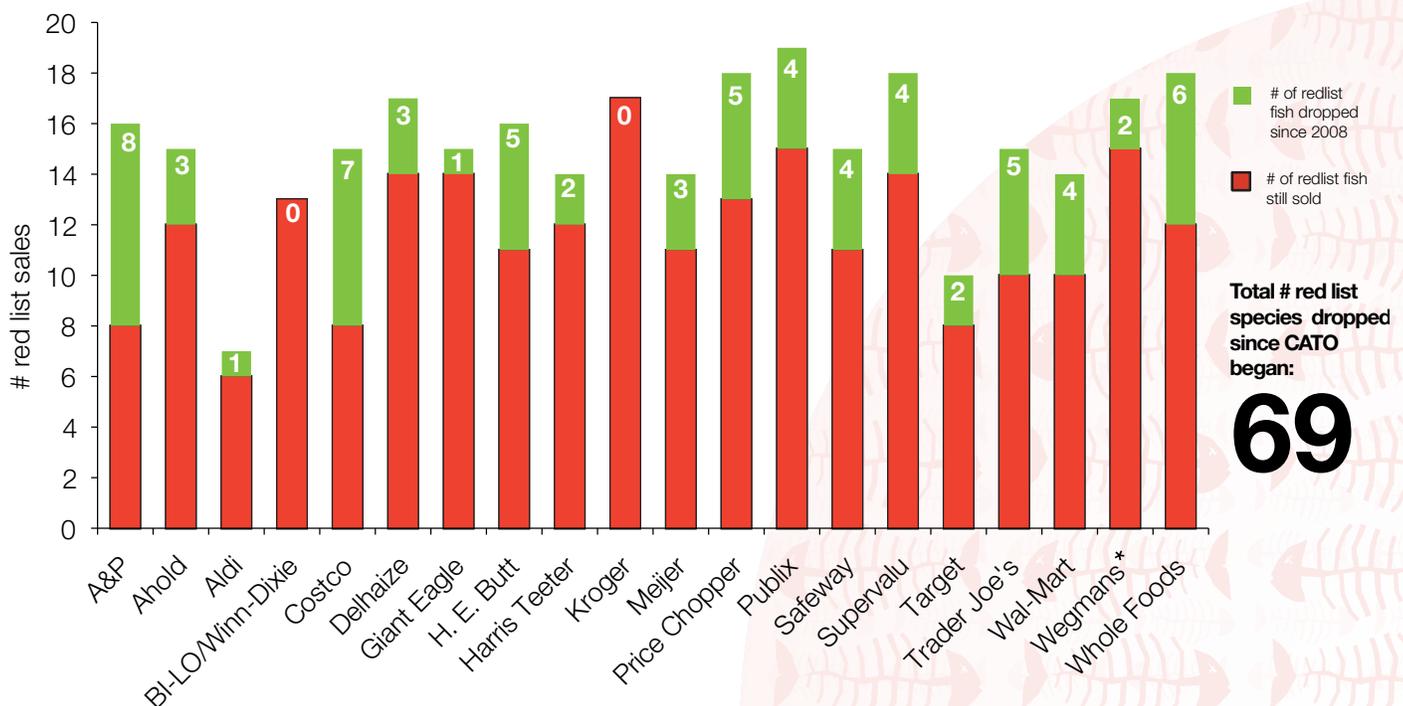


Red List Sales: An Overview



* Original 2008 audits indicated that Wegmans sold 13 red list items; this was due a survey error on Greenpeace's part. The company in fact sold red list 17 items in 2008 and has since discontinued two.

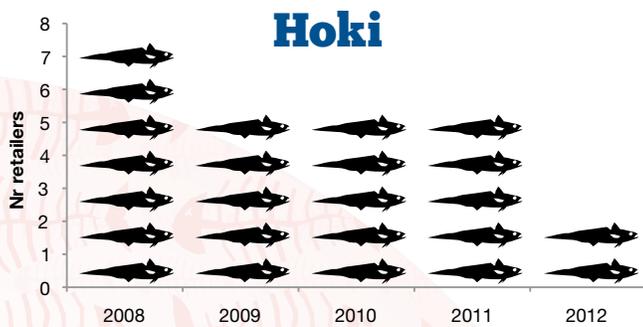
Removing Red List Species

One of the most critical parts of a responsible and ethical seafood operation is also one of the simplest in concept: stopping the sale of unsustainable seafood. It's no surprise that this idea has historically encountered a significant amount of resistance from many retailers—a lot of companies bristle at the idea of voluntarily reducing their product selection due to concerns that such a reduction in inventory may cause their customers to shop for seafood elsewhere. But what if it's the customers themselves that are demanding this change, and what if the simple act of changing one's inventory to address a new paradigm—in this case sustainability—is in itself a marketable commodity that draws a new demographic of eco-conscious consumers into the store?

Since the CATO project began in 2008, the 20 retailers analyzed within the report have discontinued a total of 67 red list species—over 20% of the total number originally sold (301). Most of this progress was made in the past two years, which is indicative of growing trend within the sector to eschew unsustainable seafood products in favor of more responsible and defensible alternatives. Greenpeace includes 22 different species on its seafood red list for the United States, but not all of these products are regarded with the same level of concern. Certain species—known collectively as “Tier One”—are considered to be more problematic than others due to intrinsic challenges, such as physiology, fishery characteristics, and key ecosystem services.

