

# Sustainable Sourcing Guidelines

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Earth Animal's Sustainable Sourcing Guidelines ("the Guidelines") are part of our commitment to use our business as a force for good. The Guidelines formalize our commitments and ambitions to source ingredients produced, manufactured, grown, raised, captured, or harvested in ways that align with our values and ethics.

As part of our due diligence work, Earth Animal has identified the most significant material risks that our ingredient sourcing causes, contributes to, or is associated with. We have prioritized action on the following -

- Auditing and traceability
- Animal welfare
- Environmental Preservation:
  - Packaging
  - Regenerative Agriculture
  - Biodiversity and Ecosystem Stewardship

Earth Animal's Sustainable Sourcing Guidelines describe our expectations for the ingredients we source for our dog foods, treats, supplements, and packaging. It includes:

- guidelines that align with our ambitions for ingredient sourcing, sustainable packaging, and
- commitments that we have made publicly and represent our current state of operations.

Earth Animal is committed to transparency, honesty, and stakeholder collaboration. We value open and honest feedback on our performance to ensure that we meet or exceed your expectations. Earth Animal's Sustainable Sourcing Guidelines apply to all Earth Animal enterprises in all regions where we operate. In addition to the expectations above, Earth Animal expects all Partners of priority ingredients to meet the following objectives.

## 1. Legislative and regulatory requirements

- Partners will comply with all applicable laws, regulations and nationally ratified international treaties, conventions, and agreements.

## 2. Auditing, Traceability & Transparency – Supplier Data Reporting & Impact Tracking:

- A fully traceable and transparent supply chain is essential to our commitment to source ingredients and materials that are in alignment with our goal to use our business as a force for good. It assures Earth Animal, its customers and pet parents that the products they purchase and the packaging they are in represent our values and promises.
  - To support consistent, transparent, and efficient sustainability data collection, Earth Animal uses the HowGood Platform as its preferred system for tracking ingredient-level environmental and social impacts.
  - Earth Animal encourages suppliers to engage with the HowGood Platform as a streamlined way to share sourcing, traceability, and impact data, reduce duplicative reporting requests, and support continuous improvement efforts across climate, biodiversity, and land use outcomes.

Earth Animal commits to working collaboratively with suppliers to support participation in the HowGood Platform and to align data collection efforts over time. In the meantime, and at a minimum,

- Earth Animal partners ensure that ingredients and materials supplied to Earth Animal are traceable back to their places of origin, produced as part of a recognized assurance scheme audited by an independent third party or assessed by an Earth Animal-approved assessor, and
- traceability data should include geographic information sufficient to verify whether sourcing intersects with high-biodiversity, high-carbon, or protected areas.

### 3. Animal Welfare Commitments

- Earth Animal is committed to ensuring that the animals in our supply chain have good lives.
- In 2021, Earth Animal publicly released our [Animal Welfare Framework](#). Earth Animal and our partners will work together within the pet industry, partners in our ingredient supply chain, and farmers/producers to ensure that animals raised or captured for food (terrestrial and aquatic), fibers, leather, or other textiles experience good lives as described by our Framework and the internationally recognized Five Domains Model:
  - Good Nutrition
  - Good Environment
  - Good Health
  - Good Behavior
  - Good Mental State

Our Animal Welfare Framework applies to all species we impact through our business. For animals raised for our products and their parent stock, that means from birth to death. Earth Animal uses a variety of meats, poultry, eggs, dairy, fin fish, and animal fibers in its products. For wild-caught or wild-captured species, our animal welfare policy covers animals from capture until death.

