



The Kroger Family of Companies

Seafood Sustainability Policy

As the nation's largest grocer, Kroger recognizes we have an important role to play in responsibly sourcing seafood. Our goal is that our customers and their children can enjoy fresh, sustainable seafood for generations to come. At the same time, we want to offer our customers a wide variety of high-quality seafood choices.

Our current efforts focus on these goals: rebuilding stocks in the natural environment, reducing environmental impacts, and supporting the marine ecosystem. This is a dynamic area of sustainability and, as a result, we expect our practices and this policy to evolve and change over time.

Illegal Seafood

As a basic practice, Kroger will never knowingly purchase illegally caught seafood, which includes sourcing from IUU (illegal, unregulated, or unreported) fisheries. We will follow all federal and applicable international laws regarding procurement, labeling and traceability.

Wild-Caught Commitments

In 2009, Kroger partnered with World Wildlife Fund to develop our seafood sustainability program. This partnership and the resulting assessment work help us make determinations about which source fisheries are sustainable.

Today Kroger's Seafood Department tracks information on all wild-caught fresh and frozen species we sell, including country of origin, method of production, and source location and country.

Our goal is to source 100% of all wild-caught seafood we sell in our Seafood Department from fisheries that are Marine Stewardship Council (MSC)-certified, in MSC full assessment, engaged in a comprehensive Fishery Improvement Project (FIP), or certified by other GSSI-recognized programs, by 2020. Additionally, Kroger will preferentially source MSC-certified wild-caught seafood, and by 2020, we will source at least 90% of wild-caught seafood volume from fisheries that are MSC-certified.

Kroger will continue to work with fisheries that exhibit areas of opportunity and will encourage them to improve and seek MSC certification. In some cases, Kroger will no longer source from fisheries or species where efforts to improve have been unsuccessful.

Kroger is committed to sourcing 100% of shelf-stable Our Brands tuna from companies that participate in the International Seafood Sustainability Foundation (ISSF). The ISSF was formed in 2009 to create science-based solutions for tuna fisheries worldwide.

Farmed or Aquaculture Commitment

Kroger acknowledges that farm-raised seafood is a healthy alternative. We rely on third-party certification standards such as the Global Aquaculture Alliance's (GAA) Best Aquaculture Practice (BAP) standards to ensure environmental sustainability and other benefits in our supply chain. We will continue to evaluate—and contribute to the development of—certification standards and programs that drive long-term environmental and social benefits, economic value and transparency for the farm-raised seafood industry.

Our goal is to ensure that, by 2020, 100% of farm-raised seafood in our Seafood Department is certified to sustainable seafood certifications and programs recognized by the Global Seafood Sustainability Initiative (GSSI).

Continuous Improvement

We make our sourcing decisions based on science-based data, consultation with our NGO partners and government agencies and customer preferences. As a result, Kroger commits to no longer carry shark, blue fin tuna, marlin, skates, rays, parrot fish, monk fish, hoki, bluefin tuna, Atlantic cod, Greenland halibut, Argentinian red crab and Jonah crab in any of our retail locations due to sustainability concerns surrounding these species.

Communication with Customers

We focus on sharing important information with customers about the products they buy from us. We follow all laws related to seafood Country of Origin and Method of Production labeling.

We continue to have an opportunity to increase our customers' awareness of seafood sustainability and promote the sustainable items we carry in our stores. Because we value transparency, we will continue to share updates on our responsible seafood sourcing efforts and our sustainability journey at <http://sustainability.kroger.com/>.

We always welcome customer feedback through www.Kroger.com or by calling 1-800-KROGERS.