Key Program Milestones

2012	Responsible Seafood Program launched for fresh items
2013	National brand frozen items added to the program
2014	'Responsible Choice' logo launched; traceability work initiated
2015	Social responsibility work initiated and Fair Trade yellowfin tuna items introduced
2016	100% private label fresh and frozen seafood meets Policy; Private label shelf-stable tuna work started
2017	100% national brand fresh, frozen, sushi, and private label shelf-stable tuna meet Policy
2018	Hy-Vee ranked #2 by Greenpeace in Carting Away the Oceans report
2019	At-sea transshipment of tuna added to Policy
2020	Due Diligence Plan completed nearly 2 years ahead of schedule
2021	Supplier Code of Conduct (SCoC) created
2022	New Due Diligence Plan created; 1st U.S. retailer to publish public tuna vessel list
2023	Second successful tuna vessel transparency activity conducted
2024	Ranked 2nd in Greenpeace tuna report; internal traceability systems analysis completed
2025	100% Policy compliance for 9 consecutive years; ongoing revision of draft new Seafood Procurement Policy