

Carting Away the Oceans VI



GREENPEACE

Written by: Casson Trenor
Special thanks to John Hocevar & Jenny Shaw

Greenpeace is an independent campaigning organization that acts to expose global environmental problems and achieve solutions that are essential to a green and peaceful future.

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702 H Street NW Suite 300
Washington, DC 20001
Tel/ 202.462.1177
Fax/ 202.462.4507

book design by Andrew Fournier

greenpeace.org





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State of the Oceans



2012 is forecast by many to be a year of great change, and from an ocean conservationist's perspective, this comes not a moment too soon. Even now, despite how much we have learned about our connection to this planet's health and how much we depend on vibrant and resilient ecosystems to sustain our way of life, we continue to treat our oceans in wantonly disrespectful manner brought on by a combination of callousness, myopia, and greed.

The devastation wrought by global industrialized fishing continues on a massive scale, and in spite of overwhelming evidence and strong warnings from the scientific community, we continue to plunder our seas. Populations of the ocean's apex predators—sharks, tuna, swordfish, and similar animals—have dropped by as much as 90 percent. Bycatch remains a scandalous problem: each day, an enormous portion of the world's total seafood catch is tossed over the sides of fishing boats due to inefficient, indiscriminate fishing methods. The worst of the destructive fishing practices, bottom trawling, is responsible for 80 percent of all bycatch incurred globally.

Here in the United States, however, we may be beginning to turn a corner. This is the sixth iteration of Greenpeace's Carting Away the Oceans (CATO) project, and for the first time, a retailer (two of them, in fact) has crossed the seven-point mark and entered the "good" category. Through varying combinations of progressive policy development, public support for conservation measures, and the elimination of unsustainable seafood inventory items, these two companies—Safeway and Whole Foods—have transformed themselves into undeniable leaders within the industry. Although the two retailers are extremely different in business model, consumer demographic, and size, they have each found ways to excel in their promotion and adoption of sustainable seafood. Certainly they still have a great deal of work to do—sustainability is, after all, a moving target, as it is inextricably linked to the dynamics of our oceanic ecosystems and to the vagaries of our changing climate—but Greenpeace celebrates the achievements of these companies and eagerly awaits similar outcomes from other retailers that are poised to embrace sustainability to a greater degree.

While it makes sense to acknowledge those companies that are leading the pack, it's also important to recognize the progress made by retailers that, while not quite at the forefront of the industry, have made powerful strides.

Introduction

Companies like Harris Teeter, Aldi, and Delhaize have made substantial improvement over the past year and are tackling the difficult issues thwart many companies less determined to achieve greater sustainability within their seafood operations.

It is clear that certain markets have become deeply invested in making better decisions and providing safer, more sustainable seafood options for their customers. At the same time, an opposite, dismal truth has become impossible to ignore: there are still a few seafood retailers out there that even now have yet to take any responsibility for the seafood they sell, or for the damage they are doing to our oceans.

Consumers deserve to be able to purchase seafood from retailers that care about the condition of our oceans and that properly steward our marine resources. The days of selling fish with no regard for the environment are over. Companies have two choices—they can implement strong seafood policies and become leaders, or they can ignore reality and continue their unsustainable seafood practices until many popular seafood items are no longer available. And increasingly, if they choose the latter course, they will reap the wrath of a consumer public that has simply had enough.



State of the Oceans

The Role of Supermarkets

Supermarkets are one of our strongest connections to the oceans. Our relationship with fish is largely one of predator and prey, and, for most Americans, grocery stores are the preferred hunting grounds.

In the United States, consumers buy about half of their seafood at the fish counter, but conservation efforts in this arena have a history of bypassing retail operations and concentrating on the individual shopper. Unfortunately, this method alone will not reduce pressure on our fish stocks to acceptable levels—rather, the supermarkets themselves must begin to participate in global ocean conservation.

Retailers have a tremendous amount of power in the seafood industry. Over the past four years, we have seen many companies begin to engage in proactive, thoughtful actions: ending objectionable projects, participating in sector-wide conservation initiatives, and creating sustainable seafood policies that will enable stores to continue to sell seafood in an ethical and responsible manner far into the future.

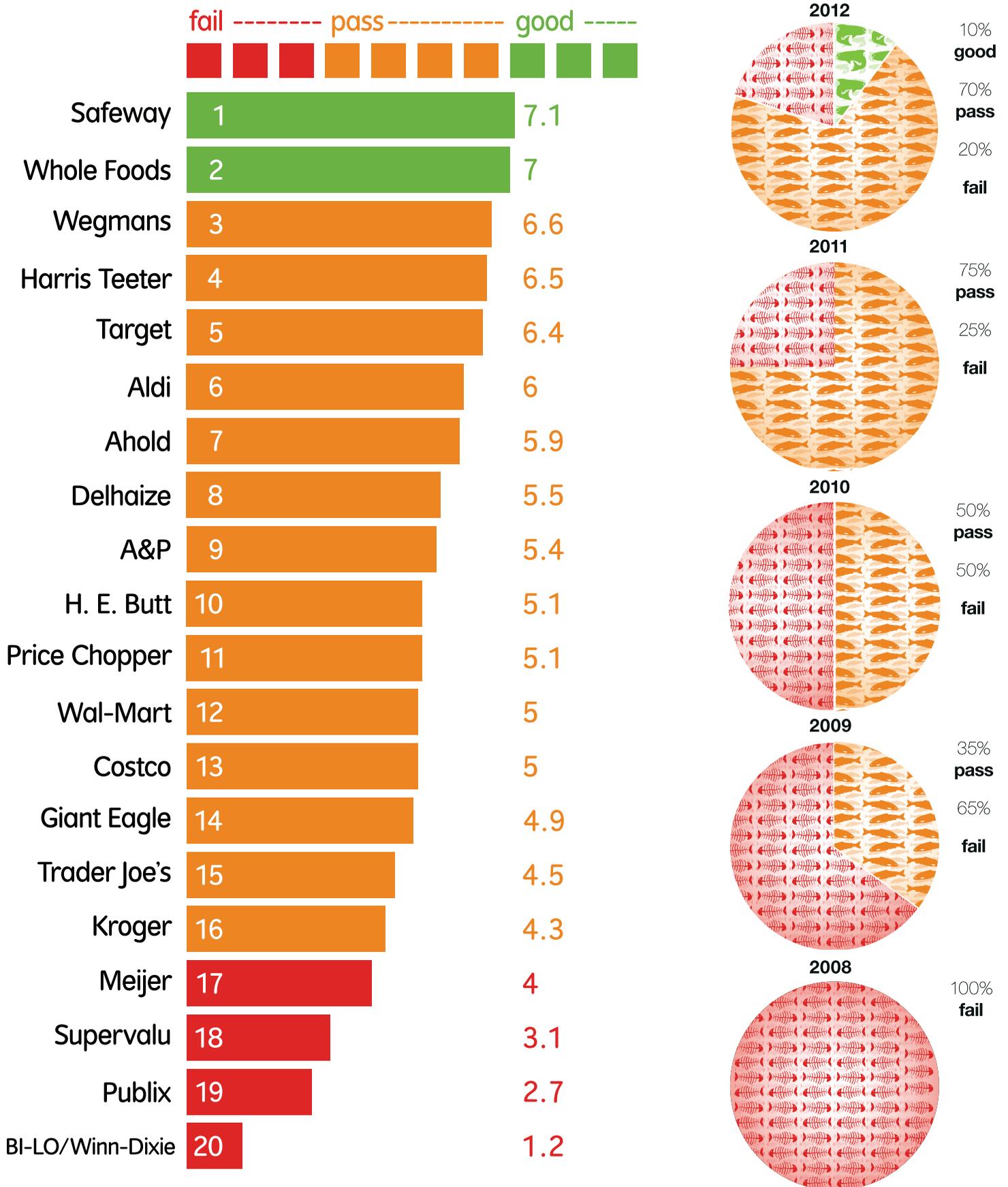
Other retailers, however, have yet to get on board. These industry laggards continue to ignore the writing on the wall and refuse to reform their behavior, electing instead to sell unsustainable species without remorse. These kinds of irresponsible actions highlight a general disregard for our planet, our shared resources, and our future. Companies that act this way do not merit our patronage.

Call to Action

Greenpeace calls upon all seafood retailers to enact strong, effective, sustainable seafood policies that will reduce pressure on flagging fish stocks by prohibiting destructive practices, such as bottom trawling and other high-bycatch fishing methods, and end purchasing from unsustainable stocks. These policies must also include protocols that increase overall transparency within the chain of custody, both to avoid the spoils of pirate fishing and to provide more information to the customer at point-of-purchase. Retailers must begin to participate more actively in the political process; they must use their massive buying power to leverage positive change in our oceans and to support governmental initiatives that will create marine protected areas (MPAs) and other measures integral to a sensible, ecosystem-based fisheries management approach. Lastly, responsible retailers should demonstrate their commitment to this process by removing unsustainable species from their inventories immediately. If we are to save our oceans from destruction, we cannot continue to sell unsustainable species like shark, orange roughy, and hoki. There is a better way to sell seafood. It's time for progressive retailers to take the reins and lead the industry away from the environmentally negligent practices that have brought us to the brink of catastrophe.

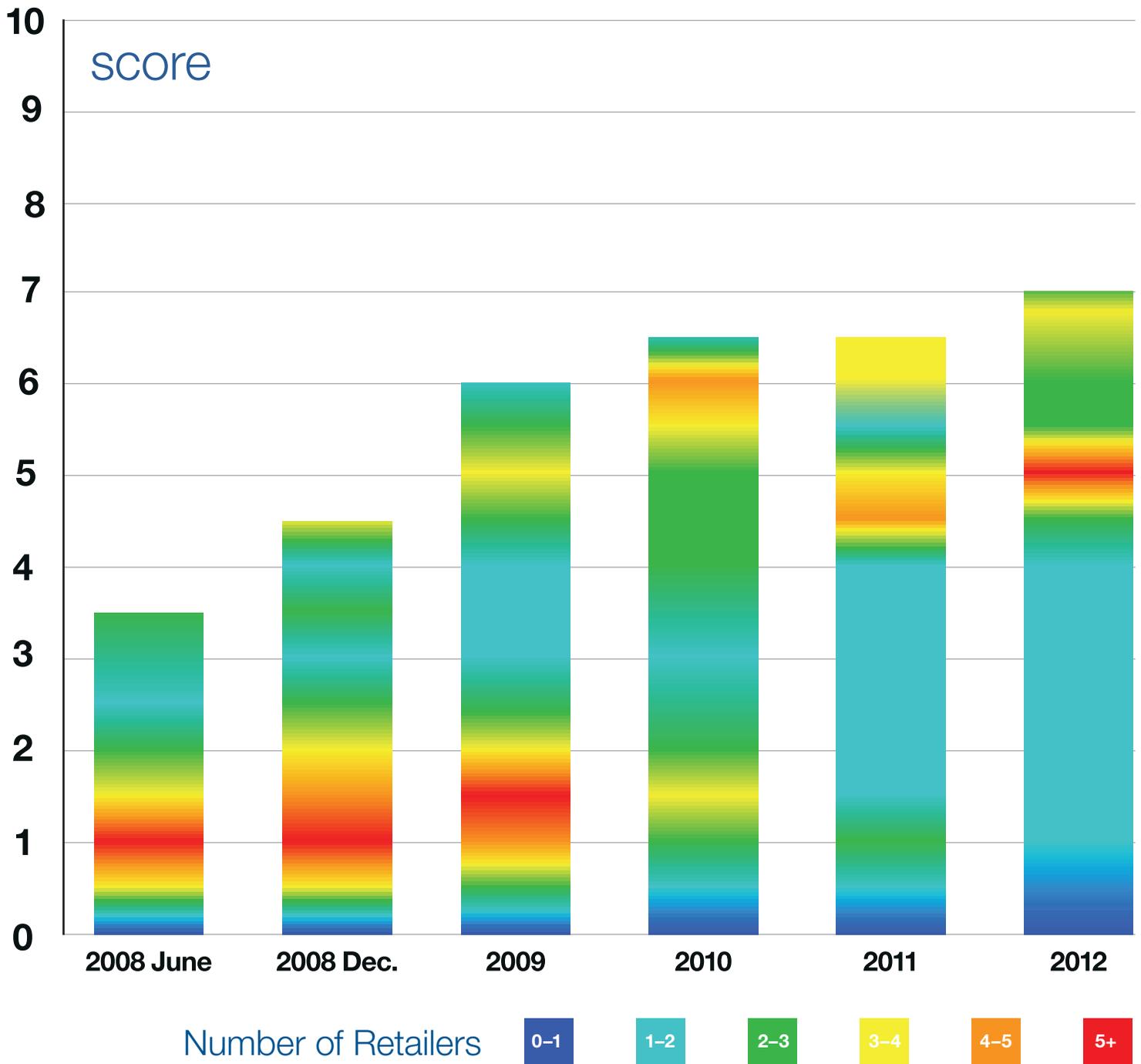


2012 Seafood Retailer Scorecard



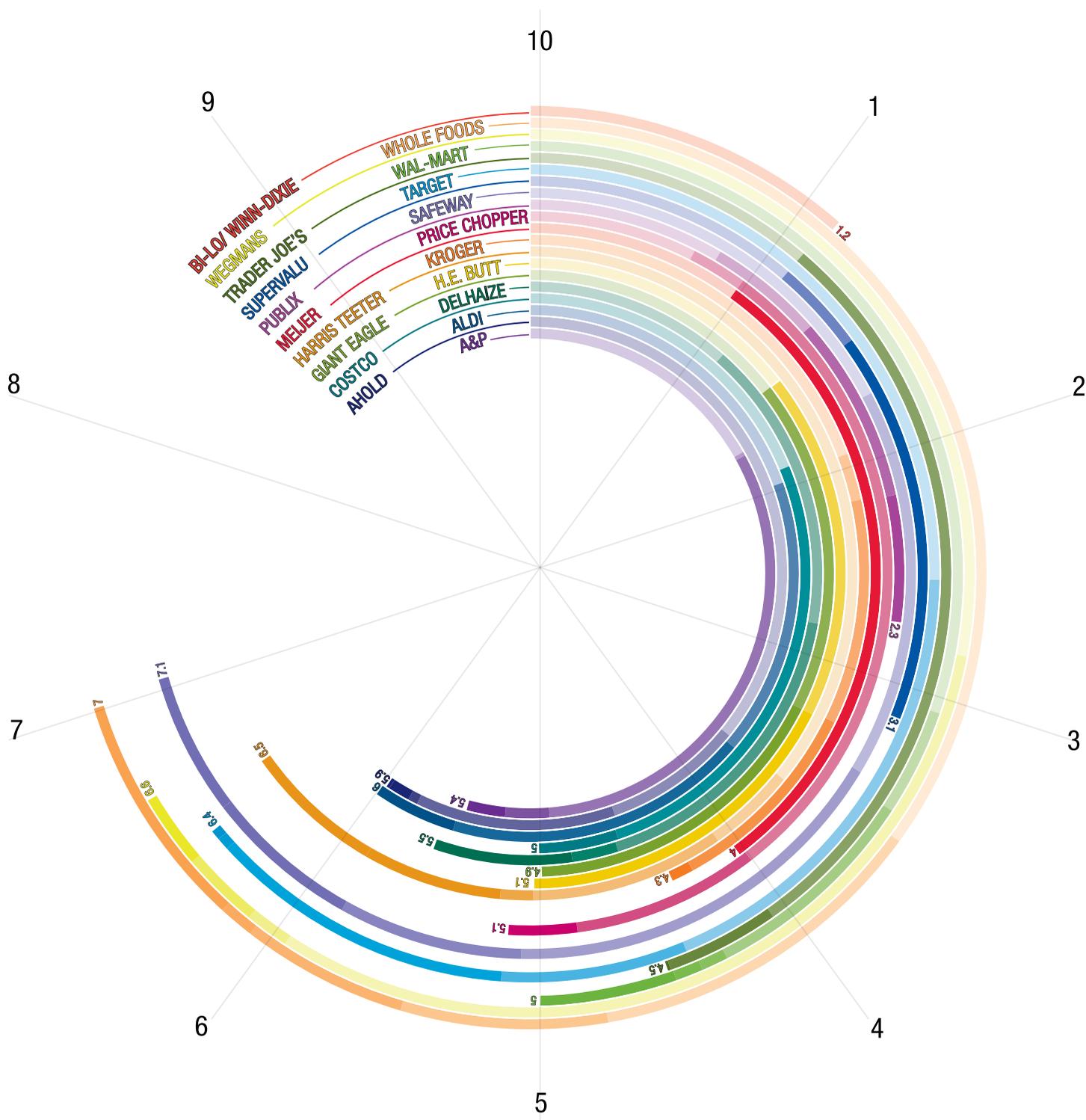
An Industry Snapshot: Trends Over Time

The US seafood retail industry has improved significantly since 2008. Not only has the top CATO score more than doubled (Whole Foods' 3.5 in June 2008 to Safeway's 7.1 in this report), but the overall average performance of the industry has shifted significantly towards the good. The graph below uses a spectrum-based representation of frequency to illustrate the number of retailers performing at a given score standard over the past five years. A number of interesting transitions are visible in this graph, including the upward trend of the industry as a whole (the rising red bar from 2008 to 2012), the emergence of a progressive retail group (appearing first in December 2008 and becoming more pronounced every year thereafter), and the gradual dissolution of a laggard group (strongest in December 2008 and nearly eliminated by 2012.)

