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GREENPEACE

Greenpeace is an independent campaigning organization that acts to expose global environmental problems and achieve solutions that are essential to a green and peaceful future.

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Introduction

This updated Carting Away the Oceans retailer scorecard reveals that while many U.S. supermarket chains continue to work on improving the sustainability of their seafood sales and sourcing policies, others have yet to take meaningful action.

When Carting Away the Oceans was first released in June 2008, twenty of the largest retailers in North America found their general seafood practices exposed to public scrutiny for the first time. The original purpose of this project was to inform retailers of the impacts their seafood sales are having on marine life. We also sought to use public awareness and objective science to reward retailers that were willing to incorporate the principles of sustainable business into their seafood operations.

As we look back at the first year of Carting Away the Oceans, we can see a pronounced schism among the retailers that were targeted by this report. While more than half of the companies have demonstrated at least some degree of progress, there remain nine retailers that have made no visible effort whatsoever to increase the sustainability of their seafood operations. These industry laggards continue to wreak havoc on our environment, with no apparent regard for the health of our ecosystems or the values of their customers.

At this point, Greenpeace has little choice but to call out these gross offenders for who they are, and to strongly urge all consumers to avoid buying seafood from the following retailers: Aldi, Costco, Giant Eagle, H. E. B., Meijer, Price Chopper, Publix, Trader Joe's, and Winn-Dixie.

These companies have demonstrated a willful disregard for our oceans and for the growing demand among US consumers for sustainable fish and honest fish merchants. In spite of the good faith attempts of Greenpeace and other environmental and consumer groups, these retailers have failed to address the serious environmental issues that have been brought to their attention, and have failed to respond to the urgency of the situation at hand.

In contrast, the broader public is calling for an end to the era of corporate greed at the expense of the environment and future generations. Nowhere is the demand for this paradigm shift better demonstrated than by the actions of these retailers' competitors. Greenpeace is delighted to announce that several of the companies included in this report have not only shown great improvement, but continue to move toward being the first large-scale "green" seafood retailers in the United States. Interestingly, each store has found avenues within its unique business model to move toward a more sustainable way of sourcing and selling seafood. Examples of this kind of innovation are evident in the actions of retailers like Wegmans, Ahold, Whole Foods, and Target, each of which has made great strides in various areas. While Whole Foods has increased its level of cooperation and initiative participation, Wegmans has developed a strong sustainable seafood policy, and Target has worked diligently to eliminate many unsustainable items from its inventory.

As Carting Away the Oceans moves forward, it is Greenpeace's goal to continue to promote and reward progress among these seafood retailers. Additionally, as we enter our second year of this work, it has become clear that some retailers simply do not respond to positive reinforcement and invitations to cooperate. Greenpeace is now prepared to begin disseminating honest information about the atrocious practices of these retailers to the general public, in the hope that this will convince these key companies to incorporate more sustainable practices into their seafood departments.

Every day, our oceans suffer under the relentlessly growing demand for seafood. Major retailers must begin to embrace environmental stewardship and sustainable business practices – not simply to safeguard the oceans, but also to ensure that they still have fish to sell in the coming decades. And, increasingly, retailers that refuse to improve the sustainability of their seafood will find themselves at a competitive disadvantage as consumers seek out retailers that share their concern about the fate of the oceans.

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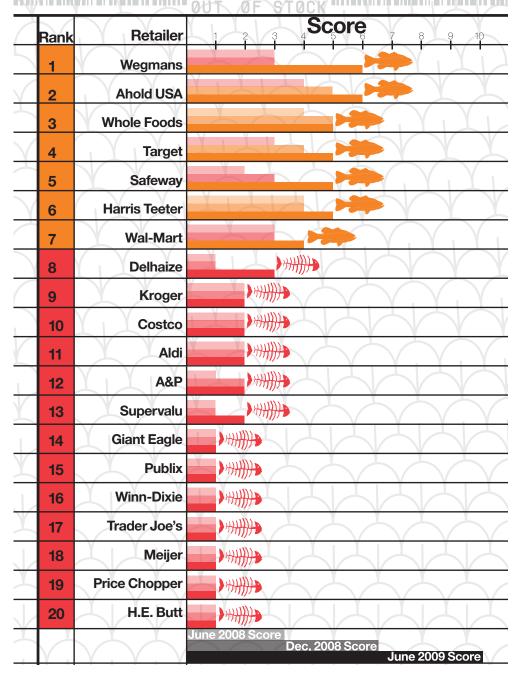




Pass: score 4-6

Supermarket Seafood Sustainability

Scorecard







Rating-6 (5.9)

Policy-69.52

Initiatives-79.5

Labeling-49

Red List Sales-15

Score-59.25

1. Wegmans Food Markets, Inc.

Banners: Wegmans

Wegmans is a family owned chain of over 70 supermarkets with outlets in New York, Pennsylvania, New Jersey, Virginia and Maryland. It is consistently ranked in Fortune Magazine as one of the "100 Best Companies to Work For" and recently ceased selling tobacco products.

Greenpeace Comments: In this most recent update of *Carting Away the Oceans*, Wegmans has emerged to lead the pack in terms of overall sustainability performance. This is based primarily on the creation of a publicly available sustainable seafood policy, and on Wegmans' commendable support for and involvement in various initiatives and partnerships related to sustainable seafood.

This is not to say that Wegmans' operations do not need improvement in several areas. Wegmans could increase its score substantially by removing red list items from its inventory—especially given the fact that Wegmans' own seafood sourcing policy dictates that "when there is a sustainability concern with a particular species, [Wegmans] works... to acquire seafood that is caught responsibly and prevents the depletion of natural resources. If we find that a better alternative is not available, that item will be removed from our selection." In spite of this clear directive, Wegmans continues to sell items like skate, grouper, and monkfish, all of which are unavailable from sustainable sources.

Sustainable Seafood Policy: Wegmans now has a sustainable seafood sourcing policy that is open for public perusal. This policy incorporates guidelines for sourcing both wild-caught and farmed products. Wild-caught items must be captured according to local regulations and properly reported. Capture methods used must meet Wegmans standards, and stock strength, bycatch rates, and social impacts are also taken into account.

Aquacultured products are sourced from suppliers which are working to "minimize or eliminate the use of wild fish in the feed, pesticides, and antibiotics." Wegmans also strives to avoid patronizing farms that cause undue habitat alteration and/or land loss, are associated with human rights abuses, or source broodstock from red-grade fisheries.

Wegmans actively seeks out products that have been certified by bodies such as the Marine Stewardship Council (MSC), and works with outside conservation and scientific groups to develop seafood sourcing standards. Additionally, under Wegmans' policy, products that are not available from responsible sources will be removed from the store's selection. This directive has led to the elimination of several key red list seafood items from the Wegmans inventory. Unfortunately, over a dozen unsustainable products can still be found in the Wegmans seafood department.

