

Carting Away the Oceans

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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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State of the Oceans

The crisis in our oceans continues unabated. In spite of overwhelming evidence and strong warnings from the most respected members of the scientific community, we continue to plunder our seas with impunity.

Seafood merchants persist in focusing on large, predatory fish, such as cod, sharks, and tuna, while globally, populations of these ecologically important fish have dropped by 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 worst, bottom trawling, is responsible for 80 percent of all bycatch incurred globally.

Thankfully, we are beginning to see a change in this troubling trend. Little by little, the United States retail sector is waking up to the reality of the situation. Certain seafood markets are starting to make positive choices about how seafood should be caught, sold, and labeled. There is still a tremendous amount of progress to be made, however, and we cannot stop now.

As the Carting Away the Oceans project moves forward, a schism is emerging among the largest US seafood retailers. It is becoming clear that certain markets—such as Wegmans, Target, and Whole Foods—are 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 many seafood retailers that have yet to take any responsibility for the seafood they sell, or for the damage they are doing to our oceans.

Over the past seven months, Greenpeace has engaged in a direct campaign to expose the practices of one of the worst historical performers in Carting Away the Oceans rankings: Trader Joe's. In August 2009, the company's lack of a sustainable seafood policy, misleading labeling practices, and unsustainable inventory items led Greenpeace to initiate a series of online and on-the-ground actions addressing the company's unacceptable behavior. Now, eight months later, we find ourselves victorious and cautiously optimistic. Trader Joe's has reformed to a significant degree. The company is reportedly discussing a partnership with a reputable third party to help in making sustainable decisions. Trader Joe's is also crafting a public sustainable seafood policy and redesigning its labeling, and it has already discontinued several of its former red list items, such as orange roughy and red snapper.

This incredible victory was the result of actions taken by tens of thousands of people across the country who demanded change. These activists took up the call and confronted Trader Joe's directly through phone calls, letters, e-mails, in-store demonstrations, and a number of other creative tactics. Eventually, the company responded to the pressure from its customer base, and we were rewarded with a store that, while still a long way from perfect, has made tremendous strides toward a more responsible seafood operation.

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.

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 the global ocean conservation movement.

Retailers have a tremendous amount of power in the seafood industry. Over the past three years, we have seen several large chains begin to engage in proactive, thoughtful actions: discontinuing 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 sling unsustainable species without compunction. These kinds of irresponsible actions bespeak a general disregard for our planet, our shared resources, and our future. Companies that act this way do not merit our patronage.

Greenpeace calls upon all seafood retailers to enact strong, effective, sustainable seafood policies that will reduce pressure on flagging fish stocks and help heal our ailing oceans. Intolerably destructive practices, such as bottom trawling and other high-bycatch fishing methods, must be called out by name as unacceptable within these policies, which need to set guidelines that preclude purchasing fish from unsustainable operations. These policies must also include protocols that increase overall transparency within the chain of custody, both to reduce patronization of pirate fishing and to provide more information to the customer at point-of-purchase. Retailers must also 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 key red list species from their inventories immediately. If we are to save our oceans from destruction by overexploitation, we cannot continue to sell unsustainable species like shark, orange roughy, and hoki. There is a better way to sell seafood, and it is time for progressive retailers to take the reins and lead the industry away from the environmentally negligent practices that have literally brought us to the brink of catastrophe.

Pushing the Envelope:
Target

Target has risen to the top of the Carting Away the Oceans rankings by embracing challenges that other retailers dismiss as impractical or impossible. The company's recent implementation of seafood standards that preclude the sale of any farmed salmon whatsoever sent shockwaves through the aquaculture industry. Target has vowed to continue improving the sustainability of its seafood operation; no doubt there are even more impressive feats yet to come from this company.



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How Far We've Come

Before 2008, little had been done in response to the aggregate effects that the US seafood retail industry was having on our oceans. Aside from a few select companies, major seafood retailers were concerned only with price and quality. Environmental issues were not considered.

<2008

When Greenpeace first released Carting Away the Oceans in 2008, the seafood retail sector was in utter disarray. Not a single market managed to attain a "Pass" in the first round of scoring—even progressive retailers like Whole Foods, Ahold, and Target were found severely wanting. Orange roughy and Chilean sea bass commonly appeared in seafood cases across the country, and the phrase "sustainable seafood policy" was dismissed by merchandisers and executives alike as a pointless pipe dream. The illusion that the oceans were impervious to change still reigned supreme.

2008

Over the next year, we began to see movement. A few companies detached themselves from the pack and began to eke their way up the ranking list, developing prototypical seafood policies and dropping one or two red list items. Customer awareness grew as well, and across the country, concerned shoppers began asking questions about sustainable seafood.

2009

In 2010, we find ourselves on the cusp of major change. A handful of visionary companies have begun to use sustainability and environmental responsibility to distinguish themselves from their competitors. Unsustainable species like orange roughy and shark are disappearing from seafood sections at a steady clip. Over half of the top twenty seafood retailers in the United States have crafted seafood policies that have, to some degree, reigned in unsustainable sourcing practices. Companies like Safeway and Whole Foods are joining forces with independent third-party environmental groups like FishWise and the Monterey Bay Aquarium in order to improve their operations and to better promote sustainable seafood to their customers. And on the Carting Away the Oceans scorecard, while we still await that first retailer to achieve the green "Good" sector of the rankings, half of the companies analyzed in the report have now attained a "Pass." These statistics indicate incredible progress. Certainly there is still a great deal of work to be done, but it's important to recognize how far we have come. Truly, the seafood retail sector is changing for the better—and not a moment too soon.

2010

September 2003
- Costco announces it will begin screening its imported farmed salmon for the presence of malachite green

January 2006
- Wal-Mart Europe adopts a sustainable seafood policy, drops Dover sole, lumpfish, dogfish, skate, and swordfish

February 2006
- Wal-Mart N. America pledges to source all wild-caught fish from MSC certified fisheries

March 2007
- Greenpeace launches the world's first database of all known IUU fishing vessels and companies

October 2007
- Greenpeace attends the Boston Seafood Show dressed as Orange roughy, Chilean sea bass, bluefin tuna and halibut

February 2008
- Wegman's adopts a new purchasing policy for farmed shrimp

March 2008
- Greenpeace releases Carting Away the Oceans report

April 2008
- Jon Basalone, Senior Vice President for Trader Joe's, announces they "simply listen to [their] customers"

May 2008
- Whole Foods Market removes Orange roughy due to its vulnerability to depletion
- Wegmans pledges not to sell bluefin tuna

June 2008
- Target eliminates red snapper and non-MSC certified sea bass from stores

October 2008
- Harris Teeter joins the IUCN Tuna Standards Steering Committee and the FMI Sustainable Seafood Working Group

Carting Away the Oceans is released
Top 5 Stores: (1) Whole Foods Market (2) Ahold USA (3) Harris Teeter (4) Wegmans (5) Wal-mart
Bottom 5 Stores: (16) Trader Joe's (17) Meijer (18) H.E. Butt (19) Price Chopper (20) Publix

July 2008
- Whole Foods releases Quality Standards for Aquaculture; drops shark and commits to not sell bluefin tuna
- Ahold USA removes Chilean sea bass, orange roughy and sharks from their stores

