



2023 Impact Report

Do Some Good[®]



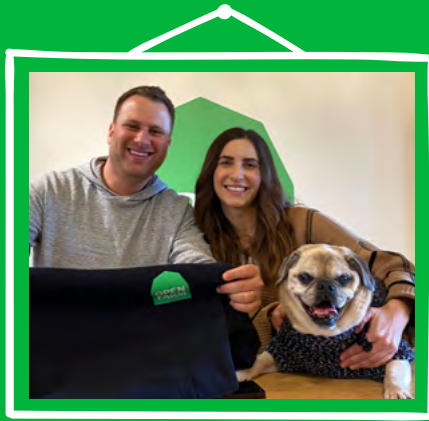
**NO-
SUSTAINABILITY-
STANDARD-
TOO-STRICT**



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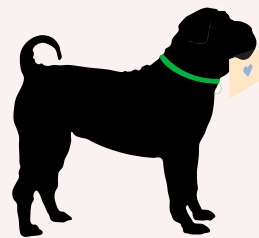
**2023
Impact
Report**

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A Letter from Our Co-Founders

This year we're celebrating our 10-year anniversary at Open Farm. Things have moved quickly over the last decade, so we wanted to take a moment to slow down and reflect.



Looking back, one of our biggest lessons has been that building something is just a series of steps. Whatever the goal is - whether it's working towards zero waste to landfill, advancing regenerative agriculture, or building new transparency programs, we've faced obstacles. We've learned that we need to keep putting one foot in front of the other, and if we can maintain our passion and persistence through each of those little steps, amazing things can happen. It might be a cliché, but it really is about the journey, and not just the destination.

We are so thankful to the incredible pet parents who have trusted us with their pets' nutrition over the last ten years. We are beyond grateful to our team of dedicated pet-lovers who bring that passion and persistence to work every day. Together, we really are creating change. And the best part? With each little step, we're showing that pet parents don't need to choose between Doing Good and the best nutrition - we're showing that they go hand in hand.

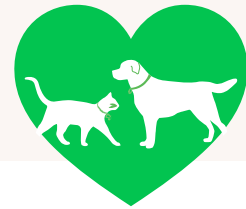
As we look ahead to the next decade, we can't wait to take more little steps to raise the bar for pets, animals and the planet!

Jacqueline Prehogan & Isaac Langbein

CHIEF BRAND OFFICER & CEO



Open Farm at a Glance



Meet some of our family members!
Open Farm pets and their favourite products



Head office in
Toronto, Canada

103
Employees
+15
Summer
Interns

50%+
of management
are women



ROONEY



CAMPER



KODA



OLIVER



BARNEY



ROXY



COCO



CHARLIE



THEO



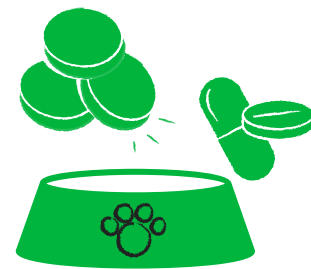
STANLEY



PANDA



Sold in 7,507
retail stores across
North America!



Offered 122
recipes across
7 categories



100% of all
manufacturing
in North America

Who We Are

Here at Open Farm, we are dedicated to creating an environment where our team loves coming to work. We have built a special office culture (with lots of adorable pets!) where having a meeting interrupted by a dog is the norm. We're honoured to have been recognized for our culture, our commitment to having a positive impact, and our dedication to grazing lightly on the planet.

Each member of our team is dedicated to our mission and we couldn't do it without the help of everyone.

Check out the awards we received this year:



CERTIFIED AS A GREAT PLACE TO WORK CANADA

We are proud to announce that, for the second consecutive year, we have been certified as a Great Place to Work® Canada.



TOP 100 SMALL & MEDIUM EMPLOYER 2023 WINNER

Our supportive workplace environment and innovative HR practices have been recognized as a 2023 winner of the Globe and Mail's Top 100 Small and Medium Employers.



WINNER OF GLOBAL PET EXPO'S SUSTAINABILITY CATEGORY

Our new canned pates and toppers were recognized for delivering on the Open Farm Promise by using recyclable packaging and ensuring only the best ingredients are used including sustainably sourced seafood and humanely raised proteins.

We are grateful to be recognized within the pet industry



PET AGE

Open Farm was included in Pet Age's 2023 "The Power 50: Recognizing the Industry's Leading Pet Product Manufacturing" list

[READ MORE →](#)



FORBES

We're excited to be named the Best Dry Dog Food Overall in Forbes

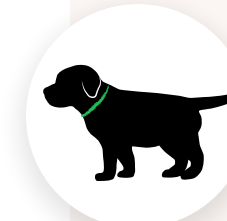
[READ MORE →](#)



PETKEEN

Open Farm was among the top pet food brands searched on PetKeen's 30 Most Searched Pet Brands in the US for 2023

[READ MORE →](#)



FORBES

Open Farm was named one of The 6 Best Puppy Foods That Deliver Premium Nutrition

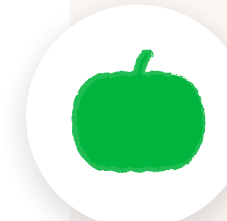
[READ MORE →](#)



THE SPRUCE PETS

Reduce Your Pet's Carbon Paw Print With Our 6 Favourite Sustainable Pet Food Brands

[READ MORE →](#)