Seafood Sustainability Initiatives: Wegmans has made tremendous strides in this area, outdistancing even former front-runner Whole Foods in terms of initiative support. Wegmans participates in the Food Marketing Institute's sustainability initiative and its sustainable seafood working group. In addition, Wegmans supports the "Common Vision for Environmentally Sustainable Seafood," an initiative of the Conservation Alliance for Seafood Solutions which aims to build an active partnership between conservation organizations and seafood retailers in support of achieving sustainable fisheries. Wegmans' chain of custody is certified by the Marine Stewardship Council, a claim that very few U.S. retailers can make. Recently, Wegmans has entered the political realm by sending a letter to the U.S. State Department voicing the company's concern over Illegal, Unreported, Unregulated (IUU) fisheries.

continued >>>





Rating-6 (5.9)

Policy-69.52

Initiatives-79.5

Labeling-49

Red List Sales-15

Score-59.25

1. Wegmans Food Markets, Inc.

Banners: Wegmans

Wegmans has worked closely with Environmental Defense Fund (EDF), and currently uses EDF guidelines in some areas of its seafood purchasing, most notably farmed Belizean shrimp which are raised without large amounts of fish meal, contain no preservatives or tri-polyphosphates, and never receive antibiotics.

Labeling & Transparency: Wegmans is committed to providing information about sustainable seafood to its customers. The Wegmans sustainable seafood sourcing policy is now available online and in print form. Packaged seafood that qualifies for sustainability statements has information in the Wegmans Family Statement and, if applicable, also carries the MSC logo. In Wegmans seafood department, information about sustainable seafood choices is available to customers and Wegmans employees are trained to be knowledgeable about seafood choices, labeling and sustainability.

Red List Seafood Sales: Wegmans has recently removed Atlantic halibut and orange roughy from its stores due to concerns over stock strength and destructive capture methods. Greenpeace surveys found Wegmans continues to sell 15 of 22 red list seafoods: Alaskan pollock, Atlantic Cod, Atlantic salmon, Atlantic sea scallops, Chilean sea bass, grouper, monkfish, ocean quahog, red snapper, redfish, skates, South Atlantic albacore tuna, swordfish, tropical shrimp and yellowfin tuna.



Ahold

Score, Pass

Rating-6(5.7)

Policy-67.77

Initiatives-56.17

Labeling-57

Red list sales-13

Score-57.24

2. Ahold

Banners: Stop & Shop, Giant, Martin's Food Market

Ahold USA is the U.S. subsidiary of Netherlands-based grocery giant Royal Ahold. In the U.S. Ahold operates approximately 700 grocery stores in New England and the Eastern United States. Ahold is making significant strides toward seafood sustainability.

Greenpeace Comments: Ahold continues to push forward and make significant gains in seafood sustainability. By surpassing former front-runner Whole Foods in this most recent scorecard update, Ahold demonstrates that it has the drive and capacity to play a leadership role in the seafood sustainability movement.

Although Ahold has increased the transparency of its operations in recent months, this continues to be an area that needs improvement. To receive higher marks for its Choice Catch program, Ahold must make its seafood sourcing policy and procedures transparent and public, including by making information available on its retail banner websites. Ahold could also improve its overall score by removing key red list species, such as monkfish and Atlantic cod, from its product list.

Sustainable Seafood Policy: Ahold has a 10 point Sustainable Seafood Policy that covers both wild-caught and farmed seafood. Its sustainability program, Choice Catch, aims to reduce the negative impacts of commercial fishing. Based on the results of seafood sustainability audits conducted with the help of the New England Aquarium, Ahold makes purchasing decisions about which fish it will buy and sell. Issues addressed in its sustainable seafood policy include: avoiding illegally caught seafood, taking social, ecological and economic impacts into consideraton, supporting scientific research, and stakeholder initiatives aimed at improving seafood sustainability. Ahold gives preference to farmed seafood suppliers that are taking steps to reduce the environmental impacts of their operations as well as reduce the use of wild-caught fish for feed, antibiotics and pesticides.

Seafood Sustainability Initiatives: Ahold supports the "Common Vision for Environmentally Sustainable Seafood," an initiative of the Conservation Alliance for Seafood Solutions which aims to build an active partnership between conservation organizations and seafood retailers in support of achieving sustainable fisheries. Ahold also chairs the Food Marketing Insititute's Sustainable Seafood Working Group, and is involved in numerous other seafood sustainability initiatives and related projects.

Ahold utilizes several seafood certification systems, including the Marine Stewardship Council (MSC), GlobalGAP, and the Global Aquaculture Alliance (GAA). Although we note these practices, Greenpeace does not endorse any seafood certification programs.

Labeling & Transparency: Ahold provides in-store information for its seafood customers, but does not provide information on sustainable seafood or its Choice Catch program on its retail banner websites. On the parent company website (ahold.com), Ahold discusses its Choice Catch program, but provides little or no information about what Ahold customers can do to make sustainable choices when shopping in Ahold stores like Stop&Shop and Giant.

Red List Seafood Sales: In July 2008, Ahold USA retail banners (Stop&Shop and Giant) announced they would no longer sell Chilean sea bass, orange roughy, and shark. This is in addition to bluefin tuna and Atlantic halibut, species Ahold had previously committed to not stock. Greenpeace surveys identified 13 of 22 red list seafood items on sale at Ahold retail banners: Alaskan pollock, Atlantic cod, Atlantic salmon, Atlantic sea scallops, grouper, monkfish, ocean quahog, red snapper, redfish, South Atlantic albacore tuna, swordfish, tropical shrimp and yellowfin tuna.

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Rating-6(5.6)

Policy-62.82

Initiatives-77.5

Labeling-55

Red list sales-18

Score-54.58

3. Whole Foods Market

Banners: Harry's Farmers Market, Whole Foods Market, Wild Oats

Whole Foods Market, a rapidly expanding company with approximately 275 stores in the U.S., Canada and U.K., is the world's largest purveyor of natural and organic products. Whole Foods stays on top of the growing consumer trend toward sustainable living by constantly reviewing the health, nutrition and environmental impacts of the products it sells. In July 2008, Whole Foods Market released its Quality Standards for Aquaculture. These extensive Aquaculture Standards put them at the head of the supermarket sector in terms of sustainably farmed seafood.

Greenpeace Comments: Whole Foods Market has taken significant steps toward a more sustainable seafood operation. In fact, until this most recent update, Whole Foods was the leader among those companies ranked under Greenpeace's Carting Away the Oceans report. Unfortunately, Whole Foods continues to sell a tremendous amount of red list seafood options. Whole Foods' resistance to shifting its inventory away from species like Atlantic halibut, Chilean sea bass, and bigeye tuna is a major reason behind its slip to third place in this update.

Sustainable Seafood Policy: Whole Foods Market released a comprehensive aquaculture procurement policy in 2008 that primarily focuses on the company's sustainability requirements. In developing and implementing its Aquaculture Standards, Whole Foods called upon the expertise of scientists, environmentalists and its suppliers. In addition, Whole Foods provides supplier training on its standards.

Whole Foods' extensive Aquaculture Standards require fish farms to minimize the environmental impacts of their operations, which includes having protocols to prevent fish from escaping the farms. Antibiotics, growth hormones, and poultry and mammalian by-products may not be used in feed. Also included are strong traceability measures that ensure farmed seafood is tracked from farm to store.

Whole Foods' purchasing policy for wild-caught seafood is undergoing the same level of in-depth attention the company gave to its farmed seafood standards. In the mean time, Whole Foods continues to sell a large number of red list species such as Atlantic halibut and bigeye tuna.

Although we note that Whole Foods has incorporated the use of certification bodies into its seafood sustainability policy, Greenpeace does not endorse any seafood certification program, including the Marine Stewardship Council (MSC).

