

Pet Sustainability Coalition



What it is and its partnership with Petcurean

What is the Pet Sustainability Coalition and what do they do?

The Pet Sustainability Coalition (PSC) is a nonprofit organization dedicated to creating a more sustainable pet industry. PSC works with companies throughout the entire supply chain - including distributors, manufacturers, retailers and suppliers - to advance business through profitable environmental and social practices. PSC helps its members implement sustainability via education, assessment tools, implementation support, accreditation, events, and more. They also actively work to transform our industry by tackling large scale issues that impact us all, including sustainable protein sourcing, sustainable packaging, and diversity, equity, and inclusion efforts.



Why is Petcurean's membership with the PSC so important?

- + 91% of pet industry professionals - including retailers - feel that consumer expectations for sustainable products are increasing:
 - + 89% of Americans think businesses should value people and planet as much as profit
 - + 90% of Millennials - the fastest growing demographic of pet parents - are willing to pay more for sustainable brands
 - + Brands that highlight sustainability in marketing see a 5% increase over non-sustainable products
 - + 79% of consumers say they would be more loyal to a purpose driven company
- + PSC uses the SDG Action Manager, a 3rd party assessment in alignment with the UN Global Compact Sustainable Development Goals, so that we can measure our impact and fulfill a requirement to improve over time.
- + Support from PSC's staff strengthens our business through increased efficiency, lowering our impact, increasing employee engagement, increasing consumer loyalty, and decreasing supply chain risks.
- + PSC's media and digital partnerships amplify our brand leadership and visibility with retailers, consumers, and B2B partners.

The PSC and Petcurean

- + A PSC member since 2017
- + Use of TetraPak cartons made from **69%** renewable resources, including FSC-certified paper, resulting in **80% lower** CO2 footprint than steel cans
- + Petcurean's head office runs on **97% hydro-electric power** (a clean, renewable resource)
- + In FY21 Petcurean began upcycling unused kibble bags into plastic lumber, resulting in **78,000 kg** plastic saved and **431 park benches created**
- + 12lb bags were no longer shrink-wrapped in bales, which equals **72,000 kg** plastic saved. That is equivalent to **5,700,000 plastic bottles!**
- + **1,653,106 meals** of pet food donated to **312** rescues, shelters, & food banks supported, which is a **172%** increase YoY
- + Petcurean has a dedicated Sustainability Manager leading their environmental and social advancements