

2025 SEAFOOD PROGRESS PROFILE: WALMART CANADA



READ THE FULL REPORT

Private label brands	Equate, Great Value, Our Finest, Pure Balance, Special Kitty, Your Fresh Market
Key documents	<ul style="list-style-type: none"> • Forced Labor Report 2024 • Human Rights Statement - no date • Seafood Policy - June 2023 • Standards for Suppliers - Feb 2024
Parent company	The Walton Family
NGO partner	Sustainable Fisheries Partnership
Stores covered by seafood policy	Walmart
Stores NOT covered by seafood policy	N/A

✓ THE GOOD

- Scored above average on KPI 1.2 because its Seafood Policy covers some direct products (shelf stable, fresh and frozen seafood) across all stores.

✗ THE BAD

- The only retailer to not respond to any survey questions.
- 5th place overall at 22% largely due to not responding to any survey questions.
- The only retailer to stipulate conditions to the fulfillment of its Seafood Policy (including price, availability and consumer demand).
- Does not appear to investigate the supply chains of its third-party seafood suppliers for human rights abuses.
- No reported plans to adopt a human rights due diligence process that incorporates worker perspectives.

SEAFOOD INVESTIGATIONS

Walmart Canada did not respond to SeaChoice’s inquiry about whether the company plans to strengthen its efforts to ensure that its seafood suppliers comply with its Standards for Suppliers, amid growing evidence of abuse in global seafood supply chains. In relation to recent seafood investigations, Walmart Canada was implicated in [the Outlaw Ocean Project’s China series](#), where human rights and environmental abuses were connected back to seafood products sold by North American retailers (correspondence with Walmart Canada can be found [here](#)). Additionally, a supplier of Walmart Canada’s private label seafood, [Premier Marine Canada](#), was implicated (correspondence [here](#)), as were various third-party seafood brands that are commonly sold by Walmart Canada (e.g., [Aqua Star](#), [High Liner](#) and [Toppits](#)). Walmart Canada was also implicated in The Corporate Accountability Lab’s [India shrimp report](#). To date, the retailer has not reported publicly on its efforts to remediate based on the findings of these investigations.

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?

Walmart Canada met with SeaChoice but did not respond to any questions related to its [Seafood Policy](#) and practices.

SCORE
0% **F**

KPI 1.2
SCOPE

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

[Walmart's Seafood Policy](#) appears to cover some fresh, frozen and shelf stable products, and no health, beauty, pet food or garden products. Walmart Canada declined to share revenue and sales data around its seafood products with SeaChoice.

OVERALL
SCORE*
53% **D**



DIRECT PRODUCTS

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

SCORE
71% **C**



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?

Walmart Canada did not provide a response to this question, and SeaChoice could not find information around how the retailer verifies supplier compliance against its [Seafood Policy](#). In 2023, WMC reported to SeaChoice that it supports its Seafood Policy with a full chain traceability policy (personal communication, Walmart Canada Manager, Sustainability, 08/02/2023). However, SeaChoice was unable to determine if Walmart Canada’s traceability policy applies to all seafood products (including third-party brands), or just private label.



KPI 1.4
STRATEGY

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

Walmart Canada did not provide a response to this question. [Walmart’s Policy and Guidelines webpage](#) relays its commitments to fresh and frozen seafood, and fresh, frozen and canned tuna. SeaChoice was unable to obtain an update from Walmart on where it is at in achieving its commitments to fresh and frozen seafood, and canned tuna, set to be achieved in 2025. Walmart Canada is the only retailer to stipulate conditions to its seafood commitments, stated as follows in its [Seafood Policy](#): “based on price, availability, quality, customer demand, and unique regulatory environments across our global retail markets.” In 2023 and again in 2025, SeaChoice requested but did not receive examples from Walmart Canada of exceptions to its Seafood Policy based on these conditions. The Policy also states “when it comes to the issue of method of catch, Walmart will offer customer choice in select markets, based on local customer preference and market retail norms.” Distinct from its ongoing efforts to improve industry practices through its participation in The Seafood Task Force and grants awarded by The Walmart Foundation, SeaChoice could not find information specific to the strategy behind how Walmart Canada applies its Seafood Policy to the products it sources. For example, many retailers focus the application of their policies on their private label products first, while others follow a risk-based approach to sourcing across all seafood products sold by prioritizing efforts on high-risk species, specific countries of origin, suppliers, etc.



KPI 1.5
GOVERNANCE

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

Walmart Canada did not provide a response to this question. [Walmart’s Corporate Governance webpage](#) outlines at a high level how the company manages and oversees ESG matters, and [Walmart’s Human Rights Statement](#) indicates: “The Nominating and Governance Committee of the Board is responsible for overseeing Walmart’s environmental, social, and governance agenda.” SeaChoice could not find public information around who, or which department at WMC, is held accountable for ensuring Walmart’s [Seafood Policy](#) is met, or if there is a discrete budget allocated to this work.





HUMAN RIGHTS

KPI 2.1 ENGAGE

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

Walmart Canada met with SeaChoice but did not respond to any questions related to its [Human Rights Policy](#) and practices.

SCORE
0% **F**

KPI 2.2 VERIFICATION

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

Walmart Canada did not provide a response to this question, but scored above average at 50% on this indicator as it appears to require Tier 1 suppliers of private label seafood products to undergo risk-based audits. However, it does not investigate the upstream supply chains of its third-party brand suppliers. [Walmart's 2024 Forced Labor Report](#) states that [Walmart's Standards for Suppliers](#) "apply to suppliers of Walmart Inc. and suppliers of Walmart controlled subsidiaries globally, including Walmart Canada...Suppliers are required to cascade these expectations throughout their supply chain-including to raw material, component, or ingredient suppliers." The report also indicates that "Walmart uses third-party social, safety and environmental compliance audits following a risk-based approach by focusing on areas that pose the greatest potential risk to worker dignity." SeaChoice was unable to determine if third-party brands are subjected to Walmart's risk-based audits, or if Walmart audits Tier 1 suppliers only or to the vessel and farm level.

SCORE
50% **D**

KPI 2.3 STRATEGY

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

Walmart Canada did not respond to this question and scored low as it appears to rely on social audits to verify private label suppliers, and no tangible plans to incorporate worker perspectives into its Human Rights Due Diligence process for seafood suppliers (including third-party brands). Walmart Canada's [2024 Forced Labor Report](#) states: "we strive to continually improve our risk-based audit program so we can better allocate our resources to higher-risk regions, product types and facilities and help increase overall program effectiveness."

SCORE
25% **F**

KPI 2.4 GOVERNANCE

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

Walmart Canada did not provide a response to this question. Walmart Canada's [Human Rights Statement](#) clearly identifies departments that are responsible and accountable for its ESG work, but it is unclear if this is specific to seafood or if there's a discrete budget dedicated to its human rights work in relation to seafood.

SCORE
33% **F**



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