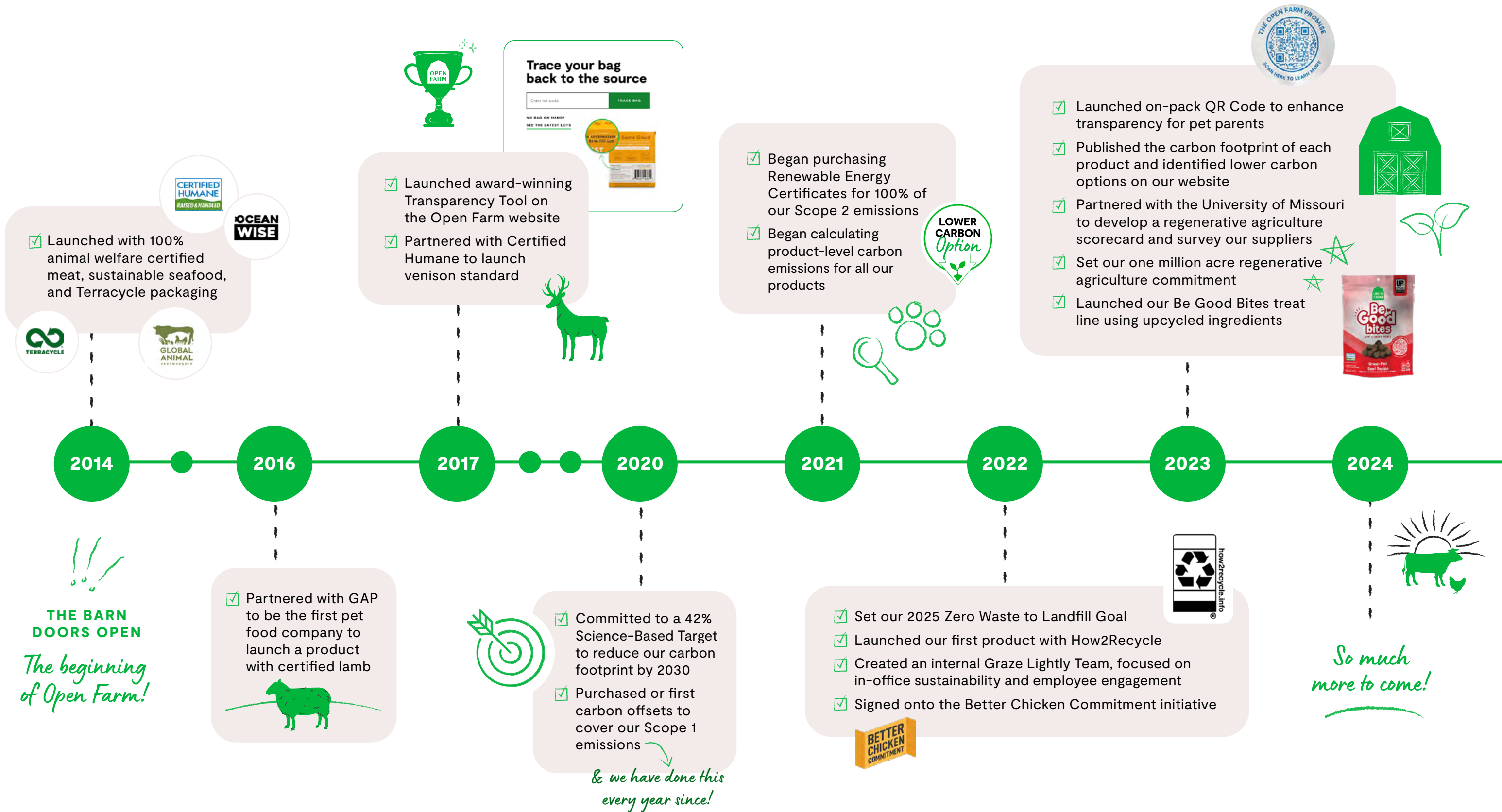
THE SPRUCE PETS

The 8 Best Natural Dog Foods, According to More Than 400 Discerning Dogs

[READ MORE →](#)



A Look into the Barn 10 Years of Raising the Bar





We're B Corp™ Certified!

“Certified B Corporations are leaders in the global movement for an inclusive, equitable, and regenerative economy.” – B Corp¹



1. B Lab Global Site (bcorporation.net)

WHAT IS A B CORP?

The “B” in “B Corporation” stands for **Benefit for all**.

B Corps are companies verified to meet high standards of social and environmental performance, transparency and accountability. These companies believe that the purpose of a company is not just profits, but also to drive social and environmental good. B Corps act in a way that benefits society as a whole.

WHY DID WE BECOME A B CORP?

With ethical sourcing already so integral to who we are, B Corp certification was a natural next step in our journey to champion the highest standards in pet food.

Open Farm was built on the idea that land, animals, and people (and pets!) are continuously linked. Our business practices are a part of this cycle and directly impact farm animals, farmers, and the environment. We take responsibility for that impact.

OUR JOURNEY TO BECOMING A BCORP:

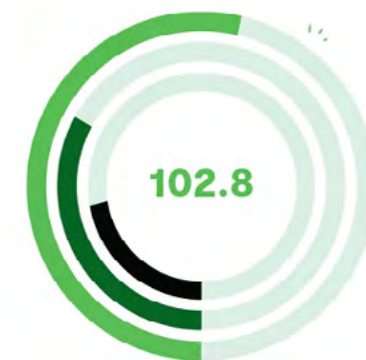
Our B Corp journey was thorough, but we like thorough. We completed a B Impact Assessment with over 200 questions to assess the impact of our company on our community, employees, customers and the environment.

To become a B Corp, a company needs to score at least 80 points. We scored 102.8!

This score reflects our obsession with raising the bar in animal welfare, sustainability and transparency and our commitment to creating a fair and inclusive (and fun!) work environment.



	Governance	18.6
	Workers	29
	Community	16.6
	Environment	34
	Customers	4.3



102.8
Open Farm's B Corp Score
80 Qualifies for B Corp Certification
50.9 Median Score for Ordinary Businesses

Our Mission & Core Values

Let's Do Some Good[®] for animals & our planet

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

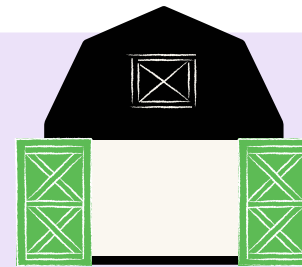


We Bring Our Mission to Life Through Our Core Values

Our Core Values guide our actions and decisions every single day. As our team has grown, our values have reinforced an aspirational culture where we dream big and stay focused on driving positive change.



WE RAISE THE BAR
We are changemakers, always striving for better and pushing the boundaries of what's possible in our industry and food system.

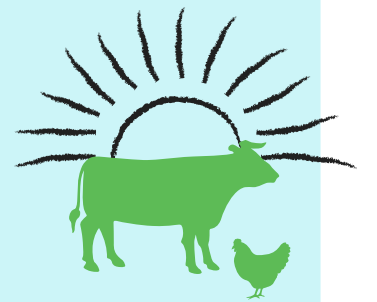


WE OPEN THE BARN DOORS

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

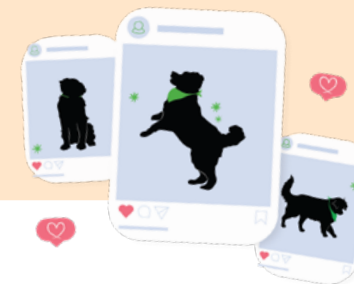
WE GRAZE LIGHTLY

We will always find ways to make better products with less impact on animals and the planet.



WE ARE CUSTOMER OBSESSED

We know that every pet and parent is unique, and we are obsessed with delivering an exceptional product and service just for them.



WE ARE ONE TEAM

We are on this journey together. A win or loss for one is a win or loss for all.

Our Purpose

Open Farm helps pets live their healthiest, happiest lives by delivering exceptional nutrition made from the world's best responsibly sourced ingredients



The Virtuous Cycle

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 change. We believe that ingredients grown and raised with better farming practices result in higher-quality nutrition for pets. A better life for animals can translate to a better livelihood for farmers and a positive impact on the planet.

Regenerative agriculture brings this cycle to life

Regenerative agriculture is a holistic approach to managing land that seeks to revive the land, support biodiversity, work in harmony with animals, and enhance the quality of ingredients that we feed people and pets. Embracing regenerative principles means adding value to the soil rather than taking from it. Regenerative agriculture is not a new idea but a return to managing the land in a way that honors nature. It is a nature-forward approach that seeks to protect and support the earth's natural cycles and its thriving ecosystems.

