



YOUR 2024 IMPACT REPORT



WELCOME

to your 2024 Impact Report. This past year was one of meaningful progress for, and investment in the Earth, animals, and the people and communities we hold close. As a Certified B Corporation™, we continued to deepen our commitment to responsible business practices, guided by the same values – Sustainability, Integrity, Performance and Progress, that shaped our journey from the beginning.

Sustainability remains not just one of our core values, but a daily practice and in 2024 alone, through our 1% Promise, we invested \$497,493 in supporting mission-driven organizations, the well-being of animals, and initiatives that help build long-term resilience.

This year, we're more focused than ever on two big promises: helping communities thrive and choosing regenerative, responsible practices for every ingredient and every package.

By staying transparent, accountable, and collaborative, we can keep making meaningful progress as a force for good.

Thank you for choosing Earth Animal and taking the time to read.

We welcome your feedback and conversation at impact@earthanimal.com.



OUR MISSION

is to enhance and preserve quality of life for animals, people, and the Earth.

OUR CORE VALUES

SUSTAINABILITY

Recognizing that as a consumer products company, we have a responsibility to use the Earth's resources responsibly.

INTEGRITY

We demonstrate candor with kindness and keep our commitments.

PERFORMANCE

We are defined by our actions and the difference we make.

PROGRESS

It's not about what we are, it's about what we can become.



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1% PROMISE

This is our promise to have a big, bold impact on the world around us! We do this by committing 1% of our annual net sales to help build a healthier and more sustainable future, fund initiatives that fuel positive impact, and support mission-driven organizations that need it most.

That means that every time you buy from us, you help fund real change and are part of a community that genuinely cares and turns that care into action.



Through our 1% Promise and your help, in 2024 we were able to invest **\$497,493!**

And we are excited to show you how in the report ahead.



Pictured here are 3 of our recipients in 2024. Read on to learn about our other partners and investments throughout this report.



UNITED IN IMPACT

An Overview of Our 2024 Progress



We achieved a **22% reduction** in our overall plastic packaging footprint since 2023.



1728 employee volunteer hours

were spent during the workday uplifting and in service of our communities, an 18% increase over 2023!

\$209,711 worth of product donations

were provided to aid emergency efforts in partnership with animal shelters, rescues, and care centers.



100% of our Tier 1 & 2 suppliers

have signed our Partner Code of Conduct + Sustainable Sourcing Guidelines.

7.5% ↑

Increase in B Corp score

since our last certification in 2022.



98% achieved

towards our goal of using 100% recyclable*, refillable, or compostable packaging by the end of 2025.

* For [Store Drop-Off Program](#)

100% of you contributed to this impact through your purchase of Earth Animal products! **Thank you.**





YOUR IMPACT

OUR PURPOSE



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"We believe that even though we're a small company, each and every one of us has the power to make a major impact on the world, especially when we work together."

- Susan Goldstein
Co-Founder



LEADING THE PACK FOR GOOD

Our name says it all. Earth Animal exists to make life better for every animal and to care for the planet we all share.

Becoming a Certified B Corporation™ felt like a natural extension of who we are. It gives us a clear framework to measure what matters—how we care for animals, support our people and communities, and reduce our environmental impact. It keeps us accountable and helps guide our progress as we work to do business in a way that's good for all.

We're thrilled to have re-certified in June 2025 with a score of 86.3. This achievement is thanks to the dedication of our amazing team and the partners who help bring our values to life every day.



- 86.3 - June 2025 B Impact score
- 80.6 - October 2022 B Impact score
- 50.9 - Median Ordinary Business score

Recertification Date: June 27, 2028



Digging Into Our B Corp Score

GOVERNANCE 7.4/10

Governance looks at how we embed our mission into our business operations. It evaluates transparency, ethics, and how we consider the interests of all stakeholders in decision-making.

Mission & Engagement.....	3.8/4
Ethics & Transparency.....	3.6/6

- We are a **Public Benefit Corporation**, a legal structure that holds us accountable for considering the impact of our decisions on all stakeholders—customers, workers, suppliers, communities, investors, and the environment.



WORKERS 20.1/40

We foster a workplace where people feel valued, supported, and empowered to grow.

Financial Security.....	2.2/17
Health, Wellness & Safety.....	7.8/10
Career Development.....	3.6/5
Engagement & Satisfaction.....	6.4/8

ENVIRONMENT 23.5/45

Our commitment to responsible practices and product innovation helps reduce our environmental footprint and support biodiversity.

Environmental Management.....	7.4/10
Air & Climate.....	8.1/15
Water.....	1.3/7
Land & Life.....	6.5/12

COMMUNITY 21/40

Through promoting diversity, ethical sourcing, charitable giving, and civic engagement, we can invest in the communities we are part of.

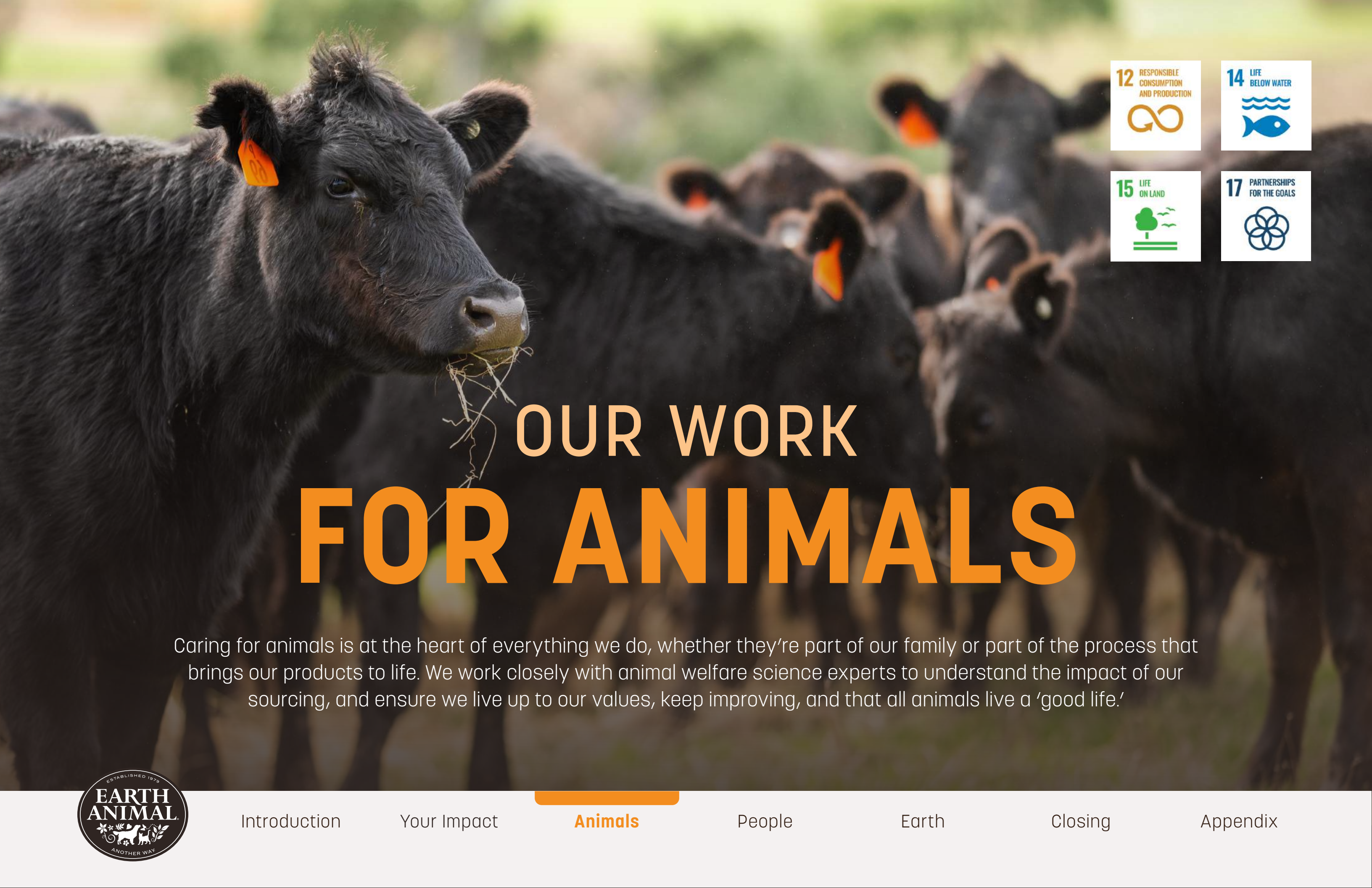
Diversity, Equity, Inclusion.....	4.2/10
Civic Engagement & Giving.....	6.6/8
Economic Impact.....	1.7/10
Supply Chain Management.....	6.5/12

CUSTOMERS 4/5

We are committed to ethical business practices and meaningful relationships with our customers, backed by transparency and high product quality.

