



# *2022 Impact Report*

**Do Some Good<sup>®</sup>**



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# 2022 Impact Report



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## Welcome to our 2022 Impact Report!

We are so excited to share our progress with you and take our commitment to transparency to the next level.

We've been on a mission to Do Some Good since 2014, when we realized there was a gap in the market for pet food that prioritized responsible sourcing and sustainability. We launched Open Farm with the simple idea that pet food can be good for pets, farm animals, and the planet. Our vision was to do more than just change what our pet food contained; we wanted to completely rethink the way it was made and sourced.

For us, this meant sourcing the highest quality ingredients, supporting farmers who treat their animals right, and providing full transparency to our customers. Since then, we've been obsessed with continually raising the bar in sourcing the world's best ingredients and delivering exceptional nutrition while reducing our impact on the planet.

Since this is our first report, we have a lot to catch you up on!

*So come with us, as we take you inside the barn doors of Open Farm.*

Jacqueline Prehogan  
Isaac Langbein



Jacqueline and Isaac - Co-founders



## Open Farm's vision is to be the changemaker in our industry and beyond by raising the bar for pets, animals, and the planet.

Population growth globally means more animal production, more carbon emissions, and more catastrophic weather events. Open Farm wants to address these issues by providing a product that is good for the planet and for your beloved pets. It's our goal to make it easy to have a positive impact – as easy as simply purchasing Open Farm. We are committed to doing the hard work to live up to our mission, so pet parents can Do Some Good with every purchase.

This is our 2022 Impact Report.

In this report you'll find our goals, what we did, what we're doing, and where we're going (basically the whole run down). We bring to life the four pillars of the Open Farm Promise: nutrition, animal welfare, sustainability, and transparency, including goals and progress for each.

For nutrition, we'll dive into our obsession with delivering exceptional nutrition through the best responsibly sourced ingredients. You will read about our animal welfare standards, how they have not changed from our first bag of kibble, and how we continue to raise the bar for farm animals. You'll also learn about how we plan to lower our impact through waste, carbon, and nature-focused initiatives. Finally, we'll share how we embrace transparency in everything we do, and we will share the methodologies used to measure our emissions and reduce our footprint.



# Open Farm at a Glance

Founded in 2014



Sold in 7,179 stores across North America!

77% of sales in the USA, 17% in Canada, 7% Internationally

100% of Manufacturing in North America



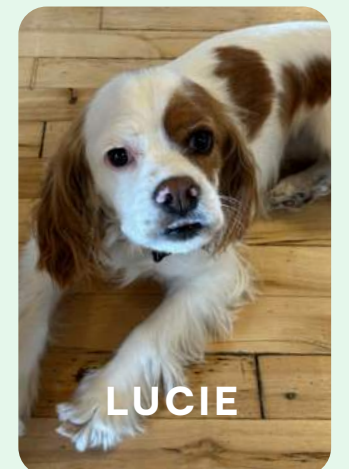
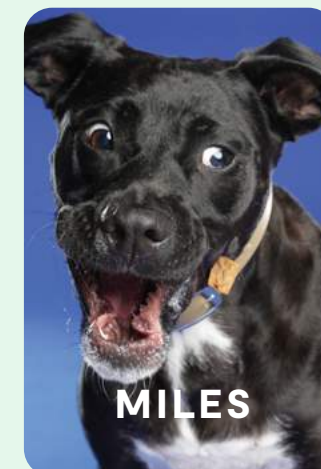
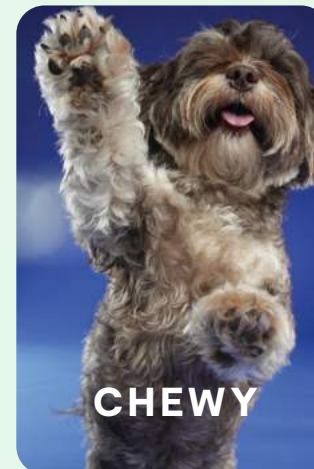
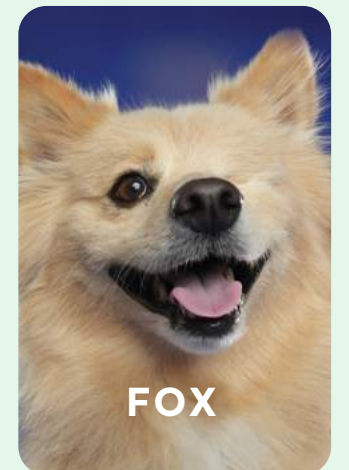
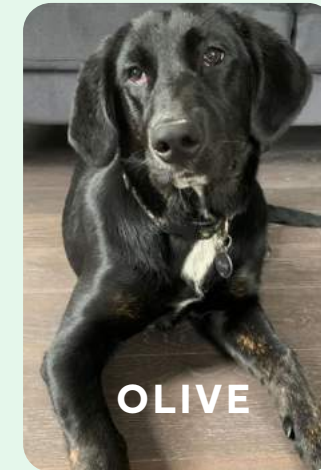
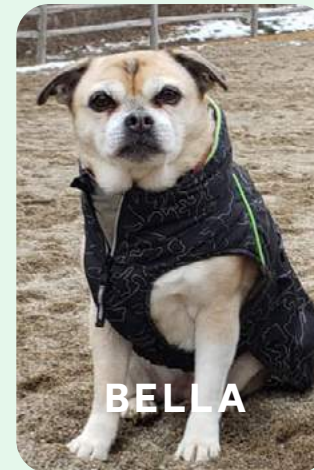
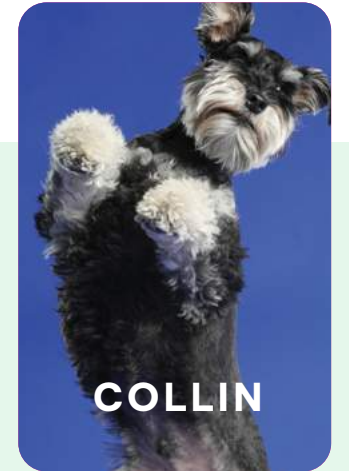
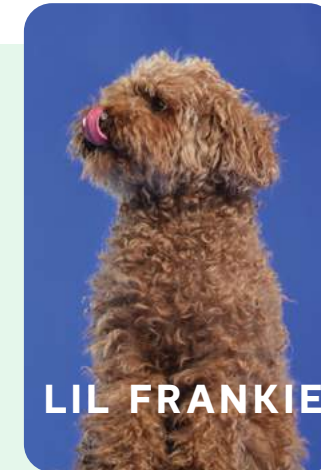
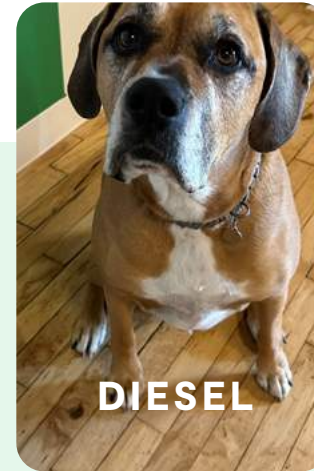
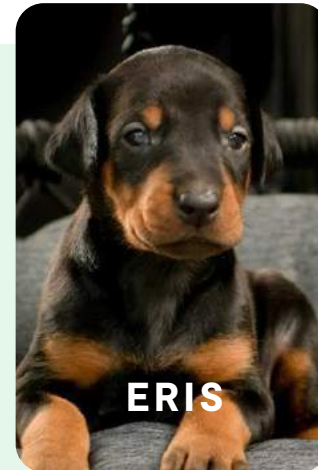
Head office in Toronto, Canada