Seafood Sustainability Initiatives: Whole Foods supports sustainable fishing practices by actively partnering with suppliers, the MSC and others to encourage responsible practices. Whole Foods supports the "Common Vision for Environmentally Sustainable Seafood," an initiative of the Conservation Alliance for Seafood Solutions which aims to build an active partnership between conservation organizations and seafood retailers in support of achieving sustainable fisheries.

Labeling & Transparency: Whole Foods provides information to its customers on its website, and trains its seafood counter staff to answer questions about seafood sourcing and catch methods. The Aquaculture Standards are available online, setting a strong example in terms of transparency. Brochures on mercury in seafood are available to consumers upon request. Whole Foods also educates its customers about the environmental benefits of frozen seafood, which has a much smaller carbon footprint than fresh seafood that requires immediate shipping as opposed to taking the slow boat to market.

Red List Seafood Sales: Whole Foods has eliminated shark, bluefin tuna, and orange roughy from its stores. Greenpeace surveys found Whole Foods sells 18 of 22 red list seafoods: Alaskan pollock, Atlantic cod, Atlantic halibut, Atlantic salmon, Atlantic sea scallops, bigeye tuna, Chilean sea bass, Greenland halibut, grouper, hoki, monkfish, ocean quahog, red snapper, redfish, South Atlantic albacore tuna, swordfish, tropical shrimp and yellowfin tuna.





Rating-5(5.1)

Policy-49

Initiatives-48.5

Labeling-45

Red list sales-9

Score-51.13

4. Target

Banners: SuperTarget

Target has built an enormously successful "big box" store concept based on low prices and trendy products. Target's grocery division, SuperTarget, is elbowing out the grocery competition by offering groceries and organic products, along with household goods, under one roof. SuperTarget currently operates more than 218 grocery locations in 22 states. Target is making significant strides toward improving its seafood sustainability as part of its overall mission to be a good corporate steward of the environment.

Greenpeace Comments: Target is improving its seafood sustainability as part of its overall sustainability program and in support of its Sustainability Vision. In her most recent correspondence with Greenpeace, Amy Reilly of Target Communications stated, "[Target] strives to be a responsible steward of the environment, and we are introducing new seafood items and re-sourcing existing ones every day to help ensure the future health of the environment. We recognize the importance of this issue and the power and responsibility that comes with our size."

There is still a great deal of room for improvement within Target's seafood operation, but the company has taken significant strides toward seafood sustainability in the past year. Based on Target's performance record and the company's willingness to engage in open discussion, Greenpeace expects that Target will continue to steadily improve its seafood sustainability performance.

Sustainable Seafood Policy: Target's sustainable seafood policy is in formative stages. While it is not yet publically available, Target has provided Greenpeace with some basic information regarding its criteria and applicability.

Target's sustainable seafood policy is applied most stringently to its own brands, Archer Farms and Market Pantry, which account for the majority of its non-canned seafood sales. Target's Food Safety & Quality Assur-

ance team as well as third party organizations assess and monitor Target brand seafood vendor programs. Target gives additional consideration to vendors that demonstrate responsible harvest (wild caught and farmed) and processing policies and practices, as well as to products that have been certified by a seafood certification body.

Seafood Sustainability Initiatives: Target is a member of the Food Marketing Institute's Sustainability Task Force, and its subsidiary Sustainable Seafood Working Group. In addition to working with industry groups that represent producers, processors and conservation organizations, Target also consults with seafood scientists on its seafood sustainability and supports certification groups such as the Marine Stewardship Council (MSC).

Labeling & Transparency: Target is actively incorporating seafood labeling and information dissemination programs into its general efforts to promote sustainability. According to Ms. Reilly, Target has recently (May 2009) introduced an in-store program to promote sustainable seafood choices to consumers. Product-specific sustainability information is disseminated through circulars and seafood advertising campaigns as well. While the items highlighted by Target as sustainable options may not necessarily reflect Greenpeace's perspective, creating an avenue to present this type of information at point-of-sale is a major step toward greater transparency.

Red List Seafood Sales: Since the Carting Away the Oceans was first released in June 2008, Target has eliminated three red list seafood items: orange roughy, red snapper and redfish. Additionally, Target is currently working to transition a number of proprietarily branded products from Atlantic salmon to MSC-certified Alaskan keta salmon. Target continues to sell 9 of 22 red list species: Alaska pollock, Atlantic salmon, Atlantic sea scallops, Chilean sea bass, ocean quahog, South Atlantic albacore tuna, swordfish, tropical shrimp, and yellowfin tuna.

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Rating-5(5.0)

Policy-50.25

Initiatives-49.68

Labeling-53.5

Red list sales-13

Score-50.36

5. Safeway

Banners: Carr's, Dominick's, Genuardi's, Pavilions, Randall's, Safeway, Tom Thumb, VONS

Safeway is among the largest grocery chains in the United States and operates over 1,700 supermarkets under eight banners mostly in the Western and Southwestern regions, but also in the mid-Atlantic region and in Canada. Safeway offers a wide array of grocery items, including store brand organic foods and non-toxic household products. Safeway is in the process of improving its seafood sustainability as part of its animal welfare and sustainability program.

Greenpeace Comments: Safeway has made large strides toward a more sustainable seafood regime since the original release of Carting Away the Oceans in June 2008. Brian Dowling, Vice President of External Affairs, stated as much: "By working with industry, government, NGO experts, and local communities, [Safeway] strives to make responsible decisions that ensure adequate husbanding of the resource without harming the food security and livelihood of humans who depend on the resource to survive."

While there is still a need for considerable improvement throughout its seafood operation, Safeway has made commendable progress on this issue, especially through the elimination of key red list species from its inventory.

Sustainable Seafood Policy: Safeway has recently released an internal sustainable seafood policy, but it is still very much a work in progress. At this time, Safeway's policy requires that its seafood suppliers verify the source of their products and disclose their sustainability policies as a condition for doing business with Safeway. Safeway is beginning to work toward eliminating seafood from fisheries that cause undue collateral damage to the surrounding environmental through irresponsible capture methods.

Seafood Sustainability Initiatives: Safeway is a member of the Food Marketing Institute's Sustainability Task Force, as well as its subsidiary Sustainable Seafood Working Group. Safeway will require seafood suppliers to disclose their sustainability policies, provide product source information, and to demonstrate improvements in aquaculture techniques for farmed salmon and shrimp. Additionally, Safeway works with fishing communities in order to build and protect the viability of local sustainable fisheries.

Labeling & Transparency: Safeway provides its customers with information on mercury in seafood. Safeway plans to make information regarding its sustainable seafood policy available to the public upon the policy's completion. Programs to distribute this information via the company's website and through in-store flyers and signage are currently under development.

Red List Seafood Sales: In addition to its commitment to not sell hoki and bluefin tuna, Safeway has recently eliminated additional red list seafoods, including Greenland halibut, red snapper, redfish, and shark. Safeway is actively researching alternatives to Atlantic cod, and sells only Day Boat caught bigeye tuna in its Hawaii stores. Safeway continues to sell 13 of 22 red list seafoods: Alaska pollock, Atlantic cod, Atlantic salmon, Atlantic sea scallops, Chilean sea bass, grouper, monkfish, ocean quahog, orange roughy, South Atlantic albacore tuna, swordfish, tropical shrimp, and yellowfin tuna.



