

CARTING AWAY THE OCEANS 9



# GREENPEACE

Greenpeace is the leading independent campaigning organization that uses peaceful protest and creative communication to expose global environmental problems and to promote solutions that are essential to a green and peaceful future.

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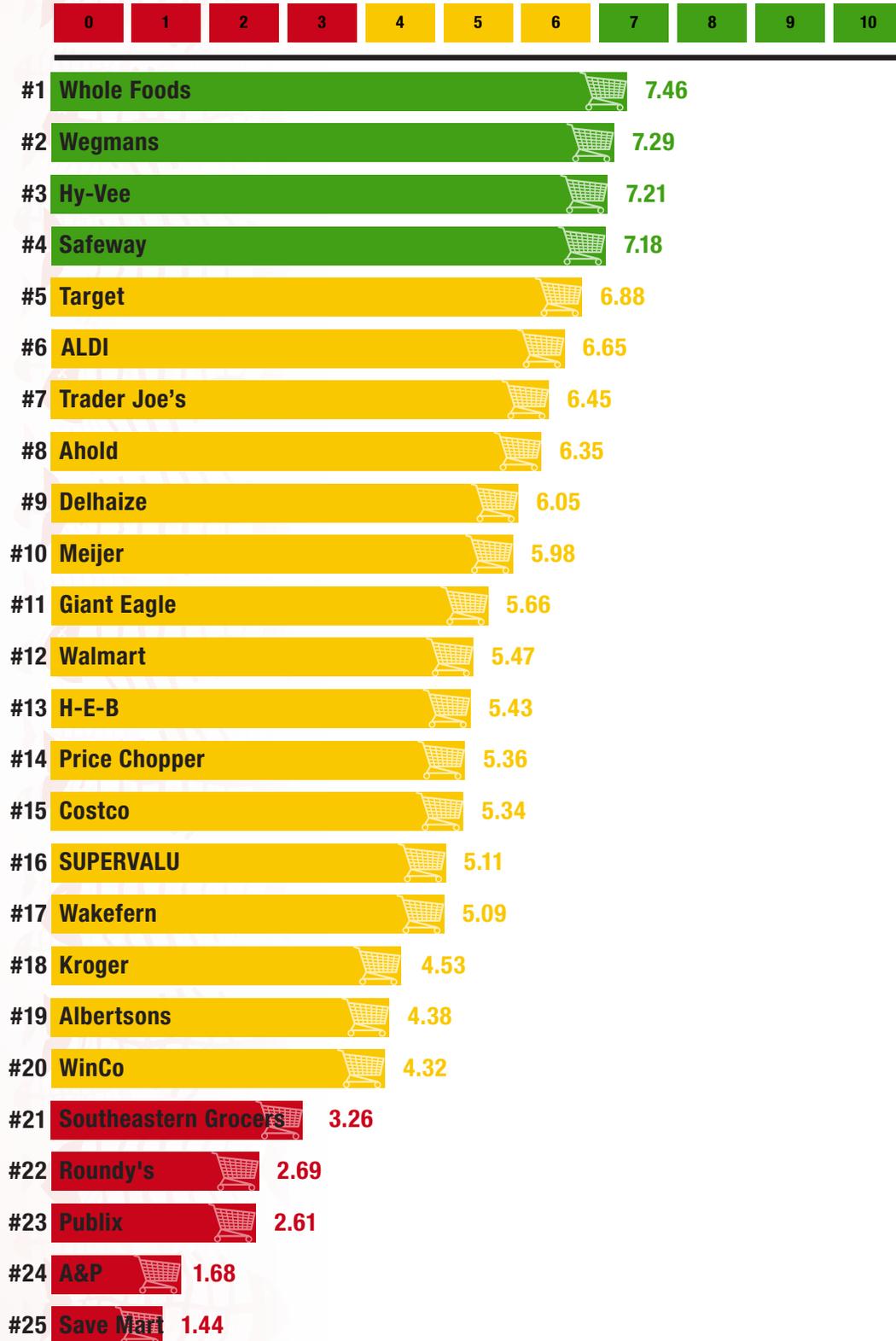
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# Scorecard



## Scoring Criteria for Evaluating Seafood Sustainability

This report evaluates major U.S. retailers on the sustainability of their seafood, in four key areas: policy, initiatives, labeling and transparency, and Red List inventory.

### 1. Policy

The policy score reflects the system that the company has in place to govern its purchasing decisions and avoid supporting destructive practices. To be a leader in this category, a retailer would need to establish and enforce rigorous standards to responsibly source both wild-caught and farm-raised seafood across the fresh, frozen, and shelf-stable sections of its stores.

### 2. Initiatives

The initiatives score is an appraisal of the company's proactive participation in coalitions, partnerships, and other actions that promote seafood sustainability and ocean conservation. This includes both internal initiatives that are central to how the company operates and supporting external initiatives in the realm of public policy. To lead in this category, a retailer would need to make public statements in support of key areas of ocean conservation. One example would be to convey with policy makers support for IUU fishing enforcement, or with fishery management authorities regarding sustainable fishing practices and the protection of vital marine habitats like the Bering Sea Canyons.

### 3. Labeling and Transparency

This score is determined by the company's level of transparency, for example, about where and who it sources its seafood from, and how clearly this is communicated to its customers. Equally important is whether the company pushes its own suppliers to be transparent, particularly about where and how they catch or farm seafood. For customers, some companies present this data at the point of sale, while others opt to make it accessible online. The best retailers do both, and a leader in this category would go to considerable lengths to create clear ways for people to learn more about the seafood they buy and the impacts of their choices.

### 4. Red List Inventory

A crucial component of a responsible seafood operation is stopping the sale of the most destructively caught or endangered species. [Greenpeace's Red List](#) is a scientifically compiled list of 22 marine species that, for a variety of reasons, should not currently be made commercially available. It highlights major concerns, including low stock numbers, destabilization of the ecosystem-wide food chain, and irresponsible fishing or farming practices that contribute to the collateral destruction of other marine life or habitats. A leading retailer in *Carting Away the Oceans'* Red List Inventory category would sell the fewest Red List species.

Note on Red List: The list is used to assess retailers, but is not intended to be comprehensive. Robust sustainable seafood procurement policies are needed to help retailers ensure the seafood they sell is not damaging our oceans. Some retailers source Red List species from fisheries or farms operating in a protective or less damaging manner (e.g., pole and line caught tuna). This may include collaborating with environmental NGOs in Fishery Improvement Projects (FIPs) or Aquaculture improvement Projects (AIPs) to address problems that caused the species to be red-listed. Sourcing in a more responsible manner may counter a retailer's poor score associated with selling those particular Red List species.

Note on FIPs & AIPs: Many FIPs/AIPs can play a temporary role to improve operations and sourcing in more sustainable ways, and retailers can help ensure FIPs/AIPs are effective. However, in an industry with rampant overfishing, IUU fishing, and human rights abuses, sourcing of a problem species from a FIP or AIP is not always the solution. "Continuous improvement" can be a misleading, overused phrase by industry and NGOs to excuse the continued sale of a problem species. Often, what is needed instead is a reliance on available data, scientific recommendations, and wisdom from previous stock collapses to make the clear decision to stop sourcing from that fishery or farm. Greenpeace advises retailers to not base entire purchasing policies or sustainability/social responsibility statements on sourcing from a FIP or AIP. The solution for orange roughy and bigeye tuna, for example, is simple: stop sourcing and do so immediately.

## Badges



**Category Winner**—Awarded to each of the four category winners for the following: Policy, Initiatives, Labeling and Transparency, and Red List.



**Bering Sea**—Awarded to the eleven retailers that have called for Bering Sea Canyons protection.



**Canned Tuna**—Awarded to the six retailers that sell sustainable private label tuna.



**Improvement**—Awarded to the five most improved retailers in overall score since last year.



**Wrong Way**—Indicates the seven retailers whose score dropped more than 0.1 points since last year.

## WHAT CUSTOMERS CAN DO

In a perfect world, massive companies that profit from our oceans would have the wisdom and foresight to steward it properly for the good of all. Unfortunately, this is frequently not the case. As fish stocks collapse and demand increases, companies are relying on slavery or forced labor to increase their profits (see page 11).

Faced with this reality, it is up to consumers to make our voices heard and to demand the change we want to see for our oceans.

As major seafood buyers, supermarkets have the power to bring about enormous positive change for our oceans. They can and must help rebuild depleted stocks, create protective measures for vulnerable habitats, promote strong fishery management across the globe, and ensure that workers in the global seafood industry receive fair wages and have safe working conditions.

### Five ways to help the oceans at your grocery store:

1. **Know the facts.** Visit [seafood.greenpeaceusa.org](http://seafood.greenpeaceusa.org) to learn the truth about your favorite supermarkets and what these companies must do improve.
2. **Speak your mind.** [Join Greenpeace Greenwire](#) to connect with volunteers in your area and invite your community to take action with you. Bring your friends and tell your grocer that you want them to only sell sustainable, socially responsible seafood. Demand to know the truth behind your seafood options.
3. **Demand that your seafood is not connected to human rights abuses.** Tell your grocer that you want every person around the globe working to bring seafood to our tables to be treated fairly. Ask the manager how their company is addressing growing concerns about slavery, labor abuse, and illegal fishing.
4. **Vote with your dollar.** Reward grocers that are taking it upon themselves to make sustainable choices. Only purchase sustainable seafood and let the team behind the counter know you appreciate it.
5. **Eat less fish.** Today's demand for seafood far outstrips what can be delivered from sustainable sources. Reducing seafood consumption now can help lessen the pressure on our oceans, ensuring fish for the future.



# WHAT SUPERMARKETS MUST DO

## Retailers must address five specific tasks:

1. **Publicly and internally commit to end slavery, labor abuse, and IUU fishing.** As long as retailers profit from our oceans and the workers who supply seafood, it is essential to urgently address labor abuse and IUU fishing. While there are many steps to confront these issues (see page 11), retailers must proactively review their supply chains and sourcing standards, publicly denounce slavery, and collaborate with suppliers, governments, and NGOs to create systemic change.
2. **Create an effective, publicly available sustainable seafood policy that protects against labor abuse.** Retailers that have sensible guidelines governing their seafood practices are better able to ensure that they are not causing undue harm to the oceans or people through their operations. Additionally, allowing the public access to these policies increases transparency and allows consumers to purchase seafood with confidence.
3. **Support initiatives and advocate for positive change for our oceans and the people that rely on/catch seafood.** Retailers must engage in the political process around ocean conservation, fishery management, and the protection of human rights. Retailers must use their buying power to create change by weighing in on a political level, and should encourage customers to be advocates for the ocean.
4. **Increase overall transparency through labeling, signage, and chain of custody.** Sustainable and socially responsible seafood is impossible to achieve without establishing strong traceability mechanisms. This traceability must carry through from the fishing vessel or farm to the point of sale, allowing seafood consumers to make educated choices based on all available information.
5. **Stop selling Red List species.** Even if certified as sustainable by a third party or captured/raised in a FIP or AIP, there are some fisheries or farms that simply should not be patronized due to overfishing, destructive fishing methods, or labor abuse. Similarly, there are certain species of fish and shellfish that, based on their physiology and life history, are unable to support significant fishing pressure. Responsible merchants must end the sale of these animals immediately if we are to have any chance of repairing the damage we have done.



## INTRODUCTION

This is the ninth edition of Greenpeace's *Carting Away the Oceans* report. We've seen significant progress since launching the report in 2008, with many of the largest retailers in the United States developing robust sustainable seafood policies, increasing transparency online and at the point of sale for the public's benefit, and advocating for important reforms in the industry.

Eighty percent of the 25 retailers featured in this year's report received at least a passing score. However, all retailers must address the industry's failure to confront human rights abuses and illegal operations in the global seafood supply chain.

It is unacceptable for retailers to tout sustainable fishing or aquaculture methods without considering the impacts on people. Greenpeace will continue to document illegal fishing and human rights abuses in the industry, and call on major seafood buyers to take action.

### The most significant trends and findings from this year's report:

- **Whole Foods** is ranked first place for the third year in a row, achieving its highest score ever in this report.
- **Wegmans** continued its rise (ranked 2nd), closing in on **Whole Foods**. Despite its progress, **Wegmans** is now the only top five retailer without sustainable private label canned tuna.
- In only its second year in this report, **Hy-Vee** (ranked 3rd) enters the *good* category (scores above 7/10), as it passes **Safeway**, which dropped to fourth place. **Hy-Vee** discontinued Chilean sea bass and is the only top three retailer that does not sell this vulnerable species.
- **Costco** and **Target** introduced sustainable private label canned tuna in their stores, joining retailers **Whole Foods**, **Hy-Vee**, **Safeway**, and **Trader Joe's**, which all offer sustainable private label canned tuna products. **Giant Eagle** became the first retailer to develop a sustainable canned tuna sourcing policy. **Walmart**, **Kroger**, **Albertsons** (now **Albertsons-Safeway**), **Wegmans**, **Delhaize**, and **Meijer** must clean up their tuna sourcing this year.
- **Whole Foods**, **Wegmans**, **Hy-Vee**, **Safeway**, **Ahold**, and **Giant Eagle** called on Congress to pass the Illegal, Unreported, and Unregulated (IUU) Fishing Enforcement Act of 2015. Retailers need to ramp up their efforts to address slavery and IUU fishing in the global seafood industry.
- **Whole Foods**, **Wegmans**, **Giant Eagle**, **Costco**, **Roundy's**, and **Southeastern Grocers** (formerly **Bi-Lo Holdings**) sent letters urging the government to protect the Bering Sea Canyons from destructive fishing. To date, eleven retailers have called for protection of the nation's "Grand Canyons of the Sea." **Target** (ranked 5th) remains the only top five retailer not to support protections.
- **Trader Joe's** became the first retailer ever to drop (from 4th to 7th place) out of the *good* category as rival **ALDI** (ranked 6th) moved ahead.
- **Southeastern Grocers** (formerly **Bi-Lo Holdings**) was the most improved retailer in this report. Additionally, this is the first year since we launched the *Carting Away the Oceans* report in 2008 that the company participated in the survey.
- **A&P** dropped significantly (nearly 3.5 points) following financial trouble and restructuring. The retailer needs to turn the corner immediately and prioritize sustainable seafood.
- **Publix** (ranked 23rd) is now the only top ten U.S. retailer (by gross revenue) to fail this report. **Publix** is tied with **Kroger**, selling the most Red List species (18) out of any retailer, as regional rival **Southeastern Grocers** leapt past the retailer this year.
- **Harris Teeter** was not profiled separately as in previous years, following its acquisition by grocery giant **Kroger** (ranked 18th). Not only did **Kroger's** score drop this year, the retailer refused to participate in the report for its ninth consecutive time.
- This year's report profiled **Safeway** (ranked 4th) separately from **Albertsons** (ranked 19th) for the last time, as the two companies operated independently for most of the past 12 months at the close of this report's survey process. The merger agreement between **Safeway** and **Albertsons** (collectively known as **Albertsons-Safeway**) was finalized on January 30, 2015. The new merged company has a lot of work to do in order to embody the leadership from **Safeway** in previous years.
- **Haggen** mushroomed in size following the acquisition of 146 **Albertsons** and **Safeway** stores, and will likely be profiled in next year's *Carting Away the Oceans* report.

## INTRODUCTION

The retail sector has significant challenges ahead as our oceans continue to suffer from overfishing, destructive fishing, and illegal fishing. The following are key areas where retailers must demonstrate action.

### Red List

There is no place for top-tier Red List species (see pg. 5) like Chilean sea bass, orange roughy, or sharks in supermarkets. Retailers should follow the lead of companies like Hy-Vee (discontinued Chilean sea bass) and Roundy's (discontinued sharks and orange roughy), holding a firm stance on sustainable seafood and educating customers along the way.

### Tuna

Shelf-stable seafood is one area where retailers have made less progress. Roughly 80% of canned tuna available on supermarket shelves is coming from destructive, irresponsible tuna fisheries and brands (see pg. 16). Canned tuna is firmly on the radar of Greenpeace and retailers must act to address significant concerns. They should start by developing comprehensive policies to convert to more sustainable tuna sourcing for their private label and national brand canned products. The three biggest tuna brands in the U.S. (Bumble Bee, Chicken of the Sea, and StarKist) have for too long dominated the market and reigned in massive profits, exploiting our oceans and operating with questionable social responsibility standards. As their customers, retailers must make it very clear to the three biggest brands: offer more sustainable, socially responsible products or this contract is canceled.

### Marine Protected Areas

The retail sector must also continue to advocate for a fundamental shift in the way fisheries are managed, moving toward a more ecosystem-based approach. Eleven retailers have called on the North Pacific Fishery Management Council (NPFMC) to protect vulnerable habitats in the Bering Sea Canyons and the vital Green Belt (see pg. 18). As important stakeholders, it is critical for retailers to reaffirm their support leading up to the October 2015 NPFMC meeting, where new science will be reviewed and managers will decide whether or not to consider options to protect this valuable habitat. Now

that Pribilof Canyon has been confirmed to contain at least half of the coral habitat along the Bering Sea slope, an area that is highly vulnerable to contact with fishing gear, we must see conservation measures implemented.

### Slavery and labor abuse

Following major international scandals involving slavery and human rights abuses in the global seafood industry (see pg. 11), the retail sector has significant work ahead to confront these problems. While some retailers are deepening their supply chain analyses, advocating for reforms in the industry, and supporting government legislation, this problem requires a collaborative approach. Companies must work across the sector, with non-governmental organizations (NGOs), and alongside governments to stop human rights abuses in the seafood industry.

Given their sheer size, retailers like Walmart, Kroger, Costco, Albertsons-Safeway, and Publix must emerge as leaders on human rights issues; however, ***all retailers share responsibility and must ensure that their products and supply chains are not associated with slavery and labor abuse.***

As we approach the tenth *Carting Away the Oceans* report, Greenpeace will continue to highlight the urgent need for industry reforms that address labor abuse, with an increased focus on leaders and laggards among U.S. retailers. The retail sector must work tirelessly until it can confidently sell environmentally and socially responsible seafood.

Now is the time for collaboration, action, and meaningful results that protect people and our oceans.



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## WORDS OF ENCOURAGEMENT FOR CURRENT INDUSTRY LEADERS

This year, four of the top five retailers continue to receive a *good* ranking (above 7/10). Target entered the top five, while Trader Joe's becomes the first retailer to ever drop from the *good* category. As industry leaders, this group has a responsibility to advocate for serious reforms throughout the sector.

**1. Whole Foods** remains the top-ranked retailer for the third year in a row, receiving the highest ever score for a retailer in this report. The retailer's 365 *Everyday Value* brand canned tuna is the top-ranked private label brand in Greenpeace USA's first-ever [canned tuna ranking](#). The retailer can build on this leadership and develop a tuna policy so that it only offers 100% sustainable, socially responsible canned tuna in its stores. Whole Foods, concerned about the health of ecosystems that support fisheries, called on the NPFMC to diligently review the science as it considers protecting the Bering Sea Canyons. Whole Foods is increasing its public focus on human rights abuses in the seafood industry by speaking on industry panels, sharing information online with its customers, and calling on Congress to prioritize IUU fishing enforcement. While Whole Foods continues its lead among retailers in this report, it must reduce its Red List sales, starting with Chilean sea bass, in order to maintain the number one spot.