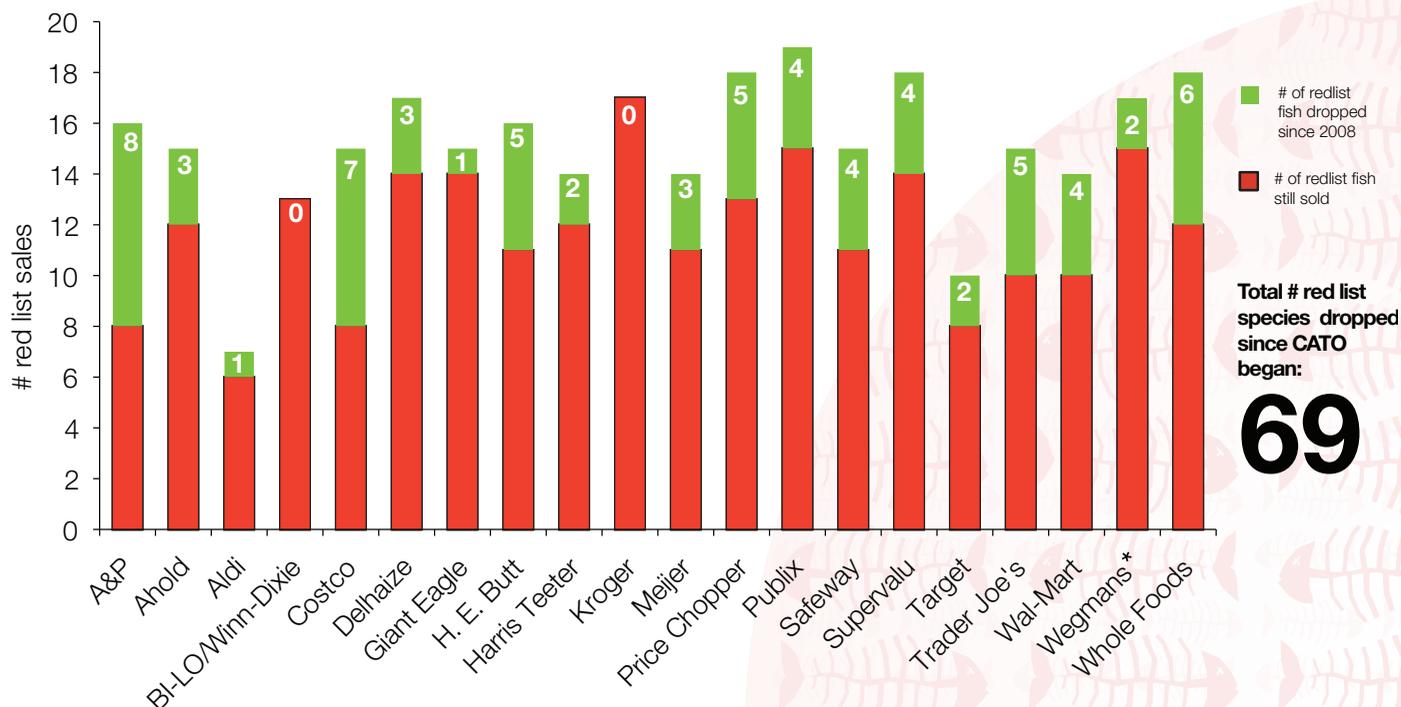


An Industry Snapshot: Individual Retailer Progress

The 20 CATO retailers are marching towards seafood sustainability at vastly different paces. The graph below serves to illustrate their respective progress. Color intensity denotes change year-by-year, starting with the faintest (representing scores in 2008) and deepening each year until reaching their most intense hue (representing current scores.)



Red List Sales: An Overview



* Original 2008 audits indicated that Wegmans sold 13 red list items; this was due a survey error on Greenpeace's part. The company in fact sold red list 17 items in 2008 and has since discontinued two.

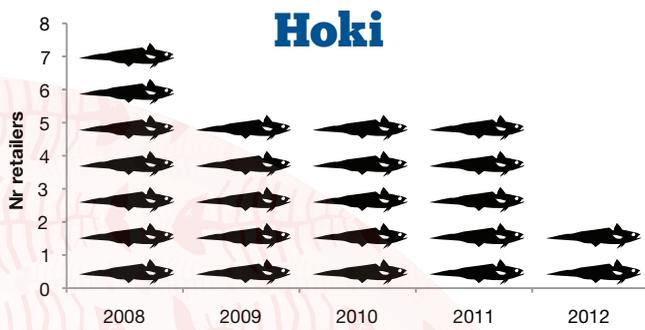
Removing Red List Species

One of the most critical parts of a responsible and ethical seafood operation is also one of the simplest in concept: stopping the sale of unsustainable seafood. It's no surprise that this idea has historically encountered a significant amount of resistance from many retailers—a lot of companies bristle at the idea of voluntarily reducing their product selection due to concerns that such a reduction in inventory may cause their customers to shop for seafood elsewhere. But what if it's the customers themselves that are demanding this change, and what if the simple act of changing one's inventory to address a new paradigm—in this case sustainability—is in itself a marketable commodity that draws a new demographic of eco-conscious consumers into the store?

Since the CATO project began in 2008, the 20 retailers analyzed within the report have discontinued a total of 67 red list species—over 20% of the total number originally sold (301). Most of this progress was made in the past two years, which is indicative of growing trend within the sector to eschew unsustainable seafood products in favor of more responsible and defensible alternatives. Greenpeace includes 22 different species on its seafood red list for the United States, but not all of these products are regarded with the same level of concern. Certain species—known collectively as “Tier One”—are considered to be more problematic than others due to intrinsic challenges, such as physiology, fishery characteristics, and key ecosystem services.

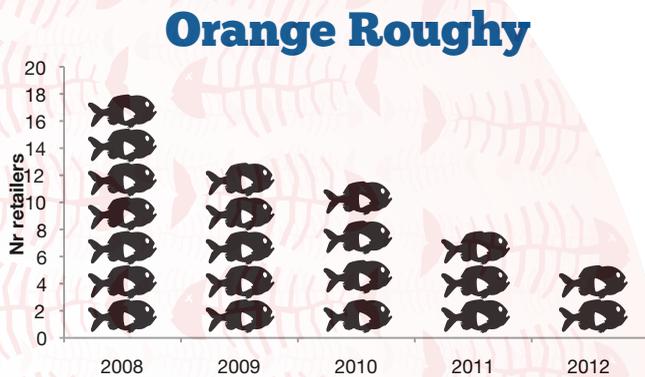
Some retailers are taking the red list more seriously than others. Leaders in this area include some of the most successful grocers in the United States, such as Costco (selling eight red list items down from 15), Whole Foods (12 down from 18), and Trader Joe's (10 down from 15). Unfortunately, a few remaining laggards—most notably Kroger, which still carries an appalling 17 red list items, the most sold by any major grocer in North America—continue to pull the industry average down with their destructive practices. It is Greenpeace's fervent hope that companies like Kroger change their ways before it's too late.

Red List Sales: Tier One Species



Hoki is a highly vulnerable deep-sea species that is captured by bottom and mid-water trawls in the waters off of New Zealand. The hoki fishery targets gravid females and results in significant benthic habitat disruption as well as high levels of seal and seabird bycatch. The 2001 Marine Stewardship Council certification of the hoki fishery remains one of the most heavily criticized and objectionable certifications ever awarded by the MSC.

Down from seven retailers in 2008, there are only two stores within the CATO report that continue to sell hoki products: Kroger and Price Chopper.



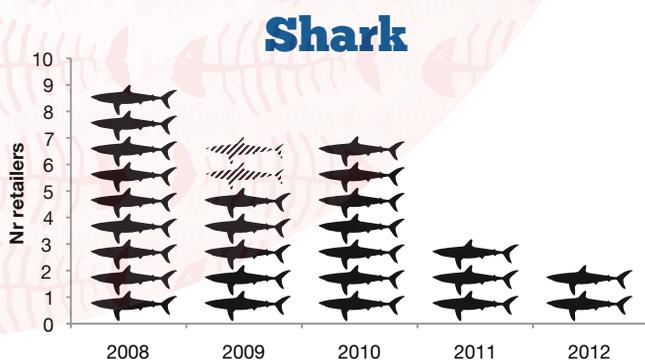
Orange roughy, another deep-sea species caught primarily by New Zealand bottom trawlers, is a slow-to-mature organism that can live for over a century and that reaches market size before it achieves sexual maturity. This is a devastating characteristic when it comes to resilience under industrialized fishing pressure. Orange roughy stocks have declined perilously since the 1970s, with one crashing to 3% of pre-exploited biomass before being closed... and subsequently re-opened.

The United States seafood retail community has made massive progress in this category. Down from 18 retailers in 2008, only five continue to sell orange roughy: BI-LO/Winn-Dixie, Giant Eagle, Kroger, Price Chopper, and Publix.



Chilean sea bass (AKA Patagonian or Antarctic toothfish) fisheries offer us an example of how not to feed the world. Not only does this animal grow slowly and reproduce late in life, but it lives in an area of the planet where fishing requires a massive infrastructural and logistical investment. If human beings are to find a way to truly live sustainably, we will need to accept the fact that going to Antarctica to procure food is simply untenable—certified or otherwise. One of the greatest criticisms of current certification systems is that they do not adequately consider these meta-level issues in their rubric, and MSC certified Ross Sea toothfish is a perfect example of this problem.

While significant progress has been made with Chilean sea bass thanks to historical leaders like Ahold, there is still some work to do in this category. Down from 17 in 2008, Chilean sea bass is still available from nine CATO retailers: Giant Eagle, H-E-B, Harris Teeter, Kroger, Publix, Safeway, SUPERVALU, Wegmans, and Whole Foods.



Sharks are simply too valuable as keystone species to be thought of as food. If we have learned anything about sharks in the past 20 years, it is that they are an indispensable component of a healthy ocean ecosystem. We need only look at the current state of out-of-control and ailing ecosystems like the Chesapeake Bay to see how necessary it is to maintain a healthy stock of apex predators in our oceans.

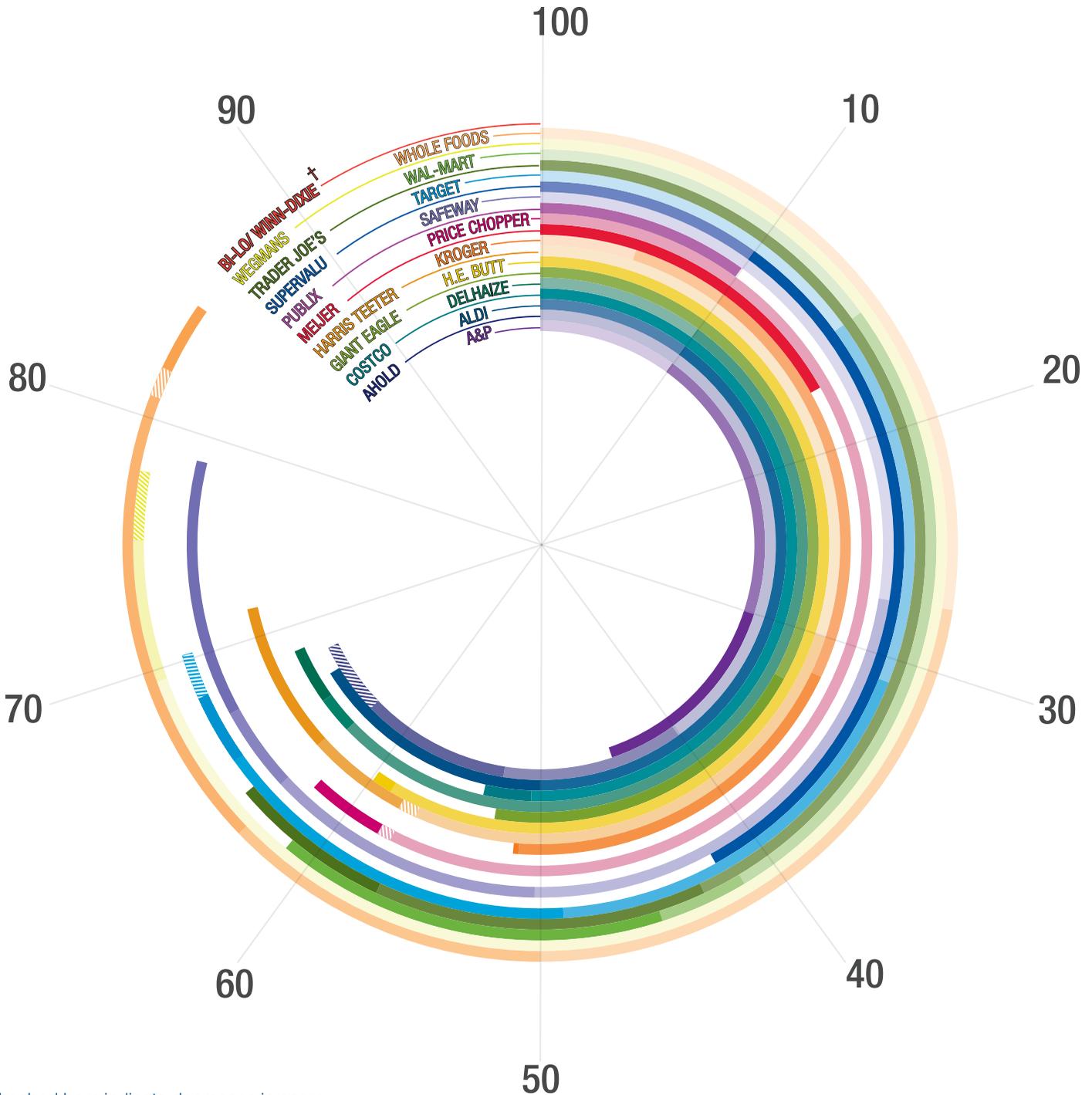
Down from nine in 2008, only two retailers within the CATO report continue to sell shark: Delhaize and Publix.

In recognition of their progress, Greenpeace salutes those retailers that do not sell any of the Tier 1 species listed above: A&P, Ahold, Aldi, Costco, Meijer, Target, and Wal-Mart.

* While surveys and audits in 2009 only found five retailers selling shark, subsequent communications have indicated that seven companies were in fact selling shark at this time. The data in this chart has been adjusted to match.

