



# SAFeway

## The way to extinction

**Canada Safeway may rightfully be accused of having stonewalled efforts to protect the oceans. It has refused to react to a long-running campaign targeting its farmed salmon purchases (see Note), it sells numerous Redlist species, and it has avoided creating a seafood policy. However, a sustainable seafood policy recently released by Safeway in the US and the Canadian company's commitment to creating a similar policy this year give cause for hope. Canada Safeway must work to reduce its impact on the oceans by developing a comprehensive sustainable seafood policy and eliminating Redlist seafoods from its inventory.**

Safeway is one of the largest food and drug retailers in North America, operating some 1,700 stores in the United States and western Canada. Canada Safeway accounts for nearly 14 percent of parent Safeway's total sales and operates 222 stores in Alberta, British Columbia, Manitoba, and Saskatchewan. It serves independent grocery stores and institutional customers through four distribution centres and has about a dozen Canadian plants that make or process meat, dairy products, fruits and vegetables, bread, and other foods.

### Banners

Safeway.

### Sustainable seafood policy

Canada Safeway is currently developing a sustainable seafood policy which it plans to release 'in the very near future', in 2009.

### Seafood sustainability initiatives

Canada Safeway 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

Canada Safeway does not sufficiently label seafood products so consumers can avoid purchasing destructively fished species and does not promote sustainable seafood to its customers. The company does provide a book at the seafood counter of certain stores which includes recipes and some information about seafood sold in Canada.

### Redlist seafood sales

Safeway sells 12 of the 15 Redlist species: Arctic surf clams, Atlantic cod, farmed Atlantic salmon, Atlantic sea scallops, Chilean seabass, haddock, orange roughy, shark, skates and rays, swordfish, tropical shrimps and prawns, and yellowfin and bigeye tuna.

**Note:** The Coastal Alliance for Aquaculture Reform (CAAR), a BC-based coalition of seven groups, is asking Safeway to phase out the sale of farmed salmon because of the spread of parasitic sea lice to wild salmon populations. In 2007, CAAR brought Safeway Canada's CEO to the Broughton Archipelago to observe first-hand the impact that sea lice from salmon farms are having on wild pink and chum salmon. Canada Safeway has not publicly responded to the campaign and has not changed its farmed salmon purchasing practices.

