



The Humane Society of the United States  
For the attention of Wayne Pacelle  
2100 L Street, NW  
Washington DC 20037  
United States

## ROYAL AHOLD

### Corporate Responsibility

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Dear Mr Pacelle,

Thank you for writing to us concerning the importation of Canadian seafood and the commercial seal hunt.

Ahold and its operating companies have worked closely with their trade associations and with other stakeholders on numerous animal welfare issues. Our goal is to do business only with suppliers that comply with applicable best practice guidelines as they relate to animal welfare, with the ultimate goal to strengthen animal welfare practices within the food processing industry.

We want to provide safe products along with accurate information about these products so that shoppers can make informed choices. Ahold and its operating companies are undertaking numerous initiatives on animal welfare and sustainable fisheries. We encourage you to go to our public website ([www.ahold.com](http://www.ahold.com)) to find out what we are doing in terms of sustainability.

We do not believe in withholding products from consumers based on so-called secondary boycotts. There are a few reasons for this. Firstly, we think such a boycott would be unfair to the businesses supplying us that bear no direct responsibility for the issue at stake. Secondly, we think that the best way to serve our customers is to create and maintain integrated sustainability standards with the companies from which we buy. These standards are being developed in close cooperation with the relevant stakeholders.

We have been in contact with our Canadian seafood suppliers and each has confirmed that it does not participate in the seal hunt. Our operating companies do not buy or sell seal meat or any seal by-products.

Yours sincerely,

Roland Waardenburg

Vice President Corporate Responsibility