



pet  
sustainability  
coalition



**SUSTAINABLE BRANDS**  
**YOUR CUSTOMERS WILL LOVE**





# WHAT SETS ACCREDITED COMPANIES APART?

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1.

Complete rigorous third-party verification of sustainable business practices

2.

Meet minimum performance requirement and demonstrate annual improvement

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## *Discover all the Pet Sustainability Accredited Brands*

Join the Pet Sustainability Coalition today to get the education, tools, and support you need to start, improve, and optimize your profit-driving sustainability program.



pet  
sustainability  
coalition



@PETSUSTAINABILITY

#impactinaction  
#petspeopleplanet  
petsustainability.org



# ABOUT US

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*The Pet Sustainability Coalition advances businesses through profitable, environmental, and social business practices.*

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Founded in 2013 by eight companies who recognized a need for a collaborative platform for the industry to address increasing expectations for sustainable products, PSC now supports hundreds of pet companies on their sustainability journey and is home to one of the most vibrant communities of leaders in the pet industry.

# RETAILERS

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*For retailers that want to meet the ever-increasing consumer demand for sustainable products, Pet Sustainability Accreditation provides:*

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- A way to identify leading industry brands that are driving positive impact for pets, people, and planet.
- An opportunity to increase loyalty by aligning your product selection with the demands of today's consumers.



**ACCREDITED  
BUSINESS**

**PET SUSTAINABILITY**

# Animal Essentials

*Established:* 1995

*Sector:* Consumables, Supplements



## OUR MISSION

isn't just to provide the finest supplements for animals, but also create an interlinked community of well-informed animal lovers that are connected by common bonds of compassion and deep respect for animals, their natural needs, and the sustainability of the products they use.

- *Greg Tilford, Founder/CEO*

**40**

**WASTE WORKERS &  
family members provided  
with additional income**

**3,041 KGS**

**PLASTIC WASTE  
diverted from oceans  
and landfills annually**

**1,507,187**

**SINGLE-USE PLASTIC  
pouches removed  
from nature**



***Established:*** 1986

***Sector:*** Food, Treats,  
Supplements



## DEDICATED TO A MORE SUSTAINABLE FUTURE & A HEALTHY ENVIRONMENT

Our commitment to sustainability includes not only our new packaging, but what's inside the bag as well.

### TRACEABLE

Marine Stewardship Council certified formulas with sustainably caught fish (traceable to a sustainable source)

### INGREDIENTS

Recipes utilizing sustainable ingredients, including silver carp and marine micro-algae

### SUSTAINABILITY

Packaging made with materials that are specifically engineered to biodegrade in landfills





*Established:* 2014

*Sector:* Supplements, CBD



## OUR JOURNEY

We began in 2014, fueled by a simple goal: discover a healthier, happier pet. All our ingredients are a testament to this commitment: traceable, sustainably sourced, and bursting with the best of Mother Nature. We handcraft everything from start to finish in our Seattle Makery™ paving the way for a greener today and a vibrant, tail-wagging tomorrow.

## INGREDIENTS

**ALWAYS**

Traceable, tested, and sustainably sourced

## PACKAGING

**COMMITTED TO 100%**  
sustainable packaging by  
2025, as part of the PSC  
Packaging Pledge

## PEOPLE

**FEMALE FOUNDED**  
and 100%  
employee-owned



*Established:* 2017  
*Sector:* Hard Goods, Waste Management



**> 60**  
**PEE PADS**  
replaced with  
each Bark Potty

**> 25K**  
**TREES PLANTED**  
through our partnership  
with One Tree Planted

**MAIN**  
**INGREDIENTS +  
PACKAGING**  
sustainably sourced

*Product lifespan may vary based on frequency of use, size of dog, and other environmental factors.*

# BetterBone

*Established:* 2021  
*Sector:* Toys, Treats



## BETTER FOR YOUR DOG. BETTER FOR THE PLANET. BETTERBONE.

The healthier, safer, cleaner, chew toy for your dog. Created with your dog and the planet in mind. You'll love giving your dog our award winning chews knowing it's made from 2 all-natural, food-grade, eco-friendly ingredients, that have been sustainably, and ethically sourced and manufactured. Our chews are simply Better. BetterBone.

