

# Advance Business

THROUGH ENVIRONMENTAL  
& SOCIAL PRACTICES



We envision *a vibrant and collaborative pet industry that drives positive impact for the environments and communities where we do business.*

# Indiechat "The business case for sustainability"

March 8, 2023

## Agenda

01. Introductions

02. PSC Presentation

03. Q & A



WE ARE

retailers,  
distributors,  
manufacturers  
& brands

TAKING  
ACTION!



AB7 America Inc.	BHJ A/S	Dogwood Consulting	Hedgehog Precision	New Age Pet	ROGZ	Trixie
ADM	Bond Pet Foods	<b>Duynie Ingredients</b>	Hood Packaging InClover	Nulo Nylabone	Rural Energy Development	Trouw Nutrition
Alaska Naturals	Boons	Earth Rated	Interquell	Outward Hound	Shameless Pets	<b>tru Shrimp Company</b>
All The Best Pet Care	Boxiecat LLC	Earth's Goodies	IQI	Oxbow Animal Health	Steves Real Food	Two Bostons
<b>Alltech</b>	<b>Bright Planet Pet LLC</b>	Earfthbath	<b>Josera</b>	PetDine	SYMRISE (Diana Petfood)	Vadigran
Alpha	BrightPet Nutrition Group	Earthwile Endeavors	<b>Kinn Inc.</b>	Pet Friendly Fun	<b>Tender &amp; True Pet</b>	<b>Veramaris V.O.F.</b>
American Wood Fibers	BSM Partners	<b>Eco-Shell</b>	Kiwi Kitchens	Pet Pros	<b>Nutrition</b>	Vivotein LLC
<b>Animal Essentials Inc</b>	California Safe Soil (CSS)	Emmerson Packaging	Mammoth Pet Products	Pet Valu	<b>Thanh Phu</b>	Weruva International
Antelope Pet (Bocce's Bakery)	<b>Canna Companion</b>	Ethical Products, Inc.	Merrick Pet Care, Inc.	Pets+	The Crump Group Inc.	WJ Packaging Solutions
<b>Austin and Kat</b>	<b>Catalyst Pet (Lignetics)</b>	FiberCore, LLC	<b>Moderna Products</b>	Piscine Energetics Inc.	The Honest Kitchen	Zooplus
Ava's Pet Palace	<b>Chews Happiness</b>	Fish4Dogs	<b>Molly Mutt</b>	<b>Plastic Packaging Technologies</b>	The Kind Pet	
Bark n Purr	Consolidated Packaging	Flamingo Pet Products	<b>Mondi Jackson LLC</b>	<b>Portland Pet Food Company</b>	The Missing Link	
<b>Bark Potty LLC</b>	Cosmo's Superior Foods	Grandma Lucy's	MPM Products UK	PreZero, US	<b>The Natural Dog Company</b>	
<b>Beaphar</b>	Dharma Dog Karma Cat	Green Field Solutions	NatrixOne	Project Hive Pet Company	Toms & Co	
Bend Pet Express	Dingonatura	Health Extension	Necoichi Inc.	Prospect Farms	Trio Goods for a Cause	
<b>BetterBones</b>	Dr. Good Foods	Heather Paulson Consulting		Pure and Natural Pet		

\* PSC Accredited Brands are in color or bolded



## Education and Implementation Support

- ❖ Webinars and workshops
- ❖ Projects and assessments
- ❖ Roadmaps and tools
- ❖ Conferences + events
- ❖ Case studies

## Sustainable Ingredients

- ❖ Four-Factor Framework builds foundation for defining and evaluating sustainable ingredients

## Independent Leadership

- ❖ From 8 founding companies to 200 global members
- ❖ Epicenter of stakeholders including producers, suppliers, manufacturers, brands, distributors, and retailers

## Sustainable Packaging

- ❖ Industry-first return-to-retail plastics recycling program
- ❖ PSC Packaging Pledge—a pathway toward recyclable, reusable, or compostable packaging by 2025

## Industry Standards

- ❖ An independent platform for trusted sustainability Accreditation
- ❖ Evaluation on social and environmental impact through a third-party, independently verified assessment.