November 2008
- Safeway drops Greenland halibut, ocean quahog, redfish, and Atlantic albacore, promises to remove shark by end of year
- Wegmans stops selling marlin due to absence of management program
- Publix and Ahold drop Atlantic halibut

December 2008
- Target drops redfish
- Wal-mart stops selling orange roughy, yellowfin and albacore tuna, and fresh and frozen redfish

January 2009
- A&P stops selling orange roughy, shark, and Atlantic halibut; commits to not sell bluefin tuna
- Price Chopper commits to not sell bluefin tuna and sharks

First update of Carting Away the Oceans is released
Top 5 Stores: (1) Whole Foods Market (2) Ahold USA (3) Target (4) Harris Teeter (5) Wal-mart
Bottom 5 Stores: (16) SUPERVALU (17) Trader Joe's (18) Meijer (19) H.E. Butt (20) Price Chopper

- Wegmans posts its sustainable seafood sourcing policy online

April 2009
- Target stops selling orange roughy

May 2009
- Safeway removes red snapper from their stores
- Wal-Mart drops swordfish, shark and frozen orange roughy

June 2009
- Wegmans asks U.S. State Department to curb pirate fishing
- Target introduces in-store promotion of sustainable seafood

December 2009
- Wegmans publishes sustainable seafood policy; drops Atlantic halibut and orange roughy

Bottom 5 Stores: (16) Winn-Dixie (17) Trader Joe's (18) Meijer (19) Price Chopper (20) H.E. Butt
Top 5 Stores: (1) Wegmans (2) Ahold USA (3) Whole Foods (4) Target (5) Safeway

Second update of Carting Away the Oceans is released

January 2010
- Trader Joe's unofficially discontinues the sale of orange roughy

February 2010
- Safeway partners with FishWise, drops grouper and monkfish
- Target announces it will stop selling all farm-raised salmon

March 2010
- ALDI partners with Sustainable Fisheries Partnership to develop new seafood policy

The Greenpeace campaign against Trader Joe's comes to a successful conclusion as the company agrees to implement strong sustainability measures throughout its seafood operation

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 humanity. 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.** While this is a controversial suggestion, the fact is that 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.

A Policy for Change:
Whole Foods

Whole Foods has the most thorough open-access sustainable seafood policy in the US seafood retail market, bar none. Coupled with the chain's recent decision to partner with Seafood Watch and the Blue Oceans Institute to increase transparency at point-of-purchase, Whole Foods remains one of the most progressive companies within the Carting Away the Oceans report.



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What Supermarkets Must Do

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.

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 overall transparency and creates a safe space for 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 all seafood consumers to make educated choices based on all available information. The usage of Latin names, FAO catch areas, and other important data helps to dispel the veils of misrepresentation and confusion surrounding 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 discontinue the sale of these animals if we are to have any chance of repairing the damage we have done to our oceans.

Holding to Principles:
Wegmans

Wegmans continues to dazzle all onlookers with its willingness to take a strong ethical stand in the political arena. By championing the Ross Sea, the world's last intact oceanic ecosystem, Wegmans has drawn a critical line in the sand. The company refuses to sell any seafood that is taken from this imperiled area, choosing instead to stand for responsible sourcing and environmental awareness. The world needs more companies willing to take such stands.



Fail: score 1–3



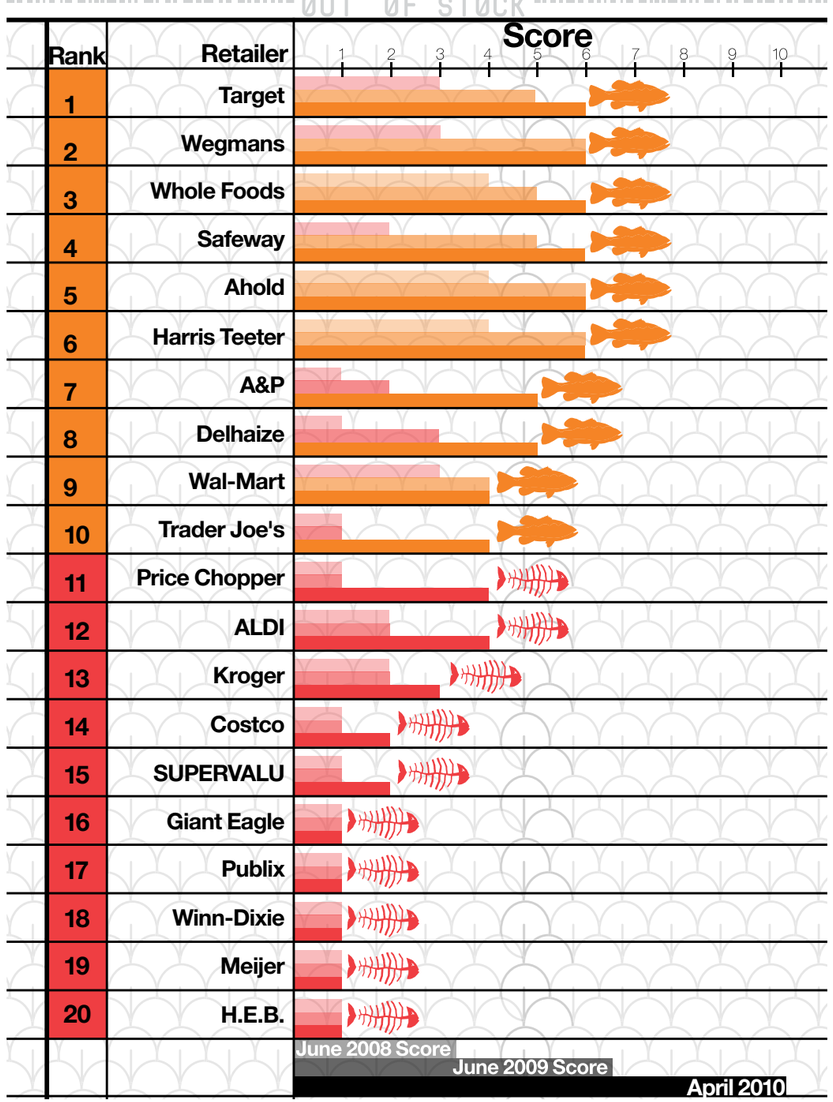
Pass: score 4–6



Good: score 7–10

Supermarket Seafood Sustainability

Scorecard



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Score: Pass

Rating–6 (6.3) **Policy–70.22** **Initiatives–64.75** **Labeling–52** **Red list sales–8** **Score–63.24**

1. Target

Banners: SuperTarget

Background: By constantly innovating, Target has built an enormously 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. SuperTarget currently operates more than 218 grocery locations in 22 states. 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: Through visionary innovation and a willingness to take on challenges other retailers dismiss as insurmountable, Target has established itself as the most sustainable major seafood retailer in the United States. By way of example, recent improvements to the store's overarching sourcing policies have resulted in the elimination of all farmed salmon from all sections of Target's stores, a task that many retail representatives had claimed to be impossible, especially given the price point at which Target operates.

Greenpeace applauds Target's recent progress, but it is worth noting that the company is still in the process of developing a publicly available sustainable seafood policy. Also, Target has yet to make a move in the political realm, where its buying power could be extremely helpful in promoting necessary conservation gains, such as a strong network of marine reserves and tighter controls on illegal fishing.

