

## PRESS RELEASE

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# GREEN PETFOOD: SUSTAINABLE AND HEALTHIER SOLUTIONS FOR DOGS AND CATS!

**Green Petfood — the high-quality dog and cat food brand from Kleinheubach in Germany — is determined to provide pets with a sustainable and healthy diet. The belief that sustainability and pet food are entirely compatible is supported by current research findings.**

### **Pets and their environmental impact: a look at the facts**

Back in 2020, the potentially significant impact of our pets on the environment was highlighted in a study by the Technical University of Berlin examining the CO<sub>2</sub> footprint of dogs: a 15 kg dog produces 630 kg of CO<sub>2</sub> per year, while a large dog weighing 30 kg produces one tonne of CO<sub>2</sub> per year. So, should we regard pets as bad for the environment? Green Petfood suggests otherwise and shows that choosing sustainable food can significantly reduce this CO<sub>2</sub> footprint.

### **Sustainability in practice: how Green Petfood is making a difference**

Achieving sustainability and excellent animal health is at the heart of Green Petfood's activities. Innovative recipes are developed in collaboration with nutritional experts and veterinarians, and raw ingredients are carefully selected. The brand produces high-quality products that are also good for the environment. The complete feed InsectDog, which is based on insect protein, not only utilises a sustainable source of protein, but is also particularly suitable for animals with food allergies or sensitivities. Meanwhile, the FairCat product range has been available since 2019, offering cat owners a total of six grain-free wet food varieties and one dry food variety with insect protein.



### **Commitment to a more sustainable world beyond pet food**

In order to minimise emissions at Kleinheubach, Green Petfood has implemented a number of measures to improve environmental performance, hereby reducing the food's carbon footprint by keeping emissions as low as possible. These include efficient in-house electricity generation, storage in PEFC-certified wooden facilities, environmentally friendly goods transport, and air filtration using biological exhaust air purification. Optimised transport routes are also important. To counteract the effects of the climate crisis, Green Petfood also supports a forest conservation project in the Ntakata Mountains in Tanzania.

Every bowl containing Green Petfood not only provides your pet with all the nutrients it needs, but also contributes to a more sustainable future. The brand invites customers to get involved in its green mission and make a positive impact on the environment together.

For more information about Green Petfood and its mission, visit the website at:  
<https://www.green-petfood.com/about-us/sustainability>

### **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 one of the leading manufacturers of Super Premium nutrition for pets in Europe. But Green Petfood also has a global presence, and its pioneering products can be found in pet food bowls for dogs and cats in 33 countries. 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. The aim of the Green Petfood brand is to rethink pet food, achieve sustainable manufacturing, and cater to all of your pet's needs, making the world a greener place through its pet food production. That is why every product is designed to be climate friendly. 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 three times in a row as an environmentally sustainable brand by the Green Brands awards. Green Petfood is also the winner of the 2024 German Sustainability Award in the animal feed and pet food category.

Website: [www.green-petfood.com](http://www.green-petfood.com)

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# NEW VEGGIEDOG & INSECTDOG WET FOOD RANGE WITH SOY OR INSECT PROTEIN

**Kleinheubach, 18 April 2024: Green Petfood — the pet food brand known since 2013 for its pioneering recipes for dogs and cats — is presenting another product innovation at Interzoo 2024: a wet food range for dogs with savoury chunks with plant or insect protein in a creamy sauce. Once again, Green Petfood has come up with a product concept that combines appropriate nutrition with all-important sustainability.**

Just in time for the start of Interzoo 2024, the world's leading trade fair for the international pet industry, Green Petfood is launching an innovative product range: VeggieDog wet food is a purely vegetarian option, while InsectDog wet food comes with insect protein. Both wet food varieties are complete foods and offer a balanced, well-tolerated and tasty recipe with no added grain, artificial colours, flavours or preservatives.

"With these two new products, we are expanding our range and offering all dog owners a climate-friendly alternative to traditional wet food," says Rafael Rybandt, Brand Lead at Green Petfood.

