

2025 SEAFOOD PROGRESS PROFILE: METRO



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|---|---|
| Private label brands | Irrésistible, Selection, Personelle |
| Key documents | <ul style="list-style-type: none"> • Forced Labour Report 2023 • Supplier Code of Conduct - June 2022 • Sustainable Fisheries & Aquaculture Policy - June 2022 |
| Parent company | N/A |
| NGO partner | N/A |
| Stores covered by seafood policy | Brunet, Food Basics, Jean Coutu, Les 5 Saisons, Marché Adonis, Marché AMI, Marché Extra, Marché Richelieu, Metro Pharmacy, METRO Plus, Metro Plus, Première Moisson, Super C |
| Stores NOT covered by seafood policy | N/A |

✓ THE GOOD

- 1st place overall across all retailers at 70%.
- By far the most engaged retailer this year and on all annual Seafood Progress surveys since 2018.
- Highest engagement on human rights questions by a landslide at 80% (average score = 23%).
- The only retailer to report seafood sales data to SeaChoice.
- Covers the most direct products (fresh, frozen and shelf stable seafood) across all stores under its Fisheries & Aquaculture Policy at 92%.
- One of two retailers to achieve a perfect score for demonstrating that its Human Rights Policy pertaining to seafood is well embedded into its operations.

✗ THE BAD

- No tangible plans to incorporate worker perspectives into its human rights due diligence process.
- No plans to cover remaining shelf stable or indirect products (pet food, health, beauty or garden products containing seafood ingredients) under its Fisheries & Aquaculture Policy.

SEAFOOD INVESTIGATIONS

In relation to recent seafood investigations, METRO was implicated in [the Outlaw Ocean Project's China series](#) (correspondence [here](#)) and India report (correspondence [here](#)) where egregious human rights and environmental abuses were connected back to seafood products sold by North American retailers. Additionally, a supplier of METRO's private label seafood, [Premier Marine Canada](#), was implicated in the China series (correspondence [here](#)), as were various third-party seafood brands that are commonly sold by METRO (e.g., [Aqua Star](#), [High Liner](#) and [Toppits](#)). Beyond the correspondence published, METRO has not reported further on its remediation efforts specific to the China investigation. In relation to the India shrimp investigation, METRO shared the following in a panel in February 2025, and reiterated it to SeaChoice: "In the specific case of farmed shrimp, METRO monitors its suppliers closely. The company continues to require certification for this type of product and accepts recognized third-party sustainable seafood certifications benchmarked by the Global Sustainable Seafood Initiative (GSSI), in particular BAP 2* min and ASC. Furthermore, in response to the situation in India, METRO has raised the bar for the compliance threshold for the modules dealing with working conditions in its self-assessment questionnaire. As a result, any supplier of farmed shrimp from India must complete the questionnaire and meet a very high compliance threshold" (personal communication, METRO, 06/03/2025).

SCORING METHODOLOGY

For the first time, SeaChoice is scoring retailers on [indirect products](#) containing seafood—such as pet food and fish oil—and taking a deeper look at how human rights policies are being put into practice. Check out our [NEW scoring methodology](#)!

ENVIRONMENTAL

KPI 1.1
ENGAGE

Did the retailer engage with SeaChoice and respond to questions related to its sustainable seafood policy and practices?

METRO received the highest score on this indicator across all retailers, having provided comprehensive and timely responses to most questions. Though METRO did not share revenue or volume data by product category, it was the only retailer to share percentages of its seafood sales. METRO has been the most engaged retailer since the first Seafood Progress report was released in 2018.

SCORE
80% **B**

KPI 1.2
SCOPE

Which seafood products are covered by the retailer's sustainable seafood policy?

METRO informed SeaChoice that its [Fisheries and Aquaculture Policy](#) covers all fresh, frozen and canned products (including third-party brands) across all store banners. However, the policy does not cover METRO's other shelf stable products and does not cover any of its [indirect products](#) (health, beauty, pet food and garden products containing seafood as an ingredient). SeaChoice commends METRO for being the only retailer to share percentages of total purchases by product category in 2024, as follows: canned fish & seafood (0.4%), frozen fish & seafood (1%), fresh fish & seafood (1.2%), health - krill & fish oil only (0.03%), all pet food (0.4%), all soil & fertilizer (0.01%) (personal communication, METRO, 19/03/2025).

