



PRESS RELEASE

OUR FOREST CONSERVATION PROJECT: NEWS FROM THE NTAKATA MOUNTAINS IN TANZANIA

Kleinheubach, 2 June 2020 – Sustainability and protecting our planet are firm components of the Green Petfood philosophy. Our Ntakata Mountains forest conservation project in Tanzania, East Africa, allows us not only to offset the CO₂ emissions resulting from our dog and cat food production, but also to absorb 25% more CO₂ than we produce ourselves. By protecting the forest, we are also preserving the habitat of many endangered animal species and enabling the local population to maintain their independence. Our long-term commitment is now having an increasing impact – which is why we would like to give a summary of the various local developments, both large and small.

From the very beginning, Green Petfood has been involved in various sustainable projects. Staying true to the principle of 'avoid & reduce', we are working hard to keep the CO₂ footprint for our pet food as small as possible, however, some emissions from food production are unavoidable. That is why we are offsetting our unavoidable CO₂ emissions through a forest conservation and reforestation project in Africa. Since 2013, as part of ERBACHER the food family, we have provided financial support for initial planting and to help with environmentally friendly improvements in the area. Since the project began, plenty has happened: today we maintain a forest area of roughly 216,000 hectares.

Our green approach: 2013 to today

Over the course of the last seven years, the area we are protecting in the Ntakata Mountains in Tanzania has grown, as indeed has our mutual understanding – the local people have a greater appreciation for their natural environment and we have better knowledge about forest conservation. Today we know it is much better for our planet to protect existing forests than to focus exclusively on reforestation. This is because a mature tree can offset far more CO₂ than a young tree. Moreover, the forest can maintain itself – if you let it. Through its seeds, each individual tree is constantly creating its own descendants.

Another key development since 2013 has been our excellent relationship with the local people. We know that we can only truly change things in the long term if we cooperate closely with the



local population. That is why solidarity with the village communities in the Ntakata Mountains is so essential to creating a more sustainable appreciation of our environment. We have been greatly helped in this regard by Carbon Tanzania, a forward-thinking initiative in East Africa with a focus on protecting resources. Together, we want to conserve the forests, not only to protect the climate, but also to preserve the habitat of lots of wild animals and the people who live in the Ntakata Mountains.

New milestone reached

In early 2020, we reached a very special milestone: the first payouts from climate certificates were made to 8 villages in the project! They decide for themselves how to use this income. This is very important to us because it means the money can be sensibly invested locally in education, health and supporting local business ideas.

The first payment went towards protecting the salaries of the scouts who protect the forests against illegal logging. The money has also been used to open a small pharmacy and to equip schools with new classrooms and a toilet block.

In March 2020, the team also welcomed a new project manager, Frank Kweka: he now coordinates all activities between the local communities. Thanks to his extensive experience working on environmental initiatives and his passion for forest conservation, he is the perfect person for the job. The fact that he also comes from the local community, and thus can count on people's trust, is another vital detail. Frank Kweka will supervise the carbon champions programme in future. This programme trains people from the villages to act as ambassadors, who can then raise awareness in the community about living in harmony with the forest.

Latest news: forest conservation project on our website

Our website includes information about the latest developments in Tanzania and the project's achievements, both large and small, at <https://www.green-petfood.de/articles/ntakata-mountainis-neuigkeiten> .

We are proud of what we have already achieved and will continue to support the forest, as well as the animal and human residents in the Ntakata Mountains, helping instigate a green revolution.

www.green-petfood.de



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, one of the leading manufacturers of Super Premium nutrition for pets 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. That is why all our products are designed to be climate positive. Forest conservation in Tanzania ensures Green Petfood not only offsets all its CO₂ emissions, from the cultivation of raw materials to the moment the food hits the bowl, but in fact allows the absorption of 25% more carbon dioxide than is produced. Thanks to its pioneering work in the area of sustainability, the Green Petfood brand is one of the first in the pet industry to be recognised as an environmentally sustainable brand in the 2019/2020 Green Brands awards.

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