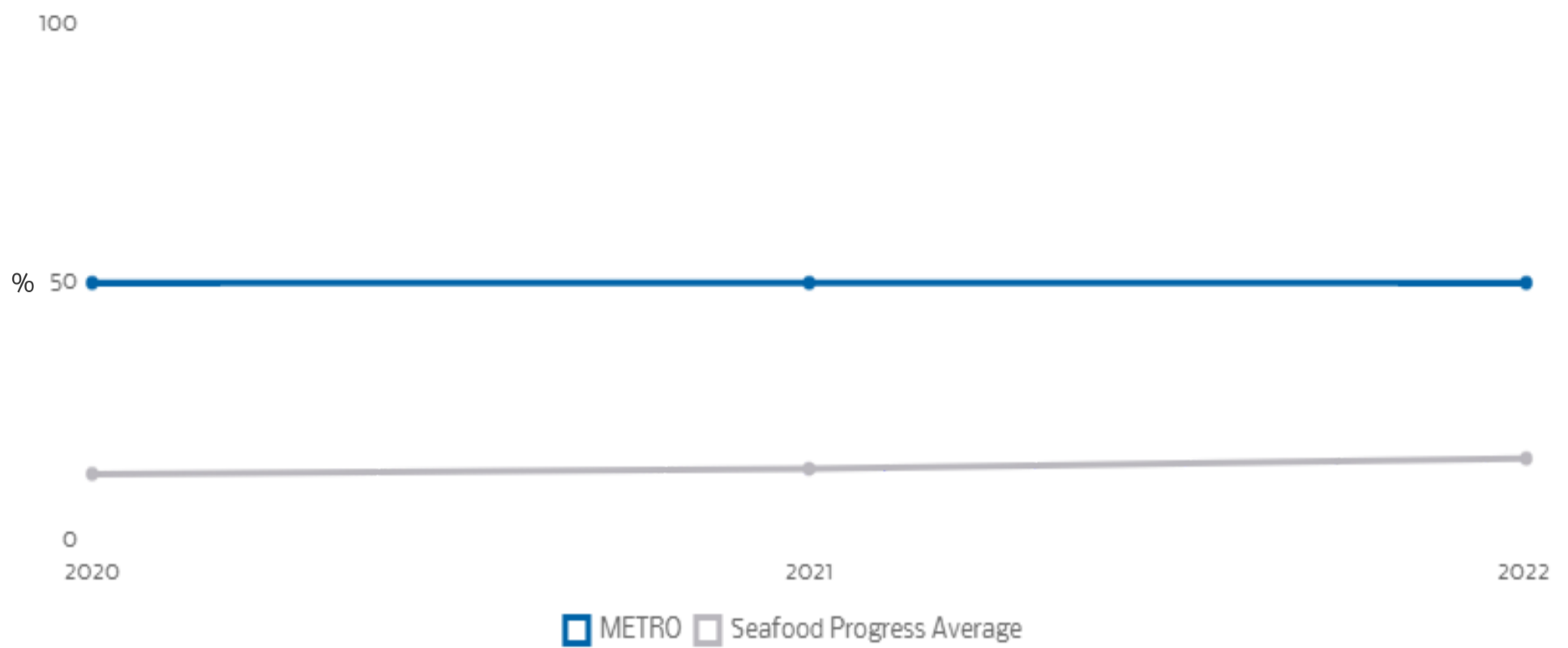
Scoring

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.

