

INTRODUCTION

This year marks 5 years of reporting on the sustainability of seafood offered by Hong Kong major supermarket chains. The report is intended to update supermarkets and the public on issues of seafood procurement and actions taken to improve sustainability and the opportunities and challenges that lie ahead¹.

When the reporting began in 2016, the nine major supermarket groups did not have annual targets regarding sustainable seafood. None were listing the scientific names of seafood species or whether animals were wild-caught or farmed on prepackaged products. As of 2020, two supermarket groups have formulated time-bound action plans to enhance their sustainable seafood choices by 2025. Another three supermarket groups have made their annual plan to expand their sustainable seafood choices range. These actions show commitment and progress by the retail sector to improve their seafood traceability and sustainability in the future.

Going forward, Hong Kong supermarkets must take bolder action to drive a sustainable seafood movement within the retail sector. A proper time-bound action plan is essential for supermarkets to address environmental, social, and legal issues throughout their seafood supply chains. Supermarkets should be proactive to identify problems and implement solutions. For example, in March 2020, a University of Hong Kong study revealed critically endangered European eel was being sold in the supermarket outlets². WWF-Hong Kong has discussed with the supermarket groups to explore possible actions to identify and correct serious problems like this without the catalyst of independent investigations.

WWF will continue to monitor and work with the supermarket sector to formulate a holistic sustainable seafood procurement policy.

There are 29 chain supermarket brands in Hong Kong owned by a total of nine groups or companies (Table 1) that comprising over 60 per cent of the market share in the city's food retail sector³.

¹ The final collection of supermarkets' replies was in Oct 2020 cut-off date. Based on their responses, WWF evaluated their performance on seafood sustainability

² <https://advances.sciencemag.org/content/6/10/eaay0317>

³

https://apps.fas.usda.gov/newgainapi/api/report/downloadreportbyfilename?filename=Retail%20Foods_Hong%20Kong_Hong%20Kong_6-29-2018.pdf

Table 1. Nine supermarket groups and their brands

Group name/ company	Supermarket brand
AEON Stores	AEON STYLE, AEON Supermarkets
A.S. Watson	PARKnSHOP Frozen Store, PARKnSHOP Supermarket, PARKnSHOP Superstore, International by PARKnSHOP, Taste, Fusion by PARKnSHOP, Gourmet, Great, SU-PA-DE-PA, Food Le Parc
CEC International Holdings Ltd.	759 Store, 759 Store Frozen Market and 759 Store Supermarket
City Super	City Super
CR Vanguard	CR Vanguard, U select
Dah Chong Hong Holdings Limited	DCH Food Mart Deluxe and DCH Food Mart
Dairy Farm	Jasons Food & Living, Marketplace by Jasons, Oliver's the Delicatessen, ThreeSixty, Wellcome Supermarket, Wellcome Superstore
Moretide Investments Ltd.	Kai Bo Food Supermarket
YATA Limited	YATA Department Store, YATA supermarket

Table 2. Six key elements of a sustainable seafood procurement policy

	Key Area	Description
1	Avoid selling threatened species	Stop selling species which are listed as critically endangered, endangered, or vulnerable on the IUCN Red List ⁴
2	Sustainable seafood target and promotion	Adopt a clear seafood target with a defined timeline using the WWF Seafood Guide or labels such as MSC and ASC
3	No harmful chemicals (including antibiotics)	Proactively monitor and testing of seafood products for potential chemical residues including antibiotics
4	Proper labels with detailed information	Provide scientific name, country of origin and production method on products packaging or signage
5	Eliminate alleged human rights abuse	Monitor supply chains for potential abuse, communicate with suppliers to

⁴ <http://www.iucnredlist.org/about/introduction>

		improve the practice within a specific timeframe and at best use third-party auditors
6	Public announcements	Embrace a comprehensive policy with regular progress reports accessible by the public

SCORING

In order to evaluate seafood sustainability progress, we look at six key elements of an effective program (Table 2). We assess information provided directly from each supermarket group – mainly through email communication and over the phone – to analyse performance each year. Based on the performance indicators below, we assign scores from 0 to 10 for each criterion and arrive at an overall average score for each supermarket group for that year (Table 3).