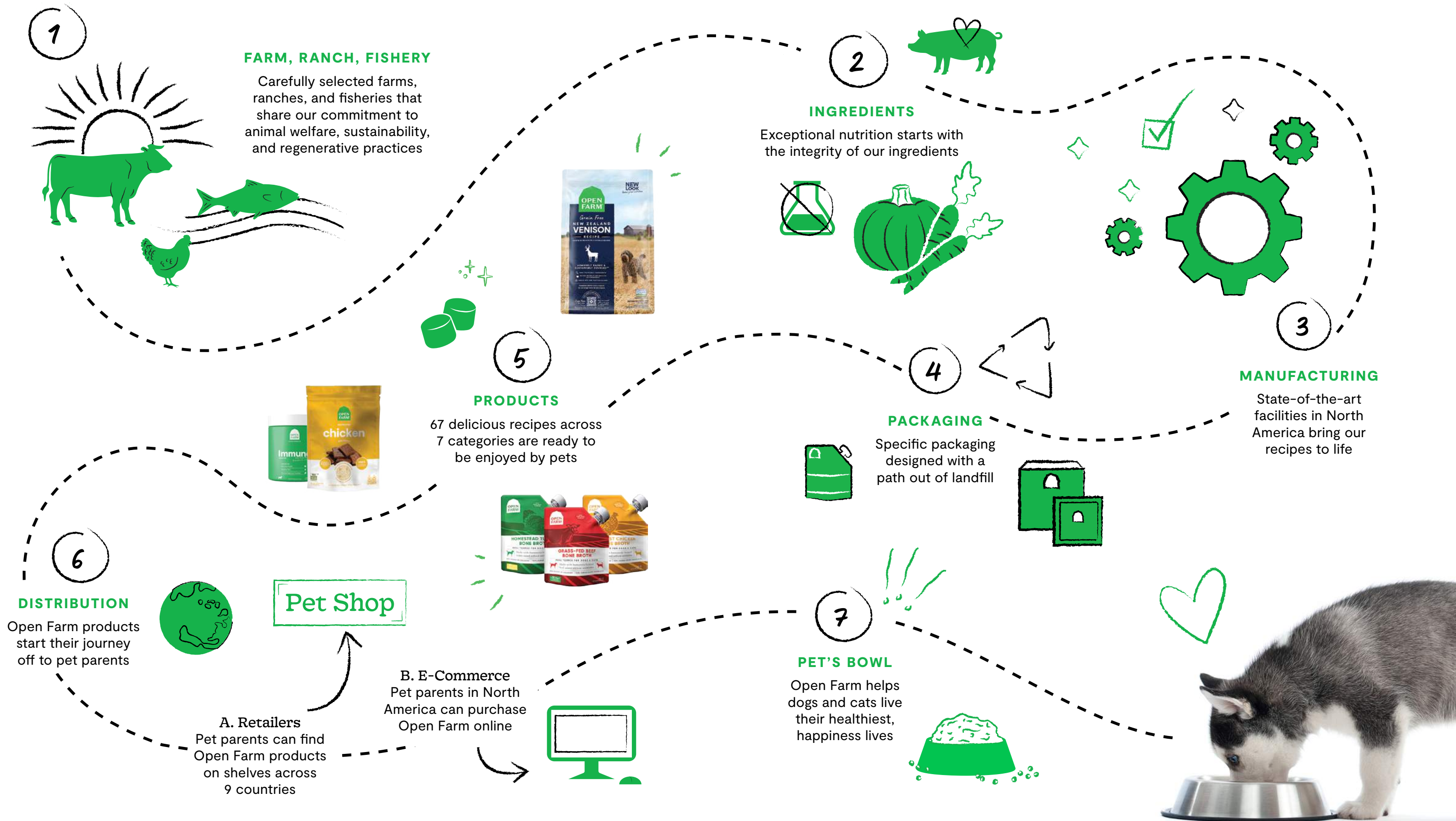
89 Animal-Loving Employees + 11 summer interns

Appointed our first Chief Dog Officer in 2022 - Duncan



## 12 dogs that hang out at the office





# Our Mission & Core Values

Open Farm was founded with a clear Mission and reason for being. Nearly 10 years into this journey, we are more committed to our Mission than ever.

**Let's Do Some Good for animals & our planet**

## We bring our Mission to life through Core Values

Our Core Values guide our actions and decisions every single day. As our team has grown, our values have reinforced an aspirational culture of dreaming big, driving positive change, striving for better, respecting each other, and having fun while we do it.



### We Raise the Bar

Together we can drive huge change in our industry and food system.



### We Keep the Barn Doors Open

We will always be open and honest with each other and our customers.



### We Lead the Pack

We dream big and do the hard things that seem impossible.



### We Graze Lightly

We will always find ways to make better products with less impact.



### We're Inspired by Our Customers

Taking care of pets, and their parents, is what we do best.



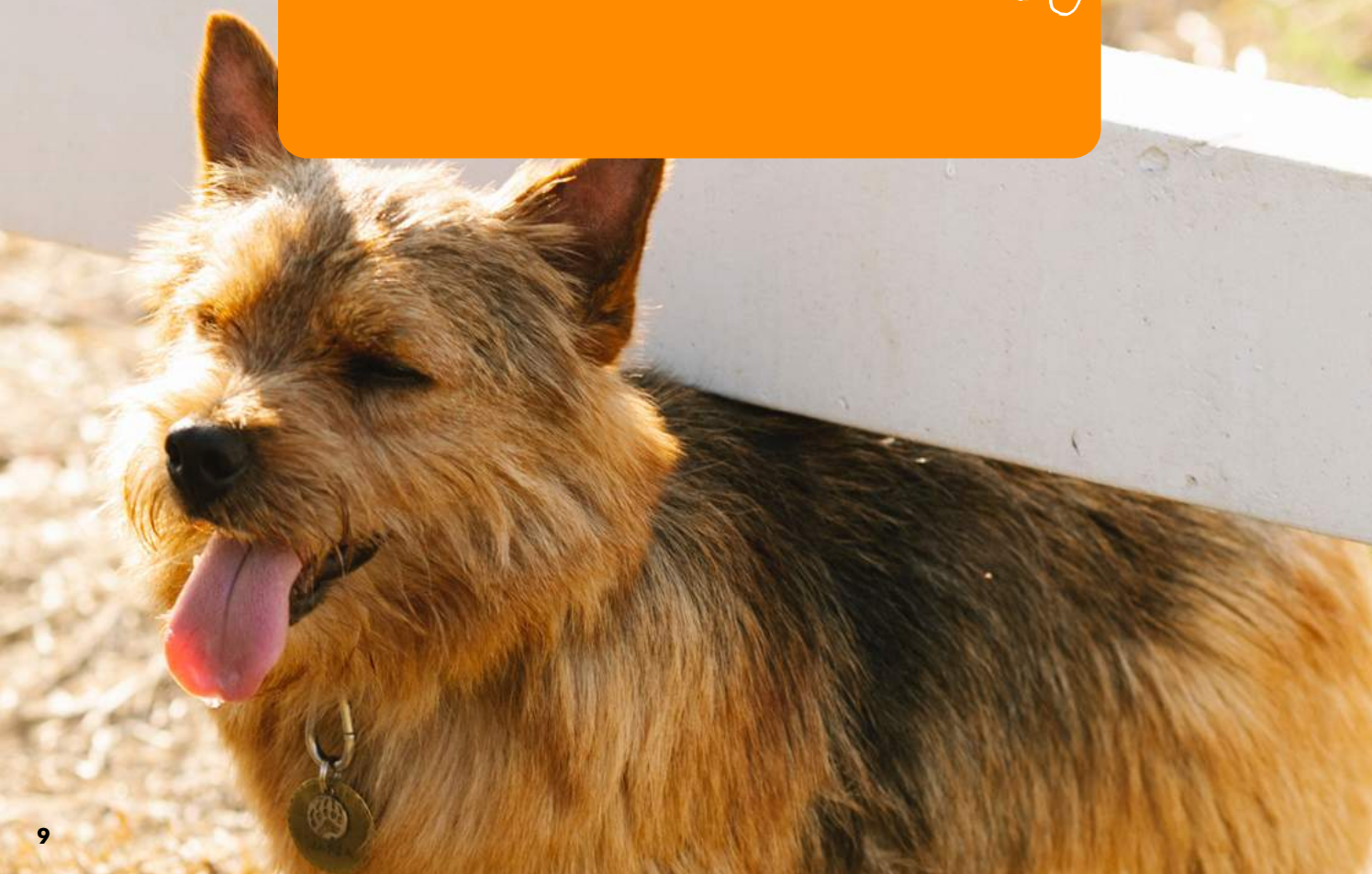
### We Have Fun Doing It

The journey is just as important as the destination.

# Our Purpose

**Our number one job is to create the healthiest food for pets, and we believe that great nutrition starts with the integrity of its ingredients.**

We believe that ingredients grown and raised in the right way have a positive impact on the supply chain and are higher quality and more nutritious for pets. This translates to a better life for animals, a better livelihood for farmers, and a lighter touch on the planet.



## The Virtuous Cycle

We found ourselves drawing circles around the different elements of our Mission and realized that they are all connected. The Virtuous Cycle represents the continuous link between land, animals and people. Doing Good for one, leads to good for the others, creating a win-win ripple effect and lasting positive impact.



### *Meet our Impact team.*

100% of the team's time is spent on embedding the pillars of our mission – sustainability, animal welfare, and transparency – into all aspects of Open Farm's products and operations.

# Our Reach in 2022

Things don't look quite the same as they did when we were founded back in 2014... we're growing in dog years...

That means that our supply chain, starting from our ingredients through to our manufacturing and transportation, has grown with us.

Since our founding in 2014, we have sold over 67 million pounds of pet food including 4.8 million bags of kibble!



Let's take a look at some facts from 2022:



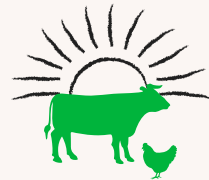
Purchased 3,758,450 KGs of meat certified to a 3rd party animal welfare standard



Purchased 8,567,926 KGs of non-GMO fruits and veggies



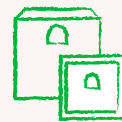
Sourced 1,537,978 KGs of Ocean Wise recommended wild salmon



Used 140+ types of ingredients

67!