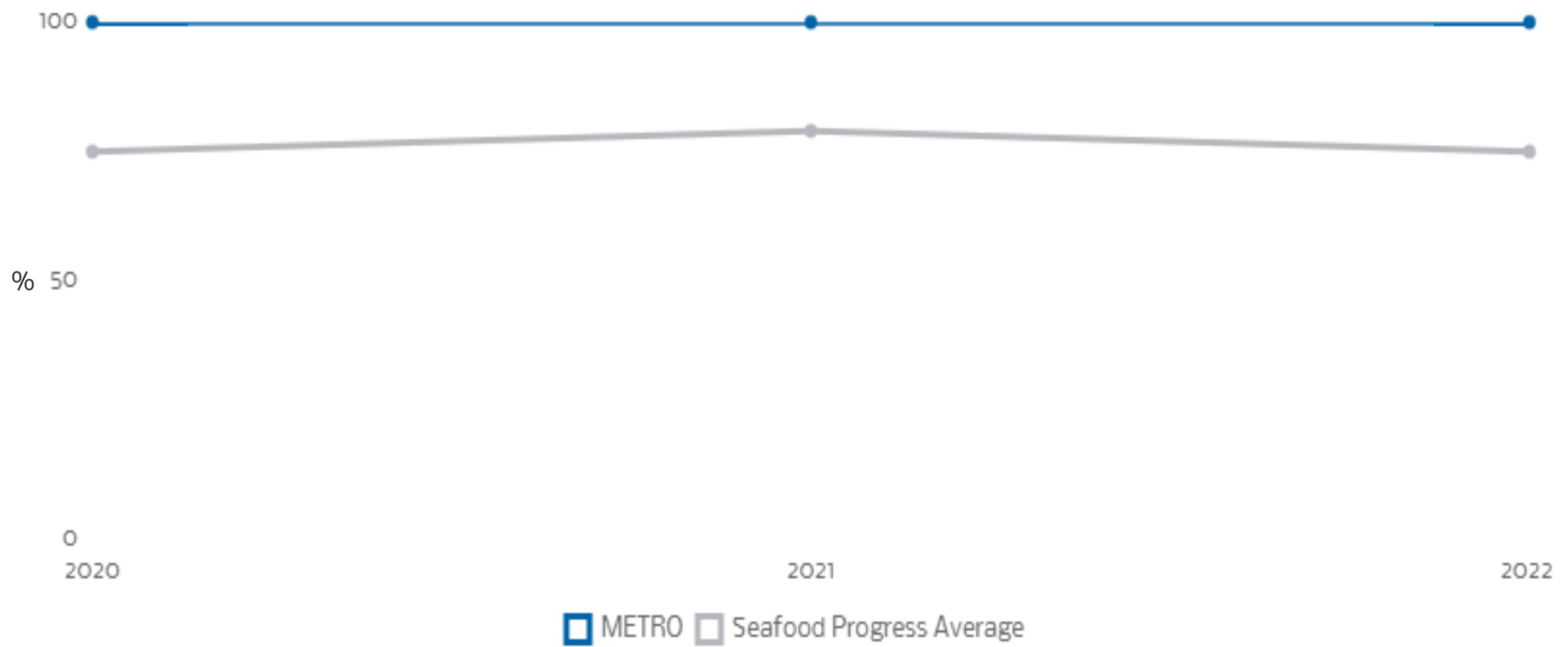


METRO has made the scientific name, geographic origin, gear type and farming method available on all its private label and counter products as well as through its Freshness You Can Trace/Fraîcheur traçable online platform (personal communication. A. Leclerc, 04/04/2022).

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.



Through its Seafood Progress profile, METRO reports on an annual basis that it continues to meet 100% compliance against its sustainability commitment (personal communication, A. Leclerc, 04/04/2022).