## 2 SIMPLE

**ALL NATURAL,  
FOOD-GRADE**  
sustainably sourced  
ingredients.

## 85%

**CO<sub>2</sub> REDUCTION**  
compared to  
nylon and other  
plastic products

## 270

**TONS OF CO<sub>2</sub>**  
offset in 2023 alone by  
planting a tree for every  
order we receive





*Established:* 2020  
*Sector:* Treats



## SAVING THE EARTH TOGETHER, ONE TREAT AT A TIME!

100% plant-based treats for dogs that taste and smell like real meat. We use sustainable and all-natural ingredients to craft our award-winning treats. Each bag sold helps plant trees in areas of deforestation around the world.

**100%**  
PLANT-BASED  
RECIPES

**90%**  
LESS  
CO2 emissions  
than comparable  
beef treats

**51,380**  
TREES PLANTED  
with the Eden  
Reforestation  
Projects



*Established:* 2017

*Sector:* Toppers, Supplements, Treats



## PROVIDING NUTRITION TO PETS & GIVING BACK TO THE COMMUNITY

We support over 150 animal welfare organizations, are proud to be an all-female team, and focus on mission driving marketing - such as donating a portion of our sales to local and regional non-profits, and forging meaningful and impactful partnerships with many influencers we work with. Shelter Tours with collegiate athletes and our Underdog Campaign highlighting amazing stories of resiliency are just a few of our favorite activations!

**100%**

**RENEWABLE ENERGY**

used to package our bone broth

 carbonclick

**CLIMATE-FRIENDLY**  
cart to reduce the carbon impact of purchases

**100%**

**BIODEGRADABLE**  
packaging from FSC™ certified renewable resources for our broth





*Established:* 2014  
*Sector:* Supplements



## WOMAN OWNED. PET AND PLANET APPROVED.

Continue to advance research into the endocannabinoid system to improve animal quality of life and thus the human-animal bond. Provide education and foster conversations between the public and medical professionals to advance this effort. Maintain exemplary environmental standards and progressive business practices.

## WHOLESALE BENEFITS

### INCLUDING:

Volume-based pricing tiers, fully digitized ordering process, no MOQ, drop shipping, free shipping for orders >\$500, free access to digital promotional materials, and free veterinary professional training for staff.

## WOMAN OWNED

### AND OPERATED

Pet CBD company that values progressive practices including environmental sustainability.



### OUR PRODUCTS ARE

Formulated, manufactured and shipped from our NASC Sealed facility in Monroe, WA, using non-GMO and organic ingredients with 100% recyclable packaging.

**CATALYST**  
UPCYCLED  
SOFT WOOD  
CAT LITTER

*Established:* 2020  
*Sector:* Supplies



**OUR MOTTO IS ON EVERY BAG: LOVE YOUR PET. CHANGE YOUR PLANET.**

Our litter has the sustainability of upcycled soft wood along with the strong clumping, superior odor control and unrivaled acceptance that kitty consumers and their humans demand (and deserve).

**100%**  
RECYCLABLE  
#4 LDPE  
packaging

**UTILIZING**

UPCYCLED  
soft wood in  
our litters



**PARTNERING WITH**  
RePurpose to ensure  
plastic neutrality



# DINGONATURA

Top Natural Pet Food

*Established:* 2001

*Sector:* Food



## CAN MEALS BE MORE THAN JUST FOOD + NUTRITION? THE ANSWER AT DINGONATURA IS YES.

We combine innovation, creativity and awareness with science and nature to create the ideal products for dogs, cats, their families, society and the planet. For more than 20 years, we have developed unique products that are perfectly suited to the needs of pets and their families.

Generating a positive impact is in the DNA of our brand, that is why we are committed to responsible and safe manufacturing practices and to a proper origin and quality of our ingredients. Moreover, we are fully dedicated to ensuring animal rights and their inclusiveness in society through our Foundation.

# 32 TONS

**OF PET FOOD**  
donated to shelters  
in 2022

# 2.5%

**COMPANY PROFITS**  
allocated to corporate social  
responsibility projects +  
Dingonatura's foundation

# 11%

**REDUCTION**  
of plastic in our pet  
food bags



**Established:** 1979  
**Sector:** Food, Treats,  
Natural Wellness  
Products



## SUSTAINABILITY IS BAKED INTO OUR DNA

Our mission is to preserve and enhance quality of life for animals, people, and the Earth. We use 1% of our annual net sales to invest in and strengthen programs for a more sustainable future for all.