Table 3. Performance indicator to assign score to supermarket groups

Performance Indicator	Scoring Allocation
0	Nothing has been shared
1	No progress has been updated
2	Took minimal action
3	Some action is taken, likely in response to government regulations
4	Followed government regulations and/or did extra monitoring or work (but no further details disclosed)
5	Asked suppliers to take the lead or the supermarket undertook half of the initiative
6	Undertook improvement and explored alternatives (but no timeline)
7	Took proactive action and worked with suppliers/vendors
8	Set up targets and a timeline, but did not publicly disclose
9	Set up targets, timeline, and worked with suppliers/vendors
10	Fully fulfilled the requirements of the initiative

NINE SUPERMARKET GROUPS' PERFORMANCES AND COMMITMENT PROGRESS

Supermarket Group 1 – A.S. Watson (PARKnSHOP Frozen Store, PARKnSHOP Supermarket, PARKnSHOP Superstore, International by PARKnSHOP, Taste, Fusion by PARKnSHOP, Gourmet, Great, SU-PA-DE-PA, Food Le Parc)

Avoid selling threatened species (score: 8)

A.S. Watson has reduced the stock-keeping unit of golden threadfin bream from 2 items to 1 on shelves. The management team is encouraging their consignee to source other, less threatened alternatives. The company has signed the WWF-Hong Kong “No Shark Fin Corporate Pledge”. The company was informed they were selling critically endangered and potentially illegal imported European eel in their outlets based on the recent Hong Kong University study findings. Its management team took a prompt action to replace those prepackaged frozen European eels to non-threatened conger eel. At its sushi counters, the company has substituted its existing eel to non-threatened shortfin eel since end of June 2020. To verify the identity of stated eel species, the company is planning to take random DNA tests in future.

Sustainable seafood targets and promotion (score: 8)

Last year A.S. Watson committed to increase sustainable seafood products to 40% at its Taste and Fusion supermarket outlets. This has been achieved. The company has introduced 56 sustainable seafood items to 62 items. The company intends to increase share of Marine Stewardship Council (MSC), Aquaculture Stewardship Council (ASC) certified, and WWF assessed as sustainable seafood sales by 30 percent or more by 2025 to follow suit what AEON Japan had set its sustainable seafood target to increase share of MSC and ASC certified seafood sales by ten percent in 2015⁵.

No harmful chemicals (including antibiotics) (score: 8)

A.S. Watson established a regular testing program to testify malachite green and its metabolite, nitrofurans, and heavy metals in its Food Safety Laboratory. The company will test 2-3 lived or chilled seafood samples from each supplier every month. Also, the team will test 1-2 frozen seafood samples per month. The company shares monitoring news and provides safety alerts to avoid food safety incidents and expand its chemicals testing scope, if necessary.

Proper labels with detailed information (score: 6)

A.S. Watson is taking gradual steps to add scientific names on salmon products, usually 7 stock-keeping units. The company has added production method (wild-caught or farmed) on 81 seafood items already. The company is encouraging its suppliers to provide such information to make its seafood products have greater transparency.

⁵ <https://www.intrafish.com/news/japans-retail-giant-aeon-to-boost-asc-msc-labeled-sales/1-1-649162>

Eliminate alleged human rights abuse (score: 9)

The company is a member of the Business Social Compliance Initiative (BSCI) and it is committed to ensuring its suppliers do not engage in human trafficking and slavery. The company has set up its code of conduct to safeguard human rights in its supply chain.

Public announcements (score: 8)

A.S. Watson adopts MSC, ASC, Accredited Fish Farm Scheme (AFFS), and WWF-Hong Kong seafood guideline to source sustainable seafood products. The company commits to do regular press advertisements and demonstrations to promote sustainable seafood to consumers. From June to August 2020, the company did weekly promotion to promote local farmed sustainable seafood in different stores. To encourage customers to purchase sustainable seafood, the company has placed in-store POSM and shelf-talkers with the WWF-Hong Kong seafood guide logo to indicate sustainable seafood in outlets. The management team will conduct regular check and provide sustainable seafood list to ensure the placements of those talkers are appropriate.

