

Not only cats and dogs: Thanks to Almo Nature, biodiversity will be the theme at Interzoo



The world's leading natural pet food company will be present at Interzoo to introduce the economic model it developed years ago, the Reintegration Economy, so that it can be adopted by other companies. In this way, it will convey a strong message about endangered biodiversity... to find out more, visit stand 3A-512. The participation of Almo Nature Benefit S.p.A. at Interzoo will not go unnoticed. After several editions in which it was absent, it returns bringing with it a brand identity that has evolved considerably in recent years to bring to the market not only the best quality for the well-being of dogs and cats: today, the company cares for the entire planet and defends biodiversity threatened by human activities.

The restyling of the logo and the new words "All profits to the planet" make it clear that with this small gesture, anyone who buys Almo Nature products participates in the activism that funds Fondazione Capellino's projects.

In 2000, Pier Giovanni Capellino founded the company to make his dream come true: the world's first wet pet food made from 100% HFC ingredients, i.e. ingredients originally suitable for human consumption. It was a new quality standard that many would follow later.

In 2019, one year after the establishment of the Capellino Foundation, Pier Giovanni and Lorenzo Capellino donated 100% ownership and voting rights of Almo Nature Benefit SpA to the Capellino Foundation in perpetuity. The Foundation thus became the sole shareholder of Almo Nature and its subsidiaries (the Almo Nature Group).

The Foundation has several areas of activity, such as Habitat & Biodiversity Corridors, which aims to conserve and create new biodiversity corridors with projects in Europe, Africa and South America; the Climate Change activity area aims to study and implement solutions that help mitigate the effects of climate change. Biodiverse Agriculture researches models for integrating agricultural production and biodiversity; Impact of Human Activities on Biodiversity is dedicated to defining a universal metric for measuring the impact of humans on biodiversity.

With a concrete action to give back to the planet what is taken from it for the production of goods and services, Almo Nature sets a virtuous circle in motion and invites everyone to follow it: Everything must return to nature without damaging it or altering its delicate balance.

Almo Nature's communication in Nuremberg will therefore take the form of an original and surprising appeal to the individual animal-loving citizen, but also to companies in the pet food industry, to break the inertia and become aware of their impact on nature and consequently act to help protect biodiversity.

We all need to protect biodiversity because we are at a crossroads: many species, including humans, are at risk of disappearing from their habitats and we must prevent this! To do so, everyone must commit to act, without exception.