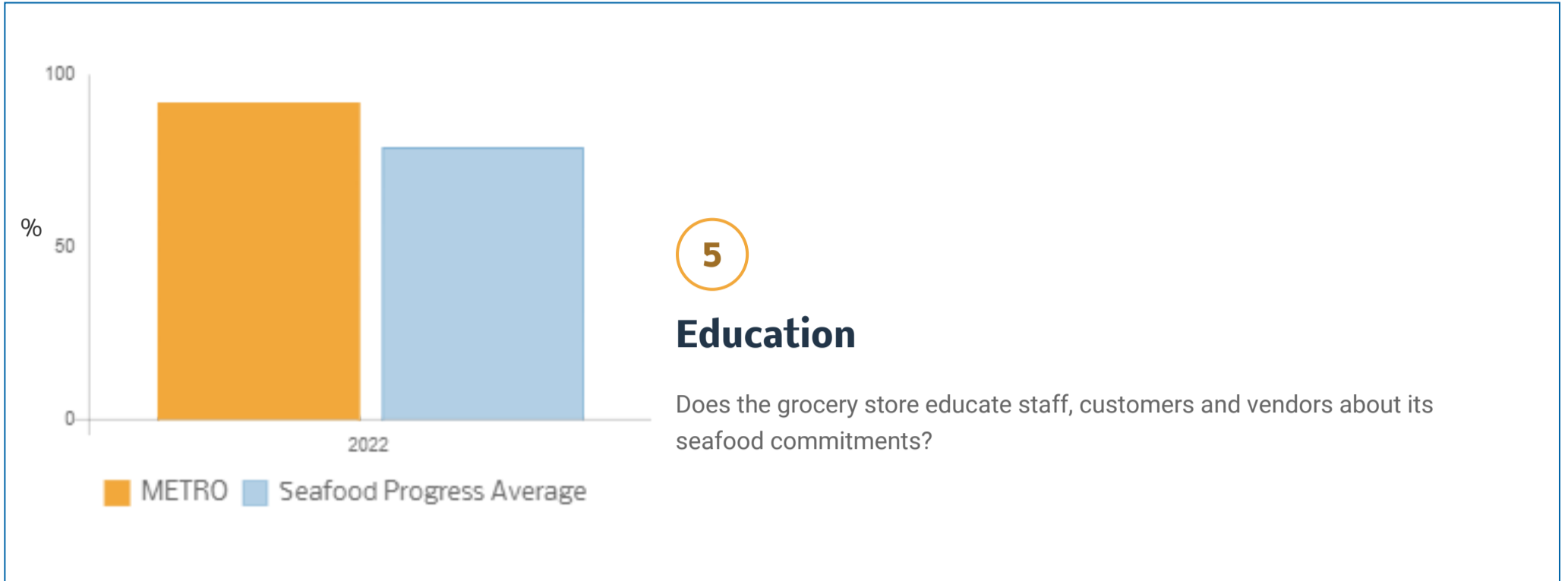
Scoring

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

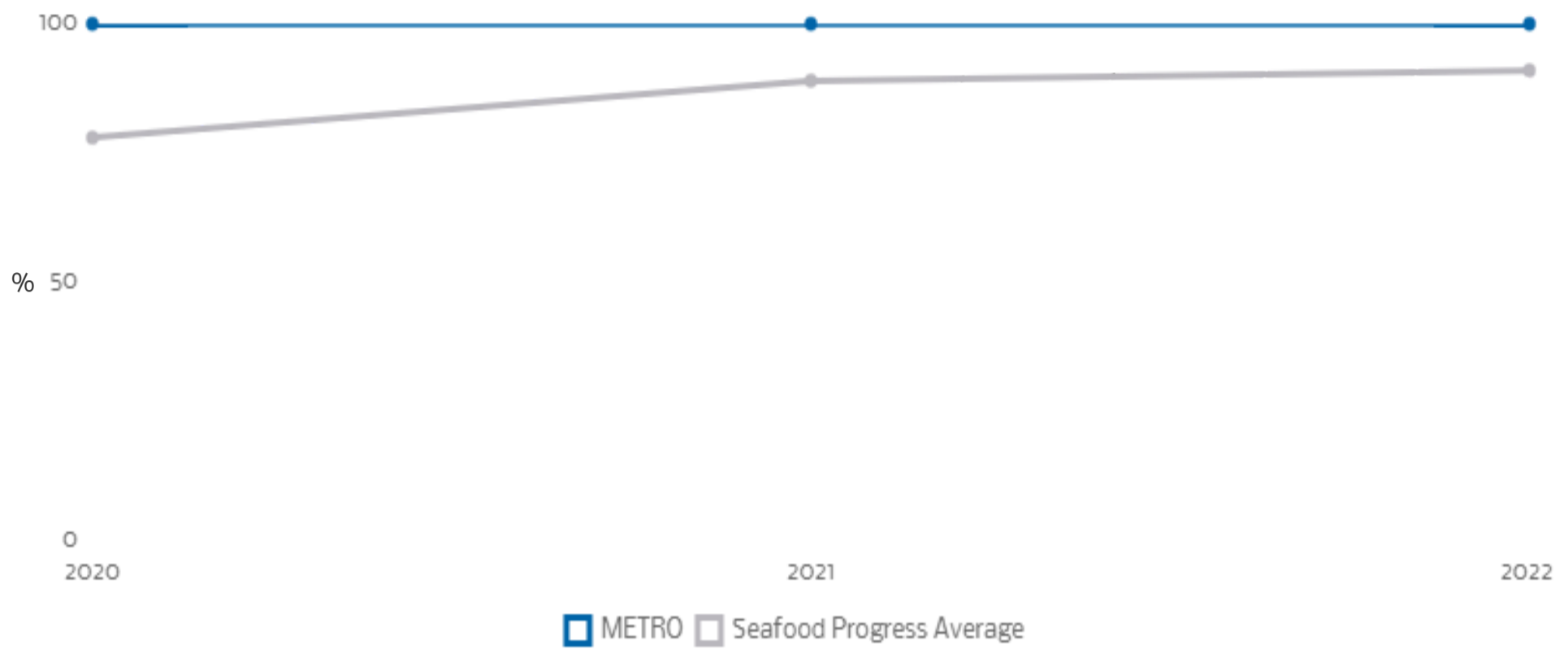
50% Rubric for retailers Feb 17 2022 Rubric for retailers Feb 17 2022 .XLSX 100% 10 B123 Retailer has at one point reported publicly how much of its seafood sold meets its commitment. Screen reader support enabled. Retailer has at one point reported publicly how much of its seafood sold meets its commitment.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



METRO has a training program in place for store staff that covers general sustainable fishing issues (e.g. overfishing, bycatch, impacts on the seabed, etc.), seafood certification systems, and METRO's Sustainable Fisheries and Aquaculture Policy. In support of ongoing staff training, METRO periodically provides its employees with information on the implementation of its policy as well as on other interesting facts and issues related to fisheries and aquaculture through its online library (personal communication, A. Leclerc, 04/04/2022).

