



# Albertsons Companies 3 Years Ahead of Schedule in Pledge to End Use of Eel

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Albertsons Companies set out in 2018 to eliminate freshwater eel (unagi) from its sushi products by 2022.

Just 17 months later, the second-biggest supermarket company in the nation announced that they already successfully phased out the product.

The move was made to try and help the declining wild eel populations. The company also stated that they believe the process to raise farmed eel is also unsustainable for the ocean and the species.

Albertsons looked at every option before decided to phase out the product. They worked with vendors to assess the environmental impact and ultimately decided it was best to discontinue eel until a sustainable source is created.

Albertsons wants to ensure its customers that their most popular seafood products used in sushi was sourced sustainably.

The company will continue to phase out transition tuna, farmed salmon, species of whitefish used for surimi (imitation crab), and farmed shrimp. The company wants transition to similar products that are sustainably sourced.

“Albertsons Cos. accomplishment sets a high precedent for what is possible in retail sushi,” said Jessie Zupcic, Project Manager at FishWise, a non-profit sustainable seafood consultancy and Albertsons Cos.’ partner on seafood sustainability initiatives. “FishWise is honored to work with a company that is willing to set and achieve such ambitious sustainability goals.”

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## STORY TAGS:

[Aquaculture](#), [unagi](#), [Sustainability](#), [Grocery](#), [Retail](#), [Eel](#), [Albertsons Companies](#)

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