Dear Retailer,

Supermarket survey 2013

It is with great pleasure that the Marine Conservation Society (MCS) invites you to participate in Supermarket Survey 2013. This biennial event showcases the great progress and developments made by UK supermarkets in providing consumers with responsibly sourced and sustainable seafood. From the work we do with you, we know that you have been continually improving your seafood supply, traceability and consumer awareness and the MCS supermarket survey provides the ideal opportunity and public platform to showcase these improvements.

The Marine Conservation Society is the UK charity dedicated to protecting our seas, shores and wildlife and has since 2006 been running the Supermarket Survey. As consumers buy the overwhelming majority of their seafood from supermarkets this provides you with the unique opportunity to genuinely influence the supply chain to drive change and improvements in the environmental issues associated with the harvest and production of seafood.

MCS is committed to working with supermarkets to assist, support and advise in the continual improvement of their performance and to highlight best environmental practices wherever possible.

We look forward to receiving your entries and MCS wishes you every success in Supermarket Survey 2013.

Kind regards,

Mike Cook
Head of Conservation
Supermarket survey 2013
Assessing seafood sustainability - the benchmark for supermarkets since 2006

Please return a completed copy of this questionnaire and supporting documentation by Monday 21st October 2013. Any questionnaires returned after this date will not be analysed and the retailer will be marked as 'Did not respond' on subsequent media outputs.

The questionnaire will be analysed and returned with your score and a breakdown of the scoring by the end of November, after which the results are made public in the months following.

Completed questionnaire and supporting documents to be returned to MCS Fisheries Officer, Samuel Stone (Tel. 01989 561 584):

- In person during pre-arranged Supermarket Survey meeting.
- By email: supermarketsurvey@mcsuk.org
- By post to: Samuel Stone, Marine Conservation Society, Over Ross House, Ross Park, Ross-on-Wye, Herefordshire, HR9 7QQ

*Note new MCS address

Scope

This survey refers to, unless specified otherwise in text (i.e. Question 3): all brand and own brand: chilled, frozen, value added and ambient (including tinned) seafood and products where seafood is an ingredient (e.g. salads, sandwiches, ready meals and fish pies) with the exception of pet food, health products and fish derivatives (i.e. fish sauce, prawn crackers.). This survey does not extend to Greenhouse Gas Emissions (GHG), food safety or social issues.

A maximum of 100 points are available for this survey.
1. **Policy and scope** [22 points]

MCS believes a responsible seafood retailer should have in place a seafood sourcing policy that addresses all relevant environmental sustainability criteria for both wild caught and farmed species, incorporating the health of target and non-target animal populations and habitats. Please see the [MCS Sourcing Policy Guidance - Retailers](#) document for more info.

1.1. Does your company have a sourcing policy[ies] specifically relating to the environmental risks and impacts associated with the production and harvest of seafood?

- Yes
  - Please provide a copy of the policy[ies] and all supporting documents such as non-publicly available sections, procedures or appendices that support the policy or its implementation such as:
    - Risk assessments/matrices
    - Decision trees
    - Compliance assessments

- No
  - [Score for Policy & Scope section will be 0]

**Policy Evaluation**

MCS has developed a [Sourcing Policy Guidance - Retailers](#) document. Outlined in this document are the key environmental policy criteria and corporate position that MCS encourages retailers to adopt with regards to sourcing their seafood. As part of this Supermarket Survey MCS will undertake an evaluation of your policies and the implementation of these against the criteria in this document. MCS has developed an evaluation manual to facilitate this. [A copy of the manual is available here](#).

MCS will undertake this evaluation, but it is the responsibility of the retailer to provide all supporting documentation as outlined above and noted in the document checklist in Appendix C. If supporting documentation is not provided, full points may not be awarded for questions in the evaluation. [A maximum of 10 points will be awarded for this evaluation - See manual for assessment and scoring](#).

1.2. Does your seafood sourcing policy apply to all seafood sold in store both branded and own brand?

- Yes.
  - This demonstrates MCS recommended best practice, therefore a multiplier of 2 will be applied to the Policy Evaluation score above.

