

SEAFOOD PROGRESS

Driving transparency and accountability in supply chains

Research shows that consumers, investors and employees expect companies to be increasingly transparent about their environmental and social impact. However, when it comes to the global seafood industry, opaque supply chains continue to hide numerous problems, including human rights abuses, illegal and unregulated fishing, and environmental degradation. Acting like a spotlight within the opaque supply chains, **transparency is a prerequisite for accountability**. In turn, accountability creates incentives for downstream companies to take actions that lead to environmental and social improvements upstream.

Introduced in 2018, **Seafood Progress** is a unique initiative aimed at driving transparency and accountability throughout seafood supply chains. Each year, major grocers and seafood brands — the majority of which operate globally — are scored against their actions and progress in relation to their commitments to sourcing sustainable and socially responsible seafood. These results are made public on SeafoodProgress.org. The scoring methodology is based on the six steps of the **Common Vision for Sustainable Seafood**.

THE SEAFOOD PROGRESS MODEL

ANALYZE

Analyze the market to identify the most prevalent businesses to profile. Businesses *can't* opt out of the program, but *can* lean in to better inform their profiles.



1

ENGAGE

Communicate directly with businesses to obtain current and accurate information about their seafood commitments to inform their profiles.



2

REPORT

Share information with the public through SeafoodProgress.org company profiles.



3

GUIDE

Provide recommendations to businesses on how to improve their scores and therefore drive improvements upstream.



4

ACTIVATE

Create awareness and advocacy campaigns to motivate businesses to act.



5

CHANGE ON THE WATER

Drive improvements to fisheries and aquaculture farms everywhere.

6

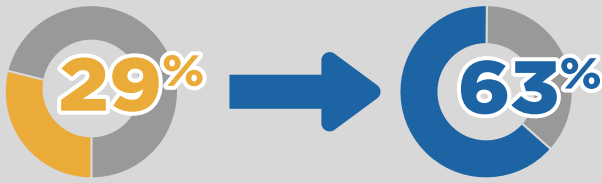


KEY ACHIEVEMENTS

Seafood Progress has effectively engaged with multinational grocers and brands, held them accountable for their sourcing decisions, and driven them to be transparent about their commitments and to make progress against them.

✓ TRANSPARENCY

SeaChoice's **direct engagement model** compelled *brands* to be far more transparent about their commitments and actions.

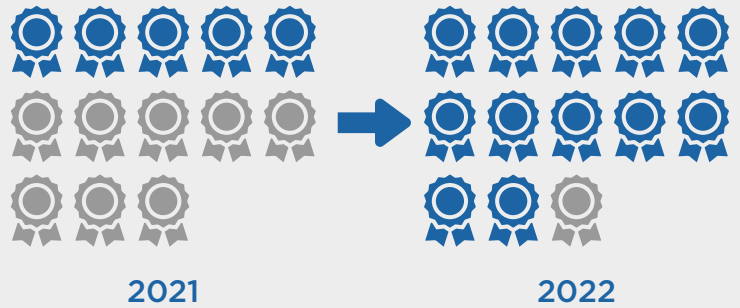


Average score based on **publicly available information**.

Average score **after engaging with SeaChoice**.

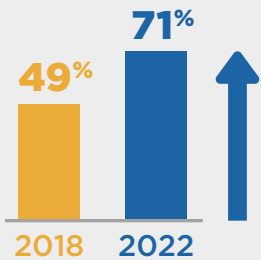
✓ ACCOUNTABILITY

SeaChoice guided seven of the thirteen *brands* profiled to **develop actionable commitments to sustainable seafood**.



✓ PROGRESS

The average score for *grocers* profiled on Seafood Progress increased by 22 per cent from 2018 to 2022 indicating the effectiveness of the initiative in driving **improvements upstream to fisheries and aquaculture practices** over the past 5 years.



SeaChoice compelled four brands to take the first step in FishWise's **roadmap for improving seafood ethics** by establishing and publishing commitments to social responsibility.

✓ ADVOCACY

SeaChoice **focused consumer advocacy** on *grocers and brands*, resulting in more than 2000 messages sent to businesses urging them to improve.



These messages **sent directly by consumers to businesses** from their Seafood Progress profiles focused largely on inadequate labelling and efforts to reduce human rights abuses in seafood supply chains.

WHAT'S NEXT FOR SEAFOOD PROGRESS?

Seafood Progress has helped position Canada — a major seafood exporter and importer — as a leader in seafood sustainability. Now SeaChoice is in a unique position to leverage the proprietary Seafood Progress model and learnings to-date to expand and serve the global commitment tracking space.

Visit SeafoodProgress.org and contact marketanalyst@seachoice.org for more information.