

For Immediate Release



## Top 20 Accredited Companies Announced by Pet Sustainability Coalition

August 1, 2020, Boulder, CO – Various studies show that since the Covid-19 pandemic began, consumer demand for sustainability has increased even further. With a 5 percent sales bump for companies that market their sustainability efforts (Nielsen), many pet companies tout sustainability as a cornerstone of their values and operations. But few ground their promises with action. The Positive Impact Accreditation Program cuts through the greenwashing by requiring a third-party assessment and verification and annual improvement.

The Positive Impact Program is proud to announce the Top 20 Accredited Companies leading the way in sustainability in the pet industry. Three of the six Best-in-Category companies have achieved their status two years in a row, while for 12 of the Top 20, this is their first year in the coveted Top 20.

The Top 20 are:

- **Healthy Pet:** Best-in-Category, Non-Food Consumables
- **InClover Research:** Best-in-Category, Supplements
- **Josera:** Best-in-Category, Pet Food
- **MFiber:** Best-in-Category, Ingredient Supplier
- **Morris Packaging:** Best-in-Category, Packaging Supplier
- **West Paw:** Best-in-Category, Pet Supplies
- Alltech
- Annamaet Petfoods
- Bark Potty
- Chews Happiness
- Duynie Ingredients
- Earth Animal
- Fibercore
- KINN Inc.
- Moderna
- Nature's Logic
- Only Natural Pet
- Peel Plastics
- PolkaDog Bakery
- Portland Pet Food Company

"Healthy Pet is honored to be Best-In-Category for the second year in a row, alongside other notable pet companies who are making commendable strides in sustainability practices," said Leslie Ellis, Consumer Communications & Promotions Manager of Healthy Pet. "We will continue to strive to reach even higher goals to ensure a cleaner, healthier future for pets, people and the planet."

By achieving Top 20 status, companies gain access to increased marketing and communications benefits, including a Meet the Buyer Series. The series will serve as a platform for a two-way conversation where retailers can efficiently find thoroughly vetted, high-performing sustainable brands that have differentiating impact stories while also sharing their unique retailer perspective, priorities, and product selection process. Other opportunities exclusive to the Top 20 companies include crafted case studies and ongoing features on social media and trade publications.

While the window to join the Top 20 has passed, companies can join other sustainably-led companies such as Petcurean, It Takes a Village Pet Care, and Stella and Chewy's and become accredited. Accreditation allows companies to baseline their sustainability initiatives and showcase their positive social and environmental impact.

"Accreditation is an opportunity for Stella & Chewy's to encourage year over year improvement, celebrate our journey within sustainability packaging, and contribute to industry-wide green initiatives. Doing what's right by the planet and our furry family members is of the utmost importance to who we are as a brand," explained Mark Sapir, Stella & Chewy's Chief Marketing Officer.

Accreditation benefits include:

- Exclusive Recognition at Virtual Trade Shows
- Order Any Time Collateral
- #ImpactInAction Social Media Features
- Virtual Lunch & Learns

To learn more about accreditation and earn a spot in the Positive Impact Program, visit: <https://petsustainability.org/positive-impact-program/>.

### **About the Pet Sustainability Coalition**

The Pet Sustainability Coalition advances business through profitable environmental and social business practices. Founded in 2013 by eight companies who recognized a need for a collaborative platform for the industry to address increasing expectations for sustainable products, PSC now supports 140+ pet companies on their sustainability journey and is home to one of the most vibrant communities of leaders in the pet industry. Learn more at [www.petsustainability.org](http://www.petsustainability.org)

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