- No, only some criteria apply to branded products.
  - Please list or attach policy criteria or risk assessments that apply to branded products and please also indicate what proportion of total seafood sales (by weight) that branded products account for? [Multiplier of up to 1.6 may be applied to Policy Evaluation score](#). This will be dependent on the standard of the minimum criteria that apply to branded products and the ratio of own brand to branded seafood sold.

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1.3. Has compliance against the sourcing policy been assessed?

- Yes.
  - External assessment. Please provide date of assessment and contact details of external assessment organisation. [2 points]

- Partial.
  - Internal assessment. Please provide details of assessment. [1 point]

- No. [0 points]

2. Traceability [9.5 points]

2.1. What are your minimum requirements for traceability of all seafood products (own brand and brand)? Please list what minimum information you (not your supplier) maintain regarding the origins of all seafood products sourced. [6 points]

2.2. Would you be willing to undergo a random DNA seafood testing trial with MCS? [Not scored]

- Yes.
- No.
2.3. Do you have a policy in place to ensure traceability and identification of marine feed ingredients to species and fishery level for all farmed fish? [3.5 points]

☐ Yes.
Please provide details. [3.5 points]

☐ Yes, but only for some species.
Please provide details. [2 points]

☐ No.
[0 points]

3. Seafood sources [40.5 points]

Please complete the Seafood Sources Spreadsheet which requires details relating to: where your seafood products are from; how they were captured or produced; and any recognised standards or certifications that apply to these. Note - it may be possible for you to update or edit the spreadsheet that was submitted for the 2011 survey.

This applies to all own brand seafood and products containing seafood sold in store including: chilled, frozen, value added and ambient (including tinned) seafood and products where seafood is an ingredient (e.g. salads, sandwiches, ready meals and fish pies) with the exception of pet food, health products and fish derivatives (i.e. fish sauce, prawn crackers.)

From the information provided in this spreadsheet, MCS can assess performance against policy commitments and will calculate a range of performance indicators as listed in Appendix B. This data is important as it allows MCS to monitor changes in supermarkets’ performance over time. MCS has been running the Survey now since 2006!

4. Consumer awareness and communication [10 Points]

4.1. Are you a member of the Sustainable Seafood Coalition (SSC)?

☐ Yes. [2 points]

☐ No. [0 points]
4.2. MCS believes that clear, accurate and detailed labelling is important to enable consumers to make informed seafood choices and to substantiate sourcing claims. EU labelling regulations for seafood products are expected to change under the revised Common Market Organisation in accordance with the reviewed Common Fisheries Policy. Among the changes, it is likely that the details below will be required on seafood products.

In the left-hand column, please indicate details that you routinely already provide: [3 points]

4.3. Increasingly retailers are selling products online. If you sell products online, which of the details checked in the left column do you also routinely provide on seafood products available for purchase online? Please indicate in right-hand column [1 point will be subtracted for each of the details not routinely provided]

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<thead>
<tr>
<th>4.2.</th>
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<tr>
<td></td>
<td>Species name (e.g. Gadus morhua)</td>
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<td></td>
<td>Specific capture or production method (e.g. Gill net, longline, open sea nets)</td>
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<td>Specific area of capture or production (e.g. Eastern Channel as opposed to NE Atlantic)</td>
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4.4. How do you apply the term ‘line caught’ to your seafood products? Please select those that are applied.

- [ ] Caught using longline (demersal or pelagic) [Minus 2 points]
- [ ] Caught using pole and line
- [ ] Trolled
- [ ] Hand lined

4.5. Have you undertaken any in-store seafood campaigns or provided any educational material regarding seafood sustainability, provenance or labelling aimed at consumers? Please list details and attach documents. [5 points]
5. Improvement projects [10 points]

5.1. Please list details of all initiatives that your company is supporting to increase the responsible and sustainable production and harvest of farmed and wild capture seafood? Please provide supporting information and/or web links where applicable. [10 points]

6. Topical section [8 points]

6.1. Do you proactively engage in efforts to improve the sustainability of fisheries that supply feed for farmed warm water prawns? If so, please list details. [4 points]

6.2. What procedures are in place to ensure that you do not inadvertently source from IUU fisheries? Please provide supporting documentation (eg. Risk assessment) where available and list details of any information required (eg. Vessel Flag State, IMO number) from the supply chain or initiatives that you are supporting to address IUU fishing. [4 Points]
Finally, thank you.