Scoring

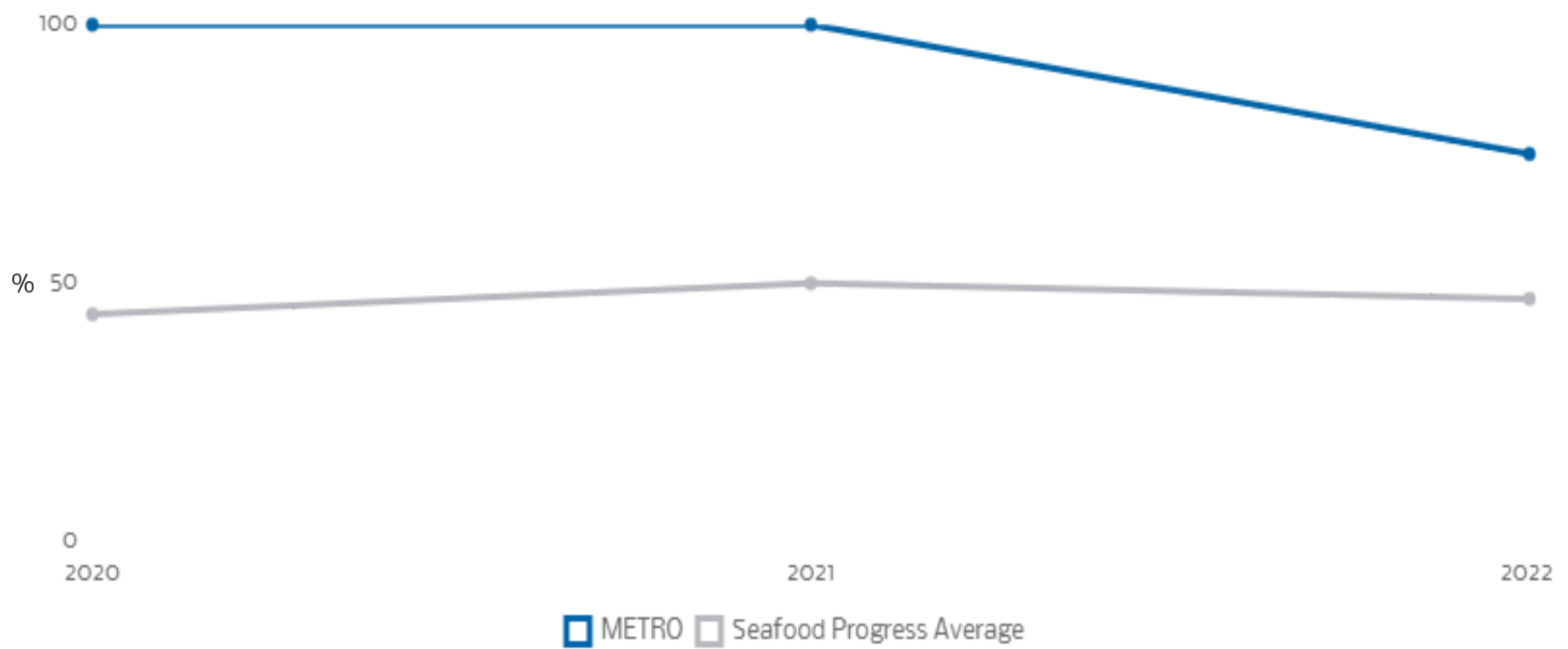
100% Training programs regularly conducted for all seafood staff.

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.



All METRO stores with fresh fish counters have screens that outline its commitment to sourcing healthy species, using sustainable fishing and farming methods, guaranteeing traceability and supporting local economies. In addition to the in-store program, METRO has developed other tools to help inform consumers about its policy, including a special online booklet published in a major Quebec newspaper. METRO does not include any description of its commitment to socially responsible supply chains in store (personal communication, A. Leclerc, 04/04/2022).