Deep Dive: the Policy Score

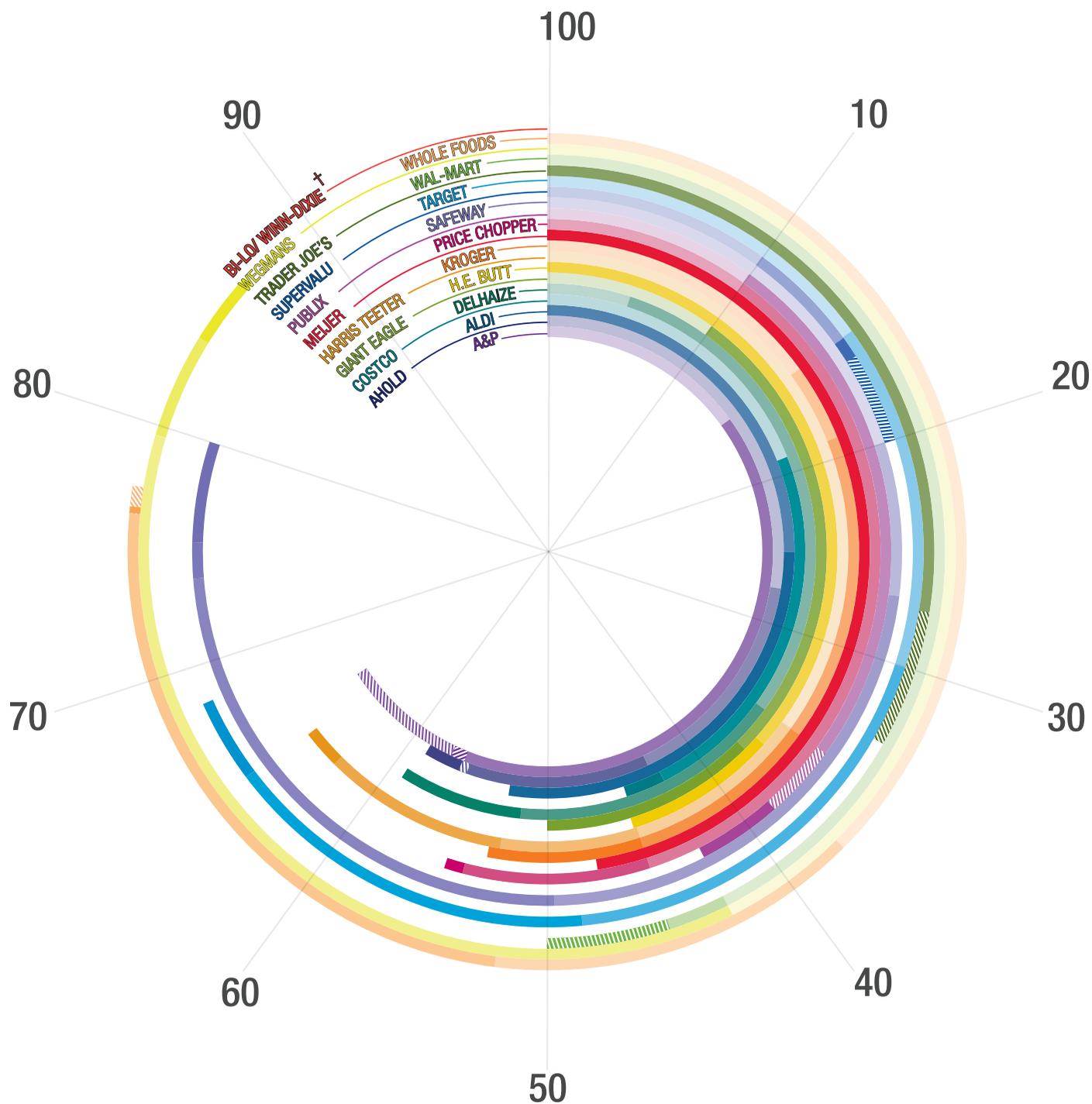
A retailer's policy score corresponds to the system that a company has implemented to govern its purchasing decisions and to avoid supporting destructive fishing and aquaculture practices. Leaders in this area, such as Whole Foods and Safeway, are pioneering thorough suites of requirements and benchmarks that help to preclude unsustainable seafood from entering their stores. An example would be establishing in-house standards for a particular species, or holding purchasing decisions to a level of discretion that goes beyond simply relying on an external certification system.



* hashed bars indicate decreases in score
 † BI-LO/Winn-Dixie has a current score of zero in this category

Deep Dive: the Initiatives Score

The initiative score is an appraisal of a retailer's participation and leadership in coalitions, partnerships, and other movements that promote seafood sustainability and ocean conservation outside of the grocery industry. Leaders here, most notably the sector's perennial champion Wegmans, are willing to stand up for important political initiatives and make public statements in support of key areas of ocean conservation. Examples would include taking the Ross Sea pledge, or directly communicating the need for sustainable fishing practices to policy makers and management authorities.

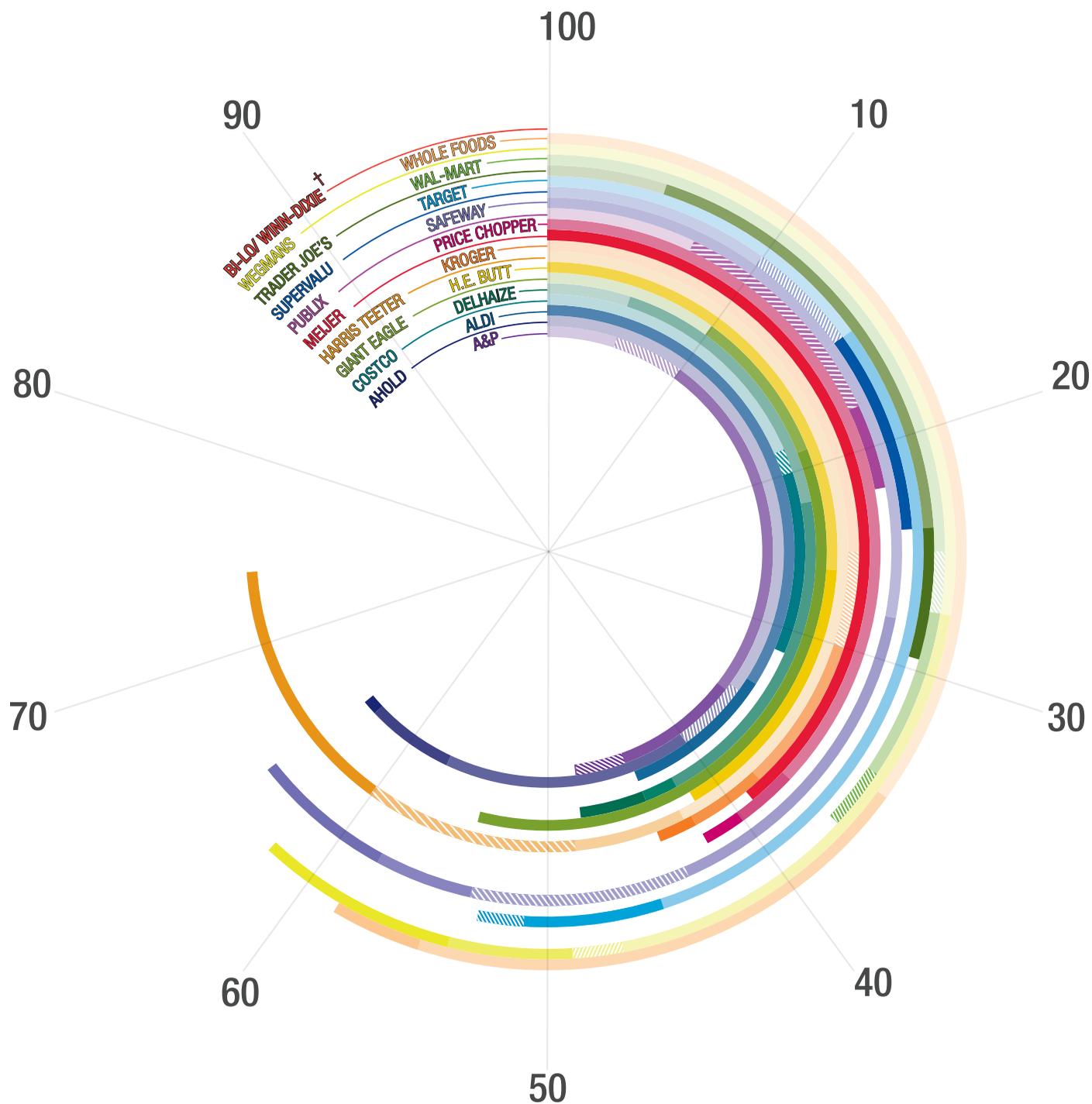


* hashed bars indicate decreases in score

† BI-LO/Winn-Dixie has a current score of zero in this category

Deep Dive: the Transparency Score

The transparency score is an evaluation of a retailer's ability to provide relevant information about the seafood supply chain and sustainability practices to consumers and other interested parties. Some companies focus solely on providing in-house materials while others concentrate more heavily on electronic and online information centers. Leaders here, such as Harris Teeter and Ahold, have done considerable work to create pathways for customers to access information about the seafood they purchase and to learn more about the impacts of their choices.



* hashed bars indicate decreases in score

† BI-LO/Winn-Dixie has a current score of zero in this category

Industry Leaders Enter The Green Zone

The sixth CATO report captures a critical milestone in the overall progress of the US retail industry. With Safeway and Whole Foods crossing the 7 out of 10 line and entering the CATO “green” retailer category, leaders in both the conventional and specialty grocery sectors have set an example for the industry— not only by being first, but by understanding that crossing this line is not the end of the journey. Our planet is a dynamic system, and sustainability is a moving target. A company with its policies and internal sense of responsibility calibrated to a high level will surely understand this and will continue to press forward, safeguarding fish for the future while raising the bar for sustainable retail.

It’s interesting to note that while there has been some shake-up in the rankings since CATO V, the top seven companies are the same. Some have moved up or down within that group, but it seems that a strong cadre of progressive retail companies is beginning to establish a distinct vanguard in seafood sustainability.

Aldi: De-listing yellowfin tuna was an incredibly progressive decision, and you deserve kudos for taking on such a challenge. If you clarify the information in your sourcing policy and make the details publicly available, you’ll be in great shape. You would benefit from engaging in initiatives to help improve oceans policy, such as taking the Ross Sea pledge, or supporting legislation aimed at helping to keep IUU products out of US markets.

Ahold: You have a powerful and determined team, but things seem to have stalled out a bit. Consumers are counting on you to re-engage. Greenpeace highly recommends taking the Ross Sea pledge in order to make your commendable policy on Chilean sea bass effective on a global scale. Consider strengthening your sourcing policy when it comes to aquaculture.

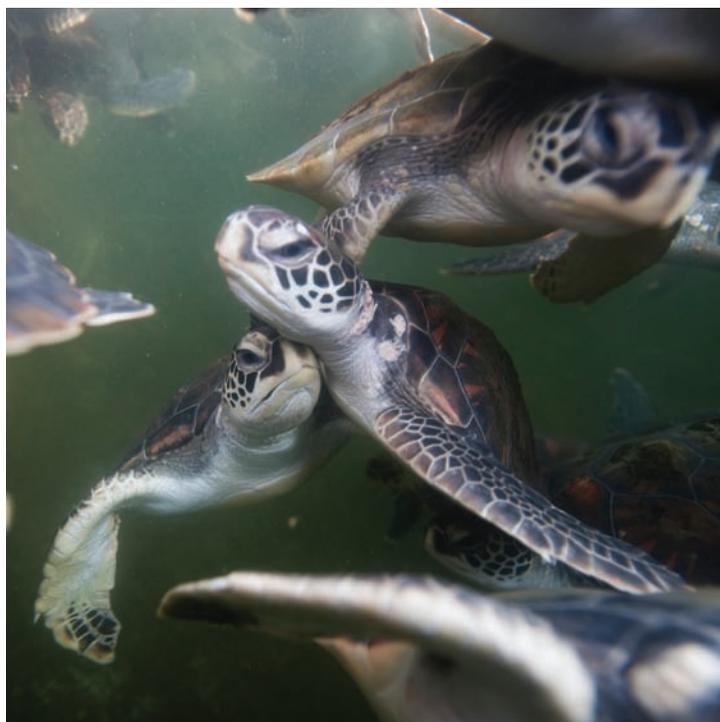
Harris Teeter: Your dedication to sharing important information with your customers is paying off, and there’s no doubt that your recent entrance into the political arena vis-à-vis the Ross Sea pledge is already making a difference in Antarctic conservation. Keep this commendable momentum going by transitioning to more sustainable canned tuna products, and by strengthening your wild capture guidelines to address concerns such as destructive fishing methods, habitat conservation, and bycatch.

Safeway: Congratulations on your impressive accomplishments— while there is much yet to be done, you have earned your place at the top of this ranking. Your canned tuna section still awards most of its valuable real estate to brands that plunder the planet in search of short-term profit, however. Consider applying your formative tuna sourcing policies to national brand products. Also, take a hard look at your remaining red list items—there is still room for improvement in this area.

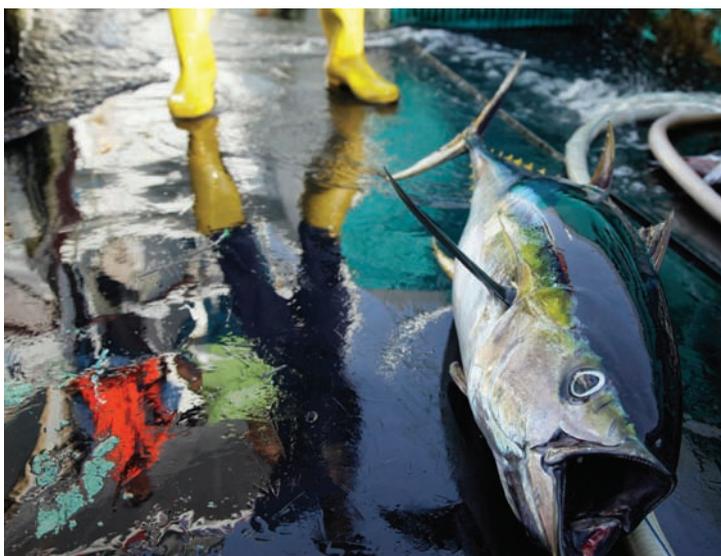
Target: Things seems to have slowed down a bit, but there is no doubt that you are still built to succeed in this area. Given your volumes, the need for strong and uncompromising standards for farmed shrimp and canned tuna are undeniable—use your purchasing power to set a high bar in these categories. Taking the Ross Sea pledge would send a strong message as well and would help to promote conservation on a global scale.

Wegmans: You continue to lead the pack in progressive initiative participation, but we’ve done the math, and it’s going to be extremely difficult for you to cross that seven-point line unless you drop some of those red list items sitting in your wetcases. Shifting to domestic sources for your grouper, transitioning to gillnetted monkfish, and dropping the skate would be a great step forward. You also have the opportunity to stand up for sustainable, community-based fishing by refusing to bring in Canadian longlined swordfish and supporting the harpoon fishery instead.

Whole Foods: Your Earth Day pledge has catalyzed incredible change in your overall inventory, and the work that your sustainability team has done behind the scenes over the past year cannot be overstated. The discontinuation of six red list items has helped you to vault the seven-point barrier into the green category. Greenpeace urges you to take the Ross Sea pledge, to add more information about your products at point-of-sale, and to eschew worrisome fisheries that still have serious conservation concerns.



Sustainability in Canned Tuna



Consumer awareness of seafood sustainability is at an all-time high here in the United States, and concerned seafood customers around the country are asking more questions than ever before about the ramifications of their seafood choices. While there is still a great deal of progress to be made, the growth of sustainable seafood awareness in the United States has come a long way over the past few years.

One of the most significant developments is the expansion of grocers' sustainability policies: once confined solely to the seafood department, these guidelines and sourcing benchmarks are finding their way into the aisles, and shelf-stable seafood is coming under a new level of well-deserved scrutiny.

For years, the application of seafood sustainability principles at a grocery store seemed to end abruptly, bumping up against the walls of the freezer and petering out among the parsley strewn about the edges of the wetcase. Little or no attention was paid to the massive amounts seafood available in shelf-stable categories: fish encased in tin cans or vacuum-packed plastic was simply not on the radar of most people working on seafood sustainability, either in the NGO community or within the industry itself. Thankfully, this is beginning to change.

Canned tuna is one of the largest seafood categories in the world. Historically, it was the most popular seafood item in the United States until being eclipsed by farmed shrimp in the 1990s. Even so, it remains the penultimate seafood item of choice in the US market, and accounts for thousands of tons of seafood sales every year. Unfortunately, the canned tuna industry is fraught with environmentally devastating practices—a state of affairs that must be addressed.

For example, the skipjack purse seine fisheries in the Pacific Ocean rely heavily on fish aggregating devices, or FADs. About 20% of their total take is actually juvenile bigeye and yellowfin tuna rather than skipjack. Given that bigeye tuna has now been classified as a “vulnerable” species by the IUCN—“vulnerable” being defined by that group as “at risk of extinction in the wild”—the situation is growing more perilous. Add that to the countless sharks, rays, turtles, seabirds, and other animals slaughtered by FAD-associated purse seine boats and conventional tuna longliners every year, and we have a massive threat facing our oceanic ecosystems.

Sustainability in Canned Tuna

But there is hope. We have seen incredible progress on this front on a global scale—markets such as the United Kingdom have made tremendous changes, with all major market players authoring public pledges to transition to pole-and-line and/or FAD-free tuna sources in the coming months and years. Similar leaders are emerging in continental Europe, Australia, Canada, and even here in the United States. Even though at the time that this report went to press, the “big three” US tuna companies—Chicken of the Sea, Bumble Bee, and StarKist—had still refused to offer sustainable tuna options to the US market, two key retail brands—Whole Foods and Safeway—have taken it upon themselves to provide their customers with better options. Whole Foods’ 365 brand tuna is fully pole-and-line, and Safeway’s private label skipjack is FAD-free purse seine caught—an option that is not quite to the level of pole-and-line in terms of environmental management, but still vastly better than FAD-associated purse seines and conventional longlines.

Greenpeace celebrates the progress that Whole Foods and Safeway have made, and strongly encourages other retailers to follow suit. Companies like Target, Costco, and Walmart have well-developed private labels and have also taken strong steps towards seafood sustainability in their other categories. Perhaps it is time close the loop and to adopt pole-and-line sourcing for their canned tuna products?

Until conventional canned tuna companies like Chicken of the Sea agree to offer a better and more environmentally responsible canned tuna product on the US market, Greenpeace encourages consumers to consider other options.

For better skipjack “chunk light” products: consider purchasing Whole Foods’ 365 pole-and-line skipjack or Safeway’s Safeway Select FAD-free skipjack.