Sustainable Seafood Policy: Target's sustainable seafood policy is developing quickly and has already begun to prove its strength. While the policy is not yet publicly available (this is an area where Target could improve substantially), the company has provided Greenpeace with in-depth information regarding the policy's status and current applicability. Recent changes to the store's policy have resulted in the discontinuation of all farmed salmon products due to concerns over environmental degradation, and the company is already working toward a sustainable method of sourcing and selling shrimp, tuna, and other problematic products. 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."

Historically, Target's sustainable seafood policy has been applied most stringently to its own brands, Archer Farms and Market Pantry, but the guidelines are now being used more broadly. Target's Food Safety & Quality Assurance team, as well as third-party organizations, assess and monitor Target seafood vendor programs. Target gives additional consideration to vendors that demonstrate responsible harvest (wild caught and farmed) and processing policies and practices, as well as to certified products.

Score: Pass

Rating–6 (6.3) **Policy–70.22** **Initiatives–64.75** **Labeling–52** **Red list sales–8** **Score–63.24**

Seafood Sustainability Initiatives: Target has improved significantly in this area since the 2009 ranking, due primarily to the chain's increased level of attention to illegal fishing, transparency in sourcing, and the environmental issues associated with aquaculture. Target is 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 seafood scientists on its seafood sustainability and supports certification groups such as the Marine Stewardship Council (MSC).

Labeling & Transparency: Target is actively incorporating seafood labeling and information dissemination programs into its general efforts to promote sustainability. Moreover, recent messaging efforts within the company regarding the environmental issues associated with conventional salmon farming have been broadcast widely to its customer base and to the media and industry at large. 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: Since the 2009 update of Carting Away the Oceans, Target has eliminated Atlantic salmon. Target continues to sell eight of the twenty-two red list species: Alaska pollock, Atlantic sea scallops, Chilean sea bass, ocean quahog, South Atlantic albacore tuna, swordfish, tropical shrimp, and yellowfin tuna.



© Greenpeace/ Robert Meyers

Score: Pass

Rating–6 (6.1) **Policy–77.94** **Initiatives–79.61** **Labeling–47** **Red List Sales–12** **Score–60.89**

2. Wegmans Food Markets

Banners: Wegmans

Background: Wegmans is a family-owned chain of more than seventy supermarkets with outlets in New York, Pennsylvania, New Jersey, Virginia, and Maryland. It is consistently ranked in Fortune Magazine as one of the "100 Best Companies to Work For" and no longer sells tobacco products.

Greenpeace Comments: Wegmans continues to run at the head of the pack among the companies ranked in the Carting Away the Oceans report. The chain sets a strong standard for the industry, continuously striving to improve its policy. Perhaps most impressive is the company's willingness to take progressive, ethical stances on significant policy issues, such as their recent announcement that they will not source any seafood from the Ross Sea, a particularly threatened part of our oceans that merits strong protection.

This is not to say that Wegmans's operations do not need improvement in several areas. Wegmans could increase its score substantially by removing red list items from its inventory—especially given the fact that Wegmans's 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 clear directive, Wegmans continues to sell items like skate, grouper, and monkfish, none of which is available from sustainable sources.

Sustainable Seafood Policy: Wegmans now 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 was the first US retailer to stand up in support of the Ross Sea, the most pristine shallow sea on the planet. By refusing to purchase any seafood products sourced from that area, Wegmans has set a strong precedent for other retailers that are moving toward ethical seafood policies.

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's policy, products that are not available from responsible sources will be removed from the store's selection. This directive has led Wegmans to eliminate several key red list seafood items from its inventory. Unfortunately, over a dozen unsustainable products can still be found in the Wegmans seafood department.

Score: Pass

Rating–6 (6.1) **Policy–77.94** **Initiatives–79.61** **Labeling–47** **Red List Sales–12** **Score–60.89**

Seafood Sustainability Initiatives: Wegmans adheres to Marine Stewardship Council guidelines for several species, and Wegmans's chain of custody is certified by the MSC, a claim that very few US retailers can make. Wegmans has worked closely with the Environmental Defense Fund (EDF) and currently uses EDF guidelines in some areas of its seafood purchasing, most notably farmed shrimp (Wegmans purchases farmed Belizean shrimp, which are raised without large amounts of fish meal, contain no preservatives or tripolyphosphates, and never receive antibiotics). 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. Wegmans has sent a letter to the State Department voicing the company's concern over IUU fisheries and has previously participated in a partnership with the EDF concerning the development of shrimp aquaculture standards.

Labeling & Transparency: Wegmans is committed to providing information about sustainable seafood to its customers. The 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. In Wegmans's seafood department, information about sustainable seafood choices is available to customers, and Wegmans employees are trained to be knowledgeable about seafood choices, labeling, and sustainability.

Red List Seafood Sales: If there is an area of its seafood operation in which Wegmans needs to make significant improvement, it is this: The company has stalled out in curtailing the unsustainable products that it offers, often times citing MSC certification as an excuse to continue the sale of red list species. Similarly to last year's CATO update, Greenpeace surveys found that Wegmans sells a dismal fifteen of the twenty-two red list seafoods: Alaskan pollock, Atlantic Cod, Atlantic halibut, Atlantic salmon, Atlantic sea scallops, Chilean sea bass, grouper, ocean quahog, skates, swordfish, tropical shrimp, and yellowfin tuna.



Score: Pass

Rating–6(6.0) | Policy–82.02 | Initiatives–76.4 | Labeling–58.5 | Red list sales–18 | Score–60.49

3. Whole Foods Market

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

Background: Whole Foods Market, a rapidly expanding company with nearly 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 Market continues to set a strong precedent for a progressive US seafood retail sector. Until the 2009 update, Whole Foods was the leader among those companies ranked in Greenpeace's Carting Away the Oceans report; the chain dropped to third place last year. However, while it remains in the same position in this update, it has regained significant ground and now threatens to retake the top spot in the very near future. This progress is mainly due to the retailer's strong dedication to building a comprehensive sustainable seafood policy that includes both farmed and wild products.

Unfortunately, Whole Foods continues to sell a tremendous amount of red list seafood options. Whole Foods's resistance to shifting its inventory away from species like Atlantic halibut, Chilean sea bass, and hoki is far and away the most significant impediment to the chain clinching the pole position.

Sustainable Seafood Policy: Whole Foods recently released a strong policy for wild-caught species that compliments its aquaculture procurement policy (created in 2008). While there is still room for improvement (it is difficult to fully support a sustainable seafood policy that still allows for the sale of hoki, grouper, and over a dozen other objectionable species), Whole Foods's policy is indeed at the front of the pack in terms of its comprehensive and science-based nature. In developing and implementing these standards, Whole Foods called upon the expertise of scientists, environmentalists, and the company's suppliers. In addition, Whole Foods provides suppliers with training on its standards.

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.

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



© Greenpeace/ Robert Meyers

Score: Pass

Rating–6(6.0) | Policy–82.02 | Initiatives–76.4 | Labeling–58.5 | Red list sales–18 | Score–60.49

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.