After several years of extensive development and customer feedback, the desired very high-quality result has been achieved.

"While the development of meat substitutes for human nutrition has been progressing, we are proud to have developed a pet food product that comes as close as possible to the sensory properties of meat" says Rybandt. "And the high level of acceptance from our four-legged friends shows that the taste meets with their full approval."

### **VeggieDog wet food with soy protein and carrots for healthy digestion**

With the VeggieDog wet food containing soy protein and carrots, Green Petfood offers all dog owners a new meat-free option. Thanks to psyllium husks and yeast, the food is also suitable for any dogs that suffer from digestive problems. This is because the recipe can help to regulate digestion.

### **InsectDog wet food with insects encourages a shiny coat**

For dog owners who do not want to completely abandon animal protein, Green Petfood offers a tasty alternative to conventional meat in the form of InsectDog wet food with insect protein. A

particular advantage of this new recipe is that valuable omega-3 and omega-6 fatty acids from insects and algae oil can promote healthy skin and a beautiful, shiny coat.

### **Particularly sustainable and suitable for allergies: alternative protein sources**

Insect feed production is far more environmentally friendly than conventional meat production. The insects are bred on small farms in Europe and fed with food scraps. Compared to conventional products, this process also produces fewer greenhouse gas emissions, requires less water and land, and minimises soil pollution. In addition, the culture medium on which the insect larvae grow can be reused later as fertiliser.

Insect protein is also a high-quality and easily digestible source of protein for dogs. It provides valuable fatty acids that benefit the animal's skin and coat, not to mention a wide variety of minerals and vitamins. Another bonus is that this protein source is rarely used, which makes it a suitable option for four-legged allergy sufferers.

Similarly, soy protein is a high-quality source of plant-based protein for dogs. It offers a balanced nutrient composition and is easy to digest. It also contains essential amino acids, which are important for muscle development and animal health.

### **German Sustainability Award 2024 for Green Petfood**

Under the motto "Greener. Better. Together." Green Petfood has set itself the mission of making the world greener through pet food. For over ten years, the brand has been developing innovative, sustainable food for dogs and cats with its own team of animal nutritionists. That is why the brand recently received Germany's most important accolade for commitment to sustainability – the 2024 German Sustainability Award in the "Animal feed and pet food" category.

"We want to draw even more attention to the importance of innovative pet food concepts, which play an important role in a sustainable and climate-friendly future. Ultimately, the way we keep our pets has a major impact on our environmental footprint. A lot of CO<sub>2</sub> is produced, especially from food production, transport and packaging. That's why at Green Petfood we are developing solutions for recipes and packaging that enable us to significantly reduce the production of this harmful greenhouse gas", explains Rafael Rybandt describing the brand's vital mission.

*Green Petfood at Interzoo 2024: from 7 to 10 May (hall 1/338).*



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# GREEN PETFOOD WINS THE GERMAN SUSTAINABILITY AWARD 2024

**For over ten years now, the Green Petfood team has been pursuing its great mission: to provide dogs and cats with sustainable, wholesome food. And with successful results: the brand has received Germany's most important accolade for commitment to sustainability – the 2024 German Sustainability Award in the "Animal feed and pet food" category.**

Under the motto "Greener. Better. Together." Green Petfood has set itself the mission of making the world greener through pet food. For over ten years, the brand has been developing innovative, sustainable food for dogs and cats with its own team of animal nutritionists.

"We are very proud to receive this important award, and we are delighted that our commitment has been recognised, just in time for our anniversary year too! Now we can draw even more attention to the importance of innovative pet food concepts, which play a vital role in a sustainable and climate-friendly future," says Rafael Rybandt, brand lead at Green Petfood, describing the company's evident success.

"Ultimately, the way we keep our pets has a major impact on our environmental footprint. A lot of CO<sub>2</sub> is produced, especially from food production, transportation and packaging. That's why at Green Petfood we are developing solutions for recipes and packaging that enable us to significantly reduce the production of this harmful greenhouse gas."

