



Score: Fail



Rating-1(1.0)

Policy-0

Initiatives-0

Labeling-5

Red list sales-15

Score-10.25

17. Trader Joe's

Banners: **Trader Joe's**

Trader Joe's operates more than 300 stores in at least 23 states, and prides itself on offering rock-bottom prices and a wide array of single serving and prepared meals made with natural and organic ingredients. Trader Joe's buys direct from producers and offers a variety of grocery products under its own private label.

Greenpeace Comments: Trader Joe's remains the largest US grocer operating on a nation-wide scale that refuses to substantively respond to Greenpeace inquiries regarding its seafood sustainability policies and practices.

In correspondence dated March 11, 2008 (the most recent and only time Trader Joe's management deigned to discuss the issue of seafood sustainability with Greenpeace), Jon Basalone, Senior Vice President of Marketing, stated "We simply listen to our customers" when it comes to deciding how to do its business and determine what it sells. This view is antithetical to the basic tenets of Corporate Social Responsibility - to take social, environmental, and political concerns into account when doing business - and runs counter to consumer preference and marketing trends toward sustainable products. Therefore, it remains unclear how Trader Joe's defines "listening to its customers." Trader Joe's would serve its customers, who are clearly interested in health, sustainability, and the oceans well by improving its seafood sustainability performance.

Trader Joe's does label private label products as low sodium, gluten-free, vegan, vegetarian and kosher to help customers make informed choices - but this trend stops short of reaching the seafood section. Trader Joe's customers are given no information regarding environmentally responsible seafood, and the Trader Joe's seafood section is stocked with a plethora of red list items, including orange roughy, Chilean sea bass, Atlantic salmon, and monkfish.

To make matters worse, Trader Joe's actively disseminates misleading information about its seafood selection.

In some stores, signs claiming that Trader Joe's seafood comes from sustainable and environmentally benign sources hang above the seafood freezer, lulling customers into a false sense of security and willfully duping patrons into supporting parts of the seafood industry that cause tremendous harm to the planet.

Until Trader Joe's develops and implements strong and defensible sustainable seafood policies and practices that demonstrate environmental and social responsibility, its seafood customers will be unwittingly abetting Trader Joe's environmental crimes—There is no place for this kind of moral shortsightedness in a responsible seafood operation.

Due to Trader Joe's consistent failure to reply to Greenpeace outreach efforts, all of the information in this report is gleaned from annual reports, industry data, consumer surveys, and publicly available information.

Sustainable Seafood Policy: Trader Joe's does not have a sustainable seafood policy.

Seafood Sustainability Initiatives: Trader Joe's is not affiliated with retailer groups, fishing industry groups, seafood companies, third-party auditors, or environmental conservation organizations working on seafood sustainability.

Labeling & Transparency: Trader Joe's does not label seafood products so consumers can avoid purchasing destructively fished species, and does not promote sustainable seafood to customers. To make matters worse, certain stores advertise that Trader Joe's seafood is sustainable (blatant misinformation when one considers the actual seafood being sold). Beyond seafood labeling required by law, Trader Joe's only provides its customers with information on mercury in seafood.

Red List Seafood Sales: Greenpeace surveys found Trader Joe's sells 15 of the 22 red list seafoods: Alaskan pollock, Atlantic cod, Atlantic salmon, Atlantic sea scallops, Chilean sea bass, Greenland halibut, monkfish, ocean quahog, orange roughy, red snapper, redfish, South Atlantic albacore tuna, swordfish, tropical shrimp and yellowfin tuna.