### ANIMALS

In 2022, we donated \$233.4k in products and \$82.6k in financial support to animal shelters, rescues and sanctuaries.

### PEOPLE

We provide unlimited PTO, \$100 monthly wellness stipend, and 14 weeks paid parental leave for all employees

### THE EARTH

We've been certified plastic neutral since 2021. In 2022, we recovered 152,705 lbs of nature bound plastic from the ocean and offset 238 tons of carbon.



# fera

PET ORGANICS

*Established:* 2017  
*Sector:* Supplements



## IMPROVING OUR CARBON PAWPRINT

Creating benchmarks to track progress and implement sustainability strategies in areas including: sustainable packaging, sourcing of materials and ingredients, and social efforts to focus on gender equality and female empowerment.

### PACKAGING

The PSC Packaging Pledge, supporting pet companies to move to 100% recyclable, reusable, or compostable packaging by 2025.

### ENVIRONMENTAL

Responsible sourcing of materials, ingredients, transportation, distribution, sales and marketing.

### SOCIAL

Focused on: gender equality, female empowerment, fair labor practices and animal welfare.

### EcoCart

Fera partners with EcoCart to offer carbon neutral shipping by offsetting emissions that come from the production and shipping of our products. Carbon offsets come through investments in environmental projects that focus on conservation, resource management, alternative energies and more!



**Established:** 1996  
**Sector:** Supplements



## ABOUT US

Pet parents and veterinarians trust the clinical support of our natural supplements. We are an independent, woman-owned business run by a team of pet health experts committed to supporting the lifelong well-being of the animals you love.

*Partners with Imagine, employing dozens of specially abled workers, who traditionally have 85% unemployment rate.*

**40%**  
**REDUCTION**  
in water usage

**427k KGS**  
**OF CO2 OFFSET**  
through partnership  
with carbonclick

**100%**  
**POWERED BY**  
renewable  
wind energy



*Established:* 2012  
*Sector:* Feeding, Hydration,  
Pet Health Care



## ENJOY BETTER OUTCOMES FOR YOUR PETS, PEOPLE, PLANET, AND PROFITS

Kinn creates stronger bonds between people and pets through revolutionary products designed to improve the quality of life for people, pets, and the planet.

REDUCE CANINE  
ILLNESS INCIDENCE

**67%**

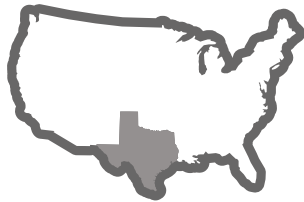
REDUCE  
GHG

**43%**

GROW PROFIT PER  
ENCLOSURE BY

**\$950**





MID AMERICA PET FOOD

*Established:* 2007  
*Sector:* Food, Treats



## OUR MISSION

Deliver high-quality, reliable pet nutrition uniquely designed to foster a healthy and active life for the pets we love.



**3** GOOD HEALTH  
AND WELL-BEING 

**SCORED 75.7%**  
driven by our food  
nutrition and employee  
health benefits

## NET ZERO

**PLASTIC FOOTPRINT**  
on Certified Plastic  
Neutral kibble bags,  
treats and more



**CERTIFIED**  
with exemplary  
**98% safety and 100%**  
quality scores

# MODERNA<sup>®</sup><sub>mp</sub>

*Established:* 1932

*Sector:* Supplies



## GOING FOR BETTERNESS

Setting our goals even higher and aiming to deliver a positive impact on pets, people and planet. We call it “betterness.” We will not get there overnight. It’s a step by step process, being consistent and remaining fully focused on making a change and giving back.

### 10k

**PIECES OF PAPER SAVED**  
per year by going paperless

### LEVEL 2

**CERTIFIED QA-CER**  
for PIR and PCR  
in our injection  
moulded products

### 20%

**OF ANNUAL**  
raw material  
volume is  
PCR / PIR

### 25%

**OF ANNUAL ENERGY**  
needs generated  
by rooftop solar  
panel system



*Established:* 2009  
*Sector:* Supplies



**85%**

**LESS**  
CO2 emissions  
than traditional  
dog beds

**20x**

**THE CO2 SAVINGS FOR**  
every lb. of reused clothing  
stuffed into our duvets  
compared to new bedding

**100%**

**SUSTAINABLY  
SOURCED**  
and all natural  
cotton and wool





*Established:* 2002  
*Sector:* Food, Treats



## WE ARE A NATURAL PET FOOD BRAND

Enriching the lives of pets and their owners through visibly better pet food. We act with transparency and take responsibility for the impact we have on our people, our communities and our planet, actively working towards a positive effect on the world.

