



To Whom It May Concern,

SeaChoice would like to inform your company of an upcoming campaign that will begin on May 15th and be directed toward the retailers previously profiled on Seafood Progress.

Recent reports by the Outlaw Ocean Project, an investigative news organization, have brought forward evidence of substantial human rights and environmental violations in global seafood supply chains. These allegations include extreme worker rights violations in [China's fisheries and seafood processing plants](#) and illegal antibiotic use and human rights violations in [farmed shrimp plants in India](#). Another [recent report](#) by the Corporate Accountability Lab exposes violations in the overall Indian shrimp sector. As you are well aware, human rights abuses have long been reported throughout global seafood supply chains. In fact, [a recent report](#) by the International Labour Organization reveals that annual profits from forced labour across sectors has increased by 37 per cent over the past decade.

As you're likely aware, most but not all retailers that SeaChoice has profiled on Seafood Progress [were implicated](#) in the recent Outlaw Ocean reports. However, the grocers not named still have a responsibility to investigate their seafood supply chains, including those of the national brand products they sell.

The campaign will allow consumers to send an email to retailers demanding they take true responsibility for the environmental and social impacts associated with the production of all the seafood they sell.

In response to this campaign, we urge you to take the following critical actions:

Expand your policy scope. Apply your human rights and environmental seafood sourcing policies to [all the seafood you sell](#). Although this seems an obvious first step in taking true responsibility for your supply chains, as of 2023, the majority of retailers profiled on Seafood Progress continue to exclude huge volumes of seafood (typically shelf stable, third party and unbranded seafood counter products) from their policies.



- **Do your due diligence.** [Mounting evidence](#) clearly demonstrates the need for retailers to stop relying exclusively on voluntary certifications and social audits which have significant limitations and start examining their own supply chains. With regulatory enforcement on the horizon, your company should take proactive measures and adopt a due diligence approach to investigating your supply chains. As per the European Union [Corporate Sustainability Due Diligence Directive](#) that aligns with international standards, companies in Europe will soon be legally obligated to prove compliance with environmental and human rights standards within their supply chains. [FishWise's RISE Roadmap for retailers](#) is a critical resource to reference in the process of implementing human rights due diligence in your seafood supply chains.
- **Advocate for systemic change and cease sourcing where change is impossible.** A critical action outlined in the [Organization for Economic Cooperation and Development \(OECD\) guidance](#) is to cease sourcing products with severe and irremediable adverse impacts. As identified in [Oxfam's fourth Supermarket Scorecard](#), companies also need to take a far more active role in addressing systemic human rights risks across the sector to drive real change.
- **Advocate for strengthened import regulations and enforcement.** Seafood supply chains are notoriously complex and opaque, and regulations in North America remain largely inadequate to address the issues of illegal product and forced labour. For years, [SeaChoice has pressured](#) the Canadian government to bring its seafood traceability standards into the 21st century. Major retailers like yourselves should be using your position to advocate for better data capture and traceability for seafood imported and sold in North America, as well as improve enforcement to deter illegal practices and trade. [FishWise's Traceability Principles](#) provide a comprehensive pathway toward adopting stronger traceability policies and programs.
- **Increase supply chain transparency.** We call on you to embrace transparency and demonstrate traceability in your own operations as well as demand the same from your suppliers to enable full chain traceability (using a standard such as the [Global Dialogue on Seafood Traceability](#)) so you can do your due diligence in identifying risks and investigating issues.

Please note that SeaChoice does not partner with the companies we have previously profiled on Seafood Progress, and therefore cannot provide further guidance. We encourage you to work with your NGO partner on the above actions. We also recommend you reference the [RISE Community page](#) to connect with human and labour rights experts from around the world.

Sincerely,

The SeaChoice Team