### **Recipes with less meat or no meat at all for a better carbon footprint**

Green Petfood stands out from traditional pet food thanks to its sustainable and innovative ideas and unusual recipes, which combine scientific knowledge with sustainability and pet health.

All our dog food products are based on recipes that use less meat or no meat at all. "Because what many people don't realise is that dogs do not need meat for a nutritious diet. What really matters along with excellent digestibility is the biological value of the protein. And this requirement can be met very well through vegetable proteins from lentils, peas or insects," says Dr Christine Jensen, head of the animal nutrition team at Green Petfood.

Green Petfood has been using high-quality insect protein for years, for example in the complete feed InsectDog. This product is also suitable for dogs with intolerances and ensures a supply of all important nutrients.

Since 2019, the brand's range has also included the first sustainable cat food FairCat, offering an innovative recipe with poultry and insect protein for our feline friends too. So now cat owners can also contribute to making the earth greener, while at the same time providing their pets with all the important nutrients they need.

### **Support for important climate protection projects**

The jury for the German Sustainability Award was persuaded not just by Green Petfood's innovative product concepts, but also by the brand's holistic commitment to sustainability. Since emissions can never be completely prevented, Green Petfood offsets all unavoidable greenhouse gases through the Ntakata Mountains forest conservation and climate protection project.

"The Green Petfood team is proud of this sustainability award and looks forward to continuing to lead the way as a true pet food pioneer – while also proving that sustainability, quality and good flavour can go hand in hand", says Rafael Rybandt in summary.

More information about Green Petfood's commitment to sustainability can be found at:  
<https://www.green-petfood.com/about-us/sustainability>

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### **About the German Sustainability Award**

The German Sustainability Award (Deutscher Nachhaltigkeitspreis) is the national award for outstanding achievements in sustainability in business, communities and research. With eight competitions (including the Next Economy Award for "green start-ups"), over 1,200 applicants and 2,000 guests at the events, the award is the largest of its kind in Europe. The award is presented by the German Sustainability Award Foundation (Stiftung Deutscher Nachhaltigkeitspreis e.V.) in cooperation with the German government, local authority associations, trade associations, civic organisations and research institutions. The setting for the award ceremony is the German Sustainability Day in Düsseldorf, the most popular annual communication platform on the topic of sustainable development.

More info at [www.nachhaltigkeitspreis.de](http://www.nachhaltigkeitspreis.de)

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# INSECTDOG: INNOVATIVE SOLUTIONS FOR SUSTAINABLE ANIMAL HEALTH

**Green Petfood is revolutionising dog nutrition with insects as a sustainable source of protein. A clinical study by the Ludwig Maximilian University of Munich confirms the effectiveness of insect protein for dogs with intolerances. The insects come from European farms and offer not only environmental benefits, but also a varied and wholesome alternative form of dog food.**

More and more dog lovers are recognising the importance of insects as a groundbreaking source of protein. An increasing number of them are putting their trust in the super-premium dog food from Green Petfood. But what are the compelling reasons for this choice?

### **Study confirms: InsectDog is effective for intolerances**

The most important point is that InsectDog is effective. This complete food uses insects as an alternative source of protein, and this has proven to be a helpful solution for dogs with intolerances. Confirmation of this claim can be found in a clinical study conducted by the Ludwig Maximilian University of Munich in 2019.

The study examined dogs suffering from atopic dermatitis as a result of a diagnosed food allergy. The dogs were fed the hypoallergenic, grain-free dry food InsectDog Hypoallergen for 14 days. The results were impressive: 80% of the dogs showed improvements in their skin lesions, over half experienced relief from itching, and 40% showed improvements in the quality of their fur. Positive results were also found in terms of acceptance and tolerance.

The scientists running the study at the Ludwig Maximilian University in Munich conclude that "as a complete feed, for many animals InsectDog Hypoallergen represents a potential alternative to traditional, commercially-available dietetic feeds and hydrolysed diets."