# Pioneering Systemic Change



## Ingredients

Ethical, transparent,  
traceable, sustainable



## Industry Transformation

## Packaging

Recyclable, reusable,  
compostable, circular

## Social Responsibility

DEI, climate justice,  
social justice, fair  
working conditions

# The pet industry today: Challenges and Opportunities

## *Scope*

- 70% of US households have pets
- \$236 billion industry by 2030
- 500+ million pet owners in the US, EU and China

## *Impact*

- Pet food accounts for 25% of total animal protein consumed in the US
- Traceability and transparency are extremely low
- The pet industry generates more than 300 million pounds of unrecyclable plastic packaging



**If American dogs and cats were their own country, they would rank as the 5th largest consumers of meat in the world, behind Brazil, China, Russia, and the U.S.**



We can  
do better.



## 01. MEASURE

## 02. IMPROVE

Build your custom sustainability roadmap and use PSC's toolkit, case studies and membership benefits to accelerate your progress

## 03. CELEBRATE

Gain recognition through earned marketing and communications for your continuous progress



# Complete Assessment

- ❁ **SDG Action Manager**
- ❁ **Baseline Module +  
Environmental + Social**





**We work towards a better future for pets, people, and the planet by helping integrate sustainability into business through:**



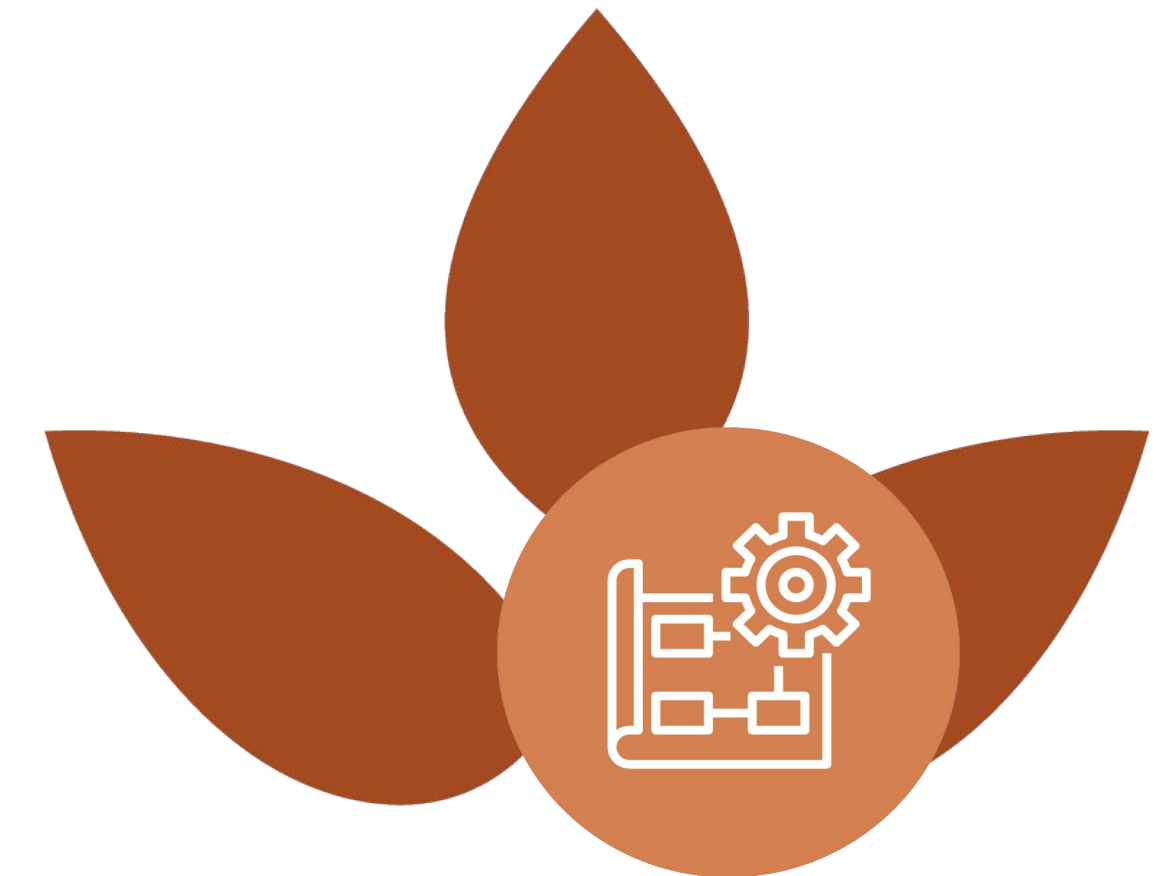
**EDUCATION**

- **Webinars**
- **Workshops**



**INSPIRATION**

- **Events**
- **B2B Community**