Offered 67 unique recipes across seven categories



Featured 8 different packaging formats



Sourced 6 different proteins from farmers across North America, Australia and New Zealand

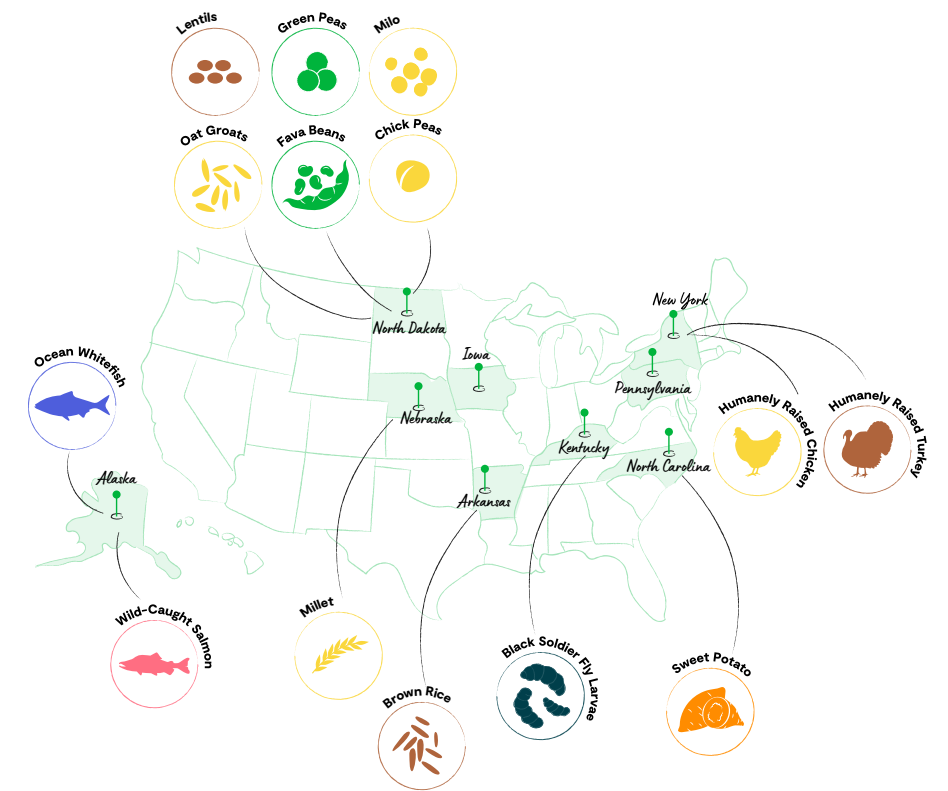


FYI:

100% of ingredients are traceable back to the origin through our transparency tool!



# Where our proteins and top 10 ingredients come from



The top ten ingredients are measured in total volume sourced, and displayed on the map is the top majority origin. Please check our transparency tool for a specific recipe and ingredient origin. \*



# The Open Farm Promise

Open Farm's priorities have remained consistent since we launched as a brand 9 years ago in 2014. We built our business on a foundation of high animal welfare, best-in-class nutrition, sustainability, and full transparency. As we've grown, so too has our ability to make an impact in the value chains in which we operate. We've deepened and expanded our approach to our core brand tenets and leaned into our obsession with delivering the best quality and nutrition for pets while grazing lightly on the planet.

The Open Farm Promise is just what it sounds like – our promise to deliver on Open Farm's key principles. It reflects the inextricable link between the way ingredients are grown and raised and the nutrition they deliver. It sets in stone our commitment to craft the most nutritious recipes, partner with humane and regenerative farms and ranches, lower our waste and carbon footprint, and transparently share the details with pet parents.

★ **The Open Farm Promise is how we deliver on our Mission to Do Some Good for animals and the planet.**

THE OPEN FARM PROMISE

## NUTRITION

- ✓ Go to the ends of the earth to source only the cleanest, most functional ingredients to help pets thrive
- ✓ Craft every recipe with purpose and veterinary support to keep pets in optimal health
- ✓ Offer a wide array of formats that can be customized to meet the unique needs of every pet

## ANIMAL WELFARE

- ✓ Deliver the highest standard of farm animal welfare for 100% of our meat proteins
- ✓ Employ Open Farm's extensive farm animal welfare standards supported by leading third party certifications
- ✓ Partner with best in class farmers and ranchers at the cutting edge of animal welfare and regenerative agriculture practices

## SUSTAINABILITY

- ✓ Maximize regenerative agriculture practices throughout our meat and crop supply chains
- ✓ Deliver on our commitment to reduce emissions by 42% (from 2020 base year) by 2030
- ✓ Support the long term health of fish stocks and well-being of the ocean
- ✓ Deliver on our commitment to achieve zero waste to landfill by 2025

## TRANSPARENCY

- ✓ Share extensive product and sourcing information through on-product QR codes
- ✓ Publish the source of origin of 100% of our ingredients and carbon footprint for 100% of our products
- ✓ Raise the bar of transparency by utilizing 3rd party certification for additional verification

# Animal Welfare



The soul of our brand was built on sourcing meat with the highest animal welfare standards available. Open Farm believes that animals in our supply chain should be treated with kindness, compassion, and respect at every stage of their life. This is our purpose come to life – raising animals in this way is how we're able to source the best responsibly sourced ingredients. We are proud to work with farmers and ranchers who share our values and vision for animals and the planet.

We know that pet parents care deeply about what they feed their pets, where the ingredients come from, and how the animals in the supply chain are raised. A 2023 survey from the American Society for the Prevention of Cruelty to Animals (ASPCA) found that 87% of pet parents would switch to another brand that prioritizes ethical sourcing. Open Farm will continue to source all of our farmed animal proteins according to the highest animal welfare standards available.

## ★ What is our promise to you?

As Open Farm continues to grow, we will remain committed to the highest animal welfare standards for farm animals in our supply chain.

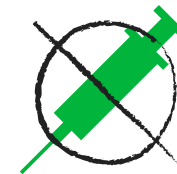
**Open Farm has an extensive, three-tier farm animal welfare program.**

## Animal Welfare

### Tier 1 – Open Farm's 8 Principles of Animal Welfare

The 8 principles below apply to all farm animals in our supply chain and were selected because they're grounded in science and they measurably contribute to improved animal welfare outcomes.

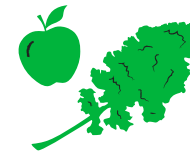
100% of our meat proteins comply with Open Farm's 8 Principles of Animal Welfare:



Antibiotic and Hormone Free



Environment to enable natural behaviours



Nutritious diet



No unnecessary physical alterations



Plenty of space to roam



Short-duration transport and humane processing



No crates or cages



Audited and certified farms

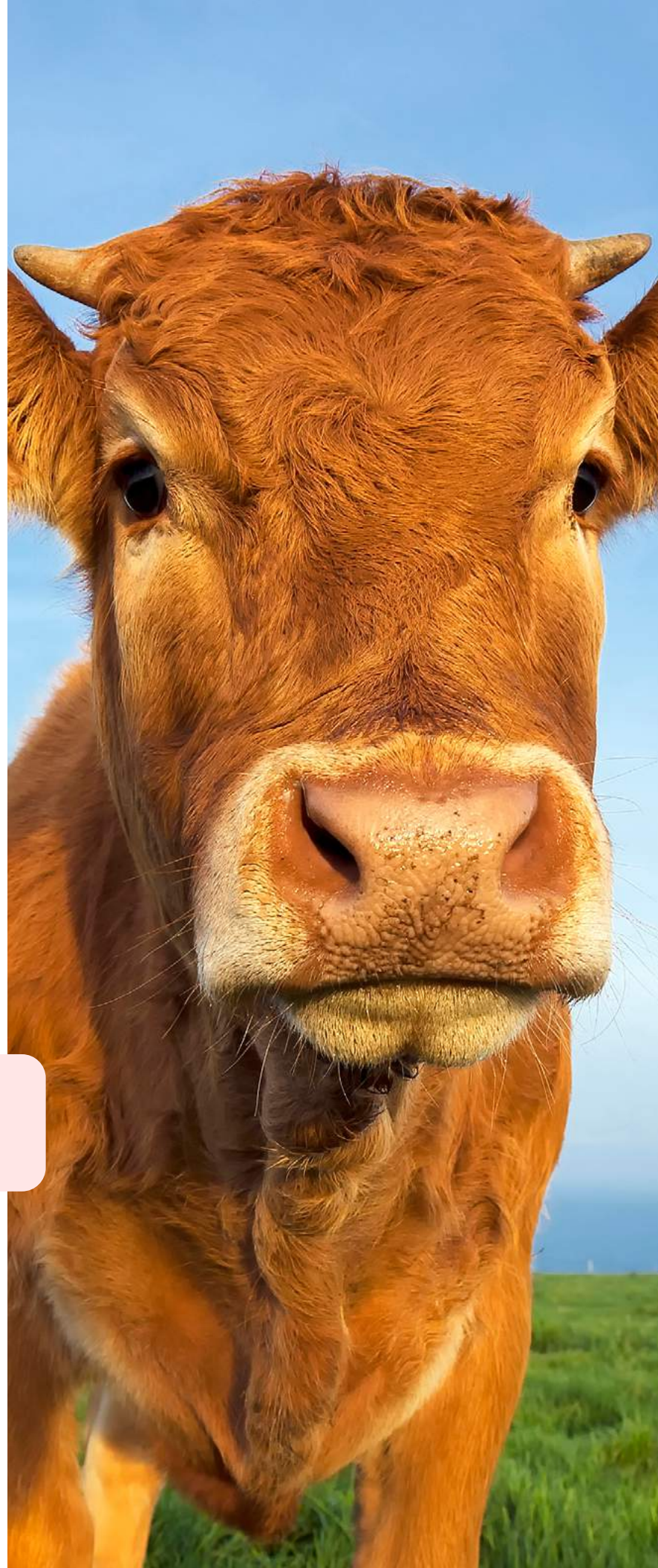


## Tier 2 – Open Farm’s Species-Specific Animal Welfare Standards

As a mission-driven company, ethical sourcing is in our DNA. It requires thoughtful standards and processes around every aspect of the farm animal’s life – from diet, to space, to bedding, to transportation – the list goes on. Humane animal care is all about the details.

