



# News Release

**FOR IMMEDIATE RELEASE**

June 13, 2011

**SOBEYS INC.'S SUSTAINABLE SEAFOOD POLICY IN ACTION:  
WORKING IN PARTNERSHIP TO IMPROVE CANADA'S  
SEAFOOD STOCK**

*New video series provides an in-depth view into the future  
of wild British Columbia salmon*

**MISSISSAUGA, ON** – Sobeys Inc. is inviting Canadians to take a deep dive into the issues and challenges facing the seafood they eat through a series of videos that highlight the complexities of the ocean ecosystem, the efforts to preserve wild British Columbia salmon and the plans to implement responsible sourcing initiatives and fishery improvements.

The wild British Columbia salmon video series feature interviews with a unique cross section of thought leaders from Fisheries and Oceans Canada, Simon Fraser University, David Suzuki Foundation, Watershed Watch Salmon Society, as well as innovative processors and coastal fisherman.

“Our video series provides an insightful example of Sobeys’ Sustainable Seafood Policy in action and the steady progress we’ve made since its release in October 2010,” says David Smith, Vice President of Sustainability. “We are committed to going beyond certification systems and eco-labels to focus on helping to improve the long-term viability of both wild caught and farmed seafood in the most problematic fisheries we source from to ensure that seafood supplies are available to feed the needs of our customers today and for generations to come.”

Through these videos, viewers will learn about the complex lifecycle and risks to sub-populations of salmon and the federal government’s approach, progress and challenges to protect one of Canada’s most valuable resources with its widely endorsed [Wild Salmon Policy](#). B.C. fishermen also share insight into their challenges, the need for fishermen to be economically and viably sustainable to help achieve seafood sustainability, and the positive results consumer traceability will bring.

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**Sobeys  
Corporate**

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The wild British Columbia salmon video series, available at <http://www.sobeyscorporate.com/sustainability/mediacentre>, is part of a larger effort Sobeys Inc. is undertaking in promoting seafood sustainability, including:

- Working in collaboration with fisheries, processors, and relevant experts, with expertise from international sustainable seafood NGO [Sustainable Fisheries Partnership](#), to create and implement long-term improvement plans with specific expected outcomes to address the most challenged fisheries
- Capturing extensive data about the source and relative sustainability of seafood from suppliers using a web-based seafood evaluation system
- Holding a national sustainable seafood summit with 150 of its seafood suppliers to communicate Sobeys Inc.'s direction and requirements
- De-listing all species of sharks, skates, rays, orange roughy and bluefin tuna
- Introducing 50 eco-label (Marine Stewardship Council and Best Aquacultural Practices) sustainable seafood products to Sobeys' *Compliments* private label line

For more information about Sobeys' Sustainable Seafood Policy, please visit [www.sobeyscorporate.com/sustainability](http://www.sobeyscorporate.com/sustainability).

#### **About Sobeys Inc.**

Sobeys Inc. is a leading national grocery retailer and food distributor headquartered in Stellarton, Nova Scotia. A wholly-owned subsidiary of Empire Company Limited (TSX:EMP.A), Sobeys owns or franchises more than 1,300 stores in all 10 provinces under retail banners that include Sobeys, IGA, Foodland, FreshCo, Price Chopper and Thrifty Foods, as well as Lawtons Drug Stores. Sobeys Inc. is committed to providing the most worthwhile experience for its customers, employees, franchisees, suppliers and shareholders. More information on Sobeys Inc. can be found at [www.sobeyscorporate.com](http://www.sobeyscorporate.com).

– 30 –

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