# 550k+

### PET MEALS

Donated hundreds of thousands of meals so pets around the world can enjoy our visibly better natural food.

# 100%

### MANUFACTURING SUPPLIERS

Screened, measured and monitored for good environmental practices and part of our bi-annual reviews and on-boarding process

# 100%

### TRACEABILITY

All wet products can be traced from pet bowl to raw ingredient supplier and/or fishing vessel within a 2hr\* time frame

*\*depending on time zone*

# 90%

### RECYCLABLE PACKAGING

Partnering with PSC and its members, we are committed to transitioning our packaging to recyclable or recycled content by 2025.

*Established:* 2006

*Sector:* Food, Treats, Supplements



## NEW ZEALAND MADE. NATURALLY BETTER.

We pride ourselves on sourcing our wholefood ingredients sustainably. We have made the most of our natural resources; free-range meat from happy grass-fed and pasture raised animals, the finest seafood from sustainable sources, vegetables grown from fertile soil and cage-free chicken.

**100%**  
OF OUR WHOLEFOOD  
INGREDIENTS  
are sourced in  
New Zealand

MADE WITH  
**GRASS-FED**  
New Zealand free  
range lamb and  
beef in our recipes

**100%**  
TRACEABILITY  
of all animal  
products



*Established:* 1999  
*Sector:* Food



## OUR SUSTAINABILITY JOURNEY

Progress in our sustainability efforts comes in all shapes and sizes, from Great Dane-sized projects to tiny kitten initiatives. Regardless of the challenges, we can assure you that we're motivated and passionate about doing better and being better.



*Download our latest Sustainability Impact Report.*

## THE EARTH

Making the switch to recyclable packaging. One of the first five companies to sign the PSC Packaging Pledge

**CARBON  
NEUTRAL**  
FOR SCOPE 1 &  
SCOPE 2 GHG  
EMISSIONS

# 20

**PAID WORK HOURS PER  
YEAR FOR VOLUNTEERING**  
for our employees to give  
back to our communities





*Established:* 2014  
*Sector:* Food, Treats



## OUR MISSION

We promise to only use ingredients and processes that each one of our pack members would eat. We believe that there shouldn't be a hidden ingredient list, mystery "nutrient blend", or foreign ingredients. Giving back to the dogs and cats that need it most and practicing earth conscious initiatives is vital to a thriving community and world!



*Check out our sustainability report here!*

# 100%

OF OUR  
INGREDIENTS  
SOURCED IN  
THE USA

# 23.6K TONS

OF UPCYCLED SPENT  
GRAIN IN OUR  
UFA-Certified Brew  
Biscuits annually

# 75%

ENERGY SAVINGS  
from manufacturing in  
bpa-free retort pouches  
vs. metal cans



*Established:* 2003  
*Sector:* Food, Treats



One of our core values at Stella & Chewy's is RUN WITH THE PACK, emphasizing our belief that a pack is stronger when all its members work together. This principle is paramount as our industry continues to strive for more sustainable business practices because it will take all of us working together for significant change to happen. We have partnered with the Pet Sustainability Coalition to ensure we continuously improve on our initiatives and encourage the entire industry to implement more sustainable business practices. It'll take the whole pack, but we are stronger together.

## REDUCING

### FOOD WASTE

Preventing it from reaching landfills by donating excess product to animal shelters:  
213,665 lbs donated  
in 2022

## PSC

### PACKAGING PLEDGE

Making a public commitment to develop a pathway towards more sustainable packaging across our portfolio by 2025

## RESPONSIBLE

### SOURCING

Our frozen and freeze-dried product lines use animal protein free of added hormones or antibiotics, cage-free poultry, grass-fed beef, wild-caught fish, and 100% certified organic fruits and vegetables



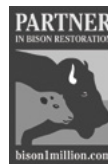


**Established:** 2014  
**Sector:** Food, Treats



## PIONEERS IN PET FOOD

Tender & True pioneered the first ever certified organic, humanely raised, antibiotic-free pet food. Today we're continuing to blaze a trail of firsts, setting new standards in the industry for quality, excellence, and care. All this, and still independently owned.