Harris Teeter Your Neighborhood Food Market

Rating-5(5.0)

Policy-57.82

Initiatives-45

Labeling-48.5

Red list sales-12

Score-49.83

6. Harris Teeter

Banners: Harris Teeter

Harris Teeter is an upscale supermarket chain with over 160 stores within six southeastern U.S. states. Harris Teeter is a wholly-owned subsidiary of Charlotte, NC-based Ruddick Corporation, and is Ruddick's most successful and profitable company. Harris Teeter is an expanding chain that offers trendy store enhancements like chef-prepared meals, sushi, organic and natural products.

Greenpeace Comments: Harris Teeter's stated goal is "to offer top quality seafood while being cognizant of the sustainability of supply, environmental impact on marine life and other species as well as social and economic impacts." Yet, Harris Teeter continues to sell a large number of red list species such as Chilean sea bass and orange roughy. Due to a lack of improvement in its seafood sustainability performance, Harris Teeter has slipped toward the middle of the pack in the Carting Away the Oceans rankings as other companies outpace Harris Teeter in their sustainability efforts.

Greenpeace encourages Harris Teeter to rejoin industry leaders by taking some significant steps toward a more sustainable seafood operation, especially by strengthening its overall sustainable seafood policy and removing key items from its inventory.

Sustainable Seafood Policy: Harris Teeter has sustainable seafood procurement guidelines that cover both wild-caught and farmed seafood. The company's policy dictates that it sources wild-caught species from suppliers of fisheries with management systems that use statistical scientific data, and that it seeks out farmed seafood products that have minor environmental impacts, such as domestic catfish, tilapia and mussels.

Jennifer Thompson of Harris Teeter has informed Greenpeace that "we only source wild seafood products from suppliers that demonstrate and adhere to all international, domestic, and local laws and guidelines." Additionally, the company refuses to purchase any trans-shipped products, and requires providers of certain farmed seafood products to be ACC(Aquaculture Certification Council) certified.

Seafood Sustainability Initiatives: Harris
Teeter works directly with suppliers who comply with
sustainability initiatives. Harris Teeter participates in
the Food Marketing Institute's sustainability initiative
and the International Union for the Conservation of
Nature (IUCN) Tuna Standards Steering Committee.

Labeling & Transparency: Harris Teeter's sustainable seafood standards are available on its website. Harris Teeter carries several Marine Stewardship Council (MSC) certified seafoods and Aquaculture Certification Council (ACC) and other third party certified farmed seafood. Harris Teeter also provides information on mercury in seafood. To promote sustainable choices, Harris Teeter provides extensive training for seafood managers, but does not make the information readily available at point of sale.

Red List Seafood Sales: Greenpeace surveys found Harris Teeter sells 12 of 22 red listed seafoods: Alaskan pollock, Atlantic cod, Atlantic salmon, Atlantic sea scallops, Chilean sea bass, grouper, ocean quahog, orange roughy, South Atlantic albacore tuna, swordfish, tropical shrimp and yellowfin tuna.

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Rating-4(4.3)

Policy-41.37

Initiatives-50

Labeling-34.5

Red list sales-13

Score-42.47

7. Wal-Mart

Banners: Wal-Mart, Sam's Club

Wal-Mart is the world's largest retailer.

It operates more than 7,400 retail outlets in the United States and in over a dozen other countries. In addition to selling grocery items, Wal-Mart sells clothing, electronics, toys and household merchandise, among other goods. Recently, Wal-Mart expanded its line of organic, sustainably-certified, and locally-sourced food products in Wal-Mart Supercenters. The company espouses three main goals: to be supplied by 100% renewable energy, to create zero waste, and to sell products that sustain our natural resources.

Greenpeace Comments: Wal-Mart's recent creation of a comprehensive sustainable seafood policy is a positive step, but its reliance on certification systems which certify species like Chilean sea bass and hoki is problematic. Wal-Mart could significantly improve its overall score by discontinuing these species, regardless of certification.

Although we note these practices by Wal-Mart, Greenpeace does not endorse any seafood certification programs. We also note that in Europe, Wal-Mart subsidiary Asda adopted a comprehensive sustainable seafood policy in January 2006 that led to the immediate stop of sales of Dover sole, lumpfish, dogfish, skate and swordfish.

Sustainable Seafood Policy: Wal-Mart has recently developed a sustainable seafood policy that covers both wild-caught and farmed seafood. The company uses the Marine Stewardship Council (MSC) certification system as an indicator for sustainability of wild-caught species. In response to the latest Greenpeace survey, Wal-Mart declared that it will source "all wild-caught fresh and frozen fish for the U.S. from MSC-certified fisheries by 2011."

Wal-Mart uses standards developed by the Global Aquaculture Alliance (GAA) and the Aquaculture Certification Council (ACC) as a sustainability indicator for farmed products. According to recent communications from the company, "Wal-Mart will work with Global

Aquaculture Alliance (GAA) and Aquaculture Certification Council, Inc. (ACC) to certify that all foreign shrimp suppliers adhere to Best Aquaculture Practices (BAP) standards in the U.S. by 2011. One hundred percent of the farmed shrimp products we purchase meets factory processing criteria established by the ACC, and we are in the process of having, catfish, tilapia and salmon farms become ACC-certified as well."

At the time this report went to press, less than half of the seafood sold by Wal-Mart was covered under the aforementioned policies.

Seafood Sustainability Initiatives: Wal-Mart partners with environmental groups such as Environmental Defense Fund, Conservation International, World Wildlife Fund, and the Natural Resources Defense Council, among other large and small organizations. Through Wal-Mart's Food and Agriculture Sustainable Value Network, the company brought conservation organizations together with Wal-Mart staff and suppliers to discuss collaborative approaches to sustainability. Wal-Mart also supports the Conservation Alliance for Seafood Solutions' "A Common Vision for Environmentally Sustainable Seafood" which aims to build an active partnership between conservation organizations and seafood retailers in support of achieving sustainable fisheries.

Labeling & Transparency: Wal-Mart labels products that are MSC-certified. In 2007, Wal-Mart introduced natural shrimp in 500 stores nationwide which carry two labels that describe to consumers what they are buying with the ACC standards, both at the factory and farm levels. As of 2008, all shrimp purchased by Wal-Mart is certified by the Aquaculture Certification Council.

Red List Seafood Sales: Wal-Mart has recently discontinued its sales of orange roughy, swordfish, and shark, although some residual inventory may still exist in the supply chain. Recent Greenpeace surveys found that Wal-Mart still sells 13 of 22 red list species: Alaskan pollock, Atlantic cod, Atlantic salmon, Atlantic sea scallops, bigeye tuna, Chilean sea bass, grouper, hoki, ocean quahog, red snapper, South Atlantic albacore tuna, tropical shrimp and yellowfin tuna.





Rating-3(2.8)

Policy-10

Initiatives-35

Labeling-22

Red list sales-13

Score-27.75

8. Delhaize

Banners: Bloom, Bottom Dollar, Food Lion, Hannaford Bros., Harveys, Kash n'Karry, Sweetbay

Delhaize America is owned by the Belgian food retailer Delhaize Group which holds many subsidiaries, including major supermarket chains that operate over 1500 grocery stores in 16 U.S. states. The company is making the most of the U.S. market trends toward organic and natural foods, and recently converted Kash n' Karry stores into Sweetbay stores that focus on healthy living and nutrition. Delhaize subsidiaries in Europe are developing progressive seafood policies, but these have yet to materialize in its U.S. based subsidiaries.

