

INTERVIEW WITH THE



pet
sustainability
coalition



PETCARE
INNOVATION USA

Can you tell us more about the Pet Sustainability Coalition and your priorities?

PSC is a non-profit organization working within the pet industry to advance sustainability through profitable, environmental, and social practices. Through assessment tools, strategic project support, 3rd party verified accreditation, and a variety of events, tools, and webinars, we educate the industry on sustainable business initiatives, create detailed roadmaps to inspire industry leaders, and propel concrete and measurable action. We meet companies where they are in their sustainability journey and provide expert guidance to find approachable, ambitious, and achievable solutions for improvement.

What are the sustainability challenges that are unique to the pet industry?

Through their diets alone, cats and dogs account for an estimated 25-30% of all the animal proteins raised in the United States. This means, our industry has a resulting footprint from animal production in terms of land use, water consumption, GHG emissions, and other indicators. As such, it is critical for pet food and treat companies to take action to address their impacts. The pet industry also generates more than 300 million pounds of plastic waste, with the vast majority ending up in landfills. Because pet food and treats require specific packaging to maintain freshness, companies must find tenable solutions to

achieve recyclability, reusability, or compostability to help mitigate this impact. The pet industry is poised to swell from \$320 billion today to almost \$500 billion by 2030 according to a report from Bloomberg Intelligence, so these issues will only multiply.

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What are consumer priorities when it comes to sustainability and how can brands effectively communicate their sustainability efforts?

Data has repeatedly shown that consumers consider sustainability when choosing products and are willing to pay more for them. Savvy buyers are sensitive to greenwashing and are increasingly looking at sustainable attributes on packaging, finding concrete sustainability stories on websites, and noting 3rd party certifications. Universally recognized designations like being accredited by PSC, Certified Humane, or being certified by the Marine Stewardship Council provide transparent verification of a company's forward-facing commitment to sustainability.

What are the biggest opportunities pet care brands have to embrace

sustainability in 2023?

You can't improve what you don't measure so the best thing to do first for many companies is to measure their current sustainability performance. Once they complete the assessment, they can best understand the companies' biggest opportunities - this might look like efficiency improvements resulting in cost saving, or evaluating their ingredients, measuring their carbon footprint, or further evaluating their product footprint for opportunities. We have a globally adopted on-line tool that is free for anyone in the pet industry to use.

What are you most looking forward to at Petcare Innovation USA?

Petcare Innovation USA brings together creative and forward-thinking professionals from across the pet industry. The panel of expert speakers and the diverse audience mean inspiration, learning, and terrific networking opportunities. We are grateful for the opportunity to speak and excited to be able to share the PSC story. We will encourage the audience to engage with us and learn more about our “one-stop shop” for concrete action, no matter where they are in their journey. The Summit is a valuable opportunity to join our colleagues in exploring powerful new ways to drive sustainability in the industry.