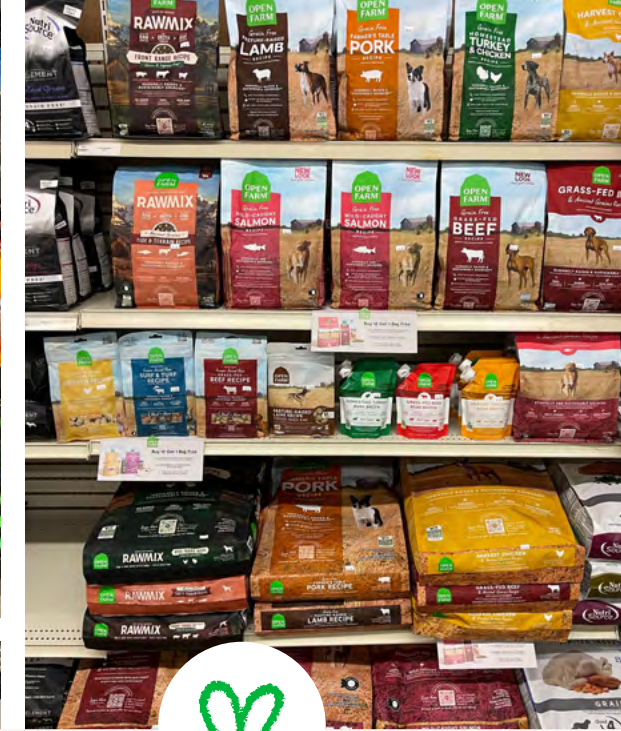
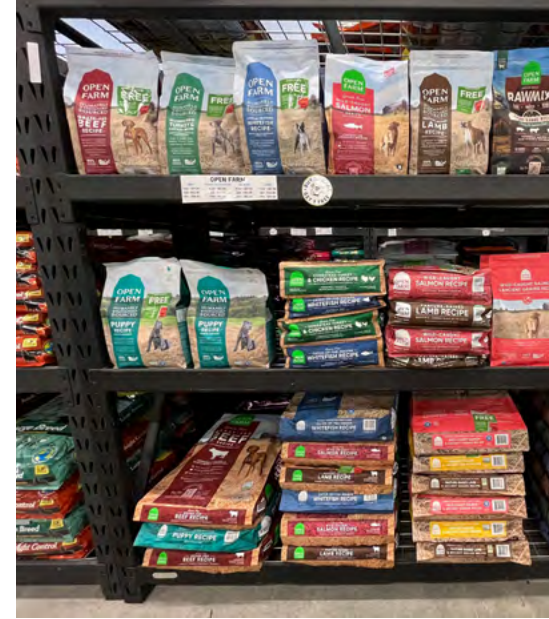
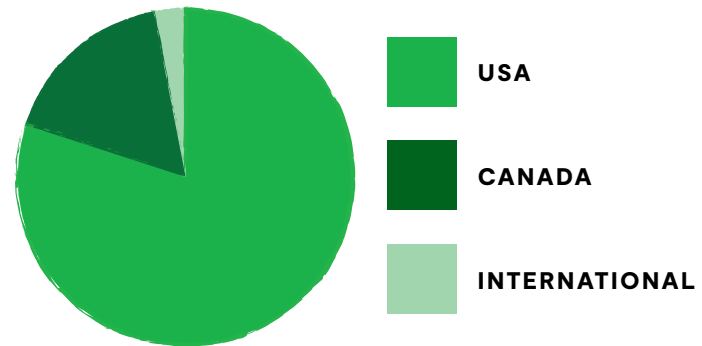


Our Reach in 2023

In 2023 you could find Open Farm products in over **7,500** retail stores across North America!

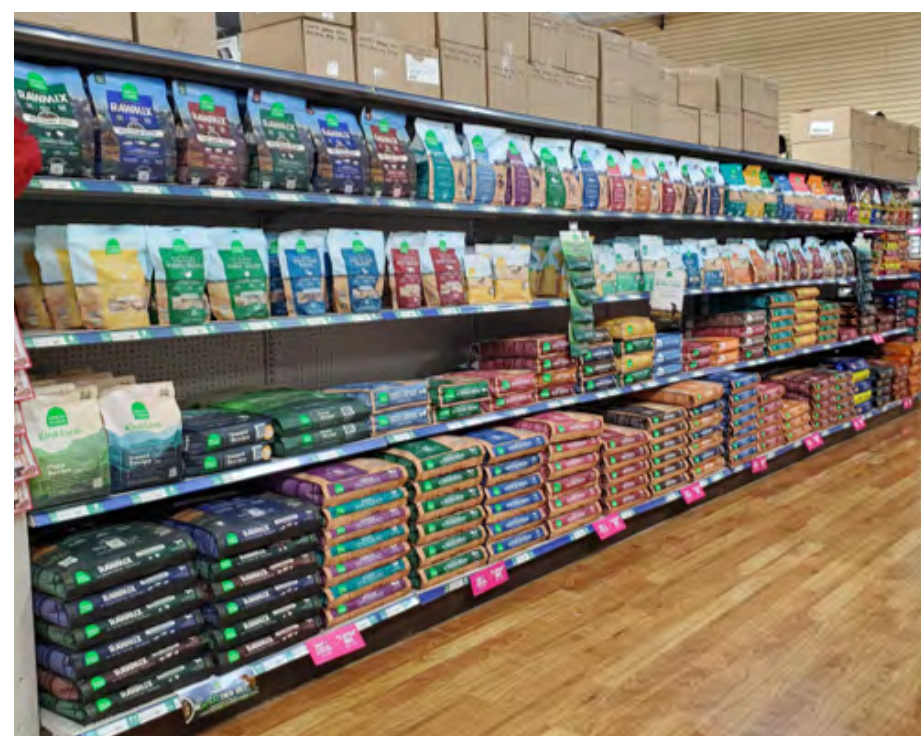
Who was buying Open Farm?

Our sales were split across the USA (80%), Canada (17%) and international (3%).



We love seeing our retailers as obsessed as we are

As we grow across North America, we are so grateful for the retailers who carry Open Farm on their shelves.

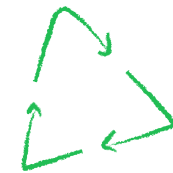


Open Farm by the Numbers in 2023



241
PRODUCTS
across 7 categories

75,678 LBS
of packaging
transitioned into more
recyclable packaging



11,000 LBS
of food waste
upcycled into
ingredients for our
Be Good Bites



NEW UPCYCLED INGREDIENTS:
Apple Pomace, Rice Bran



4.7 AVERAGE PRODUCT RATING
On 13,883 product reviews

27,217 LBS
of kibble
donated to
charities
in need



*3M+ bags of
kibble sold*

42,993
Pet parents served
by our customer
experience team

100%

100% of Scope 1 GHG emissions
covered by carbon offsets

100%

100% of Scope 2 GHG emissions
covered by renewable energy credits



*100% sustainably
sourced seafood*



100%
of meat certified to a
3rd party animal welfare standard



236,291 Followers on social media
Click to see our pages!

146,435

66,971

22,891

Open Farm's 2023 Innovation

In 2023, Open Farm launched 31 new recipe innovations, including kibble, gently cooked, freeze-dried, and treat products.

We're on a mission to show that the best nutrition comes from ingredients that are grown and raised the right way. We go to the ends of the earth to source ingredients from farmers and ranchers leading the way with their humane and sustainable practices to craft recipes that help pets thrive.