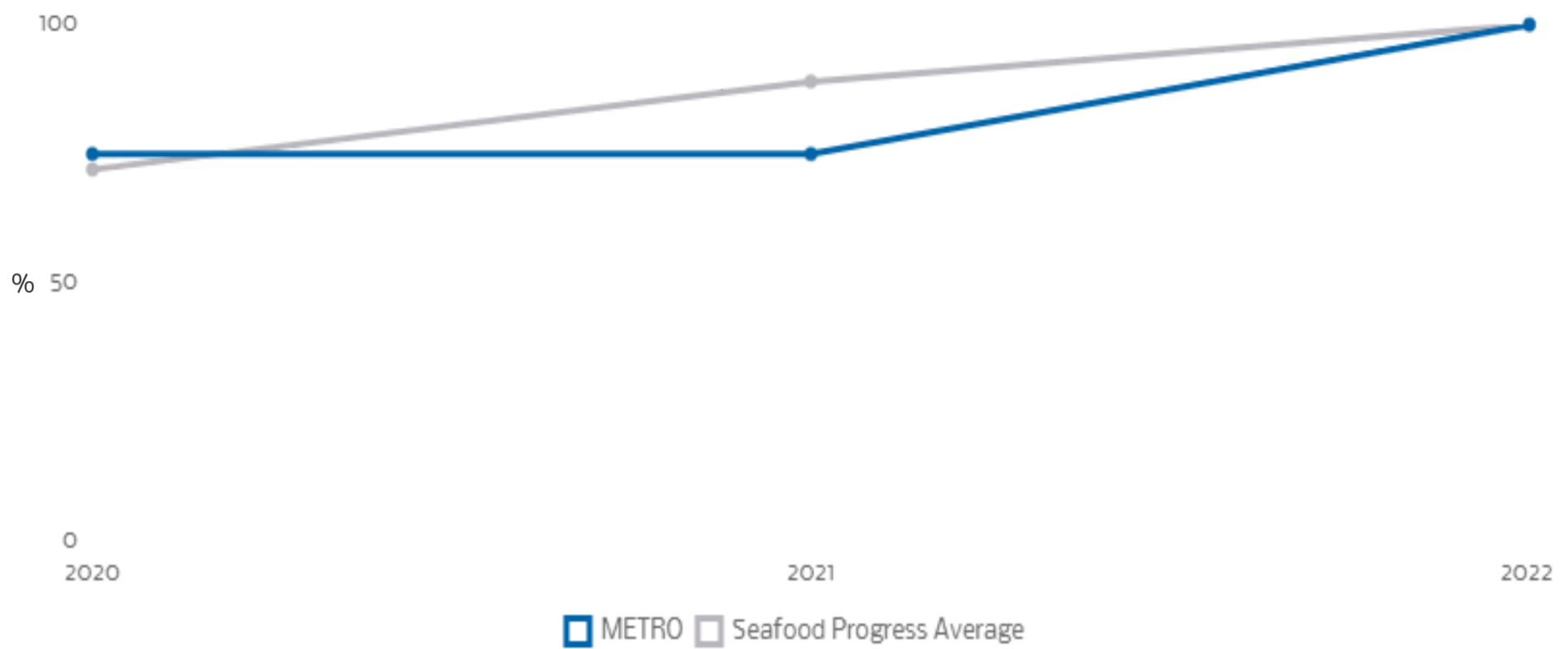
Scoring

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 venders are aware of its sustainable seafood commitment or policy.



METRO's commercial agreements include both its Supplier Code of Conduct and its Sustainable Fisheries and Aquaculture Policy. In signing the commercial agreement, METRO's suppliers agree to uphold all the appendixes including those two documents. METRO engages with suppliers on the terms of its sustainability policy and suggests alternative sources when suppliers fail to offer products that align with its policy. METRO also directs suppliers to various resources to verify key data elements on products and to Ocean Wise and Seafood Watch for guidance on sourcing (personal communication, A. Leclerc, 04/04/2022).

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.

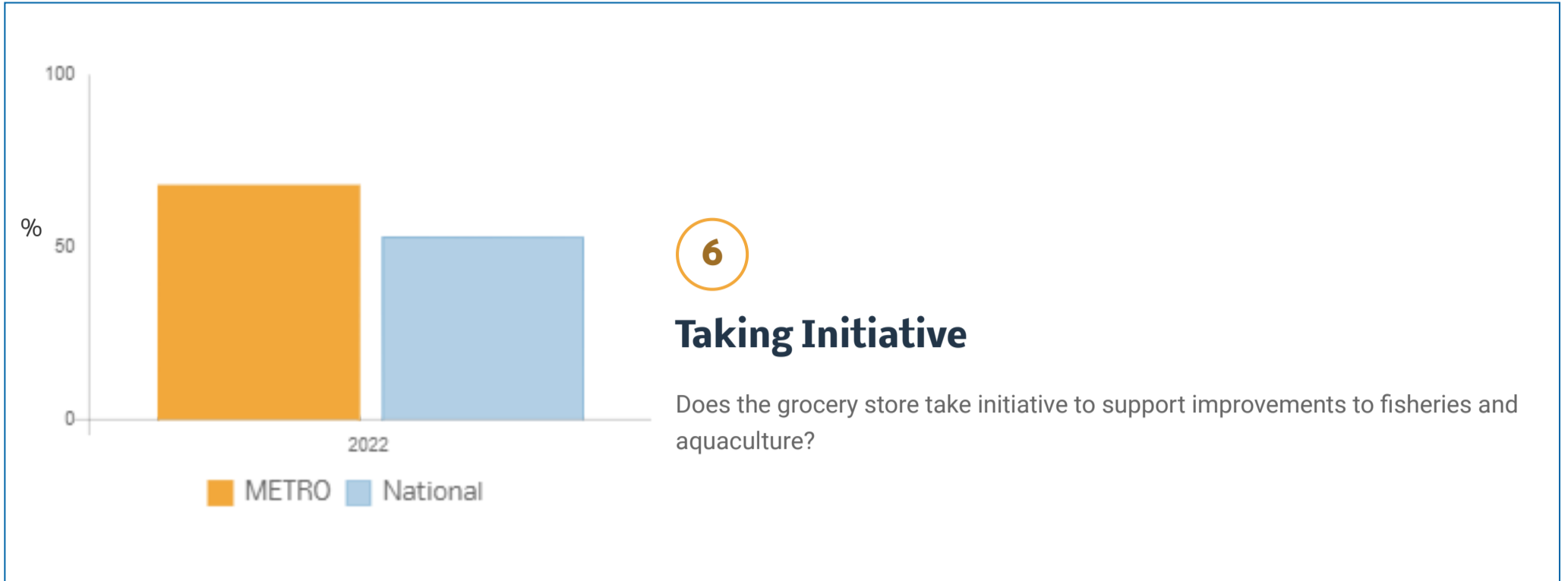
75% The grocery store shares its sustainable seafood commitment and any updates made to its commitment and regularly engages with its suppliers to help ensure the products they supply meet the grocery store's expectations.

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.