For better albacore “solid white” products: consider purchasing high-quality boutique brands such as Wild Planet pole-and-line albacore and other similar domestic labels



Next Steps: Achieving Traceability in Seafood

As the concept of seafood sustainability develops, it is becoming clear that a transparent and thorough traceability system is an essential to the effective management of our seafood resources. Consumers may demand sustainable seafood, and a retailer or restaurant may do their utmost to provide it, but without an adequate information stream that can reliably trace fish back to where they were caught or raised, it is impossible to unequivocally state that a given seafood product is or is not sustainable.

The global nature of the seafood industry poses numerous challenges for companies and organizations attempting to develop strong traceability systems. Cultural and linguistic barriers can cause critical information to be misinterpreted. Incongruent technologies can result in data loss during purchasing, processing, and passing through break-of-bulk points. To worsen matters, a sector of the industry—most notably the owners and operators of pirate fishing vessels—has been able to profit substantially off of fraudulent and illegal activity. These companies staunchly oppose proposed protocols and legal frameworks that would push back against their behavior through new regulations and more effective enforcement tactics.

We are seeing rampant fraud in the seafood marketplace, both here in the United States and abroad. Recent studies have revealed a tremendous amount of mislabeling and misrepresentation of fish species, even in sophisticated urban markets like New York, Miami, and Los Angeles. Offshore, pirate fishing vessels continue to roam and ransack the seas, taking approximately 20% of the world's catch—and as much as 50% for some particularly valuable species. Couple this enormous amount of fish with the fact that only a fraction is inspected (in 2010, the United States imported \$14.8 billion of seafood, but less than 2% of imported seafood is inspected at the border for safety), and it's no wonder that so much of this illegal plunder ends up in American fish markets, restaurants, and retail outlets.

As Greenpeace's sustainable seafood work continues, we will be increasing our focus in this area and looking to leading retailers to work with us on standing up to pirate fishing and increasing the overall traceability of the seafood supply chain in the United States. The newly proposed Commercial Seafood Consumer Protection Act (S. 50), International Fisheries Stewardship and Enforcement Act (S. 52), and Pirate Fishing Elimination Act (S. 1980) represent important legislative progress on this critical matter. Greenpeace asks all seafood retailers to contact their Senate representatives and to urge them to support these bills.

We will never achieve a truly sustainable seafood industry without cohesive and reliable traceability mechanisms. The alternatives—fraud, pirate fishing, and consumer confusion—are bad for business and bad for the oceans. Many retailers are hesitant to enter the political arena in support of legislation or conservation initiatives, but in this case, the seafood retail community must take action if we are to confront and solve this problem.

If we work together, we can eliminate this scourge from our waters, and there will be cause for celebration all around. If we fail to act, however, these acts of fraud and piracy will continue on a grand scale, pillaging both our ocean and our economy.



Next Steps: Protecting the Bering Sea Canyons

Half of the fish caught in the US comes from Alaska, and much of it is harvested along the incredibly productive Bering Sea shelf break. Known as the Green Belt, this several hundred mile stretch is prime fishing grounds for pollock, crab, pacific cod, yellowtail flounder, and a number of other fisheries generating well over a billion dollars a year. Zhemchug and Pribilof Canyons, two of the largest underwater canyons in the world, are carved into this shelf break. The canyons play an important role in funneling nutrient rich water up from the deep Aleutian basin.

A large and growing alliance of environmental groups, tribal organizations, and other stakeholders has been working to protect the canyons. A new scientific publication authored by scientists from the University of California—Santa Barbara, NOAA, and Greenpeace revealed that the canyons are home to high densities of deep sea corals and sponges, which provide habitat for fish and other marine life. The report also documented impacts from fishing gear, particularly trawls and longlines. This is of particular concern due to the longevity of slow growing corals, which can live to be hundreds or even thousands of years old and are highly vulnerable to damage.

In April, the North Pacific Fishery Management Council voted to initiate a new review of the best available science regarding the canyons, and to start scoping potential future management actions. In addition to the new scientific findings and comments from approximately 30,000 people, one of the things that clearly got the Council's attention was input from the seafood industry. Major buyers of Bering Sea seafood were having conversations with their suppliers, which helped pave the way for support for the Council's decision from representatives of the trawl sectors. Safeway weighed in as well, with a strong letter to the Council making the business case for protecting representative portions of shelf break habitat—and taking a particularly close look at the canyons.

As this issue moves through the Council process, retailers will have a very important role to play in ensuring that seafood from the Bering Sea is not caught in a way that jeopardizes the future of this important seafood supply—or the habitats that sustain it. Retailers and other major buyers are among the most influential stakeholders in a Council process that is typically dominated by the catch sector. While the issues involved can often be complex, our hope is that other retailers will join Safeway in navigating these waters and speaking up for protecting these Grand Canyons of the Sea.



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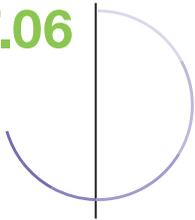


RETAILER PROFILES

1. Safeway

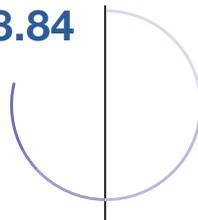
Total Score

7.06



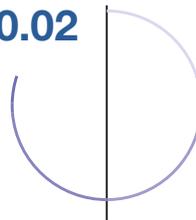
Policy

78.84



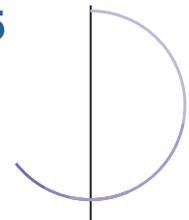
Initiatives

80.02



Transparency

64.5



Red list sales: 11

Banners: Carr's, Dominick's, Genuardi's, Pavilions, Randall's, Safeway, Tom Thumb, VONS

Background: Safeway is among the largest grocery chains in the United States and operates over 1700 supermarkets under eight banners, mostly in the Western and Southwestern regions, but also in the mid-Atlantic region and in Canada. Safeway offers a wide array of grocery items, including store brand organic foods and household products.

Greenpeace Comments: Let's just admit it: Safeway has surprised us all.

Over the past five years, the company has transformed its seafood department into a beacon of progress and courageous leadership. The company has pushed seafood sustainability initiatives across multiple sectors, including fresh, frozen, and shelf-stable categories. Safeway has also taken bold new stances in critical areas by discontinuing many unsustainable items, speaking publicly in support of crucial conservation initiatives, and augmenting the amount of information available to its customers at point-of-sale.

Five years ago, there weren't many people that would have bet on Safeway being the first Carting Away the Oceans retailer to achieve a score within the "good" category—and yet here we are. It must be quite a satisfying feeling for Safeway's leadership to know that by empowering dedicated people within the company's seafood and global sourcing departments, and by taking a chance on a new, more responsible kind of thinking, the conventional retail giant has done what so few would have expected even possible, let alone probable. Bravo.

It is important to make mention of the further improvement that Safeway will need to concentrate on if the company is truly dedicated to the pursuit of seafood sustainability. The company will need to take a hard look at problematic aquaculture products, most specifically farmed shrimp and salmon. It will need to finally deal with the massive seabed destruction caused by the dredging of its Atlantic sea scallops and ocean quahog.

Safeway has recently announced bold new policy measures designed to improve the sourcing of the company's private label canned tuna products. This is a tremendous step forward, and it will be interesting to see if Safeway is willing to apply these standards to national brands as well as the project moves forward. Also, the Canadian division of the company is lagging well behind the US stores in its sustainability commitment—hopefully Safeway will be able to equalize and to use the progress that it has made in the United States to prompt necessary improvement in Canada.

Still, this is a day for celebration, both at Safeway HQ in Pleasanton and in the households of concerned consumers across the country. Score one for the oceans.

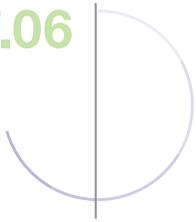
Sustainable Seafood Policy: Safeway's seafood policy has improved significantly this year through the continued establishment of meaningful and aggressive sourcing guidelines. Safeway's private label canned tuna is now governed by a suite of comprehensive sourcing guidelines that precludes many destructive procurement tactics, such as the use of fish aggregating devices (FADs) and sourcing skipjack tuna from the proposed marine protected areas known as the Pacific Commons. Other benchmarks aimed at improving traceability and social welfare issues are also included in the new policy. With the incorporation of these guidelines into the company's rapidly evolving corporate social responsibility aegis, Safeway has established itself as the conventional retail sector's leader in cross-departmental seafood sustainability.

Safeway's policy precludes the retailer from adding any new red list species to its inventory, and thus many of the stipulations that would trigger such a listing (destructive gear types, high fish meal in feed, etc.) are immediately eliminated from the realm of possibility.

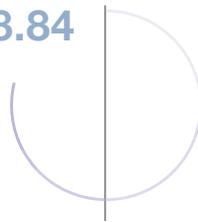
It should be noted that this policy is not fully retroactive yet; there are a number of red list species that Safeway continues to sell which the company would not be able to newly add to its inventory under these new guidelines. Greenpeace looks forward to the further application of this policy to remaining current inventory species.

1. Safeway

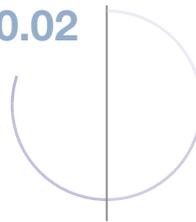
Total Score
7.06



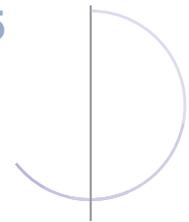
Policy
78.84



Initiatives
80.02



Transparency
64.5



Seafood Sustainability Initiatives: Safeway continues to pioneer new inroads in this area. Most recently, the company has authored and sent a letter to the North Pacific Fishery Management Council outlining its concern over the impacts of the Alaska pollock fishery on the vulnerable, high-biodiversity areas of Zhemchug and Pribilof Canyons.

Safeway has publicly committed not to buy seafood from the Ross Sea, and has also issued a call for a no-take marine reserve to encompass this ecologically invaluable area. The company outspokenly supports the ongoing MLPA process in California (creating protected coastal marine areas) and is deepening its engagement in and support of fishery improvement projects aimed at rebuilding stocks and protecting areas of high biodiversity.

Safeway's partnership with FishWise, a nonprofit environmental organization dedicated to achieving a greater level of sustainability and transparency within the seafood retail industry, seems to be a driving force behind a great deal of the progress demonstrated by the company. Greenpeace salutes both organizations for their increasingly remarkable contributions to ocean conservation.

Labeling & Transparency: Safeway has increased the amount of information available to its customers through the development of in-store brochures and informational kiosks as well as through the development of online educational tools. The main principles and parameters of the company's sustainable seafood policy are widely available in a variety of forms (in-store brochures, CSR documents, etc.), but some of the details used in the actual purchasing process do not seem to be accessible to the public.

Red List Seafood Sales: If Safeway's generally positive trends have any aspect meriting concern, it is the company's overall inventory. Safeway has actually added a new red list species—bigeye tuna—over the past year. While this new product is related to a fishery improvement project, it is still Greenpeace's perspective that given bigeye tuna's recent IUCN classification as being "at risk of extinction in the wild," it would be better for the company to simply not sell it at all.

Safeway currently sells eleven of the twenty-two red list seafoods: Alaska pollock, Atlantic cod, Atlantic salmon, Atlantic sea scallops, bigeye tuna, Chilean sea bass, ocean quahog, South Atlantic albacore tuna, swordfish, tropical shrimp, and yellowfin tuna.

Safeway is engaged in fishery improvement projects concerning bigeye tuna and yellowfin tuna. The company is also exploring ways to improve in the areas of Atlantic cod, Atlantic salmon, and tropical shrimp.



2. Whole Foods Market



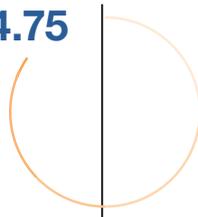
Total Score

7.02



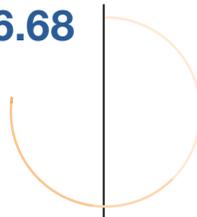
Policy

84.75



Initiatives

76.68



Transparency

58.5



Red list sales:  12

Banners: Harry's Farmers Market, Whole Foods Market, Wild Oats

Background: Whole Foods Market, a rapidly expanding company with more than 300 stores in the United States, Canada, and United Kingdom, is the world's largest purveyor of natural and organic products. Whole Foods stays on top of the growing consumer trend toward sustainable living by constantly reviewing the health, nutritional, and environmental impacts of the products it sells.

Greenpeace Comments: Whole Foods' improvement over the past year has been nothing short of spectacular. As part of its Earth Day 2012 commitment to seafood sustainability, the company has discontinued six red list species. The company also proudly boasts the most sustainable canned tuna section of any major US retailer, consisting mainly of a multitude of troll-caught albacore products and the company's private label pole-caught skipjack. This kind of progress, coupled with Whole Foods' dedicated search for solutions in other categories, has resulted in an score of 7.02, making Whole Foods one of only two companies within Greenpeace's Carting Away the Oceans "good" category. Greenpeace whole-heartedly congratulates the team at Whole Foods on this very impressive achievement.

Moving forward, Greenpeace encourages Whole Foods to weigh in more frequently to support important conservation initiatives. The company could catalyze significant change by taking the Ross Sea pledge and engaging in similar ways to promote marine reserves in key areas of biodiversity.

The company's strong ties to the Marine Stewardship Council could also be used to a positive effect if Whole Foods offered more pushback on dubious certification procedures, such as the MSC's market-based certifier selection process, and on highly questionable yet MSC-certified fisheries, such as New Zealand hoki, Ross Sea toothfish, and Canadian longline swordfish. The MSC assessments also could be used as road maps for fishery improvement projects, as MSC scoring identifies areas in need of further reform.

Sustainable Seafood Policy: Whole Foods' ambitious Earth Day 2012 commitment has resulted in tremendous progress and an undeniable win for ocean conservation at large. Whole Foods maintains the strongest and most complex sourcing policy of any of the twenty retailers examined in this report, and also operates a highly effective but separate policy governing the purchasing of its canned tuna. Whole Foods' canned tuna policy does necessitate a higher median price point, but is nearly flawless in its resulting overall inventory and sets a very high standard for other retailers.

Whole Foods's extensive policy seeks out MSC-certified products, eliminates certain unsustainable items from potential sale, and invites the cooperation of independent scientific and environmental organizations. Moreover, it requires fish farms to minimize the environmental impacts of their operations, which includes having protocols to prevent fish from escaping the farms. Antibiotics, growth hormones, and poultry and mammalian by-products may not be used in feed. Also included are strong traceability measures that ensure farmed seafood is tracked from farm to store. The slight decrease in Whole Foods' policy score since last year's report is a result of the removal of language concerning the use of GMO products in fish feed.

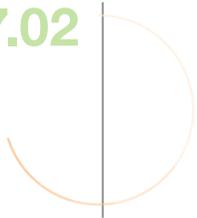
Although we note that Whole Foods has incorporated the use of certification bodies into its seafood sustainability policy, Greenpeace does not currently endorse any seafood certification program, including the Marine Stewardship Council (MSC).

Seafood Sustainability Initiatives: Whole Foods supports sustainable fishing practices by actively partnering with suppliers, the MSC, and other groups to encourage responsible practices. Whole Foods supports the "Common Vision for Environmentally Sustainable Seafood," an initiative of the Conservation Alliance for Seafood Solutions that aims to build an active partnership between conservation organizations and seafood retailers in support of achieving sustainable fisheries.

2. Whole Foods Market

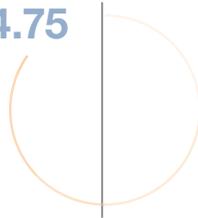
Total Score

7.02



Policy

84.75



Initiatives

76.68



Transparency

58.5



Labeling & Transparency: Whole Foods has recently augmented its labeling and overall transparency by removing the “grey” (not yet ranked) category from its seafood cases. The company uses a pioneering labeling program in concert with the Monterey Bay Aquarium (MBA) and the Blue Oceans Institute (BOI). The program is designed to increase available information at point-of-purchase regarding the sustainability of various seafood options.

Whole Foods provides information to its customers on its website and trains its seafood counter staff to answer questions about seafood sourcing and catch methods. The company’s Aquaculture Standards are available online, setting a strong example in terms of transparency. Brochures on mercury in seafood are available to consumers upon request. Whole Foods also educates its customers about the environmental benefits of frozen seafood, which can take the slow boat to market and thus has a much smaller carbon footprint, as opposed to fresh seafood, which requires immediate shipping.

Red List Seafood Sales: Whole Foods’ recent improvements in this area are simply unparalleled. Although the company was hobbled for several years by an unwillingness to discontinue many of its red list items, this is no longer the case. The company’s Earth Day 2012 commitment included the discontinuation of many Greenpeace red list species. Atlantic halibut, hoki, Greenland halibut, imported grouper, redfish, and South Atlantic albacore tuna will no longer be sold at Whole Foods—the retailer has officially outgrown these unsustainable items, and now favors a growing selection of new environmentally sensitive options.

