

# PETFOOD ESSENTIALS

Mapping your SUSTAINABILITY journey

## How to start your sustainability journey

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pet  
sustainability  
coalition

#petfoodforum

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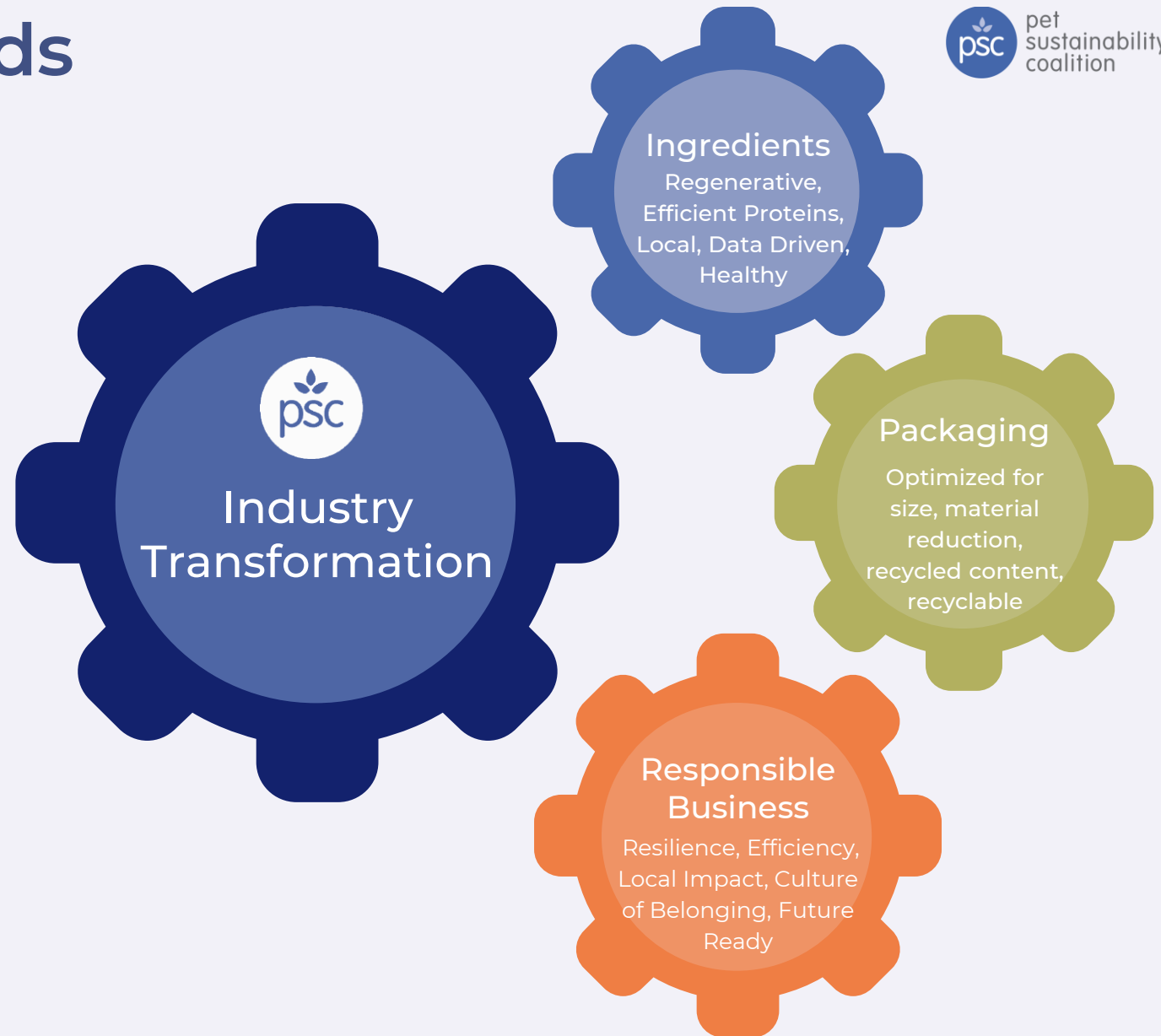
**Sustainability is a journey worth starting and continuing**

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# How We Work Towards a Better Future for Pets, People & Planet



- 1 Support individual companies roadmap and achieve their goals.
- 2 Facilitate collaboration to solve industry-wide challenges



Sustainability is a journey worth starting and continuing





# Worth: Why sustainability matters in pet food

- Doing business impacts nature
- Rising consumer expectations
  - Over 70% of pet food buyers care about climate change. (*Harvest Insights, 2023*)
  - 57% of pet owners are more likely to buy from companies committed to reducing environmental impacts (*Packaged Facts, 2025*)
- Regulatory and investor momentum
  - Extended Producer Responsibility (63 countries), Anti-Greenwashing (32), Sustainability Reporting Requirements (38), Carbon Taxes (23)



Sustainability is a journey worth starting and continuing





*Greenwashing: because real change is hard.*

# Journey: Sustainability isn't surface-level

- Transparency and storytelling
  - A green claim needs: to be backed up, specific, complete, have fair comparisons, authentic design
  - Conscious consumers value real effort over perfection
- Process and continuous improvement
  - There is no “end”
  - Target setting
  - Data and baselining



Sustainability is a journey worth starting and continuing

“

The starting line is just a place where you decide to move forward. It's a place of excitement and fear. It's a place where you can be confident and still have doubts. It's somewhere where hope can always be found.”



- Coach Bennett

# Starting: What foundational steps look like

## First, internal buy-in & resourcing

- Consider your position within the company
  - What can you directly control?
  - What can you influence?
- Introduce sustainability as strategic, not overhead
  - Value driver, not cost center
  - Embed into core business strategy



# Starting: What foundational steps look like

## Then, key projects

- Materiality Assessment
- Greenhouse Gas (GHG) Inventory – scopes 1 & 2
- Competitive Analysis
- Public Sustainability Statement



**Sustainability is a journey worth starting and**  
**continuing**

**Take a  
moment  
to  
reflect.**



What does it look  
like when  
something becomes  
“just part of how  
you live”?

# Continuing: Integration and ambition

## Make a road map

- Work backwards from long term targets
- Address challenges – budget constraints, resource limitations, technological gaps
- Integration into business
- Risk management
- Consumer & Market Demand



**BENCHMARK  
ASSESSMENT**

PET SUSTAINABILITY COALITION



# Progress over Perfection!

**Sustainability is a journey worth starting and continuing**





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# Thank you!



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