**2. Wegmans** overtook Safeway to claim second place this year and earn its highest score since it was first profiled in 2008. Wegmans joined other front-runners calling on the NPFMC to protect the Bering Sea Canyons and remains the only retailer that definitively does not source its private label pollock products from the Bering Sea Canyons. While Whole Foods went the wrong way by adding skates, Wegmans dropped skates and rays, improving its Red List score. The retailer is ranked higher than Whole Foods in the Red List category and must go further by dropping Chilean sea bass. Wegmans is the only top five retailer that does not offer sustainable private label canned tuna, and could benefit from developing a strong sourcing policy. Wegmans has a key role to play by working with other retailers and its NGO partner to address human rights abuses in the seafood industry, and should be commended for sending a letter to Congress asking it to pass the IUU Fishing Enforcement Act of 2015.

**3. Hy-Vee** maintained its momentum this year, gaining over half a point and moving past Safeway and Trader Joe's to enter the *good* category. Hy-Vee discontinued top-tier Red List species Chilean sea bass for sustainability reasons, in a move that Whole Foods, Wegmans, and Safeway should immediately follow. Hy-Vee continues to use its *Seafoodies* blog to communicate to its customers, including why it dropped Chilean sea bass and why it will not source genetically modified (GMO) seafood. The retailer twice sent letters to Congress in support of action against IUU fishing and refuses to purchase from vessels on [Greenpeace's Blacklist](#), a database of fishing vessels and companies engaged in IUU fishing. This year Hy-Vee shared its sustainability story in the media and at industry events like the SeaWeb Seafood Summit. To continue its momentum, Hy-Vee must develop a sustainable canned tuna policy, increase available sustainability information at the point of sale, and continue to take a strong leadership position among retailers confronting human rights abuses in the seafood industry.

**4. Safeway's** score decreased slightly this year and is now ranked in fourth place. While Safeway remains in the top five and ranked in the *good* category, there is concern on the horizon due to its recent merger with Albertsons. Albertsons' leadership must prioritize sustainable seafood with the same tenacity with which Safeway has in the past. Safeway joined a majority of top five retailers by sending a letter to Congress in support of the IUU Fishing Enforcement Act of 2015. The retailer is also on track to reach its 2015 sustainability goals for wild-caught and farmed seafood. However, Safeway still carries several Red List species and should immediately drop Chilean sea bass. There are lingering concerns about the sustainability of Safeway's tuna sourcing for its private label canned tuna products, and it is critical that the retailer develop a strong canned tuna policy this year.

**5. Target** gained nearly half a point this year and enters the top five for the first time since 2012, though is just shy of entering the *good* category. Target is the only top five retailer that does not sell farmed salmon. Last fall, Target introduced sustainably caught pole and line skipjack and albacore canned tuna under its *Simply Balanced* brand, which features an easy-to-read and informative label. Target must develop a sustainable canned tuna policy and convert its larger (by volume) *Market Pantry* brand to more sustainably caught tuna to continue this leadership. The retailer increased its point-of-sale signage by adding user-friendly sustainability decals on freezer cases. Target is increasing its focus on human rights abuses, meeting with Thai government officials, labor organizations, and vendors to address the shrimp supply chain. Target must continue to weigh in publicly on human rights abuses by, for example, sending a letter to Congress like the other top five retailers. Target is the only retailer in the top five that has refused to call for protections of the Bering Sea Canyons. In the year ahead, Target will have several opportunities to continue—and deepen—its leadership.



# SLAVERY AND HUMAN RIGHTS ABUSES IN THE SEAFOOD SUPPLY CHAIN

**“Exacting profits from exploiting people often go hand in hand with illegal, unsustainable and unregulated industries[.]”**

–U.S. Secretary of State John Kerry<sup>1</sup>

**“I thought I was going to die[.] They kept me chained up, they didn’t care about me or give me any food... They sold us like animals, but we are not animals—we are human beings.”**

–Vuthy, a former monk from Cambodia that was sold from captain to captain.<sup>2</sup>

**“They are building up an empire on slavery, on stealing, on fish(ing) out, on massive environmental destruction for a plate of seafood.”**

–Indonesia Minister of Maritime Affairs and Fisheries Susi Pudjastuti<sup>3</sup>

## SLAVERY AND HUMAN RIGHTS ABUSES IN THE SEAFOOD SUPPLY CHAIN

### Nearly 21 million men, women, and children globally

are trapped in forced labor,<sup>4</sup> deceived or coerced to work in a range of sometimes fatal situations against their will. The global seafood industry is among several sectors at high risk of this egregious violation of human rights.

As fish stocks decline from overfishing, industrial fleets expand, and demand increases for cheap seafood, companies are increasingly motivated to employ cheap or forced labor and to fish illegally.<sup>5, 6</sup> Fishing operators use human trafficking networks to crew ships, and use “debt bondage, violence, intimidation and murder to keep crews in line and maintain cheap seafood on supermarket shelves.”<sup>7</sup>

In the last edition of *Carting Away the Oceans*, we raised the issue of human rights abuses in the seafood industry. Non-governmental organizations have expressed concerns for years.<sup>8, 9, 10, 11, 12</sup> Recently, a flood of media coverage has revealed the pervasive and human rights abuses in the seafood industry. A major story last year<sup>13</sup> revealed slavery in the Thai shrimp industry connected to the world’s largest shrimp farmer, Thailand-based Charoen Pokphand (CP) Foods. Retailers took notice when the article connected slavery to Walmart, Costco, and ALDI—just a handful of major buyers (including many other retailers not named in the article) that purchase from CP Foods.

In March, the Associated Press reported on slavery among Indonesian fleets,<sup>14</sup> and just a month later the European Union (EU) issued Thailand a yellow card for not taking significant steps to address IUU fishing.<sup>15</sup> This means that the country has until October to crack down on illegal fishing, or it will face a trade ban on its fish exports to the EU. In May, Thailand yet again made headlines with mass graves of suspected human trafficking victims at trafficking camps<sup>16, 17</sup> and trafficking victims abandoned at sea.<sup>18, 19, 20, 21</sup>



## SLAVERY AND HUMAN RIGHTS ABUSES IN THE SEAFOOD SUPPLY CHAIN

Labor abuses often go unchecked by many government officials, who are sometimes complicit with the most egregious actors in the global fishing industry. For example, Thai officials sent a letter to Thai IUU fishing operators, requesting that these vessels offload catches during a specific window to hide from monitors and avoid penalties.<sup>22</sup> Even when governments do act to catch IUU vessels instead of aiding and abetting them, penalties are minor at best. Fines in Thailand are very low (\$75–\$90), when imposed at all, and the number of vessels caught (only 68 trawlers in 2014) is a fraction of the total number of vessels involved in IUU fishing.<sup>23</sup> In Indonesia, government officials have historically failed to address widespread and severe abuse of workers, as well as colluded with Thai officials to allow human trafficking in the fishing industry.<sup>24, 25</sup>

While media coverage has largely highlighted problems in Thailand and Indonesia, the U.S. State Department has reported slavery on fishing vessels in more than 50 countries.<sup>26, 27</sup> Abuse of crewmembers and IUU fishing are deeply connected. Companies engaged in



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labor abuses often engage in destructive or illegal fishing and have little regard for fishery management regulations.<sup>28, 29, 30</sup> As a direct result of overfishing, many coastal stocks are depleted and vessels must travel further out into the High Seas to fish. Rather than lose precious fishing time and incur increased costs of returning to port, the industry increasingly relies on transshipment at sea, where smaller boats refuel, restock, and transfer catch onto larger cargo vessels. This practice turns fishing boats into floating prisons, and enables vessels to hide illegally caught fish and/or mistreat crew members. Many trafficked and abused workers are forced to remain at sea with no means of escape, and men have reported being at sea for years.<sup>31, 32, 33</sup>

Greenpeace has documented these deplorable working conditions on tuna purse seiners and longline vessels. Fishermen on a longline tuna vessel in the Western Pacific Ocean told Greenpeace they had not been to port in 18 months, were treated badly by crew, and were forced to live in terrible conditions.<sup>34</sup> If a supplier like Thai Union—the world's largest canned tuna processor<sup>35</sup>—relies on transshipment at sea to operate, then it is reasonable to be concerned about its supply chain. Tuna can be commingled from several different sources with relative ease, obfuscating the supply chain and erasing detection of tuna caught in an illegal or unethical manner.<sup>36, 37</sup>

Following several major international scandals the seafood industry is starting to respond. Unfortunately, retailers have not always been forthcoming on human rights issues, nor have they fully engaged with law enforcement to find solutions.



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## SLAVERY AND HUMAN RIGHTS ABUSES IN THE SEAFOOD SUPPLY CHAIN



In December 2014, INTERPOL, an intergovernmental organization facilitating international police cooperation, held a special session on human rights abuses at sea during its annual conference on human trafficking. Despite being invited, no industry representatives attended.

According to the United Nations' *Guiding Principles on Business and Human Rights*<sup>38</sup>, even if a business “has not contributed to an adverse human rights impact, but that impact is nevertheless directly linked to its operations, products or services by its business relationship with another entity,” that business is responsible. In other words, retailers profiting from the lower prices that come from the use of forced labor have a responsibility to prevent or mitigate the harmful impacts of human rights violations in their supply chain.

The deplorable conditions many seafood workers are forced to endure cannot continue and establishing a more just seafood trade requires attention and solutions from across the retail sector, including measurable, time-bound commitments from retailers. Seafood companies, vessels, operators, processors, and retailers must assure consumers and governments through robust checks and balances that their activities and products do not violate any labor or environmental laws throughout the supply chain.

The burden is on both the industry and retailers to ensure that forced labor and abuse is not present in supply chains and that fishers and factory workers who provide the industry seafood are treated, and paid, fairly. There is no excuse for failing to act against human rights abuses, and the *Carting Away the Oceans* report will increase its focus in the coming years to assess retailers on efforts to confront these atrocities.

Some retailers may want to use third party certifications to solve the problem. While certifications are useful tools, there is no certification scheme or combination of certifications that can assure any company or customer that seafood is truly sustainable or unassociated with human rights abuses. It is inadequate for any retailer to rely solely on sourcing 100% Marine Stewardship Council (MSC) or Best Aquaculture Practices (BAP) certified products, as many third party certifications are rife with unresolved concerns.<sup>39, 40, 41, 42, 43, 44, 45, 46</sup> Retailers need to conduct their own supply chain audits and hold suppliers accountable with legally binding contracts that ensure all traceability and sustainability concerns are being addressed and risks minimized.

Retailers must develop robust standards based on International Labour Organization (ILO) Conventions<sup>47</sup> that hold suppliers accountable, and must perform unannounced visits to inspect operations. Workers should be able to associate freely and negotiate with their employer for better working conditions. They should also have access to legally binding grievance procedures in the workplace to ensure they can be their own auditors and have the protection to report abuses without retaliation. *Retailers must hold human rights standards in the same high regard as quality and sustainability standards* when considering any supplier or product.

The global seafood industry, governments, and NGOs must come together to develop systemic changes. Some U.S. retailers have begun efforts to track their supply chains, consult experts, and engage in dialogue with key stakeholders. Whole Foods, Wegmans, Hy-Vee, Safeway, Ahold, and Giant Eagle have all called on Congress to pass the IUU Fishing Enforcement Act of 2015, which would strengthen measures to prevent importation of IUU seafood. Many other retailers have attended working group meetings, spoken on panels, and visited suppliers in Southeast Asia. Greenpeace supports these initial steps from retailers, and expects continued collaboration, as no single piece of legislation, certification scheme, or policy document will be sufficient.



## SLAVERY AND HUMAN RIGHTS ABUSES IN THE SEAFOOD SUPPLY CHAIN

While the solutions are multifaceted, there are several key steps retailers must take immediately to help eliminate labor abuses at sea and on land:

1. Publicly commit to customers, shareholders, and industry stakeholders to address forced labor and labor abuse.
2. Consult human rights organizations and develop an action plan to clean up their own supply chains.
3. Develop public sourcing policies and goals requiring that wild and farmed seafood are only sourced from sustainable and socially responsible suppliers operating in compliance with international labor standards (ILO Core Conventions, ILO Maritime Labour Convention, and ILO Work in Fishing Convention).<sup>48</sup>
4. Develop standards that ensure basic human rights for workers involved in the supply chain and set standards for migrant workers that suppliers must uphold. Retailers must require that suppliers forbid recruitment fees for workers, provide accurate crew manifests (reviewed when boats leave and return to port), and have contracts written in a language employees understand.
5. Ensure chain of custody from vessels, farms, feed mills (used in aquaculture), and factories to store shelves. Ensure the names and addresses of all entities that handled a product can be identified. At the point of sale, provide clear, robust information to customers on labels and online.
6. Do not source from any vessels that transship (transfer their catches) at sea.
7. Refuse to source from any vessels or companies on Greenpeace's Blacklist or official international blacklists, consulting these resources monthly. Refuse to source from any company sanctioned for illegal activities related to the capture and trade of fish, or any company connected with labor law abuses.
8. Employ third party audits and work with human rights experts to perform unannounced visits and conduct worker interviews throughout supply chain operations. Workers must be a critical part of setting standards and can help ensure compliance with these standards.
9. Retailers must have upfront conversations with suppliers before signing contracts. Ask suppliers key questions about their supply chain, sustainability, and labor standards. Ask them how they recruit their workers and to stop using recruitment fees, which are often used to exploit migrant workers.
10. Demand that governments and the fishing industry prioritize enforcement of IUU fishing by no longer allowing unregulated labor brokers to recruit workers, enforcing existing laws, developing sensible fishery management systems, and creating systems to identify and support survivors of forced labor and labor abuse. Governments must reform labor migration systems so workers are not bound to their employers.

Hy-Vee, Target, and Wegmans actively consult international blacklists to inform their purchasing practices. Hy-Vee and Wegmans go a step further by consulting the Greenpeace Blacklist, which includes additional vessels that are not listed for political reasons in official blacklists.

Greenpeace will continue to highlight human rights abuses and IUU fishing in the global seafood industry, though strongly recommends that retailers contact organizations specializing in labor and human rights, including the Environmental Justice Foundation, Human Rights at Sea, Human Rights Watch, International Labor Rights Forum, International Transport Workers Federation, International Union of Food Workers, and the Solidarity Center.

Retailers can no longer plead ignorance about these issues and must take urgent action. As the top ten U.S. retailers by revenue, Walmart, Kroger, Costco, Albertsons-Safeway, Publix, Ahold, H-E-B, Delhaize, SUPERVALU, and Meijer all bear significant responsibility in leading the sector. **However, all U.S. retailers bear responsibility and must take action. All major seafood buyers are responsible for cleaning up the supply chain.**

Greenpeace urges retailers and the global seafood industry to act. The world is watching and demanding change.

# CANNED TUNA

## A Call to Action for Ocean Safe Tuna

Last year's *Carting Away the Oceans* report brought attention to one of the most popular, and concerning, seafood products found on supermarket shelves—canned tuna. Earlier this year, Greenpeace investigated well-known brands sold in the U.S. and rated them on sustainability and social responsibility. Our evaluation revealed that around 80% of canned tuna found on supermarket shelves comes from destructive, irresponsible, and wasteful tuna fishing practices. The country's major retailers are heavily implicated in this, but can also play a critical role in ensuring 100% of canned tuna is ocean safe<sup>49</sup> for their consumers.

The three biggest brands—StarKist, Bumble Bee and Chicken of the Sea—source the majority of the irresponsibly caught tuna tainting the retail sector. Retailers are guilty by association because they sell these brands or are supplied by them, and in most cases also fail to offer better tuna under their private label brands. Greenpeace created the [Tuna Shopping Guide](#) to highlight which companies have joined the growing sustainable tuna movement, and to provide tuna consumers with guidance on better options and brands to avoid. While the list of red-rated tuna brands is long, the green-rated list is growing steadily with new, price-competitive alternatives to destructive brands.

Tuna brands and retailers must only offer sustainable choices for their customers and to help ensure a brighter future for our oceans and coastal fishing communities. Furthermore, tuna suppliers, vessel operators, and processors must heed the urgent calls for reform across the industry and ensure that no tuna operations are involved in slavery or labor abuse (see pg. 11). Retailers can help make this possible by creating comprehensive policies covering all private label and national brand canned tuna. A retailer's policy must ensure that tuna is traceable from vessel to shelf, comes from healthy stocks, uses ocean safe fishing methods, and is supplied only from companies with strong labor and human rights standards.<sup>50</sup> Retailers must include a time-bound commitment in their policies to signal to the world how quickly they will transition away from dirty tuna supply chains. While many retailers have sustainable seafood commitments of some form, only Giant Eagle has a specific policy for sourcing sustainable, socially responsible canned tuna.

Four years ago, Whole Foods was the first retailer in the U.S. to introduce sustainable private label canned tuna. Since then, momentum has increased. As of publication, six retailers, including some of the nation's biggest (Costco and Safeway), now offer more sustainable private label products. The writing is on the wall for retailers and the three biggest tuna brands. With more sustainable options available from companies like Wild Planet, American Tuna, Pacifical, and Tri Marine, retailers have no excuse not to source more sustainable, socially responsible products. Furthermore, if the three biggest tuna companies refuse to change their sourcing practices, they will continue to lose market share and credibility as new market leaders emerge.

## Canned Tuna Shopping Guide

How does your brand stack up?

1 <sup>st</sup>		Wild Planet
2 <sup>nd</sup>		American Tuna
3 <sup>rd</sup>		Ocean Naturals
4 <sup>th</sup>		Whole Foods Market
5 <sup>th</sup>		Hy-Vee
6 <sup>th</sup>		Trader Joe's
7 <sup>th</sup>		Safeway
8 <sup>th</sup>		Costco
9 <sup>th</sup>		Target
10 <sup>th</sup>		Walmart
11 <sup>th</sup>		Chicken of the Sea
12 <sup>th</sup>		Bumble Bee
13 <sup>th</sup>		Kroger
14 <sup>th</sup>		StarKist

# CANNED TUNA

Outside the U.S., retailers are helping make significant changes in tuna supply chains. The U.K. is the second largest canned tuna market in the world and a market leader on sustainability. All major U.K. retailers have met their commitments to source only ocean safe tuna.<sup>51, 52</sup> In Australia, all major (national and private label) brands are set to offer sustainable tuna by end of this year.<sup>53</sup> At the European Tuna Conference, representatives from NorgesGruppen (Norway's largest retailer) made clear that they only want sustainable, socially responsible tuna products that are not associated with forced labor.