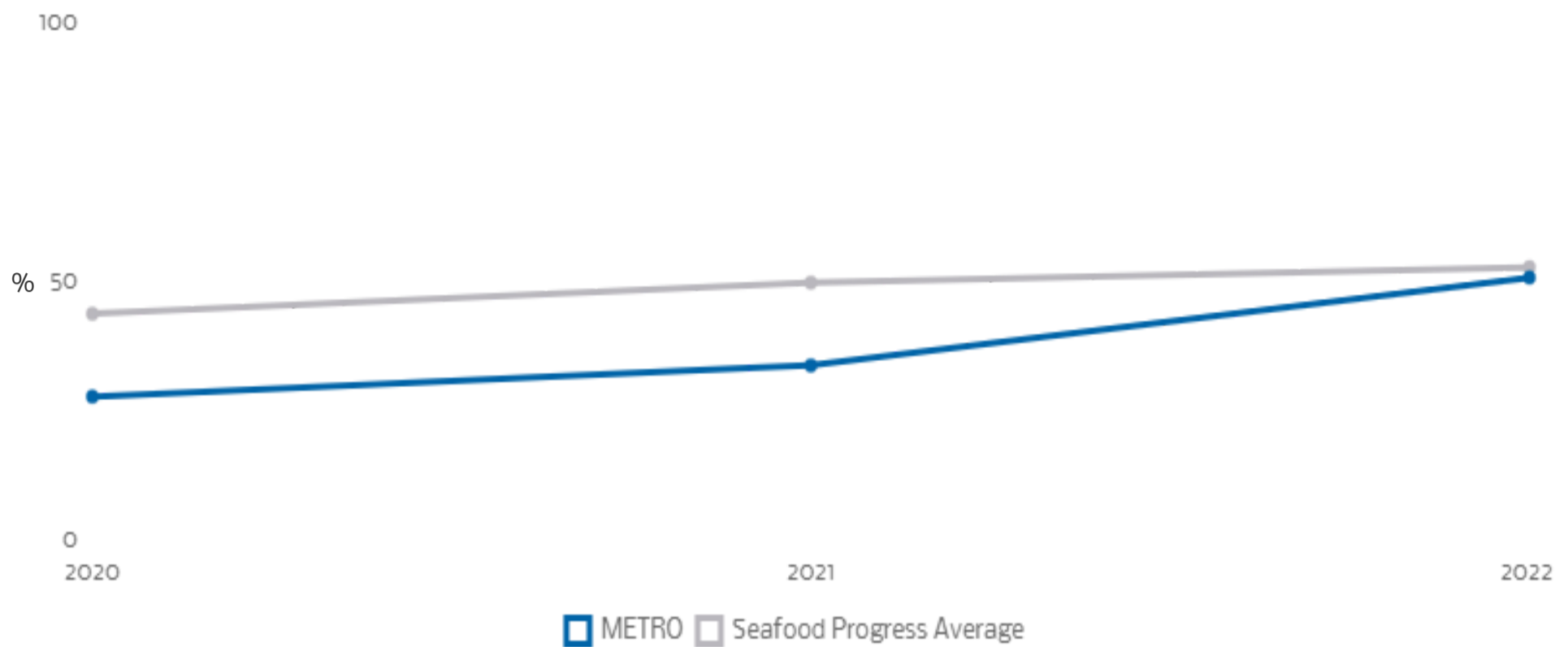
25% The grocery store sends its suppliers or venders a copy of its sustainable seafood commitment.

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

STEP 6: TAKING INITIATIVE



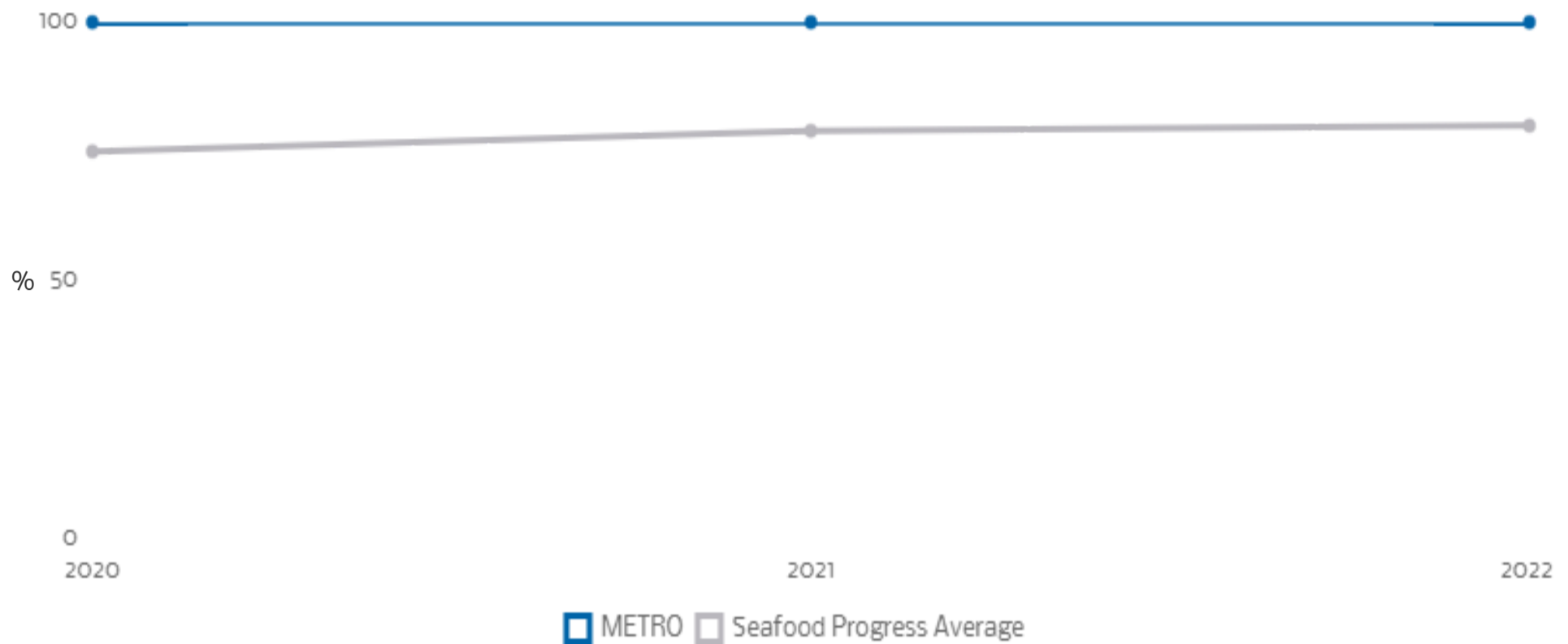
6.1 Farmed Atlantic salmon (either Canadian produced or imported)