However, recent information provided to Greenpeace by the company indicates that Whole Foods still sells twelve of the twenty-two red list seafoods: Alaska pollock, Atlantic cod, Atlantic salmon, Atlantic sea scallops, bigeye tuna, Chilean sea bass, monkfish, ocean quahog, red snapper, swordfish, tropical shrimp, and yellowfin tuna.

It should be mentioned that Whole Foods is actively engaged in fishery improvement projects or sustainability initiatives within the categories of Atlantic cod, Atlantic salmon, ocean quahog, red snapper, swordfish, tropical shrimp, and yellowfin tuna.



3. Wegmans Food Markets, Inc.



Red list sales: 15

Banners: Wegmans

Background: Wegmans is a family-owned chain of 80 supermarkets with outlets in New York, Pennsylvania, New Jersey, Virginia, and Maryland. In 2010, it was ranked #3 in Forbes Magazine's "100 Best Companies to Work For." Wegmans is consistently referred to as a paragon of progressive and responsible retail, and appears poised to grow considerably in the coming years.

Greenpeace Comments: For the fourth year in a row, Wegmans has maintained a top-three position in the Carting Away the Oceans rankings. In spite of a stagnation in policy development over the past twelve months, the company's overall score has risen due to progress in initiative participation and transparency. The chain continues to set a strong standard for the industry, especially through its willingness to take progressive, ethical stances on significant policy issues, such as being the first major retailer to take the Ross Sea Pledge and participating in projects aimed at resuscitating the Chesapeake Bay.

The main road block to Wegmans' further improvement is still the company's overall inventory, which still contains over a dozen red list species. The company has discontinued items in the past, so there is a precedent for progress here. Moreover, Wegmans' own seafood sourcing policy dictates that "when there is a sustainability concern with a particular species, [Wegmans] works... to acquire seafood that is caught responsibly and prevents the depletion of natural resources. If we find that a better alternative is not available, that item will be removed from our selection." In spite of this directive, however, Wegmans continues to sell items like skate, imported grouper, and Chilean sea bass, none of which are available from sustainable sources.

The company has done well to this point, but given the mathematics of the Carting Away the Oceans ranking system, it is quite unlikely that Wegmans will be able to make any significant further progress without discontinuing additional red list seafood items.

Sustainable Seafood Policy: Wegmans has a publicly available sustainable seafood sourcing policy that incorporates guidelines for sourcing both wild-caught and farmed products. Wild-caught items must be captured according to local regulations and properly reported and capture methods used must meet Wegmans standards. Stock strength, bycatch rates, and social impacts are also 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." Wegmans 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 actively seeks out products that have been certified by bodies such as the Marine Stewardship Council (MSC) and works with outside conservation and scientific groups to develop seafood sourcing standards. Additionally, under Wegmans' policy, products that are not available from responsible sources will be removed from the store's selection. This directive led Wegmans to eliminate Atlantic halibut and orange roughy from its inventory in 2009. Unfortunately, over a dozen unsustainable products can still be found in the Wegmans seafood department.

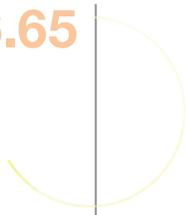
Greenpeace strongly encourages Wegmans to make good on its pledge to discontinue unsustainable species that cannot be sourced from environmentally preferable sources, and to consider expanding its seafood policy to include shelf-stable items.

3. Wegmans Food Markets, Inc.



Total Score

6.65



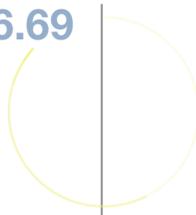
Policy

75.21



Initiatives

86.69



Transparency

62



Seafood Sustainability Initiatives: Wegmans continues to reign supreme in this area. The retailer seems more willing than nearly any other major grocer to take strong stands on political conservation measures, both directly and otherwise. In addition to leading the charge to protect the Ross Sea, Wegmans has also participated in the ongoing revitalization of the Chesapeake Bay in a number of ways, both through engagement with policymaking bodies (concerning blue crab harvest regulations and quotas) and through its supplier connections. More recently, the company has begun to experiment with closed-containment aquaculture, and now works with the Gulf of Maine Research Institute (GMRI) to promote sustainable development in Northeast fisheries.

Wegmans' chain of custody is certified by the Marine Stewardship Council (MSC), a claim that very few US retailers can make. Wegmans also uses Environmental Defense Fund (EDF) guidelines in some areas of its seafood purchasing, most notably farmed shrimp.

Wegmans participates in the Food Marketing Institute's sustainability initiative and supports the "Common Vision for Environmentally Sustainable Seafood," an initiative of the Conservation Alliance for Seafood Solutions that aims to build an active partnership between conservation organizations and seafood retailers in support of achieving sustainable fisheries.

Labeling & Transparency: Wegmans has made substantial improvements in this area, adding more data at point-of-sale including port of landing and catch vessel. The company's dedication to providing information about sustainable seafood to its customers is also apparent in that Wegmans' sustainable seafood sourcing policy is now available online and in print.

Packaged seafood that qualifies for sustainability statements is discussed in the Wegmans Family Statement and, if applicable, also carries the MSC logo. Wegmans employees are trained to be knowledgeable about seafood choices, labeling, and sustainability.

Red List Seafood Sales: The single greatest obstacle preventing Wegmans from vaulting over the 7.0/10 mark and achieving a "green" score in the Carting Away the Oceans report is the company's inventory. The company often cites MSC certification as an excuse to continue the sale of red list species.

Greenpeace surveys found that Wegmans sells fifteen of the twenty-two red list seafoods: Alaska pollock, Atlantic cod, Atlantic salmon, Atlantic sea scallops, bigeye tuna, Chilean sea bass, grouper, monkfish, ocean quahog, red snapper, skates and rays, South Atlantic albacore tuna, swordfish, tropical shrimp, and yellowfin tuna.

It should be mentioned that Wegmans is actively engaged in sustainability projects within the categories of Atlantic salmon, South Atlantic albacore, and tropical shrimp.

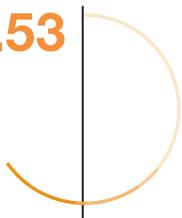


4. Harris Teeter



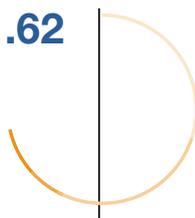
Total Score

6.53



Policy

71.62



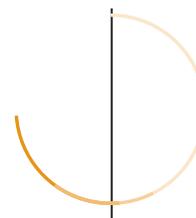
Initiatives

64.59



Transparency

74



Red list sales: 12

Banners: Harris Teeter

Background: Harris Teeter is an upscale grocer with over 200 stores within eight US states: Delaware, Florida, Georgia, Maryland, North Carolina, South Carolina, Tennessee, and Virginia. The company is a wholly owned subsidiary of Ruddick Corporation, which is based in Charlotte, North Carolina. Harris Teeter offers trendy store enhancements like chef-prepared meals, sushi, and organic and natural products.

Greenpeace Comments: Harris Teeter continues to impress. Over the last several years, the company has made steady progress across all areas of seafood sustainability, and the past twelve months have proven to be no exception. The company has put even more effort into its already formidable online seafood transparency project—FAO catch areas, aquaculture methods, and other vital information is now available to consumers at the click of a mouse. In March 2012, became the third major US retailer to take the Ross Sea pledge by refusing to stock any seafood sourced from the Ross Sea, and by publicly calling for the creation of a no-take marine reserve encompassing this unique and imperiled area.

While Harris Teeter still has considerable work to do, it has established itself as the southern United States' clear leader in regard to sustainable seafood—positioned firmly ahead of rival Food Lion (Delhaize), and light years beyond other direct competitors, such as Kroger, Publix, and Winn Dixie.

To further improve its score, Greenpeace suggests that Harris Teeter begin to explore improving its shelf-stable seafood, most specifically canned tuna. Additionally, the company could strengthen its sourcing policy in regard to capture fisheries and find more sustainable replacements for its remaining red list items, such as Chilean sea bass and imported grouper.

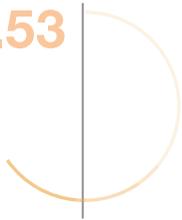
Sustainable Seafood Policy: Harris Teeter's aquaculture policy is relatively effective and continues to evolve in a positive manner. The company's sourcing guidelines for wild capture, however, lag somewhat behind, and offer room for significant improvement, especially in the areas of species taken with destructive catch methods such as bottom trawls (cod, monkfish, and Atlantic scallops), conventional longlines (canned albacore tuna), hydraulic dredges (ocean quahog), and FAD-associated purse seines (canned skipjack tuna).

Greenpeace's concerns over Harris Teeter's deferment to certification bodies on wild capture standards are deepening with the company's recent announcement that both Marine Stewardship Council (MSC) and Global Trust certified seafood items will be considered sustainable options by the company. Greenpeace does not endorse either of these certification schemes, but it is also important to note that the two systems are quite different and a company that equates them is likely not doing its due diligence. Greenpeace strongly urges Harris Teeter to augment its wild capture standards with strong, independent benchmarks that override these certifications in areas where the certifiers may be weak: destructive fishing gear, effects on other populations through bycatch, and other issues of concern.

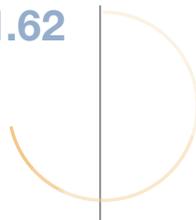
4. Harris Teeter



Total Score
6.53



Policy
71.62



Initiatives
64.59



Transparency
74



Seafood Sustainability Initiatives: Harris Teeter's recent decision to stand up for the Ross Sea speaks well of the company's dedication to continual engagement in this area. This act marks an important foray on the part of the company to enter into important political processes on behalf of ocean conservation. Greenpeace applauds Harris Teeter's efforts here and hopes that the company will continue to support the establishment of marine reserves in key areas of biodiversity.

Harris Teeter is unique insofar as it was the first US chain to explicitly implement the Greenpeace Blacklist—the world's most comprehensive register of pirate fishing vessels—in its sourcing guidelines; the company has stated that it will not sell seafood that is traced back to any ship on the Blacklist. Harris Teeter is also in the process of developing full traceability to vessel across all seafood categories.

Labeling & Transparency: Through the company's efforts to build a comprehensive online seafood information database, Harris Teeter has established itself as the retail sector's leader in the area of fresh/frozen seafood transparency. Consumers browsing the Harris Teeter website have access to an unprecedented level of information—now including FAO catch area, aquaculture production methods, and more—about the seafood options sold by the company. Greenpeace strongly supports Harris Teeter's progress in this area and encourages the chain to continue to add information to this system.

Harris Teeter also provides consumers with information on mercury in seafood. To promote sustainable choices, Harris Teeter provides extensive training for seafood managers.

Red List Seafood Sales: This is a key area of potential improvement for the company. For example, Harris Teeter continues to purchase monkfish caught with bottom trawl gear; Greenpeace urges the company to avoid these devices and to only purchase monkfish caught in a less destructive manner. The issues posed by selling grouper could also be ameliorated significantly if Harris Teeter were to transition to US producers and to begin supporting domestic fishery improvement projects.

Recent Greenpeace surveys found that Harris Teeter continues to sell twelve of the twenty-two red list seafoods: Alaska pollock, Atlantic cod, Atlantic salmon, Atlantic sea scallops, Chilean sea bass, grouper, monkfish, ocean quahog, South Atlantic albacore tuna, swordfish, tropical shrimp, and yellowfin tuna.

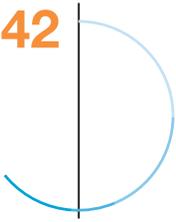


5. Target



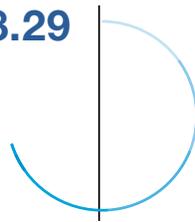
Total Score

6.42



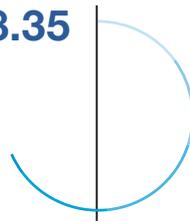
Policy

68.29



Initiatives

68.35



Transparency

51



Red list sales: 8

Banners: Target, SuperTarget

Background: By constantly innovating, Target has built a successful “big box” store concept based on low prices and trendy products. Target’s grocery division, SuperTarget, offers groceries, organic products, and household goods under one roof. Target is making significant strides toward improving its seafood sustainability as part of its overall mission to be a good corporate steward of the environment.

Greenpeace Comments: Target’s position in the Carting Away the Oceans rankings has declined somewhat in recent years, as the company’s progress has slowed to a degree while other progressive companies, such as Whole Foods and Harris Teeter, have made substantial improvements. Still, the company remains positioned to be a natural leader in seafood sustainability and has proven itself in years past.

Greenpeace salutes Target’s recent pledge to sell only sustainable seafood by 2015. That said, Greenpeace is concerned that recent communications from the company have indicated that Target has no plans to expand its seafood sustainability policy into shelf-stable categories. Canned tuna is a subject of tremendous concern to Greenpeace, and a company like Target could create a powerful positive impact on our oceans by taking this category more seriously.

Moving forward, Greenpeace is confident that as Target begins to make the changes necessary to meet its pledge goals, its overall Carting Away the Oceans score will improve significantly.

Sustainable Seafood Policy: Target’s sustainable seafood policy has resulted in key positive decisions such as the elimination of Chilean sea bass. Target leadership also underscored its commitment to this path by immediately moving to discontinue an Atlantic cod product that had been missed in previous internal audits.

In 2010, formative changes to the Target’s policy resulted in the discontinuation of all farmed salmon products due to concerns over environmental degradation. In a press release following the company’s elimination of farmed salmon, Greg Duppler, Target’s senior vice president of merchandising, announced that “Target strives to be a responsible steward of the environment, while also providing our guests with the highest-quality food choices.”

Greenpeace beseeches Target to apply the same dedication, innovation, and leadership that the company has demonstrated in fresh and frozen seafood to its canned tuna sector by transitioning to a more sustainable procurement methods within its private label tuna. Archer Farms chunk light skipjack tuna is currently caught with destructive FAD-associated purse seines—Target should source this product from a more sustainable capture method to make it part of the solution rather than part of the problem.

Seafood Sustainability Initiatives:

Target’s new partnership with FishWise, a non-profit ocean conservation consultancy, has already resulted in commendable movement. The company is also a member of the Food Marketing Institute’s Sustainability Task Force and its subsidiary, Seafood Working Group.

In addition to working with industry groups that represent producers, processors, and conservation organizations, Target also consults with scientists on its seafood sustainability and supports certification groups such as the Marine Stewardship Council (MSC) and the Global Aquaculture Alliance (GAA). While Greenpeace does not endorse either the MSC or GAA due to unresolved concerns, the dedication shown by Target in working towards potential solutions is laudable.

Labeling & Transparency: Target is actively incorporating seafood labeling and information dissemination programs into its efforts to promote sustainability, and is working on a new seafood tray pack program that will allow for further information to be available to consumers at point-of-sale. Product-specific sustainability information is disseminated through circulars and seafood advertising campaigns as well. While the items highlighted by Target as sustainable options may not necessarily reflect Greenpeace’s perspective, creating an avenue to present this type of information at point-of-purchase is a major step toward greater transparency.

Red List Seafood Sales: Target is one of the top Carting Away the Oceans companies in this area. Target sells eight of the twenty-two species: Alaska pollock, Atlantic sea scallops, bigeye tuna, ocean quahog, South Atlantic albacore tuna, swordfish, tropical shrimp, and yellowfin tuna.

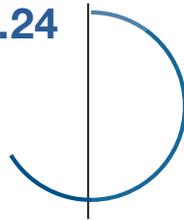
6. Aldi



Total Score
5.97



Policy
66.24



Initiatives
52.5



Transparency
44



Red list sales: 6

Banners: Aldi

Background: The Aldi chain of supermarkets started in Germany and now operates in eighteen countries. Aldi has over 1000 stores across the United States, making it one of the largest grocery retailers in the nation. The company specializes in offering low-cost and bulk options to price-conscious shoppers throughout the Midwest and Appalachia.

Greenpeace Comments: The team at Aldi continues to push forward in the development of what is becoming one of the country's leading sustainable seafood programs. Much of Aldi's work takes place behind the scenes as the company still has not publicly released its seafood policy, but it is clear that the company is taking significant strides towards sustainability.

Sustainable Seafood Policy: Aldi has a seafood sourcing policy that takes certain environmental issues into account, but has not yet made it public. Aldi representatives have shared enough information with Greenpeace to inform the survey process to more significant degree than in previous years, and Aldi's policy score has increased based on this new information. Some of this language was probably in place last year as well, but Greenpeace was not made aware of it and thus could not accurately appraise the company's policy.

Seafood Sustainability Initiatives: Aldi has stringent policy-driven sourcing standards to which its suppliers must conform. Additionally, Aldi is working closely with Sustainable Fisheries Partnership (SFP) and advocates for improvements within the context of certification organizations such as the MSC and GAA.