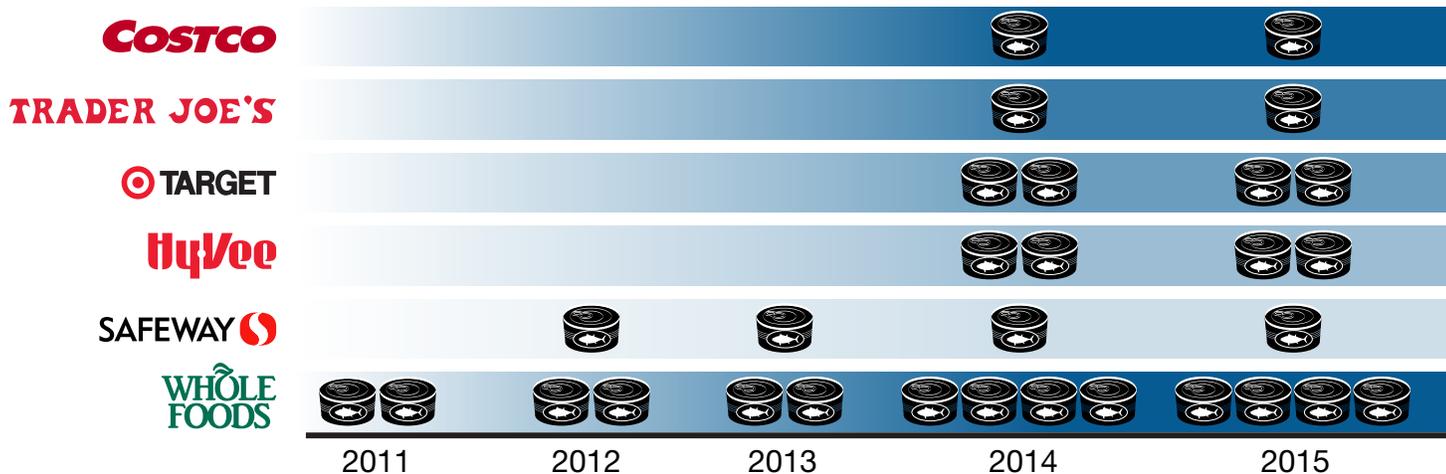
Even the foodservice sector is demonstrating leadership in sustainability. This January, Compass Group,<sup>54</sup> and subsidiary Bon Appétit Management Company,<sup>55</sup> switched to sourcing 100% of its skipjack tuna from purse seines fishing on free-schools. The rest of the foodservice sector must follow suit and clean up its supply chain immediately. Aramark and Sodexo, as well as broadline distributors Sysco and U.S. Foods, must rise to the challenge and offer ocean safe tuna.

U.S. retailers and major brands have the power to provide more sustainable tuna and influence the overall industry direction. It is time for retailers to stop making excuses for inaction and instead assert their leadership. Greenpeace's global tuna campaign will continue to reveal information about the sustainability concerns and human rights abuses associated with the tuna industry. Retailers would be wise to heed this call to clean up their supply chains by developing sustainable sourcing policies and only offering ocean safe tuna.



© Paul Hilton / Greenpeace

Ocean safe private label canned tuna products offered by retailer: This graph shows the number of ocean safe private label canned tuna products available since 2011. Greenpeace has concerns about the sourcing of Safeway and Trader Joe's brand albacore products and therefore had not included them.



## PROTECTING THE BERING SEA CANYONS

### How Supermarkets Can Invest in an Insurance Policy for “America’s Fish Basket”

About half of all the seafood landed in the U.S. comes from the Bering Sea, aptly coined “America’s Fish Basket.” The Bering Sea is home to the world’s largest underwater canyons, Zhemchug and Pribilof. These canyons contain fragile corals and sponges that sustain a rich and complex ecosystem, and are important for marine life and people alike.

The canyons are located along the highly productive “Green Belt,” a vast shelf-break zone that draws fish, birds, sea mammals and fishers year after year. This unique area is where vital, yet vulnerable, coral and sponge habitat is located in the Bering Sea.

Despite the enormous economic and ecological importance of the Green Belt, this is the only major habitat type in the Bering Sea where no areas are protected from fishing.

Retailers play an incredibly important role in ensuring the Bering Sea is able to continue providing much of America’s seafood, including pollock, crab, halibut, and Pacific cod. As major seafood buyers, retailers have tremendous leverage to influence progressive policies. Some NGOs that advise retailers, like Sustainable Fisheries Partnership (SFP), recommend that responsible companies source from fisheries that are not impacting important seafloor habitats, and that these companies drive improvements in areas where damage to underwater habitat from fishing gear remains a problem.<sup>56</sup>

Fishing methods used in the canyons and Green Belt involve heavy gear that makes contact with the seafloor. Scientific evidence has shown this to be the greatest threat to corals and sponges in Alaska, potentially destroying essential habitat and breeding grounds for key species.<sup>57</sup> According to government scientists, the slope along the Green Belt is most vulnerable to damage from trawl fisheries, particularly the Alaska pollock fishery.<sup>58</sup>

The majority of fishing activity in the canyons is for Alaska pollock and Pacific cod, yet these fisheries catch *under four percent of their total catch* there.<sup>59</sup> Therefore, it is reasonable to set aside a representative portion of the Bering Sea Canyons to create marine protected areas that can preserve the region’s long-standing biodiversity.

The North Pacific Fishery Management Council (NPFMC), the body tasked by the Federal government to manage fisheries and conservation in the region, has received unprecedented amounts of public input urging protections for the canyons. This interest spurred valuable new government research in the Green Belt last year.

Scientists conducted camera-drop surveys in order to validate earlier models that predict the presence of coral and sponge habitat. This government research, the first conducted since the NPFMC made the canyons a high priority research item in 2006, validates the numerous proposals and public requests to protect the canyons and Green Belt. Preliminary results confirm that Pribilof Canyon alone *likely contains half of the coral habitat in the Bering Sea*. In addition to the adjacent slope, this area may hold up to 90% of all Bering Sea corals. The Zhemchug Ridges in the largest canyon may contain some of the most ecologically valuable habitat in the Bering Sea. The ridges contain countless sponges, which, like corals, provide important habitat for spawning and juvenile fish and are highly vulnerable to fishing gear.

To date, eleven retailers have supported a call to protect the canyons and Green Belt. In the first half of this year alone, Whole Foods, Wegmans, Costco, Giant Eagle, Roundy’s, and Southeastern Grocers joined the chorus calling on the NPFMC to take action. Even the foodservice sector is adding its support. Bon Appétit Management Company recently called on the NPFMC to protect the canyons and even asked a major supplier to offer products sourced from outside of the canyons. If only retailers and other major buyers shared this level of commitment, our oceans would be in much better shape.

**Support from major retailers.** Greenpeace commends these eleven retailers for calling on the NPFMC to protect the Bering Sea Canyons: Ahold, Costco, Giant Eagle, Hy-Vee, Roundy’s, Safeway, Southeastern Grocers, SUPERVALU, Trader Joe’s, Wegmans, and Whole Foods Market.

© Todd Warshaw / Greenpeace



## PROTECTING THE BERING SEA CANYONS

Protecting the canyons would mean employing ecosystem-based management: a precautionary, science-based tool that is part of a balanced approach to preserving fishing grounds. This would protect key habitats that are important for commercial species, other marine life, and the indigenous communities that depend on a healthy and resilient Bering Sea ecosystem.

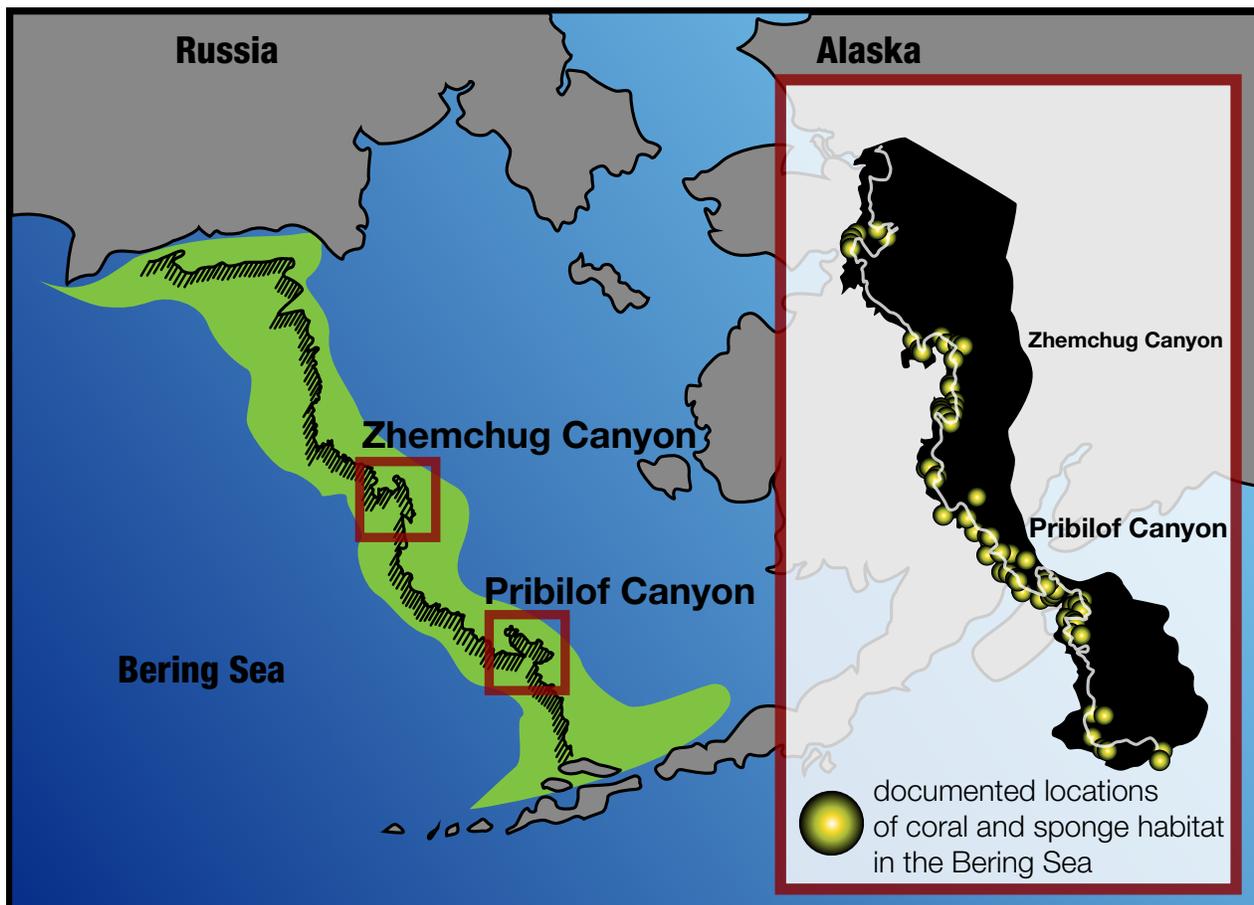
For seafood businesses, setting aside a portion of the canyons and Green Belt habitat provides a valuable insurance policy that can help ensure the future health of the ecosystem and the fisheries it sustains. With the increasing impacts of climate change and ocean acidification, as well as the cumulative degradation of seafloor habitat by industrial fishing gear, creating a buffer against uncertainty makes sense from both an economic and ecological perspective.

At the upcoming October NPFMC meeting, fishery managers will decide if the process to identify conservation measures for the canyons and Green Belt will continue. This is a key moment for retailers to make good on their sustainability commitments and ask that the NPFMC does its job by protecting the Bering Sea Canyons.



© Todd Warshaw / Greenpeace

**New government science confirms the unique nature of the Bering Sea slope, known as the Green Belt. Nearly all of the high value coral habitat in the Bering Sea is found in this zone, yet none of it has been protected.**



# RETAILER PROFILES



# #1 Whole Foods Market



Overall Score

7.46



Policy: 92.75

Initiatives: 82.53

Transparency: 66

Red List: 57

Red list sales: 14

**Headquarters:** Austin, Texas

**Stores and Banners:** 402 stores in the U.S. operating as Whole Foods Market and Harry's Farmers Market

**Background:** Whole Foods Market is the world's largest purveyor of natural and organic products. Its FY 2014 sales were \$14.2 billion. Approximately \$13.7 billion of that was from the U.S., and the remainder was from sales in Canada and the U.K.

**Greenpeace Comments:** Whole Foods remains the number one ranked retailer in *Carting Away the Oceans*, for the third year in a row. It improved in nearly every category, resulting in the highest score ever for a retailer in this report. Since our last report, Whole Foods has strengthened its wild and farmed seafood policies, was the top-ranked private label brand in Greenpeace USA's [canned tuna ranking](#), and was the only retailer to sign a coalition letter with major buyers in support of the Illegal, Unreported, and Unregulated (IUU) Fishing Enforcement Act of 2015. Whole Foods, invested in the long-term health of fisheries and the ecosystems that support them, called on the North Pacific Fishery Management Council (NPFMC) to diligently review all available science as it considers important decisions about protecting the Bering Sea Canyons. The retailer can lead on sustainable tuna if it creates a canned tuna policy and tightens its supply chain so that its tuna is ocean safe and ensures fair treatment of workers.

**Sustainable Seafood Policy:** Whole Foods strengthened its already robust sourcing policy this year by adopting tighter standards for farmed molluscs. Whole Foods leads retailers with its more sustainable canned tuna products and has an opportunity to create a policy that serves as a model for the retail sector if it focuses on ensuring chain of custody, and sourcing only from best practice fishing methods and healthy tuna stocks. Whole Foods continues to work with scientific and environmental organizations to inform its sourcing. The company's aquaculture policy includes a strong public stance against GMO seafood. This policy requires that fish farms minimize the environmental impacts of their operations, having protocols that prevent fish escaping from farms, and adhering to sustainable maximum stocking density limits. Antibiotics, growth hormones, and poultry and mammalian by-products may not be used in feed. Finally, strong traceability measures ensure that farmed seafood is tracked from farm to store. To build on this momentum, Whole Foods could also be more active in the policy and regulatory arena for aquaculture improvement.

**Seafood Sustainability Initiatives:** Whole Foods is a strong advocate for change on the water. Understanding that marine protected areas are critical for the health of our oceans and longevity of its business, Whole Foods called on the NPFMC to seriously consider the science on sensitive marine habitats as it makes an important decision about protecting the Bering Sea Canyons. In

April, Whole Foods added its name to a letter signed by a coalition of major seafood buyers calling on the House of Representatives to pass IUU fishing enforcement legislation. The company uses systems like Trace Register to monitor its supply chain and requires a high level of traceability for fresh, frozen, and some shelf-stable products. In February, Whole Foods participated in panels at the SeaWeb Seafood Summit, calling for collaboration to confront human rights abuses in the seafood industry. As a leader in the retail sector, Whole Foods can play an important role in bringing along others to tackle labor abuse and IUU fishing.

**Labeling and Transparency:** Relying on the expertise of the Monterey Bay Aquarium (MBA) and the Safina Center, Whole Foods has a pronounced labeling system to communicate to customers at the point of sale. Customers clearly know whether an item is green or yellow-rated, or MSC certified. The company shares its policies online, keeps customers informed on its seafood blog, and occasionally encourages customers to add their voices to important sustainability issues. Seafood counter staff are trained to answer questions about sourcing and catch methods. Whole Food's *Pole & Line* brand canned tuna products, sourced by American Tuna, have a user-friendly traceability format. Each can informs shoppers about the fishing vessel, species, and year it was caught. There is also a scannable barcode for more information about pole and line fishing as well as the fishers. To improve its score, Whole Foods could offer more information across categories, such as detailed fishing or aquaculture method, scientific name, and the U.N. Food and Aquaculture Organization (FAO) catch area.

**Red List Seafood Sales:** While Whole Foods has among the strongest sourcing policies and employs a variety of mitigation tools to reduce the harm of carrying an unmitigated Red List product, it does not perform well in this category. Unfortunately, this year Whole Foods reintroduced skates and rays, which are caught in a way that destroys seafloor habitats. As an industry leader, Whole Foods should not sell Canadian longline-caught swordfish (with its high bycatch rates) and bigeye tuna (a vulnerable species). Whole Foods must also drop Chilean sea bass, as it should not be sold anywhere. Taking these steps would mean the company is more effectively putting its commitments into practice.

**Whole Foods sells 14 of the 22 Red List species:** Atlantic halibut, Chilean sea bass, Alaska pollock, Atlantic cod, Atlantic salmon, Atlantic sea scallop, bigeye tuna, Greenland halibut, monkfish, red snapper, skates and rays, swordfish, tropical shrimp, and yellowfin tuna.

# #2 Wegmans



Overall Score

7.29



Initiatives



Policy: 78.3 Initiatives: 89.61 Transparency: 63.5 Red List: 60

Red list sales: 13

**Headquarters:** Rochester, NY

**Stores and Banners:** 85 stores operating as Wegmans

**Background:** Wegmans is a privately held company, founded in 1916 by the Wegman family. Its FY 2014 sales were \$7.4 billion. Wegmans has stores in Maryland, Virginia, Massachusetts, New Jersey, New York, and Pennsylvania.

**Greenpeace Comments:** Wegmans remains in the coveted *good* category this year, ascending past Safeway for the first time since 2010 to command second place in this year's report. Wegmans prides itself on sustainable seafood, and invests its resources and staff time to prioritize this important work. Demonstrating leadership alongside this year's top five retailers, Wegmans sent a letter to the NPFMC in support of protecting the Bering Sea Canyons. Greenpeace commends this leadership, which follows Wegmans' advocacy in other areas (e.g., not sourcing its own brand Alaska pollock from the Bering Sea Canyons or not sourcing from the Ross Sea). Citing sustainability concerns, Wegmans dropped skates and rays, leading to an improved Red List score. Wegmans joined several retailers calling on Congress to pass important legislation to address IUU fishing. A key to its future success will be developing a strong tuna policy and providing sustainable private label canned tuna products.

**Sustainable Seafood Policy:** Wegmans offers a publicly available, robust sustainable seafood policy on wild and farmed products. Stock strength, bycatch rates, and social impacts are taken into account. Farmed products are sourced from suppliers that are working to "minimize or eliminate the use of wild fish in the feed, pesticides, and antibiotics." The retailer also strives to avoid patronizing farms that cause undue habitat alteration and/or land loss, are associated with human rights abuses, or source broodstock from red-grade fisheries. Wegmans is the only top five retailer that does not offer sustainable private label canned tuna in its stores. Wegmans needs to develop a robust shelf-stable policy that covers sustainable, socially responsible private label and national brand canned tuna products, and prioritize converting its private label products this year.

**Seafood Sustainability Initiatives:** Wegmans continued its work to protect sensitive habitats by sending a letter calling on the NPFMC to consider Bering Sea Canyons protection. In addition, Wegmans does not source its private label brand Alaska pollock from the Bering Sea Canyons. This is by far the strongest stance of any retailer and Greenpeace commends Wegmans for its commitment to the canyons. Every month, Wegmans checks vessels, companies, and countries on the Greenpeace Blacklist to ensure it is not sourcing from IUU operations. Greenpeace applauds Wegmans for this level of diligence. Wegmans is working with its NGO partner to identify ways to address human rights abuses in the seafood industry. The retailer should continue to leverage its leadership position in the sector by asking groups like the Food Marketing Institute (FMI) Sustainable Seafood Committee to prioritize collaboration among retailers to address slavery and IUU fishing in the global seafood industry.