We launched a new product certification:



The Upcycled Certified Program is a third-party certification program for upcycled food ingredients and products. The Upcycled logo helps customers and pet parents identify products that feature upcycled ingredients, providing the opportunity to prevent food waste with every purchase.

In 2023, Open Farm launched our Be Good Bites line of treats, which includes upcycled rice bran and upcycled apple pomace, both certified by the Upcycled Food Association. Using these upcycled ingredients prevented 11,023 lbs of food waste.



Be Good Bites

Jerky Strips

Dehydrated Cod Fish

TREATS:

In 2023, we expanded our treat line up with even more treats that feature meat as the #1 ingredient across 3 different types of bites:

Jerky Strips - These soft and chewy treats are made with clean ingredients such as humanely-raised and wild-caught proteins.

Be Good Bites - This new line of treats is a bite-sized, low-calorie training treat that includes humanely-raised and wild-caught proteins and is made with 30% certified upcycled apple pomace and rice bran. These treats also include non-GMO fruits and grains.

Dehydrated Cod Fish - Adding to our existing dehydrated treats, we introduced a single-ingredient treat made with 100% sustainably sourced, wild-caught cod.



Gently Cooked with Grains



Gently Cooked Seasonal Recipe

GENTLY COOKED:

Adding grains with our brown rice recipes! This fresh & slow-cooked recipe is a terrific source of quality nutrition, thanks to a nutrient-rich mix of animal welfare certified chicken raised without antibiotics, non-GMO veggies, superfoods, and wholesome grains.

Our First Seasonal Recipe: Gobble Till You Wobble Gently Cooked

We also launched our first holiday-themed Gently Cooked recipe, packed with a mix of nutrient rich, animal welfare certified turkey and chicken, raised without antibiotics, and non-GMO pumpkin, sweet potatoes, and cranberries.



RawMix

RAWMIX:

Our new RawMix recipes are a combination of everything dogs love, all in one bag. They include high-protein kibble, freeze-dried raw and bone broth to deliver optimal taste and nutrition.

1. Start with Kibble



- High protein recipes using a blend of animal proteins
- Humanely raised and sustainably sourced
- Non-GMO fruits and vegetables
- 100% traceable ingredients

2. Coat in Freeze-Dried Raw + Bone Broth



- Made from humanely raised meat, organ and bones
- Rich source of collagen

3. Add Freeze-Dried Raw CHUNKS



- Irresistible taste
- Minimally processed
- Rich in protein and nutrient dense
- Humanely sourced organ meat

The Open Farm Promise

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.

We don’t want to meet the highest standards in pet food, *we want to create them.*

Last year, we embarked on our biggest journey yet under the Open Farm Promise: **advancing the transition to regenerative agriculture**. A dedicated approach to restoring and regenerating earth’s land is the clear next step in our journey to Do Some Good®.



By 2030, we’ve committed to advance regenerative agriculture practices across one million acres of farmland.

This goal does not stand alone – it enables us to drive progress across each component of the Open Farm Promise. It provides clean, high-quality ingredients; it includes the important role of animals integrated with the land; it restores our natural environment; and it brings pet parents closer to how their pets’ food is being grown.

Regenerative Agriculture: The Case for Change

- ✓ Degradation of the world’s soil and land
- ✓ Increased emissions from the production of food
- ✓ Changing climate and increased demands on our food system
- ✓ A decrease in core nutrients in the soil and our food
- ✓ A loss of biodiversity throughout the ecosystem
- ✓ Deforestation and conversion of natural habitat into farmland

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

- ✓ Utilize a comprehensive standard for farm animal welfare for 100% of our meat proteins
- ✓ Partner with the leading animal welfare certifications to verify compliance with our standards
- ✓ Partner with best in class farmers and ranchers at the cutting edge of animal welfare and regenerative agriculture practices

SUSTAINABILITY

- ✓ Support the advancement of regenerative land management throughout our supply chain
- ✓ 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 country of origin of 100% of our ingredients and carbon footprint for 100% of our products
- ✓ Raise the bar in transparency by utilizing 3rd party certification for additional verification

Animal Welfare

Open Farm believes that farmed animals in our supply chain should be treated with kindness, compassion, and respect at every stage of their life. We are proud to continue to work with farmers and ranchers who share our values and vision for animals and the planet.



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

Animal protein is an important part of a complete and balanced diet for pets. To maintain high animal welfare standards, we established a robust and comprehensive 3-tier farm animal welfare program.

TIER 1 – OPEN FARM’S 8 PRINCIPLES OF ANIMAL WELFARE

The 8 principles below apply to all farmed animals in our supply chain and were selected because they’re science-based and they measurably contribute to improved animal welfare outcomes.

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

-  Raised without antibiotics or added hormones
-  Provided a nutritious diet
-  Plenty of space to roam
-  No crates or cages
-  Environment to enable natural behaviours
-  No unnecessary physical alterations
-  Humane handling and processing
-  3rd party certified for animal welfare



Better Chicken Commitment Update:

As a leader in animal welfare, we have always believed that continual progress is critical. In 2022, Open Farm signed onto the Better Chicken Commitment (BCC). This effort unites producers, brands, and NGOs that are working together to improve animal welfare for chickens raised for meat.

We have made progress in the journey this year and also faced setbacks. Open Farm continues to meet the BCC requirements around space, bedding, lighting, enrichments and third-party auditing. We have made strides in sourcing more chicken processed through controlled atmospheric stunning (CAS) methods, but as we worked to bring slower growing birds into our supply, one of our key suppliers unfortunately went out of business, contributing to the decline in slower growing breeds sourced this year. We’re committed to exploring ways that we can utilize slower growing breeds in our products, and continuing to source more chicken processed through CAS in the year to come.

TIER 2 – OPEN FARM’S SPECIES-SPECIFIC ANIMAL WELFARE STANDARDS

As a mission-driven company, ethical sourcing is in our DNA. This requires thoughtful standards and processes around every aspect of a farmed animal’s life – from diet to space, to bedding, to transportation and to handling – and that’s just a few of the things on our list when selecting our certification partners. Animal welfare is all about the details. For this reason, each animal has their own standards based on their unique needs and wants.

TIER 3 – ROBUST COMPLIANCE

To add the utmost rigor to our animal welfare program, we have worked with leading third-party certification partners since the very beginning. 100% of our meat continues to be animal welfare certified to meet either Global Animal Partnership (G.A.P.) or Certified Humane standards.