Labeling & Transparency: Aldi labels all non-grocery seafood products with scientific name and gear type. It was also the first grocer in the US to introduce comprehensive FAO catch area labeling on all fresh/frozen seafood products. Aldi could continue to improve transparency by putting more effort into communicating the issues surrounding seafood sustainability to its consumers, and by increasing the overall amount of relevant information available to them.

Red List Seafood Sales: Aldi recently became the first retailer analyzed in this report to discontinue all forms of yellowfin tuna. Greenpeace applauds Aldi for this progressive action—hopefully in the future, more effective management techniques will be introduced and the world's yellowfin tuna populations will recover, but for now, companies like Aldi are doing the best they can by simply refusing to exacerbate the problem.

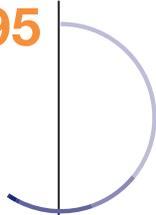
Greenpeace surveys found Aldi sells six of the twenty-two red list seafoods: Alaska pollock, Atlantic cod, Atlantic sea scallop, ocean quahog, South Atlantic albacore tuna, and tropical shrimp.



7. Ahold

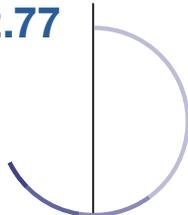
Total Score

5.95



Policy

62.77



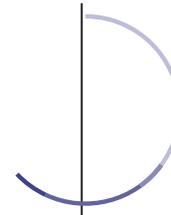
Initiatives

58.09



Transparency

64



Red list sales: 12

Banners: Stop & Shop, Giant, Peapod, Martin's Food Market, Ukrop's

Background: Ahold USA, the US subsidiary of Netherlands-based grocery giant Royal Ahold, operates approximately 750 grocery stores in New England and along the East Coast, and provides both up-scale and more price-conscious shopping options to the consumer public. Ukrop's, the company's newest acquisition, has historically placed significant emphasis on local products.

Greenpeace Comments: Ahold has historically been a leader in seafood sustainability, but progress seems to have stagnated over the past year. Still, the team in charge of seafood sustainability work at Ahold contains some of the most well-informed and dedicated individuals in the business. Greenpeace and the oceans are counting on them to restart the engine in the coming months and to continue moving forward.

Sustainable Seafood Policy: Ahold made strides in this area by including shelf stable products in its policy, which is publicly available on the Stop & Shop web site. That said, the policy does not yet seem to have been fully implemented, as the canned tuna sections at Ahold stores remain festooned with unsustainable options, such as FAD-caught skipjack and conventionally longlined albacore. These items seem inconsistent with Ahold's sustainable seafood policy.

Ahold's sustainability program, Choice Catch, aims to reduce the negative impacts of commercial fishing, and the company's policy includes avoiding illegally caught seafood; considering social, ecological, and economic impacts; supporting scientific research and stakeholder initiatives aimed at improving seafood sustainability; and selecting suppliers based on demonstration of continuous improvement in the sustainability of their operations. Ahold gives preference to farmed seafood suppliers that are taking steps to reduce the environmental impacts of their operations as well as reduce the use of wild-caught fish for feed, antibiotics, and pesticides. Ahold continues to seek scientific advice from the New England Aquarium on purchasing decisions of wild-caught species.

Seafood Sustainability Initiatives: Ahold supports the Common Vision for Environmentally Sustainable Seafood, an initiative of the Conservation Alliance for Seafood Solutions, which aims to build an active partnership between conservation organizations and seafood retailers in support of achieving sustainable fisheries. Ahold also chairs the Food Marketing Institute's Sustainable Seafood Working Group and is involved in numerous other seafood sustainability initiatives and related projects.

Ahold utilizes several seafood certification systems, including the Marine Stewardship Council (MSC), GlobalGAP, and the Global Aquaculture Alliance (GAA). Greenpeace does not currently endorse any seafood certification programs but does note Ahold's efforts to move towards solutions.

Labeling & Transparency: Although it has recently lost the top spot in this category to Harris Teeter, Ahold has historically done well in its promotion of seafood sustainability to its customers, which it does on their web site and by highlighting sustainable seafood items in weekly circulars, in-store recipe cards and signage.

Red List Seafood Sales: Ahold continues to sell twelve out of twenty-two red list seafood items at its stores: Alaskan pollock, Atlantic cod, Atlantic salmon, Atlantic sea scallops, monkfish, ocean quahog, red snapper, redfish, South Atlantic albacore tuna, swordfish, tropical shrimp, and yellowfin tuna.

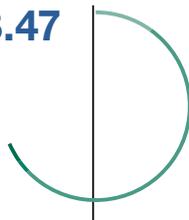


8. Delhaize

Total Score
5.54



Policy
68.47



Initiatives
59.09



Transparency
48



Red list sales: **14**

Banners: Bloom, Bottom Dollar, Food Lion, Hannaford Bros., Harvey's, Kash n' Karry, Sweetbay

Background: Delhaize America is owned by the Belgian food retailer Delhaize Group, which has many subsidiaries, including major supermarket chains that operate over 1500 grocery stores in sixteen US states. The company is making the most of the US market trends toward organic and natural foods, especially in its Sweetbay stores that focus on healthful living and nutrition.

Greenpeace Comments: Delhaize has made significant progress over the past year, most notably by ending the sale of three key species of concern: Atlantic halibut, orange roughy, and Chilean sea bass. This was most likely due to the ongoing implementation of the company's sustainable seafood policy which continues to develop in a progressive manner. The chain also continues to participate in fishery management initiatives and is working to increase overall transparency within the chain of custody.

Greenpeace salutes Delhaize for its progress and for making some difficult but important decisions when it comes to the aforementioned unsustainable species; hopefully this trend will continue and the company will eliminate other worrisome items, most notably shark.

Sustainable Seafood Policy: Delhaize's policy has been largely internalized by the company and is now being applied more broadly in terms of overall inventory. It is still very much a work in progress, but recent discontinuations lend more credence to Delhaize's stated position that it will only sell seafood "from fisheries that are managed by competent authorities and have a management plan in place that incorporates a science-based approach to ensure sustainability."

Delhaize is on track to meet its goal of sourcing 100% GAA/BAP certified product within its aquaculture categories. While Greenpeace does not endorse the GAA due to numerous unresolved concerns, we do acknowledge the importance of improving regulation and traceability within this sector.

Seafood Sustainability Initiatives: Delhaize has entered a number of fishery improvement projects (FIPs), including some involved with grouper and snapper. While Greenpeace is reserving judgment on the effectiveness of these FIPs until more results are available, it is encouraging to learn that Delhaize

sources "only from snapper and grouper fisheries involved in credible fishery improvement projects." How Delhaize defines "credible" is unknown at this time, but the company does seem to be working towards honest and tenable conservation gains.

Delhaize continues to pressure its suppliers to fall in line with the company's evolving sustainable seafood policy, thus serving as a much needed lever for change within the industry as a whole.

Labeling & Transparency: While Delhaize has significantly increased the transparency of its seafood chain of custody, none of the retailer's banners sufficiently label seafood products. Thus, Delhaize's customers are unable to avoid purchasing destructively fished species. Luckily, the most recent information provided by the company indicates that Delhaize is actively investigating this and looking for a method to effectively share this crucial information (such as catch methods, FAO catch areas, scientific names, and aquaculture production methods) with customers.

Red List Seafood Sales: Delhaize is making substantial progress in this area. The discontinuation of Atlantic halibut, orange roughy, and Chilean sea bass marks a tremendous step in the right direction. Still, Delhaize continues to offer many other red list species, including shark. Greenpeace strongly urges the company to address this matter: sharks have an irreplaceable role in our oceanic ecosystems and their importance cannot be overstated. With somewhere between 25 million and 90 million sharks slaughtered every year just for their fins, we cannot afford to compound the problem by promoting the decimation of the world's shark populations here in conventional American grocery stores—especially those that claim to have strong sustainable seafood policies.

Current information that Delhaize currently sells a disappointing fourteen of the twenty-two red list products: Alaskan pollock, Atlantic cod, Atlantic salmon, Atlantic sea scallops, grouper, monkfish, ocean quahog, red snapper, redfish, shark, South Atlantic albacore tuna, swordfish, tropical shrimp, and yellowfin tuna.

Delhaize is engaged in fishery improvement projects regarding grouper and red snapper.

9. The Great Atlantic & Pacific Tea Company



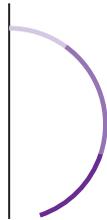
Total Score

5.42



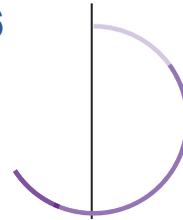
Policy

44.82



Initiatives

56



Transparency

48



Red list sales:                    **8**

Banners: A&P, A&P Super Foodmart, Food Basics, The Food Emporium, Pathmark, Super Fresh, Waldbaum's

Background: The Great Atlantic & Pacific Tea Company (A&P) is a sizeable player in the seafood retail sector, operating 320 stores in six Mid-Atlantic states: Connecticut, New York, New Jersey, Pennsylvania, Delaware, and Maryland. The company recently emerged this year as a privately held company after filing for Chapter 11 bankruptcy protection in 2010.

Greenpeace Comments: A&P now has a sustainable seafood policy that broadly applies to both aquaculture and wild products throughout its fresh and frozen seafood departments. While the policy itself is still in formative stages and will require ongoing development in order to become optimally effective, Greenpeace welcomes this important step from the company.

Greenpeace strongly encourages A&P to increase its participation in industry- and NGO-led conservation initiatives. One of the most effective ways for the company to enter this area would be by taking the Ross Sea Pledge (refusing to carry any seafood taken from the Ross Sea and publicly calling for the area to be protected as a no-take marine reserve) as Wegmans, Safeway, and Harris Teeter have done.

Greenpeace also encourages A&P to re-visit its list of red-listed species that they will refrain from selling. The creation of a do-not-sell list is a positive move by A&P; however, the company would be well served by clarifying the list with scientific names. For example, one may presume that the list item "North Atlantic Halibut" refers to Atlantic halibut, but the region designation could signify a particular fishery or even a different species. A specification by Latin name (*Hippoglossus hippoglossus*) would avoid leaving such crucial information up to reader interpretation.

Sustainable Seafood Policy: A&P now has a sustainable seafood policy, although it is not yet publicly available. Highlights of the policy include working with suppliers who can demonstrate transparency in chain of custody, fishing methods, and harvest records. The policy also includes a pledge to refrain from selling 19 red-listed species until they are deemed sustainable, including Atlantic cod, bigeye tuna, Greenland halibut, grouper, hoki, orange roughy, sharks, skates and rays.

Moving forward, A&P should develop specific benchmarks of this policy for both wild capture fisheries and aquaculture, and make them available to the general public.

Seafood Sustainability Initiatives: This is an area where A&P could improve significantly over the coming year. A&P already refuses to purchase seafood from vessels on the Greenpeace Blacklist, requires that its suppliers participate in industry improvements, and insists that new suppliers comply with the company's sustainable seafood policy, but has not made any forays into the political arena in terms of promoting ocean conservation initiatives.

Labeling & Transparency: A&P offers some important information at point-of-sale, including scientific names for some products, catch vessel for wild-caught products, and farm-level identification for aquaculture products. A&P continues to provide information on seafood sustainability to its customers via in-store signage and flyers, and on its website.

Red List Seafood Sales: Even though A&P made no recent changes in the number of red-listed seafood items that they sell, this continues to be the company's strongest area.

A&P sells eight of the twenty-two red list seafoods: Alaska pollock, Atlantic salmon, Atlantic sea scallops, ocean quahog, South Atlantic albacore tuna, swordfish, tropical shrimp, and yellowfin tuna. Increasing attention on the sustainability of the company's shelf-stable seafood products would be a logical next step.

10. H.E. Butt



Total Score
5.11



Policy
59.81



Initiatives
45.18



Transparency
41.5



Red list sales: 11

Banners: H-E-B, Central Market, Mi Tienda

Background: H-E-B remains one of the most successful privately held grocers in the country, operating over 300 stores throughout Texas and Mexico. H-E-B takes a conventional approach to grocery retailing and is expanding its offerings of non-grocery items in order to compete with retailers like Wal-Mart, especially in urban areas like Houston, TX.

Greenpeace Comments: H-E-B continues to improve its overall score, increasing by 4.4 points in the past two years since the company came in dead last in the 2010 Carting Away the Oceans report. H-E-B made strides by improving its overall sourcing policy, increasing its participation in industry and NGO-led initiatives, and by further limiting its sale of red-listed items. H-E-B is also improving labeling for consumers by providing vessel name and date of catch for certain products.

H-E-B's decision to employ bilingual employees at its two Mi Tienda stores in Texas places the company in a position to champion seafood sustainability to its Spanish-speaking customer base. Greenpeace encourages H-E-B to make comprehensive in-store seafood sustainability materials available in Spanish.

To further improve its overall score, H-E-B should increase the rigor of its wild capture sourcing guidelines, which remain quite weak, and extend them to cover shelf-stable items such as canned tuna. The company would also benefit from engagement in policy efforts such as the Ross Sea Pledge and by discontinuing remaining red list items, such as Chilean sea bass.

Sustainable Seafood Policy: H-E-B's sustainable seafood policy is available on its web site. The strength of H-E-B's policy is in the area of aquaculture and the company claims to require that its aquaculture suppliers be certified by GAA, Global GAP, or WWF. Greenpeace does not endorse these certifications due to unresolved issues, but does acknowledge that H-E-B is engaged in forward progress within the area of aquaculture.

H-E-B's policy ostensibly includes shelf stable items; however, the company continues to sell ocean quahog and South Atlantic albacore tuna in the forms of processed chowders and canned tuna, respectively. The company refuses to sell GMO seafood and use fish feed containing GMO products.

Seafood Sustainability Initiatives: H-E-B participates in the Gulf Sea Grant Program and supported the Department of Commerce's "Port State Measurement Agreement Act of 2011" that targets illegal, unreported, and unregulated fishing. Greenpeace commends H-E-B on its policy of refusal to purchase seafood that cannot be traced back to the vessel that caught it.

The company also requires that its aquaculture suppliers adhere to the company's sourcing standards, including compliance with certification organizations such as the GAA, Global GAP, and WWF. The company also works with industry-funded groups as well as local NGOs on a number of issues related to seafood sustainability. H-E-B is currently engaged in a project aimed at reducing bycatch in Gulf of Mexico shrimp fisheries.

Labeling & Transparency: H-E-B disseminates information on its website and in its stores concerning seafood sustainability, but the policy still lacks details of its sourcing policy or the products it chooses to purchase. H-E-B generally does not sufficiently label seafood products to allow consumers to avoid purchasing destructively fished species (excepting Gulf Wild red snapper, for which consumers can track catch vessel and date of catch through labeling and via their smartphones.)

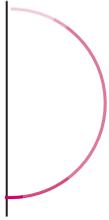
Red List Seafood Sales: H-E-B has disclosed that it has a small amount of imported grouper in its freezer inventory; however it remains unclear whether the company is phasing out the sale of imported grouper. Greenpeace encourages H-E-B to end the sale of grouper, Chilean sea bass, and other species of concern.

H-E-B continues to sell eleven of the twenty-two red list seafoods: Alaska pollock, Atlantic cod, Atlantic salmon, Atlantic sea scallops, Chilean sea bass, grouper, ocean quahog, red snapper, South Atlantic albacore tuna, tropical shrimp, and yellowfin tuna.

H-E-B is engaged in a fishery improvement project regarding red snapper.

11. Price Chopper

Total Score
5.1



Policy
61.95



Initiatives
55



Transparency
42



Red list sales:                    **13**

Banners: Price Chopper

Background: Price Chopper is a New England grocery chain with 128 stores in Connecticut, Massachusetts, New Hampshire, New York, Pennsylvania, and Vermont. Price Chopper was founded and still managed by the Golub family; the retailer remains one of the largest employee-owned, privately held corporations in the United States. The company has recently taken steps to promote green development and efficiency in other areas, including power use, waste management, and smart design.

Greenpeace Comments: Price Chopper has slightly improved in several areas of seafood sustainability over the past year, including the further development of its policy and taking key steps to increase transparency. The company has also maintained momentum in decreasing red list seafood sales by dropping monkfish from their stores. Additionally, Greenpeace recognizes Price Chopper's recent partnerships with the Sustainable Fisheries Partnership (SFP)—to advise on sources of wild-caught and farmed seafood—and with Trace Register, to enable increased traceability of purchased wild-caught and farmed seafood.

Still, Price Chopper has a long way to go if it is to transition to a truly sustainable seafood operation. Price Chopper should increase its public support for key political initiatives, such as supporting the creation of no-take marine reserves, bycatch limits, and improved regulations to keep illegal, unreported, and unregulated (IUU) seafood out of US markets. The company should also consider taking a closer look at its canned tuna products and exploring ways to move away from destructively fished products such as FAD-caught skipjack tuna.

Price Chopper will continue to be hamstrung in its overall progress until the company removes orange roughy and hoki from its product line. Both of these species are of extreme concern to Greenpeace due to their vulnerable life histories and the destructive practices used in the fisheries.

