

# Global Sustainability Summit

UNCOVER THE POSSIBILITIES



**How Seafood Is Paving the Way  
for Embedding Sustainability  
Into Your Company**

Loblaw

# Loblaw Companies Limited and Sustainable Seafood

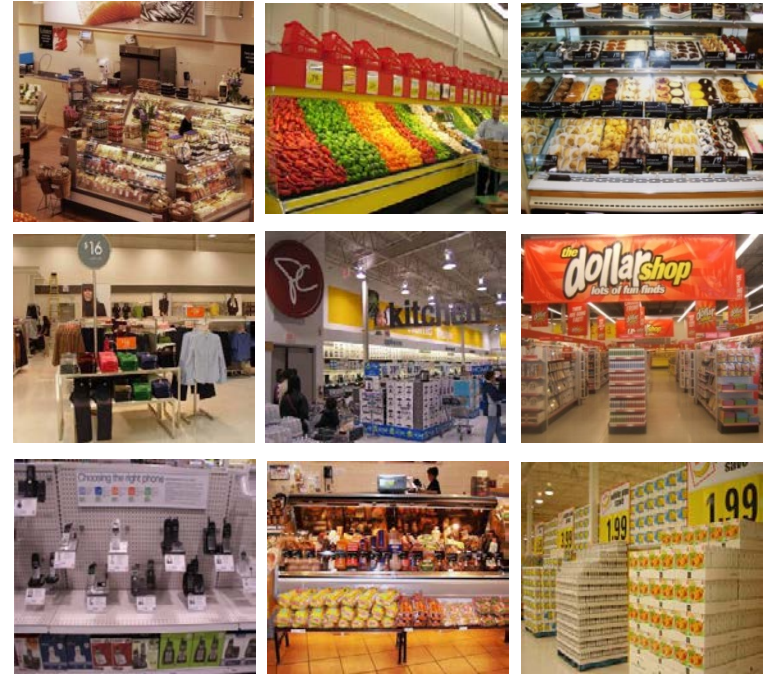
Bob Chant – Senior Vice President, Corporate Affairs and Communication





# Loblaw Companies Limited Overview

- Canada's largest food distributor (CDN \$31 billion in 2012 sales)
- Plus, leading provider of:
  - Drugstore
  - General merchandise
  - Financial products & services
- One of Canada's largest private sector employers
- Named to list of Canada's Top 100 Employers
- Ranked Canada's top Company for Corporate Social Responsibility (Globe and Mail 2010)
- Canada's leading Graduate Program (hiring 1000 graduate students)
- Top Consumer Brands



President's Choice.  no name®  JOE  
FRESH STYLE FRAIS

# Our Company Purpose: Helping Canadians *Live Life Well*

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## The Way We Do Business with 5 Pillars of Corporate Social Responsibility:

- Respect the environment
- Source with integrity
- Make a positive difference  
in our community
- Reflect our nation's diversity
- Be a great place to work



# Commitment

“Until one is committed, there is  
always hesitancy.”

Johann Wolfgang Von Goethe



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# Our Sustainable Seafood Commitment

In 2009, we made a commitment to source 100% of the seafood we sell in our stores from sustainable sources by the end of 2013