Greenpeace Comments: Referring to its goal to source responsibly, Delhaize Group states in its 2007 Corporate Responsibility Report, "We are committed to strengthen the governance of our supply chain and believe that working with our partners, from our suppliers to other retailers and non-profit organizations, is the most effective way to achieve this goal." Delhaize's European subsidiaries are developing progressive seafood policies, and although it is still a work in progress, it appears that Delhaize in the United States is beginning to engage in similar efforts.

According to Michael Norton, a spokesman for Hannaford Bros, Hannaford will serve as a pilot site for a Gulf of Maine Research Institute (GMRI) initiative "that will strengthen the economic and ecological sustainability of New England's fisheries." Mr. Norton added that Hannaford will work with GMRI to develop seafood standards, promote local and sustainable seafood, and track consumer responses. However, none of these initiatives are being applied under any other Delhaize banners.

Sustainable Seafood Policy: Delhaize America does not have a sustainable seafood policy for its U.S. stores, but states it is currently developing one.

Seafood Sustainability Initiatives: Delhaize retail banner Hannaford Bros. is a member of the Food Marketing Institute's Sustainability Task Force as well as its Sustainable Seafood Working Group.

Hannaford Bros. is serving as a pilot site for GMRI effort to improve Northeast regional fisheries.

Labeling & Transparency: Delhaize America retail banners do not sufficiently label seafood products so consumers can avoid purchasing destructively fished species, and do not promote sustainable seafood to customers.

Red List Seafood Sales: Delhaize sells 13 of 22 red list seafoods: Alaskan pollock, Atlantic cod, Atlantic halibut, Atlantic salmon, Atlanic sea scallops, Chilean sea bass, monkfish, ocean quahog, redfish, South Atlantic albacore tuna, swordfish, tropical shrimp and yellowfin tuna.

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Rating-2(2.0)

Policy-10

Initiatives-20

Labeling-25

Red list sales-17

Score-19.75

9. The Kroger Company

Banners: Baker's, City Market, Dillon's, Food 4 Less, Foods Company, Fred Meyer, Fry's, Gerbes, Hilander, Jay C Food Stores, King Soopers, Kroger, Owen's, PayLess Super Markets, Quality Food Centers (QFC), Ralph's, Scott's, Smith's

Kroger is the nation's largest grocery retailer, operating over 2,400 stores throughout the United States. In order to compete with other high-volume retailers, Kroger offers discount prices on seasonal goods, merchandise, grocery items and high-quality perishables such as fresh seafood and organic produce.

Greenpeace Comments: Kroger has become more responsive to Greenpeace inquiries as the company attempts to move toward a more sustainable paradigm in their seafood sales. This is a welcome and necessary change, given the unacceptable amount of red list seafood items sold by this company.

While Kroger's operations have yet to demonstrate tangible improvement in the areas of policy, transparency, and actual items sold, recent communications from Brendon Cull, the company's Director of Government Relations and Regulatory Affairs, indicate that these changes are coming very soon. Kroger sells a large number of red list species, and could significantly improve its overall score by removing species such as shark, orange roughy and Chilean sea bass.

Sustainable Seafood Policy: Kroger does not have a sustainable seafood policy, but an internal task force is currently working to develop one.

Seafood Sustainability Initiatives: Kroger is a member of the Food Marketing Institute's Sustainability Task Force, and its recently formed Sustainable Seafood Working Group, Kroger is engaged in the Aquaculture Dialogs, a World Wildlife Fund-led multi-stakeholder effort to create standards for aquaculture operations. Kroger also publicly endorses the principles of the "Common Vision for Environmentally Sustainable Seafood," an initiative of the Conservation Alliance for Seafood Solutions which aims to build an active partnership between conservation organizations and seafood retailers in support of achieving sustainable fisheries.

Labeling & Transparency: Kroger does not sufficiently label seafood products so consumers can avoid purchasing destructively fished species, and does not promote sustainable seafood to customers.

Red List Seafood Sales: Greenpeace surveys found that Kroger stores sell 17 of 22 red list seafoods: Alaska pollock, Atlantic cod, Atlantic salmon, Atlantic sea scallops, bigeye tuna, Chilean sea bass, grouper, hoki, ocean quahog, orange roughy, red snapper, redfish, shark, South Atlantic albacore tuna, swordfish, tropical shrimp and yellowfin tuna.





Rating-2(1.9)

Policy-0

Initiatives-19

Labeling-20

Red list sales-15

Score-18.75



Costco is the largest wholesale club operator in the U.S. and operates about 530 membership warehouse stores that sell products in bulk at below-retail prices. Costco serves more than 50 million cardholders around the globe and in 40 U.S. states.

Greenpeace Comments: In September 2003, Costco announced that it would begin to screen its imported, farmed salmon for the presence of malachite green, a suspected carcinogen. The dye, which is used as a fungicide in fish farms, was banned in the U.S in 1991, but has turned up in Chilean farmed salmon, which accounts for a large portion of salmon sold in U.S retail stores.

Costco's program to screen for malachite and its participation in discussions about the impacts of shrimp farming suggests some degree of interest in seafood sustainability. Costco could make important strides toward reducing its impact on the oceans by developing a comprehensive sustainable seafood policy and eliminating red list seafoods from its inventory. Further, Costco could use its bulk purchasing advantage to help shift the seafood supply chain toward environmentally responsible fisheries.

Unfortunately, at the time this report went to print, Costco was continuing to make irresponsible purchasing decisions, and stocked over a dozen red list seafood items, including orange roughy and Chilean sea bass. Additionally, management has made no effort to provide customers with the information necessary to make responsible purchases.

Costco has not responded to multiple inquiries from Greenpeace about its seafood policies and practices, both in preparation for our report *Carting Away the Oceans* or for subsequent retailer performance updates. All of the information in this report is gleaned from annual reports, industry data, consumer surveys, and publicly available information.

Sustainable Seafood Policy: Costco does not have a sustainable seafood policy.

Seafood Sustainability Initiatives: Costco has participated in dialogues with World Wildlife Fund regarding the environmental and social impacts of shrimp aquaculture. Beyond this, Costco is not affiliated with retailer groups, fishing industry groups, seafood companies, third-party auditors, or environmental conservation organizations working on seafood sustainability.

Labeling & Transparency: Costco does not sufficiently label seafood products so consumers can avoid purchasing destructively fished species or promote sustainable seafood to its customers. Costco provides its customers with information on mercury in seafood and carries one Marine Stewardship Council labeled product: its Signature brand Wild Alaskan smoked salmon.

Red List Seafood Sales: Greenpeace surveys found Costco sells 15 of the 22 red list seafoods: Alaskan pollock, Atlantic cod, Atlantic salmon, Atlantic sea scallops, Chilean sea bass, grouper, monkfish, ocean quahog, orange roughy, red snapper, redfish, South Atlantic albacore tuna, swordfish, tropical shrimp and yellowfin tuna.

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Rating-2(1.9)

Policy-0

Initiatives-0

Labeling-0

Red list sales-6

Score-18.5



The ALDI chain of supermarkets started in Germany and now operates in 18 countries. ALDI has over 850 stores across the United States, making it one of the largest grocery retailers in the nation. ALDI subsidiaries in Europe are developing progressive seafood policies, but these have yet to materialize in the U.S. based subsidiary.