For this reason, we have created detailed farm animal standards for every protein we source. The needs of each species are different, and therefore our standards specifically address the unique welfare needs of each animal type individually.

[You can dive into the details of Open Farm’s farm animal standards here.](#)



## Tier 3: Robust Compliance

To add the utmost rigor to our animal welfare program, we have worked with leading certification partners since our founding. 100% of our meat continues to be 3rd party audited to meet either Global Animal Partnership (GAP) or Certified Humane (CH) standards.

### OUR PARTNERS



**GLOBAL ANIMAL PARTNERSHIP**



**CERTIFIED HUMANE**



### Did you know:

Our commitment to animal welfare goes beyond just our ingredients. One example is our commitment to partner only with retail outlets that do not sell cats or dogs for profit due to the known welfare issues associated with this space. This means you will not see Open Farm products for sale in stores that also sell cats and dogs. However, Open Farm is supportive of stores that partner with shelters and adoption programs to find homes for animals.

\*We acknowledge that breeding operations that employ positive practices for animals do exist and that not all adoption programs are made equal.\*






In 2022, we took our animal welfare standards for chickens to the next level by signing the Better Chicken Commitment (BCC).

Through seven key welfare attributes, this commitment focuses on addressing issues in broiler chickens related to breeding for fast-growth, housing conditions, stocking density, and slaughter.

Given Open Farm’s existing animal welfare program, we were already in compliance with most of BCC’s requirements on Day 1, and have made significant progress on the full adoption of slower-growing breeds and multi-process controlled atmosphere stunning.




	BCC ATTRIBUTE	% OF SUPPLY	DATE ACCOMPLISHED OR TARGET DATE
1	Slower growing breeds	25%	2026
2	Utilizing a multi-step controlled-atmosphere processing system	70%	2024
3	Ample room to roam inside chicken houses	100%	2014
4	Flooring substrate to enhance animal comfort and hygiene	100%	2014
5	Lighting program including continuous hours of darkness for rest	100%	2014
6	Environmental enrichments to encourage natural behavior	100%	2014
7	Third-party auditing to demonstrate compliance	100%	2014

# How We’re Doing Some Good in Animal Welfare

 Elevated our Animal Welfare program by writing our own farm animal standards for each farmed protein we source

Continuing our commitment to have 100% of our meat audited and certified by leading animal welfare organizations

Signed the Better Chicken Commitment

-  Fully compliant with 5 of 7 Better Chicken Commitment requirements
-  Sourced 25% of our total supply from slow-growth breeds
-  Sourced 75% of our total supply utilizing multi-step controlled-atmosphere processing systems

Launched Kind Earth line featuring plant-based and insect-based kibble



SUSTAINABILITY

# Carbon



Rising temperatures due to climate change are a reality the world is facing. Human activities, including agriculture and manufacturing, produce greenhouse gases that warm the planet. It is imperative that the pet industry reduce its contribution to these emissions and focus on reducing carbon across both operations and supply chains to support efforts globally to keep rising temperatures under 1.5 C per the Paris Agreement.<sup>2</sup>

## ★ What is our promise to you?

We are committed to reducing our Scope 1 and 2 emissions by 42% by 2030.

### HOW WILL WE DO THAT?

In 2020 we set our 42% reduction target in collaboration with the Science Based Target Initiative (SBTi), then we designed a 3-step approach to meet this target.

Step 1 – Measuring emissions

Step 2 – Reducing emissions

Step 3 – Offsetting emissions

<sup>2</sup> [FAO - News Article: Key facts and findings](#)

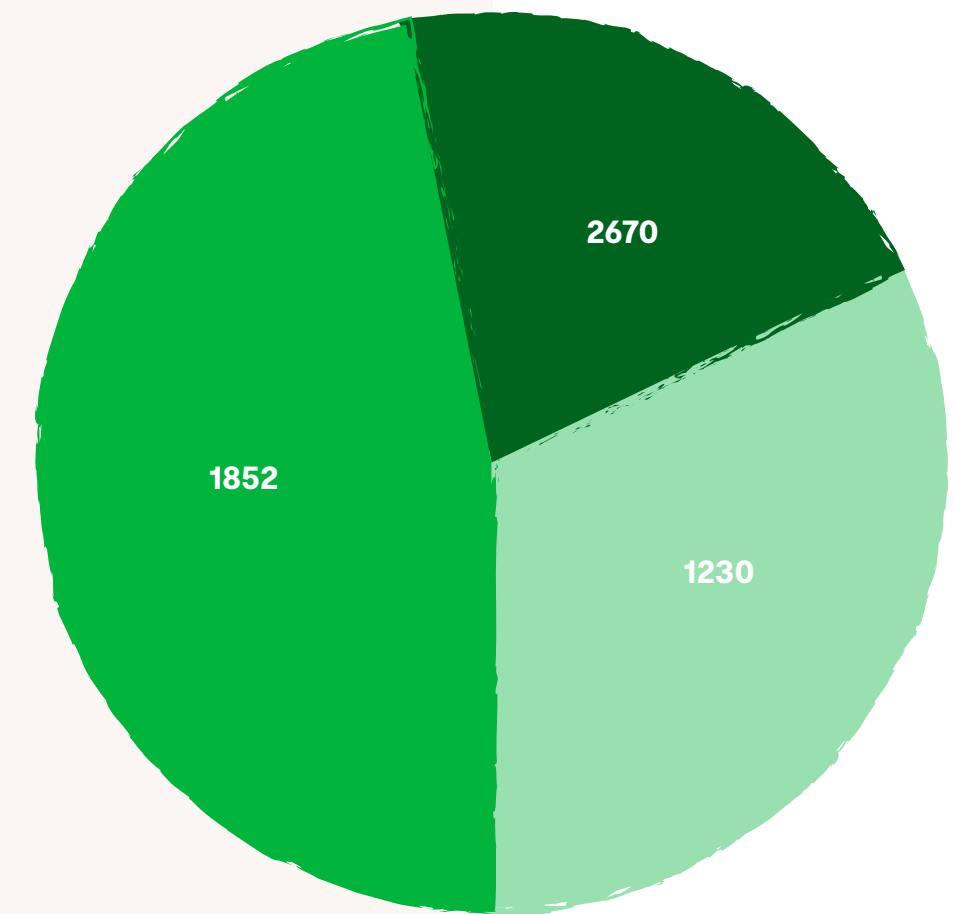
<sup>3</sup> [The global environmental paw print of pet food - ScienceDirect](#)

<sup>4</sup> [Read more here: The Paris Agreement | UNFCCC](#)

### Step 1: Measuring Emissions

- **SCOPE 1**  
Stationary Combustion
- **SCOPE 1**  
Refrigerants
- **SCOPE 2**  
Electricity

2022 Scope 1 & 2 Carbon Emissions (tCO<sub>2</sub>e)



Our Scope 1 and 2 emissions show that manufacturing products makes up the majority of our carbon impact – this includes the use of natural gas, refrigerants, and purchased electricity in our operations.

We set our emissions baseline in 2020 and have been collecting emissions data on an annual basis since then. Collecting this data allows us to see how our direct and indirect emissions change as our business grows and our supply chain evolves.

**NO-  
SUSTAINABILITY-  
STANDARD-  
TOO-STRICT**



## Step 2: Reduce Emissions

### Step 2: Reduce Emissions

We categorize reduction levers into three categories:

1. Avoid
2. Reduce
3. Mitigate

Our goal is to electrify our manufacturing and operations as much as possible, and to power it with renewable energy.

Through the measurement of our emissions, we have been able to understand where our emissions are coming from, which enables us to make tactical reduction plans.

In 2022, we began the process of transitioning the production of our largest product category (kibble) to a newer, more electrified and energy efficient manufacturing plant. This has reduced the relative amount of our Scope 1 emissions (combustion of natural gas) relative to the amount of product we produced. This means that we have increased the relative amount of electrification, and reduced the amount of fossil fuel combustion, within our manufacturing.

