

2023 SUMMARY OF BRAND SCORES

In 2022, SeaChoice expanded its Seafood Progress platform to include 13 of the most prevalent seafood brands sold in the Canadian market. On April 24, 2023, SeaChoice released the second-year results for brands, summarized below.

Overall

- *The average score across all brands saw an increase from 63 per cent in 2022 to 66 per cent in 2023.*
- *[Toppits](#) saw the largest score increase across all brands since last year (from 47 to 69 per cent) due in part to reporting again on the amount of seafood sold that met its commitment in the past year, and advocating for critical improvements to both the BAP and ASC certification standards.*
- *[Ocean Brands](#)' and [Clover Leaf](#) both received the highest score across all brands at 90 per cent.*
- *For the second year in a row, [True North](#), a division of Cooke Aquaculture Inc, declined to engage and be accountable for its role in the seafood supply chain. Consequently, True North received the lowest score across all brands in 2023 at 27 per cent.*

Sustainability commitments

- *[Aqua Star](#) remains the only brand to not have a commitment to sustainability based on credible standards.*
- *The vast majority of brands – with the exception of [Clover Leaf](#), [DOM](#), [Ocean Brands](#) and [Rio Mare](#) – have not set deadlines for achieving their sustainable seafood goals.*

Social commitments

- *Progress on the social front has been minimal since last year, with more than half of brands not having commitments to social responsibility. The only brand to make progress was [DOM](#), which established a clear commitment to social responsibility and developed its own Supplier Code of Conduct.*
- *Most brands have a code of conduct for suppliers, but only four are verifying compliance against them.*

Greenwashing

- Due in part to SeaChoice's guidance, three major brands – [Ocean Brands](#), [Rio Mare](#) and [DOM](#) – are working to remove their in-house sustainability claims from packaging. However, far more work must be done as nearly half the brands profiled continue to label their seafood with vague and unfounded terms like “Sustainably Sourced” and “Responsibly Farmed” on pack.

Transparency

- With the exception of [True North](#), all brands profiled reported on the percentage of seafood sold that met their commitment in the past year.
- Apart from [DOM](#) starting to label some products with scientific name, labelling efforts remain disappointingly low with just 35 per cent of key information – like where the species came from and how it was harvested – on pack.
- Two brands – [Olivia](#) and [True North](#) – are behind when it comes to transparency with next to no information on their seafood commitments available online.

High Risk Species

Farmed salmon

- Brands that sell farmed salmon continue to rely on certifications of the net-pen industry that fail to meet the highest bars of sustainability and continue to place wild salmon at risk.
- Following SeaChoice's guidance, [Rio Mare](#) and [Toppits](#) submitted feedback on ASC's farm standard.
- The only brands that won't commit to not selling genetically engineered salmon are [Aqua Star](#) and [Toppits](#).

Farmed shrimp

- All brands are at least preferentially sourcing minimum BAP 2 star or ASC certified farmed shrimp; however, other actions to support improvements to the farming of this species – such as precompetitive collaborations and funding aquaculture improvement projects – are minimal to non-existent.

Skipjack tuna

- *While none of the tuna brands – [Ocean Brands](#), [Clover Leaf](#) and [Rio Mare](#) – exclusively sell pole- and line-caught skipjack, Ocean Brands does preferentially source these products and promotes them to its customers.*

For the full 2023 results across all 13 brands, click [here](#).