Labeling & Transparency: Whole Foods recently introduced 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 Web site 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 continues to lag badly in this area. Partly by using MSC certification as justification, the chain refuses to discontinue many key red list items. Greenpeace surveys found that Whole Foods still sells an inexcusable eighteen of the twenty-two red list seafoods: Alaskan pollock, Atlantic cod, Atlantic halibut, Atlantic salmon, Atlantic sea scallops, bigeye tuna, Chilean sea bass, Greenland halibut, grouper, hoki, monkfish, ocean quahog, red snapper, redfish, South Atlantic albacore tuna, swordfish, tropical shrimp, and yellowfin tuna.


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Score: Pass

Rating–6(5.8) **Policy–63.12** **Initiatives–73.78** **Labeling–43.5** **Red list sales–11** **Score–58.1**

4. Safeway

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 nontoxic household products.

Greenpeace Comments: Safeway has shown dramatic improvement in all areas of their seafood operation since the last iteration of Carting Away the Oceans in 2009. Primarily through their development of a partnership with FishWise, the massive retailer has considerably increased its participation in key initiatives and significantly fleshed out its burgeoning seafood policy.

In order to further increase the sustainability of its seafood program, Safeway should focus its energy on increasing transparency as it pertains to both chain of custody and point-of-purchase.

Sustainable Seafood Policy: Safeway's seafood policy is not yet publicly available, but information given to Greenpeace by the retailer details the ongoing development of an increasingly stringent set of sourcing guidelines. At this time, Safeway's policy requires that its seafood suppliers verify the sources of their products and disclose their sustainability policies as a condition of doing business with Safeway. Additionally, under this policy, Safeway has begun to eliminate seafood from fisheries that target depleted populations or that cause undue collateral damage to the surrounding environment through irresponsible capture methods. The chain is also insisting that its suppliers begin to demonstrate improvements in aquaculture techniques for farmed salmon and shrimp.

Seafood Sustainability Initiatives: Safeway is making substantial progress in this area. The retailer is beginning to transform itself into a politically oriented force that speaks out in support of progressive marine policy in a variety of different arenas. Safeway supports the ongoing MLPA process in California (creating protected coastal marine areas), has promised to support protective measures for Gulf of Mexico bluefin tuna spawning areas, and more.

Safeway recently codified a partnership with FishWise, a nonprofit environmental organization dedicated to achieving a greater level of sustainability and transparency within the seafood retail industry. Safeway is also a member of the Food Marketing Institute's Sustainability Task Force, as well as its Sustainable Seafood Working Group.

Labeling & Transparency: Safeway provides its customers with information on mercury in seafood. The company plans to make information regarding its sustainable seafood policy available to the public at some point, but this has not yet been accomplished. Programs to distribute this information via the company's Web site and in-store flyers and signage are currently under development.

Red List Seafood Sales: Safeway strives to be an industry leader in its approach to red list inventory. Each Carting Away the Oceans update reveals new work done by the retailer in this area. Most recently, Safeway discontinued the sale of grouper and monkfish. Unfortunately, the chain seems loathe to give up two particularly destructive seafood items—orange roughy and Chilean sea bass.

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

Score: Pass

Rating–6(5.8) **Policy–67.77** **Initiatives–55.59** **Labeling–63** **Red list sales–13** **Score–57.84**

5. Ahold

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

Background: Ahold USA is the US subsidiary of Netherlands-based grocery giant Royal Ahold. In the United States, Ahold operates approximately 700 grocery stores in New England and along the East Coast. Ahold is making significant strides toward seafood sustainability.

Greenpeace Comments: Ahold continues to be a leader in sustainable seafood within the US industry, but the company has not made significant progress in either policy development or initiative participation within the last year. That being said, Ahold's dedication is evident in its recent improvements to overall transparency (the company published its sustainable seafood policy) and the comments it recently released regarding the unsustainable nature of Chilean sea bass.

Ahold could improve its overall score by strengthening its sourcing policy; backing policy initiatives, such as proposed marine reserves; and removing red list species, such as monkfish and Atlantic cod, from its product list.

Sustainable Seafood Policy: Ahold has a ten-point sustainable seafood policy that covers both wild-caught and farmed seafood. Its sustainability program, Choice Catch, aims to reduce the negative impacts of commercial fishing. Ahold makes purchasing decisions based on the results of seafood sustainability audits conducted with the help of the New England Aquarium. Issues addressed in its sustainable seafood policy include avoiding illegally caught seafood; considering social, ecological, and economic impacts; and supporting scientific research and stakeholder initiatives aimed at improving seafood sustainability. 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.

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). Although we note these practices, Greenpeace does not endorse any seafood certification programs.

Labeling & Transparency: Ahold currently leads the retail sector in overall transparency. Its recent decision to make its seafood sourcing policy publicly available has thrust the company into the top spot in this category. Additionally, Ahold provides in-store information to its seafood customers, although it does not provide information on sustainable seafood or its Choice Catch program on its retail banner Web sites (Giant.com, Stop&Shop.com). Ahold is also beginning to generate statements encouraging consumers to avoid unsustainable species.

Red List Seafood Sales: Ahold's red list inventory has not changed since last year. Greenpeace surveys identified thirteen of the twenty-two red list seafood items on sale at Ahold retail banners: Alaskan pollock, Atlantic cod, Atlantic salmon, Atlantic sea scallops, grouper, monkfish, ocean quahog, red snapper, redfish, South Atlantic albacore tuna, swordfish, tropical shrimp, and yellowfin tuna.

Score: Pass

Rating–5(5.1) **Policy–56.83** **Initiatives–52.5** **Labeling–48.5** **Red list sales–12** **Score–51.46**

6. Harris Teeter

Banners: Harris Teeter

Background: Harris Teeter is an upscale supermarket chain with over 160 stores within six southeastern US states. The company is a wholly owned subsidiary of Ruddick Corporation, which is based in Charlotte, North Carolina, and is Ruddick's most successful and profitable company. Harris Teeter is an expanding chain that offers trendy store enhancements like chef-prepared meals, sushi, and organic and natural products.

Greenpeace Comments: While Harris Teeter remains a comparatively progressive retailer in terms of the US seafood industry, the chain has made relatively little progress over the past year. Harris Teeter's stated goal is "to offer top quality seafood while being cognizant of the sustainability of supply, environmental impact on marine life and other species as well as social and economic impacts." Unfortunately, this laudable goal is belied by the company's continual patronage of environmentally damaging fisheries, such as Chilean sea bass and New Zealand orange roughy.

Greenpeace encourages Harris Teeter to rejoin industry leaders by strengthening its overall sustainable seafood policy and removing key items from its inventory.

Sustainable Seafood Policy: Harris Teeter has sustainable seafood procurement guidelines that cover both wild-caught and farmed seafood. The company's policy dictates that it a) source wild-caught species from suppliers of fisheries with management systems that use scientific data and b) seek out farmed seafood products with minor environmental impacts, such as domestic catfish, tilapia, and mussels.

Jennifer Thompson of Harris Teeter has informed Greenpeace that "we only source wild seafood products from suppliers that demonstrate and adhere to all international, domestic, and local laws and guidelines." Additionally, the company refuses to purchase any trans-shipped product and requires providers of certain farmed products to be ACC certified.

Seafood Sustainability Initiatives: Harris Teeter is unique insofar as it is 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 works directly with suppliers who comply with sustainability initiatives. Harris Teeter participates in the Food Marketing Institute's sustainability initiative and the International Union for the Conservation of Nature (IUCN) Tuna Standards Steering Committee.

