

THE PET YOU LOVE, LOVES  
**edgard  
Cooper**™

## At Edgard & Cooper, we are passionate about the great outdoors

We started our company because we love our dogs, Edgard & Cooper, and were concerned for their well-being. We set ourselves a mission: to make people, pets and our planet Feel Good.

But soon, we realised that to truly honour our Feel Good mission, we needed to look beyond daily nutrition. That meant taking the time to fully understand our pets' needs to ensure they thrive.

What we came to discover was something that we intuitively knew all along.

Being outside in nature is crucial to our pets' health and happiness.

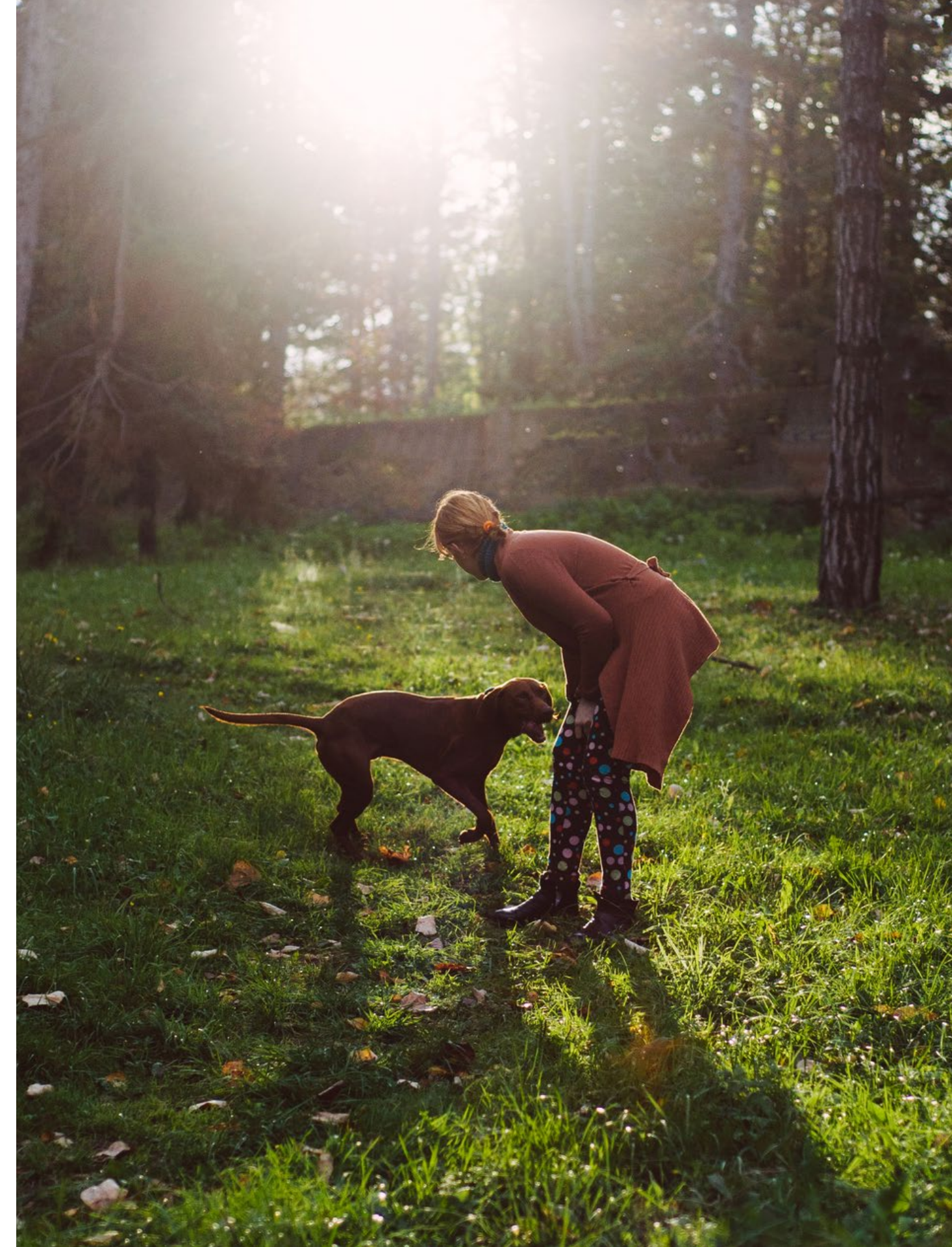


## Nature's medicine

Whether it's the familiar landscape of our own back garden or wild territories yet to be explored, there is something magical about stepping outside into nature – whether you have four legs or two.

For our pets, the outdoors is both a playground and a classroom, providing a place of adventure and learning. They forage, hunt, roam, run free, and engage their natural instincts.

The sights, sounds and especially the smells of nature make our pets strong, fit, curious, alert and truly alive.



## **But nature, our greatest ally, is under threat**

**Natural habitats are disappearing at an alarming rate. Their loss is dramatically affecting the natural balance of our planet.**

**Our collective human impact is big, and getting bigger.**

**From the repercussions of climate change to the disappearance of natural habitats, from our overproduction of plastic to our intensive farming practices: we need to take better care of our world, and the creatures living on it.**



## **Sustainability is in our DNA**

**When we started Edgard & Cooper, we knew there was a connection between how we ran our business and the impact we made on our beloved natural habitat.**

**Following further research (and a lot of long walks in nature), we are stepping up our commitment to sustainability.**

**We will do everything we can to protect the great outdoors for people, our pets and for the future of the planet.**

**The world is changing, and so are we.**



**Our ambition is to become the world's  
most sustainable pet company.**

Our **Zero Pawprint Plan** is our strategy to ensure we achieve our goal and make a positive impact on the planet.



zero  
**PAWPRINT**  
2025 plan

A stylized paw print icon in a dark green color, positioned to the right of the word 'PAWPRINT' and partially overlapping the '2025 plan' text.