Customer Stewardship.....	4/5
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OUR WORK FOR ANIMALS

Caring for animals is at the heart of everything we do, whether they're part of our family or part of the process that brings our products to life. We work closely with animal welfare science experts to understand the impact of our sourcing, and ensure we live up to our values, keep improving, and that all animals live a 'good life.'



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RAISING THE STANDARD OF CARE

Animal-welfare science shows that true well-being goes beyond nutrition, environment, health, and behavior—it must also include an animal’s mental state. We look for care that supports more positive than negative experiences throughout an animal’s life.

When that balance is achieved, we consider the animal to have lived a “good life,” and that principle guides how we source every animal-based ingredient.



The Five Domains Framework is modeled after the universally recognized Five Freedoms of Animal Welfare.

[LEARN MORE HERE](#)



FOWL PLAY? NOT HERE.

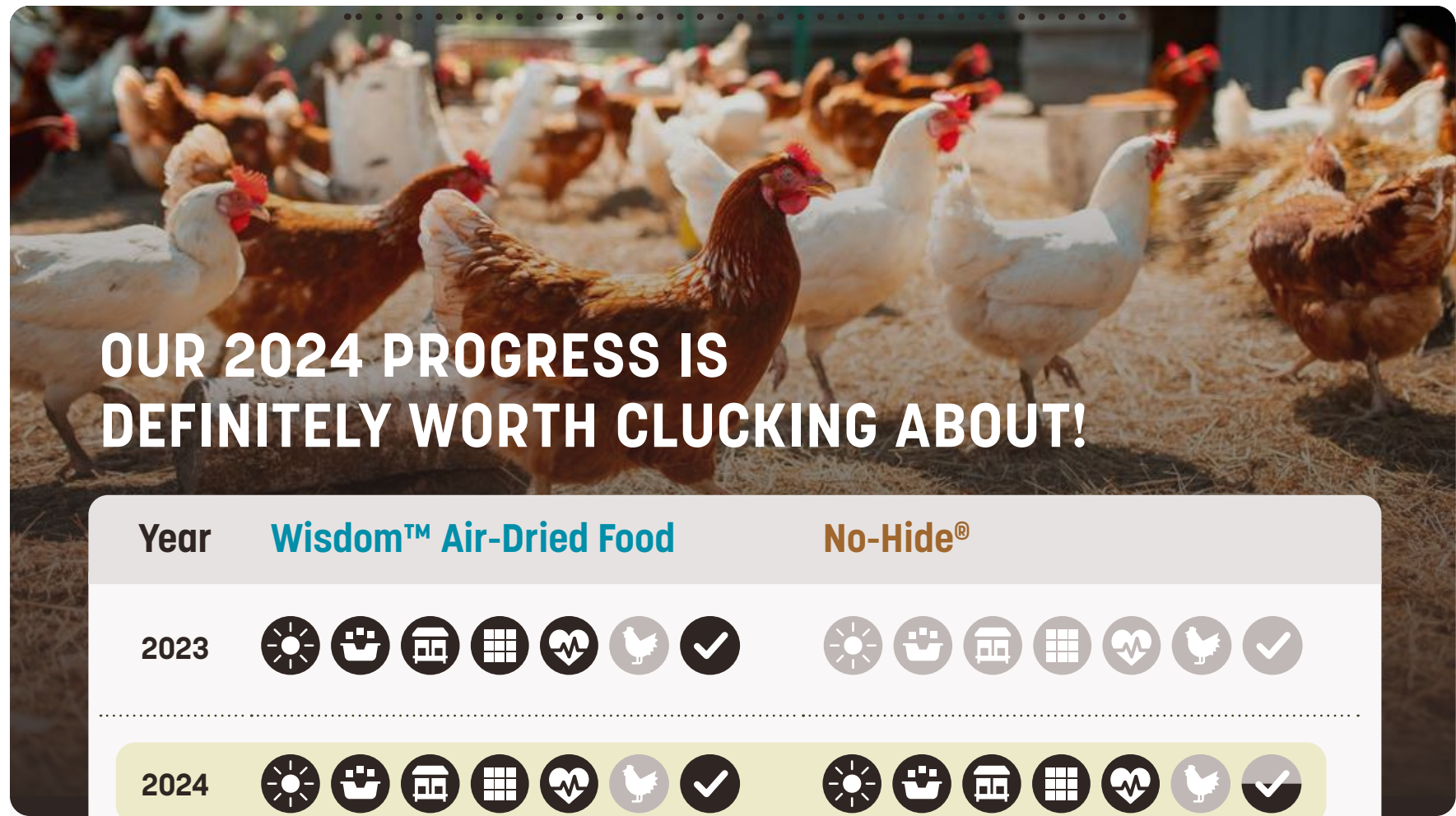


Back in 2022, we joined hundreds of other global brands and signed the [Better Chicken Commitment](#). Partnering with Compassion in World Farming and members of the US Working Group for Broiler Welfare, we are working together to improve the lives of broiler chickens.

[CLICK HERE TO LEARN MORE](#)

BCC COMPONENTS

- Lighting
- Friable Litter
- Enrichments
- Stocking Density
6.0 lbs/sq. ft.
- CAS Processing
- BCC-Approved Breeds
- 3rd-Party Auditing/
Public Reporting



OUR 2024 PROGRESS IS DEFINITELY WORTH CLUCKING ABOUT!

Year	Wisdom™ Air-Dried Food	No-Hide®
2023		
2024		
2025 GOAL		
2026 GOAL		
2027 GOAL	 Goal of 100% Compliance Achieved!	 Goal of 100% Compliance Achieved!

For the full data set, please see Appendix A.



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PRODUCT DONATIONS

\$209,711

worth of product was donated to support emergency efforts for shelters, rescues, sanctuaries, and animal care centers:

- BARCS Baltimore Animal Rescue and Care Shelter
- Greater Good Charities
- Michigan Humane Society
- Phoenix Assistance Dogs
- Potter's Angel Rescue
- Tranquility Sanctuary
- Wiley's Road Home



MONETARY SUPPORT

\$90,070

invested in making the world a better place for animals:

- 2nd Chance German Shepherd Rescue
- Greater Good Charities
- Pets in the Classroom
- Pet Sustainability Coalition
- StreetVet
- Tamerlaine Sanctuary & Preserve



NEW TRACKS AHEAD



We're working to ensure that **by 2025 every chicken we source is third-party audited to BCC standards** by organizations such as G.A.P. or Certified Humane.

Working with Compassion in World Farming, **we'll introduce an updated Partner Code of Conduct and Animal Welfare Policy by the end of 2025.**

