



## PRESS RELEASE

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# GREEN PETFOOD PROVES THAT SUSTAINABILITY AND PET FOOD ARE NOT MUTUALLY EXCLUSIVE

**Kleinheubach, 23 April 2020 - Sustainability is playing an increasingly important role in our lives. Reducing our consumption of plastic in everyday life, producing less waste, and adopting a vegan or vegetarian diet are the first steps towards a "greener" future. But when it comes to our four-legged friends, we soon find that it's not that easy to bring sustainability into our daily routine. In a study of the life cycle assessment of pets, the Swiss institute ESU Services established that in a single year, a dog will generate on average 0.95 tonnes of CO<sub>2</sub> and a cat will generate 0.38 tonnes. Food alone contributes on average 63% of the climatic impact of a dog and 52% in the case of cats. Sustainable dog and cat food can dramatically reduce this CO<sub>2</sub> paw print. On the basis of this belief, Green Petfood has developed the first climate-positive dog and cat food.**

Transport routes, intensive livestock farming for dog and cat food, packaging waste, and much more: keeping pets causes our CO<sub>2</sub> consumption to rise significantly. But those who care about the environment don't need to give up on their four-legged friends. Because the concept of sustainability is also playing an increasingly prominent role in the pet sector - especially for Green Petfood. This pioneer in the pet sector has **developed the first truly "green" dog and cat food.**

Green Petfood is clearly distinguishable from traditional pet food **thanks to its sustainable and innovative ideas and unusual recipes**, which combine scientific knowledge with sustainability and pet health. This can be seen in the brand's range: the complete feed InsectDog, for example, was developed on the basis of insect proteins, and is suitable for dogs with allergies and sensitivities without compromising on important nutrients. Since 2019, the brand's range has also featured FairCat, the first sustainable cat food. This means that cat owners can do their bit to protect our climate too - while also offering their pets all the important nutrients they need.

It's not just sensitive and demanding pets that will profit from our ultra-premium quality ingredients: Green Petfood recipes also do the environment a favour too. While conventional petfood is usually made using meat from intensive livestock farming, which generates countless tonnes of CO<sub>2</sub> each year, Green Petfood finds environmentally-friendly alternatives. For comparison: a normal bag of dry dog food made with a base of lamb and rice will generate a good



68kg of CO<sub>2</sub>, from the processing of the raw ingredients to packaging. With a 10kg bag of InsectDog hypoallergenic food, just 25.18kg of CO<sub>2</sub> will be produced. FairCat also has an impressively lower paw print, generating 15.68kg of CO<sub>2</sub> for a 7.5kg bag.

Green Petfood thinks in terms of **holistic sustainability**: from raw ingredients to production, before landing in your pet's bowl. Through the use of **alternative sources of protein** and **regional suppliers**, Green Petfood is able to keep its CO<sub>2</sub> emissions as low as possible even before the actual production process begins. And because these emissions cannot be avoided completely, the brand compensates for all of its remaining emissions by participating in the **Carbon Tanzania forest conservation and climate protection project** in the [Ntakata Mountains](#). This makes Green Petfood the **first climate-positive dog and cat food on the market**.

In addition, the environmentally conscious pet brand offers **added value for all pet owners who strive for a sustainable lifestyle**. On the website [www.greenpetfood.de](http://www.greenpetfood.de) and the company's social media channels, the Green Petfood team offers practical tips on how to integrate sustainability into everyday life with your pets. Campaigns such as March's Green Week on Instagram (@greenpetfood) and Facebook invite environmentally-friendly customers to actively do their bit to make the world a greener place and live more consciously and sustainably. Green Petfood is putting its best paw forward and raising the bar for increased environmental awareness in the pet sector.

### About 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 CO<sub>2</sub> 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 CO<sub>2</sub> than it produces.

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