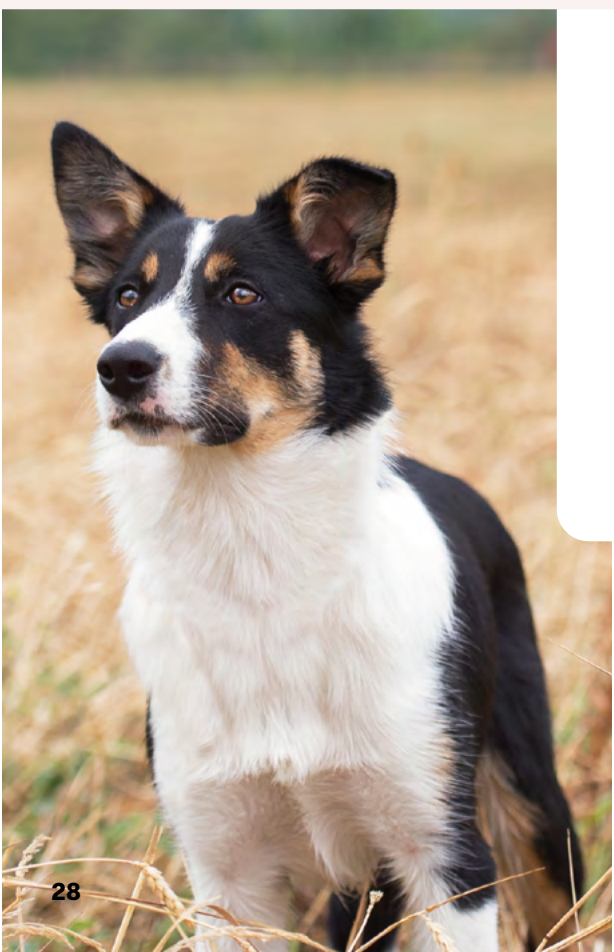
BCC ATTRIBUTE	2022	2023
Environmental enrichments to encourage natural behavior	100%	100%
Lighting program including 8 continuous hours of darkness for rest	100%	100%
6 lbs per sq ft inside chicken houses	100%	100%
Flooring substrate to enhance animal comfort and hygiene	100%	100%
Third-party auditing to demonstrate compliance	100%	100%
Utilizing a multi-step controlled-atmosphere processing system	70%	83%
Slower-growing breeds	25%	4%



Carbon



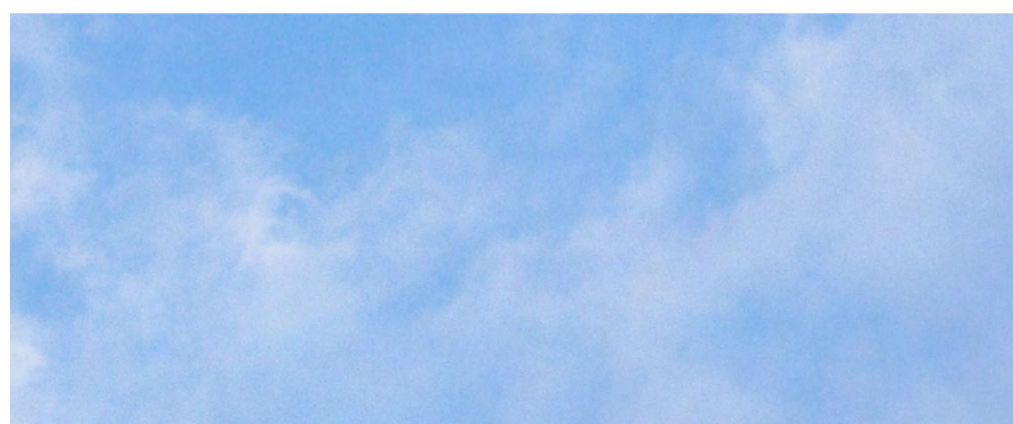
We are committed to reducing our Scope 1 and 2 emissions by 42% by 2030.



HOW WILL WE DO IT?

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.

- 1 Measuring emissions
- 2 Reducing emissions
- 3 Offsetting emissions

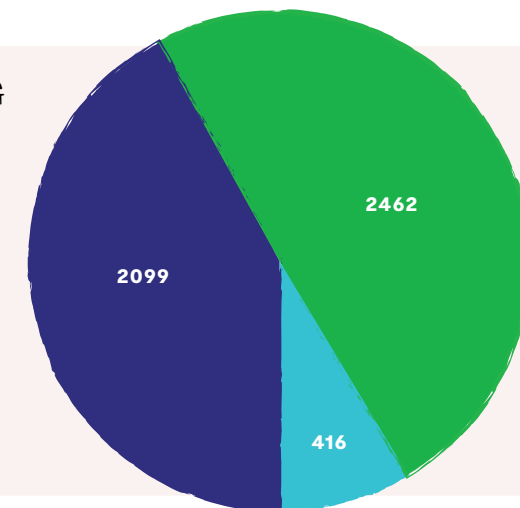


STEP 1: MEASURING EMISSIONS

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.

2023 GHG Emissions

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



STEP 2: REDUCE EMISSIONS

We categorize reduction levers into three areas:

- 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, 2022 and most recently in 2023 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 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.

Waste



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

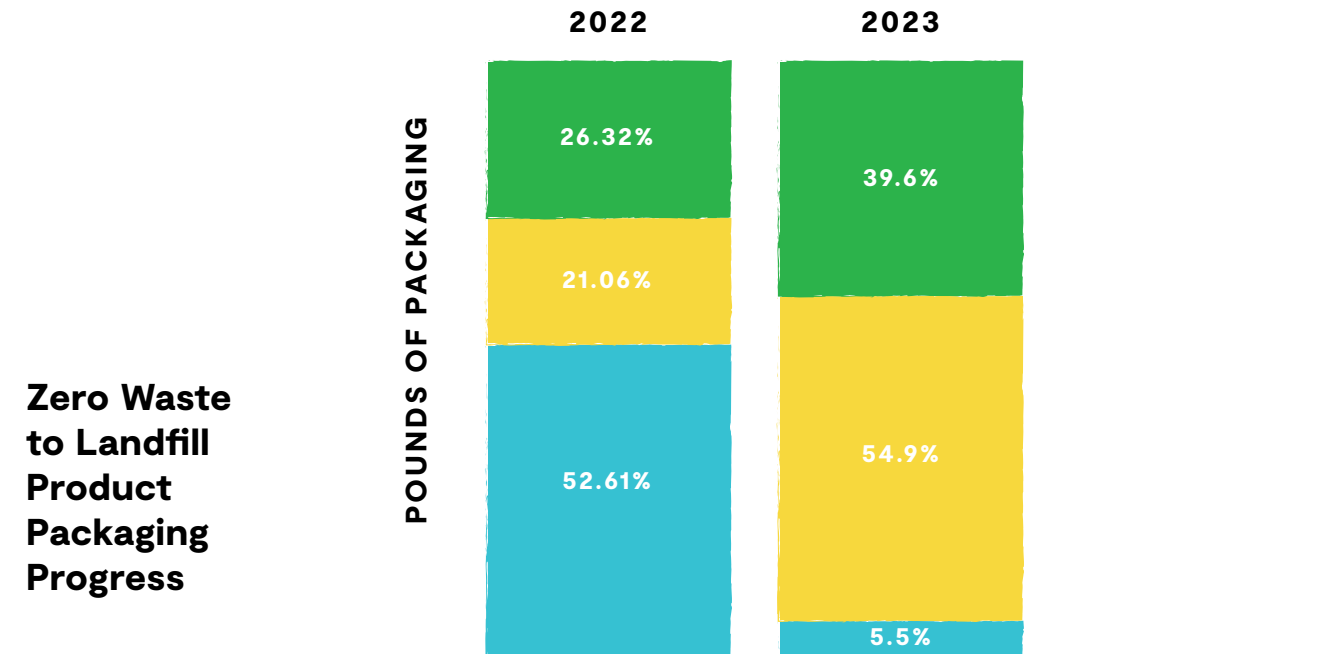


In 2023, our focus on product packaging led to the successful transition of two packaging types into more easily recyclable packages— our freeze-dried raw and treat product lines. Our recyclable packaging formats now include packages that are considered recyclable in curbside recycling programs in Canada and the US, and in-store drop-off programs in the US.