**Labeling and Transparency:** Wegmans has a fair amount of data available for consumers at the point of sale, including port of landing and catch vessel. It is adding scientific names to packaging to better inform customers. Wegmans can continue to improve by making this information available on all of its products, especially labels indicating catch method and sustainability status. The company's seafood sourcing policy is available online and in print, through a comprehensive, user-friendly website. Wegmans employees receive mandatory training so that they are knowledgeable about seafood choices, labeling, and sustainability. This training program appears to be well resourced and is being updated to include new online content.

**Red List Seafood Sales:** This is the retailer's poorest category, though over the past year Wegmans made good-faith efforts to mitigate some of the harms associated with sourcing certain Red List species (e.g., more responsible methods of capture). Wegmans dropped skates and rays, which helped boost its score. Higher scores in other categories buffer Wegmans' average performance in this category, allowing it to come in second place overall.

**Wegmans sells 13 of the 22 Red List species:** Atlantic halibut, Chilean sea bass, Alaska pollock, Atlantic cod, Atlantic salmon, Atlantic sea scallop, bigeye tuna, ocean quahog, red snapper, South Atlantic albacore tuna, swordfish, tropical shrimp, and yellowfin tuna.

# #3 Hy-Vee



Overall Score

7.21



Policy: 77.83 Initiatives: 77.93 Transparency: 56.5 Red List: 76

Red list sales: 8

**Headquarters:** West Des Moines, Iowa

**Stores and Banners:** 218 supermarkets operating as Hy-Vee

**Background:** Hy-Vee is an employee-owned private company with stores located throughout the Midwest. Its FY 2014 sales were \$8.7 billion.

**Greenpeace Comments:** After its *Carting Away the Oceans* debut last year, Hy-Vee doubled down on its strong performance, coming in third place overall and entering the *good* category for the first time. Whole Foods, Wegmans, and Safeway take note: Hy-Vee means business about sustainable seafood. There's no telling what's next for this ambitious Midwest retailer that has completely transformed its seafood program in just a few short years. Hy-Vee dropped Chilean sea bass, issued a strong public statement against GMO seafood, is on track to hit its 2015 sustainability goals, and twice weighed in at key moments to address IUU fishing in the industry by sending letters to Congress. Hy-Vee tells its sustainability story to its customers *and* shares best practices within the sector in a collaborative way. Greenpeace encourages the retailer to continue driving change in the sector and to work across the seafood industry to confront forced labor and human rights abuses.

**Sustainable Seafood Policy:** Hy-Vee has a fresh, frozen, and shelf-stable policy. Last year, the retailer made significant improvements by converting some of its private label canned tuna to pole and line caught sources. Hy-Vee must now develop a sustainable canned tuna policy that includes a time-bound plan to ensure all of its private label and national brand products are sourced in a sustainable, socially responsible manner. Hy-Vee's strong wild-caught standards prohibit sourcing from the Ross Sea and its farmed seafood standards are improving as it moves to more sustainable sourcing. Greenpeace commends the retailer for publicly announcing its commitment to avoid GMO seafood.

**Seafood Sustainability Initiatives:** Hy-Vee has strong standards that its suppliers must fulfill, and uses an external party to monitor annually for compliance. It refuses to purchase from vessels found on the [Greenpeace Blacklist](#). Hy-Vee can strengthen these policies by refusing to purchase seafood that is not traceable back to the vessel or farm that harvested it, as well as refusing to buy seafood that was transshipped at sea. Hy-Vee sent two separate letters to congressional leadership urging passage of legislation to address IUU fishing. Hy-Vee trains suppliers on its policy requirements and advocates for supplier participation in industry improvements. The retailer uses a robust staff training program, though unfortunately it is not mandatory for all staff at this time. Hy-Vee is a strong voice in the Food Marketing Institute's

(FMI) seafood working group, spends significant time consulting with its NGO partner FishWise for recommendations, and is telling its sustainability story on panels at events like the SeaWeb Seafood Summit. Following last year's letter to the NPFMC urging protection of the Bering Sea Canyons, its senior leadership called suppliers directly to have exploratory conversations about ways to avoid sourcing from the canyons. Hy-Vee could join Wegmans by ensuring its private label Alaska pollock is not sourced from the canyons.

**Labeling and Transparency:** This is Hy-Vee's poorest category, though with further attention the retailer could make big gains. Hy-Vee uses its simplified Responsible Choice label to inform customers of products that meet its policies, and only does so if the products being sold that day are in compliance with the policy. Hy-Vee's *Seafoodies* blog shares important sustainability updates on its policy and goals, and informs customers about issues like traceability and advocacy. Using online resources, in-store signage, and well-trained staff to educate shoppers is an effective communication strategy that other retailers should employ. While Hy-Vee made small gains in labeling this year, the retailer needs to add more information on labels like scientific name, FAO catch area, and detailed fishing or aquaculture methods.

**Red List Seafood Sales:** Hy-Vee continues its impressive leadership, discontinuing Chilean sea bass due to sustainability concerns and explaining to its customers through its *Seafoodies* blog about *why* it stopped selling this top-tier Red List species. Hy-Vee's decision to educate its customers on why it is important to not sell unsustainable seafood could serve as a valuable model for other retailers to follow.

**Hy-Vee sells eight of the 22 Red List species:** Alaska pollock, Atlantic salmon, Atlantic sea scallop, ocean quahog, South Atlantic albacore tuna, swordfish, tropical shrimp, and yellowfin tuna. Hy-Vee is a proponent of FIPs for several species, and avoids selling many of the species that other retailers carry. Nearly all of its wild-caught shrimp is from Texas and Louisiana FIPs that employ bycatch reduction techniques, and it is involved in a FIP for Indonesian longline-caught swordfish with a goal of improving traceability.

# #4. Safeway

Overall Score

7.18



Policy: 80.97 Initiatives: 83.11 Transparency: 64 Red List: 59

Red list sales: 12

**Headquarters:** Pleasanton, CA

**Stores and Banners:** 1,326 stores operating as Safeway, Carrs, Randall's, Tom Thumb, and VONS

**Background:** Safeway is one of the largest grocery chains in the United States, ranked fourth by annual revenue. Its FY 2014 sales were \$37.1 billion. In early 2015, in a deal that has had enormous significance in the grocery retail industry, Safeway sold all of its stores to Albertsons. For most of the preceding 12-month period, Safeway was still its own entity, and is therefore profiled separately from Albertsons in this report.

**Greenpeace Comments:** Amid significant transition following its merger with Albertsons, Safeway continues to remain in the *good* ranked category. However, with Wegmans and Hy-Vee zipping ahead of the retailer this year, there is now more competition at the top. The retailer is on track to reach its year-end goal to source more sustainable wild or farmed seafood. Safeway sent a letter to congressional leadership urging passage of legislation to address IUU fishing. While Safeway continues to move forward on its company-wide goals, there are major challenges ahead to bring laggard Albertsons along on the journey. Safeway has yet to create a strong sustainable canned tuna policy and improve its supply, as questions remain about its private label FAD-free skipjack tuna sourcing. This year is a big moment for Albertsons-Safeway to prioritize sustainable seafood with the same tenacity Safeway has demonstrated in years past.

**Sustainable Seafood Policy:** Safeway has strong wild and farmed seafood policies, but must invest heavily in strengthening its shelf-stable policy this year. Safeway took significant steps to convert its private label skipjack canned tuna to more responsible sourcing; however, it failed Greenpeace's [canned tuna ranking](#) earlier this year after declining to participate, which raised questions about what is actually in the cans. Safeway must produce a strong canned tuna policy that addresses both the company's own brand and national brand tuna products. The retailer is on track to source only green- and yellow-rated MBA Seafood Watch seafood by December, and sources a minimum BAP 2-star farmed shrimp. Nearly all of its wild-caught shrimp is MBA green-rated. The company must build on its commitment to not source GMO salmon by publicly committing to not source any GMO seafood at all.

**Seafood Sustainability Initiatives:** Safeway is an active voice in the policy and improvement arenas, standing up to protect the Bering Sea Canyons by writing two letters to the NPFMC, despite pressure from industry players that want to maintain the status quo and risk the degradation or collapse of important Alaskan fisheries. Greenpeace encourages Safeway to continue this leadership at key moments this year. Safeway spoke at panels on human rights at the SeaWeb Seafood Summit and called on Congress to pass the IUU Fishing Enforcement Act of 2015, using its name to influence important conversations. Safeway meets with industry players like the Global Aquaculture Alliance (GAA) to improve standards. The retailer can improve by refusing to purchase seafood transshipped at sea and by only buying from suppliers that source from well-managed farms. Albertsons-Safeway must continue this advocacy, especially given that the merged company will be one of the largest grocery retailers in the nation.

**Labeling and Transparency:** Safeway shares its policies online, communicates about sustainable tuna products with online videos, and updates its customers on progress toward its 2015 sustainable seafood goals. Safeway has increased point-of-sale information by providing in-store brochures and by labeling products with a Responsible Choice logo if they meet its sustainability requirements (e.g., MBA green or yellow-rated seafood). However, store visits nationwide did not find any Responsible Choice labels on products at the seafood counter. While Greenpeace commends Safeway for introducing this labeling system, the retailer needs to increase signage explaining this system and place labels on products so customers can make informed choices. Ideally this would include information that has been "under development" since 2013, like the aquaculture method used and the farm in which the seafood was cultivated.

**Red List Seafood Sales:** Like Whole Foods and Wegmans, Safeway sells several Red List species. While the retailer is committed to avoiding Chilean sea bass from the Ross Sea, there is no excuse for Safeway to carry this fish at all. While Safeway prides itself on Fair Trade-certified yellowfin tuna, it cannot take pride in its bigeye tuna sourcing. Regardless of catch method, most bigeye and yellowfin tuna stocks are in trouble, and Safeway should at the very least discontinue bigeye tuna immediately.

**Safeway sells 12 of the 22 Red List species:** Alaska pollock, Atlantic cod, Atlantic salmon, Atlantic sea scallop, bigeye tuna, Chilean sea bass, ocean quahog, red snapper, South Atlantic albacore tuna, swordfish, tropical shrimp, and yellowfin tuna. Approximately half of Safeway's bigeye and yellowfin tuna is sourced from FIPs based out of Indonesia and the Marshall Islands. Only a small fraction of its wild shrimp and swordfish are sourced from their respective FIPs.

# #5 Target



Overall Score

6.88



Policy:

78.84

Initiatives:

73.77

Transparency:

46.5

Red List:

76

Red list sales: 7

**Headquarters:** Minneapolis, Minnesota

**Store and Banners:** 1,552 across the U.S. (that include expanded food assortments), operating as Target, SuperTarget, CityTarget, and TargetExpress

**Background:** Target has built a “big box” store concept and its grocery division offers groceries, organic products, and household goods. In FY 2014, consumables (food and pet supplies) accounted for \$15.6 billion, or 21% of total sales.

**Greenpeace Comments:** Target made an impressive jump to fifth place this year after gaining nearly half a point in its score. The improvement is in large part due to its introduction of pole and line-caught skipjack and albacore under its private label *Simply Balanced* brand. Greenpeace commends Target on this important step forward; however, the retailer must now develop a sustainable canned tuna policy that converts its larger (by volume) private label brand, *Market Pantry*, and all national brand products to sustainable tuna. In order to maintain its position in the top five, Target must continue to improve labeling and transparency, maintain its focus on confronting human rights abuses in the fishing industry, and advocate for marine protected areas. The company is set to hit its year-end goal of sourcing responsibly caught seafood according to MBA Seafood Watch ratings.

**Sustainable Seafood Policy:** Target’s seafood policy covers fresh, frozen, and some shelf-stable items. Target took a big step forward by converting its *Simply Balanced* canned tuna to more sustainable sources. The retailer now needs to convert its larger (by volume) *Market Pantry* brand canned tuna products to FAD-free or pole and line caught, in addition to developing a public-facing canned tuna policy. While Target is committed to not source GMO salmon and has taken a strong stance on avoiding all farmed salmon, it must follow top five retailer Hy-Vee’s lead by publicly sharing its commitment to not source GMO seafood at all.

**Seafood Sustainability Initiatives:** Target increased its public advocacy, whether by sharing its traceability best practices on a panel at the SeaWeb Seafood Summit or meeting with the Thai government officials and key stakeholders to discuss human rights concerns in the shrimp supply chain. Target also requires that suppliers uphold a legally binding agreement to trace seafood back to the source vessel or farm, and the retailer consults blacklists to identify potential IUU fishing in its supply chain. Unfortunately, Target has repeatedly refused to support protections for the Bering Sea Canyons. This troubling behavior is inconsistent for a company that has banned farmed salmon and is leading in many other areas. Greenpeace implores Target to join the other top five retailers that have all called on the NPFMC to protect these vital canyons. Target has a big year ahead, but only if it maintains its momentum.

**Labeling and Transparency:** This is Target’s worst category, though signs point to positive changes in the future. Target improved this year due to signage on freezer cases in select stores and by providing gear type and sustainability messaging on its new pole and line caught *Simply Balanced* canned tuna products. Target is finally getting creative with its “clean-store” policy of minimal signage by putting decals on freezer doors to communicate about sustainable seafood. These labels encourage customers to look for “Responsibly Sourced Seafood”, indicated by MSC or BAP labels on packages. Other retailers take note: Target added key sustainability information on the top of its *Simply Balanced* canned tuna products, making it easier for customers to understand why it is a better choice than destructive brands. Target must continue this progress, putting informative labels in all stores with seafood freezers to offer customers information about sustainable seafood. The retailer must make a more user-friendly website that clearly shares its policies, updates on its sustainability goals, and gives customers information to make informed choices. The retailer could look to every other top five retailer for inspiration, especially Hy-Vee’s *Seafoodies* website.

**Red List Seafood Sales:** Target continued its upward movement in this category by discontinuing swordfish, and it may offer more sustainable yellowfin tuna in the future. Target joined the ranks of ALDI and Trader Joe’s as one of the retailers selling the fewest Red List species.

**Target sells seven of the 22 Red List species:** Alaska pollock, Atlantic cod, Atlantic sea scallop, ocean quahog, South Atlantic albacore tuna, tropical shrimp, and yellowfin tuna. It is one of the few retailers that does not sell farmed salmon.

# #6 ALDI



Overall Score 6.65



Policy: 71.17 Initiatives: 58.5 Transparency: 59.5 Red List: 77



Red list sales: 7

**Headquarters:** Batavia, IL

**Stores and Banners:** 1,375 stores operating as ALDI

**Background:** The ALDI chain of supermarkets began in Germany and today operates throughout much of Europe and the U.S. ALDI U.S. operates throughout the Midwest and Appalachia, and recently acquired 66 Bottom Dollar Food Stores from Delhaize. Prior to this purchase, ALDI's FY 2014 revenue was \$10.1 billion.

**Greenpeace Comments:** Following remarkable progress last year, ALDI slowed quite a bit and showed modest improvement. ALDI surpassed rival Trader Joe's to take sixth place. The retailer made progress in customer communications and aquaculture standards; however, it needs to develop a sustainable tuna policy to see a bump in its ranking and to join the top five retailers. As ALDI expands in the U.S., it is becoming an increasingly important stakeholder with correspondingly greater responsibility. ALDI must engage more publicly to address human rights abuses in the seafood industry and advocate for reforms across the industry to improve sustainability.

**Sustainable Seafood Policy:** ALDI's fresh, frozen, and shelf-stable seafood policy is available online. Most of its farmed seafood is BAP 2-star certified, and it holds suppliers to these standards. The buying team closely monitors its inventory and if suppliers are unwilling to meet ALDI's policy requirements, the team discontinues that product. ALDI has a public commitment to not source GMO seafood if it comes onto the market and other retailers should follow this leadership. ALDI needs to develop a strong canned tuna policy and offer private label canned tuna that is more sustainable and socially responsible.

**Seafood Sustainability Initiatives:** ALDI continues to work closely with Sustainable Fishery Partnership (SFP) and communicate with MSC and GAA regarding current policies and areas for improvement, but this is the retailer's weakest category. Greenpeace commends ALDI for its commitment and proven ability to hold suppliers accountable to its policies. However, ALDI needs to go much further. The retailer was among several companies connected to slavery in the shrimp supply chain in *The Guardian* article last year.<sup>60</sup> ALDI should only buy seafood that is traceable back to the vessel or farm, consult Greenpeace's Blacklist, and refuse to purchase seafood that was transshipped at sea. ALDI has not seized opportunities to support passage of congressional legislation targeting IUU fishing or to advocate for protection of sensitive habits like the Bering Sea Canyons. ALDI could join other supportive Midwestern companies like Hy-Vee, SUPERVALU, and Roundy's that publicly called on the NPFMC to protect the canyons. Hopefully this is the year ALDI will enter the advocacy world in a more public way.

**Labeling and Transparency:** ALDI takes transparency seriously by sharing its policy online, sending newsletters to customers, and sometimes featuring sustainable seafood on its homepage. ALDI leads U.S. retailers when it comes to providing information on its own brand seafood product labels, including scientific name, FAO catch area, detailed fishing method and gear type for wild-caught, as well as relevant certification labels (e.g., MSC, BAP). ALDI should consider additional signage or brochures that clearly help customers make informed decisions, similar to Whole Foods, Wegmans, and Hy-Vee. Additionally, the retailer could improve its website by featuring more information and engaging customers with a blog.

**Red List Seafood Sales:** This is ALDI's strongest category. The retailer is tied with Target and second only to Trader Joe's in selling the fewest Red List species out of any retailer in this report.

**ALDI sells seven of the 22 Red List species:** Alaska Pollock, Atlantic cod, Atlantic salmon, Atlantic sea scallop, ocean quahog, South Atlantic albacore tuna, and tropical shrimp. Its farmed salmon and shrimp is BAP 2-star certified, and it is involved in a FIP to improve the fishmeal sector.

# #7 Trader Joe's

Overall Score 6.45



Policy: 80.72 Initiatives: 57.68 Transparency: 38.5 Red List: 81

Red list sales: 6

**Headquarters:** Monrovia, CA

**Stores and Banners:** 459 stores operating as Trader Joe's

**Background:** Trader Joe's operates over 450 stores across the country. The company buys directly from producers and offers many grocery products under its own private label. Its annual sales for FY 2014 were \$13 billion.

**Greenpeace Comments:** Trader Joe's lost ground this year. It dropped out of the good category and was overtaken by three companies, including rival retailer ALDI. While Trader Joe's still leads the sector with the fewest Red List species sold, it has not delivered on promises made in 2013 regarding public communication about sustainable seafood. Additionally, the retailer needs to be more transparent with its specific systems, supplier requirements, and overall sustainable seafood policy. Trader Joe's has come a long way over the years, though it must continue its efforts in a proactive, transparent way to move back into the top five ranked retailers.

