



# METRO

## Selling fish to death

### DID NOT RESPOND

**Metro continues to avoid taking any responsibility for solving the crisis facing our oceans. In addition to selling nearly all the species on Greenpeace's Redlist, it has no sustainable seafood policy in place and apparently no plans to create one. While the company has indicated a desire to improve country of origin labelling for the seafood it sells, no details and no timeline have been given.**

Metro is Canada's third largest food retailer and operates 742 supermarkets and grocery stores in Quebec and Ontario. The majority of the stores belong to independent owners who have leases or affiliation agreements with the company. The company is currently in the process of consolidating many of its Ontario stores, including Dominion, Loeb and A&P, under the Metro banner, and plans to have 158 'Metro' stores in the province by the end of 2009. Metro also runs 250 convenience stores and operates eleven warehouses for the procurement and storage of meat, frozen foods, and fruits and vegetables and also supplies institutional clients and small retail outlets.

### Banners

Metro, Metro Plus, A & P, Loeb, The Barn Markets, Les 5 saisons, Marché Richelieu, Marché AMI, Groupement des Épiciers Modèles (GEM), Ultra Food & Drug, Super C, Food Basics. Metro's Pêcheries Atlantiques division is Quebec's largest distributor of fresh and frozen seafood products.

### Sustainable seafood policy

Metro does not have a publicly available sustainable seafood policy and has announced no intention to create one. When asked by Greenpeace Canada at its 2009 annual meeting whether Metro would commit to putting a sustainable seafood policy in place, Metro CEO Eric La Flèche answered only that the company complies with federal government requirements and takes advice on seafood matters from Fisheries and Oceans Canada and the grocery industry association. The company's brief environmental policy dates back to 1998 and makes no mention of seafood. It is unclear whether Metro monitors its affiliate and franchise retailers' environmental performances.

### Sustainability initiatives

Metro 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

At its 2009 annual meeting, the company indicated that it will be improving its labelling initiatives on country of origin for seafood but provided no further details and no timeline. The company provides a book at the seafood counters of certain stores which includes recipes and information about seafood, but no specific information about the seafood being sold at Metro.

### Redlist seafood sales

Greenpeace surveys found Metro selling 14 of the 15 Redlist species: Arctic surf clams, Atlantic cod, Atlantic halibut, farmed Atlantic salmon, Atlantic sea scallops, Chilean seabass, Greenland halibut, haddock, orange roughy, shark, skate, swordfish, tropical shrimps and prawns, and tuna (bluefin, yellowfin).

*Note: Metro has not responded to multiple inquiries Greenpeace has made about its seafood policies and practices, both in preparation for our 2008 Out of Stock report and for this retailer performance rating. All of the information in this report is taken from corporate websites, annual reports, industry data, consumer surveys, and other publicly available information.*

