

Natalie Biringer | Climate & Sustainability Intern | Open Farm

About Open Farm Open Farm is a family-owned, mission-driven dog and cat food company based in Toronto with operations worldwide. Founded seven years ago, it is strongly positioned as one of the most sustainability-focused companies in the industry.

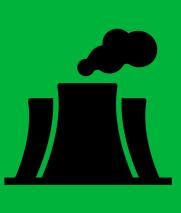
1. IN-HOUSE SUSTAINABILITY

Projects

- forward
- employees in a Town Hall meeting

Key Takeaways

Benchmarking Topics



Carbon



Regenerative Agriculture



Waste

Projects

- assess Open Farm's comparative performance
- across these topics
- take action on recommendations

Key Takeaways

- Open Farm is a leading pet food company in sustainability
- including in particular on social sustainability







Community

Key Projects & Accomplishments

Co-designed Open Farm's first in-house sustainability plan and goals on carbon, waste, sustainable procurement, and employee engagement Co-led meetings with first employee sustainability committee to drive projects

Presented easy tips on how to be more sustainable in everyday life to

Engaging employees is key to ingraining sustainability in corporate culture Employee challenges and gamification drive excitement around sustainability

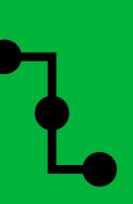
2. BENCHMARKING

Conducted benchmarking research and analysis of 20 other pet food peers and sustainability leaders in CPG and textile on 15 different sustainability topics to

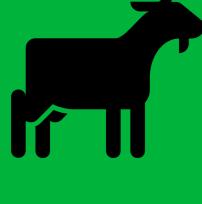
Provided recommendations on how Open Farm could advance their positioning

-> Presented results to co-founder and achieved buy-in from senior leadership to

• Learnings can be leveraged from CPG and textile companies' initiatives



Supply Chain



Animal Welfare



Awards



3. REGENERATIVE AGRICULTURE

Projects

- Designed a survey for Open Farm's farmers and ranchers to assess their level of engagement in regenerative agriculture practices Researched and coordinated with potential NGO and academic institutions to
- determine partnership potential with Open Farm

Key Takeaways

- Regenerative agriculture is essential to making the food industry more sustainable and ultimately yields better outcomes for farmers and ranchers
- Education and collaboration with suppliers (farmers and ranchers) is integral
- to achieving corporate sustainable supply chain goals

4. PRODUCT TRANSPARENCY

Project

• Spearheaded Open Farm's first product climate footprint transparency tool for customers

Key Takeaways

Simplifying complex climate metrics for customers is key to their engagement Identifying and integrating the customers' priorities (which may or may not include sustainability) is key to driving sales

5. PACKAGING

Projects

• Wrote guidance for Open Farm on how product, direct-to-consumer, and supply chain packaging could be made more sustainable Co-designed Open Farm's first supply chain packaging waste reduction strategic plan

Key Takeaways

- Balancing preservation of food quality/food safety and environmentally friendly packaging is difficult
- Providing convenient solutions for customers is key in adoption of environmentally friendly packaging



DID YOU KNOW? The pet food industry is worth \$95BN globally

