Kroger Concludes National Seafood Month with Sustainability Progress Update

CINCINNATI, Oct. 28, 2011 /PRNewswire via COMTEX/ --

The Kroger Co. (NYSE: KR) concluded its celebration of National Seafood Month with an update on the company's work to source sustainable seafood.

"Today's seafood supplies are not unlimited, so Kroger is taking steps to require our suppliers to follow sustainable practices," said Mark Van Buskirk, Kroger's vice president for meat and seafood. "We have an important role to play in responsibly sourcing wild-caught and farm-raised seafood to help ensure the freshest, best-tasting seafood will be available for future generations. While we have more work to do, we are making progress in line with our commitments."
Kroger has partnered with the World Wildlife Fund, a leading conservation organization, to develop the company's strategy for responsibly sourced seafood.

Sourcing Sustainable Seafood Progress:

Kroger is committed to sourcing 100% of the top 20 wild-caught species from fisheries that are Marine Stewardship Council (MSC)-certified, in MSC full assessment, or engaged in a World Wildlife Fund fishery improvement project by the year 2015. **Today, 65% of Kroger's top 20 wild-caught fresh and frozen species are sourced from fisheries meeting these standards.**
Kroger has set a goal to source 75% of the top 20 species by volume from MSC-certified fisheries by 2015. **At present, approximately 50% of Kroger's top 20 species by volume are sourced from MSC-certified fisheries.**
Kroger is working with the Global Aquaculture Alliance *Best Aquaculture Practices* program to ensure that the farmed seafood sold in our stores meets strict standards for sustainability.
Since the beginning of this year, Kroger has discontinued sourcing and sales of shark, bluefin tuna, marlin, and - beginning this October - skates and rays, due to the increasing sustainability concerns surrounding these species.

In October, Kroger launched a campaign to educate customers and associates about the importance of sustainable seafood practices, corresponding with National Seafood Month. The campaign included in-store stanchion and counter top signs and brochures and an updated sustainable seafood section of the company's sustainability website. Customers can learn more about how Kroger is sourcing sustainable seafood, and read our sustainable seafood policy, at www.kroger.com/sustainability.
Kroger, the nation's largest traditional grocery retailer, employs more than 338,000 associates who serve customers in 2,439 supermarkets and multi- department stores in 31 states under two dozen local banner names including Kroger, City Market, Dillons, Jay C, Food 4 Less, Fred Meyer, Fry's,



King Soopers, QFC, Ralphs and Smith's. The company also operates 788 convenience stores, 361 fine jewelry stores, 1,046 supermarket fuel centers and 40 food processing plants in the U.S. Kroger was recognized by Forbes as the most generous company in the U.S. The company focuses its charitable efforts on supporting hunger relief, breast cancer awareness, the military and their families, and more than 30,000 schools and grassroots organizations in the communities it serves. Kroger contributes food and funds equal to 125 million meals a year through its partnership with more than 80 Feeding America food banks. For more information about Kroger, please visitwww.kroger.com.

SOURCE The Kroger Co.