This was a major step in our journey to reach our goal of Zero Waste to Landfill by 2025.

Acknowledging that progress against packaging commitments requires a multi stakeholder solution, we remain committed to working towards our goal. In 2023, we began the work to transition our largest category, kibble packaging to a recyclable format. We identified a new substrate that meets our end-of-life requirements, while also protecting and preserving our product. We are excited to begin the rollout across the kibble category.

We will continue to launch new innovations in recyclable packaging... just like our new treats!



Legend:

Recyclable through curbside or in-store drop-off*

- 1. LARGE BONE BROTH
- 2. GENTLY COOKED BOX
- 3. SUPPLEMENTS
- 4. WET FOOD
- 5. KIND EARTH KIBBLE
- 6. FREEZE DRIED RAW TREATS

*Includes package types recyclable either through curbside recycling programs or Store-Drop Off programs. How2Recycle logos included on each product provide recycling instructions based on packaging type and country

Currently in transition to recyclable through curbside or in-store drop off

- 1. KIBBLE

Not yet in transition

- 1. SMALL BONE BROTH
- 2. GENTLY COOKED

Regenerative Agriculture

Regenerative agriculture sits at the intersection of our brand values and initiates the virtuous cycle between each of the components of our Open Farm Promise:

Better for the Land, Better for Animals, Better for Pets.

WHAT ARE THE PRINCIPLES

Regenerative agriculture is an approach to managing the land that seeks to preserve, restore and regenerate the health of the soil and the ecosystem around it. It is a holistic, nature-forward approach that seeks to protect and support the earth's natural cycles and work in harmony with nature.

There is no one-size-fits all approach to managing land in a way that drives regeneration. The specific practices that a farmer or rancher can apply to improve soil health vary significantly based on their context (e.g., geography, climate, current soil health, what they produce, etc.).

However, there are a few tried and true principles that drive regeneration across soil health, water, and biodiversity:



Minimizing soil disturbance: Tilling, or digging and plowing the soil in preparation for planting, fractures the life and structure of the soil. Farmers that adopt low- or no-till practices on their land can reduce soil erosion, improve water absorption in their soils, and protect the life in the soil.

Preserving living roots in the soil: Living roots play a critical role in maintaining the structure of soil and preventing erosion, enabling plants to tap into underground water reserves and bring them to the surface. They also serve as routes for plants to exchange key nutrients with the soil microbiome.

Maintaining soil cover: Soil is full of life. By keeping soil covered with organic matter, like cover crops— farmers protect soil from erosion and runoff, regulate the temperature of the soil throughout the year, and keep more moisture in the ground.

Integrating livestock: Animals play a critical role in a regenerative system that seeks to mimic nature. Animals stimulate plant growth and encourage those plants to develop stronger roots. Additionally, they naturally fertilize the soil through their urine and manure.

Reducing inputs: By working with nature to improve the health and fertility of the soil, farmers are able to reduce their use of inputs, like fertilizers, pesticides, herbicides, and even irrigation.



Why Regenerative Agriculture?



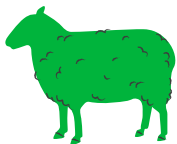
RESTORING LAND

From a foundation in soil health, regenerative agriculture helps replenish the natural ecosystem. Regenerative practices can combat climate change effects, reverse desertification, and improve water quality. Regenerative agriculture works with nature to restore degraded soil and contributes to a healthier ecosystem.



EMBRACING BIODIVERSITY

Regenerative agriculture creates an ecosystem where nature can thrive- from the microbes in the soil, to the insects, wildlife, and plant life above ground. A regenerative approach supports biodiversity through healthy habitats for pollinators, other insects, and wildlife.



THRIVING ANIMALS

Providing farm animals with space and a diversity of forage gives them the opportunity choose what they want to eat. By growing a more diverse and nutrient dense variety of plants in pastures, ranchers can optimize for both soil health and their animals' wellbeing.



MORE NUTRITION IN EVERY BITE

Improving soil health gives a stronger base to nourish crops and farm animals. By increasing organic matter in the soil and reducing the application of fertilizers and pesticides, farmers can grow higher quality, more nutrient dense foods that our pets love.



2023 Highlights

In September, we set our commitment to advance regenerative practices across 1 million acres of farmland.

We partnered with the University of Missouri to develop a regenerative scorecard.

We shared our ambition with our key meat suppliers and surveyed them to understand which regenerative practices they were currently implementing.

Since the announcement of our commitment, we supported the transition of over 120,000 acres to regenerative land management through a donation to The Savory Institute. This contribution was part of a broader Earth Day promotion to drive consumer awareness of regenerative agriculture and elevate the voices of growers.

Our Path to 1 Million Acres

ESTABLISH A FEEDBACK LOOP WITH SUPPLIERS

to align on shared ambitions in regenerative agriculture and develop a joint plan to support growers in continuous improvement.

PARTNER WITH SUPPLIERS THAT ARE ALREADY LEADERS

in regenerative agriculture. We seek out suppliers that are obsessed with driving positive impact for the environment, biodiversity, and their animals.

SUPPORT ORGANIZATIONS THAT ARE DRIVING PROGRESS

beyond our own supply chain.

DRIVE THE MARKET FOR REGENERATIVELY GROWN AND RAISED INGREDIENTS

through continued consumer education and partnerships across the industry

Sustainable Seafood

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...

- ✓ 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

We are proud to source 100% sustainable seafood!



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.



The Open Farm Seafood Standard:

Open Farm has sourced sustainable seafood for 100% of our products since we launched as a company in 2014. Our seafood recipes use Ocean Wise recommended seafood ingredients such as wild-caught salmon from Alaska or wild whitefish from Nova Scotia, Canada.

Launching our first MSC and ASC certified products!

WHAT'S NEW?

With the launch of our new fish toppers this past year, we sourced our first wild-caught seafood ingredients certified by Marine Stewardship Council (MSC), featuring MSC certified Pacific Cod. Also included in this exciting line of products was Open Farm's first use of farmed species, including Atlantic Salmon and Arctic Char, both certified by the Aquaculture Stewardship Council (ASC). The ASC focuses on minimizing the negative impacts of fish farming on the environment.

WHY?

We take our sustainable seafood commitment seriously. We believe that responsible sourcing of both farmed and wild-caught species can support healthy seafood populations in our oceans. Like all the seafood we've procured since 2014, we wanted to partner with a leader in sustainable seafood to support positive environmental outcomes, which is why we chose to source ASC certified Atlantic Salmon and Arctic Char for our new topper products. Above and beyond ASC certification, we also required specific animal welfare standards to be met.

HOW?

The farmed fish that we source are from land-based recirculating aquaculture systems, are raised without the use of antibiotics and added hormones, consume a nutritious diet, have plenty of space to swim in high quality water, and are managed to reduce disease and mortality.