**Sustainable Seafood Policy:** The retailer's policy covers fresh, frozen, and shelf-stable seafood. Last year, we reported on the company's leadership on canned tuna, selling pole and line caught skipjack and albacore without the use of conventional, destructive longlines. Trader Joe's is the only retailer that has attempted to offer a fully sustainable spread of canned tuna, which is commendable. However, the retailer needs to strengthen its shelf-stable policy by releasing its standards publicly, with a particular focus on eliminating human rights abuses in the supply chain, only sourcing from healthy tuna stocks, and ensuring chain of custody through third party audits. Trader Joe's has made progress on aquaculture, though it needs to strengthen these policies by developing strong internal standards and by including third party certifications where relevant.

**Seafood Sustainability Initiatives:** Trader Joe's dropped in this category due to both a lack of clarity and transparency in its supply requirements. While it has requirements suppliers must agree to, Greenpeace is unclear about the systems used to track suppliers and how Trader Joe's ensures traceability to the vessel or farm harvesting the seafood, and is concerned that the company relies solely on certification schemes instead of independent third party audits of its supply chain. Trader Joe's has demonstrated leadership by dropping Red List species, introducing sustainable tuna options under its private label, and supporting protection of the Bering Sea Canyons; however, the company also needs to work toward solutions on IUU fishing and strengthen its policies to prevent potential human rights abuses and unsustainable fishing in its supply chain.

**Labeling and Transparency:** This continues to be Trader Joe's weakest category, and nearly two years after its 2013 announcement to customers,<sup>61</sup> the company has failed to deliver on its commitment to offer substantial updates online or in stores conveying its policies and commitments to sustainable seafood. Trader Joe's does not offer much information in store to help inform customers at the point of sale. This is a missed opportunity, especially since the retailer has a highly vertically integrated supply chain. Trader Joe's should be able to more easily provide additional information to customers about all of its seafood products given that it has proven it can do so with its user-friendly labels on its canned tuna.

**Red List Seafood Sales:** Trader Joe's leads among retailers for selling the fewest Red List species, though this year we are factoring in its canned yellowfin tuna sales. To its credit, Trader Joe's only sources highly selective pole and line caught yellowfin tuna.

**Trader Joe's sells six of the 22 Red List species:** Alaska pollock, Atlantic salmon, Atlantic sea scallop, swordfish, tropical shrimp, and yellowfin tuna.

Overall Score

6.35



Policy:

68.91

Initiatives:

67.45

Transparency:

58.5

Red List:

59

**Red list sales: 12** 

**Headquarters:** Carlisle, Pennsylvania and Quincy, Massachusetts

**Stores and Banners:** 766 stores operating as Stop & Shop, Giant Foods, Martin's, and Peapod

**Background:** Ahold USA is a subsidiary of a Dutch retailer (Royal Ahold) based in Amsterdam, and accounts for about 60% of the parent company's total sales. Ahold USA supports four regional divisions that together operate 766 stores in several states and the District of Columbia, along with Peapod, an online grocery shopping/delivery service. With approximately \$29.5 billion in FY 2014 sales, Ahold USA is the seventh largest food retailer in the United States.

**Greenpeace Comments:** Ahold made small improvements this year, though could move closer toward the top five retailers by strengthening its wild, farmed, and shelf-stable policies, increasing information on product labels, and discontinuing top-tier Red List species like Chilean sea bass. Greenpeace commends Ahold for sourcing a large percentage of its private label skipjack and albacore from more responsible catch methods and urges the retailer to convert its total volume of private label canned tuna to sustainably caught sources, and indicate this on its labels. Ahold must strengthen its supply chain, invest heavily in traceability, and work with stakeholders to address human rights abuses in the seafood industry. There are many possibilities for Ahold to advance this year if the retailer is ready to double down on its efforts.

**Sustainable Seafood Policy:** Ahold's policy covers fresh, frozen, and shelf-stable seafood, though its canned tuna category contains numerous unsustainable options. While Ahold seeks to strengthen its supply chain by using third party certifications like MSC and BAP, Greenpeace encourages the retailer to look beyond certifications as an accurate measure of sustainability, given that no single certification scheme is complete and each one has unresolved problems (see pg. 14). For example, while Ahold's goal is to achieve 100% MSC certified canned tuna, it is important for the retailer to ensure that its canned tuna is ocean safe. Ahold must also develop a public-facing policy against GMO seafood.

**Seafood Sustainability Initiatives:** Greenpeace commends Ahold for its leadership and openness to recommendations from the NGO community. In recent years, Ahold has shown strong leadership by sending letters in support of safeguarding Bristol Bay from the Pebble Mine and protecting the Bering Sea Canyons. The retailer will have another opportunity to weigh in on the canyons during the upcoming October 2015 NPFMC meeting. Ahold called on Congress to pass the IUU Fishing Enforcement Act of 2015 and now this same spirit must be applied to Ahold's strategy for ensuring its supply is not implicated in human rights abuses. The retailer must refuse to buy seafood that is not traceable, use tools like [Greenpeace's Blacklist](#) to track problem vessels and operators, and work with government, NGOs, and industry to develop solutions to this crisis. Ahold participates in retailer panels at meetings like the 2015 SeaWeb Seafood Summit and we encourage the retailer to use these forums to advocate for and work with stakeholders to address human rights abuses and IUU fishing.

**Labeling and Transparency:** Ahold continues its tradition of promoting sustainable seafood to its customers online, in weekly circulars, and in-store signage. Customers can find brochures in stores encouraging them to be ocean-friendly and look for Sustainable Choice seafood logos. Any products that meet MSC/ASC (Aquaculture Stewardship Council) standards, or a minimum BAP 2-star rating, have this logo. Unfortunately, in-store visits this year found few Sustainable Choice labeled seafood products, and little sustainability information on product labels. While Ahold has extensive systems to track this data, Greenpeace urges the retailer to include this information online and on labels so that customers can make informed decisions at the point of sale.

**Red List Seafood Sales:** Ahold improved this year due to additional sourcing information and FIPs. However, the retailer must discontinue Chilean sea bass and monkfish if it wants to truly convey its sustainability commitment to customers.

**Ahold sells 12 of the 22 Red List species:** Alaska pollock, Atlantic cod, Atlantic salmon, Atlantic sea scallop, Chilean sea bass, monkfish, ocean quahog, redfish (a.k.a. ocean perch), South Atlantic albacore tuna, swordfish, tropical shrimp, and yellowfin tuna. Ahold sells BAP 2-star certified shrimp and sources from FIPs for Indonesian snapper, yellowfin tuna, and a small percentage for swordfish.

# #9 Delhaize



Overall Score 6.05



Policy: 72.4 Initiatives: 61.59 Transparency: 49 Red List: 59



Red list sales: 12

**Headquarters:** Salisbury, NC (Food Lion) and Scarborough, ME (Hannaford)

**Stores and Banners:** 1,361 stores operating as Food Lion and Hannaford

**Background:** Delhaize America is owned by Belgian food retailer Delhaize Group, and makes up over half of the parent company's sales. In early 2014, Delhaize America sold 165 branches of its Sweetbay, Harveys, and Reid's banners to Southeastern Grocers. Earlier this year, it finalized the sale of its Bottom Dollar Food stores (estimated at \$718 million) to ALDI. Its FY 2014 sales were \$18.4 billion.

**Greenpeace Comments:** Delhaize moved up to ninth in this year's rankings, though its score decreased slightly. Last year, it was second only to Meijer as the most improved retailer, though just like Meijer this year, Delhaize is not moving with the same momentum. The retailer can propel further into the top ten by developing a sustainable canned tuna policy, converting its private label tuna to more sustainable products, increasing labeling at the point of sale, and addressing its Red List. The retailer must prioritize compliance with its sustainable seafood policy across its entire range of stores. Delhaize has led initiatives on the Jonah Crab fishery and now it is time for the retailer to weigh in on issues like the Bering Sea Canyons and IUU fishing. Delhaize cannot delay on these initiatives this year.

**Sustainable Seafood Policy:** Delhaize's seafood policy applies to its fresh, frozen, and shelf-stable categories. The retailer has ample information on sustainable tuna alternatives to its current products, though it has yet to introduce sustainable canned tuna under its private label. Delhaize is one of the few top ten ranked retailers without sustainable private label canned tuna on its shelves, and it is long overdue for this retailer to make the changes needed to protect tuna stocks, food security, and human rights. The retailer saw slight improvements in its wild-caught policy and continues to source 100% of its farmed seafood from BAP certified processors. Delhaize should stop revisiting whether to ban genetically modified salmon every year, and instead create a public-facing policy prohibiting the sale of any GMO seafood should it become available.

**Seafood Sustainability Initiatives:** Delhaize takes traceability seriously, continuing to use third parties to conduct random audits on whether suppliers conform to the company's policy requirements. Delhaize must prioritize work in this area, which includes refusing to buy untraceable seafood or seafood transshipped at sea, and consulting [Greenpeace's Blacklist](#). Delhaize should actively engage in the policy arena and participate in industry-led initiatives to confront IUU fishing and human rights abuses. As a top ten retailer, Delhaize is in new waters and must add its voice to these important conversations.

**Labeling and Transparency:** Greenpeace commends Delhaize on updating its Food Lion and Hannaford websites to inform customers of its sustainability policies and initiatives. Store visits found well-placed signage touting the updated website and QR (quick response) codes for more information. The company also tells its "sustainable seafood story" on the back of some of its own brand products. However, for three years and counting, the retailer has stalled on ways to effectively communicate more specific information to customers at the point of sale. Delhaize would greatly improve in this area by including information such as catch methods, stock from which seafood was caught, scientific names, and aquaculture production methods, along with defining what sustainable seafood means in its signage.

**Red List Seafood Sales:** Delhaize moved in the right direction by dropping bigeye tuna, though it canceled out its progress by reintroducing monkfish after having discontinued the species the previous year. While over half of its monkfish is caught using less destructive gillnets, Greenpeace encourages Delhaize to prioritize consistency in this category by reducing its Red List sales and holding all of its seafood team buyers accountable to the company's sustainability standards.

**Delhaize America sells 12 of the 22 Red List species:** Atlantic halibut, Alaska Pollock, Atlantic cod, Atlantic salmon, Atlantic sea scallop, ocean quahog, monkfish, redbfish (a.k.a. ocean perch), South Atlantic albacore tuna, swordfish, tropical shrimp, and yellowfin tuna. Delhaize's FIP participation mitigated its score for yellowfin tuna.

Overall Score **5.98**



Policy: 67.11 Initiatives: 62.5 Transparency: 48.5 Red List: 61



**Red list sales: 11**

**Headquarters:** Grand Rapids, Michigan

**Stores and banners:** 213 stores operating as Meijer

**Background:** Meijer began as a small grocery shop in 1934 and has now expanded to over 200 stores, primarily in the Midwest. Forbes ranked Meijer as America's nineteenth largest private company in 2014. Its sales for FY 2014 were \$15.7 billion.

**Greenpeace Comments:** Meijer has slowed its pace following last year's performance as most improved retailer, mainly due to a lack of progress on sustainable tuna sourcing and its Red List sales. The retailer made gains in some important areas by adding scientific name and MSC/BAP certification to all of its private label products. Meijer is working on updates to its website and considering ways to best communicate seafood sustainability to its customers. Greenpeace encourages Meijer to increase transparency on these initiatives and take leadership by developing a sustainable canned tuna policy, advocating for Bering Sea Canyons protection, and supporting important initiatives to confront IUU fishing and human rights abuses in the seafood industry, starting with its own supply chain.

**Sustainable Seafood Policy:** Meijer's sustainable seafood policy covers most of its fresh, frozen, and shelf-stable seafood; however, the retailer needs to strengthen these policies so that they cover all seafood products sold. To remain in the top ten, Meijer must also strengthen its sustainable canned tuna policy and convert its private label products to ocean safe tuna. Meijer continues to source all of its private label wild-caught seafood from MSC certified fisheries and all of its private label farmed seafood from minimum BAP 2-star certified suppliers. While eco-certification groups can provide initial guidance, Greenpeace cautions Meijer in relying too heavily on certification groups, given that numerous problems still exist with certifiers (see pg. 14). Meijer should create its own precautionary and protective standards that are independent to those of the certifiers. The retailer has an internal policy refusing to sell GMO seafood, though needs to take the next step and share this policy publicly with its customers.

**Seafood Sustainability Initiatives:** Meijer met with suppliers this year in Vietnam and Indonesia to observe operations for farmed shrimp and pangasius, attended the Global Aquaculture Alliance's Global Outlook on Aquaculture Leadership (GAA GOAL) conference, continued to support the "improver" Best Aquaculture Practices (iBAP) program, and directed its lead seafood buyer to join the FMI Sustainable Seafood Committee. Meijer should continue this momentum and support marine protected areas by taking a stand to protect the Bering Sea Canyons. Meijer missed an opportunity to join a growing number of retailers supporting IUU fishing enforcement legislation. Greenpeace urges the retailer to prioritize this issue and strengthen its supply chain by refusing to buy seafood that is not traceable back to the vessel or farm, and to consult [Greenpeace's Blacklist](#) as first steps to address both illegally-procured seafood and human rights abuses in the seafood industry.

**Labeling and Transparency:** This continues to be Meijer's weakest category, although this year the retailer took important steps by ensuring that scientific names and MSC or BAP labels are on all Meijer brand products. We expect Meijer to roll out much needed updates to website, as its current version inadequately informs customers about its sustainable seafood and social compliance policies. This is an opportunity for the retailer to educate its customers to make informed decisions and more publicly demonstrate its commitment to pre-existing initiatives like its refusal to source GMO seafood. In addition to sharing public updates on its initiatives, Meijer can continue momentum by increasing point-of-sale sustainability information (beyond merely an MSC or BAP label), and including fishing method and gear type—or aquaculture method—used.

**Red List Seafood Sales:** This year Meijer went the wrong way on its Red List, reintroducing monkfish; however, because its monkfish is caught by gillnets—a lesser impact than highly destructive bottom trawling—it did not lose points.

**Meijer sells 11 of the 22 Red List species:** Alaska pollock, Atlantic cod, Atlantic salmon, Atlantic sea scallop, bigeye tuna, ocean quahog, redfish (a.k.a. ocean perch), South Atlantic albacore tuna, swordfish, tropical shrimp, and yellowfin tuna. Meijer is engaged in FIPs for bigeye tuna, redfish, wild caught tropical shrimp, and yellowfin tuna. Greenpeace could not give credit due to lack of information on the yellowfin tuna FIP and advises Meijer to reconsider the redfish FIP, which received a poor rating by its NGO partner due to a lack of progress.

# #11 Giant Eagle



Overall Score 5.66



Policy: 59.17 Initiatives: 63.36 Transparency: 56 Red List: 48

Red list sales: 14

**Headquarters:** Pittsburgh, PA

**Stores and Banners:** 234 supermarkets operating as Giant Eagle and Market District

**Background:** Giant Eagle's FY 2014 sales were \$9.6 billion, placing it 35th on Forbes Magazine's list of the top U.S. private companies based on annual revenue. It has a strong presence in Ohio and Pennsylvania, and a smaller presence in West Virginia and Maryland.

**Greenpeace Comments:** Giant Eagle swept past major retailers Costco, H-E-B, and Walmart, reaching eleventh place this year in an impressive upward move. This Pittsburgh-based retailer is seizing opportunities thanks to strong internal leadership and a commitment to offering more sustainable, socially responsible seafood. The company rolled out a sustainable canned tuna sourcing policy that focuses on gear type and targeting IUU fishing operations. Giant Eagle stepped up its advocacy this year, calling for Bering Sea Canyons protection, asking Congress to approve IUU fishing enforcement legislation, and joining others expressing concerns about the Pebble Mine project. The company can continue its momentum and break into the top ten by introducing private label ocean safe canned tuna, increasing sustainability information at the point of sale for its customers, and dropping the sale of Red List species like orange roughy, Chilean sea bass, and Atlantic Halibut.

**Sustainable Seafood Policy:** Giant Eagle's sustainable seafood policy applies to all of its fresh and frozen seafood. This year, the retailer introduced a canned tuna policy that greatly improves its supplier requirements. Greenpeace encourages Giant Eagle to strengthen its policy on longlines and convert its private label canned tuna products to FAD-free or pole and line sources. Giant Eagle is building on its work we reported last year by requiring BAP certification for some of its salmon, shrimp, and tilapia from certified farms, working to achieve minimum BAP 2-star certification on all farmed shrimp, and moving toward BAP 4-star certified farmed salmon. Giant Eagle should include specific language in its policy to never sell GMO seafood and share this with the public.

**Seafood Sustainability Initiatives:** This is the retailer's strongest category. Giant Eagle added its voice at critical moments—sending letters calling for protection of Bristol Bay and the protection of the Bering Sea Canyons, and most recently, asking Congress to pass the IUU Fishing Enforcement Act of 2015. Greenpeace commends Giant Eagle on these efforts and encourages the retailer to continue weighing in as an important stakeholder in these conversations. There is another opportunity for leadership on the Bering Sea Canyons as the October NPFMC meeting approaches. Giant Eagle partners with SFP, is a member of FMI's Sustainability Task Force and Sustainable Seafood Working Group, and is an active participant at conferences like the SeaWeb Seafood Summit. Giant Eagle's contracts require suppliers to deliver seafood according to its policy, including annual monitoring reports by external parties to ensure compliance. The retailer should consult [Greenpeace's Blacklist](#) and refuse to purchase seafood transshipped at sea.

**Labeling and Transparency:** Giant Eagle communicates to customers via weekly flyers, in-store signage, and online. Last year, the retailer added a decal at all full service seafood counters sharing its commitment to sustainable seafood. Greenpeace encourages Giant Eagle to expand its point-of-sale communication to include sustainability information directly on labels, such as detailed fishing method and gear type for wild caught, sustainability status, scientific name, or farm in which seafood was cultivated. While the retailer offers this information on occasion, it must make it more permanent so that its customers can make informed choices. Fortunately, Giant Eagle is investing in a strategic plan to roll out updates to its website.

**Red List Seafood Sales:** This is Giant Eagle's worst category. While it improved in this category due to changes in sourcing, Giant Eagle must immediately discontinue the sale of orange roughy, Chilean sea bass, and Atlantic halibut.

**Giant Eagle sells 14 of the 22 Red List species include:** Alaska pollock, Atlantic cod, Atlantic halibut, Atlantic salmon, Atlantic sea scallop, Chilean sea bass, monkfish, orange roughy, red snapper, redfish (a.k.a. ocean perch), South Atlantic albacore tuna, swordfish, tropical shrimp, and yellowfin tuna. The retailer sources red snapper, wild U.S. shrimp, and yellowfin tuna from FIPs.

Overall Score

5.47



Policy:

63.6

Initiatives:

54.18

Transparency:

34

Red List:

67

## Red list sales: 9



**Headquarters:** Bentonville, AR

**Stores and banners:** 4,987 stores in the U.S., including 3,397 Walmart Supercenters, 431 Neighborhood Markets, and 643 Sam's Clubs, among other formats.