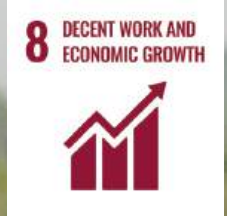
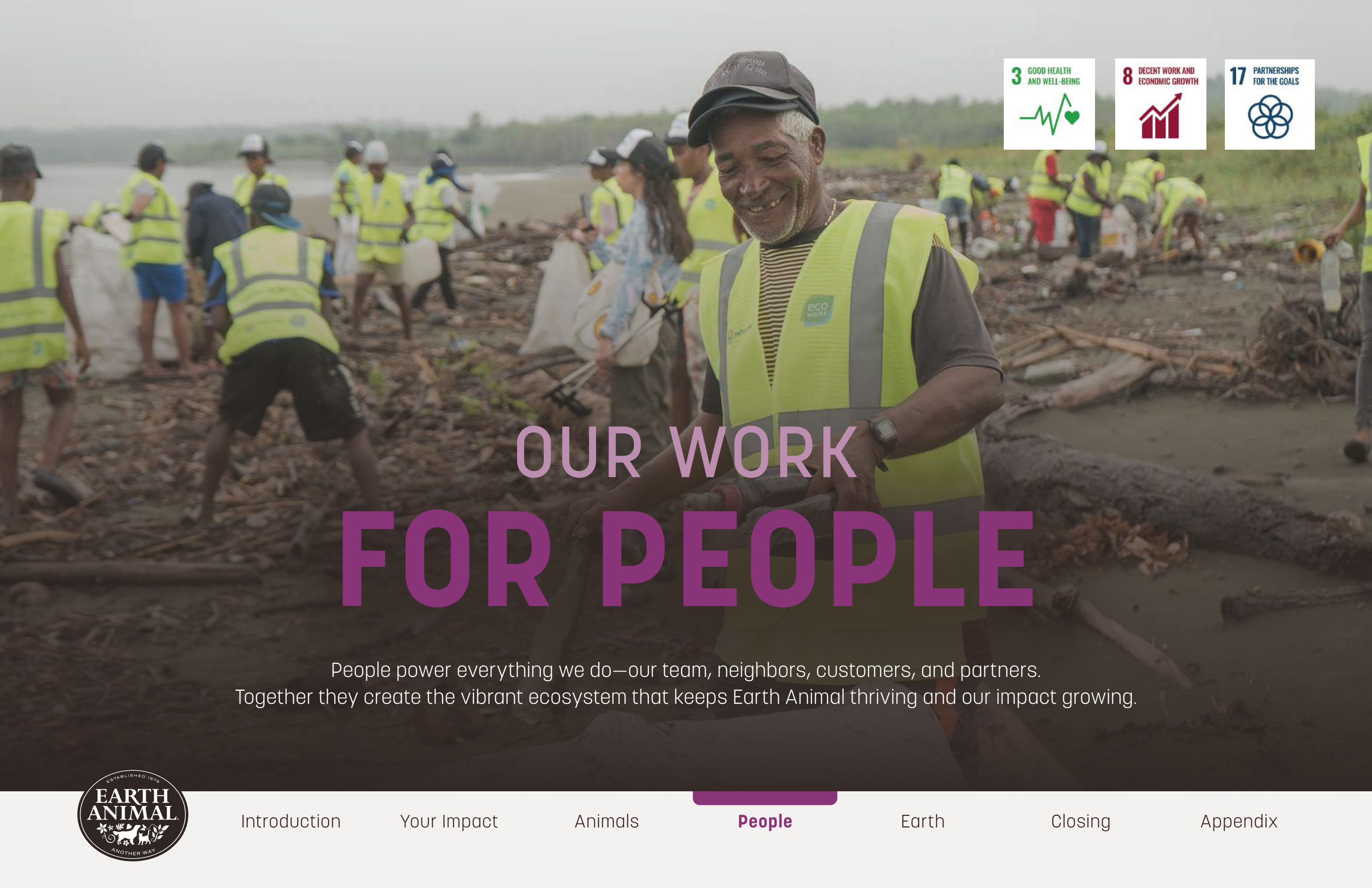
These additions to our Sustainable Sourcing Guidelines set clearer, higher standards so our suppliers can help us advance animal welfare and strengthen responsible, regenerative practices across our supply chain.



OUR PACK OF PARTNERS

These partners provide the knowledge and accountability that keep us honest, push us to do better, and help protect animals so they can live healthier, happier lives.





OUR WORK FOR PEOPLE

People power everything we do—our team, neighbors, customers, and partners. Together they create the vibrant ecosystem that keeps Earth Animal thriving and our impact growing.



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THE HUMANS BEHIND THE WAGS

Our pack brings passion & dedication to work every day. They are our core strength, and we invest in their happiness and well-being by offering outstanding benefits including top tier healthcare packages at 90-100% employer paid, flexible PTO, paid volunteer time, 401K, wellness & mental health support, and parental leave.



68%
of our full-time workforce are paid the equivalent of a living wage for a family and




78%
are paid the equivalent of a living wage for an individual.



16 WEEKS
of paid parental leave

6%↑
increase in employee external training since 2023



75%
of employees are "satisfied" or "engaged" a 2% decrease from 2023



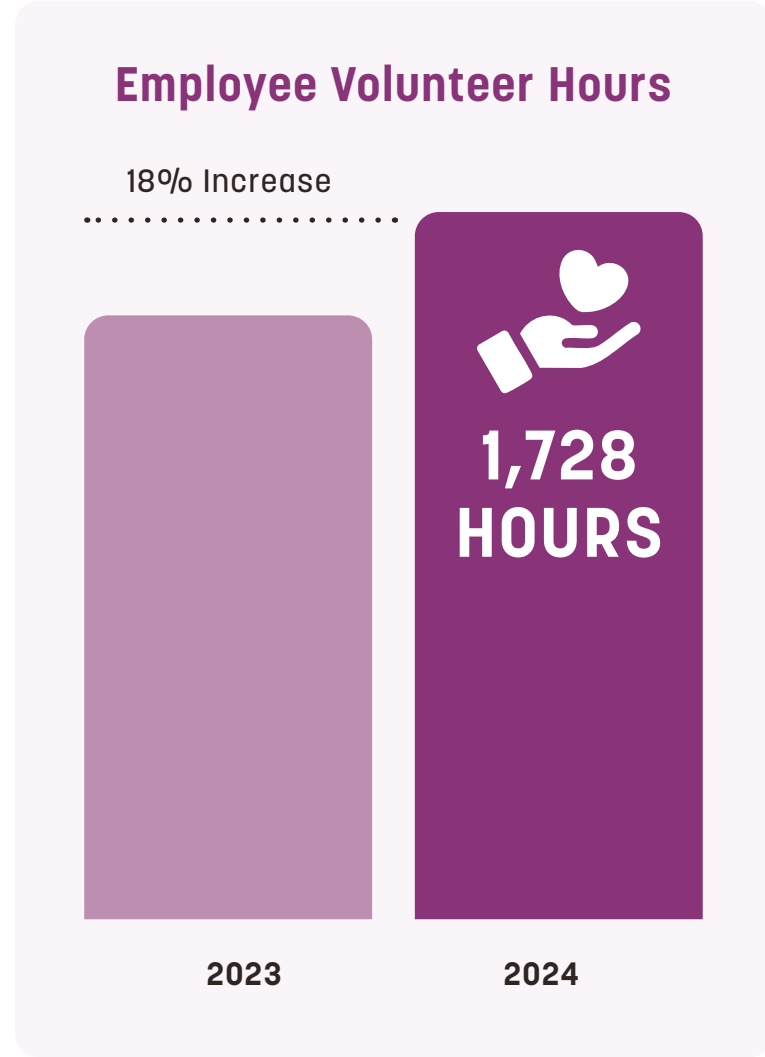
31 DAYS
is the minimum of paid time off for full-time employees

For the full report, please see our Appendix B.



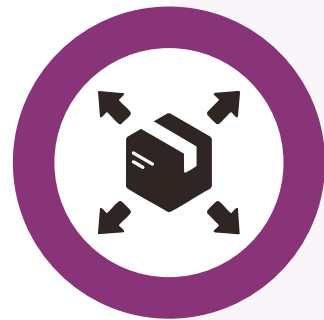
FROM SMALL PAWS TO LASTING PAWPRINTS

Every employee gets a minimum of 24 hours paid volunteer time each year. In 2024, we spent 1,728 hours (that’s an 18% increase over 2023!) in service of and support for our local and global communities including the B Lab, Bridgeport Rescue Mission, Catherine Violet Hubbard Foundation, CT Audubon, Hazelwood Green Committee, nOURish Bridgeport, Operation Hope, PAWS Norwalk, Pet Sustainability Coalition, Sweet Celebrations, Tiny Miracles Foundation, and various fundraising events hosted by our retailers.



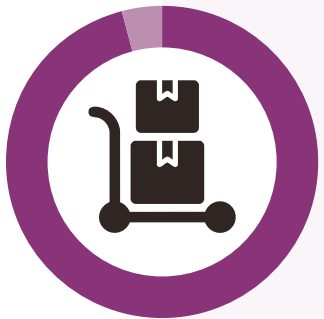
TRUST IN OUR SUPPLY CHAIN

In 2024, we expanded our stakeholder surveys to include both supply and distributor partners. And the results spoke volumes:



100% of distributor partners

said Earth Animal understands their business needs well or very well (75% very well, 25% well).



96% of supplier partners

said they trust Earth Animal to maintain a fair, collaborative, and mutually beneficial partnership (56% completely, 40% mostly).

For the full surveys, please see Appendix C.