**IMPLEMENTATION**

- **Roadmap**
- **Tools & Case Studies**
- **Project Support**



# What sets Accredited companies apart?



**Verified measurement** of how their business practices affect communities and the environment



**Minimum performance** standard + demonstrated **improvement** year after year

COLLABORATIVE  
PARTNERS

**WPA** World  
Pet  
Association

 **PETFOODEXPERTS**  
When you win, we win!

 **PETS**  
International

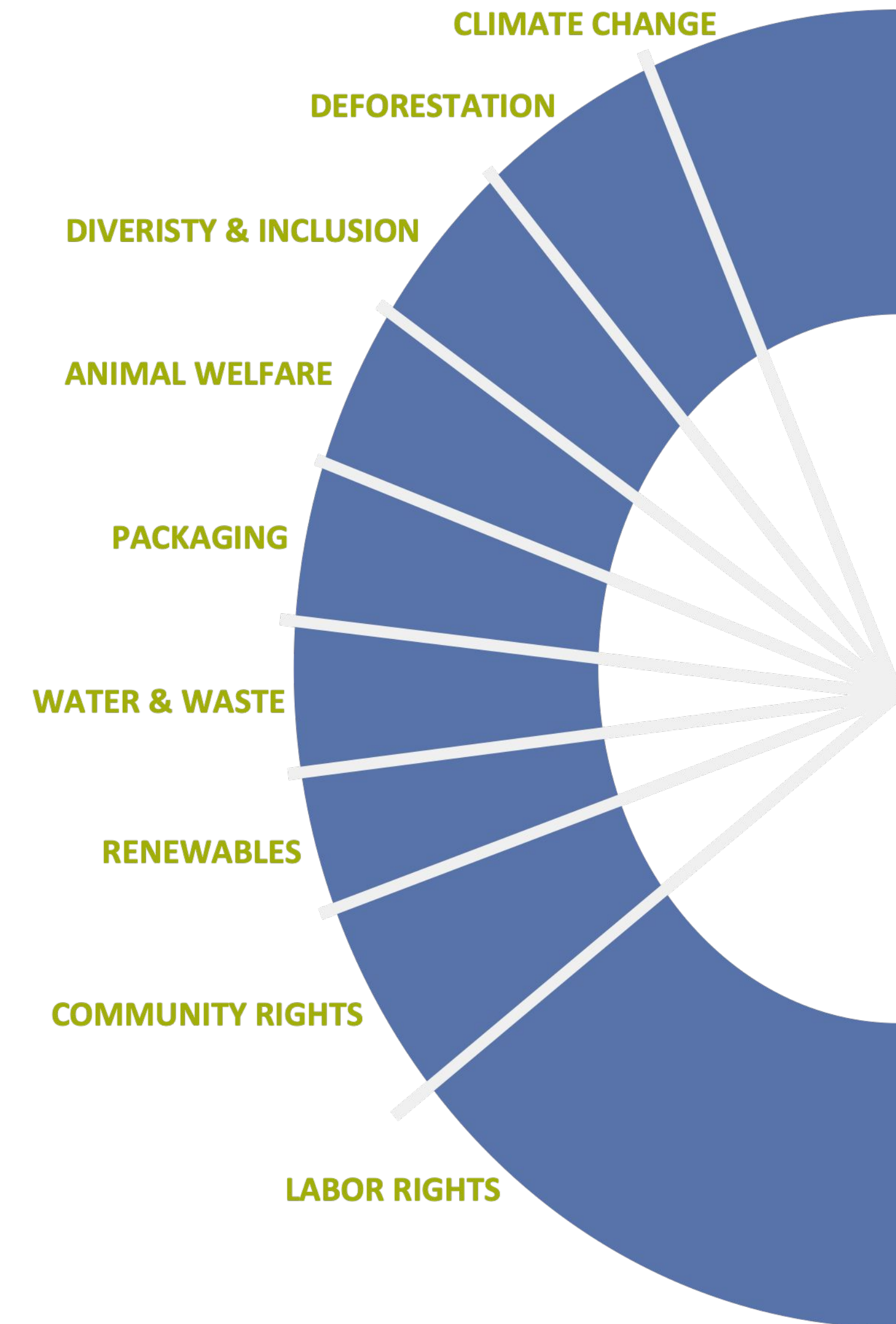
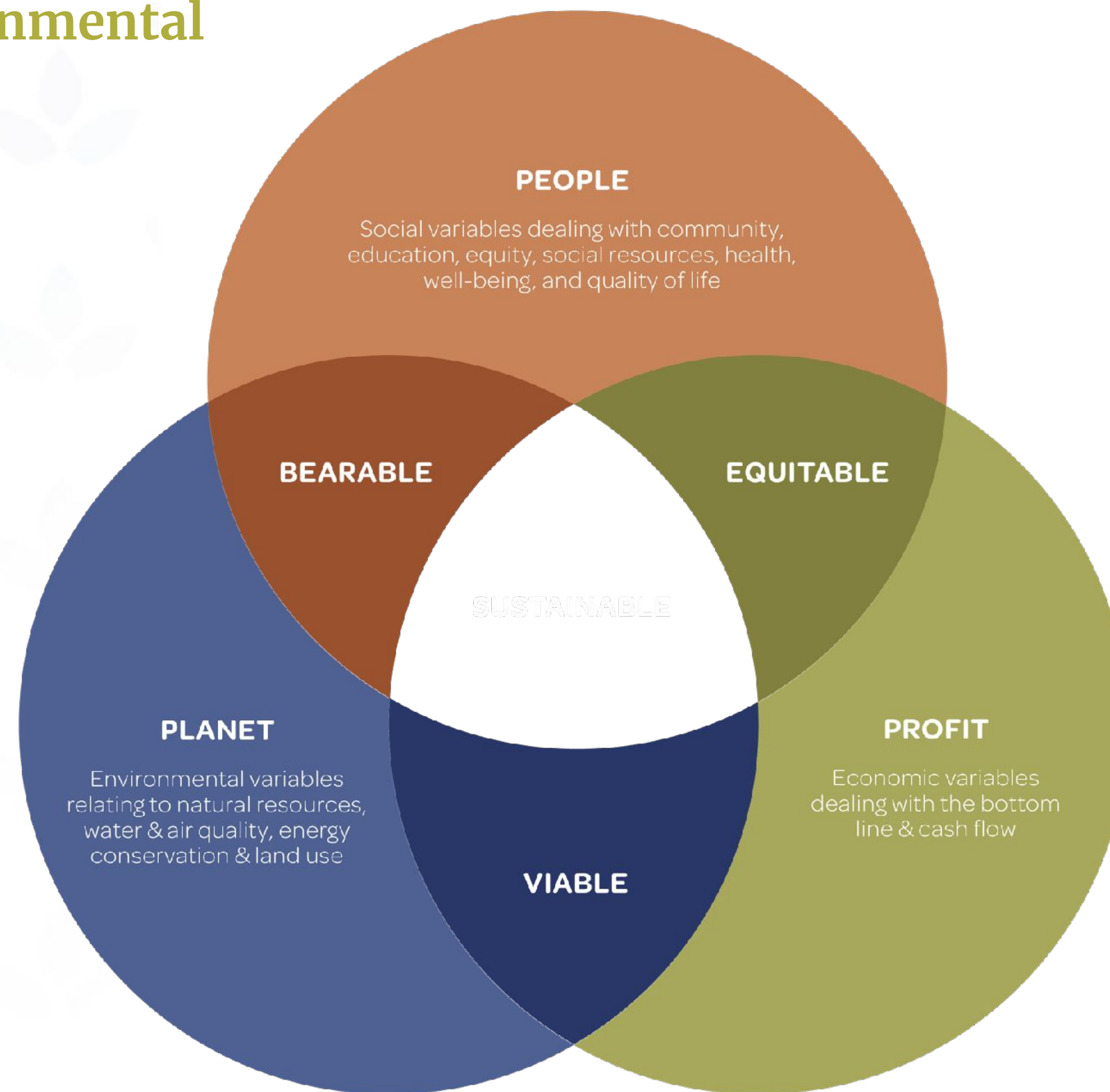
**pets+**

**PetfoodIndustry**  
.com

# What is a sustainable business?

A sustainable business expands its sense of responsibility – in addition to shareholders, the responsible business also drives environmental and social impact.