Labeling & Transparency: Harris Teeter's sustainable seafood standards are available on its Web site. Harris Teeter carries several Marine Stewardship Council (MSC)-certified seafoods, which carry the MSC logo, as well as farmed seafoods certified by the Aquaculture Certification Council (ACC) and other third parties. Harris Teeter also provides information on mercury in seafood. To promote sustainable choices, Harris Teeter provides extensive training for seafood managers, but the company does not make the information readily available at point-of-purchase.

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

Score: Pass

Rating–5(4.9) **Policy–30** **Initiatives–65.84** **Labeling–39** **Red list sales–10** **Score–48.71**

7. The Great Atlantic and Pacific Tea Company (A&P)

Banners: A&P, A&P Super Foodmart, Food Basics, The Food Emporium, Pathmark, Super Fresh, Waldbaums

Background: The Great Atlantic & Pacific Tea Company (A&P) is rebuilding and working to distinguish itself as a small neighborhood grocer with high-quality foods. A&P operates more than 450 stores under 6 subsidiaries, mostly in the New England region. A&P is owned by the Tengelmann Group, a German company that is a majority stockholder and is active in the management of both US and European subsidiaries.

Greenpeace Comments: A&P has reengaged in its development of a sustainable seafood operation, and it has done so with a vengeance. The company has demonstrated marked improvements in all categories, especially initiative participation and overall inventory. In fact, A&P's score in this iteration of Carting Away the Oceans is a full 3.2 points higher than the company's score for the previous year—the largest jump by any company in this year's report.

Greenpeace expects A&P's score to continue to climb as the company develops a sustainable seafood policy, increases the transparency of its chain of custody, and explores new ways to support policy initiatives towards ocean conservation.

Sustainable Seafood Policy: This is an area in which A&P could improve substantially. A&P does not yet have a sustainable seafood policy, but it is in the process of developing one. Based on the current inventory of the retailer, Greenpeace expects the policy will be quite strong when it comes into effect.

Seafood Sustainability Initiatives: A&P has leveraged its buying power to move its suppliers toward a more sustainable sourcing system. Moreover, on a political level, the company is actively supporting measures designed to enforce bycatch caps and to restrict the use of destructive fishing gear. A&P is a member of the Food Marketing Institute's Sustainability Task Force, as well as its Sustainable Seafood Working Group.

Labeling & Transparency: A&P has begun disseminating information to its customers via in-store signage, flyers, and its Web site. Unfortunately, the company does not yet sufficiently label seafood products so that consumers can avoid purchasing destructively fished species.

Red List Seafood Sales: A&P has made tremendous progress in this area. Since last year, the company has discontinued numerous red list seafood items, including Chilean sea bass, Greenland halibut, Atlantic cod, red snapper, and redfish. Currently, A&P sells ten of the twenty-two red list seafoods: Alaska pollock, Atlantic salmon, Atlantic sea scallops, grouper, monkfish, ocean quahog, South Atlantic albacore tuna, swordfish, tropical shrimp, and yellowfin tuna.



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Score: Pass

Rating–5(4.5) **Policy–62.84** **Initiatives–51.59** **Labeling–42** **Red list sales–17** **Score–45.11**

8. Delhaize

Banners: Bloom, Bottom Dollar, Food Lion, Hannaford Bros., Harveys, 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 tremendous progress since 2009, mainly due to its recently established seafood sourcing policy. Other efforts toward supporting fishery management initiatives and increasing transparency within the chain of custody have also helped to buoy Delhaize within the Carting Away the Oceans rankings.

That being said, the retailer lags far behind many other progressive chains in its overall inventory. It is unacceptable that a chain moving such a tremendous volume of seafood continues to sell inexcusable species like Atlantic halibut, orange roughy, and sharks.

Sustainable Seafood Policy: Delhaize has recently developed a sustainable seafood policy. While it lacks specifics and still very much a work in progress, it does cover all of the seafoods sold by the chain (excepting pet foods, which may be incorporated at a later date.) The company's policy currently states that it will "sell only 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." Additionally, the retailer has pledged that all of its farmed products will be sourced from ACC-certified suppliers by March 2011.

Seafood Sustainability Initiatives: Delhaize has begun 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. The company has also become more vigilant in regard to IUU fishing and areas of the aquaculture industry that are in need of improvement.

Hannaford Bros. is a member of the Food Marketing Institute's Sustainability Task Force and its Sustainable Seafood Working Group.

According to Michael Norton, a spokesperson for the retail banner Hannaford Bros., Hannaford is serving as pilot site for a Gulf of Maine Research Institute (GMRI) initiative "that will strengthen the economic and ecological sustainability of New England's fisheries." Mr. Norton added that Hannaford will work with GMRI to develop seafood standards, promote local and sustainable seafoods, and track consumer responses. However, none of these initiatives are being applied under any other Delhaize banners.

Labeling & Transparency: While Delhaize has significantly increased the transparency of its seafood chain of custody, none of the retailer's banners sufficiently labels seafood products. Thus, Delhaize's consumers are often unable to avoid purchasing destructively fished species.

Red List Seafood Sales: This is far and away Delhaize's weakest area. The chain must direct its attention to eliminating key red list species if it hopes to progress toward a truly sustainable seafood operation. Recent Greenpeace audits have revealed that the chain currently sells an atrocious seventeen of the twenty-two red list products: Alaskan pollock, Atlantic cod, Atlantic halibut, Atlantic salmon, Atlantic sea scallops, Chilean sea bass, grouper, monkfish, ocean quahog, orange roughy, red snapper, redfish, sharks, South Atlantic albacore tuna, swordfish, tropical shrimp, and yellowfin tuna.

Score: Pass

Rating–4(4.3) **Policy–41.37** **Initiatives–50** **Labeling–34.5** **Red list sales–12** **Score–43.47**

9. Wal-Mart

Banners: Wal-Mart, Sam's Club

Background: Wal-Mart 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, Wal-Mart sells clothing, electronics, toys, household merchandise, and other goods. The company espouses three main goals: to utilize 100 percent renewable energy, to create zero waste, and to sell products that sustain our natural resources. Unfortunately, in the case of seafood, it seems that this work has largely stalled out.

Greenpeace Comments: According to the information Wal-Mart recently presented to Greenpeace, the chain has made no progress since 2009 in any of the areas measured by the Carting Away the Oceans report. This is a particularly worrying development due to the retailer's immense size and its tremendous draw on the world's fishery and aquaculture resources.

Wal-Mart's stagnancy in the face of other retailers' progressive activities is the primary cause for its fall from #7 in the 2009 Carting Away the Oceans report to its current ranking, #9.

Wal-Mart's creation of a comprehensive sustainable seafood policy was a positive step, but its reliance on certification systems that certify species like Chilean sea bass and hoki is problematic. Wal-Mart could significantly improve its overall score by discontinuing these species, regardless of certification.

Greenpeace strongly urges Wal-Mart to reengage and develop stronger policy measures, as well as to play a leading role in progressive conservation initiatives.

Sustainable Seafood Policy: Wal-Mart's sustainable seafood policy, developed in 2009, covers both wild-caught and farmed seafood. The company uses the Marine Stewardship Council (MSC) certification system as an indicator for sustainability of wild-caught species.