A FUTURE IN GOOD HANDS



By the end of 2025, we will build and launch an **internal diversity, equity, inclusion, and belonging focused survey** so that we can build appropriate policies to ensure that every member of our team feels respected, represented, and empowered to thrive.

By the end of 2025, we would like to have a **Net Promoter Score (NPS) of 50+** for our supplier and distributor partners.

By the end of 2025, we will reach **2,000 volunteer hours.**



PARTNERS IN PROGRESS

Partners bring the expertise and connections that make our community efforts count, helping us build resilience and advance equity in ways that truly work.





OUR WORK FOR THE EARTH

Real progress means addressing real challenges—from plastic and ingredient sourcing to carbon reduction. Through responsible, regenerative practices, we’re shaping a future where animals and the planet thrive together.



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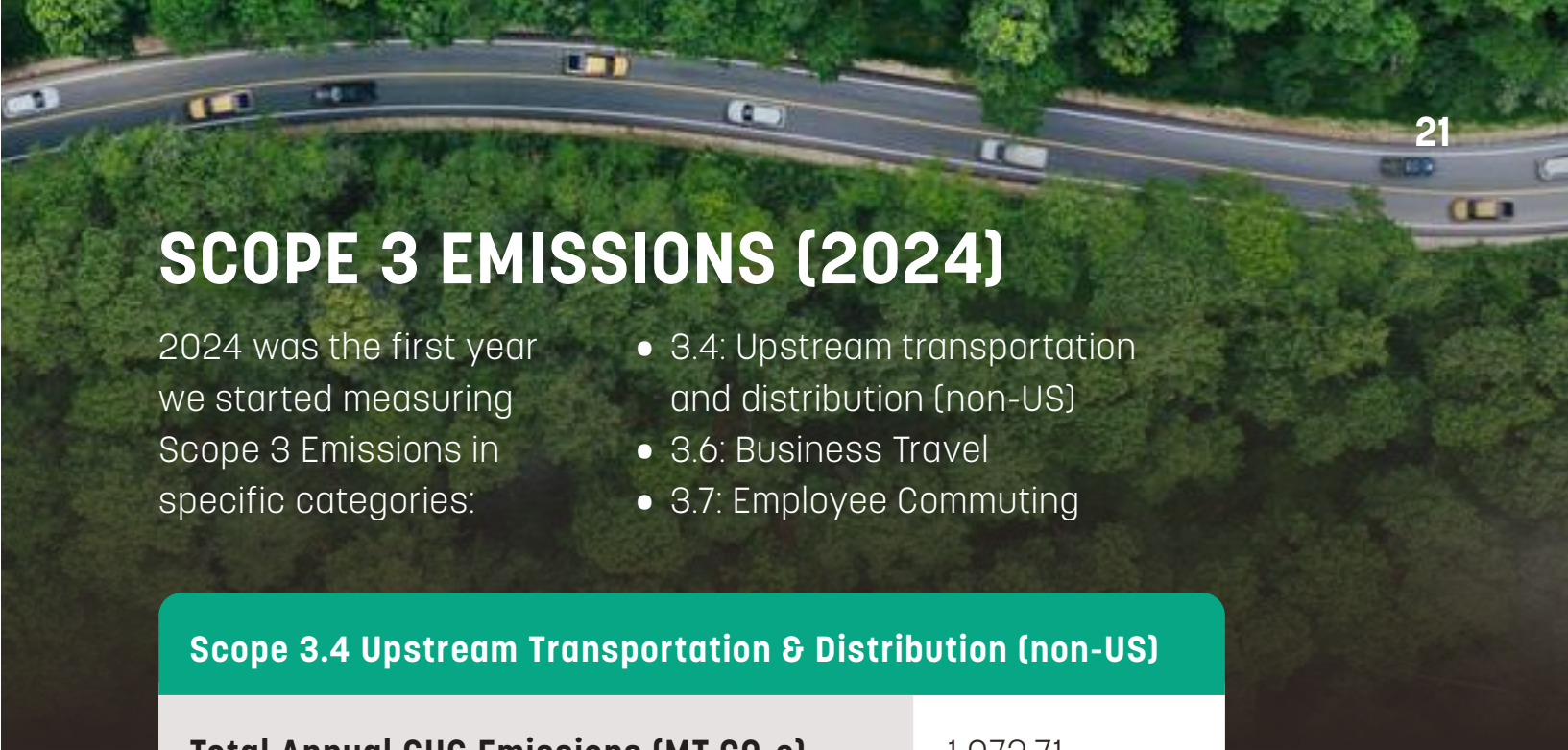
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SNIFFING OUT OUR EMISSIONS

SCOPE 1 & 2 GHG EMISSIONS (MT CO₂e)

SCOPE	DIVISION	2022	2023	2024
1	Riverstone	151.96	98.98	↑ 120.1
	Total EA	228.08	208.25	↓ 193.54
2	Office	22.51	22.31	↓ 18.97
	Retail	17.55	18.13	↓ 18.35
	Riverstone	188.02	167.81	↓ 156.22

- ↑ Increase due to higher production volumes
- ↓ Decrease in emissions driven by downsizing office space and efficiency gains at Riverstone, even as production increased. For more detail on our Emissions Intensity by Product Output, see Appendix D.

SCOPE 3 EMISSIONS (2024)

2024 was the first year we started measuring Scope 3 Emissions in specific categories:

- 3.4: Upstream transportation and distribution (non-US)
- 3.6: Business Travel
- 3.7: Employee Commuting

Scope 3.4 Upstream Transportation & Distribution (non-US)

Total Annual GHG Emissions (MT CO₂e)	1,072.71
Average Per Shipment (MT CO₂e)	8.87

Scope 3.6 Business Travel & Scope 3.7 Employee Commuting

Activity	Distance Traveled	Emissions (MT CO ₂ e)
Passenger Car	96,148 km	19.2296
Intercity Rail – US National Average	4,728 km	0.33096
Air Travel – Medium Haul (300–2300 miles)	298,001 km	23.84008

[Learn more about our methodology here.](#)



FROM PAWPRINTS TO PROGRESS



In 2024, we offset 100% of scopes 1 & 2, and scopes 3.6 & 3.7 in partnership with Native Energy. This equals 357 tonnes of carbon. Native Energy is a Certified B Corporation™ with a goal to avoid or sequester 100 million tonnes of greenhouse gases by the end of 2025.

[LEARN MORE ABOUT NATIVE ENERGY HERE](#)



Since 2022, our carbon offsetting HelpBuild™ project with Native Energy has been [Waste to Fuel: Improving Agriculture and Livelihoods in East Africa](#). Each year, our offsets match the emissions savings from around 37 biodigester units running for a year—each one typically serving a single family.

[CLICK HERE TO LEARN MORE](#)



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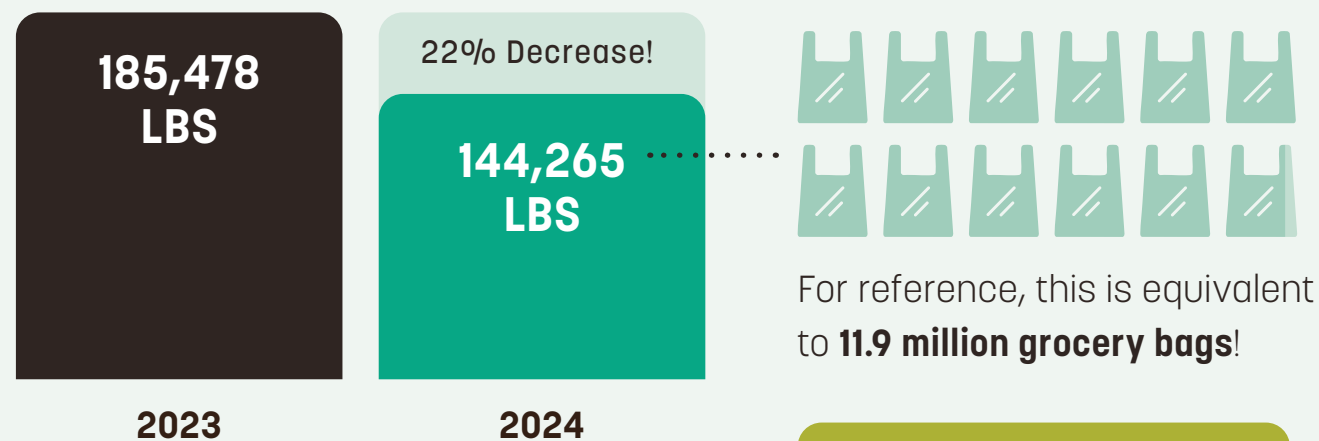


TURNING THE TIDE ON PLASTICS

Recognizing the environmental footprint of packaged goods, we took action to balance ours. In partnership with rePurpose Global, we became Certified Plastic Neutral in September 2020.