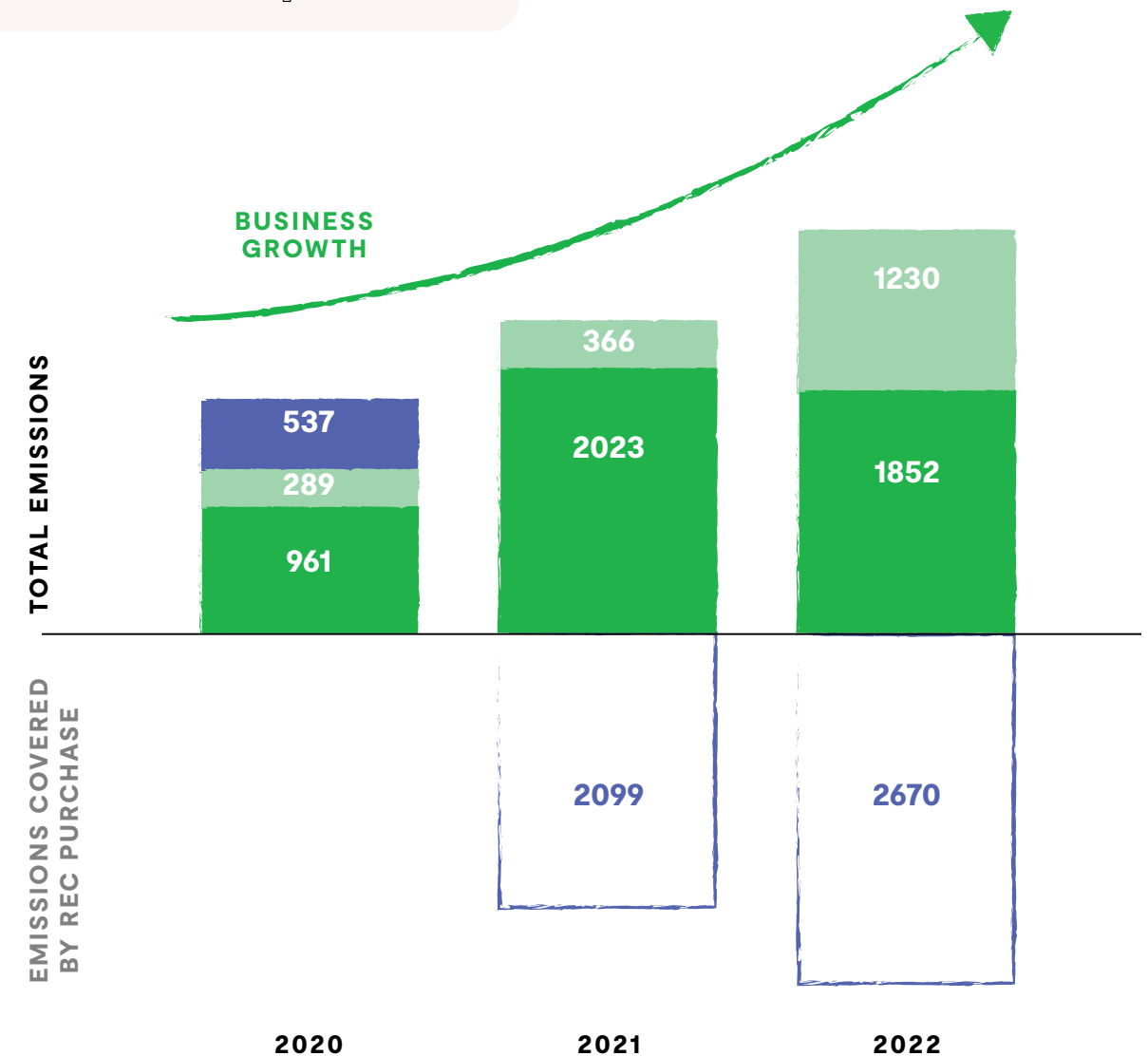
In 2021 and 2022 we purchased Renewable Energy Certificates (RECs) to cover 100% of our annual emissions from purchased electricity, reducing our market-based Scope 2 emissions to zero, and reducing our total emissions by almost half each year.

*We pledge to reduce our carbon footprint by 42% by 2030*



## Step 2: Reduce Emissions

Scope 1 & 2 GHG Emissions  
2020-2022 (tCO<sub>2</sub>e)



## Step 3: Offset Emissions

### Step 3: Offset Emissions

We recognize that reduction efforts take time, and are committed to offsetting the Scope 1 emissions that remain in our supply chain during that process. Beginning in 2020 and each year since then, we offset 100% of our emissions driven by our direct operations and product manufacturing (Scope 1) by strategically selecting high impact programs that provide verified carbon offsets.

We will continue to purchase high-quality offsets to cover direct emissions from our operations as we continue to implement reduction measures.



### CHALLENGES

To meet these targets, we will need to reduce our emissions from today's levels, even as we grow. This is especially challenging for a high growth company like ours and requires a deep commitment to this journey.

At the same time, we acknowledge that the impact of our supply chain (Scope 3) is significant, and are establishing goals and KPIs to reduce the intensity of our Scope 3 greenhouse gas emissions through ingredient focused measures such as regenerative agriculture.



# How We're Doing Some Good in Carbon

Continuing our journey to reduce our carbon emissions by 42%, including reporting our GHG emissions annually.



Transitioned the majority of our kibble production to a newer, more electrified and energy-efficient manufacturing plant.



Increased the relative amount of electrification, and reduced the amount of fossil fuel combustion, within our manufacturing.

Purchased Renewable Energy Certificates (RECs) to cover 2021 and 2022 emissions from purchased electricity, effectively reducing our Scope 2 emissions to zero and our total emissions by almost half each year.

Offset 100% of our emissions driven by our direct operations and product manufacturing (Scope 1) by strategically selecting high-impact programs that provide verified carbon offsets.

100%

SUSTAINABILITY

# Waste

Most product packaging does not have a sustainable end-of-life solution, making waste a common issue in consumer packaged goods and in pet food specifically. Right now, 99% of all pet food and treat packaging in North America goes to the landfill each year.<sup>5</sup> Our goal is to lower that number by creating a pathway out of the landfill for all of our packaging formats.

We recognize the need to act fast to protect the environment and reduce the carbon emissions that come from the creation, distribution and disposal of plastic waste. The scale of the issue and far-reaching impacts requires bold action, which is why Open Farm has committed to Zero Waste to Landfill for our direct operations, products, and packaging by 2025.



## ★ What is our promise to you?

We envision a future without waste and are committed to Zero Waste To Landfill By 2025.

<sup>5</sup> Pet Sustainability Coalition, Flex Forward Report (petsustainability.org, 2019)



**Open Farm has a robust Zero Waste to Landfill plan – we will achieve this goal by addressing each key waste area in our business as follows:**



### SUPPLY CHAIN

Goal:

Divert at least 90% of the solid waste headed to landfills and incineration at our co-manufacturers<sup>6</sup>

How:

Divert corrugate, shrink wrap, and other materials from landfill to material recovery facilities



### PRODUCT PACKAGING

Goal:

Package our product in the most easily and widely recyclable substrates available

How:

Redesign all of our bags, pouches, and bottles to be optimized for recycling systems in US and Canada

Goal:

Communicate recycling instructions to the consumer

How:

Utilize the How2Recycle logo on Open Farm product packaging



### E-COMMERCE

Goal:

Eliminate unnecessary materials and ensure remaining materials are recyclable in practice and at scale

How:

Optimize the design of DTC packaging to eliminate unnecessary materials, right-size our boxes, and make all materials easily recyclable

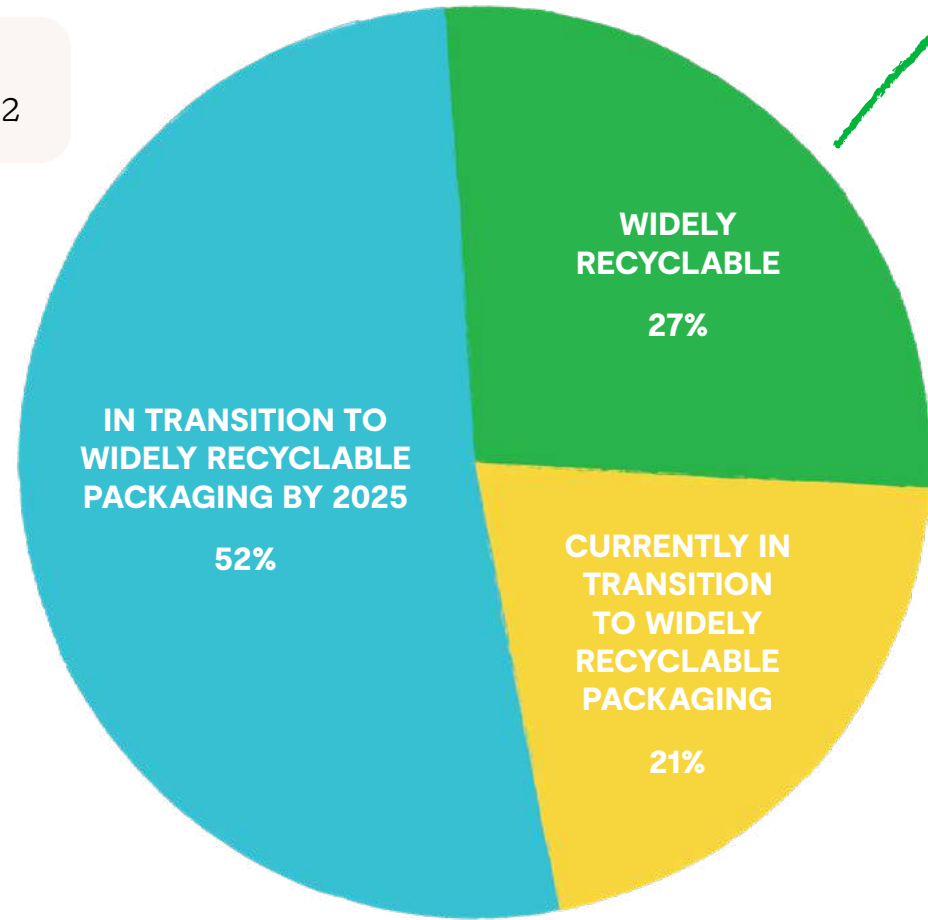


<sup>6</sup> Defined by the Zero Waste International Alliance, "any term that includes 'zero' in it must achieve at least 90% diversion from landfills, incinerators, and the environment"