# Our Partners and Key Initial Steps

Key Partnerships

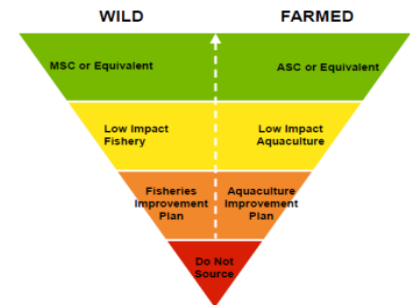
Vendor Questionnaire

Species At Risk

Decision Tree and Certification

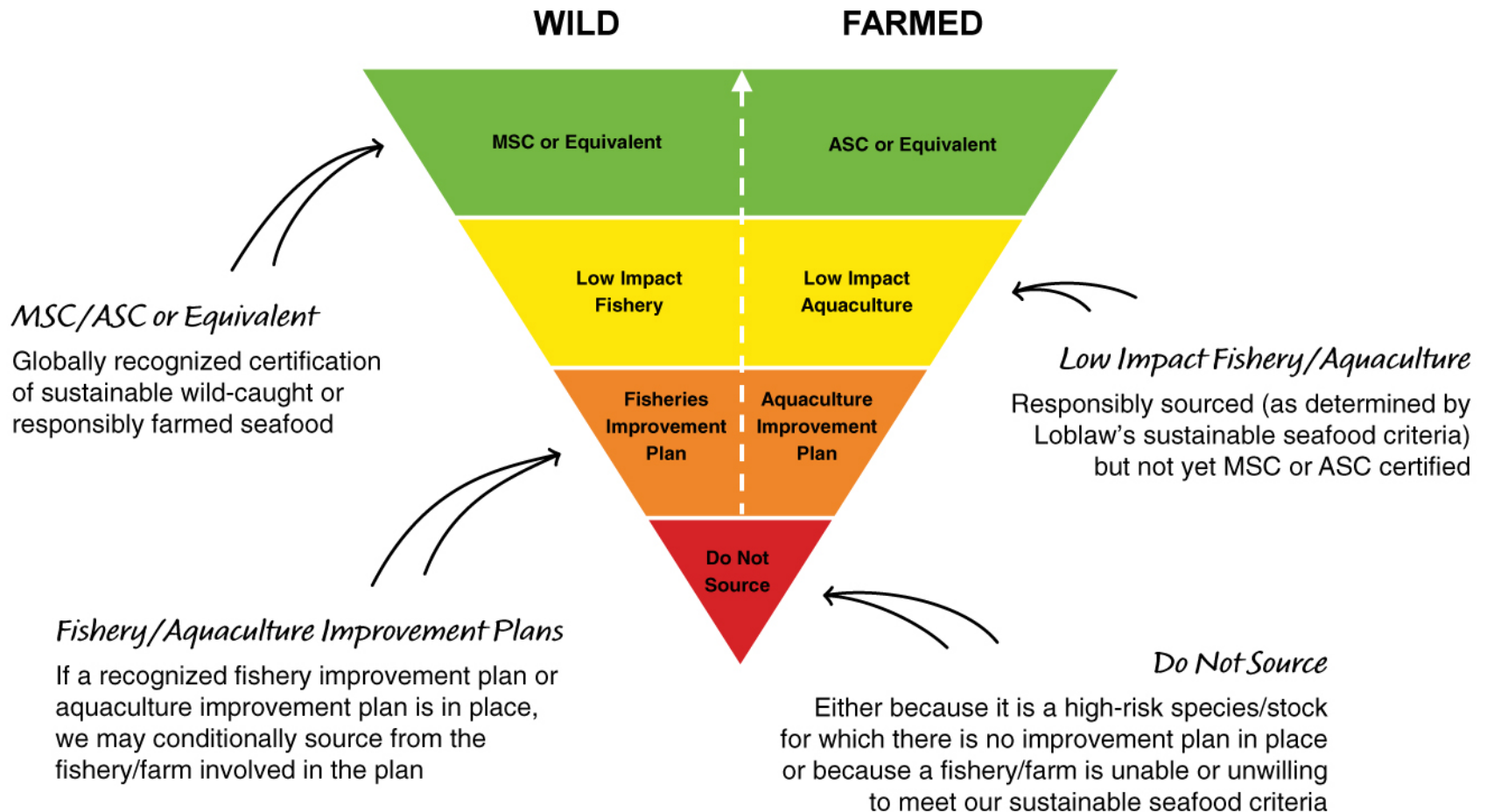


Dr. Hutchings,  
Dalhousie University






# Seafood Sourcing Decision Tree



# Just Some of Our Key Achievements




100% of Wild-Caught control label products will be sustainably sourced where a certified source for that species is available. First in Canada to offer certified Pet Food (President's Choice and no name).



Fresh seafood counters will be MSC/ASC certified in '13 (corporate stores). Widest variety of MSC certified seafood in Canada



First North American Retailer to launch Aquaculture Stewardship Council (ASC) certified tilapia. More to come – Basa in '13



First North American annual promotional campaign for MSC certified sustainable seafood called "Oceans for Tomorrow".