## We have identified 3 targets to reach by 2025

Over the next few pages, we'll take you through what these targets mean and how we're going to achieve them.



by 2025



by 2025



by 2025

# Reducing our environmental impact

## Why is this important?

Greenhouse gases like carbon dioxide (CO<sub>2</sub>) trap heat within our atmosphere and cause global warming. Over the last few decades, the Earth's average temperature has risen sharply due to human activities.

If the average temperature rises above 1.5°C, it will have many serious consequences for humans, animals and nature, including the loss of many of the natural habitats we – and our pets – love and rely on.\*

We must therefore do everything we can to reduce our greenhouse gas emissions.

\*[www.climaterealityproject.org](http://www.climaterealityproject.org)



## What can we do?

The pet food industry is responsible for a huge amount of greenhouse gases – 64 million tonnes every year.\*

Rearing the animals that go into pet food is very carbon intensive – it requires vast amounts of land and water. And that's before we get to all the extra gases released by burping cows and sheep!

Our commitment to Zero Carbon therefore starts by finding ways to reduce the impact of our food.



\*[www.theverge.com](http://www.theverge.com)

## Reducing the impact of our food

### What are we doing now?

We're one of the world's first pet food companies to commit to Science-Based Targets. These targets tell us how much we need to reduce our current carbon footprint to keep global temperature rise below 1.5°C vs pre-industrial levels.

Most of our carbon footprint comes from our ingredients. So we're going to create scorecards to measure the nutritional value and carbon impact of every ingredient we use. With this data, we can work out the best way to reduce the impact of each recipe without compromising on its quality.

Alongside this, we're exploring the use of ingredients that would have otherwise gone to waste.



# Packaging for the planet

## Why is this important?

Humans create 300 million tonnes of plastic every year; 50% of which is single-use and only a fraction of that is recycled. With 8 million tons of plastic being dumped into our oceans every year.\*

Plastic is very carbon intensive to make. It also never really goes away. Instead, it breaks down into 'micro-plastics', which we've found just about everywhere - including in our food and our pets' food.

\*plasticoceans.org



Fully Sustainable Packaging by 2025

## What can we do?

We're proud to say we are the first pet food brand with full ranges in packaging made from biodegradable materials. However, although plastic-free packaging is great, it's not perfect... yet.

Our core initiative for Fully Sustainable Packaging will be to implement a 'closed-loop' packaging cycle. This means working with experts to look at what happens to our packaging at the end of its life as well as at the beginning.

Ultimately, using materials that are reusable, recyclable or compostable will allow our planet's finite natural resources to regenerate while eradicating waste.



## 100% closed-loop packaging

### What are we doing now?

We've always been proud of our bags made from biodegradable materials. They're better for the environment at the 'beginning of life' because they're made out of plants – a renewable resource. However, our bags can't fulfil their potential if they're not disposed of correctly.

As soon as we achieve our industrial composting certification, our customers will be able to compost our bags. And by improving our communication, we can help our customers dispose of our planet-friendly packs in the right way\*.

We've also launched our refill kibble station, a pilot project, which removes the use of single-use packaging altogether.



\*always check with your local authority to see how to dispose of your waste correctly

# Transparent, ethical sourcing of our ingredients

## Why is this important?

The global demand for cheap meat has led to factory farming. Animals reared for meat production don't have a good quality of life. Not only is this bad for the animal, it also results in less tasty, less nutrient-dense meat products.

We believe that animals reared for pet food deserve to be treated with respect.





## What can we do?

We're animal lovers, so of course we want the animals reared to make our pet food to have lived happy, healthy lives.

For a good life, animals need space to demonstrate their natural behaviours. For example, pigs enjoy rooting in the dirt, while chickens like to have dust baths.

The meat production supply chain lacks transparency. Minimum standards are incredibly low, and the top standards of certifications - like Organic - only account for a small amount of meat production\*.

If we want to do right by the animals in our supply chain, we have to come up with our own ethical and sourcing standards.

\*[beterleven.dierenbescherming.nl](https://beterleven.dierenbescherming.nl)



100% Ethical Sourcing by 2025

## 100% compliance with high ethical & sustainable sourcing standards

### What are we doing now?

Ethical sourcing is not new to us. We choose MSC and ASC certified fish for our recipes, and prefer grass-fed lamb and free-run chicken. But we know we must go further to live up to our values.

Since transparency is key to progress, we have created a survey to delve into more detail with our meat suppliers, so we know they pass our animal welfare policy.

Looking ahead, this will ensure that **EVERYTHING** going into an Edgard & Cooper product meets a standard we can be proud of.



A calico cat with orange, brown, and white patches is sitting in a lush green field filled with many small white daisies. The cat is looking towards the left of the frame. The background is a soft-focus green, suggesting a garden or meadow.

**Join the movement for better pet food.**

Sign up for more updates on our progress by joining our mailing list.