The Marine Conservation Society very much appreciates the time that you have taken to participate in this survey, and values your response.

Summaries and a new Supermarket League Table will be available on the [MCS website](http://www.marinestewardship.org/) in the coming months.

Appendix

A. Recognised standards

**Wild capture**
- Marine Stewardship Council (MSC)
- MSC + Eco-label
- Other standards may be recognised. Please provide details or links to programmes you think MCS should recognise:

**Farmed**
- Aquaculture Stewardship Council (ASC)
- Soil Association
- Naturland
- Other organic standards
- Global Aquaculture Alliance (GAA) Best Aquaculture Practice (BAP) must include production (3 Star) ideally feed mill (4 Star)
- GlobalGap
- Freedom Food
- Other standards may be recognised. Please provide details or links to programmes you think MCS should recognise:

**Farmed feed**
- Marine Stewardship Council (MSC)
- IFFO RS
- GAA Feed Mill
B. Question 3. Seafood sources

FOR MCS INTERNAL SCORING USE ONLY

B.1. Proportion of sources that are MCS rated 3 or better and/or are certified to recognised wild capture or farmed production standards\(^1\). [24 points]

- 20 – 29% [3 points]
- 30 – 39% [6 points]
- 40 – 49% [9 points]
- 50 – 59% [12 points]
- 60 – 69% [15 points]
- 70 – 79% [18 points]
- 80 – 89% [21 points]
- 90 – 100% [24 points]

B.2. Proportion of fisheries and farms (by number) ranked by MCS as Fish to Eat (1 & 2 rated on MCS FishOnline). [5 points if increased more than 15% since 2011]

B.3. Proportion of fisheries and farms (by number) ranked by MCS as Fish to Avoid (5 rated on MCS FishOnline). Note - sources actively engaged\(^2\) in improvement projects will not be counted.

- 0% [no points deducted]
- 1 – 3% [minus 3 points]
- 4 – 6% [minus 6 points]
- 7 – 9% [minus 9 points]
- 12+% [minus 12 points]
- % has increased [minus additional 3 points]
- % has decreased [add 1 point to deduction e.g. minus 3 to minus 2 points]

B.4. Proportion of fisheries and farms (by number) carrying a consumer facing eco-label (e.g. MSC or ASC)? NB: Eco-label must be shown on pack. [3 points]

- 10 – 19% [1 points]
- 20 – 29% [2 points]
- 30+% [3 points]

B.5. Proportion of farmed seafood sources (by number) farmed to recognised production standards\(^3\). [5 points]

- 20 – 29% [1 point]
- 30 – 39% [2 points]
- 40 – 49% [3 points]
- 50 – 59% [4 points]
- 60+% [5 points]

\(^1\) See Appendix A for list of recognised standards
\(^2\) Actively engaged refers to formal improvement project participants, but also includes retailers who have acted responsibly and made demonstrable efforts to improve fisheries or farms, yet may not be formally participating in the project in question. See MCS Sourcing Policy Guidance – Retailers for definition.
\(^3\) See Appendix A for list of recognised standards

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B.6. Proportion of farmed sources (by number) that use certified feed. [3.5 points]

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<td>30+ %</td>
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C. Survey checklist

- [ ] Completed all survey questions electronically?
- [ ] Supplied copy or link to seafood sourcing policy?
- [ ] Supplied copies of any relevant decision making trees?
- [ ] Supplied copies of any relevant risk assessments?
- [ ] Supplied details of any assessment of compliance against the policy?
- [ ] Supplied details or links to any improvement projects your company is supporting or participating in?
- [ ] Completed the Seafood Sources Spreadsheet for all own brand seafood?