# What We've Learned - Our Sustainable Seafood Execution Framework

## Monitor

- Through associations and engagement with partners, have a pulse on key issues
- With the right NGO partners, research the right way forward

## Commit

- Make a strong commitment of intent -
- Ensure commitment starts from the top

## Engage

- Partnerships with like minded NGOs like WWF, Scientific Advisors, Government, Customers and Shareholders will drive a broadly accepted solution
- Transparency is imperative, set the right cadence

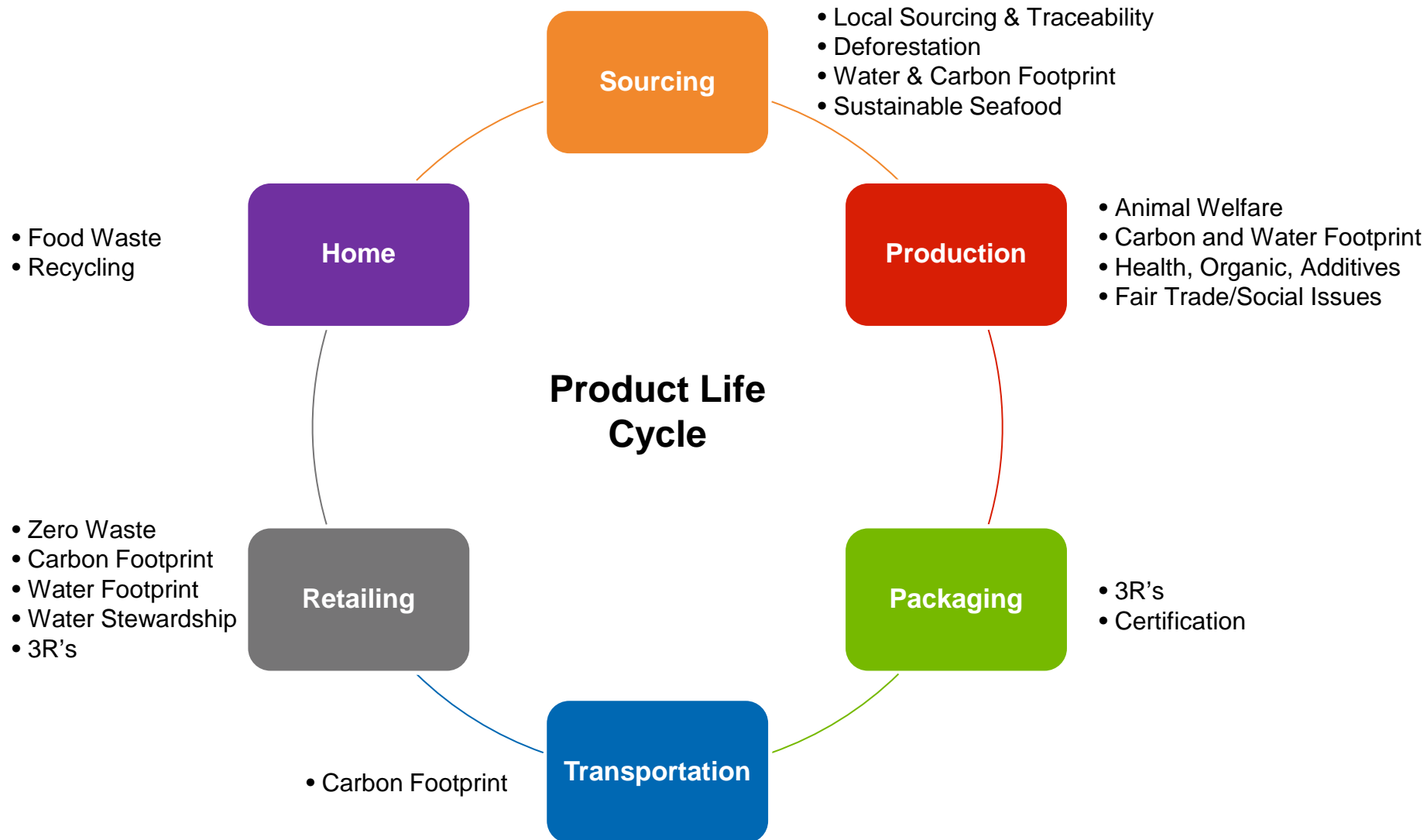
## Implement

- Understand the business and the solution – identify and engage the impacted stakeholders
- Detailed project management is necessary to drive momentum and problem solve

## Market It

- Customers vote with their wallet, it is important to communicate the change to demonstrate differentiation and leadership
- Allow customers to make an informed decision

# Source with Integrity



# Next Steps





# For additional information

- [loblaw.ca/csr](http://loblaw.ca/csr)
- [loblaw.ca/seafood](http://loblaw.ca/seafood)
- [oceansfortomorrow.ca](http://oceansfortomorrow.ca)