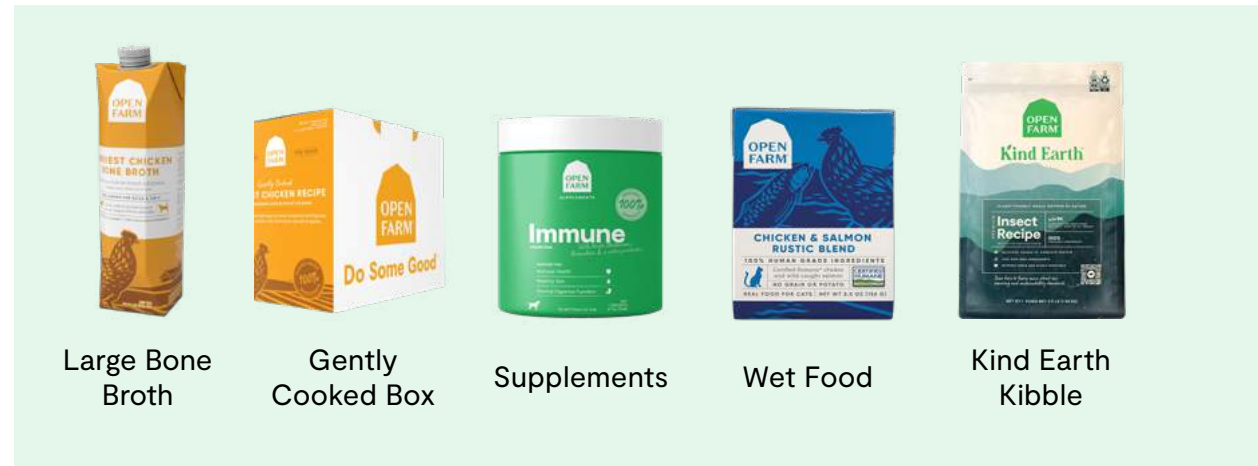


We are well on our way in our journey to zero waste  
Here's how we're progressing so far:

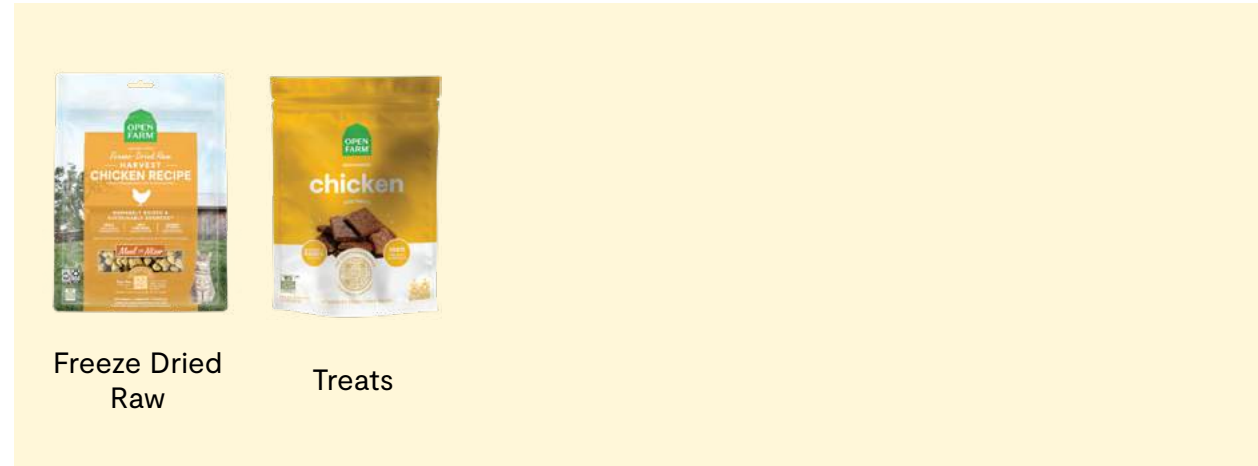
Recyclability  
Status in 2022



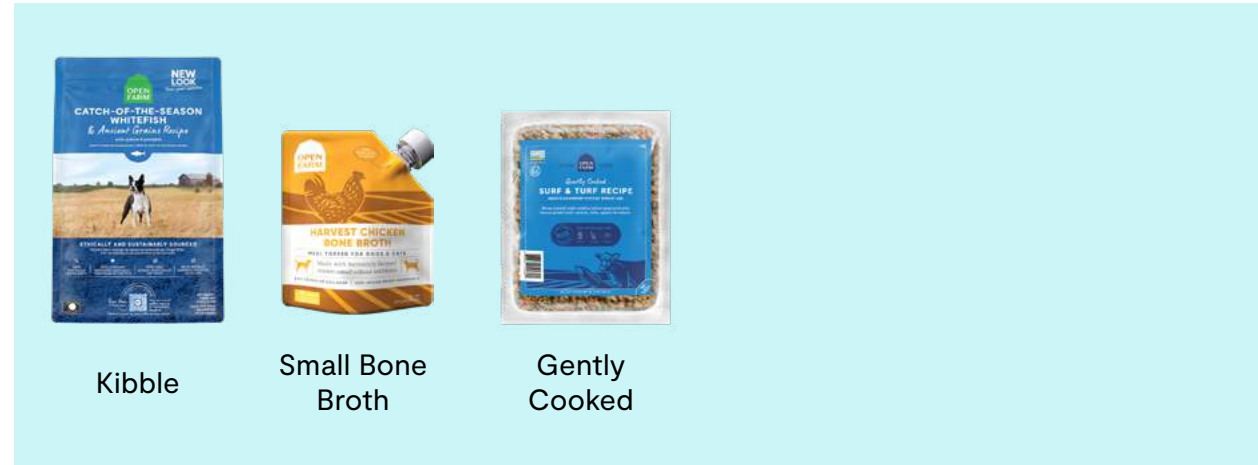
Widely Recyclable



Currently in transition to widely recyclable packaging



In transition to widely recyclable packaging by 2025



# How We're Doing Some Good in Waste

2025 is two years away, which means we're on a tight schedule. The challenges we face include the availability of packaging innovations to meet the needs of pet food products, including freshness, quality and product protection.

These packaging innovations must also meet our recyclability requirements. But it's not just about the materials, we're dealing with systematic issues as well, considering recycling infrastructure across North America is inconsistent.

**We're up for the challenge and are no stranger to setting big, lofty goals.**



Made Zero Waste to Landfill commitment by 2025

Launched 100% of 2022 innovations in widely recyclable substrates

Began to transition our largest categories to widely recyclable packaging substrates, labelled with the How2Recycle logo

Made improvements to our e-commerce packaging to eliminate unnecessary waste

## SUSTAINABILITY

# Nature



As a pet food company, we rely on nature to provide us with the ingredients needed for our recipes. Our core belief is that ingredients raised and grown the right way are good for farmers, the environment, and for the animals. We are proud to work with the best and most innovative farmers and ranchers who have ambitions in line with ours and aim to do the best for their animals and their land.

Did you know that **1 in 3** global fisheries are overfished<sup>6</sup> and **more than 50%** of the world's agricultural land is degraded?<sup>7</sup>

## ★ What is our promise to you?

We are committed to supporting agricultural practices that restore, conserve, and preserve nature and ecosystem services, through regenerative agriculture practices and sustainable seafood sourcing.

<sup>6</sup> FAO Report 2022

<sup>7</sup> This data comes from the World Economic Forum. [What is regenerative agriculture?. 2022.](#)

## SUSTAINABILITY | Nature

## Regenerative Agriculture

What is our goal?

We are committed to maximizing regenerative agriculture throughout our supply chain.

Regenerative agriculture has many benefits including restoring and preserving soil health, encouraging biodiversity, enhancing animal welfare, and reducing carbon impacts.

We are doing this by partnering with like-minded suppliers, farmers, and ranchers to reduce the impact of our ingredients.

How are we doing this?

We partnered with the University of Missouri, a leading center for regenerative agriculture, to set our regenerative implementation strategy. Through this partnership, we are learning from industry leaders to develop a framework to integrate these practices into Open Farm's supply chain.

Being pioneers in regenerative agriculture means carving a new path to develop our regenerative agriculture framework. We are working methodically and thinking critically about how we can uniquely position our business and suppliers into this framework.

### OUR PROGRESS SO FAR

Many of our farmers and ranchers are currently...