MOVING FORWARD:

We will continue to explore the role that land-based farmed fish can play in alleviating pressure on wild populations while achieving high animal welfare and sustainability outcomes. For our existing products that contain seafood like our Wild-Caught Salmon kibble recipes, or our Wild Ocean RawMix recipes, we will continue to source wild-caught fish.



How the Open Farm Team Grazes Lightly

Our commitment to making a positive impact.



VOLUNTEERING AT OUR LOCAL FOOD BANK:

This year we supported the Fort York Food Bank by volunteering quarterly as a team, being a sponsor of and participating in their annual Coldest Night of the Year fundraiser. Located down the street from our office, we feel grateful for the opportunity to Do Some Good® in our community.



EARTH DAY CLEANUP:

The Open Farm team took action for Earth Month by cleaning up Trinity Bellwood's Park in Toronto. Our commitment to sustainability goes beyond producing nutritious food for pets, it also involves taking care of the environment we all share.



EVERYBODY EATS CAMPAIGN:

Thanks to our community's support, we've made a difference together. We ran a week-long campaign in December during which we donated a meal to a pet in need for every purchase. Through this campaign, our pet parents helped us to donate over 10,000 meals to PAWS Chicago.



RESPONDING TO THE BRITISH COLUMBIA FOREST FIRES:

In August, thousands of British Columbia residents were forced to flee their homes due to wildfires. The British Columbia Society for the Prevention of Cruelty to Animals (BC SPCA) rescued pets that were left behind. Open Farm donated 8000lbs of kibble and 2500 of our large bone broths to help feed the animals brought into their care.

In Office:



STAY WARM WEDNESDAY

In November, we turned down the office thermostat in support of our carbon commitment that aligns with the Paris Agreement to keep rising global temperatures under 1.5 degrees.

Open Farm employees wore warm sweaters and donated warm clothing to GLOW by New Circles, a local charity.

Together we lowered our energy consumption and helped to keep others warm during the Canadian winter!

RELOVE YOUR SWAG

Open Farm loves repping our swag whenever possible, but what do we do when we've loved our swag and think someone else could find great use out of it? We ReLove it!

Our Graze Lightly team held an event where employees brought their loved swag and others got an opportunity to shop and find new pieces.

We loved this initiative so much that now we have a permanent ReLove table at our office where our swag gets a new life. Call us thrifty!

OFFICE WASTE AUDIT

Our Graze Lightly Team completed an internal waste audit for our office. We completed this audit to assess whether our team was recycling our waste correctly.

In this waste audit we were able to identify:

- 2.2 LBS of Recycling
- 3.1 LBS of Waste
- 1.5 LBS of Organic Food Waste

This led to the purchase of an in-office composter which ultimately diverts food waste from landfill and turned it into compost! Later in the year we used that soil to pot plants.



DONATIONS:

We donated over 27,000 lbs of kibble in 2023!



Transparency

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.



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:

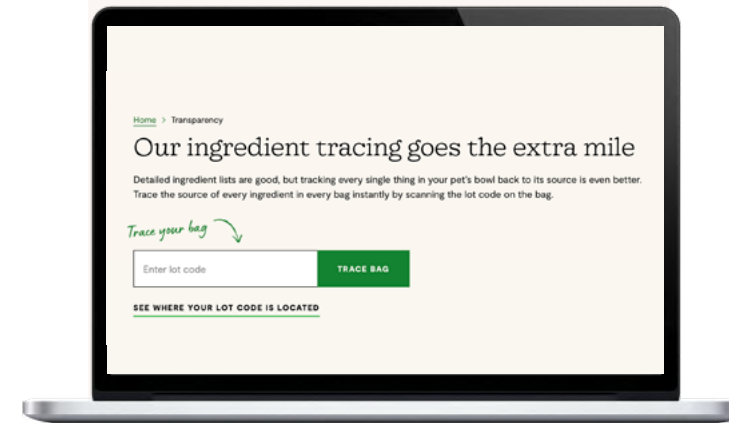
- ✓ The geographic origin of all ingredients
- ✓ Safety test results
- ✓ Third-party ingredient certification information
- ✓ Carbon emissions



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 identifying the state or province in North America or the international country from which the ingredient originated.

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.

Open Farm on Pack QR Code



CLICK TO CHECK OUT THE QR CODE!


Not only do we want you to know what's inside the bag, where the ingredients come from, and what the carbon footprint of your food is, we want it accessible to you in-store and at home.

Our on-pack QR code gives you all of this information at your fingertips.

With a quick scan from your phone, you can find these seven things...

1. Full ingredient list with descriptions and country of origin
2. Open Farm's animal welfare commitment
3. Main protein sourcing details
4. Product level carbon footprint and breakdown of emissions
5. Information about our carbon reduction commitment
6. Packaging recycling instructions
7. Additional nutritional information


1 Trace every ingredient




Wild-Caught Pacific Salmon
Origin: United States, Alaska

[SEE FULL INGREDIENTS](#)

2



We believe all animals in our supply chain should be treated with kindness, compassion and respect at every life stage.



3 **Salmon**

Environment & Care



- Naturally raised in the wild
- Consumed natural diet
- Naturally free from antibiotics and artificial feed

Processing

- Wild-caught via methods to reduce bycatch and protect marine habitats
- Ocean Wise standards

4 **Carbon Footprint**

Wild-Caught Salmon Grain-Free Dry Dog Food

1.12 kg CO2e per lb *
* Equivalent to less than a 4.5 km drive to the pet store.

As part of Open Farm's mission to increase transparency with our customers, a screening-level Life Cycle Assessment by an independent third party was completed for each of our products to calculate the amount of carbon emissions produced by each product (in kg CO2 per lb).

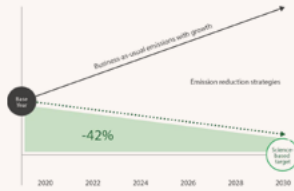
5 a **42%** reduction in greenhouse gas emissions by **2030**.

Here's how we're working to reduce that impact...

Measurement
Assessing the indirect and direct emissions throughout our entire supply chain.


Reduction
Implementing aggressive reduction initiatives, including regenerative farming, EV transportation, and renewable energy.

Offsets
Working with meaningful, high-impact programs that provide certified carbon offsets including Georgia Avoided Forest Conversion, USA and Blandin Native Hardwoods Conservation, USA.



6 **Understanding this bag's waste**


99% of pet food industry packaging is not recyclable, but this bag is made of recyclable material and can be disposed of through TerraCycle in your area.



1. Join at [TerraCycle.com](#)
2. Search the Open Farm waste stream to get started

7 **Everything they need and nothing they don't**

This recipe includes meaningful amounts of beneficial ingredients and absolutely no filler, preservatives or added flavor. Just crafted to perfection and formulated to help your pet thrive.



- ✓ High in protein and Wild Pacific Salmon
- ✓ Source of prebiotic fibers to support healthy digestion
- ✓ Sustainably sourced wild salmon approved by Ocean Wise®

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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.



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.