# Bumble Bee Foods

## Our Approach to Sustainable Seafood

Chris Lischewski, Bumble Bee Foods  
GMA/FMI Sustainability Summit Workshop  
August 15, 2013



## **Agenda**

- Seafood sustainability as core to Bumble Bee CSR platform
- Bumble Bee approach
  - ISSF
  - NFI Crab Council
  - Wild Selections® line of products
- ISSF as a model for other commodities



Sustaining fisheries is core to our broader CSR program as sustainable fisheries are essential for the long term success of our business and it is the area where we have both the most impact, and greatest ability to drive change

 <h1>shaping a healthier future</h1>	
<p><b><u>Nourishing Lifestyles</u></b></p> <p><i>We provide the nutritious products and support active programs that add up to a balanced, healthy lifestyle for our consumers.</i></p>	<p><b><u>Sustaining Fisheries</u></b></p> <p><i>We work hard to preserve our precious aquatic resources through science-based fisheries management and initiatives.</i></p>
<p><b><u>Conserving Resources</u></b></p> <p><i>We seek to reduce the environmental footprint of our operations, packaging and supply chain.</i></p>	<p><b><u>Thriving Workplace</u></b></p> <p><i>We contribute to a healthy, productive workplace that empowers our employees as well as our local community.</i></p>

As a leader in the seafood industry, we were one of the first companies to adopt a formal Sustainability Policy in 2005. This formed the underpinning for a broader Corporate Social Responsibility program

### **Bumble Bee Approach**

- We support global policies and management initiatives that ensure the long-term sustainability of our fishery resources
- We are committed to sustainable and responsible fishery harvesting and management practices with science at the core of our approach to management and conservation efforts
- Knowing the source of our seafood, the condition of the stocks, the level of fishing effort and fishery management practices in place are central to our efforts and to our objective of sourcing from fisheries that have solid management and that utilize science to manage the fishery
- Where needed and appropriate, we participate in fisheries improvement projects (FIPs) giving priority based on relevance & realistic ability to impact performance
- We continuously explore alternative sources to transition from poorly managed fisheries where we have determined the likelihood, ability and motivation to improve is minimal

With tuna representing a significant part of our business and an obvious area of long term interest, we became a founder of the ISSF in 2009

**The International Seafood Sustainability Foundation (ISSF)** is a global coalition of leading scientists, the tuna industry and WWF, the world's leading conservation organization, committed to science-based initiatives for the long-term conservation and sustainable use of tuna stocks, reducing by-catch and promoting ecosystem health.





The strategy and focus of the ISSF specifically addresses the major sustainability challenges facing the global tuna fishery through applied science, advocacy and direct action

### **ISSF Key Areas of Focus**

- 1. Control and Reduce Fishing Capacity**
- 2. Eliminate IUU Fishing**
- 3. Mitigate By-catch**
- 4. Expand Data Support**
- 5. Advance Performance in Monitoring, Control, and Surveillance**
- 6. Improve Overall Tuna Stock Health**



**ISSF members have adopted aggressive science based conservation resolutions in these focus areas which are supported by the purchasing policies of the ISSF members**

While challenges facing other “high impact / difficult” commodities vary and there is no “one-size-fits-all” solution, ISSF, with partnership of industry, science and the environmental community, is a model that can be replicated

## ISSF Process for Success

**Science Based**

**Aspirational yet  
Realistic Goals**

**Partnership &  
Collaboration**

**Rationale NGO  
Partner**

**Critical Mass**



A final example of our approach to sustainable seafood takes a “consumer” oriented approach -- Wild Selections®, a MSC certified product line that builds consumer awareness while directly funding WWF ocean conservation programs



- Every purchase directly funds WWF fisheries management and marine conservation programs with a 13¢ donation per can and minimum \$1 million donation over five years
- We hope to accelerate WWF’s efforts to increase global fisheries that are MSC certified or certification-ready and create a virtuous and scalable business where increasing demand can be met with increasing sustainable supply
- We want to give green-minded consumers the ability to move from guilt free consumption to active investment in the future of wild seafood



At Bumble Bee, we have made conservation and sustainability a core part of our corporate vision and philosophy. We recognize that that this is not only the right thing to do, it also represents an economically justified business practice

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