



FEDERATED CO-OPERATIVES

Flown the coop, failed the fish

DID NOT RESPOND

Sustainable seafood has yet to make it into the Co-op's line of vision. Although relatively few Redlist species are sold in the stores surveyed, the Co-op has no sustainable seafood policy to ensure a comprehensive treatment and no specific labelling to help its members make choices to protect the oceans. It would do well to take inspiration from the Co-op chain in the UK (see *Retailers making waves* section) to establish progressive policies and help protect the oceans.

Federated Co-operatives Limited (FCL) is an enterprise based on the fundamental principles of co-operation. Created in 1928 as an initiative of locally-owned retail co-operatives wanting to provide provincial wholesales to expand their buying power, it merged with co-operative wholesales in the four western provinces along with a co-operative refinery to create the Federated Co-operatives Limited. It provides manufacturing, wholesaling, distribution, and administrative services to its some 281 owner/members, which are made up of retail co-operatives in over 500 communities across western Canada. Federated's operations and services include food stores, pharmacies, gas stations, convenience stores, and travel services. It is the largest non-financial co-operative in Canada.

Banners

The Grocery People, Superfoods, Bigway Foods, Tag.

Sustainable seafood policy

The Federated Co-operatives has no publicly available sustainable seafood policy.

Seafood sustainability initiatives

To our knowledge, Federated Co-operatives is not affiliated with any retailer working groups, fishing industry groups, seafood companies, third-party auditors, or environmental conservation organizations working on seafood sustainability.

Labelling and transparency

Federated Co-operatives does not label seafood products adequately so consumers can avoid purchasing destructively fished species and does not promote sustainable seafood to its customers.

Redlist seafood sales

Greenpeace surveys show that Federated Co-operatives is selling 6 of the 15 Redlist species: Atlantic cod, Atlantic halibut, farmed Atlantic salmon, Atlantic sea scallops, haddock, and tropical shrimps and prawns.

Note: Federated Co-operatives has not responded to multiple enquiries from Greenpeace about its seafood policies and practices, both in preparation for our Out of Stock report and for this retailer scoring. Information for this report has been taken from annual reports, industry data, consumer surveys, and other publicly available information.

