



WAL-MART

Save seafood. Do better.

Wal-Mart Canada would serve its customers and the oceans well by codifying its goals and practices into a sustainable seafood policy as well as by improving the information it provides so that customers can avoid buying destructively fished and farmed species. The fact that relatively few Redlist species are currently sold at Wal-Mart Canada stores is positive. Although no policy is currently in place to evaluate species and prevent unsustainable species from being put on the shelves as the company pursues its expansion, the company has committed to developing a policy beginning in 2009. While acknowledging Wal-Mart's efforts to increase ACC- and MSC-certified products sold, Greenpeace does not currently endorse any seafood certification program.

Wal-Mart Canada is owned by Wal-Mart, the world's largest retailer, which operates more than 7,800 stores and outlets. About 60 percent of its stores are in the US, but the company also operates in over a dozen countries in South and Central America, Asia, and Europe. Wal-Mart entered Canada in 1994 with the acquisition of the 122-store Woolco, a division of Woolworth Canada.

Wal-Mart Canada's 318 discount stores offer some 80,000 products, including apparel, household goods, hardware, toys, sporting goods, health and beauty aids, food, and other merchandise. While it currently holds only a small percentage of the grocery market for Canada, it continues to grow and plans to open 26 new supercenters in Canada this year. Seafood, however, represents a very small percentage of its sales, and Canadian Wal-Mart stores do not have full seafood counters.

Banners

Wal-Mart.

Sustainable seafood policy

Wal-Mart Canada has committed to developing a sustainable seafood policy beginning in 2009 but has not set a deadline for completion.

Sustainability initiatives

Wal-Mart Canada operates a 'Sustainable Values Network' for seafood made up of Wal-Mart buyers, executives, suppliers, environmental organizations, and regulators with the goal of providing a more sustainably harvested seafood selection. It plans to stay closely tied to Wal-Mart US's equivalent network and to work towards increasing the range of Marine Stewardship Council and Aquaculture Certification Council products sold. Wal-Mart Canada estimates that by the end of 2009, roughly one-third of its seafood supply—mainly shrimp from Thailand and China—will be certified by the ACC.

Labelling and transparency

Wal-Mart Canada labels wild fish that are MSC-certified and shrimp that are ACC-certified.

Redlist seafood sales

6 of the 15 Redlist species are sold by Wal-Mart: Atlantic cod, farmed Atlantic salmon, Atlantic sea scallops, haddock, tropical shrimp, and yellowfin tuna. Wal-Mart Canada does not have fresh seafood counters in its stores, thus limiting the range of fish sold.