- ✓ Practicing rotational grazing for cattle and sheep, by moving their animals frequently between smaller pastures to improve soil health
- ✓ Adapting their practices to their local climate and soil conditions by working with researchers and consultants to soil test
- ✓ Actively protecting waterways and water quality by maintaining riparian buffer strips with diverse vegetation that is not grazed or harvested



#### Pollinator Habitats

Several of our farmers leverage the important role pollinators play in our ecosystem... one farm has its own beehive!

#### Silviculture

Several of our ranchers maintain and actively plant new trees. Trees provide shade and temperature control for their livestock, but they also protect the soil from erosion and improve the quality of the ground water!

What is our goal?

*To support the health of our oceans* and employ low-impact fishing practices by partnering with leaders in sustainable fishing.

How are we doing this?

Since 2014, we have always...

- ✓ Sourced using environmentally sustainable fishing practices
- ✓ Employed fishing methods that minimize by-catch, maintain healthy fish stocks, and protect the marine environment and ocean floor
- ✓ Sourced 100% of our fish in accordance with the most up-to-date Ocean Wise or Marine Stewardship Council standards



**Intentional Sourcing**

We launched our RawMix Wild Ocean Recipe using Rockfish! Rockfish was intentionally selected because of its strong sustainability story – its stock has steadily increased as the industry has embraced sustainable fishing methods. It is also an ingredient packed with protein and Omega-3 fatty acids which support pet heart health.



**Functional Ingredients Sourced Sustainably**

We wanted to launch a joint supplement for dogs but knew we would run into challenges meeting our animal welfare standards with the typical animal-derived active ingredients (chondroitin and glucosamine). Instead, we chose to use Ocean Wise® recommended Green Lipped Mussels, an ingredient proven to have the same anti-inflammatory and joint-protecting benefits. A win-win for pets and farm animals.

**Seasonal Choice**

Our Whitefish recipe is an example of our commitment to sustainably sourced seafood. Our catch-of-the season style fish selection is based on seasonal abundance – ensuring the most sustainable and available seafood is included in our recipes.



**How We're Doing Some Good in**

*Nature*

Made a corporate commitment to maximizing regenerative agriculture in our supply chain



Partnered with the University of Missouri to build a regenerative strategy and implementation plan

Developed a framework to integrate regenerative practices into Open Farm's supply chain

Established a baseline of regenerative practices already employed throughout Open Farm's supply chain

Added Rockfish as one of our sustainably sourced seafood species



## GRAZE LIGHTLY TEAM

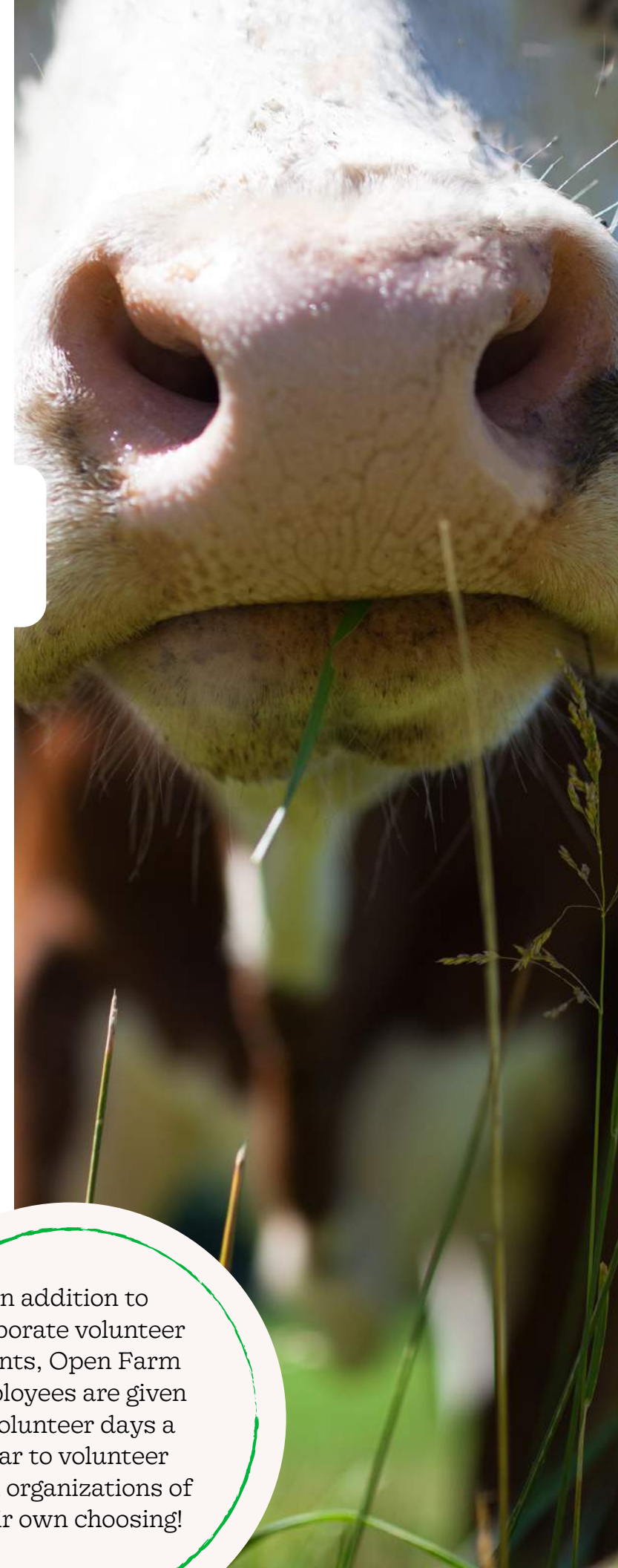
# How the Open Farm Team Grazes Lightly

In 2022, we launched our Graze Lightly Committee with a goal to integrate sustainability and animal welfare into every aspect of our corporate operations. The Committee is made up of team members who are passionate about making our office life more sustainable.

## ★ What is our promise to you?

We incorporate the idea of “grazing lightly” into all we do in each department, how we function in our office space, and our mindset as we approach our day-to-day tasks!

In addition to corporate volunteer events, Open Farm employees are given 2 volunteer days a year to volunteer with organizations of their own choosing!



## THINGS THE TEAM ACCOMPLISHED:

- ✓ An office waste audit to identify where waste is wrongly disposed of and direct proper disposal through updated communication throughout the office
- ✓ Purchased a countertop composter to reduce food waste in our office and create soil to feed our plants
- ✓ We know coffee is an office essential, so we sourced locally roasted Rainforest Alliance beans!
- ✓ Communicated sustainability tips and resources to employees in the monthly company newsletter
- ✓ Created a sustainable catering & event planning list- used for employee engagement events
- ✓ Onboarded a green organization to clean the office
- ✓ Crafted a sustainable procurement policy that is used for any non-product-related purchases

## VOLUNTEER DAYS

Tommy Thompson  
Tree Planting-  
October 2022

Open Farm partnered with the Friends of Tommy Thompson Park in Toronto, Ontario to contribute to conservation efforts by planting native plants to support urban forests. Local employees spent the day learning about the natural history of the park, local plant and wildlife communities, and ongoing restoration projects.



TRANSPARENCY

# Sourcing Origins

It's important to know what you're feeding your pets, and it's equally as important that you trust the brand you choose to feed them. With Open Farm, you get to know exactly what's in the bowl AND where it came from. In recent years, consumers have been asking more questions about where their food comes from. A 2022 study found 3 out of 4 shoppers prioritized ingredient transparency<sup>10</sup>.

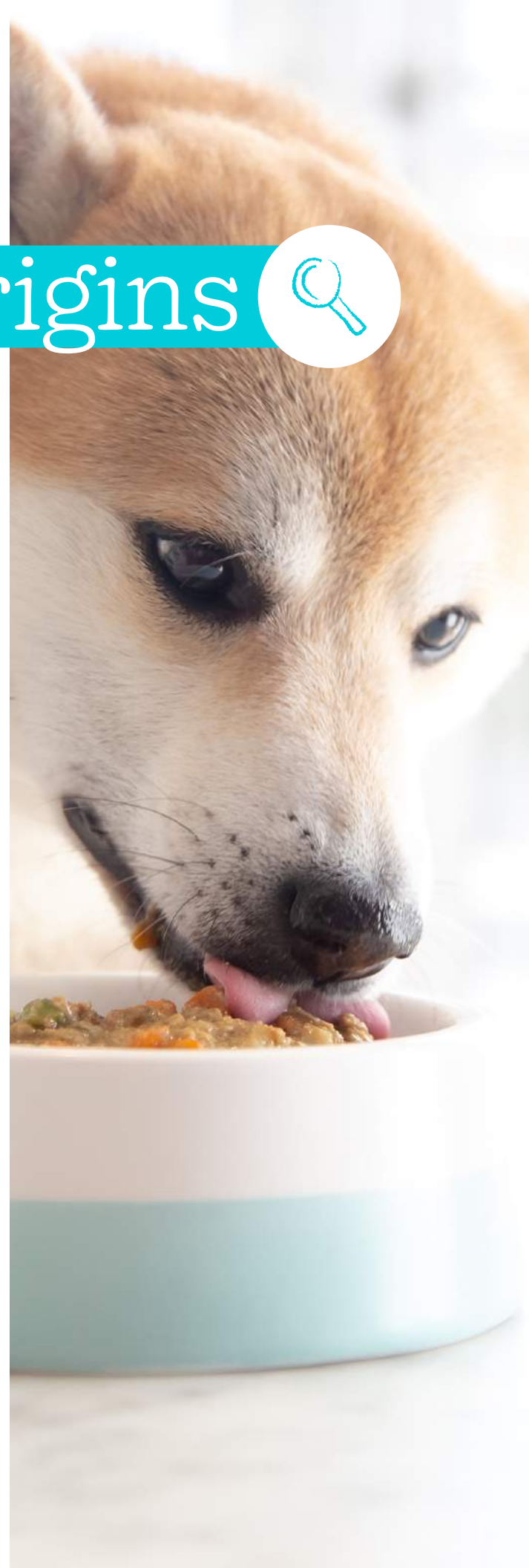
## ★ What is our promise to you?