Supermarket Group 2 – AEON Stores (AEON STYLE, AEON Supermarkets)

Avoid selling threatened species (score: 7)

AEON has removed golden threadfin bream and started to screen all its by-products in order to phase out this threatened species in its supply chain. The company has also signed WWF-Hong Kong's "No Shark Fin Corporate Pledge". The company has committed to engage its consignees to reduce selling shark and related products at their consignment counters⁶. However, the company has not committed stop selling bluefin tuna and Japanese eel, both of which are listed as threatened species from IUCN. The company will occasionally promote and sell full-cycle farmed bluefin tuna from Japan during its promotional activities in Japan Fair. The company has only confirmed to limit its sales volume of bluefin tuna and ensure they can be traced back to full-cycle aquaculture. Further, the company was informed of the risk of selling illegal European eel. Its management team has stopped selling European eel and requested its suppliers to submit certificates to verify all eel products are not European ones. The company will request its eel suppliers provide DNA test results at least 1-2 time(s) per year. At this stage, the company is selling endangered American eel. They are looking for other less threatened eel product to replace the endangered ones.

Sustainable seafood targets and promotion (score: 8)

In 2019, the company achieved its 3% sustainable seafood target. Taking the lead to drive seafood sustainability in retail sector, AEON has set up a time-bound action plan aiming for at least 10% of its seafood sales are from MSC and ASC certified products by 2025, from about 4% by the end of 2020. AEON will continue to introduce sustainable seafood products, especially its own brand TOPVALU, to its outlets⁷.

AEON will regularly promote those items with the MSC and ASC logo at least 1-2 times a year. In order to gain traction, the company continues to promote sustainable seafood through cooking demonstrations and food tastings every month.

No harmful chemicals (including antibiotics) (score: 6)

AEON requires that its seafood suppliers provide health certifications and undertake chemical tests on risky products. It conducts its own voluntary chemical tests on suspicious seafood items. Its quality assurance team will monitor Hong Kong and foreign food safety alerts to respond, if necessary. However, the company does not have clear guidelines or a system to monitor chemicals used in seafood.

Proper labels with detailed information (score: 8)

To let consumers make informed seafood choice, AEON aims to place scientific names and production method (wild-caught or farmed) on 40% and 30% of its seafood products, respectively, by the end of 2020.

⁶ AEON has only committed its (direct) business operations are no longer selling shark fin and related products. The relationship with its consignee is a tenant, AEON has encouraged them to remove shark fin. The no shark fin pledge has not covered those indirect business at the moment. It is the reason why we still can see shark fin businesses in shopping malls managed by committed property management companies. Tenants / consignees of A.S. Watsons also have this issue.

⁷ AEON's seafood target is based on the sale. Its 2025 target is 10% of MSC, ASC. Right now, the target is measured by the sale of sustainable seafood (incl. the green and yellow seafood items assessed by us). Last year target was 3%, the company has been asked to have a growth on its seafood target, so they set the target to 4% this year. Using it as a baseline, the company needs to reach at least 10% of its seafood sales are from MSC and ASC certified products by 2025

Eliminate alleged human rights abuse (score: 9)

AEON has set up its own human right policy and code of conduct for its suppliers. The code of conduct covers 13 points, including the prohibition of child labour and forced labour, and assurance of appropriate working hours and fair compensation. All AEON's suppliers are required to follow these standards.

Public announcements (score: 8)

To promote its sustainable seafood in a regular basis, AEON promotes its TOPVALU MSC- or ASC-certified products with demonstrations and food tasting activities every month. The company will also select some MSC- or ASC-certified seafood to promote at least once per year. AEON will place the WWF-Hong Kong Seafood Guide Logo tag on sustainable seafood products. The company has followed MSC, ASC, and WWF-Hong Kong guidelines to source sustainable seafood and is considering to share those details publicly.