Greenpeace Comments: In Europe, ALDI subsidiaries have been in contact with European Greenpeace offices as they work to develop sustainable seafood policies, improve seafood labeling and remove red list seafood items from sale. Moreover, the European branch of ALDI has committed to stop selling numerous red list products, including yellowfin tuna, swordfish, redfish, monkfish and halibut.

In stark contrast, ALDI in the United States has made no effort whatsoever to improve its seafood sustainability performance. In fact, given its lackadaisical stance on environmental issues and apparent disregard for the seafood sustainability movement, it's quite fortunate that ALDI only sells a handful of fish products.

Since ALDI has not responded to any Greenpeace inquiries, either for our report *Carting Away the Oceans* or for subsequent retailer performance updates, all of the information in this report is gleaned from annual reports, industry data, consumer surveys, and publicly available information.

Sustainable Seafood Policy: ALDI does not have a sustainable seafood policy.

Seafood Sustainability Initiatives: ALDI is not affiliated with retailer groups, fishing industry groups, seafood companies, third-party auditors, or environmental conservation organizations working on seafood sustainability.

Labeling & Transparency: ALDI does not sufficiently label seafood products so consumers can avoid purchasing destructively fished species, and does not promote sustainable seafood to its customers.

Red List Seafood Sales: Greenpeace surveys found ALDI sells 6 of 22 red list seafoods: Alaska pollock, ocean quahog, orange roughy, South Atlantic albacore tuna, tropical shrimp and yellowfin tuna.



Rating-2(1.8)

Policy-10

Initiatives-15

Labeling-10

Red list sales-15

Score-18.25

12. The Great Atlantic and Pacific Tea Company (A&P)

Banners: A&P, A&P Super Foodmart, Food Basics, The Food Emporium, Pathmark, Super Fresh, Waldbaums

The Great Atlantic & Pacific Tea Company

(A&P) distinguishes itself as a neighborhood grocer with high-quality foods. A&P operates more than 450 stores under 6 subsidiaries mostly in the New England region. A&P is owned by the Tengelmann Group, a German company that is a majority stockholder and active in management of both U.S. and European subsidiaries. A&P has begun the process of establishing sustainable seafood policies and practices.

Greenpeace Comments: Unfortunately, A&P did not respond to the most recent round of Greenpeace inquiries. Earlier communications from A&P indicated the company was taking the issue of seafood sustainability seriously.

In preparation for the December 2008 seafood report, A&P's Communications Manager Patti Councill stated, "We recognize the significance of seafood sustainability for our company and the industry. We are working toward finding solutions for seafood sustainability with the goal of establishing policies and practices that would be appropriate for our business." In addition, Ms. Councill informed Greenpeace that A&P would no longer sell several red list species, including Atlantic halibut, orange roughy and shark, in any of its stores.

Greenpeace expects A&P will re-engage and continue to improve its seafood sustainability performance, and that this program will play a significant role in the company's efforts to distinguish itself.

Sustainable Seafood Policy: A&P does not have a sustainable seafood policy.

Seafood Sustainability Initiatives: A&P is a member of the Food Marketing Institute's Sustainability Task Force, and its recently formed Sustainable Seafood Working Group.

Labeling & Transparency: A&P does not sufficiently label seafood products so consumers can avoid purchasing destructively fished species, and does not promote sustainable seafood to its customers.

Red List Seafood Sales: In November 2008, A&P committed to not sell orange roughy, shark, bluefin tuna and Atlantic halibut in any of its stores. A&P retail banners continue to sell 15 of 22 red list seafoods: Alaska pollock, Atlantic cod, Atlantic salmon, Atlantic sea scallops, Chilean sea bass, Greenland halibut, grouper, monkfish, ocean quahog, red snapper, redfish, South Atlantic albacore tuna, swordfish, tropical shrimp and yellowfin tuna.

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Rating-2(1.5)

Policy-10

Initiatives-15

Labeling-15

Red list sales-18

Score-15

13. SUPERVALU

Banners: Acme, Albertson's, Biggs, Bristol Farms, Country Market, Cub Foods, Farm Fresh, Hornbacher's, Jewel-Osco, Lucky, Save-a-Lot, Shaw's, Star Market, Shop n' Save, Shoppers

SUPERVALU is a super-sized grocery retailer. Through an extensive network of subsidiaries, SUPERVALU operates more than 2,500 stores nationwide. Its numerous banners provide SUPERVALU a store format for virtually every consumer demographic - gourmet, hard-to-find specialty groceries, as well as bulk and discount groceries.

Greenpeace Comments: In response to Greenpeace inquiries in preparation for this report, Haley Meyer of SUPERVALU Communications stated, "SUPERVALU is making steady progress toward developing and implementing sustainable seafood policies and practices," but included few details. Ms. Meyer also informed Greenpeace that SUPERVALU is exploring the possibility of partnering with a nongovernmental organization to help the company shape its sustainable seafood policy and practices.

Although SUPERVALU has begun the process of developing a sustainable seafood policy, it still scores as one of the poorest performing national supermarket chains in Greenpeace's seafood ranking, in part due to the very large number of red list species it sells. SUPERVALU could significantly improve its score by eliminating such red list species as shark, orange roughy, Chilean sea bass and hoki.

Sustainable Seafood Policy: SUPERVALU does not have a sustainable seafood policy, but states that it is exploring partnerships with non-governmental organizations that can help it develop one.

Seafood Sustainability Initiatives: SUPERVALU is not yet affiliated with retailer working groups, fishing industry groups, seafood companies, third-party auditors, or environmental conservation organizations working on seafood sustainability. SUPERVALU is a member of the Food Marketing Institute's Sustainability Task Force.

Labeling & Transparency: SUPERVALU does not sufficiently label seafood products so consumers can avoid purchasing destructively fished species, and does not promote sustainable seafood to its customers. SUPERVALU provides its customers with information on mercury in seafood.

Red List Seafood Sales: Greenpeace surveys found SUPERVALU retail banners sell 18 of 22 red list seafoods: Alaskan pollock, Atlantic cod, Atlantic salmon, Atlantic sea scallops, Chilean sea bass, Greenleand halibut, grouper, hoki, monkfish, ocean quahog, orange roughy, red snapper, redfish, shark, South Atlantic albacore tuna, swordfish, tropical shrimp and yellowfin tuna.



Rating-1(1.4)

Policy-0

Initiatives-10

Labeling-10

Red list sales-15

Score-13.5



Giant Eagle operates over 230 stores in four states through direct corporate ownership and franchises. Giant Eagle focuses on busy families by providing children's play centers, express prepared meals, and the "Market District" - an extensive in-store counter with chef-prepared fresh seafood, meats and vegetables for quick and convenient meals. Giant Eagle has many progressive policies concerning the environment, but has yet to include seafood sustainability as a visible part of its efforts.

Greenpeace Comments: Although Giant Eagle has received awards for its environmental stewardship, and is recognized within the grocery industry as having progressive polices towards energy management, recycling, solid waste and community environmental outreach, the company has not yet acted on seafood sustainability.

Giant Eagle is well poised to do so and would serve its customers and the oceans well by extending its progressive efforts to include seafood sustainability.