**Background:** Walmart has over 4,987 stores in the U.S., and U.S. sales (excluding Sam's Club) account for 55% of the company's total sales worldwide. It is the largest retailer in North America, even when only factoring sales of consumables. For FY 2014, groceries and consumables accounted for approximately \$218.7 billion in the U.S. alone.

**Greenpeace Comments:** Walmart remains ranked twelfth, though its score decreased this year. As the world's largest retailer, Walmart has an opportunity—and responsibility—to transform the seafood industry. Walmart made waves in May 2013 by offering FAD-free Ocean Naturals brand skipjack tuna on its shelves, but further progress on tuna has stalled. The retailer needs to develop a robust canned tuna policy and require that its *Great Value* brand tuna is sustainable. Walmart refused to join the growing chorus of retailers (including Costco) to call for protection of the Bering Sea Canyons. Walmart was among several major retailers named in recent news reports concerning slavery in its supply chain<sup>62, 63</sup> and it is imperative that the company act to help solve this crisis in the global seafood industry. While Walmart delays on important human rights and sustainability initiatives, it continues to rake in profits at the expense of human beings and our oceans. Will this retail giant continue to make excuses or use its buying power and influence to create change in our waters?

**Sustainable Seafood Policy:** Walmart's sustainable seafood policy covers fresh and frozen seafood. Walmart is missing a strong and comprehensive canned tuna policy that would set a higher bar than its current unsustainable sourcing. If other large retailers like Costco can commit to sourcing FAD-free skipjack private label products, there is no reason why Walmart cannot convert its *Great Value* brand to ocean safe tuna. The retailer's wild-caught policy is still weak, and it is failing to meet full compliance with even a modest BAP 2-star requirement for farmed products. Walmart could vastly improve in this category by strengthening its fresh, frozen, and shelf-stable policies and Greenpeace expects swift action in the remainder of 2015.

**Seafood Sustainability Initiatives:** Walmart's score dropped in this category. The retailer missed key opportunities to weigh in on IUU fishing legislation, and despite increased global media coverage of slavery in the fishing industry, the retailer remains silent on its plans to tackle this serious problem in its own supply chain. Walmart must make significant changes in its policies, including refusing to purchase seafood that is not traceable from vessel or farm to shelf, refusing to purchase seafood transhipped at sea, and consulting [Greenpeace's Blacklist](#). Unfortunately, Walmart missed the opportunity to weigh in on protections for the Bering Sea Canyons. However, there is still time for the retailer to add its voice to this important conversation leading up to the October NPFMC meeting. While Walmart participates in some multi-stakeholder discussions for certification improvements like GAA and MSC, this is a bare minimum for a company of its size.

**Labeling and Transparency:** This is Walmart's worst category. While some Walmart brand packaging references its commitment to sourcing sustainable seafood, it provides very little information to customers at the point of sale or online. Including sustainability status, detailed fishing or aquaculture method, and gear type are a few ways this retailer should improve its labeling.

**Red List Seafood Sales:** Even though Walmart sells fewer Red List species than some other retailers, its total volume has a significant impact on our oceans.

**Walmart sells nine of the 22 Red List species:** Alaska pollock, Atlantic cod, Atlantic salmon, Atlantic sea scallop, bigeye tuna, ocean quahog, South Atlantic albacore tuna, tropical shrimp, and yellowfin tuna. Walmart sources from FIPs and AIPs, though it did not provide information on the percentage of seafood products sourced from each corresponding FIP or AIP.

# #13 H-E-B



# DID NOT RESPOND



Overall Score 5.43



Policy: 58.04 Initiatives: 58.77 Transparency: 51.5 Red List: 49



Red list sales: 13

**Headquarters:** San Antonio, TX

**Stores and Banners:** Approximately 313 stores in the U.S. operating as H-E-B, H-E-B *plus!*, Central Market, Joe V's Smart Shop, and the Market at Stone Oak.

**Background:** H-E-B is a privately held San Antonio-based supermarket chain with a large presence throughout Texas, along with an additional 50 stores in Mexico (not taken into account for this report). H-E-B ranked 15th on Forbes's 2014 list of "America's Largest Private Companies." Its FY 2014 sales (in the U.S.) were \$20.9 billion.

**Greenpeace Comments:** While H-E-B appears to be continuing its work on sustainable seafood, for some reason, this year the retailer declined to complete the retailer survey. Greenpeace attempted to contact H-E-B for several months, then received an email referencing H-E-B's website as a way to learn more about its sustainable seafood policies. Despite its efforts on sustainable seafood, this retailer's score dropped because we could not confirm key information regarding its policies, initiatives, and Red List sales. Perhaps through its partnership with Environmental Defense Fund (EDF), H-E-B will improve its transparency and participate in next year's survey.

**Sustainable Seafood Policy:** H-E-B's seafood policy, available on its website, demonstrates that its strength is in the area of aquaculture. H-E-B claimed in last year's survey that its policy covers shelf-stable products; however, the company continues to sell unsustainable items in the forms of processed clam chowders and canned tuna. Without additional information, the retailer lost points in this section. H-E-B must strengthen its tuna policy and offer more responsibly caught canned tuna products. The three biggest tuna brands are no longer a safe bet for any retailer committed to sustainable seafood and H-E-B must introduce private label, ocean safe canned tuna. Greenpeace commends H-E-B for its firm stance on refusing to sell GMO salmon, although the retailer needs to expand this public commitment to not sell GMO seafood should it become available.

**Seafood Sustainability Initiatives:** H-E-B refuses to purchase seafood that cannot be traced back to the vessel that caught it, and it has annual monitoring procedures in place (conducted by an external third party, Trace Register) to ensure that its suppliers conform to its policy requirements. H-E-B should become more active in the policy arena and add its voice to protect important habitats like the Bering Sea Canyons. The retailer must join efforts to stop human rights abuses and IUU fishing in the seafood industry, consult [Greenpeace's Blacklist](#), refuse to purchase seafood transshipped at sea, and call on governments to take action.

**Labeling and Transparency:** H-E-B now lists its seafood policy in English and Spanish online. Greenpeace encourages H-E-B to continue developing materials in Spanish so that Spanish-speaking customers can receive sustainable seafood information. H-E-B made helpful updates to its website this year, including a document that presumably lists all the seafood species it sells, including scientific name, country of origin, and sustainability information (e.g., EDF ratings, other certification schemes). H-E-B must improve its poor point-of-sale information. Store visits did not find any sustainability product labels, brochures, or signage.

**Red List Seafood Sales:** Despite its new partnership with EDF, H-E-B still sells Chilean sea bass and bigeye tuna, which do not belong in any grocery store. The retailer lost points in this category due to lack of sourcing information for specific species.

**H-E-B sells 13 of the 22 Red List species:** Alaska pollock, Atlantic cod, Atlantic salmon, Atlantic sea scallop, bigeye tuna, Chilean sea bass, grouper, ocean quahog, red snapper, South Atlantic albacore tuna, swordfish, tropical shrimp, and yellowfin tuna.

# #14 Price Chopper



Overall Score

5.36



Policy:

60.35

Initiatives:

51

Transparency:

47

Red List:

56

**Red list sales: 12**

**Headquarters:** Schenectady, New York

**Stores and banners:** 135 stores operating as Price Chopper

**Background:** Price Chopper is a privately held corporation run by the Golub Corporation and Golub family. The chain's footprint extends beyond New York and Massachusetts into Vermont, Connecticut, Pennsylvania, and New Hampshire. Over half of the company's privately held stock is employee-owned. Its FY 2014 sales were \$3.6 billion.

**Greenpeace Comments:** Price Chopper's score dropped this year, though the retailer moved up in the rankings because Harris Teeter is now profiled under Kroger. While the company prides itself on offering fresh seafood and makes efforts to source sustainably, Price Chopper should strengthen its policies and benchmark itself against industry leaders in sustainability like Whole Foods and Wegmans. The retailer is considering tightening its farmed seafood standards for its private label. Price Chopper must improve its transparency online and at the point of sale, and offer sustainable canned tuna if it wants to perform well against its competition.

**Sustainable Seafood Policy:** This remains Price Chopper's strongest category. All farmed shrimp and salmon is a minimum BAP 2-star certified, and Price Chopper is looking to offer stronger standards for its private label farmed products. While it does not have plans to sell GMO salmon due to its current standards, it could put consumers at ease by making a public statement to that effect. Price Chopper has a significant opportunity to improve its policy by incorporating shelf-stable seafood and tightening its wild-caught seafood sourcing standards. There are affordable, sustainable, and socially responsible canned tuna options on the market—it is just a question of whether Price Chopper is ready to join a growing movement in the retail sector by offering ocean safe canned tuna.

**Seafood Sustainability Initiatives:** Price Chopper continues to use DNA testing services to randomly test samples from fifteen of its frozen fish product lines. But given increased reports of slavery and IUU fishing operations in the global seafood supply chain, it is imperative that Price Chopper develop and share publicly its supplier standards on traceability. While third party audits and certification schemes are helpful, Price Chopper must make clear with suppliers that unless seafood is traceable back to the vessel or farm, it will not do business with them. Greenpeace encourages Price Chopper to add its support for political initiatives, including work to address IUU fishing and the creation of marine protected areas in places like the Bering Sea Canyons.

**Labeling and Transparency:** Price Chopper has limited transparency, and therefore does not perform as well in this category. When sending out promotional emails to customers, Price Chopper provides helpful information on catch method, location, boat name, and scientific name. This level of transparency is helpful for customers to make informed decisions and must be conveyed at the point of sale and online. Price Chopper should expand these efforts by informing consumers of the sustainability status of various species (i.e., green, yellow, red-rated) and catch or aquaculture method used. If low cost retailers like ALDI can provide key information on labels, there is no reason why Price Chopper cannot follow suit to better inform its customers and bolster its performance in this category.

**Red List Seafood Sales:** Price Chopper still sells hoki, a top-tier Red List species. The company must discontinue this item without delay. This should not be difficult for the retailer, as it discontinued top-tier orange roughy about three years ago.

**Price Chopper sells 12 of the 22 Red List species:** Alaska pollock, Atlantic cod, Atlantic salmon, Atlantic sea scallop, hoki, ocean quahog, red snapper, redfish (a.k.a. ocean perch), South Atlantic albacore tuna, swordfish, tropical shrimp, and yellowfin tuna.

# #15 Costco



Overall Score

5.34



Policy: 65.51 Initiatives: 53.77 Transparency: 28.5 Red List: 66

Red list sales: 9

**Headquarters:** Issaquah, WA

**Stores and Banners:** 469 warehouses in the U.S., operating as Costco

**Background:** Costco is the third largest retailer in the U.S., and the largest membership warehouse club chain in the U.S. While the chain also has 107 international locations, the scope of this report encompasses only its U.S.-based stores. Its FY 2014 revenue (for consumables only) was \$61.7 billion.

**Greenpeace Comments:** Costco took a bold step in 2014, introducing FAD-free skipjack tuna under its famed *Kirkland Signature* brand and removing its previous supplier, Thai Union-owned Chicken of the Sea, for failing to offer more sustainable options. Greenpeace applauds Costco for this significant move; however, the retail giant needs to also convert its *Kirkland Signature* albacore to more sustainable sources and create a sustainable tuna sourcing policy. Costco also joined a growing number of retailers urging the NPFMC to protect the Bering Sea Canyons. Despite these major moves, Costco's score remains stagnant due to a glaring lack of transparency. Most troubling, there is little indication of what Costco is doing to respond to serious concerns about slavery in the global seafood industry.

**Sustainable Seafood Policy:** Costco's sustainable seafood policy includes fresh, frozen, and shelf-stable products, though it needs to release a comprehensive canned tuna policy, convert its private label albacore to more sustainable sources, and address the unsustainable national brands it sells. Costco is moving in the right direction by sourcing a more sustainable private label skipjack product and should continue this leadership. While Costco may have further developed its aquaculture standards this past year, Greenpeace did not receive additional information about them in the retailer survey.

**Seafood Sustainability Initiatives:** Costco has previously been involved in the World Wildlife Fund's (WWF) shrimp and aquaculture dialogues, though it is unclear if it is still active. Costco improved in this category by showing leadership on sustainable canned tuna and advocating for protection of the Bering Sea Canyons. However, Costco must urgently address human rights abuses in the supply chain, especially after it was linked to slavery at sea in last year's CP Foods exposé in *The Guardian*.<sup>64</sup> A retailer of its size has a responsibility to continue advocating for our oceans and Costco must lead by ensuring its supply chain is not implicated in human rights abuses or IUU fishing. Costco can start by consulting [Greenpeace's Blacklist](#), refusing to purchase seafood transshipped at sea, and joining other retailers to call for government action.

**Labeling and Transparency:** This is Costco's worst category. In fact, eighteen retailers (over 70% of those featured in this report) score better than Costco in this category. Costco has some serious work to do here, especially regarding its transparency. Nationwide store visits did not confirm scientific names on some labels, as was the case last year, though some stores had labels on Atlantic salmon that indicated it was farmed without the use of antibiotics. While Costco prominently promotes its organic chicken and natural beef with large signage, there was no information for customers about sustainable seafood. The retailer moved in the right direction by featuring its *Kirkland Signature* brand FAD-free tuna in the *Costco Connections* magazine. Costco must build on that work to increase communication with its customers. It can start by creating a user-friendly website featuring its policies, commitments, and how customers can make informed choices.

**Red List Seafood Sales:** Costco is going the wrong way in this category, which is a big deal because the retailer sells massive amounts of seafood every week. Even though it sells fewer Red List species than some other retailers, its total volume has a significant impact on our oceans. Additionally, due to lack of transparency, it lost mitigated points for its shrimp and salmon products.

**Costco sells nine of the 22 Red List species:** Alaska pollock, Atlantic cod, Atlantic salmon, Atlantic sea scallop, bigeye tuna, ocean quahog, South Atlantic albacore tuna, tropical shrimp, and yellowfin tuna.

Overall Score

5.11



Policy: 60.82 Initiatives: 60.27 Transparency: 37.5 Red List: 46

Red list sales: 14

**Stores and Banners:** SUPERVALU distributes to 3,357 stores, including 196 corporate-owned stores (Cub Foods, Farm Fresh, Shop 'n Save, Shoppers Food Warehouse, Hornbacher's), 1,334 Save-A-Lot stores (419 are corporate owned and 915 are licensed by others), and 1,827 independent stores.

**Background:** In 2013, SUPERVALU halved its capacity by selling off Albertsons and several related banners, amounting to 877 stores total, with sales of approximately \$17.4 billion. Nonetheless, it brought in about \$15.9 billion in sales for FY 2013, and grew over the past year, posting FY 2014 sales of \$17.7 billion.

**Greenpeace Comments:** Last year, we were uncertain how SUPERVALU would perform based on industry press reports that it was returning to its "wholesaler" focus. Amid a transition time, the company is meeting some sustainability goals and falling behind on others, resulting in a modest score improvement this year. The company is working toward a goal of sourcing top wild-caught species from MSC certified fisheries or FIPs. Greenpeace cautions SUPERVALU on this approach given unresolved concerns with the MSC (see pg. 14). The retailer must exercise independent judgment and develop stronger sourcing policies rather than solely relying on third party certifications to consider its seafood sourcing "sustainable." SUPERVALU must increase its aquaculture requirements and develop a strong sustainable tuna policy. These improvements would propel SUPERVALU higher in the rankings.

**Sustainable Seafood Policy:** SUPERVALU plans to meet its wild-caught sustainable seafood goals by the end of 2015. While the company has some BAP certification requirements, it has not met its 2013 goal of ensuring most products are BAP 2-star certified. A formal partnership with GAA to develop stronger aquaculture policies is a good first step, though it is critical that SUPERVALU set a timeline for this work. Greenpeace is still waiting for the company to publicly declare that it will not source GMO seafood, and recommends that it release the policy this year. SUPERVALU must develop a sustainable tuna policy that goes beyond its wild-caught MSC certification goals, as this standard alone is inadequate. Its Midwest neighbor, Iowa-based Hy-Vee, has already shown how to lead in private label sustainable tuna sourcing. Finally, the retailer must create strong standards on traceability back to vessel or farm to ensure a strong supply chain amid growing concerns of human rights abuses in the fishing industry.

**Seafood Sustainability Initiatives:** Last year, we highlighted SUPERVALU's leadership by calling on the NPFMC to protect the Bering Sea Canyons. This year, SUPERVALU sent a letter to the Vietnamese government regarding pangasius AIPs, and sent letters to suppliers advocating for stronger product certifications. The company is committed to buying only private label products with strong chain of custody and works with its NGO partner to audit its supply chain. Given rampant human rights abuses in the supply chain, it is imperative that SUPERVALU strengthen its sourcing policies, traceability protocols, and consult tools like [Greenpeace's Blacklist](#) to confront IUU fishing.

**Labeling and Transparency:** This is SUPERVALU's weakest category. Labeling is sparse, though occasionally the retailer indicates whether it is selling MSC, GAA, or ASC certified products. SUPERVALU could dramatically improve in this area by including sustainability status, catch or aquaculture method, scientific name, and catch vessel. After missing its February 2014 deadline, the company is working to introduce in-store flyers this year, which would greatly help customers identify sustainable products and learn more about SUPERVALU's commitment to sustainable seafood. Lastly, the company must improve its website. This is an opportunity to communicate with customers about its sustainability goals as the retailer is currently missing the mark.

**Red List Seafood Sales:** SUPERVALU did not add any Red List species this year and improved slightly due to modestly mitigated sourcing measures. While reassuring, if the company were truly committed to sustainable seafood it would discontinue Atlantic halibut and Chilean sea bass immediately.

**SUPERVALU sells 14 of the 22 Red List species:** Atlantic halibut, Chilean sea bass, Alaska pollock, Atlantic cod, Atlantic salmon, Atlantic sea scallop, grouper, ocean quahog, red snapper, redbfish (a.k.a. ocean perch), South Atlantic albacore tuna, swordfish, tropical shrimp, and yellowfin tuna.

Overall Score 5.09



Policy: 58.45 Initiatives: 56.59 Transparency: 49.5 Red List: 39



**Red list sales: 16**

**Headquarters:** Keasbey, NJ

**Stores and Banners:** 89 stores owned outright under PriceRite and ShopRite banners, as well as a supplier for hundreds more, including additional ShopRite stores, Fresh Grocer, Village Super Market, and Inserra Supermarkets.

**Background:** Wakefern is the largest supermarket retailers' cooperative in the U.S., with FY 2014 sales of \$14.7 billion. It primarily supplies its co-op members' ShopRite stores in the Northeastern U.S. and owns a handful of the stores outright. Given the co-op structure of ShopRite, individual stores make their own purchasing decisions. However, in virtually all cases ShopRite stores carry seafood that is directly sourced through Wakefern. PriceRite is a wholly owned subsidiary of Wakefern, with 50 stores located throughout CT, MA, NY, PA, MD, and RI.