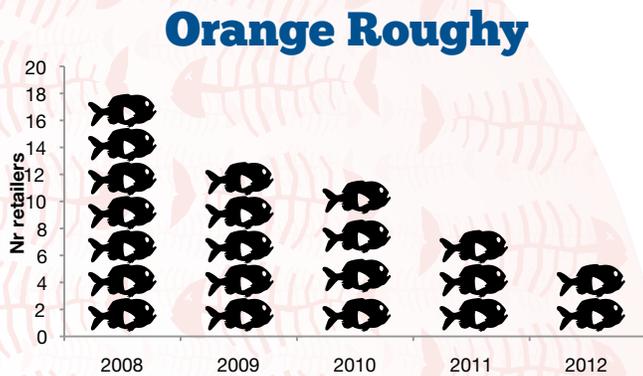
Some retailers are taking the red list more seriously than others. Leaders in this area include some of the most successful grocers in the United States, such as Costco (selling eight red list items down from 15), Whole Foods (12 down from 18), and Trader Joe's (10 down from 15). Unfortunately, a few remaining laggards—most notably Kroger, which still carries an appalling 17 red list items, the most sold by any major grocer in North America—continue to pull the industry average down with their destructive practices. It is Greenpeace's fervent hope that companies like Kroger change their ways before it's too late.

Red List Sales: Tier One Species



Hoki is a highly vulnerable deep-sea species that is captured by bottom and mid-water trawls in the waters off of New Zealand. The hoki fishery targets gravid females and results in significant benthic habitat disruption as well as high levels of seal and seabird bycatch. The 2001 Marine Stewardship Council certification of the hoki fishery remains one of the most heavily criticized and objectionable certifications ever awarded by the MSC.

Down from seven retailers in 2008, there are only two stores within the CATO report that continue to sell hoki products: Kroger and Price Chopper.



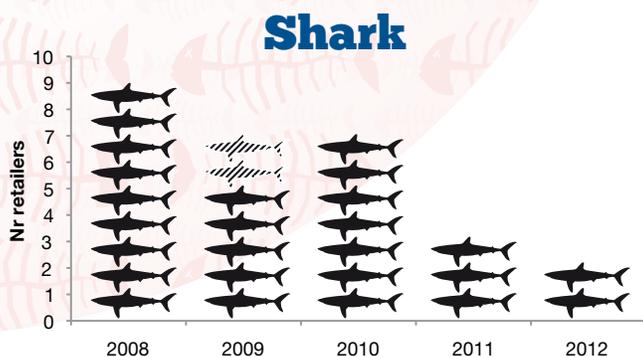
Orange roughy, another deep-sea species caught primarily by New Zealand bottom trawlers, is a slow-to-mature organism that can live for over a century and that reaches market size before it achieves sexual maturity. This is a devastating characteristic when it comes to resilience under industrialized fishing pressure. Orange roughy stocks have declined perilously since the 1970s, with one crashing to 3% of pre-exploited biomass before being closed... and subsequently re-opened.

The United States seafood retail community has made massive progress in this category. Down from 18 retailers in 2008, only five continue to sell orange roughy: BI-LO/Winn-Dixie, Giant Eagle, Kroger, Price Chopper, and Publix.



Chilean sea bass (AKA Patagonian or Antarctic toothfish) fisheries offer us an example of how not to feed the world. Not only does this animal grow slowly and reproduce late in life, but it lives in an area of the planet where fishing requires a massive infrastructural and logistical investment. If human beings are to find a way to truly live sustainably, we will need to accept the fact that going to Antarctica to procure food is simply untenable—certified or otherwise. One of the greatest criticisms of current certification systems is that they do not adequately consider these meta-level issues in their rubric, and MSC certified Ross Sea toothfish is a perfect example of this problem.

While significant progress has been made with Chilean sea bass thanks to historical leaders like Ahold, there is still some work to do in this category. Down from 17 in 2008, Chilean sea bass is still available from nine CATO retailers: Giant Eagle, H-E-B, Harris Teeter, Kroger, Publix, Safeway, SUPERVALU, Wegmans, and Whole Foods.



Sharks are simply too valuable as keystone species to be thought of as food. If we have learned anything about sharks in the past 20 years, it is that they are an indispensable component of a healthy ocean ecosystem. We need only look at the current state of out-of-control and ailing ecosystems like the Chesapeake Bay to see how necessary it is to maintain a healthy stock of apex predators in our oceans.

Down from nine in 2008, only two retailers within the CATO report continue to sell shark: Delhaize and Publix.

In recognition of their progress, Greenpeace salutes those retailers that do not sell any of the Tier 1 species listed above: A&P, Ahold, Aldi, Costco, Meijer, Target, and Wal-Mart.

* While surveys and audits in 2009 only found five retailers selling shark, subsequent communications have indicated that seven companies were in fact selling shark at this time. The data in this chart has been adjusted to match.