



Seafood Progress

SCORING RUBRIC
FOR **GROCERS**

OCTOBER 2022

01

Commitment

Does the grocer have comprehensive seafood commitments?

1.1	The grocer has a publicly available commitment on environmentally sustainable seafood.
0	No publicly available environmental sustainability commitment.
20	General commitment to environmentally sustainable seafood.
40	Commitment to environmental sustainability that includes clear objectives for sustainable procurement.
60	Commitment to environmental sustainability that includes clear objectives that are supported by references to credible standards (such as Seafood Watch or Ocean Wise ratings, eco-certifications, etc.).
80	Commitment to environmental sustainability that includes clear objectives that are supported by references to credible standards and a full chain traceability policy in place (or a timeline set for implementation) that traces at least the product scientific name, geographic origin, farmed/wild and gear type or farming method.
100	Commitment to environmental sustainability includes clear objectives that are supported by references to credible standards, a full chain traceability policy and a timeline for meeting the commitment (unless the commitment has already been met).

1.2	The grocer has a publicly available commitment on socially responsible seafood.
0	No publicly available social responsibility commitment.
20	General commitment to socially responsible seafood.
40	Commitment to social responsibility includes with worker driven objectives that are based on credible international standards (The UN's Guiding Principles, The WBA's Seafood Stewardship Index, ILO and the UN Declaration).
60	Commitment to social responsibility includes clear objectives and actions or expectations for seafood suppliers.
80	Commitment to social responsibility includes clear objectives, actions or expectations for seafood suppliers, and a clear and effective traceability policy that at least involves tracing data on the existence of an independent trade union or representative worker organization.
100	Commitment to social responsibility includes clear objectives, actions or expectations for seafood suppliers, a clear and effective traceability policy, and the grocer reports publicly on activities to support social responsibility on at least an annual basis.

01

Commitment

Does the grocer have comprehensive seafood commitments?

1.3	The grocer includes all banners that sell seafood in its sustainable seafood commitment.
0	Grocer does not include any banners in its sustainable seafood commitment.
25	Grocer includes 25% or more of its banners in its sustainable seafood commitment.
50	Grocer includes 50% or more of its banners in its sustainable seafood commitment.
75	Grocer includes 75% or more of its banners in its sustainable seafood commitment.
100	Grocer includes 100% of its banners in its sustainable seafood commitment.

1.4	The grocer includes all shelf stable and national brand products in its sustainable seafood commitment.
0	Grocer's commitment includes neither all of its shelf stable or national brand products.
50	Grocer's commitment includes all of its shelf stable or national brand products.
100	Grocer's commitment includes all of its shelf stable AND national brand products.

02

Data Collection

Does the grocer collect data to support its commitment?

2.1	The grocer collects data on scientific name.
0	Does not collect data (or no information available).
50	Collects data for some products included in the grocer's commitment.
100	Collects data for all products included in the grocer's commitment.

2.2	The grocer collects data on geographic origin.
0	Does not collect data (or no information available).
50	Collects data for some products included in the grocer's commitment.
100	Collects data for all products included in the grocer's commitment.

2.3	The grocer collects data on whether wild or farmed.
0	Does not collect data (or no information available).
50	Collects data for some products included in the grocer's commitment.
100	Collects data for all products included in the grocer's commitment.

2.4	The grocer collects data on gear type or farming methods.
0	Does not collect data (or no information available).
50	Collects data for some products included in the grocer's commitment.
100	Collects data for all products included in the grocer's commitment.

03

Responsible Sourcing

Does the grocer make responsible sourcing decisions?

3.1	The grocer publishes a clear hierarchy demonstrating its sourcing priorities.
0	Does not publish the sustainability standards that it uses to inform its purchasing decisions.
25	Publishes a general list of sustainability standards that it uses to inform its purchasing decisions.
50	Publishes a clear hierarchy of sustainability standards used for sourcing some products, but doesn't identify the standards it uses to inform its purchasing decisions for other products.
75	Publishes a clear hierarchy of sustainability standards used for sourcing some products, and identifies a general list of sustainability standards that it uses to inform its purchasing decisions for other products.
100	Publishes a clear hierarchy of sustainability standards demonstrating its sourcing priorities for all products it sells.

3.2	The grocer has reported on the percentage of its seafood sold in the last year that mets its sustainability commitment by volume or value.
0	The grocer has not reported on the percentage of seafood sold that met its sustainability commitment (or no information available).
25	The grocer has reported that 25% or more of its seafood sold meets its sustainability commitment.
50	The grocer has reported that 50% or more of its seafood sold meets its sustainability commitment.
75	The grocer has reported that 75% or more of its seafood sold meets its sustainability commitment.
100	The grocer has reported that 100% of its seafood sold meets its sustainability commitment.

03

Responsible Sourcing

Does the grocer make responsible sourcing decisions?

