



Sustainable Choice

Seafood Policy

Seafood products labeled with the “**Sustainable Choice**” logo will have met New Seasons' sustainable seafood procurement requirements, which include the environmental and traceability criteria outlined below.

Environmental Sourcing Criteria

Fresh and frozen seafood products are sourced from fisheries or farms that are either:

- Rated as a **Green** 'Best Choice' or **Yellow** 'Good Alternative' by the [Monterey Bay Aquarium's Seafood Watch](#) program, or;
- Sourced from a fishery or farm that is certified by a [GSSI benchmarked certification](#);
 - Farmed salmon is preferentially sourced from ASC and then BAP-4 star certified supply chains.
- Sourced from a local fishery* that does not have an applicable color rating or certification for the species. These fisheries will be assessed on a case-by-case basis in partnership with [FishWise](#), our sustainable seafood partner, to ensure they align with our sustainability and community-focused mission.
- If and when seafood sources can not be found to meet one of the above criteria, New Seasons Market will source from a comprehensive [Fishery Improvement Project \(FIP\)](#) listed on Fishery Progress, with a progress rating score of 'C' or higher support needed for fisheries improvements.

**New Seasons defines local as the United States Pacific Northwest and includes the state waters of Alaska, Washington, Oregon, and California.*

Traceability Criteria

Seafood partners are required to annually provide key data elements (KDEs) for every fresh and frozen seafood product sold at New Seasons Market.

- The KDEs collected align with the [Global Dialogue on Seafood Traceability \(GDST\)](#) standard terms and values, and support increased alignment and interoperability throughout the seafood supply chain.
 - FishWise supports New Seasons Market with this data collection, vendor engagement, and environmental assessment process.
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