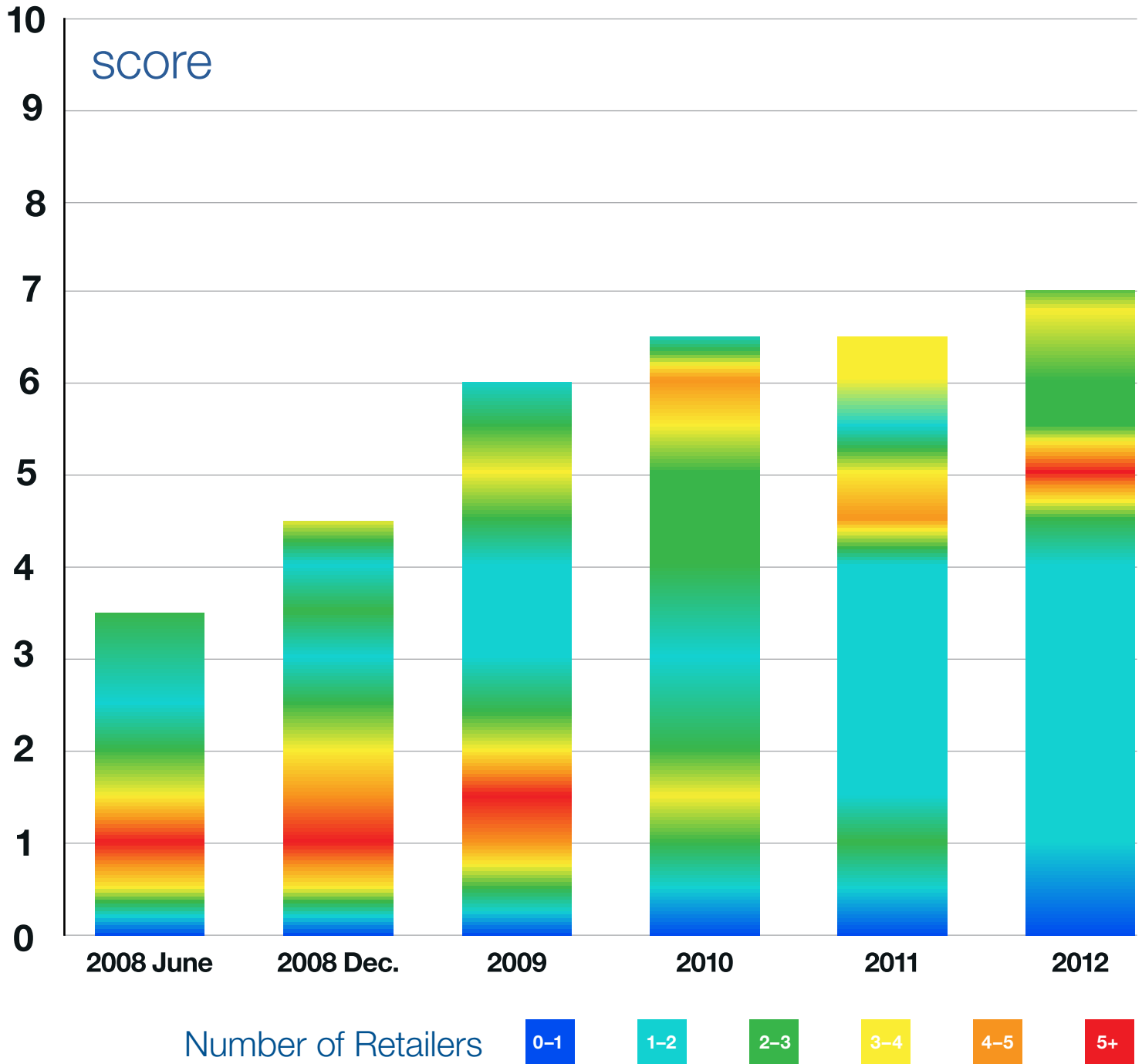


An Industry Snapshot: Trends Over Time

The US seafood retail industry has improved significantly since 2008. Not only has the top CATO score more than doubled (Whole Foods' 3.5 in June 2008 to Safeway's 7.1 in this report), but the overall average performance of the industry has shifted significantly towards the good. The graph below uses a spectrum-based representation of frequency to illustrate the number of retailers performing at a given score standard over the past five years. A number of interesting transitions are visible in this graph, including the upward trend of the industry as a whole (the rising red bar from 2008 to 2012), the emergence of a progressive retail group (appearing first in December 2008 and becoming more pronounced every year thereafter), and the gradual dissolution of a laggard group (strongest in December 2008 and nearly eliminated by 2012.)



An Industry Snapshot: Individual Retailer Progress

The 20 CATO retailers are marching towards seafood sustainability at vastly different paces. The graph below serves to illustrate their respective progress. Color intensity denotes change year-by-year, starting with the faintest (representing scores in 2008) and deepening each year until reaching their most intense hue (representing current scores.)

