

Retailer	Rating (max 10)*	Seafood Sourcing Policy (max 100)	Support for Initiatives (max 100)	Labeling & Trans- parency (max 100)	Number of Red List Species on Sale (max 22)	Seafood Sustain- ability Score (max 100)
Andronico's Market	7	85	55	85	7	72.3



RATING KEY: ■ Good ■ Pass ■ Fail

Andronico's Market

Score: 72.3%

Andronico's Market is an independent company with eight locations in the greater San Francisco Bay area. Andronico's provides high quality food products, including a wide range of sustainable seafood. Andronico's consistently seeks out sustainable seafood products from new sources and is committed to phasing out unsustainable products over time.

Store Locations: Berkeley, CA (4); Los Altos, CA; Palo Alto, CA; San Anselmo, CA; San Francisco, CA

Sustainable Seafood Policy: Andronico's sustainable seafood policy is based on a program offered by FishWise+, a nonprofit sustainable seafood consultancy. The policy covers both wild-caught and farmed seafoods. For wild-caught fisheries, protocols address the health of the fishery and its ability to replenish itself, ecosystem and habitat impacts, bycatch, and overall efficacy of the fishery management. For farmed seafoods, protocols address pollution, escapement, parasite and disease management approaches, use of marine resources and impacts to the marine environment. Andronico's works closely with Central Coast Seafood, a California seafood distributor that has made its own sustainability commitments. Andronico's preferentially promotes sustainable seafood products.

Seafood Sustainability Initiatives: Andronico's supports sustainability initiatives primarily through its partnership with FishWise. Andronico's was one of

the first companies to support the "Common Vision for Environmentally Sustainable Seafood," an initiative of the Conservation Alliance for Seafood Solutions which aims to build an active partnership between conservation organizations and seafood retailers in support of achieving sustainable fisheries.** Andronico's staff promote the sale of alternatives to red list seafoods and are trained to engage interested customers and provide information about more sustainable seafoods. In this way, customers often shift their preferences away from red list seafoods over time.

Labeling & Transparency: Andronico's labels all fresh seafood according to their sustainability status. In addition, all fresh seafood is labeled with the method of catch or aquaculture production. Andronico's provides information to its customers via in store labeling, pamphlets, informational cards, and other educational materials. Seafood items in the grocery and frozen departments were not similarly labeled at the time of this report.

Andronico's preferentially promotes sustainable seafood products and provides its customers a list of seafood products that are considered both more sustainable and low in mercury and PCBs. Seafood counter staff are trained by FishWise on sustainability issues, how to label items appropriately and to provide customers with the information they need to understand the program and make informed purchases.

Red List Seafood Sales: Andronico's sells: Alaskan pollock, Atlantic salmon, Atlantic sea scallops, Chilean sea bass, orange roughy, swordfish and tropical shrimp.

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+ FishWise is a nonprofit sustainable seafood consultancy that assists companies seeking to improve their seafood sustainability. FishWise works with scientists, non-governmental organizations, and seafood companies throughout the supply chain. FishWise provides seafood retailers assistance in identifying sustainable sources of seafood, staff training, consumer education, and a variety of other services to seafood retailers.

**The Conservation Alliance for Seafood Solutions seeks to help companies develop sustainable seafood policies and practices by providing tools, approaches and conservation expertise. The Conservation Alliance for Seafood Solutions also supports consumer education and active business engagement in fisheries policy and management reform.