



OVERWAITEA

Underwhelming ocean action

DID NOT RESPOND

Overwaitea has taken some initiatives in sustainable seafood, but little progress has been made over the last year. Overwaitea has not developed a sourcing policy of its own and relies heavily on the MSC. Farmed salmon and species not certified by the MSC are thus left by the wayside. The fishing company owned by Overwaitea's parent company, The Jim Pattison Group, proudly affirms that it does not process farmed salmon or own salmon farms. Nevertheless, Overwaitea still sells farmed salmon as well as other Redlist species.

Overwaitea Food Group (OFG) is one of Western Canada's leading grocers, operating over one hundred supermarkets under a number of banners in Alberta and British Columbia.

OFG is a division of The Jim Pattison Group, Canada's third-largest private company, with sales of over 6.1 billion in 2005. Based in Vancouver, it is present in over 383 locations worldwide, with holdings including Ripley's Believe It or Not, food wholesaler and retailer Buy-Low Foods, the Canadian Fishing Company, and the News Group. The Canadian Fishing Company fishes various species including herring, black cod, hake, groundfish, and sardines and produces canned wild Pacific salmon under the Gold Seal label.

Banners

Overwaitea Foods, Save-On-Foods, PriceSmart, Urban Fare, Cooper's Foods, Bulkley Valley Wholesale.

Sustainable seafood policy

Overwaitea has officially endorsed the sustainable seafood initiatives of the Conservation Alliance for Seafood Solutions, which emphasizes the need to adopt a sustainable seafood policy. The company has made a commitment to ensure that all of its private label products are MSC-certified, though it has released no deadline for this to be achieved. Overwaitea has committed to using a preferred supplier criterion in selling MSC-certified products, where MSC products are promoted over items found on 'avoid' lists.

Seafood sustainability initiatives

Overwaitea collaborates with the David Suzuki Foundation and is also working with the Marine Stewardship Council (MSC) to increase the presence of sustainable seafood items in its stores.

Labelling and transparency

Overwaitea does not currently provide sustainable seafood labelling. However, it has made a commitment to work toward MSC certification of its private labels.

Redlist seafood sales

Greenpeace surveys found that Overwaitea sells 8 out of 15 Redlist species: Atlantic cod, Atlantic halibut, farmed Atlantic salmon, Atlantic sea scallops, haddock, shark, tropical shrimp and prawns, and yellowfin tuna.