3.3	Suppliers are required to agree in writing to uphold the grocer's commitment to sustainable seafood.
0	Suppliers are not required to agree in writing to uphold the terms of the grocer's commitment.
25	Some suppliers are required to agree in writing to uphold some of the terms of the grocer's environmental sustainability commitment.
50	All suppliers are required to agree in writing to uphold some of the terms of the grocer's environmental sustainability commitment.
75	All suppliers are required to agree in writing to uphold all of the terms of the grocer's environmental sustainability commitment on at least an annual basis.
100	All suppliers are required to agree in writing to uphold all of the terms of the grocer's environmental sustainability commitment and the grocer actively verifies that this commitment is being upheld on at least an annual basis.

3.4	Suppliers are required to sign a code of conduct to uphold the grocer's commitment to socially responsible seafood.
0	Suppliers are not required to sign a code of conduct (or no information).
50	All suppliers are required to sign a code of conduct that covers all of the grocer's social responsibility commitment on at least an annual basis.
100	All suppliers are required to sign a code of conduct that covers all of the grocer's social responsibility commitment and the grocer actively verifies that this commitment is being upheld by suppliers of *high risk products.

04 Transparency

Is the grocer transparent about its commitment to sustainable seafood?

4.1	The grocer labels products with the information that allows consumers to make informed decisions.
	Species' scientific name Geographic origin Wild or farmed Gear type or farming method
0	The grocer does not label products with the information (or no information available).
50	The grocer labels some products with the information.
100	The grocer labels all products with the information.

4.2	The grocer follows best practice guidelines for making environmental claims on its products.
0	The grocer uses self-declared claims on product labels and does not make evidence to back up its claim(s) publicly available.
25	The grocer uses self-declared claims on product labels and makes evidence to back up the claim(s) publicly available.
50	The grocer uses endorsement claims on product labels but does not make the evidence to back up its claim(s) publicly available - - OR - - The grocer uses self-declared claims on product labels that adhere to ISO 14021 Type II guidance and makes evidence to back up the claim(s) publicly available.
75	The grocer uses certification claims as well as endorsement claims and/or self-declared claims that 1) adhere to ISO 14021 Type II guidance and proof of third-party verification on product labels and 2) makes evidence to back up its claim(s) publicly available.
100	The grocer only uses credible certification claims on product labels and includes a chain-of-custody identifier with publicly available evidence to back up its claim(s).

Definitions: Credible certification claims: GSSI recognized certification (e.g. MSC, ASC and BAP).

Endorsement claims: Rating programs like Ocean Wise and Dolphin Safe.

Self-declared claims: Private company claims (as opposed to certification or endorsement logos).

Evidence to back up claims: Species sourcing details (Latin name, harvest method, geographical origin), certified fishery, chain of custody number OR farm/fishery certificate, ranking by OW or rating system and independent audits (e.g. ISSF tuna audit).

ISO 14021 Type II environmental labelling guidance:

1. Avoid claims of sustainability (e.g. "sustainable," "sustainable practices" and "sourcing only sustainable seafood");
2. No vague and non-specific claims (e.g. "responsible" and "ocean-friendly");
3. Do not overstate the benefits (e.g. "circle hooks means our tuna is ocean-friendly");
4. Do not use ".....free" claims that are irrelevant (e.g. "antibiotic free" on a wild product); and
5. Explanatory statements should accompany claims.

04 Transparency

Is the grocer transparent about its commitment to sustainable seafood?

4.3	Key information regarding the grocer's products has been made publicly available.
0	No information has been made publicly available.
50	Scientific name, geographic origin, gear type or farming method has been made publicly available for some products.
75	Scientific name, geographic origin, gear type OR farming method has been made publicly available for all products.
100	Scientific name, geographic origin, gear type AND farming method has been made publicly available for all products.

4.4.	The grocer reports how much of its seafood meets its sustainability criteria by volume or value of sales on an annual basis.
0	No public information on how the grocer is doing to meet its commitment.
50	The grocer has at one point reported publicly how much of its seafood sold meets its commitment.
100	The grocer regularly reports publicly how much of its seafood sold meets its commitment by volume or value of sales every year.

05

Education

Does the grocer educate key stakeholders on its seafood commitments?

5.1	Training programs are conducted for seafood staff.
0	Training programs not conducted for seafood staff (or no information available).
50	Training programs are sometimes conducted or for only some seafood staff.
75	Training programs are conducted for all seafood staff, but only once.
100	Training programs are regularly conducted for all seafood staff.

5.2	There is a description of the grocer's seafood commitments in store.
0	There is no description of the grocer's commitments in store.
25	There is some description of the grocer's commitment to sustainability OR social responsibility in store.
50	There is some description of the grocer's commitment to sustainability AND social responsibility in store.
75	There is a comprehensive description of the grocer's commitments to sustainability OR social responsibility in store.
100	There is a comprehensive description of the grocer's commitments to sustainability AND socially responsibility in store.

