



PRESS RELEASE

GREEN PETFOOD IS WINNING OVER THE MARKET WITH THE FIRST CLIMATE-POSITIVE CAT FOOD

Kleinheubach, 9th April 2020 – An increasing number of people are endeavouring to behave in an environmentally-conscious manner as part of their everyday lives. Many begin their journey to a more sustainable lifestyle with their diet. In addition to their own food they are carefully considering what they feed their four-legged friends. Since 2019, the Green Petfood brand has been offering cat-owners with green hearts the chance to look after both the environment and the well-being of their cats: FairCat, the first sustainable cat feed with a positive eco-balance and offering Super Premium quality has already brought joy to countless cats, and has also managed to impress pet retailers, having recently been voted "Pet Product of the Year".

By nature, cats are sustainable and easy-going: they play with our socks, lick their bowl clean and prefer left-over water from the shower – simply wonderful examples to us all. However, they do leave behind a CO₂ pawprint. On average, a cat generates 0.38 t of CO₂ each year. On average the cat's food accounts for 52% of this climatic impact.

Here's how cats can become climate activists!

Nowadays, many people choose to forego meat in an effort to protect the environment - however, for cats, as carnivores, this is not an option. By nature, they are hunters, and for nutritional reasons they require essential amino acids from animal protein in order to remain healthy. There are, however, alternatives by which to provide cats with a healthy and sustainable diet, which even contain animal protein.

As a pioneer in sustainable dry feed, since 2013 Green Petfood has already been popular among dog-owners who place value on selecting environmentally-friendly products for their four-legged companions. Since 2019, the brand has also been taking over the bowls of environmentally-conscious pussycats: with the FairCat cat food range, Green Petfood is setting a benchmark in the area of animal welfare and sustainability. The two varieties of dry food and six varieties of wet food include chicken and salmon from species-appropriate cultivation as well as insects, as a high-quality and sustainable source of protein. Added to this are the best, where possible local, ingredients, in order to tailor to the specific needs of every house cat. The products are of course



developed without animal trials and are produced without the addition of genetically modified ingredients. The recipes are also intentionally diverse and - thanks to appropriate finishing touches such as the Life-Protect active ingredients package, hemp oil or green tea - they see cats perfectly through all nine of their lives.

Climate positivity through cat food is worthwhile

Many manufacturers of pet food are now already climate neutral in terms of their transportation, and apply various measures to compensate for the CO₂ produced in the manufacture of their food. With its cat food, Green Petfood goes one step further and, with FairCat, actually posts a positive eco-balance. But what exactly does this mean? Green Petfood likewise compensates for the CO₂ emissions resulting from its cat food, however, the brand also fixes 25% more CO₂ than it produces.

Through the Ntakata Mountains compensation project, Green Petfood is treading new paths entirely: since trees and forest floors have been shown to store CO₂, thus significantly minimising the effects of climate change, the brand supports a forest conservation project. Together with its partner Carbon Tanzania, Green Petfood is committed to supporting the Ntakata Mountains initiative in Tanzania and thus compensates for the CO₂ emissions attributable to its products. Through this initiative, Green Petfood helps to prevent the destruction of a 216,000-hectare forest region, thus preserving the livelihood of the local population and the lives of numerous endangered species.

That said, Green Petfood goes beyond pure compensation: as a result, sustainability runs through the manufacturer's entire food production chain - beginning with the cultivation of the raw materials to the moment the food reaches your pet's bowl. As the motto goes: avoid and reduce before compensating. This includes, for example, innovative manufacturing processes that reduce CO₂ emissions, a high standard when it comes to animal welfare and cooperation with regional raw material suppliers. This innovative capacity has now managed to impress specialist stores: as a result, pet retailers and wholesalers selected the FairCat cat food range as the product that impressed them most within the cat food category, from among nine finalists.



Über Green Petfood

The Green Petfood brand is part of ERBACHER the food family, a medium-sized family company based in Kleinheubach in the Bavarian Odenwald region, and the leading manufacturer of Super Premium nutrition for domestic animals in Europe. Fully in keeping with the company philosophy, which aims to be "Visionaries and pioneers for sustainable nutrition", Green Petfood focuses on innovative and sustainable feed for dogs and cats. Green Petfood's aim is to rethink feed, to manufacture sustainably and fully cater to the needs of your pets. Operating under the slogan 'Greenify our future', Green Petfood has set itself the mission of making the world greener through pet food. As such, the brand has set itself an ambitious climate objective: that all products will be climate-positive by 2020. In order to realise this goal, Green Petfood not only compensates for all of its CO₂ emissions, from the cultivation of the raw materials to the moment the food hits the bowl, and through forest conservation in Tanzania, it even fixes 25% more CO₂ than it produces.

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