Giant Eagle had not responded to multiple inquiries from Greenpeace about its seafood policies and practices, both in preparation for our report *Carting Away the Oceans* or for subsequent retailer performance updates. All of the information in this report is gleaned from annual reports, industry data, consumer surveys, and publicly available information.

Sustainable Seafood Policy: Giant Eagle does not have a sustainable seafood policy.

Seafood Sustainability Initiatives: Giant Eagle is not affiliated with retailer groups, fishing industry groups, seafood companies, third-party auditors, or environmental conservation organizations working on seafood sustainability. Giant Eagle is a member of the Food Marketing Institute's Sustainability Task Force, but not its Sustainable Seafood Working Group.

Labeling & Transparency: Giant Eagle does not sufficiently label seafood products so consumers can avoid purchasing destructively fished species, and does not promote sustainable seafood to its customers.

Red List Seafood Sales: Greenpeace surveys found Giant Eagle sells 15 of 22 red list seafood items: Alaska pollock, Atlantic cod, Atlantic salmon, Atlantic sea scallops, Chilean sea bass, grouper, ocean quahog, orange roughy, red snapper, redfish, shark, South Atlantic albacore tuna, swordfish, tropical shrimp and yellowfin tuna.

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Rating-1(1.3)

Policy-0

Initiatives-10

Labeling-10

Red list sales-16

Score-12.5



Publix is the largest employee-owned supermarket chain in the United States. A fast-growing chain, Publix currently operated over 900 supermarkets in five southern states and is quickly outpacing southern competitors like Winn-Dixie. Publix is neither a "big box" store nor a small, neighborhood grocery either—it offers basics like dairy, produce, deli, bakery, and meat and seafood counters.

Greenpeace Comments: Publix has not responded to any inquiries from Greenpeace regarding its seafood policies and practices, both in preparation for our report Carting Away the Oceans or for subsequent retailer performance updates. In addition to its silence on its seafood policies, surveys found Publix sells a large number of red list species such as shark, orange roughy and Chilean sea bass. Publix would serve its customers, employees and the oceans well by developing and implementing sustainable seafood policies and practices.

All of the information in this report is gleaned from annual reports, industry data, consumer surveys, publicly available information, and Publix customer correspondence.

Sustainable Seafood Policy: Publix does not have a sustainable seafood policy.

Seafood Sustainability Initiatives: Publix is not affiliated with retailer working groups, fishing industry groups, seafood companies, third-party auditors, or environmental conservation organizations working on seafood sustainability. Publix is a member of the Food Marketing Institute's Sustainability Task Force.

Labeling & Transparency: Publix does not sufficiently label seafood products so consumers can avoid purchasing destructively fished species, and does not promote sustainable seafood to its customers.

Red List Seafood Sales: Greenpeace surveys and information provided by Publix customer correspondence have revealed that Publix sells 16 of the 22 red list species: Alaskan pollock, Atlantic cod, Atlantic salmon, Atlantic sea scallops, Chilean sea bass, Greenland halibut, grouper, monkfish, ocean quahog, orange roughy, red snapper, shark, South Atlantic albacore tuna, swordfish, tropical shrimp and yellowfin tuna.





Rating-1(1.3)

Policy-0

Initiatives-0

Labeling-0

Red list sales-12

Score-12.5



Since emerging from Chapter 11 in late 2006,

Winn-Dixie has been renovating and rebuilding its grocery business with renewed energy. Headquartered in Florida, Winn-Dixie operates more than 500 grocery stores in the southeastern United States.

Greenpeace Comments: Winn-Dixie has yet to take any visible steps toward improving its seafood sustainability, thus its consistently low score on Greenpeace's seafood scorecard. Winn-Dixie has not responded to multiple inquiries from Greenpeace about its seafood policies and practices, both in preparation for our report *Carting Away the Oceans* or for subsequent retailer performance updates. All of the information in this report is gleaned from annual reports, industry data, consumer surveys, and publicly available information.

Sustainable Seafood Policy: Winn-Dixie does not have a sustainable seafood policy.

Seafood Sustainability Initiatives: Winn-

Dixie is not affiliated with retailer groups, fishing industry groups, seafood companies, third-party auditors, or environmental conservation organizations working on seafood sustainability.

Labeling & Transparency: Winn-Dixie does not sufficiently label seafood products so consumers can avoid purchasing destructively fished species, and does not promote sustainable seafood to its customers.

Red List Seafood Sales: Greenpeace surveys found Winn-Dixie sells 12 of 22 red list seafoods: Alaska pollock, Atlantic cod, Atlantic salmon, Atlantic sea scallops, grouper, ocean quahog, orange roughy, red snapper, redfish, South Atlantic albacore tuna, tropical shrimp and yellowfin tuna.

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Rating-1(1.0)

Policy-0

Initiatives-0

Labeling-5

Red list sales-15

Score-10.25

17. Trader Joe's

Banners: Trader Joe's

Trader Joe's operates more than 300 stores in at least 23 states, and prides itself on offering rock-bottom prices and a wide array of single serving and prepared meals made with natural and organic ingredients.

Trader Joe's buys direct from producers and offers a variety of grocery products under its own private label.

Greenpeace Comments: Trader Joe's remains the largest US grocer operating on a nation-wide scale that refuses to substantively respond to Greenpeace inquiries regarding its seafood sustainability policies and practices.

In correspondence dated March 11, 2008 (the most recent and only time Trader Joe's management deigned to discuss the issue of seafood sustainability with Greenpeace), Jon Basalone, Senior Vice President of Marketing, stated "We simply listen to our customers" when it comes to deciding how to do its business and determine what it sells. This view is antithetical to the basic tenets of Corporate Social Responsibility - to take social, environmental, and political concerns into account when doing business - and runs counter to consumer preference and marketing trends toward sustainable products. Therefore, it remains unclear how Trader Joe's defines "listening to its customers." Trader Joe's would serve its customers, who are clearly interested in health, sustainability, and the oceans well by improving its seafood sustainability performance.

Trader Joe's does label private label products as low sodium, gluten-free, vegan, vegetarian and kosher to help customers make informed choices – but this trend stops short of reaching the seafood section. Trader Joe's customers are given no information regarding environmentally responsible seafood, and the Trader Joe's seafood section is stocked with a plethora of red list items, including orange roughy, Chilean sea bass, Atlantic salmon, and monkfish.

To make matters worse, Trader Joe's actively disseminates misleading information about its seafood selection.

In some stores, signs claiming that Trader Joe's seafood comes from sustainable and environmentally benign sources hang above the seafood freezer, lulling customers into a false sense of security and willfully duping patrons into supporting parts of the seafood industry that cause tremendous harm to the planet.

Until Trader Joe's develops and implements strong and defensible sustainable seafood policies and practices that demonstrate environmental and social responsibility, its seafood customers will be unwittingly abetting Trader Joe's environmental crimes—There is no place for this kind of moral shortsightedness in a responsible seafood operation.

Due to Trader Joe's consistent failure to reply to Greenpeace outreach efforts, all of the information in this report is gleaned from annual reports, industry data, consumer surveys, and publicly available information.

Sustainable Seafood Policy: Trader Joe's does not have a sustainable seafood policy.

Seafood Sustainability Initiatives: Trader Joe's is not affiliated with retailer groups, fishing industry groups, seafood companies, third-party auditors, or environmental conservation organizations working on seafood sustainability.