We work with our supply chain partners, peer companies, industry groups, trusted animal welfare organizations, and other relevant stakeholders to eliminate animal care practices with negative welfare impacts and promote those with positive impacts. As a result, **we have prioritized excluding the following practices from our entire ingredient supply:**

- **Intensive confinement** systems including, but not limited to, the routine use of cages (battery, enriched, colony or multi-tier aviary) for laying hens, gestation crates for pregnant sows and gilts and farrowing crates for sows, tie stalls for dairy, and high stocking densities for broiler chickens, growing pigs, fin fish, and beef cattle, as well as during the transport of live animals.
- **Barren housing systems** that do not provide animals with a stimulating and complex environment, including species-specific environmental enrichments.
- **Invasive procedures** including, but not limited to, the routine use of teeth clipping and tail docking for pigs, beak trimming or beak tipping for laying hens and broiler breeders, toe trimming and de-snooding for turkeys, de-horning with hot irons for dairy and beef cattle, castration (surgical, rubber rings or clamping) for beef cattle, sheep, calves, and deer.
  - In cases where invasive procedures are necessary for the animal and its handlers' welfare, appropriate and effective pain control must be provided.
- **Growth-promoting substances** including hormones, subtherapeutic antibiotics, and ionophores are used to improve production by mitigating the negative health impacts of poor animal care. Earth Animal expects all sick and injured animals to be provided with medical assistance promptly. Earth Animal supports the use of antimicrobials where needed.
- **Slaughter** that does not subject animals to effective stunning (or, in the case of fin fish, render them insensible) until death.

#### **Earth Animal's commitment to the welfare of broiler chickens.**

Earth Animal is a member of the [US Working Group for Broiler Welfare](#). In 2022, we made a public commitment to source chicken produced in compliance with the guidelines of the Better Chicken Commitment. We have been publicly reporting on our progress toward this commitment since 2023. Learn more [here](#).

- By the end of 2024, all chicken meat and products must be from animals raised in production systems that:
- Reaches a maximum stocking density of 6lbs/sq.ft. during the birds' lives. No cages.
- Offer species-specific environmental enrichments such as perches and pecking objects that allow chickens to exhibit important natural behavior.

- Provide at least 3 inches of friable litter that covers the whole floor. Ensure the flock is managed so the litter remains friable throughout the production cycle.
- Provides 8 hours of continuous light (50 lux) and at least 6 hours of darkness daily (< 1 lux).

By the end of 2026:

- Demonstrate compliance with all standards via third-party auditing to a recognized third-party standard such as Global Animal Partnership (GAP) or Certified Humane (CH).
- Process chickens in a manner that avoids pre-stun handling and, instead, utilizes a multi-step-controlled atmosphere processing system that induces an irreversible stun.

By the end of 2027:

- Uses only Better Chicken Commitment-approved breeds that demonstrate higher welfare outcomes.

**Earth Animal's Commitment to the welfare of Poultry Birds other than Broiler Chickens: Turkey, Geese, Quail, and Duck.**

By end of 2027, Earth Animal will only source turkey, goose, duck, and quail from sources that prohibit caged housing systems and force-feeding of all species. We will work toward a third-party animal welfare certification as recommended by Compassion in World Farming, as applicable.

- Earth Animal will only accept birds from suppliers who provide ample three-dimensional space allowance per bird to avoid overcrowding, dry and friable litter and quality floor material, soft nesting material, and species-specific enrichments for foraging, bathing, and other exploratory behaviors.
- Suppliers must provide waterfowl, such as ducks and geese, with access to ample water for bathing, adequate forage material, and adequate nesting area and material.
- Since 2021, Earth Animal sources turkey aligned with Global Animal Partnership (G.A.P.) Step 1 standards.
- Suppliers must provide turkey and quail with space and material to dust bathe, quail with enough height space allowance to jump or fly (estimated to be about 1.5 meters by the European Food Safety Authority), and a solid floor with high-quality litter to allow exploratory and forage behaviors.
- By the end of 2026, Earth Animal will start scoping suppliers that meet G.A.P. Standards for Specialty Meat Birds.

**Earth Animal's commitment to the welfare of egg-laying hens.**

Since 2022, Earth Animal has only sourced eggs from laying hens kept in cage-free or better housing systems.