Wal-Mart uses standards developed by the Global Aquaculture Alliance (GAA) and the Aquaculture Certification Council (ACC) as a sustainability indicator for farmed products. According to communications from the company, "Wal-Mart will work with Global Aquaculture Alliance (GAA) and Aquaculture Certification Council, Inc. (ACC) to certify that all foreign shrimp suppliers adhere to Best Aquaculture Practices (BAP) standards in the U.S. by 2011. One hundred percent of the farmed shrimp products we purchase meets factory processing criteria established by the ACC, and we are in the process of having, catfish, tilapia and salmon farms become ACC-certified as well."

Today, similarly to the findings of the 2009 Carting Away the Oceans survey, over half of the seafood sold by Wal-Mart continues to be offered regardless of the aforementioned policies.

Sustainability Initiatives: Wal-Mart 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. Through Wal-Mart's Food and Agriculture Sustainable Value Network, the company brought conservation organizations together with Wal-Mart staff and suppliers to discuss collaborative approaches to sustainability. Wal-Mart 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.

Labeling & Transparency: Wal-Mart labels products that are MSC-certified. In 2007, Wal-Mart 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 Wal-Mart is certified by the Aquaculture Certification Council.

Red List Seafood Sales: Wal-Mart recently discontinued red snapper. Greenpeace surveys found that Wal-Mart sells twelve of the twenty-two red list species: Alaskan pollock, Atlantic cod, Atlantic salmon, Atlantic sea scallops, bigeye tuna, Chilean sea bass, grouper, hoki, ocean quahog, South Atlantic albacore tuna, tropical shrimp, and yellowfin tuna.

Score: Pass

Rating–4(4.0) | Policy–43 | Initiatives–29.77 | Labeling–24 | Red list sales–9 | Score–4.02

10. Trader Joe's

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 is turning over a new leaf. After enduring months of protest and direct campaign activity, the company has formally acknowledged the fact that its customers want—and deserve—sustainable seafood. In an effort to provide environmentally friendly products to its shoppers, Trader Joe's has recently announced that it will cease the sale of all unsustainable seafood products by December 31, 2012. Moreover, the chain has committed to:

- Creating a seafood policy that addresses key issues like overfishing, destructive catch methods, and the importance of marine reserves.
- Involving third-party, science-based organizations in the creation of this policy.
- Using its buying power to leverage positive change in the seafood industry.
- Supporting industry leaders that are making positive efforts to "get off the red list."
- Improving its labeling practices to include important information, such as Latin names and catch/production methods.

While this work has only just begun, Greenpeace applauds Trader Joe's for making these commitments and for outlining a sensible and well-defined path toward sustainability.

Sustainable Seafood Policy: Trader Joe's does not yet have a sustainable seafood policy. Work is currently underway to develop a chain-wide set of regulations that will ensure sustainability throughout all areas of the store that offer seafood products, including frozen, canned, and smoked.

Seafood Sustainability Initiatives: Trader Joe's is not formally affiliated with any retailer groups, fishing industry groups, seafood companies, third-party auditors, or environmental conservation organizations working on seafood sustainability. That being said, the retailer has publicly stated that it intends to create partnerships with third-party scientific organizations. Information provided to Greenpeace by Trader Joe's strongly suggests that some sort of partnership meeting this description is in its formative stages.

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 recent announcement by the company details plans to revisit its labeling practices and to incorporate a great deal of important information, such as Latin names and catch methods, into future labeling protocol.

Red List Seafood Sales: Trader Joe's has already demonstrated significant improvement in this area. It recently discontinued orange roughy and red snapper, and in terms of overall inventory, the company is near the head of the pack of those companies addressed in Carting Away the Oceans. The company has also pledged to use its buying power to support industry leaders, such as producers of closed-containment salmon and shrimp.

Greenpeace surveys found that Trader Joe's sells nine of the twenty-two red list seafoods: Alaskan pollock, Atlantic salmon, Atlantic sea scallops, bigeye tuna, Greenland halibut, South Atlantic albacore tuna, swordfish, tropical shrimp, and yellowfin tuna.

Score: Fail

Rating–4(4.0) | Policy–58.16 | Initiatives–45 | Labeling–37 | Red list sales–18 | Score–39.54

11. Price Chopper

Banners: Price Chopper

Background: Founded and managed by the Golub family, Price Chopper is a New England grocery chain with 115 stores in New York, Vermont, Connecticut, Pennsylvania, New Hampshire, and Massachusetts. Price Chopper is privately held by the Golub family and employees and, as the name suggests, offers low prices on a variety of modern amenities like artisan breads, custom-cut meats, and natural, organic, and kosher products.

Greenpeace Comments: Price Chopper has recently entered the seafood sustainability arena. A new sustainable seafood policy has helped the chain climb the ranks significantly in this iteration of Carting Away the Oceans: last year's abysmal ranking of #19 has improved to #11, thanks to a (barely) passing score.

While Greenpeace salutes Price Chopper's progress, concern remains over the staggering number of red list species sold by the chain. Thankfully, comments sent to Greenpeace by Price Chopper representatives indicate that efforts continue. We are hopeful that we will see more substantial improvement from this company in the near future.

Sustainable Seafood Policy: Price Chopper recently introduced a sustainable seafood policy that prohibits the company from selling certain items that are judged untraceable or too unsustainable to be justifiable. This is an excellent first step, and Greenpeace is eager to see this policy grow stronger in the coming year.

Seafood Sustainability Initiatives: Price Chopper has not yet engaged in the policy arena, but it is forming affiliations with various groups and third-party organizations in an effort to investigate its seafood operation.

Labeling & Transparency: Price Chopper does not yet sufficiently label its seafood products, but work is beginning in this area. Additionally, Price Chopper has begun to use its Web presence, as well as in-store flyers, to disseminate information about seafood sustainability.

Red List Seafood Sales: This is an area where Price Chopper simply must improve if it hopes to find a path toward true sustainability. Greenpeace surveys found that Price Chopper sells an appalling eighteen of the twenty-two red list seafoods: Atlantic halibut, Alaskan pollock, Atlantic cod, Atlantic salmon, Atlantic sea scallops, Chilean sea bass, grouper, hoki, monkfish, ocean quahog, orange roughy, redfish, shark, skates and rays, South Atlantic albacore tuna, swordfish, tropical shrimp, and yellowfin tuna.



Score: Fail

Rating–4(3.9) | Policy–10 | Initiatives–25 | Labeling–34 | Red list sales–6 | Score–38.75

12. ALDI

Banners: ALDI



Background: The ALDI chain of supermarkets started in Germany and now operates in eighteen countries. ALDI has over 850 stores across the United States, making it one of the largest grocery retailers in the nation. ALDI subsidiaries in Europe are developing progressive seafood policies, but these have yet to materialize in the United States.

Greenpeace Comments: ALDI continues to ignore Greenpeace entreaties regarding seafood sustainability. If there is any work being done on this issue within the company, it is taking place behind closed doors, and no information is being offered to consumers. On the positive side, ALDI sells fewer red list items than any other major retailer. If the company develops a comprehensive seafood policy and improves its transparency, it could rise substantially in the rankings.

Since ALDI has not responded to any Greenpeace inquiries, all of the information in this report is gleaned from annual reports, industry data, consumer surveys, and publicly available information.