Supermarket Group 3 – City Super

Avoid selling threatened Species (score: 8)

City Super committed to cease selling golden threadfin bream (including by-products, such as imitation crab sticks). To mitigate the risk of selling endangered freshwater eel species, the company has stopped selling endangered Japanese eel and potentially illegal imported European eel in its seafood and sushi counters. The company is selling non-threatened conger eel as an alternative to replace endangered eel on its shelves. Further, the company committed selling full-cycle farmed bluefin tuna from Kindai University in Japan and are aware of the rising concerns of illegal wild-caught bluefin tuna in fish farms in Europe⁸.

Sustainable seafood targets and promotion (score: 8)

City Super has introduced 38 sustainable seafood products (MSC-, ASC-certified, or WWF endorsed) since 2019. Sustainability is one of the main requirements to its business partners. The company has set a target to add an additional 20% sustainable seafood items in its outlets in the upcoming 12 months. The company will continue to hold at least one promotional activity to raise public interest in sustainable seafood every year.

No harmful chemicals (including antibiotics) (score: 7)

City Super goes beyond the legal requirement to monitor chemicals in seafood. It tracks emerging issues through research and studies from overseas authorities and institutions. The company will arrange periodical lab tests on selected chemicals, for example, histamine and other drugs, to monitor chemicals levels of selected seafood items.

Before being sold in City Super's outlets, the products suppliers need to provide chemical analysis report based on a risk-based approach that includes the safety risk of those products, the environment of the seafood origins, and relevant laws and regulations of the sourced countries. Prior to placing on shelves, the provision of lab test reports is compulsory for high-risk seafood products

Proper labels with detailed information (score: 8)

According to last scorecard, City Super committed to add scientific name on 16 seafood items in the time frame of 2019-20. All enhancements will be done by the end of 2020. The company is planning to add scientific name on shellfish to increase its seafood transparency. The company has added wild-caught or farmed on its salmon products at the fresh seafood counter. The company has planned to list out production method details on frozen seafood. Compared with last year, there will be additional 50% more seafood products that are shown whether wild-caught or farmed on price cards that will be tagged

Eliminate alleged human rights abuse (score: 6)

City Super is cautious when sourcing seafood products from Southeast Asia that are potentially associated with human rights issues. At this stage, the company is exploring the feasibility to initiate a supplier code of conduct to emphasize such issues. Further, the company stated its stance on human right abuse. Once they identify the cases, they will stop carrying products from companies that face alleged human right violations immediately.

⁸ To clarify, the retailers are concerning the traceability of the farmed bluefin tuna to avoid the risk of laundering illegal/ wild caught bluefin tuna in supply chain.

Public announcements (score: 7)

City Super has committed to do at least one sustainable seafood activity yearly to gain public interest. The retailer worked with MSC to do a sustainable seafood month to promote MSC-certified seafood products at its stores last November. The company plans to deliver more seafood sustainability message through its E-shop platform in the coming months. The platform will include a designated page to highlight sustainable seafood.

Supermarket Group 4 – YATA Limited (YATA Department Store, YATA supermarket)

Avoid selling threatened Species (score: 4)

Based on discussions with YATA, the company is selling at least 5 threatened species in its outlets, specifically golden threadfin bream, bluefin tuna, Japanese eel, American eel⁹, and various species of shark. YATA has stopped selling golden threadfin bream (whole fish) and has started to screen all relevant by-products to phase them out gradually.

Like many other supermarket groups, YATA is selling eel products in its outlets. The company is offering two different species of eel products, one is Japanese eel¹⁰, another one is American eel. Both of these are classified as “endangered” in the IUCN Red List. The company does not have plan to remove these species on shelves. They will avoid promoting these products to stimulate the sale and have committed to try to source better alternatives. To avoid the possibility of laundering European eel, its management has followed WWF-Hong Kong’s suggestions and requested its eel vendor to provide a DNA test report before the product launch. Further, the team has updated its existing eel vendors to provide DNA documentation to verify accurate species of eel products at least once a year.

Bluefin tuna can be purchased in its sushi consignment counters. YATA has verified the bluefin tuna products are farmed and mainly from full-cycle farms in Japan to mitigate the risk of the decline of wild populations.

