



# LOBLAW

## A step in the right direction

**Loblaw has turned its attention to the issue of sustainable seafood and has made important strides since the publication of Greenpeace's *Out of Stock* report, including the development of a sustainable seafood policy. Declaring Loblaw's intention to sell only sustainable seafood by 2013, the policy applies to all seafood products and all banners the company operates. It specifically mentions the company's intention to avoid selling illegally fished or overfished seafood.**

**Despite its strong points, the policy has some major flaws. It identifies few criteria that the company will use to evaluate seafood, such as impacts of fishing or farming on other species or habit, or type of fishing gear used. There is a heavy dependence on MSC certification and, in the case of aquaculture, on certifications which do not yet exist.**

**Greenpeace commends Loblaw's commitment to phase out certain unsustainable seafood sources and urges the company to move rapidly to stop the sale of all Redlist species.**

Loblaw Companies Limited, Canada's largest food distributor, is owned in majority by Canadian billionaire Galen Weston, who controls George Weston bakeries and owns Holt Renfrew and British supermarket Selfridges. The company runs 629 corporate stores and 427 franchised stores and is present in every province and territory in Canada.

Loblaw markets thousands of private label products under brand names including President's Choice and no name. Promotion of 'environmental' products, including MSC-certified seafood, has been ramped up in recent years, with ads featuring chairman Galen Weston Jr. himself.

### Banners

Atlantic SaveEasy, Atlantic Cash & Carry, Atlantic Superstore, Dominion (in Newfoundland and Labrador), Extra Foods, Fortinos, Freshmart, Intermarché, Loblaws, Maxi & Cie, Lucky Dollar Foods, No Frills, Provigo, The Real Canadian Superstore, The Real Canadian Wholesale Club, SaveEasy, ShopEasy, SuperValu, Valu-mart, Your Independent Grocer, Zehrs, Cash & Carry.

### Sustainable seafood policy

Loblaw launched a sustainable seafood policy in May 2009, in which the company committed to purchasing all seafood from sustainable sources by 2013. The policy covers all canned, frozen, and fresh seafood, whether farmed or wild, and includes both private label products and those sourced from other companies.

The policy states that all wild-caught fish sold in Loblaw's stores should be certified to Marine Stewardship Council (MSC) or other independent equivalent standards. For farmed seafood, the company commits to supporting the development of credible aquaculture certification by recognizing the Aquaculture Dialogues and encouraging participation by vendors and stakeholders consistent with Loblaw's Sustainable Seafood Policy. The policy requires suppliers to obtain compliance certification to those or similar standards.

When Loblaw announced the upcoming arrival of its sustainable seafood policy in its 2008 Corporate Social Responsibility report, it warned that the policy would include the potential phasing-out of unsustainable supply—a commitment that the company repeated in its policy. However, the company has given no specific timeline for the removal from sale of Redlist species.

The policy states that Loblaw will not buy from illegal, unreported, or unregulated (IUU) fishing, as defined by the United Nations Food and Agriculture Organization (FAO). The policy will be updated annually as new information and opportunities arise.

### Sustainability initiatives

Loblaw sells an increasing range of MSC-certified fish and holds chain-of-custody certification for certain private label seafood products as well as for MSC-certified fish sold at its fresh seafood counters. Ten MSC-certified products were launched in 2008 and more will be added in 2009. Loblaw participates in the Sustainable Seafood Working Group of the Food Marketing Institute and in the WWF's Aquaculture Dialogues.

The company is working on sustainable seafood with a number of stakeholders, including suppliers and distributors, the Marine Stewardship Council, the WWF, Greenpeace and Fisheries and Oceans Canada.

## Labelling and transparency

In its sustainable seafood policy, Loblaw commits to 'labelling and marketing with information including credible certification marks to enable customers to make informed buying decisions.'

The company has indicated in correspondence with Greenpeace that by 2013, it will provide additional information for its customers about the seafood it sells, either on labels or its website. This information may include common and scientific names, countries of origin, and fishing or farming methods used.

## Redlist seafood sales

13 of the 15 Redlist species are sold by Loblaw: Arctic surf clams, Atlantic cod, Atlantic halibut, farmed Atlantic salmon, Atlantic sea scallops, Chilean seabass, haddock, orange roughy, shark, skate, swordfish, tropical shrimps and prawns, and yellowfin tuna.