Sustainable Seafood Policy: Price Chopper lists its sustainable seafood policy on their website, and its wild-caught and farm-raised seafood suppliers must provide fishery and gear type information through the SFP and Trace Register systems. The company requires that its own brand farmed shrimp be BAP certified.

Price Chopper claims to explicitly avoid purchasing from wild-caught species that cause or are associated with adverse impacts on populations of non-target species, classified on national or international conservation lists as threatened, endangered, critically endangered or protected species, yet the company continues to sell orange roughy, which is caught with destructive and indiscriminate bottom trawl gear, often on highly vulnerable seamounts. Greenpeace encourages Price Chopper to bring its strengthening policy language to bear on this and the other particularly unsustainable species still being sold in its stores.

Seafood Sustainability Initiatives: Price Chopper's recent partnerships with SFP and Trace Register to improve sourcing and sustainability are significant steps towards a sustainable seafood operation. The company has also begun experimenting with innovative, closed-containment production methods for certain aquacultured items. Greenpeace salutes this determination to shift the paradigm and encourages Price Chopper to continue to support bold new ways to farm fish in an environmentally preferable manner.

To further improve in this area, Greenpeace suggests that Price Chopper take the Ross Sea Pledge by committing to avoid all seafood from the Ross Sea and publicly calling for its protection as a no-take marine reserve.

Labeling & Transparency: Price Chopper still does not sufficiently label its seafood products, but work is beginning in this area. The company has begun compiling data through its work with Trace Register; the logical next step would be to make this information available to consumers by adding it to product labels or putting it online.

Red List Seafood Sales: Price Chopper has improved recently by dropping trawled monkfish from its stores. Greenpeace recognizes the sustained progress the company is making and strongly suggests that the company continue by ending the sale of hoki and orange roughy.

Price Chopper still sells an unfortunate thirteen of the twenty-two red list seafoods: Alaskan pollock, Atlantic cod, Atlantic salmon, Atlantic sea scallops, hoki, ocean quahog, orange roughy, red snapper, redfish, South Atlantic albacore tuna, swordfish, tropical shrimp, and yellowfin tuna.

12. Wal-mart



Total Score
5.04



Policy
61.09



Initiatives
45



Transparency
34.5



Red list sales: 10

Banners: Walmart, Sam's Club

Background: Walmart is the world's largest retailer. It operates more than 7400 retail outlets in the United States and in over a dozen other countries. In addition to selling grocery items, Walmart sells clothing, electronics, toys, household merchandise, and other goods. The company espouses three main sustainability goals: to utilize 100 percent renewable energy, to create zero waste, and to sell products that sustain our natural resources.

Greenpeace Comments: Walmart continues to make slow but substantive progress in seafood sustainability. Most notably, the retail giant has finally ended its sale of hoki—a welcome turn of events that will no doubt have a significant positive impact on our oceans. Greenpeace cheers Walmart's decision and hopes that the few remaining retailers in the Carting Away the Oceans report that still stock hoki change their practices soon.

Walmart has also improved its overall seafood sourcing policy over the past year. That said, the company has not yet taken the leap of looking at shelf-stable products with a truly critical eye. Simply sourcing canned tuna "from ISSF members" is hardly progress, given many of these companies' determination to continue their destructive FAD-based fishing practices. If Walmart got serious about this and began sourcing its private label "Great Value" skipjack tuna from more sustainable options, such as school-caught purse seines, the company would create massive positive change and help to stabilize our ailing oceans to a great degree.

Sustainable Seafood Policy: In March 2011, Walmart released an updated policy commitment that requires all suppliers to either have attained certification or have a plan to do so by June 2012. Over the past year, Walmart has increased the amount of its total seafood covered under this policy. Greenpeace encourages Walmart to take all actions necessary to divest itself of seafood outside of this policy come June.

Walmart's uses the Marine Stewardship Council (MSC) certification system as an indicator for sustainability of wild-caught species. The company is making progress towards its stated goal of selling only certified wild species; that said, Walmart still sells a tremendous amount of non-certified wild-caught seafood every year.

Walmart uses standards developed by the Global Aquaculture Alliance (GAA) and the Aquaculture Certification Council (ACC) as a sustainability indicator for farmed products. According to com-

munications from the company, Walmart is working with Global Aquaculture Alliance (GAA) and Aquaculture Certification Council, Inc. (ACC) towards ensuring that its foreign suppliers adhere to Best Aquaculture Practices (BAP) standards.

Sustainability Initiatives: This is an important area of improvement for Walmart. The company partners with environmental groups such as Environmental Defense Fund, Conservation International, World Wildlife Fund, and the Natural Resources Defense Council, along with dozens of other large and small organizations. Walmart also supports the Conservation Alliance for Seafood Solutions and its "Common Vision for Environmentally Sustainable Seafood," which aims to build an active partnership between conservation organizations and seafood retailers in support of achieving sustainable fisheries. That said, it still has not been able to commit to chain-of-custody traceability or to avoiding IUU seafood products. Given the size of the retailer, this is a worry.

Moreover, Walmart has yet to enter the political arena on behalf of ocean conservation. The company could make a real difference if it went to bat for important causes such as the establishment of marine reserves, progressive management techniques, and scientifically sound quotas. Greenpeace urges Walmart to focus on these areas over the coming year.

Labeling & Transparency: Walmart labels products that are MSC-certified. In 2007,

Walmart introduced natural shrimp in 500 stores nationwide, using two labels that described to consumers what they were buying with the ACC standards, both at the factory and farm levels. Since 2008, all shrimp purchased by Walmart is certified by the Aquaculture Certification Council. That said, Walmart does not label its seafood products with enough information to enable its customers to make informed decisions about sustainability.

Red List Seafood Sales: Walmart has recently discontinued hoki and Greenland halibut. This is cause for celebration. Greenpeace congratulates Walmart on this progressive step and looks forward to further progress.

Recent information from Walmart indicates that the company sells ten of the twenty-two red list species: Alaskan pollock, Atlantic cod, Atlantic salmon, Atlantic sea scallops, bigeye tuna, ocean quahog, redfish, South Atlantic albacore tuna, tropical shrimp, and yellowfin tuna.

13. Costco



Total Score

5.0



Policy

53.56



Initiatives

45



Transparency

31.5



Red list sales: 8

Banners: Costco

Background: Costco is the largest wholesale club operator in the United States and operates over 530 membership warehouse stores that sell products in bulk at below-retail prices. Costco serves more than fifty million cardholders around the globe and in forty US states.

Greenpeace Comments: Since the announcement of Costco's sustainable seafood policy in 2011, the company has made some additional improvements and looks to be on track for even greater gains. A new partnership with World Wildlife Fund will hopefully help the company to make responsible and pro-active seafood sourcing decisions, both from capture fisheries and aquaculture. Costco also seems to have ended its sale of ocean quahog, a species that is caught with highly destructive dredges.

Sustainable Seafood Policy: Costco is in the process of implementing its most recent sustainable seafood statement, released in February 2011, and has stopped sourcing a number of unsustainable species. The policy strongly ties the company to the Marine Stewardship Council (MSC) and eliminates numerous wild-caught red list species previously sold by the company. While Greenpeace does not endorse the MSC due to numerous unresolved issues, complying with an outside certifier will lead—and indeed, in this case has already lead—to positive change.

Aquaculture initiatives are more long-term but they, too, seem promising. The company's language indicates a pledge to pursue the ongoing Aquaculture Stewardship Council (ASC) standard development process, and to push for progress and reform among its current shrimp and salmon suppliers. Given that the ASC shrimp and salmon standards are not yet finalized, Greenpeace does not yet have a position on their effectiveness. The fervent hope is that both standards can facilitate progress at a level that will make a pronounced positive impact on both these industries and to the ecosystems with which they interact.

Seafood Sustainability Initiatives: Costco is an active participant in dialogues with World Wildlife Fund (WWF) regarding the environmental and social impacts of shrimp aquaculture. The company has also broadened its partnership with WWF to include its wild-caught species and is currently undertaking a category-wide appraisal to discern how best to pursue further sustainable growth in this area. Beyond this, Costco defers to its main salmon supplier, Marine Harvest, to represent it within the ASC salmon aquaculture dialog, and largely supports the International Sustainable Seafood Foundation (ISSF) in the realm of canned tuna. Greenpeace has a number of concerns about both the efficacy and trajectory of the ISSF, and is hopeful that Costco's new path towards sustainable seafood will exert a positive influence on the Foundation's direction.

Labeling & Transparency: Costco's partnership with WWF seems to be helping to promote positive reform in the aquaculture sector. Greenpeace is hopeful that as farmed seafood producers develop more responsible techniques, the transparency to highlight how they are preferable is extended to point-of-sale. At present, beyond wild/farmed labeling, Costco does not sufficiently label seafood products so that consumers can avoid purchasing destructively fished species.

Red List Seafood Sales: Ocean quahog is a long-lived ocean clam that is generally captured through hydraulic dredging, a method that can have devastating impacts on the seabed and co-habiting animals and plant life. Greenpeace congratulates Costco on avoiding this red list species and urges other retailers to follow suit until a more sustainable method of capture is adopted.

Recent Greenpeace surveys, as well as communications from the company, indicate that Costco sells eight of the twenty-two red list seafoods: Alaska pollock, Atlantic cod, Atlantic salmon, Atlantic sea scallops, bigeye tuna, South Atlantic albacore tuna, tropical shrimp, and yellowfin tuna.

14. Giant Eagle



Total Score

4.94



Policy

52.63



Initiatives

50



Transparency

54



Red list sales:  14

Banners: Giant Eagle

Background: Giant Eagle operates over 230 stores in four states through direct corporate ownership and franchises. The company focuses on families by providing children's play centers, express prepared meals, and other amenities. Giant Eagle has many progressive policies concerning the environment, but has only recently begun to include seafood sustainability as a part of its efforts.

Greenpeace Comments: Giant Eagle decision to participate in Greenpeace's survey process for 2012 has allowed a substantial amount of new information to come to light regarding the chain's work on seafood sustainability. While there is certainly much yet to be done, Greenpeace welcome's Giant Eagle's communications and is eager to witness the company's transformation as it strives to achieve a greater degree of sustainability throughout its seafood operation.

Sustainable Seafood Policy: Giant Eagle now has a sustainable seafood policy that, while still in formative stages, is beginning to precipitate change within the company's sourcing protocols—primarily in aquaculture. Giant Eagle is a supporter of GAA/BAP certification and has begun to source its salmon, shrimp, and tilapia from certified farms. While Greenpeace does not endorse the GAA due to numerous unresolved concerns, we do acknowledge the importance of improving regulation and traceability within this sector. Giant Eagle also states that it is open to transitioning to closed-containment options should adequate supply become available.

Greenpeace urges Giant Eagle to push forward on developing more stringent standards within its seafood sourcing policy, especially regarding wild capture fisheries.

Seafood Sustainability Initiatives: Giant Eagle is working to transition its red snapper to the Gulf Wild fishery improvement project. Giant Eagle is also a member of the Food Marketing Institute's Sustainability Task Force and Sustainable Seafood Working Group, and has recently engaged with the Ecology Action Centre (EAC) regarding the NGO's work on community supported fisheries.

Given Giant Eagle's interest in EAC and its work on fishing communities, Greenpeace highly suggests that Giant Eagle publicly pledge to avoid sourcing product from the Canadian

longline swordfish fishery—certified or otherwise—due to its massive bycatch levels, impacts on endangered species, and unresolved social implications. Instead, Giant Eagle should exercise the option to support the much more sustainable and equitable harpoon fishery that operates in the same area. EAC is an optimal partner for this initiative.

Labeling & Transparency: Giant Eagle's website provides its customers with some information on sustainable seafood through its Sustainable Seafood Statement. The company also provides in-store materials on its seafood operations, including some point-of-sale signage detailing stock and fishing methods for wild products.

Giant Eagle once had a significant amount of information online in the form of sustainable seafood recommendations, but these recommendations were removed rather than updated when they were found to be out-of-date. This is lamentable, as providing such information for public view was quite a progressive decision.

Red List Seafood Sales: Giant Eagle no longer sells shark. This a development that Greenpeace celebrates. Unfortunately, the chain stubbornly holds on to two of the most unsustainable seafood products available—orange roughy and Chilean sea bass.

Greenpeace surveys found that Giant Eagle sells fourteen of the twenty-two red list seafood items: Alaska pollock, Atlantic cod, Atlantic salmon, Atlantic sea scallops, Chilean sea bass, monkfish, ocean quahog, orange roughy, red snapper, redfish, South Atlantic albacore tuna, swordfish, tropical shrimp and, yellowfin tuna.

Giant Eagle is engaged in fishery improvement projects focusing on red snapper and yellowfin tuna, although little information is available regarding this latter project.



15. Trader Joe's

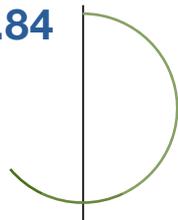
Total Score

4.47



Policy

63.84



Initiatives

27.5



Transparency

29.5



Red list sales: 10

Banners: Trader Joe's

Background: Trader Joe's operates more than 300 stores in at least 23 states and prides itself on offering rock-bottom prices and a wide array of single-serving and prepared meals made with natural and organic ingredients. Trader Joe's buys directly from producers and offers a variety of grocery products under its own private label.

Greenpeace Comments: Trader Joe's score has remained virtually the same since last year due primarily to a lack of detailed communication. The company's isolationist tendencies make the identification of progressive initiatives difficult to say the least. Still, since announcing its sustainable seafood goals in 2010, Trader Joe's has been making slow but detectable progress. A customer shopping at Trader Joe's is today much more hard-pressed to find red list seafood items than he/she would have been two or three years ago.

In 2010, Trader Joe's made a public pledge to sell only sustainable seafood throughout the store by the end of 2012. Greenpeace is excited for this upcoming milestone and applauds Trader Joe's for taking on this substantial task.

Sustainable Seafood Policy: Trader Joe's seems to have an internal sustainable seafood policy in place, but the parameters are still not publicly available. The overarching goal of eliminating all unsustainable seafood products before 2013 does however necessitate a high degree of attentiveness to many of the relevant subjects outlined in the Greenpeace retailer survey, such as stock health and capture method for wild fisheries, feed content and waste management for farmed products, etc.

Greenpeace encourages Trader Joe's to offer its customers more information on the choices behind its product stream, and to elaborate on the benchmarks within its sourcing policy.

Seafood Sustainability Initiatives: This is an area of concern for Greenpeace given Trader Joe's commitment to a fully sustainable seafood inventory. The company is still not formally affiliated with any retailer groups, fishing industry groups, seafood companies, third-party auditors, or environmental conservation organizations working on seafood sustainability. The company has indicated that it is observing several developing aquaculture certification systems, but is not yet prepared to adopt a single standard.

Labeling & Transparency: Trader Joe's does not yet sufficiently label seafood products so that consumers can avoid purchasing destructively fished species, but it has begun to address this issue internally. A 2010 announcement by the company detailed plans to revisit its labeling practices, but this has not yet come to fruition. Greenpeace encourages Trader Joe's to push forward in this arena, as the company is highly vertically integrated and may be more easily able to augment labeling on a large scale than other, more conventional retailers.

Red List Seafood Sales: In the case of Trader Joe's, this is an area where Greenpeace both salutes progress and laments backsliding. The company has added Atlantic halibut—a species of extreme environmental concern—to its inventory, which is something that the company will have to reverse in order to meet its upcoming goal. At the same time, while Trader Joe's does still claim to stock items like Atlantic salmon, Greenland halibut, and Atlantic sea scallops, they are becoming extremely difficult to locate—this is hopefully a sign that the company is transitioning out of these product categories and substituting more sustainable options.

Trader Joe's most recent communication to Greenpeace disclosed the sale of ten of the twenty-two red list seafoods: Alaska pollock, Atlantic halibut, Atlantic salmon, Atlantic sea scallops, bigeye tuna, Greenland halibut, South Atlantic albacore tuna, swordfish, tropical shrimp, and yellowfin tuna.





16. The Kroger Company

Total Score

4.3



Policy

51.4



Initiatives

53.09



Transparency

44



Red list sales: 17

Banners: Baker's, City Market, Dillon's, Food 4 Less, Foods Company, Fred Meyer, Fry's, Gerbes, Hilander, Jay C Food Stores, King Soopers, Kroger, Owen's, PayLess Super Markets, Quality Food Centers (QFC), Ralph's, Scott's, Smith's

Background: Kroger is the nation's largest conventional grocery retailer, operating nearly 2500 stores across the country. In order to compete with other high-volume retailers, Kroger offers discount prices on seasonal goods, merchandise, grocery items, and high-quality perishables such as fresh seafood and organic produce.

Greenpeace Comments: Kroger has demonstrated only slight improvement over the past year, which is worrying given the massive quantity of seafood bought and sold by this retail titan. The company has sunk yet again in the overall rankings as well, as other companies have bypassed Kroger by taking sustainable seafood more seriously and started making hard decisions about what it really takes to create a more responsible seafood operation.