# 1ST

**PET FOOD TO MEET  
USDA standards  
to be organic from  
farm to bowl**

# 14

**USDA CERTIFIED  
ORGANIC PRODUCTS  
with humanely  
raised proteins**

# 100%

**CERTIFIED  
and sustainably  
sourced protein  
ingredients**





**TUESDAY'S**  
NATURAL DOG COMPANY  
— EST. 2009 —

*Established:* 2009  
*Sector:* Treats



## OUR MISSION

Known for our high quality treats and chews. Since our inception, we strived towards making sustainable choices to help drive our company forward. From wind-powered energy at our first warehouse to our focus on free-range, grass-fed chews, environmental consciousness has always been at the forefront of our minds.



**\$20k**

OF TREATS  
donated to dog  
rescues annually

**30MT**

CARBON DIOXIDE  
emissions  
offset annually

**20.5k**

POUNDS OF  
PLASTIC  
removed each year

**TRÍO** Goods for A Cause ~  
sustainable & ethical  
handmade lifestyle products

*Established:* 2022  
*Sector:* Supplies



## DOG LEASHES HANDMADE FROM RECYCLED FISHING NETS & DELIVERED STRAIGHT TO YOUR STORE

TRIO is a 3-way win: eco-friendly dog leashes and dog toys made from ocean nets, handmade by women in Pakistan struggling for financial independence, with proceeds going towards the first and largest animal rescue in Pakistan.

MADE FROM  
**87%**  
WASTE MATERIAL

**45**  
WOMEN  
EMPOWERED

**7k+**  
ANIMALS  
RESCUED IN A  
YEAR OF TRIO



*Established:* 1926

*Sector:* Food, Treats, Toppers



## JOURNEY TO A MORE SUSTAINABLE FUTURE

Lessening our environmental impact with packaging, protein sourcing, and efficient manufacturing. Our social impact is being improved by increasing the diversity of our workplace, encouraging mental and physical wellbeing of our employees, and giving back to our community.



*Visit our website to learn more*

### REDUCE

landfill waste resulting from multi-laminate plastic packaging

### DECREASE

impact of manufacturing through Life Cycle Assessments of facilities

### CREATE

a more diverse workplace





*Established:* 1996  
*Sector:* Supplies, Treats



## JOIN THE LOOP<sup>®</sup>

Our infinite recycling program, Join the Loop, was created to take back dog-tired Zogoflex<sup>®</sup> and Seaflex<sup>™</sup> toys and inspect them, sanitize them, and recycle them back into more of the things dogs love - Toys!

**12%**

**OF MATERIAL**  
in Seaflex<sup>™</sup>  
toys is reclaimed  
ocean-bound plastic

**140k**

**POUNDS OF**  
Zogoflex<sup>®</sup> material  
recycled into  
new toys

**16MIL**

**PLASTIC**  
**BOTTLES**  
kept out of  
landfills

# Wild Earth

*Established:* 2017

*Sector:* Food, Treats, Supplements



## OUR MISSION:

We are committed to changing the lives of dogs and our planet by offering high quality plant-based food options that are not only healthier, but also better for the environment than meat-based foods. The meat consumed by cats and dogs make up about 25-30% of the meat consumed in the United States, which alone has been calculated to be as environmentally damaging as the the exhaust from nearly 14 million cars in a year. We also need to consider the additional land, water, fossil fuels, phosphates and biocides needed to feed the farm animals. Join the Wild Earth Plant-Based movement today so we can feed our pets in a way that also considers the impact on the environment!

# 28%

**NATURAL**  
clean protein in our  
Performance Formula

# 100%

**RECYCLABLE**  
PACKAGING

# 0%

**ANIMAL**  
SOURCED  
INGREDIENTS

#1 INGREDIENT  
**GOAT  
MILK**  
FOR FLAVOR

**fera**  
PETS™



**ACCREDITED  
BUSINESS**  
PET SUSTAINABILITY



100% Female-founded & Led • Vet Created • Manufactured in USA

**NO FILLERS** ✨



Fera Pet Organics is a proud signatory of Pet Sustainability Coalition's Packaging Pledge, a commitment to transition to 100% recyclable, reusable, or compostable packaging by 2025.

We are excited to launch our new Goat Milk meal topper line in 100% recyclable pouches, which are known to **use less fossil fuels and emit fewer greenhouse gas emissions** when compared to traditional rigid plastic.



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