



PRESS RELEASE

GREEN PETFOOD IS MAKING ITS ENTIRE RANGE CLIMATE-POSITIVE

Kleinheubach, 8 July 2020 - From raw ingredients to the finished product, the petfood pioneer Green Petfood has always taken a holistic view of sustainability. The brand is now the first in its sector to make its cat food climate-positive alongside its dog food. To achieve this, Green Petfood reduces its CO₂ emissions even before the manufacturing process begins, and compensates for 125% of all of its remaining emissions through a forest conservation project.

125% for the climate

Climate-neutrality is a term that is currently on everyone's lips, and describes the process of offsetting emissions elsewhere. Green Petfood is going a step further: Since its foundation in 2013, the brand has reduced its emissions as much as possible and has neutralized unavoidable emissions. Today, Green Petfood compensates for 25% more than the emissions generated before, during and after the production of its entire range through its Ntakata Mountains forest conservation project. In 2019, Green Petfood was able to compensate for 4,200,000 kg of CO₂ - according to the footprint calculated by the Federal Environmental Agency, this is how much is generated by 360 Germans every year.

How it works

The extent of Green Petfood's climate-impacting emissions is calculated by the independent organisation myclimate. These calculations are made on the basis of statistically determined variables, such as the fuel used, raw material cultivation and processing methods. These are multiplied by so-called emissions factors to give a CO₂ equivalent for each product. To ensure that Green Petfood can offset its emissions accordingly, the local and independent partner Carbon Tanzania also calculates how much CO₂ is reabsorbed by a tree or forest section in the Ntakata Mountains through photosynthesis.

Protection for the climate, for people, and for animals

For Green Petfood, the Ntakata Mountains forest conservation project is much more than just an offsetting project - it's a real affair of the heart. Because as well as doing the climate a favour, we also want to create a better life for people, animals, and the forest: together with Carbon Tanzania, Green Petfood has been supporting the local population in protecting 216,000 hectares



of rainforest belonging to the tropical Miombo forest since 2018. The area isn't just one of the last bastions for forest preservation in Tanzania: it is also home to a number of endangered animals. It is home to the largest population of wild chimpanzees in East Africa, for example, alongside forest elephants and more than 260 species of bird.

Microcredits from the sale of CO₂ certificates allow the local population to set up their own businesses and become economically independent. In early 2020, the first payouts from climate certificates were made to the 8 villages in the project. This guaranteed the wages of scouts who protect the forests from illegal logging, for example, as well as opening up a small pharmacy and equipping schools with new classrooms.

Help that comes right away - and works

The unique thing about this project? Because Green Petfood doesn't plant new trees to offset its emissions, but protects existing forests, we don't have to wait 60-70 years for the compensation project to take effect. With the purchase of every single dog and cat product, Green Petfood customers can play a part in today's climate crisis and help to protect an existing forest that neutralises around 50,000 tonnes of CO₂ every year!

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. True to the company's philosophy of being a "visionary and pioneer for sustainable nutrition", Green Petfood focuses on innovative and sustainable food for dogs and cats. Green Petfood's aim is to rethink petfood, manufacture sustainably, and cater to all of your pet's needs. Operating under the slogan 'Greenify our future', Green Petfood has set itself the mission of making the world greener through pet food. This is why all our products are designed to be climate-positive. Green Petfood doesn't just offset all of its CO₂ emissions, from the cultivation of raw ingredients to the product that reaches your pet's bowl: through its forest conversation project in Tanzania, it actually compensates for 25% more emissions than it generates. Thanks to its pioneering work in the area of sustainability, the Green Petfood brand was 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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