**Greenpeace Comments:** Wakefern has been busy following its initial appearance in *Carting Away the Oceans* last year. The company is just hundredths of a point behind SUPERVALU and would have come out ahead this year if it seized an opportunity to join companies like SUPERVALU by sending a letter to the NPFMC calling for protection of the Bering Sea Canyons. As it enters its second full year after strong commitments on sustainable seafood, we encourage Wakefern to advocate for improvements across the industry. Since launching its sustainable seafood program in January 2014, Wakefern has adopted MSC Chain of Custody certification, requires a minimum BAP 2-star certification for farmed seafood, and is committed to not selling certain Red List species due to sustainability reasons. In the year ahead, Wakefern can double down on its efforts by strengthening existing policies, offering customers more information at the point of sale, stepping into the advocacy ring, and markedly reducing its Red List sales.

**Sustainable Seafood Policy:** Wakefern's policy covers fresh, frozen, and shelf-stable products; however, store visits at ShopRite revealed that the canned tuna aisle has not received enough attention as the bulk of tuna sold comes from unsustainable sources. Wakefern must supply more sustainable tuna under its co-op members' private labels (e.g., ShopRite, PriceRite). Developing a comprehensive tuna sourcing policy, with options like vessel-to-shelf traceable pole and line (or FAD-free) skipjack and albacore, would greatly improve its score next year as well as its customers' confidence in the products they purchase. While Greenpeace does not officially support any certification scheme, we commend Wakefern for so quickly requiring its farmed seafood be at least BAP 2-star certified.

**Seafood Sustainability Initiatives:** Wakefern has requirements suppliers must fulfill and uses metrics like MSC Chain of Custody, MSC, and BAP certification to ensure compliance. The company should join the fight against human rights abuses and IUU fishing in the seafood industry, and could start by refusing to purchase seafood transshipped at sea and consulting [Greenpeace's Blacklist](#). We encourage Wakefern to continue its prior leadership in FMI when it signed onto a letter opposing the Pebble Mine. Moving forward it should join the eleven retailers that sent letters to the NPFMC and call for adequate measures to protect the Bering Sea Canyons.

**Labeling and Transparency:** Wakefern holds MSC Chain of Custody certification (not to be confused with MSC species certification) at its seafood processing facility, which is an internal traceability program that monitors products through the supply chain. In its newsletter, Wakefern warns about overfishing and habitat destruction, and it makes commitments to not source certain Red List species due to sustainability concerns. While we found large sustainable seafood signs at the seafood counter in some stores, some stores only had information on a small laminated piece of paper that many customers may not see. Wakefern should make its signage prominent and consistent across stores. The retailer must also develop a user-friendly website and increase point-of-sale labeling like sustainability status and detailed fishing or aquaculture method so that customers can confidently purchase sustainable seafood.

**Red List Seafood Sales:** Wakefern made an important move by discontinuing bigeye tuna; however, the company did not see any improvement in this category as it introduced monkfish. The company must phase out Atlantic halibut and Chilean sea bass to remain true to its sustainability goals. While we commend its public statement to not sell orange roughy, sharks, and bluefin tuna, Wakefern must go further than saying "until sustainable sources can be identified" and instead *commit to never source* these top-tier Red List species. Wakefern sells far too many Red List species and must reduce this list significantly.

**Wakefern sells 16 of the 22 Red List species:** Atlantic halibut, Chilean sea bass, Alaska pollock, Atlantic cod, Atlantic salmon, Atlantic sea scallop, Greenland halibut, ocean quahog, monkfish, red snapper, redfish (a.k.a. ocean perch), skates and rays, South Atlantic albacore tuna, swordfish, tropical shrimp and yellowfin tuna.

# #18 Kroger

DID NOT RESPOND



Overall Score 4.53

Policy: 59.32 Initiatives: 55 Transparency: 44 Red List: 23



**Headquarters:** Cincinnati, Ohio

**Stores and Banners:** 2,638 supermarkets and multi-department stores operating as Kroger, Harris Teeter, Dillons, Fred Meyer, Fry's, QFC, Ralphs, Smith's, Baker's, City Market, Food 4 Less, Foods Co., Gerbes, Jay C Food Stores, King Soopers, Owen's, Scott's Food & Pharmacy, and Pay Less.

**Background:** Kroger operates 2,638 supermarket and multi-department stores across the U.S. under a multitude of banners, and recently acquired all seven of Hiller's Markets in the Detroit metropolitan area. Kroger is the nation's largest conventional grocery retailer. Its FY 2014 supermarket sales were approximately \$102.3 billion. In February 2014, Kroger acquired Harris Teeter, which is why Harris Teeter is no longer profiled separately in this report.

**Greenpeace Comments:** Kroger's score dropped this year. The retailer refused to participate in the report for its ninth consecutive time. While flashy websites and videos might sway some shoppers, Kroger's failure to respond amid repeated requests from Greenpeace is troubling and contradicts its claims of transparency noted in its 2014 CSR report.<sup>65</sup> Second only to Walmart in annual revenue, Kroger is the largest traditional grocery store chain in the U.S. Given its sheer size and tonnage of seafood sold, Kroger has an enormous responsibility to source sustainably and responsibly. Along with Publix, Kroger is the worst performing retailer in the Red List category, selling 18 of the 22 Red List species. Kroger must prioritize meaningful action this year—our oceans depend on it.

**Sustainable Seafood Policy:** Kroger's weak tuna sourcing requirements and lack of a comprehensive policy are a major problem preventing the company from sourcing available, price-comparable tuna products that boast safer methods of capture, such as FAD-free or pole and line methods. Kroger scored near the bottom of Greenpeace's [canned tuna ranking](#). The retailer cannot rely solely on industry-funded groups like the International Seafood Sustainability Foundation (ISSF) to assure its products are sustainable, socially responsible, and traceable. Its customers and our oceans deserve better. Kroger must change its destructive tuna sourcing practices and create a policy that also addresses slavery and human rights abuses in the industry. While Kroger publicly promotes that it is near its goals for a number of MSC certified products sold, Greenpeace cautions Kroger about relying solely on this approach. There are significant unresolved concerns with MSC certified fisheries, and defining sustainability solely by compliance with third party certification schemes is shortsighted at best (see pg. 14). Kroger must develop strong internal sourcing standards across fresh, frozen, and shelf-stable products to truly achieve seafood sustainability.

**Seafood Sustainability Initiatives:** Most of Kroger's corporate-branded farmed species are BAP 2-star certified. The company also has sustainability requirements (outside of its policy) by which its aquaculture suppliers must abide. While Kroger has several sustainability partners, including WWF, given the company's poor performance, it appears that Kroger may view these partners as more of an outward symbol of purported progress than as experts on how to implement genuine improvements to its sustainability standards and practices. As the second-largest grocery retailer in the country, Kroger must source sustainable seafood and heed the call to action to immediately address human rights abuses in the seafood industry. Kroger needs to emerge as a loud voice both in the public sphere and behind the scenes to clean up global seafood supply chains.

**Labeling and Transparency:** The retailer lacks transparency in its chain of custody, which is troublesome amid significant concerns about human rights abuses in the seafood industry. Kroger provides scant information at the point of sale to assist consumers in making sustainable seafood choices. While Kroger now offers some information on seafood sustainability on its website, store visits found only a small brochure and sometimes a sign with similar messaging. Unfortunately, nothing in its "sustainable seafood" brochure helps customers make more informed choices in the store. Kroger should look to the top ranked retailers for ways to improve its point-of-sale information.

**Red List Seafood Sales:** Kroger is tied with Publix as the worst performer in the Red List category among profiled retailers. The company continues to empty our oceans, selling highly vulnerable species, which is contradictory to its CSR statement, that it relies on science to identify species at risk. While Kroger shares in its CSR report that it does not source Red List species like sharks, it continues to sell Atlantic halibut, Chilean sea bass, hoki, and orange roughy. Kroger must discontinue these sales immediately.

**Kroger sells 18 of the 22 Red List species:** Alaska pollock, Atlantic cod, Atlantic halibut, Atlantic salmon, Atlantic sea scallop, Chilean sea bass, Greenland halibut, grouper, hoki, monkfish, ocean quahog, orange roughy, red snapper, redfish (a.k.a. ocean perch), South Atlantic albacore tuna, swordfish, tropical shrimp, and yellowfin tuna. Kroger is purportedly engaged in FIPs, though Greenpeace was not provided any information.

# #19 Albertsons



Overall Score

4.38



DID NOT RESPOND

Policy:

51.18

Initiatives:

45

Transparency:

35

Red List:

44

Red list sales: 14

**Headquarters:** Boise, ID

**Stores and Banners:** 1,081 stores operating as Albertsons, Jewel-Osco, Shaw's/Star Market, Acme, United, Market Street, and Amigos.

**Background:** Last year, Albertsons became one of the top ten U.S. grocery retailers (based on revenue, with FY 2014 sales of \$24.5 billion), and in early 2015 it acquired a larger competitor – Safeway. When factoring in Safeway's revenue, Albertsons-Safeway will have sales of approximately \$61.6 billion.<sup>66</sup> This would place the chain as the fourth largest grocery retailer in North America. For the purposes of this report, Greenpeace is evaluating Albertsons based on its prior performance as a separate entity from Safeway.

**Greenpeace Comments:** While Albertsons is undergoing a major transition, it is disappointing and troubling that the retailer has been unwilling to communicate with Greenpeace since last year. This is the second year in a row Albertsons did not participate in the survey process. While Albertsons saw small gains in the policy category due to offering more sustainable canned tuna options, it tanked in the Red List category. Albertsons shamefully sells orange roughy, sharks, and bigeye tuna. Safeway can teach this emerging giant a lot about sustainable seafood. There is significant work needed for Albertsons to prioritize sustainable seafood by developing a strong fresh, frozen, and shelf-stable seafood policy and cleaning up its supply chain. Albertsons can no longer use its transition as an excuse to delay action and Greenpeace expects major changes from this retail giant by next year's report.

**Sustainable Seafood Policy:** Albertsons' seafood policy does not cover shelf-stable products, only fresh and frozen. The company's seafood sustainability language posted online is devoid of tangible commitments. It is unclear whether its wild-caught or farmed seafood are covered by a comprehensive certification regime, although some of the company's products are partially covered. Albertsons must work with Safeway on canned tuna and develop a strong sustainable canned tuna policy this year, in addition to converting its private label to more responsibly caught products. At least in some locations the retailer sells more sustainable alternatives like Ocean Naturals; however, this is simply not enough for a retailer of its size.

**Seafood Sustainability Initiatives:** Greenpeace estimates that Albertsons has a minimal degree of sustainability criteria that suppliers must follow. Unfortunately, there is no public-facing information demonstrating that it employs third party audits or is taking proactive measures to ensure sustainable sourcing. Albertsons does not support improvements in fisheries management in the regulatory or policy arena, though the retailer appears to occasionally collaborate with groups in other forums. Earlier this year, Greenpeace publicly called on Albertsons to join a growing number of major seafood buyers calling for Bering Sea Canyons protection. The retailer did not seize this opportunity and it is unknown whether the company will participate in any other initiatives this year. While Safeway is exploring ways to address IUU fishing and human rights abuses in the seafood industry, it remains unclear if Albertsons is ready to take much needed action. As a large retailer, Albertsons has a responsibility to advocate for sustainable, socially responsible seafood and industry-wide changes.

**Labeling and Transparency:** There appears to be little consistency across Albertsons banner stores when it comes to communicating to consumers about sustainability, both online and at the point of sale. The retailer's online presence is severely lacking, as it has only posted a lone sustainable seafood blog entry in 2014 (though a few of its banner stores have communicated more to their customers). While in most cases there is little or no information on site, some store visits revealed a surprising amount of information for farmed seafood at the seafood counter, including country where born/hatched, raised, harvested, and processed. Albertsons needs a comprehensive, consistent strategy for labeling and sharing sustainability information with its customers.

**Red List Seafood Sales:** Albertsons tanked in the Red List category this year. In our store visits, we were alarmed to find top-tier Red List species orange roughy and sharks for sale. Albertsons must swiftly gain control of its supply chain and immediately discontinue selling orange roughy, bigeye tuna, and sharks.

**Albertsons sells 14 of the 22 Red List species:** Alaska pollock, Atlantic cod, Atlantic salmon, Atlantic sea scallop, bigeye tuna, grouper, ocean quahog, orange roughy, redfish (a.k.a. ocean perch), South Atlantic albacore tuna, sharks, swordfish, tropical shrimp, and yellowfin tuna.

# DID NOT RESPOND

Overall Score 4.32



Policy: 55.32 Initiatives: 33.5 Transparency: 13 Red List: 71



## Red list sales: 8

**Headquarters:** Boise, ID

**Stores and Banners:** 100 retail stores operating as WinCo

**Background:** WinCo Foods is a privately-held, majority employee-owned supermarket chain with stores in AZ, CA, ID, NV, OR, UT, WA, and TX. WinCo purchases directly from suppliers. Its FY 2014 sales were \$6 billion.

**Greenpeace Comments:** This marks WinCo's second year being profiled in *Carting Away the Oceans*, and for the second year in a row WinCo did not complete the survey. While we did receive limited information from seafood staff, the retailer needs to fully participate in the survey and more openly share its progress. Southeastern Grocers and Roundy's may rank higher next year if WinCo continues on its current trajectory. Greenpeace advises WinCo to increase its transparency and begin a productive dialogue in order to advance its sustainable seafood goals.

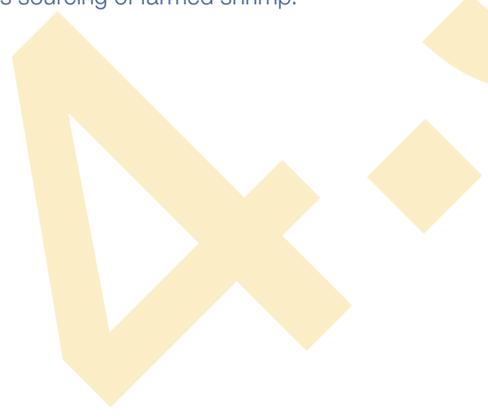
**Sustainable Seafood Policy:** WinCo has an internal sustainable seafood policy that does not address its canned tuna inventory. WinCo has an internal policy against selling GMO seafood and is looking to improve its sourcing of farmed shrimp.

**Seafood Sustainability Initiatives:** WinCo's opportunity lies in its vertical integration. Given the model of direct purchasing from suppliers, it has a strong internal chain of custody in the fresh seafood section. Its canned tuna section, filled with destructive national brands, is another matter. WinCo does not publicly participate in any seafood sustainability efforts and did not communicate to Greenpeace about whether it advocates behind the scenes for reforms. The company must push for swift action to confront human rights abuses in the seafood industry.

**Labeling and Transparency:** For the second year running, this is WinCo's weakest category. While WinCo does not have in-store signage, it has begun to issue in-store flyers related to seafood sustainability. It must substantially improve its on-package labeling and needs to better communicate sustainability information to its customers online. The company plans to release website updates in the coming months, which will be very helpful to inform customers about more sustainable choices.

**Red List Seafood Sales:** Greenpeace applauds WinCo for discontinuing sharks and encourages the retailer to publicly share this news.

**WinCo sells eight of the 22 Red List species:** Alaska pollock, Atlantic salmon, Atlantic sea scallop, ocean quahog, ocean perch, South Atlantic albacore tuna, tropical shrimp, and yellowfin tuna.



# #21 Southeastern Grocers (formerly Bi-Lo Holdings)



Overall Score

3.26



Policy:

34.28

Initiatives:

32.18

Transparency:

12

Red List:

52

Red list sales: 13

**Headquarters:** Jacksonville, FL

**Stores and Banners:** 802 stores operating as Winn-Dixie, BI-LO, and Harveys

**Background:** In May 2015, Bi-Lo Holdings officially changed its name to Southeastern Grocers. The retailer operates stores throughout Florida and the Deep South. In 2013, it purchased the Sweetbay, Reid's, and Harveys store banners from Delhaize for \$265 million. Last year, it formally converted all Reid's stores into BI-LOs, Sweetbay stores into Winn-Dixies, and it kept the Harveys banner. Its FY 2014 revenue was \$11.5 billion.

**Greenpeace Comments:** A new name is just one of this retailer's headlines in 2015. Southeastern Grocers claims the prize for this year's most improved retailer by increasing over two points from last year. Southeastern Grocers' biggest moves include completing the *Carting Away the Oceans* survey for the first time since this report launched in 2008, committing resources to develop a sustainable seafood program, and asking the NPFMC to protect the Bering Sea Canyons. The company is working with SFP to develop strong policies and no longer sells orange roughy, sharks, and monkfish for sustainability reasons. For the first time in seven years, Southeastern Grocers scored higher than Publix in a move that may up the stakes for its southern rival to get in the game. While Southeastern Grocers still received a failing score, Greenpeace commends the retailer for its U-turn and is cautiously optimistic about some big changes ahead if Southeastern Grocers maintains this momentum.

**Sustainable Seafood Policy:** Southeastern Grocers does not currently have a sustainable seafood policy, although it is making strides toward sourcing more sustainable and socially responsible products, using MSC and BAP certification schemes. While encouraging news, retailers must exercise independent judgement and not rely solely on certifications (see pg. 14). By developing a fresh, frozen, and shelf-stable policy that incorporates traceability and addresses human rights concerns, Southeastern Grocers is well on its way toward a strong sustainability program. The retailer must prioritize converting its private label canned tuna to further strengthen its supply chain and offer more sustainable products to its customers.

**Seafood Sustainability Initiatives:** Southeastern Grocers has partnered with SFP, demonstrating the company's investment in staff time and resources to prioritize sustainable seafood. Southeastern Grocers is exploring ways to maintain stronger oversight of its suppliers and has conveyed its determination to follow through on its goals. As Southeastern Grocers develops its program, it intends to participate in key conversations with industry and NGOs. Greenpeace applauds Southeastern Grocers for joining a growing number of retailers calling on the NPFMC to protect the Bering Sea Canyons. Greenpeace encourages Southeastern Grocers to continue engaging with policy makers to strengthen standards that protect our oceans and confront human rights abuses in the industry.

**Labeling and Transparency:** Southeastern Grocers is developing programs to educate and inform its customers about seafood sustainability, both online and at the point of sale. While Southeastern Grocers has a long way to go, it received credit this year for in-store signage and customer communications regarding its BAP 4-star certified Atlantic salmon. The company can ramp up its efforts by offering more information on labels and packaging, including sustainability status, catch or aquaculture method, and traceability back to the vessel or farm. We encourage Southeastern Grocers to update the public on its progress and begin sharing more publicly its commitment to sustainable, socially responsible seafood.

**Red List Seafood Sales:** Southeastern Grocers made waves in this category, increasing nearly 20 points. Greenpeace applauds Southeastern Grocers for dropping orange roughy, sharks, and monkfish for sustainability reasons, and encourages the company to publicly share with its customers why it made this decision. Southeastern Grocers must drop Atlantic halibut and Chilean sea bass to remain true to its sustainability goals.