Labeling & Transparency: Trader Joe's does not label seafood products so consumers can avoid purchasing destructively fished species, and does not promote sustainable seafood to customers. To make matters worse, certain stores advertise that Trader Joe's seafood is sustainable (blatant misinformation when one considers the actual seafood being sold). Beyond seafood labeling required by law, Trader Joe's only provides its customers with information on mercury in seafood.

Red List Seafood Sales: Greenpeace surveys found Trader Joe's sells 15 of the 22 red list seafoods: Alaskan pollock, Atlantic cod, Atlantic salmon, Atlantic sea scallops, Chilean sea bass, Greenland halibut, monkfish, ocean quahog, orange roughy, red snapper, redfish, South Atlantic albacore tuna, swordfish, tropical shrimp and yellowfin tuna.



meijer

Score: Fail

Rating-1(1.0)

Policy-0

Initiatives-0

Labeling-0

Red list sales-14

Score-10

18. Meijer Banners: Meijer

Meijer started as a tiny grocery shop in 1934. Today, the privately held Meijer grocery chain is one of the largest grocery retailers in the Midwest. Meijer stores are open 24 hours a day, 365 days a year. In addition to selling groceries, Meijer offers automobile services, household goods, in-store restaurants, gas stations, and electronics.

Greenpeace Comments: Meijer did not respond to the most recent round of Greenpeace inquiries regarding its seafood sustainability policies and practices. Even in past communications with Greenpeace, Meijer did not offer any statements of substance. In regard to the December 2008 score card update, Stacie Behler, VP Corporate Communications and Public Affairs, provided Greenpeace with a single paragraph response stating that Meijer does not provide information on policies or procedures because it is a privately held company. Apparently, Meijer prioritizes corporate privacy over its customers' right to choose products that do not contribute to ocean destruction.

Meijer's repeated refusal to acknowledge seafood sustainability as an issue that merits its attention is reflected in its irresponsible approach at the seafood counter. Hopefully the company's leadership will soon begin to address their lack of corporate responsibility when it comes to seafood.

Meijer has not responded with any detail to multiple inquiries from Greenpeace about its seafood policies and practices, both in preparation for our report *Carting Away the Oceans* or for subsequent retailer performance updates. All of the information in this report is gleaned from annual reports, industry data, consumer surveys, and publicly available information.

Sustainable Seafood Policy: Meijer does not have a sustainable seafood policy.

Seafood Sustainability Initiatives: Meijer is not affiliated with retailer groups, fishing industry groups, seafood companies, third-party auditors, or environmental conservation organizations working on seafood sustainability.

Labeling & Transparency: Meijer does not sufficiently label seafood products so consumers can avoid purchasing destructively fished species, and does not promote sustainable seafood to its customers.

Red List Seafood Sales: Greenpeace surveys found Meijer stores selling 14 of 22 red list seafoods: Alaskan pollock, Atlantic cod, Atlantic salmon, Atlantic sea scallops, Chilean sea bass, Greenland halibut, grouper, ocean quahog, orange roughy, redfish, South Atlantic albacore tuna, swordfish, tropical shrimp, and yellowfin tuna.

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Rating-1(0.9)

Policy-10

Initiatives-0

Labeling-0

Red list sales-17

Score-9

19. Price Chopper

Banners: Price Chopper

Founded and managed by the Golub family, Price Chopper is a New England grocery chain with 115 stores in New York, Vermont, Connecticut, Pennsylvania, New Hampshire and Massachusetts. Price Chopper is privately held by the Golub family and employees and, as the name suggests, offers low prices and a variety of modern amenities like artisan breads, custom-cut meat shops, seafood departments with sushi, and natural, organic and kosher products.

Greenpeace Comments: Price Chopper failed to respond to the most recent round of Greenpeace inquiries regarding its seafood sustainability policies and practices. In response to inquiries for the December 2008 scorecard update, Mona Golub, Vice President of Public Relations and Consumer Services, provided Greenpeace with a three paragraph "Sustainable Seafood Policy" that provided few details on Price Chopper's policies, practices or plans to improve its seafood sustainability. The statement makes passing reference to complying with commerce laws, researching sustainable seafood sources, relying on certification programs to provide direction, and promoting sustainable seafood.

Greenpeace surveys of Price Chopper's seafood counter revealed it does not even consistently display Country of Origin Labeling (COOL), which is required by law. Price Chopper has yet to take any visible steps toward responsible seafood merchandising, and continues to sell a very large number of red list species such as orange roughy, Chilean sea bass and bigeye tuna.

Sustainable Seafood Policy: Price Chopper does not have a sustainable seafood policy.

Seafood Sustainability Initiatives: Price Chopper is not affiliated with retailer groups, fishing industry groups, seafood companies, third-party auditors, or environmental conservation organizations working on seafood sustainability.

Labeling & Transparency: Price Chopper does not sufficiently label seafood products so consumers can avoid purchasing destructively fished species, and does not promote sustainable seafood to its customers. Price Chopper does not consistently label according to COOL (country of origin labeling laws), which are legally required.

Red List Seafood Sales: Greenpeace surveys found Price Chopper sells 17 of the 22 red list seafoods: Alaskan pollock, Atlantic cod, Atlantic salmon, Atlantic sea scallops, big eye tuna, Chilean sea bass, grouper, hoki, monkfish, ocean quahog, orange roughy, redfish, skates, South Atlantic albacore tuna, swordfish, tropical shrimp and yellowfin tuna.





Rating-1(0.8)

Policy-0

Initiatives-0

Labeling-0

Red list sales-16

Score-7.5



H.E. Butt is one of the most successful privately held grocers in the country and currently operates more than 300 stores in Texas and Mexico. H.E.Butt takes a conventional approach to grocery retailing and is expanding its offerings of non-grocery items in order to compete with retailers like Wal-Mart.

Greenpeace Comments: H.E. Butt continues to ignore all inquiries from Greenpeace about its seafood policies and practices, and languishes at the rear of the pack in terms of corporate responsibility when it comes to seafood sustainability. The company offers sixteen different red list seafood products, including imperiled species such as shark, orange roughy and Chilean sea bass. Environmental stewardship is clearly not a priority for this retailer. All of the information in this report is gleaned from annual reports, industry data, consumer surveys, and publicly available information.

Sustainable Seafood Policy: H.E. Butt does not have a sustainable seafood policy.

Seafood Sustainability Initiatives: H.E. Butt is not affiliated with retailer working groups, fishing industry groups, seafood companies, third-party auditors, or environmental conservation organizations working on seafood sustainability.

Labeling & Transparency: H.E. Butt does not sufficiently label seafood products so consumers can avoid purchasing destructively fished species, and does not promote sustainable seafood to its customers.

Red List Seafood Sales: Recent Greenpeace surveys found H.E. Butt stores selling 16 of 22 red list seafoods: Alaskan pollock, Atlantic cod, Atlantic salmon, Atlantic sea scallops, Chilean sea bass, grouper, monkfish, ocean quahog, orange roughy, red snapper, redfish, shark, South Atlantic albacore tuna, swordfish, tropical shrimp, and yellowfin tuna.

HQ: San Antonio, TX

Annual Sales: \$11,215,000,000

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GREENPEACE

Greenpeace is an independent campaigning organization that acts to expose global environmental problems and achieve solutions that are essential to a green and peaceful future.

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