OVERALL
SCORE*
69% **D**



DIRECT PRODUCTS

Third-party, private label and unbranded shelf stable, frozen and fresh seafood products.

SCORE
92% **A**



INDIRECT PRODUCTS

Third-party and private label health, beauty, pet food and garden products that contain seafood ingredients (examples [HERE](#)).

SCORE
0% **F**

SHELF
STABLE



FROZEN



FRESH



HEALTH
e.g. fish oil



BEAUTY
e.g. collagen



PET FOOD
e.g. cat food



GARDEN
e.g. fertilizer



- **PRIVATE LABEL BRANDS**
Products that retailers sell and own.
- **THIRD-PARTY BRANDS**
Products that retailers sell but do not own.
- **UNBRANDED PRODUCTS**
Products that retailers typically own but that do not have a brand on pack (e.g. fillets sold through deli counters).

*Note: In calculating the overall score for this indicator, the decision was made to weight direct products at 75% and indirect products at 25% following the assumption that the former amounts to significantly higher volumes of seafood than the latter.

**KPI 1.3
VERIFICATION**

How does the retailer verify supplier compliance against its sustainable seafood policy?

METRO was the only retailer to achieve 100% on this indicator for having a full chain traceability policy in place that applies to all seafood (including third-party brands), and requiring all suppliers of high-risk products to: 1) complete self evaluations that are verified by a third-party, and 2) undergo traceability spot checks on at least an annual basis. METRO informed SeaChoice that it has a full chain traceability system in place that applies to all seafood products and that involves tracing the scientific name, geographic origin, farmed or wild and gear type or farming method from the source fishery or farm. Suppliers are asked to fill out an excel spreadsheet called a traceability form for all products they sell METRO. This form includes all the traceability and certification information for a said product and allows METRO to proceed with a sustainability assessment. All new products are subject to this assessment prior to their listing. Then, traceability information is updated yearly, a new assessment is triggered if the traceability information changes, and products can be delisted if the new traceability information is found to be non-compliant. Additionally, METRO conducts random DNA testing, frequent product traceability tests and random checks on suppliers' chain of custody records, meaning that METRO randomly checks suppliers' ability to document their full supply chain, i.e. each step taken by the product from the boat/farm to METRO's distribution centre (personal communication, METRO, 27/02/2025).



**KPI 1.4
STRATEGY**

What is the retailer's strategy behind the scope of its sustainable seafood policy?

METRO received one of the top scores on this indicator, but was not able to surpass 60% as it does not have a timebound commitment to cover all shelf stable and indirect products under the scope of its Policy. METRO shared with SeaChoice that, when it comes to its Fisheries & Aquaculture Policy, it does not prioritize any one supplier or species over another; all control and national brand suppliers are covered. METRO's continuous improvement programs focus on high-risk commodities including farmed salmon, farmed tropical fish like tilapia and pangasius, apex predators like tuna and swordfish and farmed shrimp. METRO also has a list of withdrawn species that is reviewed annually, and species are added and removed occasionally. In 2010, METRO's Fisheries and Aquaculture Policy was inclusive of third-party and private brand products, but did exclude some products (e.g. sushi) that were more challenging to assess. Since then, METRO has expanded its Policy to include unbranded seafood products and sushi. METRO's goal is to include all seafood products under its Fisheries and Aquaculture Policy; however, indirect products are currently excluded as the sustainability assessment of ultra processed products is very tough from an operational standpoint. These products come with complex supply chains, and multiple suppliers and origins. In terms of policy scope, METRO's strategy involves directing its available resources where they are most needed. That said, METRO may consider broadening its Fisheries and Aquaculture Policy to include indirect products in future (personal communication, METRO, 14/01/2025).