1. Preserves the environment and conserves resources
2. Builds social equity and supports human well being from employees to supplier communities
3. Maximizes long-term profitability



# How can focus on sustainability help me as a retailer?

1. Improve Employee Retention
2. Provide your consumers with the options they are demanding
3. Increase operational efficiency and profitability



# Employee Retention- Social Sustainability

## What is it?

- Social sustainability refers to equality, well-being, and balance across quality of-life indicators between sociocultural groups over time and from one generation to the next. From a business perspective, social sustainability is about understanding the impacts of corporations on people and society. Purposedriven companies not only offer a product or service but develop programs that have a social and/or environmental impact, while also benefiting from them.



# Employee Retention- Social Sustainability

## Why is it important?

- Employees, suppliers, and partners who feel respected and safe are more loyal and productive. For example, according to a 2018 CONE survey, 88% of consumers say they would buy a brand from a purpose driven business. Another research study showed a 16% increase to employee productivity in business' that had voluntarily adopted sustainable practices.
- Check out PSC's guide to [Engaging Employees and your Local Community to Improve Business Resilience](#)



# Employee Retention- Social Sustainability

## What can we do?

1. Employee survey
  - Identify the skills, knowledge, and attitudes of the company's employees and what internal barriers exist
2. Lunch and Learn sessions
  - Offer a sociable and collaborative learning / knowledge sharing experience to encourage teamwork and cooperation, while helping to break down silos.
3. Employee contests with prizes
  - Incentivized walking challenges, most volunteer hours, sales targets, etc. can increase employee engagement, loyalty, and retention while encouraging activity and employee bonding.
4. Recognition programs
  - Show employees that the company values them and their contributions. Build employees' sense of security and motivate them to continue great work.
5. Wellness programs
  - A lower cost benefit offering that shows employees that you value their health and wellness.



# Product Selection- Environmental Sustainability

What is it & why is it important?

- The majority of a retailer's environmental footprint is accounted for by the products it carries.
- 90% of Millennials are willing to pay more for "sustainable" brands. Millennials are now the largest pet owning generation.





# Product Selection- Environmental Sustainability

## What can we do?

1. Identify what sustainability means to your brand and your customers
  - Identify the attributes that resonate most with your brand and consumers.
2. Identify products that meet your market needs and growth strategy
  - Sustainably developed products reduce the impact on the environment, address social issues, improve the livelihoods of individuals and communities, improve your business' reputation, build consumer loyalty, encourage repeat purchases, and elevate responsible consumer consumption.
3. Source sustainable brands and products
  - [Consider developing a sustainable purchasing guide using PSC's free tool.](#)
  - Use 3rd party certifications to identify strong standards around important attributes and initiatives.
    - [Check out PSC's 3rd party certification list](#)



# Facilities- Environmental Sustainability

## What is it & why is it important?

- Environmental sustainability is the practice of interacting with the planet in a responsible manner to conserve biodiversity and natural resources for future generations without giving up social and economic advancement.
- Environmentally sustainable practices present few or no risks to business operations, can potentially improve profitability through the reduction of expenses, and can provide a competitive edge for attracting customers and investors.



# Facilities- Environmental Sustainability

## What can we do?

- Energy, water, and waste benchmarking audits
  - You can contact your utility suppliers (many offer these as a free service) and ask that they conduct an audit on your business or use [Energy Star's Portfolio Manager](#).
- Find ways to reduce your carbon footprint for your business and in the supply chain
- Upcycle or donate unsold products
- Go paperless
- Highlight sustainability aspects for your customer and employees



Thank you