### **More than just environmentally friendly: the benefits of insects**

In addition to their nutritional impact, insects offer environmental benefits. Production methods are much more environmentally friendly than for conventional livestock, even during rearing. At Green Petfood, the insects come from small farms in Europe and are reared under strictly hygienic conditions, without the use of antibiotics.

Insects also provide nutritional variety. As well as being more climate-friendly and suitable for sensitive pets, they are an attractive choice for picky eaters. Insects provide high-quality protein in addition to valuable fatty acids and minerals. With a biological value of around 85%, they are very easy to digest and are rich in copper, iron, B vitamins, manganese, phosphorus, selenium and zinc.



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# VEGGIEDOG: VEGETARIAN DOG FOOD AS A REAL ALTERNATIVE

**Vegetarian dog food offers an environmentally friendly alternative for pet owners who are interested in offering their pets a species-appropriate and sustainable diet. Green Petfood is a high-quality German pet food brand that is at the forefront of these developments. Back in 2013, Green Petfood created VeggieDog, a complete food that is meat-free, making it a groundbreaking option for pet owners.**

### **Vegetarian or conventional?**

Environmental concerns are not necessarily the sole reason for choosing vegetarian dog food: many dog owners opt for vegetarian alternatives because conventional animal protein sources are linked to food intolerances for their pets. Green Petfood's vegetarian complete feed range, VeggieDog, offers a balanced and wholesome nutritional solution, which is based on plant proteins and supplies all essential nutrients. By carefully selecting high-quality ingredients and working with experts in nutritional science and veterinary medicine, Green Petfood ensures that adult dogs enjoy the best possible diet.

### **Vegetarian, healthy and sustainable**

VeggieDog offers a wholesome nutritional alternative while also helping to protect the environment. The consumption of meat, milk and eggs contributes significantly to global CO<sub>2</sub> emissions. By opting for meat-free dog products, dog owners can significantly reduce their own carbon footprint and that of their four-legged companions. Green Petfood is also committed to constantly minimising its environmental impact by implementing environmentally friendly measures such as efficient electricity generation, storage in PEFC-certified wooden storage facilities, and supporting climate protection projects.

For more information about VeggieDog and other sustainable products from Green Petfood, please visit: <https://www.green-petfood.com/dogfood/veggiedog>



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# FAIRCAT: THE SUSTAINABLE ALTERNATIVE FOR ECO-FRIENDLY CAT OWNERS

**Since 2019, the Green Petfood brand has been enabling green-minded cat-owners to look after both the environment and the well-being of their cats. FairCat, the first sustainable cat food has also managed to impress pet retailers, having been voted "Product of the Year 2019/2020".**

### **Sustainable cat food from Green Petfood**

Nowadays, many people choose to forego meat in an effort to protect the environment — but since cats are carnivores, this is not an option for them. 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 to provide cats with a healthy and sustainable diet, even with animal protein. Because cats also have a CO<sub>2</sub> pawprint. For example, one cat produces around 0.38 tonnes of CO<sub>2</sub> per year. On average, a cat's food accounts for 52% of this climate impact.

As a pioneer in sustainable dry food, Green Petfood has been popular since as early as 2013 with dog-owners who care about finding environmentally-friendly products for their four-legged companions. Since 2019, the brand has also been conquering the market for environmentally-conscious velvet paws: with its FairCat product range, Green Petfood is setting a benchmark when it comes to sustainability.

### **Climate-friendly cat food pays off**

Green Petfood's approach to cutting CO<sub>2</sub> goes beyond pure offsetting: sustainability is a consistent theme throughout the manufacturer's food production process, starting with the cultivation of raw ingredients right through to the moment the food reaches your pet's bowl. In order to minimise emissions at Kleinheubach, Green Petfood has implemented a number of measures to improve environmental performance, thereby reducing the food's carbon footprint by reducing emissions.

These include efficient in-house electricity generation, storage in PEFC-certified wooden facilities, environmentally friendly goods transport, and air filtration using biological exhaust air purification. Optimised transport routes are also important. To counteract the effects of the



climate crisis, Green Petfood also supports a forest conservation project in the Ntakata Mountains in Tanzania.

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