For every piece of plastic we put into this world, we fund the removal of the same amount of nature-bound plastics in the most impacted places in the world.

OUR PLASTIC FOOTPRINT



[View Live Dashboard](#)

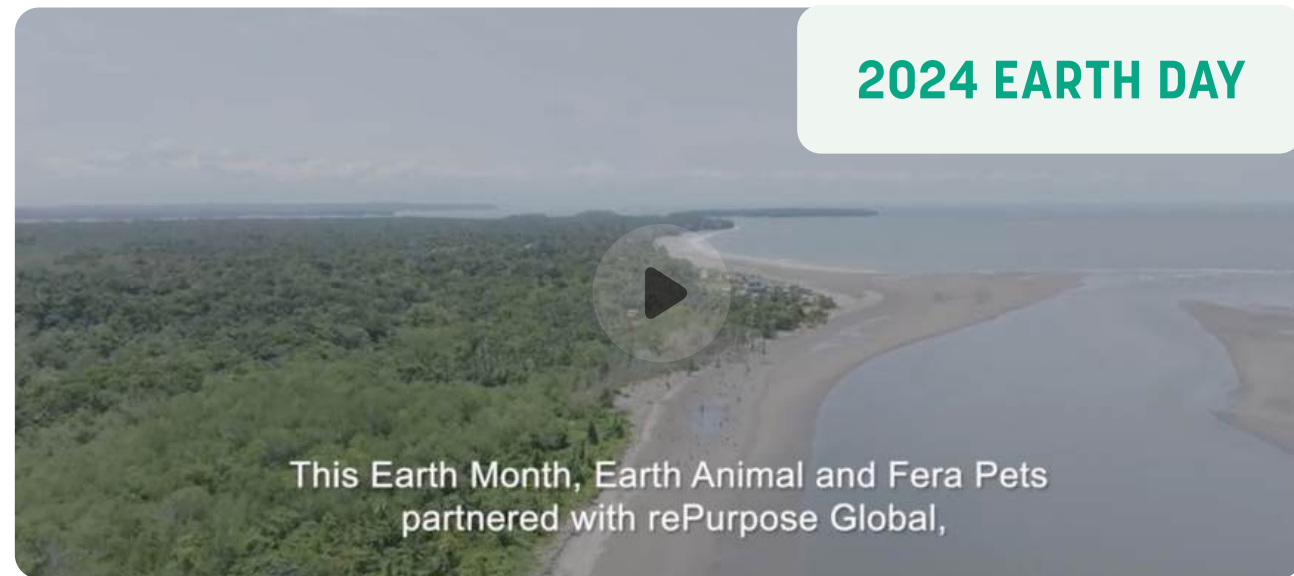




YEAR-ROUND

Project Sueno Azul Bogotá, Colombia

- Supporting waste picker-run associations in Colombia
- Improved socio-economic standards and working conditions for 110 waste workers
- Hard-to-recycle soft plastic waste is compressed into 'plastic wood' and used to make furniture, benches, park utilities and housing units



2024 EARTH DAY

Project Paraíso de Ballenas, Buenaventura, Colombia

- Preserving Humpback Whale nurseries in Colombia
- 50 volunteers
- 10 workers supported
- New collection system works directly with communities to clean up beaches, and protect the local environment
- Contaminated beach plastics are cleaned to maximize recycling

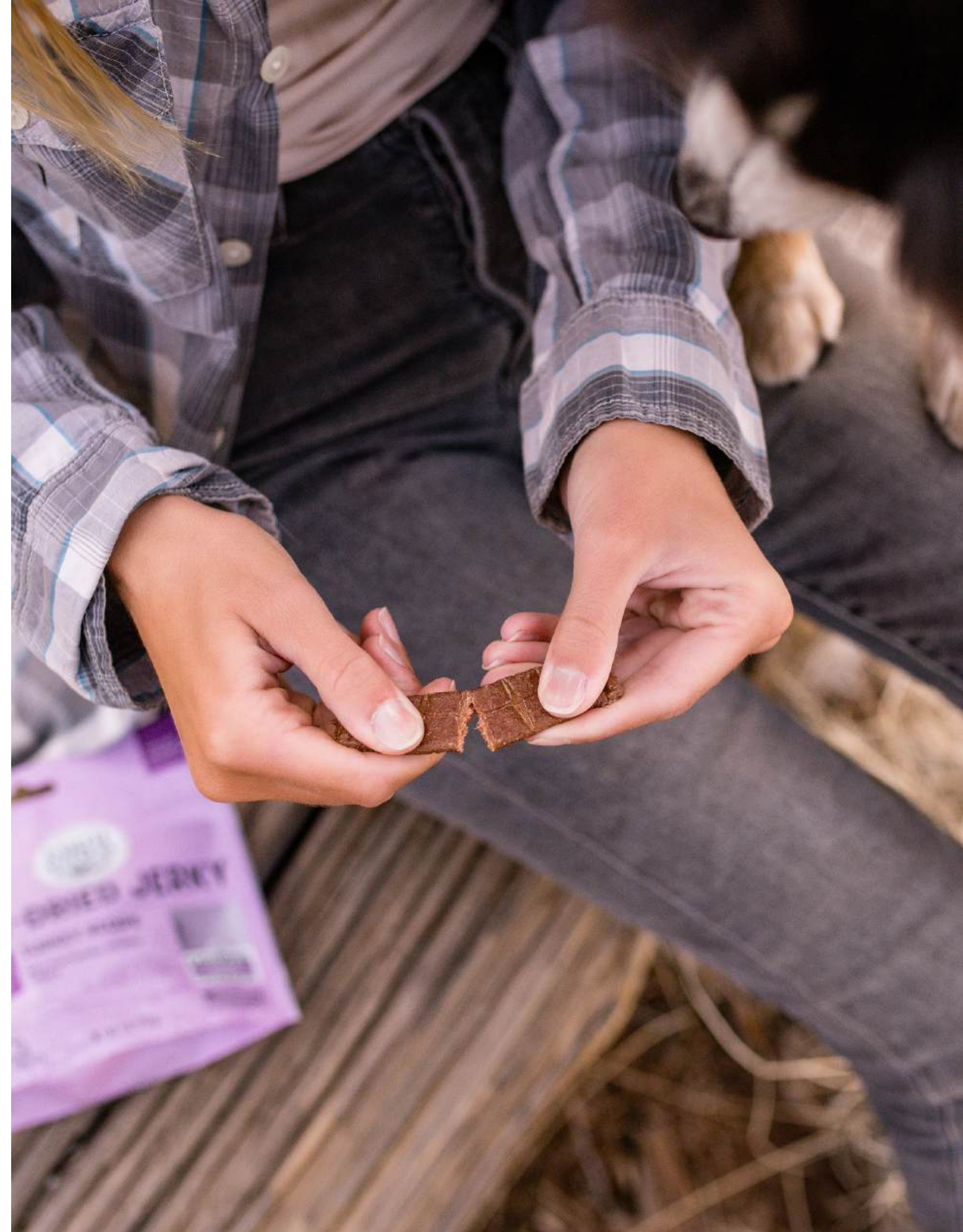
[WATCH THE VIDEO HERE TO LEARN MORE](#)



GETTING OUR PAWS DIRTY

It's not enough to simply do what's right. To make lasting change, we must restore what's been lost, renew what gives life, and create systems that help the Earth, animals, and communities flourish long into the future.

In 2024, we partnered with HowGood for a holistic approach to better understanding the total environmental impact of our Wisdom™ dog food & jerky treats. This baseline lets us measure, improve, and partner more effectively as we set meaningful goals for future reduction.



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TRACKS FOR THE FUTURE

Moving toward a thriving planet for all.



Reduce our GHG emissions in Scopes 1 & 2 **by 3% in 2025**

100% of our packaging will be designed for recyclability through store drop-off programs, **refillable, or compostable**, by the end of 2025.

