



Animal Welfare Framework

February 16, 2022

Since 1979, Earth Animal has been pioneering a more holistic, humane, and sustainable way of enhancing and preserving quality of life for animals, people, and the Earth. We call this Another Way®. Our wholesome plant- and animal-sourced, veterinarian-formulated dog foods, pet treats, pet remedies, and supplements are made to improve the health and day-to-day quality of life for all animals.

2. Our Commitment to Animals

We recognize that we have a fundamental responsibility for the welfare of both the animals we currently use for our pet foods or other products and those we keep as companions at all stages of their lives.

To ensure that our actions are meaningful, we looked to animal welfare science to help us understand how our current practices align with our ethics and how we can strive to do better.

We are committed to the fundamental aims of the **Five Freedoms** for animals, with its focus on preventing unnecessary suffering while maintaining physical health and enabling behavioral freedom.

A good life as described by
Dr. David Mellor:

“The balance of salient positive and negative experiences is strongly positive. Achieved by full compliance with best practice advice well above the minimum requirements of codes of practice or welfare.”



The Five Freedoms and their associated provisions:

1. Freedom from hunger and thirst by providing ready access to fresh water and diet to maintain health and vigor.
2. Freedom from discomfort by providing an appropriate environment, including shelter and a comfortable resting area.
3. Freedom from pain, injury or disease by prevention and rapid diagnosis and treatment.
4. Freedom to express normal behavior by providing sufficient space, proper facilities, and company of the animal's own kind.
5. Freedom from fear and distress by ensuring conditions and treatment that avoids mental suffering.

We also recognize that preventing pain, suffering, or other negative experiences is simply not enough. To address this, in 2020 we embraced 'The Five Domains Model.'

The Five Domains Model provides a systematic and structured way to describe the welfare of an animal based on its physical and psychological states.

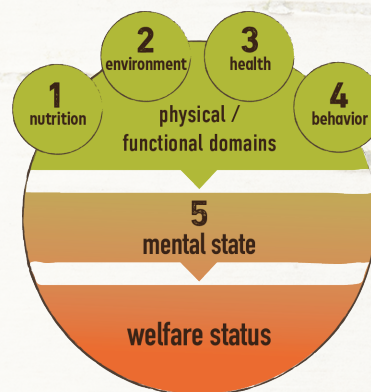
The model illustrates how compromises or enhancements in each of four physical domains (nutrition, environment, health, and behavior) can impact the fifth domain, an animal's mental state.

The model also describes how each of the domains overlaps and how their combined effects on an animal's mental or 'affective' state can be used to describe the animal's overall welfare status.

For Earth Animal, the emotional wellbeing of an animal is a key indicator of their welfare. We know that an animal will

experience a mix of negative and positive emotional experiences during its life.

When the balance is strongly positive, and the animal has been cared for according to best practice, we would say that animal has had a 'good life.'¹



The Five Domains Model

We believe all animals deserve a good life and that a good life requires:

1. **Good Nutrition** – by providing animals with the right quantity and quality of fresh water and nutritious food to meet their physiological needs.
2. **Good Environment** – by providing a suitable and comfortable environment designed to meet their physical and behavioral needs, including shelter and a comfortable resting area, and by ensuring conditions that avoid stress and other negative emotional experiences.
3. **Good Health** – by ensuring prevention and rapid diagnosis and treatment of pain, injury, or disease and by avoiding unnecessary treatments that can cause stress and other negative emotional experiences.
4. **Good Behavior** – by providing sufficient space, proper facilities, company of the animal's own kind, and opportunities for decision-making (or 'agency').
5. **Good Mental State** – by eliminating, reducing, or mitigating the severity, duration, or frequency of negative emotional experiences and providing enhancement through positive emotional experiences.²

¹A good life as described by Dr. David Mellor - "The balance of salient positive and negative experiences is strongly positive. Achieved by full compliance with best practice advice well above the minimum requirements of codes of practice or welfare."

²For example, the pleasure of eating through novelty, palatability and taste, positive experience of meeting the animal's need for variety, predictability and comfort, promoting feelings of good health, high functional capacity and the vitality of fitness and through play, free movement, bonding and a varied, novel and engaging environment.

3. Our approach

At Earth Animal, our mission to change things for the better is at the core of all that we do. Sometimes it feels like moving mountains, but it's worth it when we see the results.

For the animals that we care for as our companions, we will continue to produce wholesome pet products made to improve their health and day-to-day quality of life. We will engage our employees, our customers and consumers, and industry peers and partners on our journey to ensure that our companion animals have good lives.

For the animals born, raised, and slaughtered for our pet foods and other pet products, we will start by listening. We know that our farmers care about the welfare of animals and we have much to learn from them. Providing a good life requires good care, and we will not be successful without the support and wisdom of our partners.

In January 2022, we started working with farmers and other stakeholders to **draft objectives and targets** that describe how and when our commitments (see section 2) will be implemented for each species in our supply chain. These objectives and targets will be species-specific and time-bound. We first require a deeper understanding of current supplier practices, stakeholder expectations, and other best practices than we have today

We also promise to use **a minimum of 5% of our company profits** annually to invest heavily in research and development in the areas of plant-based and cellular agriculture to reduce and eventually eliminate our dependency on animal-based industrial agriculture for our products.

We will also formalize and share our process for implementing this in our own company³ and with our supply chain partners.⁴ We will provide annual updates on how we are performing against our objectives and targets.

This document outlines our commitments to change things for the better and enhance and preserve quality of life for animals, people and the Earth. Implementation of this framework is the responsibility of our senior leadership team consisting of our founders, Dr. Bob, Susan and Merritt Goldstein, Stewart Shanley (CEO), Chris Moore (CCO), Stephie Volo (CMO), Rafi Kahn (COO), and Jonathan Miller (CFO).

We are committed to updating this document as we learn more and to being open, honest, and transparent. We commit to publicly sharing the progress on our journey, including both our challenges and our successes.

³Including assigning day-to-day responsibility for implementing this framework and information about employee training.

⁴Including supporting our supply partners with training and other support as needed, formalizing commitments in supplier contractual obligations, and processes for measuring supplier progress (including third-party monitoring) and addressing non-compliance with this framework and its objectives.