Sustainable Seafood Policy: ALDI does not have a sustainable seafood policy.

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

Labeling & Transparency: There do seem to be some developments underway at ALDI regarding labeling. At present, however, ALDI 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 ALDI sells six of the twenty-two red list seafoods: Alaska pollock, ocean quahog, orange roughy, South Atlantic albacore tuna, tropical shrimp, and yellowfin tuna.



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Score: Fail

Rating–3(3.2) | Policy–32 | Initiatives–35 | Labeling–38 | Red list sales–17 | Score–32.25

13. The Kroger Company

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 grocery retailer, operating over 2400 stores throughout the United States. 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 continues to inch toward a more sustainable seafood operation, but at a painfully slow pace. The company has demonstrated some improvement since the last iteration of Carting Away the Oceans in 2009, but it has been significantly outpaced in the overall rankings by a number of competitors: Kroger's rank has plummeted from #9 to #13 even as its score has moderately improved.

Kroger recently partnered with the World Wildlife Fund (WWF). This collaboration will likely catalyze some much needed progress within the retailer's seafood operation.

Sustainable Seafood Policy: Kroger, in concert with WWF, is in the final stages of developing its sustainable seafood policy. Greenpeace eagerly awaits the release of this policy and is certain that such a progressive step will lead to not only significant conservation gain, but also to a major increase in Kroger's overall score.

Seafood Sustainability Initiatives: Kroger has codified a partnership with WWF aimed at analyzing the species carried by the chain in order to determine what is and what is not compatible with Kroger's new direction. This work has only recently begun.

Kroger is a member of the Food Marketing Institute's Sustainability Task Force and its recently formed 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's "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 will certainly increase transparency within the retailer's chain of custody. Kroger also disseminates advertisements and circulars aimed at promoting relatively sustainable seafood choices, such as Alaskan salmon. Still, Kroger does not provide any significant level of in-store labeling or point-of-purchase information.

Red List Seafood Sales: If Kroger hopes to compete with the chains that are taking seafood sustainability seriously, it must acknowledge its abysmal inventory. Thankfully, recent statements to Greenpeace indicate that the company has already begun to address this problem.

Greenpeace surveys found that Kroger stores sell seventeen of the twenty-two red list seafoods: Alaska pollock, Atlantic cod, Atlantic salmon, Atlantic sea scallops, Chilean sea bass, grouper, hoki, monkfish, ocean quahog, orange roughy, red snapper, redfish, shark, South Atlantic albacore tuna, swordfish, tropical shrimp, and yellowfin tuna.

Score: Fail

Rating–2(1.9) **Policy–0** **Initiatives–19** **Labeling–20** **Red list sales–15** **Score–18.75**

14. Costco

Banners: Costco



Background: Costco is the largest wholesale club operator in the United States and operates about 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: Costco has become a source of serious concern. The chain pays lip service to seafood sustainability in its corporate shareholder reports, yet it continues to sell staggering amounts of products that are sourced from environmentally dubious fisheries and farms. Costco has no tangible sustainable seafood policy, participates in no significant initiatives, offers virtually zero transparency in its chain of custody, and has a large inventory of red list items. Compared to the other major players in the big box retail world, Costco trails far behind.

Over the past two-and-a-half years, Greenpeace has repeatedly asked Costco about its seafood policies and practices, both in preparation for our original Carting Away the Oceans report and for subsequent retailer performance updates: the company has failed to respond to any of Greenpeace's inquiries. All of the information in this report is gleaned from annual reports, industry data, consumer surveys, and publicly available information.

Sustainable Seafood Policy: Costco does not seem to have a sustainable seafood policy. Recent verbiage released by the company in its January 2009 Corporate Sustainability Report hints at certain issues—such as the conditions of fish stocks and regulatory agency guidelines—that merit "consideration," but Greenpeace auditors have noticed no change whatsoever in Costco's sourcing practices vis-à-vis what is available in the company's product line. Greenpeace strongly urges Costco to develop a comprehensive, publicly available sustainable seafood policy that provides sensible baselines and metrics for measuring and reducing the impact of the chain's seafood operation upon our oceans.

Seafood Sustainability Initiatives: Costco has participated in dialogues with World Wildlife Fund regarding the environmental and social impacts of shrimp aquaculture. Beyond this, Costco is not affiliated with any retailer groups, fishing industry groups, seafood companies, third-party auditors, or environmental conservation organizations working on seafood sustainability.

Labeling & Transparency: Costco does not sufficiently label seafood products so that consumers can avoid purchasing destructively fished species, nor does it promote sustainable seafood to its customers.

Red List Seafood Sales: Greenpeace surveys found that Costco continues to sell fifteen of the twenty-two red list seafoods: Alaskan pollock, Atlantic cod, Atlantic salmon, Atlantic sea scallops, Chilean sea bass, grouper, monkfish, ocean quahog, orange roughy, red snapper, redfish, South Atlantic albacore tuna, swordfish, tropical shrimp, and yellowfin tuna.

Score: Fail

Rating–2(1.5) **Policy–10** **Initiatives–15** **Labeling–15** **Red list sales–18** **Score–15**

15. SUPERVALU

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: SUPERVALU continues to languish near the rear of the pack in terms of its awareness of sustainable seafood issues. This is truly unfortunate, as the retailer sells an enormous amount of seafood. Greenpeace is growing extremely concerned with this grocery chain's blasé behavior when it comes to seafood sustainability.

In response to Greenpeace inquiries in preparation for this report, Haley Meyer of SUPERVALU Communications provided a response that acknowledged the importance of seafood sustainability but included few details about SUPERVALU's efforts to improve its seafood sustainability performance. Although SUPERVALU has begun the process of developing a sustainable seafood policy, it still ranks as one of the poorest performing national chains per Greenpeace's seafood standards, in part due to the very large number of red list species it sells. SUPERVALU could significantly improve its score by eliminating red list species like shark, orange roughy, Chilean sea bass, and hoki.

Sustainable Seafood Policy: SUPERVALU does not have a sustainable seafood policy. The company's new partnership with the World Wildlife Fund (WWF) will hopefully address this issue sooner rather than later.

Seafood Sustainability Initiatives: SUPERVALU recently teamed up with WWF to investigate the company's seafood operation. SUPERVALU is also a member of the Food Marketing Institute's Sustainability Task Force.

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: Greenpeace surveys found that SUPERVALU retail banners sell an atrocious eighteen of the twenty-two red list seafoods: Alaskan pollock, Atlantic cod, Atlantic salmon, Atlantic sea scallops, Chilean sea bass, Greenland halibut, grouper, hoki, monkfish, ocean quahog, orange roughy, red snapper, redfish, shark, South Atlantic albacore tuna, swordfish, tropical shrimp, and yellowfin tuna.



Score: Fail

Rating–1(1.4) | Policy–0 | Initiatives–10 | Labeling–10 | Red list sales–15 | Score–13.5

16. Giant Eagle

Banners: Giant Eagle



Background: Giant Eagle operates over 230 stores in four states through direct corporate ownership and franchises. The company focuses on busy families by providing children's play centers, express prepared meals, and the "Market District"—an extensive in-store counter with chef-prepared fresh seafood, meats, and vegetables for quick and convenient meals. Giant Eagle has many progressive policies concerning the environment, but it has yet to include seafood sustainability as a visible part of its efforts.