Reduce our 2025 plastic footprint by 10%



By the end of 2025, **we will identify one species or product to shift to fully regenerative sourcing** and a more detailed policy will be established.



By the end of 2026, **we'll map out how to move that species or product to fully regenerative sourcing**, guided by credible certifications that reflect real impact.



PARTNERS WITH PURPOSE

Lowering our carbon footprint isn't something we can do alone. With the help of our incredible partners, we're reducing emissions and plastics, restoring ecosystems, and building a healthier future for animals, people, and the planet.



build for good



How2Recycle



HowGood



native
A Public Benefit Corporation



pet sustainability coalition



rePurpose



SUSTAINABLE PACKAGING COALITION®





CLOSING

As we wrap up another year of progress, we pause to say thank you—to our team, our partners, and everyone who shares this mission. Up next, a few heartfelt words from our founders.



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FROM THE HEART OF EARTH ANIMAL

From our beginnings in 1979 to today, Earth Animal has stayed true to one promise: to improve quality of life for animals, people, and the Earth. What started as a small family-led vision has evolved into a purpose-driven company with a global reach, rooted in wellness, sustainability, and 'Another Way' of doing business.

Inspired by the principle of "Cause No Harm", we've pioneered whole-health products for dogs and cats, advanced animal welfare standards, invested in sustainable sourcing practices, progressed sustainable packaging, and embraced plant-based alternatives. Our commitment as a Certified B Corporation™ keeps us accountable and transparent while driving continuous improvement in our social and environmental performance.

Our journey is far from finished. The future demands resilience and regeneration, not just responsibility. And we are committed to leading the way with courage, compassion, and collaboration. **Together, with our community of partners, customers, and advocates, we are shaping a world where animals, people, and the Earth thrive in harmony.**

Thank you for being part of this journey and making our collective impact stronger. We couldn't do it without you.

Dr. Bob and Susan
Founders



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APPENDIX A

Earth Animal's Wisdom™ Dog Food Line's BCC Transition Timeline

BCC COMPONENTS	2023	2024	BY END OF 2025	BY END OF 2026	BY END OF 2027
Lighting	100%	100%	100%	100%	100%
Friable Litter	100%	100%	100%	100%	100%
Stocking Density 6.0 lbs/sq. ft.	100%	100%	100%	100%	100%
Enrichments	100%	100%	100%	100%	100%
3rd-Party Auditing/ Public Reporting	100%	100%	100%	100%	100%
CAS Processing	100%	100%	100%	100%	100%
BCC-Approved Breeds	0%	0%	25%	50%	100%

Earth Animal's No-Hide® Line's BCC Transition Timeline

Lighting	0%	100%	100%	100%	100%
Friable Litter	0%	100%	100%	100%	100%
Stocking Density 6.0 lbs/sq. ft.	0%	100%	100%	100%	100%
Enrichments	0%	100%	100%	100%	100%
3rd-Party Auditing/ Public Reporting	0%	100%	50%	100%	100%
CAS Processing	0%	0%	50%	100%	100%
BCC-Approved Breeds	0%	0%	25%	50%	100%



APPENDIX B

EARTH ANIMAL WORKERS INFORMATION 2024 VS. 2023

WORKERS	2023	2024
# of Full Time Workers	77	69
# of Part Time Workers	1	1
# of Temporary Workers	3	2
Lowest wage as calculated on an hourly basis? Please exclude students and interns in this calculation.	\$15	\$15
What is the living wage for an individual	CT \$24.13, MD \$16.13 UK 10.42 GBP	CT \$25.28, MD \$26.17, UK 12.60 GBP
# of employees on an FTE (Full Time Equivalent) basis are paid at least the equivalent of a living wage for an individual? Please exclude students and interns in this calculation.	74	54
What is living wage for a family	CT \$31.50, MD \$24.74, UK 13.15 GBP (London)	CT \$34.90, MD \$31.15, UK 13.85 GBP (London)
# of employees on an FTE (Full Time Equivalent) basis are paid at least the equivalent of a living wage for a family? Please exclude students and interns in this calculation.	64	47
Legal Minimum Wage (hourly)	CT \$15.00, MD \$13.25 UK 10.42 GBP	CT \$15.69, MD \$15.00, UK 11.44 GBP
What percentage above the legal minimum wage does your lowest-paid hourly employee earn? Please answer this question ONLY taking into account hourly workers.	20%	0%
Number of employees that have been internally promoted within the last 12 months? Exclude material owners in your calculation.	5	4
Number of full-time workers has participated in external professional development or lifelong learning opportunities in the past fiscal year? Professional development should be paid for in advance, reimbursed or subsidized by the company.	1	5
Number of your employees are ""Satisfied"" or ""Engaged""?	76.9%	74.63%



EARTH ANIMAL WORKERS INFORMATION 2024 VS. 2023 CONTINUED

WORKERS	2023	2024
What is the annual minimum number of paid days off (including holidays) for full-time employees?	31 (PTO + Xmas week + holidays for riverstone) + unlimited PTO + 13 holidays for rest of the company	31 (PTO + Xmas week + holidays for riverstone) + unlimited PTO + 13 holidays for rest of the company
Total non-managerial workers	46	41
Total non-managerial workers that Identify as women	23	29
Total non-managerial workers that identify as from another underrepresented social group?		4
Total # of Employees under 24 or over 50	32	27
What multiple is the highest compensated individual paid, inclusive of bonus, as compared to the lowest paid full-time worker?	13.65 x	10.47 x
Total number of managers	29	28
How many of your company managers identify as women?	14	10
How many of your company managers identify as from another underrepresented social group?	N/A	N/A

*In 2024, Living Wage for US, for example, assumes 1.7565 wage earners per family, based on the national employment rate, and assumes two children and two adults in a family.

*The UK doesn't list out family - but has London as a higher living wage at 13.85 GPB.



APPENDIX C

ANNUAL DISTRIBUTOR SURVEY 2024

QUESTION	RESPONSES
Q1. How long have you been partnering with Earth Animal?	
Less than 1 year	28.57% - 2
1-3 years	42.86% - 3
3-5 years	14.29% - 1
More than 5 years	14.29% - 1
	Answered - 7 Skipped - 0
Q2. How would you rate your overall experience with Earth Animal?	
Very Satisfied	71.43% - 5
Satisfied	28.57% - 2
Mixed Feelings/Indifferent	0.00% - 0
Dissatisfied	0.00% - 0
Very Dissatisfied	0.00% - 0
	Answered - 7 Skipped - 0
Q3. How would you rate your overall experience with your Earth Animal relationship manager?	
Very Satisfied	85.71% - 6
Satisfied	14.29% - 1
Mixed Feelings/Indifferent	0.00% - 0
Dissatisfied	0.00% - 0
Very Dissatisfied	0.00% - 0
	Answered - 7 Skipped - 0

QUESTION	RESPONSES
Q4. How well do you feel Earth Animal understands your business needs?	
Not Applicable	14.29% - 1
Very Well	71.43% - 5
Well	14.29% - 1
Mixed Feelings/Indifferent	0.00% - 0
Poorly	0.00% - 0
Very Poorly	0.00% - 0
	Answered - 7 Skipped - 0
Q5. How much do you trust Earth Animal to deliver high-quality, sustainable pet food products consistently?	
Completely	50.00% - 3
Very Much	16.67% - 1
Moderately	33.33% - 2
Slightly	0.00% - 0
Not at all	0.00% - 0
	Answered - 6 Skipped - 1
Q6. How strongly do you feel that Earth Animal's values align with your own business values & imperatives?	
Very strongly	50.00% - 3
Strongly	33.33% - 2
Moderately	16.67% - 1
Slightly	0% - 0
Not at all	0% - 0
	Answered - 6 Skipped - 1



ANNUAL DISTRIBUTOR SURVEY 2024 CONTINUED

QUESTION	RESPONSES							Total	Avg. Weighted
Q7. How would you rate the quality of Earth Animal's products?									
	Excellent	Good	Average	Below Average	Poor	N/A			
No-Hide® Chews	83.33% - 5	16.67% - 1	0.00% - 0	0.00% - 0	0.00% - 0	0.00% - 0	6	1.17	
Wisdom™ Air-Dried Food	40.00% - 2	20.00% - 1	0.00% - 0	0.00% - 0	0.00% - 0	40.00% - 2	5	1.33	
Wisdom™ Air-Dried Jerky	40.00% - 2	0.00% - 0	20.00% - 1	0.00% - 0	0.00% - 0	40.00% - 2	5	1.67	
Flea & Tick	40.00% - 2	0.00% - 0	20.00% - 1	0.00% - 0	0.00% - 0	40.00% - 2	5	1.67	
Remedies & Supplements	40.00% - 2	0.00% - 0	20.00% - 1	0.00% - 0	0.00% - 0	40.00% - 2	5	1.67	
							Answered - 6 Skipped - 1		