Kroger's ongoing partnership with the World Wildlife Fund (WWF) has led to a broad long-term commitment to the Marine Stewardship Council (MSC), but there are still a multitude of wild-caught products sold by Kroger that are not MSC certified. The company also continues to push towards a more comprehensive adoption of Global Aquaculture Alliance (GAA) aquaculture standards. While Greenpeace does not support endorse either of these certification bodies due to a number of unresolved concerns, the organization acknowledges the importance of demonstrated progress within the context of a retailer's sourcing behavior.

Greenpeace is becoming quite alarmed about the growing disconnect between Kroger's ostensible commitment to seafood sustainability and the environmental wreckage in the company's seafood cases. Kroger still sells tremendously unsustainable species like Atlantic halibut, hoki, orange roughy, parrotfish, and Chilean sea bass. The company's obstinate approach to removing these items has not escaped the notice of the conservation community.

Sustainable Seafood Policy: Kroger has now developed a sustainable seafood policy that is aimed at identifying the challenges posed by the major categories of seafood sold by the company, and subsequently at finding ways to improve these categories if necessary. The company is pushing towards certification in both capture and aquaculture categories. That said, virtually

no progress seems to have been made over the past year, which calls into question the company's commitment to implementing its policy.

Seafood Sustainability Initiatives: Kroger has partnered with WWF to analyze the species carried by the chain and determine a path for progress. Kroger is a member of the Food Marketing Institute's Sustainability Task Force and its Sustainable Seafood Working Group. The company is engaged in the Aquaculture Dialogs, a WWF-led multi-stakeholder effort to create standards for aquaculture operations. Kroger also publicly endorses the principles of the Conservation Alliance for Seafood Solutions' "Common Vision for Environmentally Sustainable Seafood," an initiative that aims to build an active partnership between conservation organizations and seafood retailers in support of achieving sustainable fisheries.

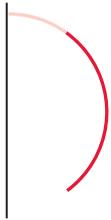
Labeling & Transparency: Kroger's new efforts to investigate its seafood supply should lead to increased transparency within the retailer's chain of custody. Kroger now offers some information on seafood sustainability on the company's website, but does not provide any significant level of in-store labeling or point-of-purchase information aside from the promotion of certain more sustainable seafood products.

Red List Seafood Sales: Kroger has the dubious distinction of being the worst performer in this category of any of the retailers in the 2012 Carting Away the Oceans report. The company will simply not be able to defend its claim of promoting seafood sustainability until it deals with the problem posed by its staggering red list inventory.

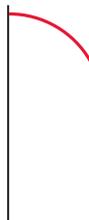
Recent information from the company indicates that Kroger stores sell a heartbreaking seventeen of the twenty-two red list seafoods: Alaska pollock, Atlantic halibut, Atlantic salmon, Atlantic sea scallops, Chilean sea bass, Greenland halibut, grouper, hoki, monkfish, ocean quahog, orange roughy, red snapper, redbfish, South Atlantic albacore tuna, swordfish, tropical shrimp, and yellowfin tuna.

It is also extremely troubling to learn that Kroger actively sells parrotfish. While not included on Greenpeace's red list in terms of scoring purposes, parrotfish have no place in supermarkets. Greenpeace strongly encourages Kroger to discontinue parrotfish immediately to prevent further damage to fragile coral reef ecosystems, which depend on parrotfish to help keep algae from overgrowing corals.

Total Score
3.98



Policy
16.84



Initiatives
47.5



Transparency
39



Red list sales: 11

Banners: Meijer

Background: Meijer started as a tiny grocery shop in 1934. Today, the privately held Meijer grocery chain is one of the largest grocery retailers in the Midwest. Meijer stores are open twenty-four hours a day, seven days a week. In addition to selling groceries, Meijer offers automobile services, household goods, in-store restaurants, gas stations, and electronics.

Greenpeace Comments: In the immortal words of Officer John McClane: Welcome to the party, pal.

Meijer has finally taken the leap into the world of seafood sustainability with a surprisingly large splash. The company's first-ever response to Greenpeace's survey contained a substantial amount of encouraging information about Meijer's turnaround in this area. While the company was no doubt anxious to avoid a similar skewering to what they received in CATO V, this push towards seafood sustainability is hopefully a sign of a burgeoning internal process within the company as it begins to recognize and support a better way to buy and sell seafood.

At this point, Meijer still has a long way to go—the company still needs to establish a codified policy, for example—but signs are encouraging.

Sustainable Seafood Policy: Meijer has begun the process of developing a sustainable seafood policy, but does not have one at present. This is the main reason why Meijer's score still remains in the "fail" category.

That said, even though a codified public policy does not yet exist, the company has already begun to approach its inventory with a critical eye. Early information supplied by Meijer representatives offers indications that the company has already 86'd several unsustainable wild-capture options and has its eye on the development of a stronger aquaculture standard.

Should Meijer have a policy in place by next year, it's certain that the company's score will increase substantially.

Seafood Sustainability Initiatives: Meijer has begun to require more diligence and compliance on the part of its suppliers in regard to seafood sustainability. Additionally, the company is now engaged with independent 3rd parties, such as Sustainable Fisheries Partnership (SPF) to enable them to make more rigorous and effective decisions.

Greenpeace encourages Meijer to push forward in this area and to engage in more public support of ocean conservation initiatives at large. Taking the Ross Sea Pledge (refusing to buy any seafood sourced from the Ross Sea and publicly calling for its protection as a no-take marine reserve) would be an excellent start.

Labeling & Transparency: Meijer has introduced public-facing materials discussing seafood sustainability into its stores, but at point-of-sale, the company still does not sufficiently label seafood products so that consumers can avoid purchasing destructively fished species.

Red List Seafood Sales: Meijer has made impressive progress in this area over the past year. Greenpeace celebrates Meijer's decision to eliminate unsustainable items such as orange roughy and Chilean sea bass, and encourages the company to continue along this path of avoiding similarly indefensible seafood.

Information provided by the company indicates that Meijer stores sell eleven of the twenty-two red list seafoods: Alaskan pollock, Atlantic cod, Atlantic salmon, Atlantic sea scallops, bigeye tuna, ocean quahog, redfish, South Atlantic albacore tuna, swordfish, tropical shrimp, and yellowfin tuna.

18. SUPERVALU



Total Score
3.1



Policy
42



Initiatives
16



Transparency
24



Red list sales:  **14**

Banners: Acme, Albertson's, Biggs, Bristol Farms, Country Market, Cub Foods, Farm Fresh, Hornbacher's, Jewel-Osco, Lucky, Save-a-Lot, Shaw's, Star Market, Shop n' Save, Shoppers

Background: SUPERVALU is a supersized grocery retailer. Through an extensive network of subsidiaries, SUPERVALU operates more than 2500 stores nationwide. Its numerous banners ensure a SUPERVALU store format for virtually every consumer demographic—gourmet, hard to find specialty groceries, bulk and discount groceries, etc.

Greenpeace Comments: While SUPERVALU is still in the “fail” category within this year's Carting Away the Oceans rankings, the recent progress made by the company deserves to be acknowledged. Over the past few months, SUPERVALU has more than doubled its overall score by taking a serious swing at its red list inventory. The company has officially discontinued orange roughy, shark, hoki, skate, and monkfish—a tremendous step forward when you consider that the SUPERVALU operates well over two thousand seafood departments. This is a big win for the oceans.

Unfortunately, SUPERVALU still refuses to communicate with Greenpeace, and did not respond to Greenpeace inquiries during this round of surveys. As such, all of the information in this report is gleaned from annual reports, industry data, consumer surveys, and publicly available information. SUPERVALU probably deserves a higher score in some areas—most notably initiatives—but without the benefit of information about the company's activities, Greenpeace has no way of acknowledging them.

Sustainable Seafood Policy: SUPERVALU's sustainable seafood policy involves sourcing wild seafood from MSC-certified fisheries and aquacultured products from GAA-certified operators by 2015. It is unknown how comprehensive this policy is or how far along the company is in making the changes. Again, Greenpeace strongly encourages SUPERVALU to share this information more openly.

Seafood Sustainability Initiatives: SUPERVALU has teamed up with WWF to investigate the company's seafood operation and transition to a more sustainable paradigm. This partnership may have been what precipitated the company's recent decision to discontinue numerous unsustainable seafood items—Greenpeace applauds this progress and hopes to see it continue in the coming months.

SUPERVALU could improve substantially in this area by insisting that its suppliers provide according to its new policy, conducting yearly audits, and move to increase traceability and to avoid IUU products. This may in fact already be occurring, but since SUPERVALU refuses to fill out Greenpeace's survey, there is no way of knowing.

Labeling & Transparency: SUPERVALU does not sufficiently label seafood products so that consumers can avoid purchasing destructively fished species, and the company does not promote sustainable seafood to its customers.

Red List Seafood Sales: What a difference a year makes. Down from an atrocious eighteen items in 2011, recent Greenpeace surveys found that SUPERVALU retail banners now sell fourteen of the twenty-two red list seafoods: Alaska pollock, Atlantic cod, Atlantic salmon, Atlantic sea scallops, Chilean sea bass, Greenland halibut, grouper, ocean quahog, red snapper, redfish, South Atlantic albacore tuna, swordfish, tropical shrimp, and yellowfin tuna.



Total Score
2.71



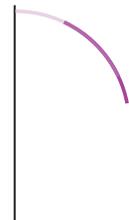
Policy
10



Initiatives
42.5



Transparency
22



Red list sales: 15

Banners: Publix

Background: Publix is the largest employee-owned supermarket chain in the United States, with over 1000 supermarkets in five southern states. Publix is neither a “big box” store nor a small neighborhood grocery, offering basics like dairy, produce, deli, bakery, and meat and seafood counters, as well as an expanding line of GreenWise Market items.

Greenpeace Comments: Publix continues to plummet towards the bottom of the Carting Away the Oceans rankings. The company’s sustainable seafood policy has remained “under development” for the past few years, with no tangible or detectable improvements arising. In 2010 the company announced the creation of a seafood grading system that would supposedly rank more than 300 seafood items, but there is still no information on the results of this grading or on the system itself on the company’s website.

Publix sells a number of seafood species that are generally associated with serious sustainability concerns, such as shark, orange roughy, and Chilean sea bass. Publix would serve its customers, employees, and the oceans well by ceasing its support for these destructive fisheries.

As Publix still ignores Greenpeace's invitation to participate in this annual survey, all of the information contained in this report is gleaned from the company's annual reports, industry data, consumer surveys, publicly available information, and customer correspondence.

Sustainable Seafood Policy: Publix continues to lack a visible sustainable seafood policy. Although the company claims on its web site 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 affects what seafood is purchased and sold by Publix. In fact, the carnage draped throughout the company’s wetcases seems to offer strong evidence that the company continues to ignore the need for reform.

Seafood Sustainability Initiatives: Publix claims to be working with Sustainable Fisheries Partnership, but the company has still not disclosed any details of the status, objectives, or results of this exercise. Publix has also partnered with the Ocean Conservancy on certain issues, and is a member of the Food Marketing Institute’s Sustainability Task Force.

Labeling & Transparency: Publix does not sufficiently label seafood products so that consumers can avoid purchasing destructively fished species, and the company does not promote sustainable seafood to its customers.

Red List Seafood Sales: Greenpeace surveys and information provided by Publix customer correspondence reveal that Publix continues to sell a miserable fifteen of the twenty-two red list species: Alaska pollock, Atlantic cod, Atlantic salmon, Atlantic sea scallops, Chilean sea bass, Greenland halibut, grouper, ocean quahog, orange roughy, red snapper, shark, South Atlantic albacore tuna, swordfish, tropical shrimp, and yellowfin tuna.



20. BI-LO/Winn-Dixie



Red list sales: 13

Banners: BI-LO, Winn-Dixie

Background: BI-LO purchased Winn-Dixie earlier this year in a move to create a company large enough to compete with rivals such as Delhaize and Walmart in the southern United States. The new company will be headquartered in Florida and will operate over 650 stores in Alabama, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina and Tennessee. Both stores will operate under their respective banners for now.

Greenpeace Comments: For the past five years, Winn-Dixie ignored all inquiries from Greenpeace about its seafood policies and practices. The company did nothing to promote sustainable seafood, did not participate in any conservation initiatives, and failed to provide environmentally friendly seafood options for consumers. Then it went bankrupt. Now it belongs to someone else.

While Greenpeace of course does not assert that there is any sort of causal relationship at work here, it is an interesting coincidence. Winn-Dixie made its way to the bottom of the Carting Away the Oceans rankings through an utter lack of effort, a stubborn devotion to denial, and a failure to recognize the writing on the wall. Sound familiar?

Greenpeace urges the chain's new helmsmen at BI-LO to take these issues more seriously. While Carting Away the Oceans VI only contains information on Winn-Dixie, this will change moving forward as Greenpeace will shift its focus to BI-LO as a whole

within the context of this project. It is the hope of all concerned that BI-LO accepts the charge of being a responsible seafood retailer in a global economy, and works diligently and honestly to safeguard our oceanic resources for future use.

All of the information in this report is gleaned from annual reports, industry data, consumer surveys, and publicly available information.

Sustainable Seafood Policy: BI-LO/Winn-Dixie does not have a sustainable seafood policy.

Seafood Sustainability Initiatives: BI-LO/Winn-Dixie is not affiliated with retailer groups, fishing industry groups, seafood companies, third-party auditors, or environmental conservation organizations working on seafood sustainability.

Labeling & Transparency: BI-LO/Winn-Dixie does not sufficiently label seafood products so that consumers can avoid purchasing destructively fished species, and the company does not promote sustainable seafood to its customers.

Red List Seafood Sales: Greenpeace surveys found that BI-LO/Winn-Dixie continues to sell thirteen of the twenty-two red list seafoods: Alaska pollock, Atlantic cod, Atlantic salmon, Atlantic sea scallops, grouper, monkfish, ocean quahog, orange roughy, red snapper, South Atlantic albacore tuna, swordfish, tropical shrimp, and yellowfin tuna.



What Consumers Can Do

In a perfect world, those who take their paychecks from the oceans would have the wisdom and foresight to steward it properly for the good of all. Unfortunately, we are trapped by an industry that has run roughshod over the treasures of the deep for too long, crushing them with trawl nets, slicing them to ribbons in purse seines, and cutting their throats, thousands at a time, in the name of short-sighted profit.

While some retailers have truly begun to step up and fight for a better world, many still resist the obvious and continue to plunder our oceans. Faced with this reality, it is up to consumers to make our voices heard and to demand the change we want to see in our oceans.

Four simple ways to heal the oceans at your grocery store:

- 1) Speak your mind.** Tell your seafood merchant that you're concerned about overfishing, bycatch, and ineffectual management. Demand to know the truth behind your seafood options.
- 2) Know the facts.** Familiarize yourself with the Greenpeace red list items and other species of concern in your area. Refuse to compromise.
- 3) Vote with your dollar.** Reward seafood merchants that are taking it upon themselves to make sustainable choices. When your local store brings in a new, sustainable seafood product, give it a try, and let the team behind the counter know you appreciate it.
- 4) Eat less fish.** Today's demand for seafood far outstrips what can be delivered from sustainable sources. While we work together to ensure that someday all seafood will be sustainable, reducing seafood consumption now can help lessen the pressure on our oceans, ensuring fish for the future.

Retailers have the power to bring about enormous positive change in our oceans. The buying power that these companies can leverage is strong enough to rebuild depleted stocks, create protective measures for vulnerable habitat areas, and promote smart, strong fishery management across the globe.



What Supermarkets Must Do

In order to accomplish these goals, retailers must address four specific tasks:

- 1) Create an effective, publicly available sustainable seafood policy.** Retailers that have sensible guidelines governing their seafood practices are better able to ensure that they are not causing undue harm to the oceans through their operations. Additionally, allowing the public access to these policies increases transparency and allows consumers to purchase seafood with confidence.
- 2) Support initiatives and participate in partnerships designed to promote positive change in the oceans.** Retailers can no longer afford to ignore the political process involved in ocean conservation and fishery management. If we are to safeguard our oceanic resources for future generations, seafood merchants must begin to weigh in on the side of conservation and responsible stewardship on a political level.
- 3) Increase overall transparency in labeling, signage, and chain of custody.** Sustainability is impossible to achieve without establishing strong traceability mechanisms. This traceability should be passed on to point-of-purchase, allowing seafood consumers to make educated choices based on all available information. The usage of Latin names, FAO (the UN's Food & Agriculture Organization) catch areas, and other important data helps to dispel the misrepresentation and confusion in the conventional seafood industry.
- 4) Stop selling red-list species.** There are some fisheries that simply should not be patronized at this time due to stock depletion, overfishing, or irresponsible fishing methods. 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 if we are to have any chance of repairing the damage we have done to our oceans.











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