**KPI 1.5
GOVERNANCE**

Who is held responsible and accountable for ensuring the retailer's sustainable seafood policy is met?

METRO informed SeaChoice that its Responsible Procurement Team, which consists of four employees, is responsible for tracking progress against METRO's Sustainable Fisheries and Aquaculture Policy, among other commodity programs. METRO's Senior Vice President of National Procurement is accountable for the implementation of METRO's Sustainable Fisheries and Aquaculture Policy (personal communication, METRO, 14/01/2025). Furthermore, there are resources and a discrete budget dedicated in part to our Responsible Procurement Team to work on METRO's Sustainable Fisheries and Aquaculture Policy, as well as our policies for other commodities (personal communication, METRO, 19/03/2025).





HUMAN RIGHTS

KPI 2.1
ENGAGE

Did the retailer engage with SeaChoice and respond to questions related to its human rights policy and practices?

METRO received the highest score by far across all retailers for providing comprehensive and timely responses to most questions related to its Human Rights Policy and practices.

SCORE
80% **B**

KPI 2.2
VERIFICATION

How does the retailer verify supplier compliance against its human rights policy?

METRO scored below average on this question as it does not conduct risk-based social audits, and more importantly, it does not conduct investigations of high-risk seafood products in consultation with local stakeholders. METRO informed SeaChoice that its [Supplier Code of Conduct](#) is integral to its business agreement with suppliers. This means that by signing their business agreement with any METRO entity, suppliers and related parties accept the provisions of the Supplier Code of Conduct and undertake to comply with its requirements. When it comes to human rights and working conditions, METRO does prioritize certain categories. Those include meat and poultry, fish and seafood, and fruits and vegetables as well as private label products. In 2023, METRO issued supplier assessments based on its Supplier Code of Conduct to all private brand, unbranded and national brand seafood suppliers, as well as private label, unbranded and national brand suppliers of other high-risk commodities that are of high volume. The assessments were issued again in 2024, with new suppliers and suppliers who didn't respond being invited to participate again. A third-party company, Sphera, verifies the documents suppliers submit to ensure their validity and relevance. To date, the questionnaires have been issued to Tier 1 suppliers only. Where non-conformities have been uncovered by assessments, METRO strives to work with suppliers to help them improve, rather than cutting ties and having them continue their operations and move their business to another customer. To date, METRO has not solicited a third-party to conduct social audits on any suppliers, but its Supplier Code of Conduct states that it reserves the right to do so (personal communication, METRO, 06/03/2025).

SCORE
25% **F**

KPI 2.3
STRATEGY

What is the retailer's strategy behind the scope of its human rights policy?

METRO scored low on this indicator as it did not report plans to incorporate worker perspectives into its human rights due diligence process in relation to seafood. METRO reported to SeaChoice that it plans to continue with its supplier self assessments but does recognize the limitations of such surveys. Although some suppliers may not meet the compliance threshold set by METRO, this does not necessarily mean that they do not have good business practices, or that they use forced or child labour. As this is a self-assessment questionnaire, the non-compliances obtained may in some cases constitute a risk indicator (personal communication, METRO, 14/01/2025).

SCORE
25% **F**

KPI 2.4
GOVERNANCE

Who is held responsible and accountable for ensuring the retailer's human rights policy is met?

METRO is one of two retailers to score 100% on this indicator for clearly holding at least two parties responsible and accountable for its Human Rights Policy in relation to seafood, and having a discrete budget dedicated to this work. METRO shared with SeaChoice that, as part of its commercial agreements, the responsibility for the application of its Supplier Code of Conduct falls on METRO's Responsible Procurement Team. METRO's Vice President of Public Affairs and Communications, as well as its Executive Committee, are held accountable for the implementation of its Supplier Code of Conduct (personal communication, METRO, 14/01/2025). Additionally, there are resources and a discrete budget dedicated to our Responsible Procurement Team to work in part on the human rights components of METRO's Sustainable Fisheries and Aquaculture Policy (personal communication, METRO, 19/03/2025).

SCORE
100% **A**



Please contact SeaChoice for more information at info@seachoice.org