QUESTION	RESPONSES
Q8. How would you rate the consistency of our product quality over time?	
Excellent	50.00% - 3
Good	16.67% - 1
Average	16.67% - 1
Below Average	16.67% - 1
Poor	0.00% - 0
Answered - 6 Skipped - 1	

QUESTION	RESPONSES
Q9. How satisfied are you with our product availability and delivery times?	
Very Satisfied	66.67% - 4
Satisfied	0.00% - 0
Mixed Feelings/Indifferent	33.33% - 2
Dissatisfied	0.00% - 0
Very Dissatisfied	0.00% - 0
Answered - 7 Skipped - 0	

QUESTION	RESPONSES						Total	Avg. Weighted
Q10. How effective is our communication with you regarding the following topics:								
	Very Effective	Effective	Mixed Feelings/Indifferent	Ineffective	Very Ineffective	N/A		
Orders	100.00% - 5	0.00% - 0	0.00% - 0	0.00% - 0	0.00% - 0	0.00% - 0	5	1.0
Promotions	80.00% - 4	20.00% - 1	0.00% - 0	0.00% - 0	0.00% - 0	0.00% - 0	5	1.2
Company Updates	80.00% - 4	0.00% - 0	20.00% - 1	0.00% - 0	0.00% - 0	0.00% - 0	5	1.4
							Answered - 5 Skipped - 2	



ANNUAL DISTRIBUTOR SURVEY 2024 CONTINUED

QUESTION	RESPONSES
Q11. How responsive is our customer support team when you have inquiries or issues?	
Not Applicable	0.00% - 0
Very Responsive	100.00% - 5
Responsive	0.00% - 0
Mixed Feelings/Indifferent	0.00% - 0
Unresponsive	0.00% - 0
Very Unresponsive	0.00% - 0
Answered - 5 Skipped - 2	
Q12. How satisfied are you with the level of support and resources we provide to help you sell our products?	
Very Satisfied	100.00% - 5
Satisfied	0.00% - 0
Mixed Feelings/Indifferent	0.00% - 0
Dissatisfied	0.00% - 0
Very Dissatisfied	0.00% - 0
Answered - 5 Skipped - 2	
Q13. What can we do better to support your business? (Please select all that apply.)	
Nothing	20.00% - 1
Improve Product Quality	20.00% - 1
Enhance Product Variety	20.00% - 1
Provide Better Pricing Options	20.00% - 1
Increase marketing and promotional support	20.00% - 1
Improve Communication and updates	20.00% - 1
Offer better training and resources	20.00% - 1
New Product Introductions	0.00% - 0
Other (Please Specify):	20.00% - 1
• Keep supply & deliver on time	
Answered - 5 Skipped - 2	

QUESTION	Q14. Are there any additional products or services you would like us to offer?
RESPONSE	Maybe smaller box sizes so less of an investment for the retailer?
Answered - 1 Skipped - 6	

QUESTION	Q15. What suggestions do you have for us to enhance our partnership and better meet your needs?
Answered - 0 Skipped - 7	

QUESTION	Q16. To continuously improve our environmental and social performance, it is important for us to work with partners like you. Would you be open to having a quick introduction to our chief impact officer? If so, please email Stephie Volo at stephanie@earthanimal.com once you submit this survey. Alternatively, enter your email address below and we'll reach out to you. Thank you.
Answered - 0 Skipped - 7	

QUESTION	Q17. Is there anything else you would like to share about your experience working with our company?
RESPONSE	It is great to see how you build your brand, the love, care and investment you put into Earth Animal is great.
Answered - 1 Skipped - 6	



ANNUAL SUPPLIER SURVEY 2024

QUESTION	RESPONSES
Q1. How long have you been a supply partner to Earth Animal?	
I am not supply partner of Earth Animal.	12.50% - 4
Less than 1 year	9.38% - 3
1-3 years	28.13% - 9
3-5 years	18.75% - 6
More than 5 years	31.25% - 10
	Answered - 32 Skipped - 0
Q2. How would you rate your overall experience with Earth Animal?	
Very Satisfied	75.00% - 24
Satisfied	21.88% - 7
Mixed Feelings/Indifferent	3.13% - 1
Dissatisfied	0.00% - 0
Very Dissatisfied	0.00% - 0
	Answered - 32 Skipped - 0
Q3. How would you rate your overall experience with your Earth Animal representative?	
Very Satisfied	78.13% - 25
Satisfied	15.63% - 5
Mixed Feelings/Indifferent	3.13% - 1
Dissatisfied	0.00% - 0
Very Dissatisfied	3.13% - 1
Not Applicable	0.00% - 0
	Answered - 32 Skipped - 0

QUESTION	RESPONSES
Q4. How well do you feel Earth Animal understands your business needs?	
Very Well	56.25% - 18
Well	21.88% - 7
Mixed Feelings/Indifferent	12.50% - 4
Poorly	0.00% - 0
Very Poorly	0.00% - 0
I Don't Know	9.38% - 3
	Answered - 32 Skipped - 0
Q5. How much do you trust Earth Animal to maintain a fair, mutually beneficial, and collaborative partnership?	
Completely	55.56% - 15
Very Much	40.74% - 11
Moderately	3.70% - 1
Slightly	0.00% - 0
Not at all	0.00% - 0
I Don't Know	
	Answered - 27 Skipped - 5
Q6. How likely are you to recommend working with Earth Animal to other suppliers?	
Not Applicable	0.00% - 0
Very Likely	88.89% - 24
Likely	11.11% - 3
Mixed Feelings/Unsure	0.00% - 0
Unlikely	0.00% - 0
Very Unlikely	
	Answered - 27 Skipped - 5



ANNUAL SUPPLIER SURVEY 2024 CONTINUED

QUESTION	RESPONSES
Q7. How strongly do you feel that Earth Animal’s values align with your own business values and imperatives?	
Not Applicable	3.70% - 1
Very strongly	66.67% - 18
Strongly	25.93% - 7
Moderately	3.70% - 1
Slightly	0.00% - 0
Not at all	0.00% - 0
	Answered - 27 Skipped - 5
Q8. How would you rate the quality of communication regarding our material or product requirements and specifications?	
Not Applicable	7.41% - 2
Excellent	51.85% - 14
Good	25.93% - 7
Average	11.11% - 3
Below Average	3.70% - 1
Poor	0.00% - 0
	Answered - 27 Skipped - 5
Q9. How satisfied are you with our order volumes and consistency?	
Not Applicable	29.63% - 8
Very Satisfied	25.93% - 7
Satisfied	18.52% - 5
Mixed Feelings/Indifferent	25.93% - 7
Dissatisfied	0.00% - 0
Very Dissatisfied	0.00% - 0
	Answered - 32 Skipped - 0

QUESTION	RESPONSES
Q10. How would you rate the consistency and timeliness of our payments?	
Not Applicable	3.70% - 1
Excellent	66.67% - 18
Good	18.52% - 5
Average	7.41% - 2
Below Average	3.70% - 1
Poor	0.00% - 0
	Answered - 27 Skipped - 5
Q11. How effective is our communication with you regarding orders, forecasts, and company updates?	
Not Applicable	22.22% - 6
Very Effective	29.63% - 8
Effective	25.93% - 7
Mixed Feelings/Indifferent	18.52% - 5
Ineffective	3.70% - 1
Very Ineffective	0.00% - 0
	Answered - 27 Skipped - 5
Q12. How responsive is your Earth Animal representative or other team members when you have inquiries or issues?	
Not Applicable	3.70% - 1
Very Responsive	70.37% - 19
Responsive	14.81% - 4
Mixed Feelings/Indifferent	11.11% - 3
Unresponsive	0.00% - 0
Very Unresponsive	0.00% - 0
	Answered - 27 Skipped - 5