Open Farm believes there is no room for doubt in your bowl.

### FOR EVERY OPEN FARM PRODUCT, YOU CAN SEE:

- ✓ The origin of all ingredients
- ✓ Safety test results for each product
- ✓ Third-party ingredient certification information
- ✓ Carbon emissions of that product

<sup>10</sup> Food Industry Association and NielsenIQ on ingredient transparency.

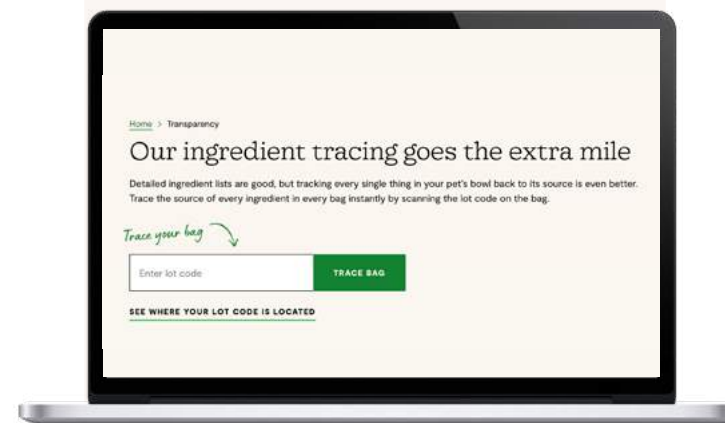


TRANSPARENCY | Sourcing Origins

To make this information easily accessible we leverage two tools that take pet parents right to the details:

1

### WEBSITE TRANSPARENCY TOOL



When browsing our website, you can click on any product and find the full ingredient list along with the origins, safety test results and certifications. You can also enter the lot code for any product. We go right down to the state or province in North America or the international country, it originated from.

2

### PRODUCT PACKAGE QR CODE



In 2022 we launched our QR code on our product packaging. The QR allows pet parents to dive into the ingredients and origins, animal welfare, certifications, and carbon information, right at point of purchase. We wanted to make accessing that level of transparency as easy as accessing your phone.



TRANSPARENCY

# Carbon Impact

We don't stop at ingredient origin - we go above and beyond for pet parents. It's our goal to help consumers make informed decisions when feeding their pets.

Our new Know Your Footprint site tools allow pet parents to see the carbon footprint (or is it pawprint?) of their Open Farm products, and to better understand which products are lower carbon options, so they can make fully informed decisions for themselves and their pets.

## What is our promise to you?

Open Farm is committed to carbon transparency, we want pet parents to know the carbon impact of our recipes.

We do this by sharing the carbon emissions data for all our products, and by publicly updating these figures annually. We're on a mission to do some good for animals and the planet, and we want to equip pet parents with the information they need to do the same.



TRANSPARENCY | Carbon Impact

In 2022...

- 1 We worked with an independent third-party to conduct a screening-level life cycle assessment of our products.
- 2 We analyzed each stage of the product lifecycle, from ingredients to processing to transportation to packaging, and estimated the associated greenhouse gas (GHG) emissions.
- 3 We created a product-level list of detailed carbon emissions for every item we produce, and we used this data to launch our Know Your Footprint Experience.

## Know Your Footprint Experience

This online experience includes three components to support carbon transparency:



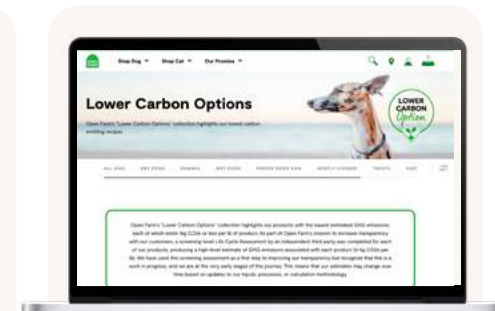
### OPEN FARM PROMISE QR CODE

By scanning the QR code on any of our products, customers can learn more about the rigor behind our sustainability and animal welfare standards as well as see the carbon footprint of each product.



### LOWER CARBON PRODUCT BADGES

The new "Lower Carbon Option" product badges on our site help customers easily identify our lowest carbon-emitting products, each of which emits 1kg CO2e or less per lb of product, as they browse through any product page on the site.



### LOWER CARBON COLLECTION PAGE

Our "Lower Carbon Options" collection page displays all of our lowest carbon-emitting products in one place, so pet parents can easily browse all of the options available in this category at one time.

\*This analysis leveraged information from our annual GHG inventory process as well as product-level information, including emission factor data (or suitable proxies) for all ingredients.\*



### Did you know:

In 2022, we launched two new recipes- Kind Earth plant-based and insect-based dog kibble. Not only is the plant-based recipe one of our lowest carbon footprint products, but both of these recipes are also in recyclable packaging. We are excited to be leading the pack with these recipes- a kinder impact on the planet while incorporating a complete and balanced source of nutrition.



# How We're Doing Some Good in Transparency

Launched on-product QR codes for point of purchase transparency



Published the greenhouse gas emissions for 100% of our products on our website

Launched lower carbon option badges and product page on website to call out lowest footprint products



100% TRACEABLE INGREDIENTS

Continuing our commitment to share the source of origin of every ingredient in our recipes







# Nutrition

Our commitment to driving impact and our passion for Doing Some Good for our planet does not come at the expense of delivering great nutrition for pets. In fact, we believe our obsession with doing things the right way for animals and our planet allows us to deliver unmatched nutrition.

## ★ What is our promise to you?

Use only clean, sustainably sourced, and humanely raised ingredients in our recipes to deliver the best nutrition for your pet

**At Open Farm, nutrition starts with the integrity of our ingredients. We work exclusively with farms, ranches, and fisheries that share our commitment to animal welfare, sustainability, and regenerative practices. All of our meat proteins are humanely and sustainably sourced.**

### **CLEAN PROTEINS:**

Welfare-certified, antibiotic and hormone-free meats



### **GRASS-FED MEATS:**

Pasture-raised beef, lamb and venison raised on a grass-fed diet



### **SUSTAINABLY CAUGHT FISH:**

Wild-caught fish packed with omegas for healthier skin and coat



We go to the ends of the earth to source only the cleanest, most functional ingredients to help pets thrive while respecting the environment.

Each ingredient has been carefully selected to serve a specific purpose, and every recipe includes meaningful amounts of these beneficial ingredients to deliver the exceptional nutrition our pets deserve.



**FUNCTIONAL SUPERFOODS:**

Functional ingredients such as coconut oil, pumpkin and turmeric



**NUTRIENT-DENSE INGREDIENTS:**

Nutrient-dense non-GMO fruits and veggies, ancient grains, and all-organic produce in freeze-dried recipes



**CLEAN RECIPES:**

No artificial flavours, colours, preservatives, corn, wheat or soy



**ENVIRONMENTALLY CONSCIOUS INGREDIENTS:**

Regeneratively farmed ingredients, no palm oils, upcycled ingredients, plant-based recipes, and abundant species inclusion

**Every Open Farm recipe is crafted with purpose and veterinary support to keep pets in optimal health.**

Our wide array of formats, from kibble to freeze-dried and toppers to supplements, can be customized to meet the unique needs of every pet. pet parents can keep mealtime interesting with the variety of flavours and formats while resting assured they are feeding only the cleanest, most humanely, and sustainably sourced ingredients.



**FORMULATIONS TO HELP PETS THRIVE:**

Vet-supported recipes to support optimal health



**CUSTOMIZABLE FOR EVERY PET:**

Pet parents can build the bowl to meet each pet's specific nutritional needs and to suit their individual tastes



**ROTATION, VARIETY & TASTE:**

Enticing options for picky eaters and ease of switching proteins through seamless recipe rotation



# Continuing to Keep the Barn Doors Open

*Thank you for taking the  
time to learn more about  
Open Farm's journey!*

As we continue to grow, we are more committed than ever to providing full transparency to our retailers and pet parents. We will continue to report on our progress annually, and we will maintain our dedicated focus on the four pillars of the Open Farm Promise: nutrition, animal welfare, sustainability, and transparency. Thank you for believing in us as much as we believe in our mission to Do Some Good for animals and the planet!