YATA is still selling “shark meat siu mai” in its frozen sections while other surveyed supermarket groups have signed the WWF “No Shark Fin Pledge” to commit to end the sale of any shark fin and shark-related products. The company has only promised not to introduce any new shark fin or meat products and not do any promotions on its existing “shark meat siu mai”. The company has considered to phase out shark over time, but they do not have details, such as a solid timeline and action plan.

Sustainable seafood targets and promotion (score: 8)

From 2019 to mid-July 2020, YATA has increased 10% sustainable seafood items (MSC-, ASC-certified or WWF assessed as sustainable). The company continues to promote sustainable seafood in every March and November, and in its VIP sale event.

Apart from setting up a yearly target, the company has tried to formulate a plan with a longer timeline. They have planned to introduce 12% new MSC and ASC items by the end of 2021 to expand their sustainable seafood range¹¹.

⁹ The stock of American eel is still from last year. Since the conversation in last year, they haven’t introduced the American eel. The existing stock is the previous one, and they would like to clear all the stock, then there will be no American eel selling in its outlets. Based on reply from YATA in September, the products were still available

¹⁰ The company committed the decrease quantity of Japanese eel by 10%. This year, they are not that confident to provide a figure of the reduction

¹¹ 2018 reply- We will expand sustainable items and maintain. Target to increase 15% no. of SKU this year.

2019 reply- For the SKUs of MSC, ASC certified, and WWF assessed sustainable seafood products, it has increased 21% vs 2018, we will keep promote and increase sustainable items. E.g. Yata VIP sale, Sustainable Seafood Promotion....etc (Went beyond its target; it didn’t set a target)

2020 reply- For the SKUs of MSC, ASC certified, and WWF assessed sustainable seafood products, it has increased 10% vs 2019, we will keep promote and increase sustainable items. E.g. Yata VIP sale, Sustainable Seafood Promotion....etc.

Yata has internal guidelines (mainly based on MSC, ASC and WWF Seafood Guide) to source sustainable seafood and keep work closely with sustainable source suppliers

No harmful chemicals (including antibiotics) (score: 7)

Since 2019, YATA has conducted regular chemicals test for harmful chemicals, including antibiotics and heavy metals, twice a year. To be cautious on the food safety issue, its Quality Assurance team keeps monitoring on food safety alert from different countries. If necessary, the company will conduct additional testing.

Proper labels with detailed information (score: 8)

The company added scientific names and production methods on all frozen shellfish products in 2019. To enhance seafood transparency in its operations, the company has set a target to add scientific names on all frozen crustacean products. This is approximately 13% of the stock-keeping in its seafood department, by the 3rd quarter in 2020. Therefore, more than one-third of its frozen seafood products will be labeled with species details by the end of 2020. By the second quarter of 2021, the production method will be listed on the tags of all wild-caught seafood products.

Eliminate alleged human rights abuse (score: 9)

As of the 4th quarter of 2019, YATA started to collect information about factory facilities and operation procedures from its seafood vendors and discussed human rights abuse issues with its suppliers. Human right is one of the main concerns of the company, so its management has already introduced its “Labor Right Policy for Suppliers” to their seafood vendors in July 2020.

Public announcements (score: 8)

YATA sources more sustainable seafood products that are certified by MSC, ASC or assessed by WWF. The company places tag with WWF seafood logos or display board with sustainable seafood message in its outlets to encourage consumers to purchase those products. Seafood sustainability is one of YATA’s stated corporate goals, so they will launch at least two sustainable seafood campaigns.

Supermarket Group 5 – CEC International Holdings Ltd. (759 Store, 759 Store Frozen Market and 759 Store Supermarket)

Avoid selling threatened species (score: 6)

Currently, 759 is selling Japanese eel products at its outlets. Due to the possibility of laundering smuggled European eel in its supply chain, the company is verifying the exact species of the eel product. The company has also decreased the volume of eel products at its outlets.

Sustainable seafood targets and promotion (score: 7)

Notably, 759 has carried one sustainable seafood item as assessed by WWF-Hong Kong. Further, the company is willing to sell farmed bivalves that are generally regarded as a low environmental risk to enhance its sustainable seafood range. WWF is checking the sustainability status of these specified products.