We calculate the carbon emissions for all of our products

- 1 In 2022, we worked with an independent third party to conduct a screening-level life cycle assessment of our products.
- 2 We analyze each stage of the product lifecycle, from ingredients to processing to transportation to packaging, and estimate the associated greenhouse gas (GHG) emissions.
- 3 We manage a product-level list of detailed carbon emissions for every item we produce, and we use this data to update 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.

Nutrition

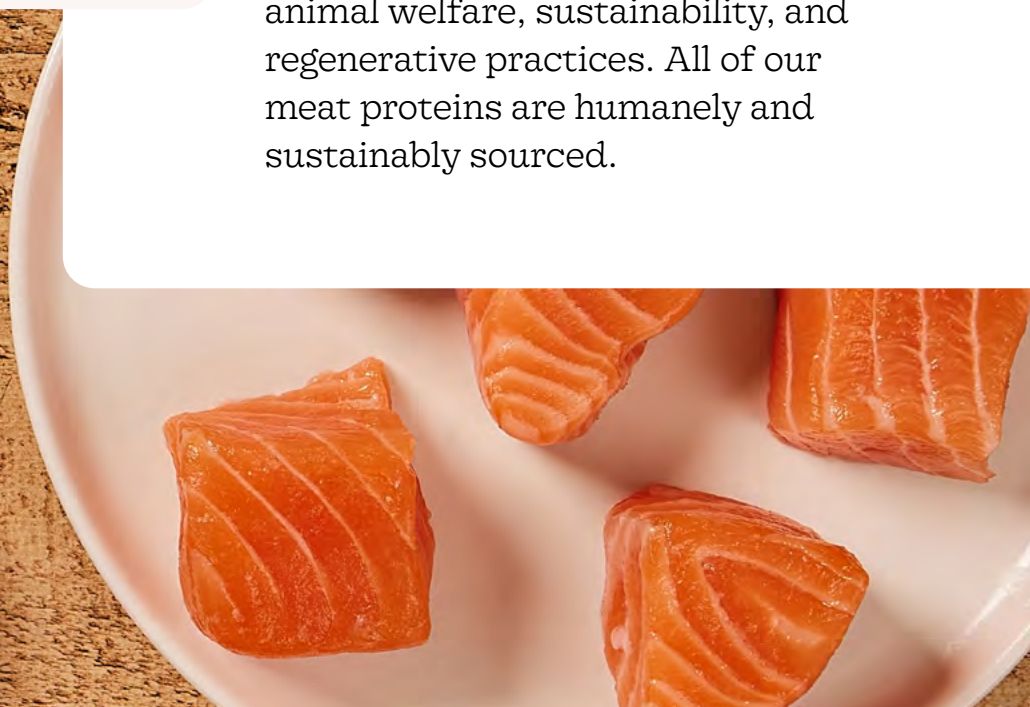
Our commitment to driving impact and our passion for Doing Some Good for our planet does not come at the expense of delivering great nutrition for pets. In fact, we believe our obsession with doing things the right way for animals and our planet allows us to deliver unmatched nutrition.



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:

Animal welfare certified meats, raised without antibiotics or added hormones



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



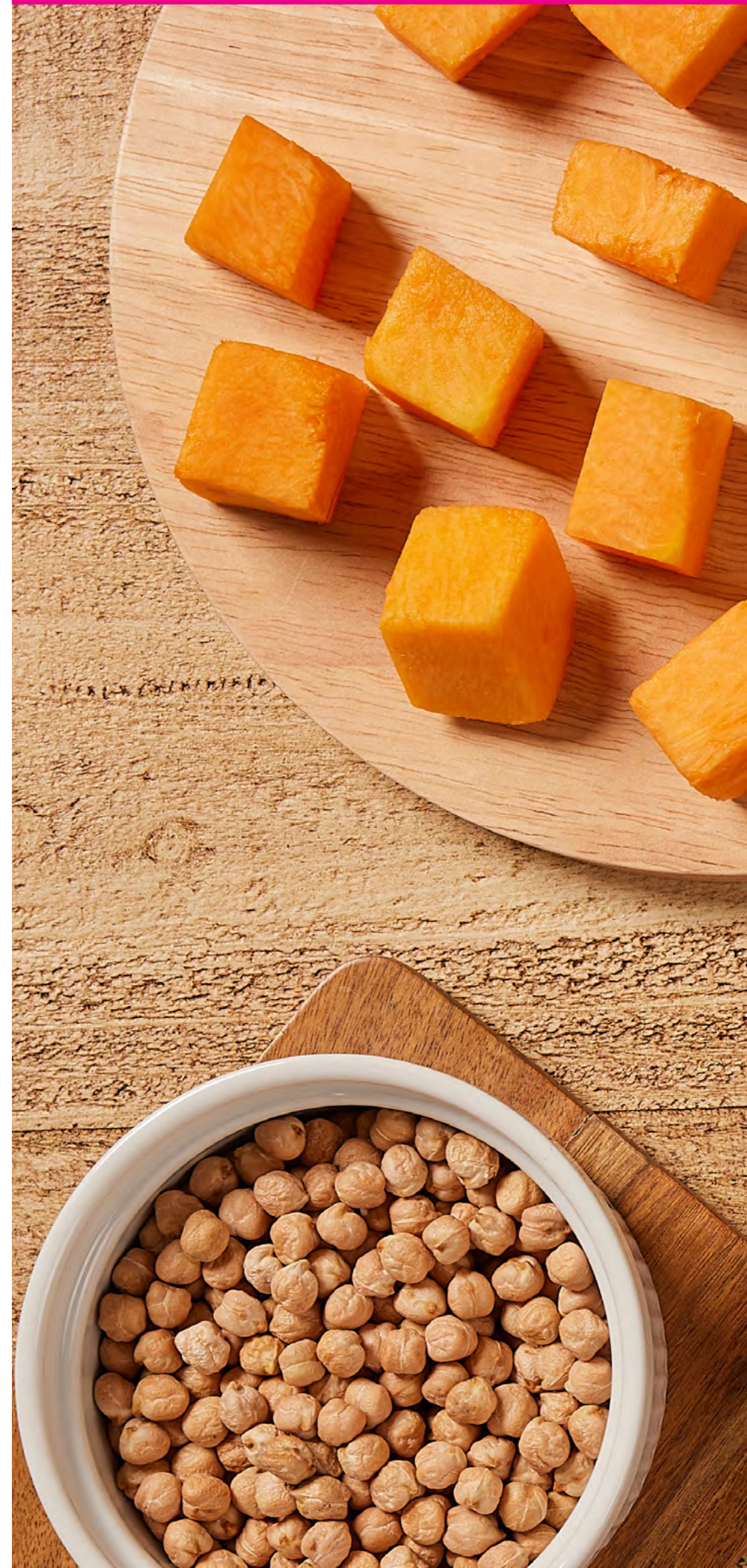
CLEAN RECIPES:

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.



**NO-
GRAIN, CORN,
WHEAT, OR SOY**



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

*We're proud of how
far we've come over
the past 10 years.*

This journey has been made possible by our amazing pet parents, and we continue to be touched by the depth of their love for their pets. We are so grateful to our pet parents for trusting us with their pets' nutrition, a responsibility that we strive to earn anew every single day. We're more committed than ever to Do Some Good® for pets, animals and the planet!

