

PETFOOD ESSENTIALS

Mapping your SUSTAINABILITY journey

How to Use Your Ingredient Data

Tools & Next Steps with Allison
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Sustainability Coalition

#petfoodforum

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Introduction to PSC & Our Ingredient Work

Our Vision:

- We envision a thriving and collaborative pet industry that creates positive impact for the communities and environments where we do business.

Our Mission:

- We advance business through profitable environmental and social practices.

Our Partnership:

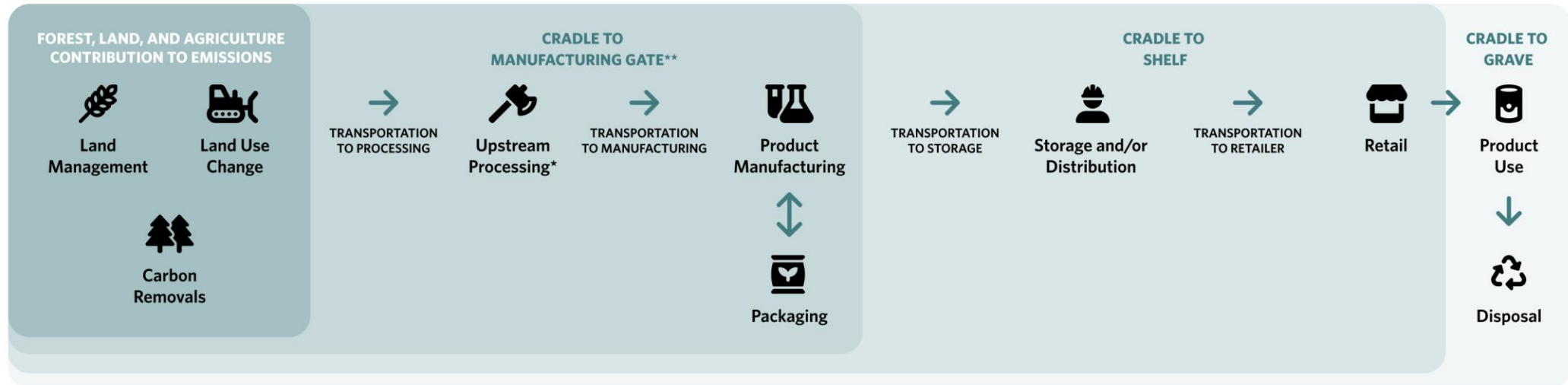
- PSC partners with HowGood – an independent research & software company with the world's largest database on food product sustainability, enabling many of the world's largest food brands to measure, communicate, and reduce their environmental impact.



What is a Product Carbon Footprint?

- A Product Carbon Footprint (PCF) measures the total greenhouse gas emission associated with a product throughout its lifecycle.

HowGood Carbon Life Cycle System Boundaries



*For ingredients with nested materials, this includes material manufacturing and any additional legs of transportation associated.

**Cradle-to-Manufacturing Gate (with packaging) includes packaging, if packaging details are provided.

The Impact of Proteins in the Pet Industry

- It is estimated that through their diets alone, cats and dogs account for 25-30% of the impact from animal production in terms of land use, water consumption, GHG emissions, and other indicators



Environmental Impact

Deforestation, GHG Emissions, land use, water use

1



Social Impact

Safe working conditions, fair labor standards, freedom from forced labor

2



Nutrition

Nutrition composition, bio-availability, digestibility

3



Animal Welfare

Protect health, prevent pain & distress, promote comfort and animal's natural behavior

4

Utilizing Alternative Ingredients

- Use different ingredients with the same or similar functionality to lower your product's carbon impact
- Compare proteins like beef byproducts, insect protein, and plant-based proteins as well as sourcing locations and ingredient certifications

Select Ingredients...			
Compare Selected			
Product	Sourcing Standard	Location	HowGood Impact Score
+ <input type="checkbox"/> sugar	None	Dominican Republic	65.7 <div><div></div></div>
+ <input type="checkbox"/> sweetleaf stevia	None	China	47.1 <div><div></div></div>
+ <input type="checkbox"/> mango puree concentrate	None	Mexico	54.3 <div><div></div></div>
+ <input type="checkbox"/> pear juice concentrate	None	Washington, USA	62.9 <div><div></div></div>
+ <input type="checkbox"/> banana juice concentrate	None	Guatemala	54.3 <div><div></div></div>
+ <input type="checkbox"/> maple sugar	None	United States	52.9 <div><div></div></div>
+ <input type="checkbox"/> mango juice concentrate	None	Mexico	54.3 <div><div></div></div>
+ <input type="checkbox"/> Crystalline Fructose	None	United States	50 <div><div></div></div>
+ <input type="checkbox"/> Passion Fruit Juice Concentrate	None	Brazil	54.3 <div><div></div></div>

Thank you!

- Q&A
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