Greenpeace Comments: Giant Eagle has ignored multiple inquiries from Greenpeace about its seafood policies and practices. All of the information in this report is gleaned from annual reports, industry data, consumer surveys, and publicly available information.

Sustainable Seafood Policy: Giant Eagle does not have a sustainable seafood policy.

Seafood Sustainability Initiatives: Giant Eagle recently formed a partnership with the World Wildlife Fund (WWF). Giant Eagle is also a member of the Food Marketing Institute's Sustainability Task Force, but not its Sustainable Seafood Working Group.

Labeling & Transparency: Giant Eagle does not sufficiently label seafood products so that consumers can avoid purchasing destructively fished species, nor does the company promote sustainable seafood to its customers.

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



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Score: Fail

Rating–1(1.3) | Policy–0 | Initiatives–10 | Labeling–10 | Red list sales–16 | Score–12.5

17. Publix

Banners: Publix

Background: Publix is the largest employee-owned supermarket chain in the United States. A fast-growing chain, Publix currently operates over 900 supermarkets in five southern states and is quickly outpacing southern competitors like Winn-Dixie. Publix is neither a "big box" store nor a small neighborhood grocery—it offers basics like dairy, produce, deli, bakery, and meat and seafood counters, as well as an expanding line of GreenWise Market items.

Greenpeace Comments: Publix appears poised to make some real changes, but as of now the company still lacks a sustainable seafood policy. Publix does not offer any information on seafood sustainability to its customers, and responses to Greenpeace inquires have been largely lacking in substance, providing little information on any seafood developments that may or may not be occurring within the company.

In addition to its silence on its seafood policies, Greenpeace surveys found that Publix sells a large number of red list species already dropped by many of its competitors, such as shark, orange roughy, and Chilean sea bass. Publix would serve its customers, employees, and the oceans well by developing and implementing sustainable seafood policies and practices.

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

Sustainable Seafood Policy: Publix does not have a sustainable seafood policy. The company did, however, initiate the "Publix Seafood Sustainability Summit" last year, which seems to indicate that Publix is beginning to think about these issues more seriously.

Seafood Sustainability Initiatives: Publix has recently teamed up with the Sustainable Fisheries Partnership, but the objectives for this arrangement are not yet understood. Publix is also 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 have revealed that Publix sells a dismal sixteen of the twenty-two red list species: Alaskan pollock, Atlantic cod, Atlantic salmon, Atlantic sea scallops, Chilean sea bass, Greenland halibut, grouper, monkfish, ocean quahog, orange roughy, red snapper, shark, South Atlantic albacore tuna, swordfish, tropical shrimp, and yellowfin tuna.



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Score: Fail

Rating–1(1.3) | Policy–0 | Initiatives–0 | Labeling–0 | Red list sales–12 | Score–12.5

18. Winn-Dixie

Banners: Winn-Dixie



Background: Since emerging from Chapter 11 in late 2006, Winn-Dixie has been renovating and rebuilding its grocery business with renewed energy. Headquartered in Florida, Winn-Dixie operates more than 500 grocery stores in the southeastern United States.

Greenpeace Comments: Winn-Dixie continues to ignore all inquiries from Greenpeace about its seafood policies and practices. Winn-Dixie's inaction on seafood sustainability results in its consistently low score on Greenpeace's seafood scorecard.

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

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

Seafood Sustainability Initiatives: 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: 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 Winn-Dixie sells twelve of the twenty-two red list seafoods: Alaska pollock, Atlantic cod, Atlantic salmon, Atlantic sea scallops, grouper, ocean quahog, orange roughy, red snapper, redfish, South Atlantic albacore tuna, tropical shrimp, and yellowfin tuna.



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Score: Fail

Rating–1(1.0) | Policy–0 | Initiatives–0 | Labeling–0 | Red list sales–14 | Score–10

19. Meijer

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: Yet another year has passed with Meijer ignoring the state of our oceans. The company failed to acknowledge any Greenpeace inquiries regarding seafood sustainability policies and practices, and it has not communicated at all with its customers regarding these important issues. Companies like this are simply ignoring reality—their irresponsible business practices will continue to deprive consumers of access to seafood as one species after another is depleted. Mejier and other companies at the bottom of the barrel must realize that seafood consumers are increasingly unwilling to patronize retailers that act with such disregard for our planet.

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

Sustainable Seafood Policy: Meijer does not have a sustainable seafood policy.

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

Labeling & Transparency: Meijer 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 Meijer stores sell fourteen of the twenty-two red list seafoods: Alaskan pollock, Atlantic cod, Atlantic salmon, Atlantic sea scallops, Chilean sea bass, Greenland halibut, grouper, ocean quahog, orange roughy, redfish, South Atlantic albacore tuna, swordfish, tropical shrimp, and yellowfin tuna.

Score: Fail

Rating–1(0.8) **Policy–0** **Initiatives–0** **Labeling–0** **Red list sales–16** **Score–7.5**

20. H.E. Butt

Banners: H.E.B., Central Market



Background: H.E. Butt is one of the most successful privately held grocers in the country and currently operates more than 300 stores in Texas and Mexico. H.E.Butt 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.

Greenpeace Comments: To the detriment of our oceans, H.E. Butt continues to ignore reality. The company has no apparent interest whatsoever in acknowledging seafood sustainability. It ignores all inquiries from Greenpeace about its seafood policies and practices, and it languishes at the rear of the pack in terms of corporate responsibility when it comes to seafood sustainability. Supporting a company like this is simply not a feasible choice for any consumers who care about the welfare of our planet.

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

Sustainable Seafood Policy: H.E. Butt does not have a sustainable seafood policy.

Seafood Sustainability Initiatives: H.E. Butt is not affiliated with retailer working groups, fishing industry groups, seafood companies, third-party auditors, or environmental conservation organizations working on seafood sustainability.

Labeling & Transparency: H.E. Butt does not sufficiently label seafood products so that consumers can avoid purchasing destructively fished species, and it does not promote sustainable seafood to its customers.

Red List Seafood Sales: Recent Greenpeace surveys found that H.E. Butt stores sell sixteen of the twenty-two red list seafoods: Alaskan pollock, Atlantic cod, Atlantic salmon, Atlantic sea scallops, Chilean sea bass, grouper, monkfish, ocean quahog, orange roughy, red snapper, redfish, shark, South Atlantic albacore tuna, swordfish, tropical shrimp, and yellowfin tuna.


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Call to Action

Greenpeace calls upon all seafood retailers to enact strong, effective, sustainable seafood policies that will reduce pressure on flagging fish stocks and help heal our ailing oceans. Intolerably destructive practices, such as bottom trawling and other high-bycatch fishing methods, must be called out by name as unacceptable within these policies, which need to set guidelines that preclude purchasing fish from unsustainable operations. These policies must also include protocols that increase overall transparency within the chain of custody, both to reduce patronization of pirate fishing and to provide more information to the customer at point-of-purchase. Retailers must also 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 key red list species from their inventories immediately. If we are to save our oceans from destruction by over-exploitation, we cannot continue to sell unsustainable species like shark, orange roughy, and hoki. There is a better way to sell seafood, and it is time for progressive retailers to take the reins and lead the industry away from the environmentally negligent practices that have literally brought us to the brink of catastrophe.


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