**Southeastern Grocers sells 13 of the 22 Red List species:** Alaska pollock, Atlantic cod, Atlantic halibut, Atlantic salmon, Atlantic sea scallop, Chilean sea bass, grouper, ocean quahog, redfish (a.k.a. ocean perch), South Atlantic albacore tuna, swordfish, tropical shrimp, and yellowfin tuna.

Overall Score

2.69



Policy:

19

Initiatives:

29.18

Transparency:

9.5

Red List:

50

Red list sales: 13



**Headquarters:** Milwaukee, WI

**Stores and Banners:** 149 stores operating as Pick 'n Save, Copps, Metro Market, and Mariano's

**Background:** Roundy's stores are located in Wisconsin and Illinois. Its FY 2014 sales were \$3.9 billion. In early 2014, CEO Bob Mariano converted 11 Dominick's stores purchased from Safeway to their new name: "Mariano's." In mid-2014, it sold off its Rainbow stores (mostly to SUPERVALU) and exited the Minneapolis/St. Paul area.

**Greenpeace Comments:** One year after Roundy's was first profiled in *Carting Away the Oceans*, this retailer has doubled down on its sustainable seafood efforts. Roundy's is second only to Southeastern Grocers as the most improved retailer this year, more than doubling last year's score. While it still received a failing score, this is likely a temporary way post. Roundy's is currently developing its seafood policy and program, and this initiative is seeing significant results thanks to strong leadership on its seafood team. Roundy's discontinued orange roughy, sharks, monkfish, and skates, and added its voice for marine protected areas when CEO Bob Mariano sent a letter to the NPFMC calling for Bering Sea Canyons protection. The retailer is consulting NGOs like Monterey Bay Aquarium and is on track for significant improvement by our next report.

**Sustainable Seafood Policy:** Roundy's should improve in this category once it releases a comprehensive policy publicly that includes fresh, frozen, and shelf-stable products. Rather than wait for a full-fledged policy, the retailer is already moving forward with plans to offer more sustainable canned tuna and is demonstrating leadership by discontinuing several Red List species. Roundy's needs to create minimum standards for fresh and farmed seafood. The retailer must also develop supplier requirements and audit procedures, train staff and suppliers, implement traceability systems, and refuse to purchase seafood that cannot be traced back to vessel or farm. Consulting [Greenpeace's Blacklist](#) and refusing to purchase seafood transshipped at sea would set Roundy's on a strong path forward.

**Seafood Sustainability Initiatives:** Roundy's is proactively consulting stakeholders to support its sustainability goals. Greenpeace applauds Roundy's for calling on the NPFMC to protect the Bering Sea Canyons. Roundy's has an important voice and much to gain from participating in dialogues across the industry, including calling for action to address slavery and IUU fishing in the global seafood industry.

**Labeling & Transparency:** Roundy's does not provide in-store signage or labeling pertaining to sustainable seafood. As it develops its program, Roundy's plans to roll out point-of-sale and online information. The company can greatly improve in this category by creating a user-friendly online resource that features its commitments and seafood policy, developing in-store signage at the point of sale, increasing information on labels, and working with other groups to publicly promote sustainable seafood.

**Red List Seafood Sales:** Roundy's jumped nearly 20 points in this category thanks to its team's leadership and newfound commitment to sustainable seafood. The retailer discontinued four Red List species because of sustainability reasons: orange roughy, sharks, monkfish, and skates. As a result of participating in this year's survey, Greenpeace also confirmed Roundy's no longer sells Atlantic halibut, Greenland halibut, or bigeye tuna. Moving forward, Roundy's must follow Hy-Vee's lead and discontinue Chilean sea bass.

**Roundy's sells 13 out of the 22 Red List species:** Alaska pollock, Atlantic cod, Atlantic salmon, Atlantic sea scallop, Chilean sea bass, grouper, ocean quahog, red snapper, redfish (a.k.a. ocean perch), South Atlantic albacore tuna, swordfish, tropical shrimp, and yellowfin tuna.

# #23 Publix

Overall Score

2.61



DID NOT RESPOND



Policy: 20 Initiatives: 38.5 Transparency: 24 Red List: 22

Red list sales: 18

**Headquarters:** Lakeland, FL

**Stores and banners:** 1,090 supermarkets operating as Publix

**Background:** Publix is the largest employee-owned supermarket chain in the Southern U.S. Its FY 2014 sales were \$30.4 billion.

**Greenpeace Comments:** Publix yet again refused to participate in the *Carting Away the Oceans* survey, and will not engage in any dialogue with Greenpeace despite several requests. Publix failed again in this report and scored even lower because it did not inform its customers on whether it plans to create a sustainable seafood policy, how it works to eliminate IUU seafood in its supply chain, and how it advocates for industry improvements with suppliers. Our research could not find any new public communications about seafood sustainability this year. Publix now ties Kroger with most Red List sales (18), and sells top-tier Red List species like orange roughy, sharks, and Chilean sea bass. Publix is the only top ten (by gross revenue) U.S. retailer to fail this year's report. For the first time in seven years, it is ranked lower than its regional rival Southeastern Grocers. If Publix wants to remain relevant, 2015 must be the year it decides to seriously prioritize sustainability.

**Sustainable Seafood Policy:** Publix lacks a visible sustainable seafood policy. Although the company claims on its website to have "developed and begun to implement our seafood sustainability program," there is no evidence as to what the program entails, how it is being implemented, or how it impacts what seafood is sold by the company. The unsustainable offerings in its stores suggest that the company is either unable or unwilling to adopt a more robust sustainable seafood policy.

**Seafood Sustainability Initiatives:** This year, we have no new evidence of any initiatives. Publix works with SFP to inform its sustainable seafood practices, but it is unclear as to whether Publix is integrating SFP's recommendations into its program, or this relationship is merely for favorable marketing purposes. As a top ten U.S. retailer by revenue, Publix has significant responsibility to confront IUU fishing and human rights abuses throughout the seafood industry. Greenpeace hopes Publix will act with great haste to improve its supply chain and advocate for significant, industry-wide changes.

**Labeling and Transparency:** Publix has general sustainable seafood information online, but it does not give consumers specifics about its sourcing. A Publix *Seafood Facts* brochure found in one store provides consumers with information. Its *Fish List* brochure is an impressive guide for customers that discloses what fish Publix sells. However, there are no brochures, point-of-sale information at the seafood counter, or product labels that guide customers to make sustainable choices. Publix clearly has systems to track its sourcing, and now must apply this data to include point-of-sale sustainability information.

**Red List Seafood Sales:** Publix joins the likes of Kroger and Wakefern by selling a large number of Red List species. This year Publix is tied with Kroger, selling the most Red List species of any retailer in this report. Publix hides behind an outdated philosophy that looks to continue selling problematic species with goals to improve those fisheries, rather than outright refusing to sell the species that are severely overfished or harvested in destructive ways. Populations of our ocean's top predators like sharks, tuna, and swordfish have dropped by as much as 90% over the last half-century, and Publix sells all three of these species. It must discontinue Chilean sea bass, orange roughy, and sharks immediately, and markedly reduce its Red List sales if it wants to seriously tout any sustainability claims with its customers.

**Publix sells 18 out of 22 Red List species:** Alaska pollock, Atlantic cod, Atlantic salmon, Atlantic sea scallop, Chilean sea bass, Greenland halibut, grouper, ocean quahog, redbfish (a.k.a. ocean perch), orange roughy, monkfish, red snapper, skates, sharks, South Atlantic albacore tuna, swordfish, tropical shrimp, and yellowfin tuna. The company may source some species from FIPs, but since it refuses to complete the survey, there is no way to verify this information.



Overall Score 1.68



Policy: 4.5 Initiatives: 10.5 Transparency: 0 Red List: 52



Red list sales: 13

**Headquarters:** Montvale, NJ

**Stores and Banners:** 301 stores operating as A&P, Best Cellars, Food Basics, The Food Emporium, Pathmark, Super Fresh, and Waldbaum's

**Background:** Founded in 1859, A&P mainly operates in the mid-Atlantic and southern New England. Its FY 2014 sales dipped slightly from last year, and hover around \$5.8 billion.

**Greenpeace Comments:** A&P's score plummeted, losing nearly 3.5 points and dropping from last year's spot at seventeen. Significant restructuring at the company has stalled its work on sustainable seafood initiatives and its dialogue with Greenpeace. A&P did not participate in this year's survey. It is unclear what A&P intends to do in order to overhaul its seafood program, improve traceability, address IUU fishing, and create a robust sustainable seafood policy. A&P must act quickly or this retailer will continue its landslide in this report.

**Sustainable Seafood Policy:** A&P created a seafood mission statement in 2012, which served as an internal guide for its sustainable seafood program. Unfortunately, its current practices suggest that A&P no longer uses this document. The retailer must create a strong, traceable, binding seafood policy for fresh, frozen, and shelf-stable products. This policy should include supplier requirements, training and monitoring of A&P seafood buyer's purchasing practices, and increasing transparency and education for staff and its customers. A&P needs to evaluate its supply chain and immediately address any problem areas at greatest risk of IUU fishing or labor abuse. Greenpeace implores A&P to focus on IUU fishing, given egregious human rights abuses in the global seafood industry.

**Seafood Sustainability Initiatives:** While there may be some initiatives that continued amid internal restructuring, we cannot report with confidence on those practices. A&P should publicly recommit to consult the [Greenpeace Blacklist](#) and join dialogues with industry, government, and NGOs on seafood sustainability and human rights abuses in the supply chain. These steps will help A&P offer more sustainable, socially responsible seafood products. A&P should also recommit to not source the 19 species listed in its seafood mission statement and advocate for marine protected areas, including protection of the Bering Sea Canyons.

**Labeling and Transparency:** A&P's score in this category is terrible. Online and in-store visits revealed no sustainable seafood information on labels to help customers make more informed decisions. If and when A&P creates a seafood policy, it should include avenues to publicly communicate this work by posting its policies online, issuing press releases, and significantly increasing information available at the point of sale via labels and in-store signage.

**Red List Sales:** Our store visits found several red list species; however, this number could be even greater. A&P must immediately discontinue Chilean sea bass and Greenland halibut.

**A&P sells at least 13 out of the 22 Red List species:** Alaska pollock, Atlantic cod, Atlantic salmon, Atlantic sea scallop, Chilean sea bass, Greenland halibut, ocean quahog, redfish (a.k.a. ocean perch), red snapper, South Atlantic albacore tuna, swordfish, tropical shrimp, and yellowfin tuna.

# #25 Save Mart

DID NOT RESPOND



Overall Score 1.44



Policy: 2.5 Initiatives: 0 Transparency: 0 Red List: 55



Red list sales: 11

**Headquarters:** Modesto, CA

**Stores and Banners:** 218 stores operating as Save Mart, S-Mart Foods, Lucky, FoodMaxx, and MaxxValue Foods

**Background:** Save Mart Supermarkets owns stores in Northern and Central California and Nevada. Its FY 2014 sales were \$4.3 billion.

**Greenpeace Comments:** This is Save Mart's second year profiled in *Carting Away the Oceans* and the company has dropped even further, now ranked in last place. Internal restructuring seems to be a factor in the company's inability to complete this year's survey, but it is no excuse for the company's failure to take any beneficial action independent of the survey process. Save Mart must develop a comprehensive sustainable seafood policy, increase transparency, and reduce its Red List sales immediately. In addition to Greenpeace, there are many resources available for Save Mart to take responsibility for the seafood it sells.

**Sustainable Seafood Policy:** Save Mart does not appear to have a sustainable seafood policy; however, it carries sustainable third-party canned tuna products like Wild Planet. As Save Mart develops a sustainable seafood policy, it must include fresh, frozen, and shelf-stable products.

**Seafood Sustainability Initiatives:** Save Mart does not appear to participate in any sustainable seafood initiatives.

**Labeling and Transparency:** Save Mart does not provide customers with sufficient sustainability information either in stores or online.

**Red List Seafood Sales:** Save Mart's score dropped this year after our research found the company sells orange roughy, a top-tier Red List species that that should never be sold. Period.

**Save Mart sells 11 out of the 22 Red List species:** Alaska pollock, Atlantic salmon, Atlantic sea scallop, Chilean sea bass, ocean quahog, orange roughy, redfish (a.k.a. ocean perch), South Atlantic albacore tuna, swordfish, tropical shrimp, and yellowfin tuna.

## GLOSSARY

**AIP:** Aquaculture improvement project

**Aquaculture Stewardship Council (ASC):** a certification scheme for farmed species. ASC certified products are supposed to meet certain criteria for responsibly farmed seafood. In some cases, it may not be the best barometer for whether a certain species was truly farmed responsibly. While it may be a start, it is best for retailers to avoid exclusively relying on third party certifiers.

**Best Aquaculture Practices (BAP):** affiliated with the Global Aquaculture Alliance, these are third party standards that seek to address environmental and social responsibility, animal welfare, food safety and traceability in a voluntary certification program for aquaculture facilities. BAP primarily covers shrimp, salmon, tilapia, pangasius, channel catfish, and mussels. Retailers sometimes source BAP certified products according to a coding system (e.g. BAP 2-star, BAP 3-star). While it may be a start, it is best for retailers to avoid exclusively relying on third party certifiers.

[Bering Sea Canyons:](#) see page 18

**Bycatch:** Marine life unintentionally caught and often killed when fishing, like sharks, turtles and juvenile tuna. Some fishing methods have a higher rate of bycatch than others such as conventional longlines and purse seines employing fish aggregating devices (FADs).

**Ecosystem-based management:** in the context of marine environments, it is a shift away from the traditional strategies in which single species are managed individually. Instead, it is an integrated approach which considers all key activities, particularly human-related, that affect marine environments. The objective is to ensure sustainable ecosystems, thereby protecting the resources and services they provide.

[Fish Aggregating Device \(FAD\):](#) an artificial, floating object that attracts schools of tuna along with the (indiscriminate) aggregation of all kinds of marine life. Fishing with FADs leads to unintended collateral damage, or bycatch, in the form of dead sea turtles, sharks, and other fish.

**FAD-free:** Fishing without the use of FADs, setting purse seine nets on free schools of fish. Other marine life is less impacted when fishing free school, so it is a better option.

**FAO:** United Nations Food and Agriculture Organization. This entity has categorized the ocean's "major fishing areas" by a numeric code, and this information aids people in finding out where a particular species was caught.

**FIP:** Fishery improvement project

**Global Aquaculture Alliance (GAA):** an organization that represents dozens of individuals, associations, and businesses associated with aquaculture and seafood around the world, with the goal of improving practices and increasing output across the entire aquaculture production chain.

**Gear type:** a reference to the fishing method used to catch a particular species of fish. Some gear types (like pole and line for tuna) are far favorable to the environment than others (like trawling for flatfish, which scrapes and damages the ocean floor).

**GMO (genetically modified) seafood:** Unlike natural selective breeding, GMO seafood is lab-created in ways that would never naturally occur in nature. One company has developed a genetically modified salmon that combines the DNA of three species: two different species of salmon and a sea eel. It is seeking U.S. approval of this creature for sale in the U.S., despite there being inadequate safeguards to protect from potential environmental harms due to farmed fish escapes and unresolved questions related to possible impacts on human health. Retailers are encouraged to preemptively reject false solutions to our oceans, like this product.

[Greenpeace Red List:](#) a scientifically-developed list of just 22 species of seafood that should not be consumed for various sustainability reasons, ranging from stock status to method of capture.

[Greenpeace Blacklist:](#) a database of fishing vessels and companies engaged in IUU fishing.

**Green Belt:** This highly productive habitat along the Bering Sea shelf-break is an important area in the Bering Sea. The nutrient rich waters support fish, birds, sea mammals, and fishers, and this is an area where vulnerable coral and sponge habitat exists. This is the only major habitat in the Bering Sea where no areas are protected from fishing.

## GLOSSARY

**ILO Core Conventions:** Eight conventions that the International Labour Organization deems as fundamental principles and rights at work. Retailers should only source from vessels, companies, canneries, and processors that operate in full compliance with international labor standards, including ILO Core Conventions, ILO Maritime Labour Convention, and ILO Work in Fishing Convention.

**ISSF:** International Seafood Sustainability Foundation

**IUU:** Illegal, unreported, and unregulated fishing (also known as pirate fishing)

**Longline:** Fishing lines sometimes dozens of miles long, baited with thousands of hooks. This is very indiscriminate and highly destructive fishing gear.

**Marine protected areas:** Similar to national parks on land, they offer some level of protection from fishing and other industrial activities. Safe havens like this are essential to replenish marine ecosystems.

**Marine Stewardship Council (MSC):** runs a certification scheme for wild fisheries. MSC certified products are supposed to meet certain sustainability criteria. In some cases, it may not be the best barometer for whether a wild-caught species was truly caught sustainably. While it may be a start, it is best for retailers to avoid exclusively relying on third party certifiers.

**MSC Chain of Custody certification:** an identification, control, and traceability program. It ensures that products labeled or marketed as MSC certified originated from an MSC certified sustainable fishery.

**North Pacific Fishery Management Council (NPFMC):** This is the regional fishery management council that has been appointed by the U.S. Federal Government to manage fisheries in the North Pacific U.S. waters, which includes Alaska. It is the relevant council that must decide whether or not to protect the Bering Sea Canyons from destructive fishing methods.

**Ocean safe:** Tuna sourced from healthy stocks and caught using more sustainable fishing methods such as pole and line, handline, troll-caught, or purse seine fishing on free schools.

**Pole and line:** a highly selective form of fishing that has virtually no bycatch, as tuna are caught one by one with a fishing pole and a line.

**Scientific name:** also known as Latin name or species name, this clarifies precisely what species is in the package. Given that mislabeled seafood is a common problem in the industry and many species of fish are known by several names, retailers are encouraged to include this information on their labels.

**Third party audit:** when an independent party, unaffiliated with either the company or the certifying group, checks whether the product or process meets the standard holder's standards. While a very valuable tool, a third party auditor's performance is only as good as the standards, which serve as the baseline for the audit.

**Three biggest tuna brands:** Bumble Bee, Chicken of the Sea, and StarKist. These are the three largest vendors of canned tuna in the U.S. market, and are all known to sell tuna that has been caught using destructive, irresponsible, and wasteful tuna fishing practices.

**Top-tier Red List species:** the worst of the worst to sell on [Greenpeace's Red List](#). The following should not be sold regardless of method of capture: Atlantic halibut, Chilean sea bass, hoki, orange roughy, sharks, and bluefin tuna.

**Transshipment at sea:** a legal practice wherein one vessel transfers its cargo from its hold to that of another vessel directly next to it, without needing to go to port. This practice is often how unethical companies can commingle legally caught and illegally caught seafood and essentially "launder" pirated seafood (as well as hide labor abuse; see page 13).

**Yellow Card (issued by the European Union):** this is a trade warning that the EU has issued to various countries in Southeast Asia, threatening trade sanctions (a red card) if these countries do not immediately act to remove illegally-caught products from their exports to the EU.

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