METRO preferentially sources open net pen farmed salmon that is ASC or BAP certified. Also, METRO reiterated its commitment to not sell any genetically engineered or modified farmed salmon in its 2021 CR Report as well as in its 2022-2026 Corporate Responsibility Plan. Finally, in the past year, METRO conducted outreach to BAP and ASC in support of improvements to their farm standards. METRO has also committed time and expertise to participate in the development of the first Canadian Code of Practice for the care and handling of farmed salmonids, which was released in November 2021 (personal communication, A. Leclerc, 04/04/2022).

- ✘ 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).

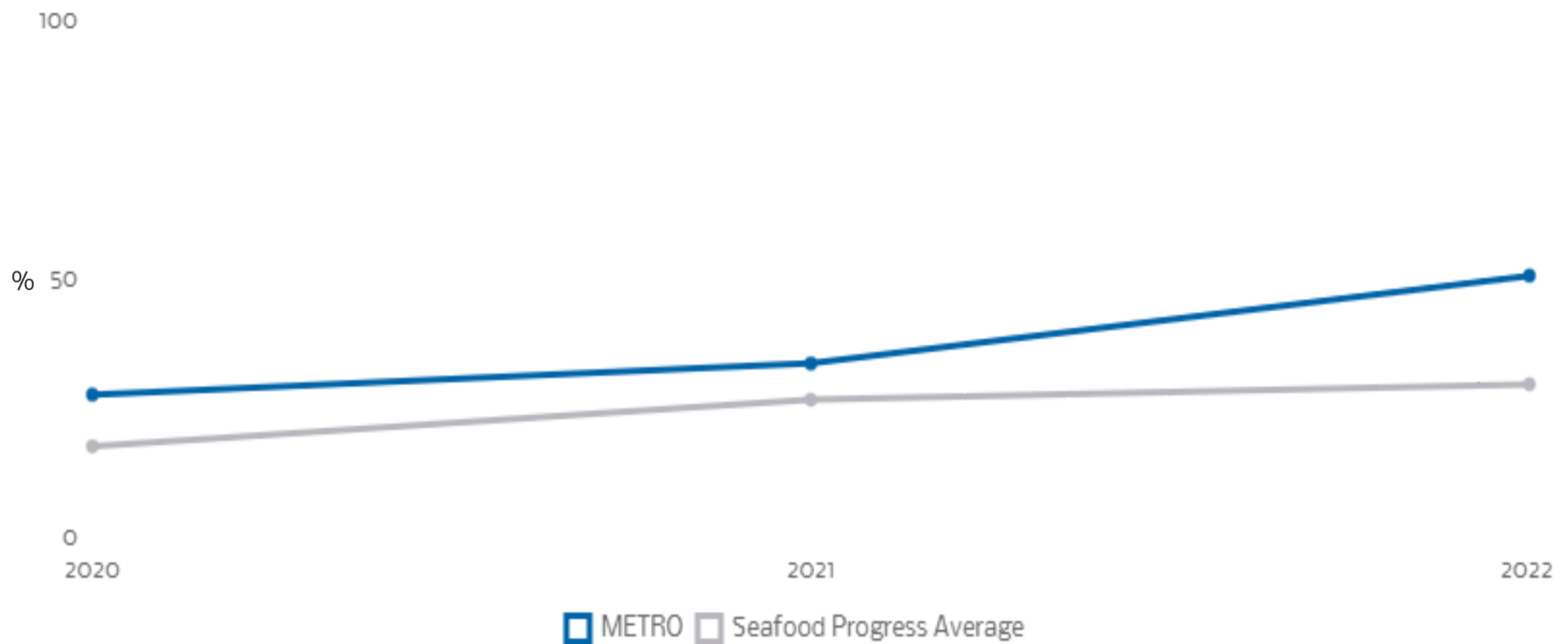
6.2 Farmed shrimps and prawns, Imported - multiple spp.