No harmful chemicals (including antibiotics) (score: 5)

Every batch of 759 seafood products requires a health certificate from the country of origin, and the company requires suppliers to provide a testing report that guarantees the product has passed the chemical regulations from its country of origin. Depending on the risk of particular products, the company will select random samples for testing in third-party laboratories. Generally, it will do microbiological and *E. coli* tests on frozen seafood labelled “sashimi”. Seafood associated with recent food safety issues is also tested. This year, the company has conducted a heavy metal test on oysters. 759 cooperates with their suppliers to perform tests regularly on high-risk products. For example, the company has delivered oysters to labs to conduct a heavy metal test.

Proper labels with detailed information (score: 7)

The company has improved its labelling on all frozen seafood products with scientific name, country of origin, and production method. To enhance its seafood transparency, its management team is exploring the feasibility to add scientific names and production methods on its canned seafood products¹².

Eliminate alleged human rights abuse (score: 8)

The company is formulating its ethical sourcing policy to eradicate slavery issues in its seafood supply chains. It aims to launch the policy by April 2021. Further, the company identifies human right issues in Thai fishing industry. The company has not imported seafood from Thailand. It will remind the suppliers from those risky countries (e.g. in Southeast Asia) to be aware of labor rights issues and they will stop purchasing any products associated with human right issues.

Public announcements (score: 6)

A comprehensive sustainable seafood procurement policy has not yet been established by 759, but it has shared sustainable seafood information and WWF-Hong Kong’s seafood guide among staff and suppliers to enhance its seafood sustainability. The company is

¹² The canned sardine with proper labels will be replaced if all the cans with old label are sold out. It has been marked in their working plan. At present, the volume of other canned seafood is still too small for us to make such request to our suppliers. 759 will keep close monitoring on this issue and explore such chance whenever feasible.

placing a shelf talker with WWF-Hong Kong seafood guide logo, which aims to be in place by April 2021 to identify sustainable seafood items.

Supermarket Group 6 – Dairy Farm (Jasons Food & Living, Marketplace by Jasons, Oliver’s the Delicatessen, ThreeSixty, Wellcome Supermarket, Wellcome Superstore)

Avoid selling threatened species (score: 6)

According to the 2019 Supermarket Scorecard, Dairy Farm outlets were selling golden threadfin bream, Japanese eel, and bluefin tuna (in its consigned sushi sections or counters). The company stopped advertising and active promotions for golden threadfin bream as of May 2018. Compared with its sales volume in 2018, sales for this species have dropped more than 40%. The company has no plans to introduce other golden threadfin bream products, including any by-product of the species, in its product range.

Due to the possibility of laundering smuggled European eel in its supply chain, the company has requested its suppliers to provide DNA test reports with written confirmation to ensure no European eel are sold on shelves. However, the company has not made a commitment to stop selling endangered eels (that is, American eel and Japanese eel) in its outlets.

The company has ensured that all bluefin tuna in its consigned sushi sections or counters are farmed in aquacultures in Japan, Mexico, or the Mediterranean. The species are from full cycled farms. Wellcome is committed to have ongoing discussion with our consigned operators to ensure that more sustainable alternatives to bluefin tuna are available.

Sustainable seafood targets and promotion (score: 8)

According to Dairy Farm’s responses to queries on seafood sustainability progress they stated they have introduced a range of MSC- and ASC-certified seafood products since 2013. The company has introduced over 44 sustainable seafood items and planned to expand its sustainable seafood range to 56 items by the end of 2020. Its management team will review its sustainable seafood target regularly.

The company has placed point of sale materials to pinpoint sustainable seafood products at its outlets in order to inform buyers. It has monthly press promotions on sustainable seafood and promotion on endangered species has been progressively reduced. However, a time-bound action plan was not made available.

No harmful chemicals (including antibiotics) (score: 4)

Dairy Farm regularly tests for the most commonly found contaminants, such as malachite green, heavy metals, and nitrofurans (an antibiotic). The frequency of the tests is not disclosed.

The retailer keeps in contact with the Centre for Food Safety to ensure that the products sold in its outlets are safe to consume. If any excessive use of chemicals or banned chemicals is found, the company will stop selling the suspect seafood products immediately.