- By the end of 2027, Earth Animal will aim to source from free-range, pastured, or better housing systems and will seek meaningful certifications for all eggs in the supply chain as recommended by Compassion in World Farming.

**Earth Animal's Commitment to the welfare of pigs, pregnant sows and gilts.**

In 2025, Earth Animal will develop a public commitment to improving the welfare of pregnant sows and gilts in consultation with its stakeholders and supply chain partners. We expect that commitment will address key issues, including sow feeding and hunger, as well as alternatives to farrowing crates. We will also address practices that cause negative welfare outcomes in meat (grower) pigs, including stocking density, invasive procedures, and barren environments. Until then, Earth Animal has committed to the following:

- Earth Animal will not accept pork from a production system that allows for the routine confinement of sows in alignment with California's Proposition 12.

**Earth Animal's commitment to the welfare of ruminant species such as cattle, bison, and venison.**

By end of 2028, Earth Animal will source ruminant species such as cattle, bison, and venison from pasture-raised systems and from producers with meaningful third-party certifications as recommended by Compassion in World Farming to verify the humane treatment of animals.

- Earth Animal will not accept products from producers who raise animals on feedlots or dairy cattle from tie-stall systems.
- *While Earth Animal does not source any dairy products at this time, these standards will apply if ever added to the supply chain.*

### **Earth Animal's commitment to the welfare of fin fish and seafood.**

Beginning in 2025, Earth Animal and our partners will work towards preferentially sourcing seafood that is third-party certified as sustainable:

- Wild – [Marine Stewardship Council \(MSC\)](#), the [Global Sustainable Seafood Initiative \(GSSI\)](#), [OceanWise](#), or another recognized agency for sustainable seafood.
- Farmed [Aquaculture Stewardship Council \(ASC\)](#) or certified by a program that follows the FAO Guidelines
- Our partner will collect basic data required to monitor the sustainability status of fish sourced: scientific (Latin) name, whether the product is farmed or wild, the country of origin and fishery/catch location, the processing location, and whether the fishery or farm is certified.

## **4. Environmental Preservation**

Earth Animal is committed to reducing the environmental impact of its supply chain. Earth Animal has prioritized GHG emissions, biodiversity, land use change (deforestation and forest conversion), water use, and effluents as most materials for our supply chain. Our goal is not only to reduce harm but to actively restore and regenerate the ecosystems connected to our ingredients, packaging, and operations.

Earth Animal is Certified Plastic Neutral and will transition all its plastic product packaging to recyclable, refillable, or compostable by the end of 2025.

### **4.1 Regenerative Agriculture**

Animal welfare is central to Earth Animal, as well as responsible stewardship toward the land. As such, we are working toward shifting our supply toward suppliers who implement regenerative agriculture practices.

Regenerative agriculture includes practices that return animals to the land to live more naturally as a form of more sustainable land and livestock stewardship. Regenerative agriculture prioritizes the health of the system and all its components, including animals, land, and people. Soil indicators, like continuous ground cover, carbon content, and soil, water, and air measurements show that regenerative pasture systems can restore the land, while biodiversity indicators like bird and insect life have visual indicators of the benefits of regenerative practices.

Earth Animal's commitment to sustainability and animal welfare continues and deepens as we begin supporting regenerative agriculture in our supply chain. We are working to identify one species or product to shift to fully regenerative sourcing by the end of 2025 and at which point, a more detailed policy will be established.

- By the end of 2026 Earth Animal will determine a pathway to transition that species or product to regenerative sourcing, including acceptable meaningful certifications for that species or product.

Earth Animal's regenerative sourcing work directly supports the biodiversity and ecosystem stewardship commitments outlined below.

## 4.2 Biodiversity and Ecosystem Stewardship

Earth Animal recognizes that thriving ecosystems are essential to the wellbeing of animals, people, and the planet. We are committed not only to preventing biodiversity loss but also to contributing to the restoration and regeneration of ecosystems impacted by our ingredient sourcing, manufacturing, and packaging decisions.