All of METRO's farmed shrimp and prawns are at least BAP 2 star, ASC or Organic certified. METRO also prioritizes products with high levels of social responsibility and traceability by requiring shrimp and prawn suppliers to sign a letter of guarantee every year stating that no child labor, forced labor or slavery was involved in the production of their products (personal communication, A. Leclerc, 04/04/2022).

- ✓ 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).

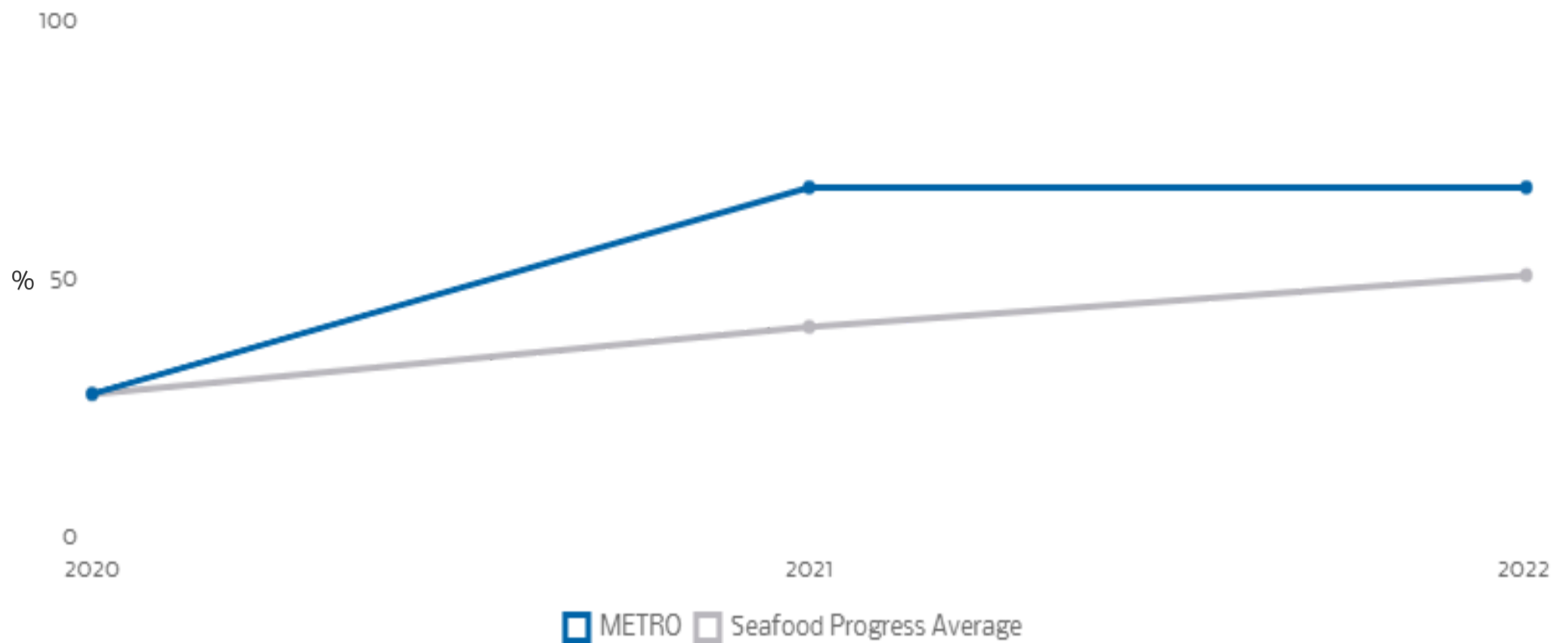
6.3 Skipjack tuna (bonito) - *Katsuwonus pelamis*.



METRO preferentially sources from tuna fisheries that are rated “Best Choice” by Seafood Watch and use manual and selective fishing techniques such as pole and line, and from suppliers who can provide full traceability, including the catching vessel and canning facility (personal communication, A. Leclerc, 04/04/2022). In October 2021, METRO signed on to a public letter coordinated by the NGO Tuna Forum to the Western and Central Pacific Fisheries Commission (WCPFC) regarding harvest strategies for tuna stocks.

- ✘ 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.



METRO prioritizes sourcing basa and tilapia products with high levels of social responsibility by requiring suppliers to provide a letter of guarantee on the absence of child labour, forced labour and slavery in their supply chains. Additionally, all of METRO's basa and tilapia are at least BAP 2 star or ASC certified. METRO has also participated in the development of a pre-competitive collaboration with the Centre for Research on Marine Biology (CRBM) in the past year. In addition to signing on to the Retail Council of Canada's submission to the CFIA in support of a robust boat-to-plate traceability system in Canada, METRO also provided a testimony before the Ottawa Parliamentary Standing Committee on Fisheries and Oceans as part of its study on the traceability of fish and seafood products (personal communication, A. Leclerc, 04/04/2022).

- ✘ 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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