Proper labels with detailed information (score: 7)

Dairy Farm has requested suppliers to add scientific names and “wild-caught” on seafood products. The retailer has requested suppliers to provide the scientific name and indicate

if products are "wild-caught" on the packaging. Around 70% of new introduced items s added the scientific name on packaging as of 21 September 2020.

Eliminate alleged human rights abuse (score:6)

Dairy Farm requests its suppliers to provide supporting documents to prove that products meet the standards and requirements of local regulations and do not involve any labor exploitation, slavery, or human trafficking. Further, Dairy Farm is strengthening its code of conduct to ensure all suppliers comply with local and international regulations. However, details and timeline have not been provided to us.

Public announcements (score: 6)

In May 2018, Dairy Farm set-up a sustainable seafood programme requiring MSC, ASC or BAP certificates at Wellcome outlets and plans to gradually increase the variety of sustainable seafood it stocks. This plan has not been publicly announced on its website.

Supermarket Group 7 – CR Vanguard (CR Vanguard, U select)

Avoid selling threatened Species (score: 7)

CR Vanguard was selling two threatened species, golden threadfin bream and eels, in its outlets. CR Vanguard confirmed its canned eel products are not endangered eel species. They state that there is no golden threadfin bream being sold, even by-products like fish balls or imitation crab sticks in its operations.

Sustainable seafood targets and promotion (score: 6)

The company states that it is currently selling 5 MSC- or ASC-certified seafood products. The company has worked with its supplier to arrange Alaska seafood promotion that covers two certified seafood products. However, it is unclear how CR Vanguard intends to expand its sustainable seafood range and launch promotional activities in the coming months.

No harmful chemicals (including antibiotics) (score: 5)

CR Vanguard states the company is monitoring chemicals on seafood products. The company asks seafood suppliers to provide a health certificate and test reports on particular chemicals, for example, malachite green.

Proper labels with detailed information (score: 5)

CR Vanguard will continue to list scientific names and country of origins as long as they are able to get those details from distributors, agents, or suppliers accurately. At the same time, its management will keep encouraging its distributors, agents, or suppliers to provide production method on prepacked seafood products. The company has not provided updates on its progress to improve its seafood transparency.

Eliminate alleged human rights abuse (score: 4)

CR Vanguard has confirmed they will consider human right issues as one of the factors to do seafood sourcing. There is currently no formal code of conduct for its suppliers to sign at this stage.

Public announcements (score 1 out of 10)

CR Vanguard has not disclosed its sustainable seafood procurement policy. The company has no stated intention to hold promotional activities to promote sustainable seafood in its outlets.

Supermarket Group 8 – Dah Chong Hong Holdings Limited (DCH) - (DCH Food Mart Deluxe and DCH Food Mart¹³)

Avoid selling threatened species (score: 0)

Since the 2019 scorecard, DCH has not shared an update on their existing sustainable seafood procurement policy. WWF-Hong Kong invited its senior management to share their works in June 2020, but they have not yet responded.

Sustainable seafood targets and promotion (score: 0)

DCH has not provided any information about this area.

No harmful chemicals (including antibiotics) (score: 0)

The company has not provided information.

Proper labels with detailed information (score: 0)

The company has not shared details with WWF-Hong Kong, so this area cannot be evaluated.

Eliminate alleged human rights abuse (score: 0)

The company has not provided an update or disclosed its policy on human right publicly.

Public announcements (score: 0)

DCH has not provided information.

¹³ Emailed to them 3 times, no reply from its senior management

Supermarket Group 9 – Moretide Investments Ltd. (Kai Bo)

Avoid selling threatened species (score: 0)

Kai Bo has not responded to any of our attempts to contact its senior management and details of a sustainable seafood procurement policy are not known.

Sustainable seafood targets and promotion (score: 0)

Kai Bo has not shared the details with WWF-Hong Kong.

No harmful chemicals (including antibiotics) (score: 0)

The company has not provided details.

Proper labels with detailed information (score: 0)

Kai Bo has not provided details.

Eliminate alleged human rights abuse (score: 0)

The company has not provided details.

Public announcements (score: 0)

The company has not shared the details with WWF-Hong Kong