5.3	The grocer has taken actions to ensure its suppliers are aware of its sustainable seafood commitment.
0	The grocer has taken no actions OR no information is available.
25	The grocer sends its suppliers a copy of its sustainable seafood commitment.
50	The grocer shares its sustainable seafood commitment and any updates made to its commitment and sometimes engages with its suppliers to help ensure the products they supply meet its expectations.
75	The grocer shares its sustainable seafood commitment and any updates made to its commitment and regularly engages with its suppliers to help ensure the products they supply meet its expectations.
100	The grocer shares its sustainable seafood commitment and any updates made to its commitment, has a clear strategy to engage with its suppliers and provides direct support (e.g. training, resources) to help ensure all seafood products are procured in line with its policies.

06

Taking Initiative

Does the grocer take initiative to support improvements to fisheries and aquaculture?

6.1	Farmed Atlantic salmon (<i>Salmo salar</i>).
#1	· Only sells farmed salmon products that meet the highest bars for sustainability, i.e. are produced in a closed containment facility, Recommended by Ocean Wise and/or rated Best Choice by Seafood Watch (100 pts).
#2	· Conducts outreach to policymakers and/or certifying bodies to advocate for salmon farming management to be more environmentally sustainable (17 pts).
#3	· Promotes farmed salmon products from closed containment producers through marketing efforts and/or distinguishes these products from open-net pen products at points of sale (17 pts).
#4	· Works with suppliers or producers directly to improve salmon farming practices and/or to support their transition from open-net systems to closed containment systems (17 pts).
#5	· Refrains from advertising versions of this product that are Not Recommended by Ocean Wise and/or rated Avoid by Seafood Watch (17 pts).
#6	· Preferentially procures farmed salmon from closed containment producers and/or sources that are Recommended by Ocean Wise or rated Best Choice by Seafood Watch (17 pts).
#7	· Does not sell genetically engineered (GE) or genetically modified (GM) farmed salmon (17 pts).

6.2	Farmed Shrimps and Prawns (Multiple spp).
#1	· Only sells farmed shrimp and prawn products that meet the highest bars for sustainability, i.e. are certified by ASC, BAP 2 star plus, Recommended by Ocean Wise and/or rated Best Choice by Seafood Watch (100 pts).
#2	· Conducts outreach to policymakers and/or certifying bodies to advocate for shrimp and prawn farming management to be more environmentally sustainable (17 pts).
#3	· Collaborates with other companies pre-competitively to improve shrimp and prawn farming practices (17 pts).
#4	· Works with suppliers or producers directly to improve shrimp and prawn farming practices (17 pts).
#5	· Refrains from advertising versions of this product that are not ASC or BAP 2 star plus certified, Not Recommended by Ocean Wise and/or rated Avoid by Seafood Watch
#6	· Preferentially procures shrimp and prawns from sources that are ASC or BAP 2 star plus certified, Recommended by Ocean Wise or Best Choice by Seafood Watch (17 pts).
#7	· Prioritizes sourcing from suppliers committed to full chain traceability and/or making social responsibility improvements (17 pts).

06

Taking Initiative

Does the grocer take initiative to support improvements to fisheries and aquaculture?

6.3	Skipjack Tuna (<i>Katsuwonus pelamis</i>).
#1	· Only sells pole and line caught skipjack tuna products that meet the highest bars for sustainability, i.e. are MSC certified, Recommended by Ocean Wise and/or rated Best Choice by Seafood Watch (100 pts).
#2	· Conducts outreach to policymakers and/or certifying bodies to advocate for skipjack fishing methods and management to be more environmentally sustainable (17 pts).
#3	· Collaborates with other companies pre-competitively to improve skipjack fishery management practices (17 pts).
#4	· Works with suppliers or producers directly to improve skipjack fishing practices (17 pts).
#5	· Only advertises pole and line caught skipjack tuna products that meet the highest bars for sustainability, i.e. are MSC certified, Recommended by Ocean Wise and/or rated Best Choice by Seafood Watch (17 pts).
#6	· Preferentially sources pole and line caught skipjack tuna products that meet the highest bars for sustainability, i.e. are MSC certified, Recommended by Ocean Wise and/or rated Best Choice by Seafood Watch (17 pts).
#7	· Prioritizes sourcing from suppliers committed to full chain traceability and/or making social responsibility improvements (17 pts).

6.4	Other species.
#1	· Only sells versions of a certain species that meet the highest bars for sustainability, i.e. are certified by MSC/ASC, Recommended by Ocean Wise and/or rated Best Choice by Seafood Watch (100 pts).
#2	· Conducts outreach to policymakers and/or certifying bodies to advocate for harvest or farming method and management to be more environmentally sustainable (17 pts).
#3	· Collaborates with other companies pre-competitively to improve fishing or aquaculture practices (17 pts).
#4	· Works with suppliers or producers directly to improve fishing or farming practices (17 pts).
#5	· Refrains from advertising versions of a certain species that are not MSC/ASC certified, Not Recommended by Ocean Wise and/or rated Avoid by Seafood Watch (17 pts).
#6	· Preferentially sources from more sustainable sources that are MSC/ASC certified, Recommended by Ocean Wise or Best Choice by Seafood Watch (17 pts).
#7	· Prioritizes sourcing from suppliers committed to full chain traceability and/or making social responsibility improvements (17 pts).