Our approach integrates no deforestation, no conversion, and positive biodiversity outcomes across all terrestrial and aquatic ecosystems in our value chain. These commitments apply to all suppliers and partners and extend through their own sub-supply chains.

### **No Deforestation & No Conversion:**

- Avoidance of Deforestation and Ecosystem Conversion: Suppliers must not engage in or facilitate deforestation or the conversion of natural ecosystems including forests, peatlands, wetlands, mangroves, and grasslands. Sourcing practices must adhere to **no-deforestation, no-conversion principles**, particularly in high-risk areas.
- Sustainable Land and Resource Management: Suppliers shall employ responsible land use and agricultural practices to minimize environmental impact. This includes protecting soil health, efficiently using resources like water and energy, and reducing waste and emissions.

**Ecosystem and Habitat Preservation:** Suppliers are required to identify and mitigate any direct and indirect impacts on biodiversity and habitats. Activities near protected areas or critical habitats must be avoided, and suppliers must take measures to protect endangered species and fragile ecosystems.

- Animal Welfare: For suppliers involved with animal products we use, adherence to our animal welfare standards and best practices above are required.
- Transparency and Monitoring: Suppliers must maintain transparent records of their sourcing and land use practices. They must participate in monitoring and assessment activities to demonstrate compliance and progress toward biodiversity goals.
- Remediation: In cases of negative biodiversity impact, suppliers must develop and execute restoration or remediation plans to restore degraded ecosystems and compensate for any unavoidable damage.
- Collaboration: We expect our suppliers to extend these principles to their own sub-suppliers and engage in collaborative efforts to improve biodiversity outcomes across their supply chain.

**Verification, Measurement, and Continuous Improvement:** Suppliers should use recognized frameworks to demonstrate measurable biodiversity and ecosystem outcomes over time. Acceptable frameworks include but are not limited to:

- Land to Market's Ecological Outcome Verification (EOV) – field-level monitoring of biodiversity, soil health, and ecosystem function.
- Regen10 Framework – landscape-level regenerative outcome metrics aligned with the UN Sustainable Development Goals.
- Rainforest Alliance Sustainable Agriculture Standard – biodiversity protection and ecosystem restoration indicators.
- Regenerative Organic Certified (ROC) – biodiversity and soil health outcomes verified under the Regenerative Organic Alliance.
- Global Reporting Initiative (GRI 304: Biodiversity) – standardized disclosure framework for biodiversity impacts and performance.
- Accountability Framework Initiative (AFi) – global guidance for no-deforestation and no-conversion verification and reporting.
- Science Based Targets Network (SBTN) for Nature – emerging targets and indicators for corporate biodiversity and land restoration goals.
- High Conservation Value (HCV) and High Carbon Stock (HCS) approaches – tools for identifying and protecting critical habitats.

- Biodiversity Indicators for Site-based Impact Assessment (UNEP-WCMC) – standardized site-level biodiversity metrics and monitoring tools.
- Planetary Boundaries Framework (Stockholm Resilience Centre) – contextual limits for biodiversity integrity and ecosystem functioning.

Earth Animal will recognize other equivalent or regionally relevant frameworks that meet these standards for credible measurement, third-party verification, and transparent public reporting.

Earth Animal will track and publicly report progress annually, prioritizing partnerships with suppliers who demonstrate measurable biodiversity gains and verified no-deforestation compliance.

#### **4.3 Fibers & textiles**

- Earth Animal will use third-party certification standards (such as [\*Cascale - Higg Index\*](#), formerly the Sustainable Apparel Coalition's Higg Index, the Global Organic Textile Standard, and the Organic Content Standard) to measure and score sustainability performance.
- Earth Animal will conduct third-party assessments of factories and mills to measure progress and veracity of adherence to our Partner Code of Conduct.