



---

## Retail Watch: Supermarket initiatives for sustainable seafood

Now more than ever it is important for retailers to make a dedicated effort to provide to customers the information they seek, and to introduce new ideas and seafood products for increased sales.

Sustainability continues to grow in prominence, as does consumer awareness. Now more than ever it is important for retailers to make a dedicated effort to provide to customers the information they seek, and to introduce new ideas and seafood products for increased sales.

### 1) At all costs, avoid fraud

Consumers are eager to choose sustainable products and want to know more on how to do just that. The demand is there. And consumers are beginning to acquire the knowledge they need to make better, more informed choices. Retailers need to take care when labeling seafood as sustainable since the more savvy shoppers may be able to distinguish from something that's truly sustainable vs. seafood that clearly is not. They may ask questions about it. It's important that retailers understand how the fish is taken from the fishery as well as any implications fishing practices have on the oceans. Groups such as Greenpeace are keeping a greater eye on labeling nowadays too as the sustainability issue rises in concern and interest.

### 2) Educate consumers

Setting an example for retailers, national retailer Whole Foods has found ways to educate the consumer when "keeping it green". Their program encompasses recognition of all factors that contribute to sustainability; making it a "true" approach, that's open-minded. And they are doing it on an item by item basis. And, while Whole Foods does sell some red products, they are striving towards everything that is sustainable. PCC Natural Markets, while a considerably smaller retailer, has a slight edge in evolving towards greater sustainability. They have managed to discontinue all red and yellow items and currently only sell those seafood products found on the FishWise "green" list.

### 3) Highlight increased choices

While salmon and certain species of shrimp will likely always remain tops with consumers, less popular seafood types, such as sardines offer a healthy, nutritional, choice for consumers. And there has been increased enthusiasm for this seafood as of late, surprisingly, from more sophisticated seafood buyers. Other species on an upward popularity trend are canned albacore tuna, salmon, and 100 percent pole-caught skipjack. Pink shrimp should be included here as well; and the news is that there is ample supply of it that is currently underutilized. All of these fish are wild sourced.

This Retail Watch was based on a SeafoodSource [interview with Bill Carvalho](#), founder of Wild Planet Foods.

### [All Foodservice & Retail stories >](#)

Story from SeafoodSource.com:

<http://www.seafoodsource.com/newsarticledetail.aspx?id=8622>

Published: Wednesday, December 01, 2010

© SeafoodSource.com 2008 - 2010