



SUSTAINABILITY PLAN: NURTURING THE PLANET AND ITS INHABITANTS





AT SUPREME PETFOODS, WE TAKE PRIDE IN OUR
UNWAVERING COMMITMENT TO THE WELLBEING OF
ANIMALS, PEOPLE, AND THE ENVIRONMENT. OUR
DEDICATION TO SUSTAINABILITY IS DEEPLY ROOTED
IN OUR VALUES, AND WE BELIEVE IN SHARING
TRANSPARENT AND TANGIBLE STEPS TOWARD
CREATING A HEALTHIER, MORE SUSTAINABLE WORLD.

1.

**ETHICAL INGREDIENT
SOURCING: PRIORITISING
LOCAL AND VEGETARIAN
CHOICES**





LOCAL SOURCING:

We are dedicated to **reducing our environmental impact** by prioritising local suppliers, thereby minimising transportation distances and carbon emissions. **By sourcing ingredients near to our Suffolk headquarters** whenever possible, we not only support local businesses but also maintain control over the **quality and composition of our products.**





VEGETARIAN FOCUS:



Our sustainability commitment extends to our ingredient choices. **We predominantly utilise vegetarian components**, and any meat in our dog range is **sourced responsibly**, adhering to high sustainability standards. It is worth noting that Supreme's meat-based dog products are manufactured separately from our small pet food, ensuring **all foods for rabbits and other small herbivores remain meat-free**.

2.

**ECO-FRIENDLY PACKAGING:
REDUCING WASTE, ONE
BAG AT A TIME**





RECYCLABILITY:

Over 92% of our product range **features fully recyclable packaging**, preventing unnecessary contributions to landfills. We actively encourage customers to participate in recycling by utilising designated collection points at supermarkets, local recycling centres, and pet stores. While currently boasting **a commendable 92% fully recyclable packaging**, Supreme Petfoods remains steadfast in its commitment to environmental responsibility, **striving to achieve a 100% recyclability rate by the year 2025.**



SECOND LIFE:



Recycling plastic not only **mitigates the environmental impact of waste** but also opens the door to a myriad of possibilities, giving it a second life. **By diverting plastic from landfills**, we contribute to a circular economy where recycled plastic can be transformed into new products, such as clothing, blankets, carpets, and various other sustainable materials. This transformative process not only **minimises the demand for virgin materials** but also fosters a more environmentally conscious and resource-efficient approach, **aligning with Supreme Petfoods' commitment to a greener future.**


3.

**STRATEGIC PARTNERSHIPS
TO DRASTICALLY CUT
WASTED TRANSPORT MILES**





OUR COMMITMENT:

A yellow graphic of a road with a dashed white line down the center, receding into the distance, positioned on the left side of the text block.

In 2023, Supreme **set a goal to reduce transport miles** by 100,000 per year by the end of 2024. We are pleased to confirm that **we are on track to achieve this goal**. If the plan continues at its current pace, we anticipate **a reduction of 150,000 road miles** by the end of 2024, exceeding our initial target. Committed to this ongoing project, we relentlessly aim to **drive down transport miles** wherever we can in the years ahead.

4.

**REVOLUTIONISING
TRANSPORT EFFICIENCY
IN PARTNERSHIP WITH
INDUSTRY LEADERS**





IN PARTNERSHIP:

In alignment with our commitment to sustainability, Supreme Petfoods is **actively engaging in collaborative efforts with key partners**, to address and **minimise the environmental impact associated with transport logistics**. In the year 2024, we are dedicated to an extensive partnership initiative aimed at **reducing wasted transport miles**. This strategic collaboration involves tackling challenges such as the re-delivery of cancelled or rejected loads, optimising truck space utilisation, and curbing pallet consumption attributed to small order quantities. Furthermore, we are **poised to explore innovative opportunities** for backhaul, reinforcing our dedication to creating a more eco-friendly and efficient supply chain.

5.

**PALM OIL-FREE PRODUCTS:
PROTECTING RAINFORESTS
AND ENDANGERED SPECIES**





ZERO PALM OIL:

Taking a strong stance against the **unsustainable use of palm oil**, our entire product line is palm oil-free. This reflects our commitment to **preserving rainforests and protecting endangered species** such as orangutans and the Sumatran rhino.



ETHICAL SOURCING:

By abstaining from palm oil usage, we actively contribute to **the fight against deforestation and climate change**. Our ethically sourced ingredients ensure that **purchasing our products align with the sustainable principles of your business.**



6.

**PHILANTHROPY:
GIVING BACK TO
THE COMMUNITY
AND NATURE**





CHARITABLE DONATIONS SUPPORTING BIODIVERSITY:

We believe in giving back to the community and nature. We proudly feed the small animals at Jimmy's Farm, a local working farm and wildlife park with **sustainable farming at the heart of everything they do.** Jimmy's Farm is a member of the **Rare Breeds Survival Trust**, whose mission is to ensure we do not lose the diversity of our native breeds. They do this through a programme of **monitoring, saving and promoting the breeding and registration of rare and native breeds.** The Wildlife Park, which has zoo status, takes the same considered approach to conservation with rare and endangered animals.





GLOBAL SUPPORT:

Supreme also aids hundreds of rescue centres worldwide with product donations, providing assistance to pets in need. These initiatives align with our values of promoting animal welfare and education.





COMMUNITY ENGAGEMENT:



Our commitment extends beyond products; **we actively engage with organisations that share our values.** By supporting local initiatives, we aim to create a **positive impact** on both the community and the environment.

7.

CONCLUSION:
A FUTURE FOCUSED
ON SUSTAINABILITY





As we navigate the **evolving landscape of pet care**, Supreme Petfoods remains steadfast in **our commitment to sustainable practices**. We understand the interconnectedness of all living beings and **strive to make choices that reflect our responsibility to the broader world.**



For more information on how you can contribute to our sustainability efforts or details on recycling our pet product packaging, please reach out to us. **Together, let's embark on a journey toward a more sustainable and compassionate future.**



supremepetfoods.com



LET'S GET CONNECTED
[@supremepetfoods](https://www.instagram.com/supremepetfoods)