ANNUAL SUPPLIER SURVEY 2024 CONTINUED

QUESTION	RESPONSES
Q13. How satisfied are you with the level of collaboration and support we provide to help you meet our requirements?	
Not Applicable	3.70% - 1
Very Satisfied	44.44% - 12
Satisfied	40.74% - 11
Mixed Feelings/Indifferent	7.41% - 2
Dissatisfied	3.70% - 1
Very Dissatisfied	0.00% - 0
	Answered - 27 Skipped - 5
Q14. How satisfied are you with the communication and explanation of and support we provide for you to meet our Partner Code of Conduct expectations?	
Not Applicable	25.93% - 7
Very Satisfied	33.33% - 9
Satisfied	25.93% - 7
Mixed Feelings/Indifferent	11.11% - 3
Dissatisfied	3.70% - 1
Very Dissatisfied	0.00% - 0
	Answered - 27 Skipped - 5

QUESTION	RESPONSES
Q15. What can we do better to support your business? (Please select all that apply)	
Nothing	44.44% - 12
Improve communication and updates	3.70% - 1
Enhance order forecasting and planning	33.33% - 9
Provide better payment terms	0.00% - 0
Increase collaboration on product development	33.33% - 9
Improve sustainability initiatives	0.00% - 0
Offer better training and resources	0.00% - 0
Other (please specify)	7.41% - 2
<ul style="list-style-type: none"> • Would love to work with R&D more because we offer many innovative products that can solve many challenges and present new opportunities • JUST KEEP BEING YOU! 	
	Answered - 27 Skipped - 5



ANNUAL SUPPLIER SURVEY 2024 CONTINUED

QUESTION	Q16. Are there any additional products or services you would like us to consider sourcing from you?
RESPONSES	Employee Feed Portal tied to Training
	With the AAFCO IDC accepting a Shellfish definition, and tentative status anticipated January 2025, I feel we have a clear pathway for greater utility of clam meat.
	Any new supplements for apothecary
	Digestive health products, enzymes, shelf-life extenders, joint & skin and coat health products
	More in-home studies, including chew time, preference, and acceptability
	Goat Milk Protein Powder to increase protein levels in your products
	The Comfort Bone
	Box Pouches
	Dailys
	Pumpkin items
	Biosus Omega3-Pets a 25% dried microalgae to replace fish oil
	I am very confident that our EA contacts are aware of our variety of services we provide.
	N/A
	I work with Valerie Taylor and let her know if we have any new offerings
	I am here to help you in any way I can.
	More chews
	Answered - 16 Skipped - 16

QUESTION	Q17. What suggestions do you have for us to enhance our partnership and better meet your needs?
RESPONSES	More training videos
	Our fishery gained re-certification through MSC and we are always looking for ways to leverage MSC status of our clam products.
	An understanding of sales and how I can support continued growth
	Enjoy past collaboration and would like more
	None
	Closer relationship with your supply / purchasing to better plan your needs and inventory
	Product & Manufacture feature
	NA
	More communication
	N/A
	I love working with Valerie and believe we have a mutually valuable partnership
	Don't hesitate to call and ask for help with any of Reiser's equipment
	Answered - 12 Skipped - 20

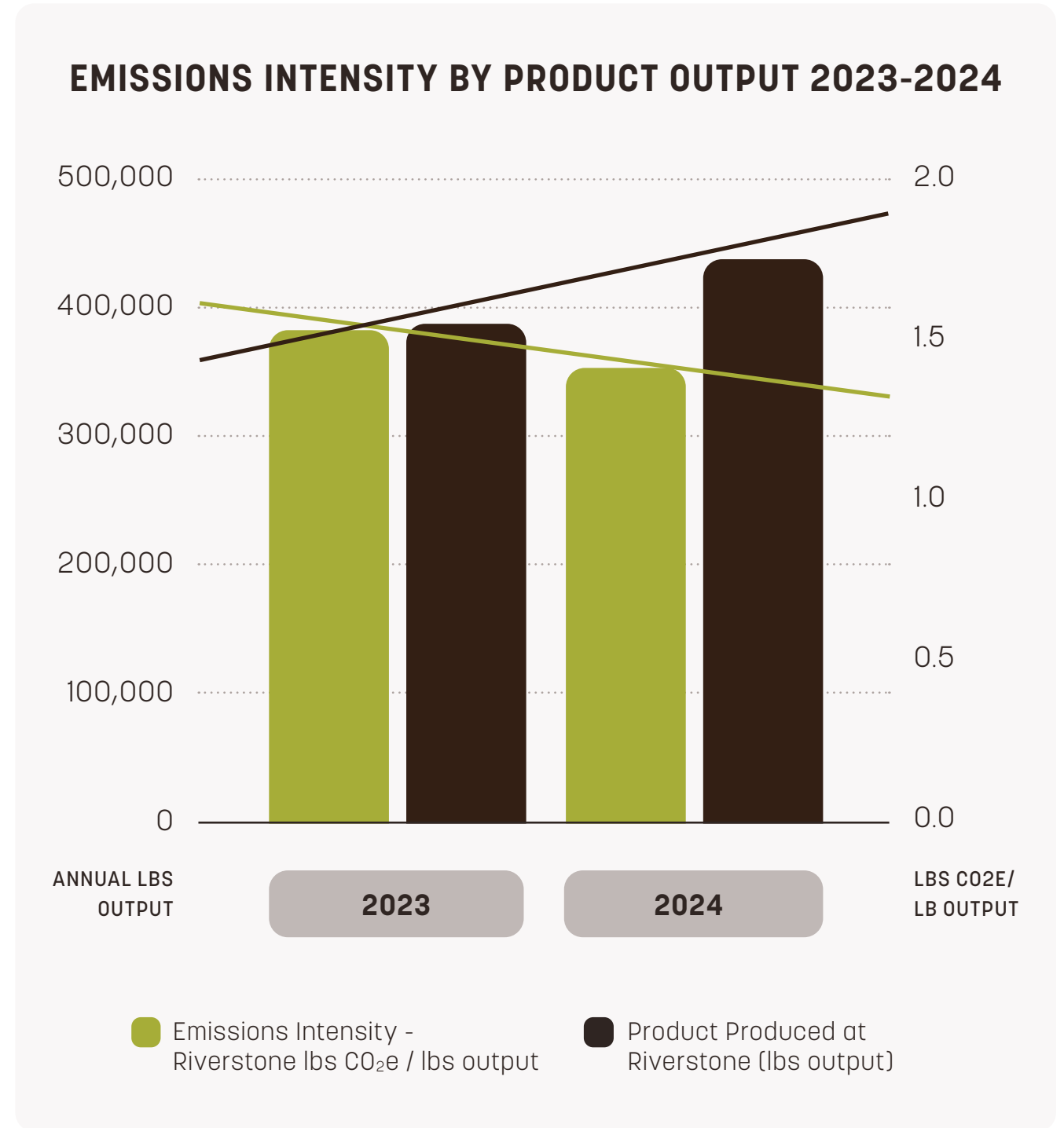


ANNUAL SUPPLIER SURVEY 2024 CONTINUED

QUESTION	Q18. Is there anything else you would like to share about your experience working with Earth Animal?
RESPONSES	We are undertaking sustainability target setting in 2025
	Our decades of collaboration has been meaningful to me and the pet industry.
	Great team, great company, great vision.
	The Earth Animal team is wonderful.
	I enjoy working with Ms. Nicole Cortese. She is professional and easy to understand and communicate with.
	All very positive; the people are the BEST. So dedicated.
	I've had nothing but a positive experience working with Earth Animal!
	I'm a sales representative here for Front Porch Pets. When ever I make a phone call to check on inventory, I'm always treated with respect and kindness.
	Kelly and Valerie are fantastic!
	Everyone has been very pleasant to work with.
	It has been an honor and a privilege to partner with the Earth Animal team for many years now. It has been one of the partnerships that I have enjoyed the most in my career. Earth Animal produces an amazing product with a great mission and a truly excellent staff.
	I think you're a fabulous company
	Great company to work with
	Carl Hammond is excellent to work with.
	Answered - 16 Skipped - 16

QUESTION	Q16. To continuously improve our environmental and social performance, it is important for us to work with partners like you. Would you be open to having a quick introduction to our chief impact officer? If so, please email Stephie Volo at stephanie@earthanimal.com once you submit this survey. Alternatively, you can enter your email below and we'll reach out to you. Thank you.
	Answered - 9 Skipped - 23

APPENDIX D





Together, we're creating Another Way.

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