

**Butternut
Box**

Impact Report

2023

Certified



Corporation

Sustainability is part of who we are at Butternut. As a purpose driven company, we know that we can't be the industry leaders in Fresh dog food without caring about our impact.

We also know that the only way to be successful for the long haul is by doing business in a way that considers the needs of all our partners - our customers, our squad, our communities, and of course, the environment.

Whilst we hold our paws up and acknowledge this is not something that can be achieved overnight, we are incredibly proud of the progress we have made so far and are committed to continually finding ways to improve.



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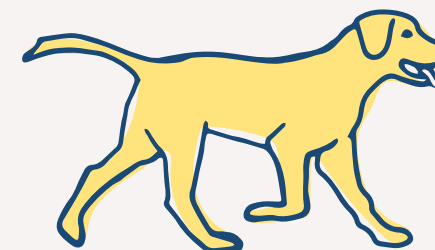
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2023 has seen Butternut grow in so many ways.

We ended the year feeding 250,000 happy and healthy dogs, we welcomed the PsiBufet team and brand, we expanded into the French speaking part of Belgium and we secured investment for the next phase of the Butternut journey.

This has not only helped us move forward in our purpose to deliver health and happiness to dogs all over the world, but we are also incredibly proud to have made a positive difference to the planet and people along the way.

In 2023, we significantly reduced the carbon intensity of our recipes. We introduced Paws Days and our first ever sabbatical policy to enhance the wellbeing, learning, and development of our squad.

To further support our local communities, we increased the number of our charity partners and the hours volunteered across all locations.

We also partnered with Sedex to help us manage and improve social and environmental sustainability in our supply chain and introduced two new lower carbon protein meals to our Fresh range.

We have ambitious plans to expand our impact further in 2024, including investing in cutting-edge heat recovery technology between our new Ace's Pantry fulfilment centre and Rudie's Kitchen, kickstarting our path towards a zero emission factory and allowing us to build on these learnings in the design of our new SAMS factory in Poland.

We hope you enjoy reading about our progress so far and share our excitement for the future.

Kev & Dave



Our purpose

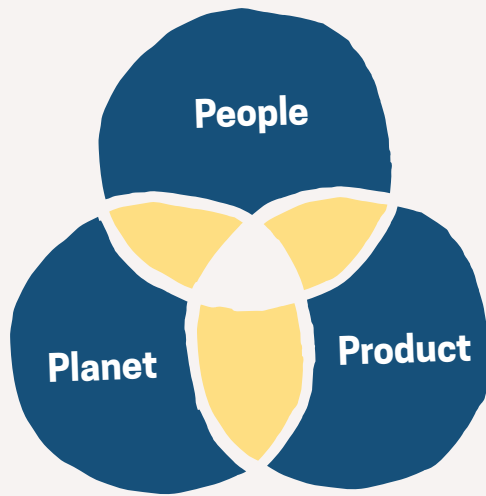
“We exist to deliver health and happiness to dogs and their humans all over the world”



Our impact

“Doing business in a way that reduces our environmental impact as well as making a positive difference to our squad, local communities and customers”

So, whilst our mission is to deliver health and happiness to dogs and their humans everywhere, we also know the importance of balancing this with the needs of our squad, communities, customers, and good old mother nature. Without this balance, Butternut and, let's face it, our society for future generations could not continue in the long term.



Profit

Purpose



Our values

At Butternut, our **values** are central to who we are and how we behave as a business.

So it's not surprising that these values are directly linked to how we manage our impact, ensuring that as we grow as a business, we do it in a way that reduces our environmental impact and makes a positive difference to people as well as pooches.

Dedicated and determined
Open and honest
Genuine care
Strive for better

All for the love of DOGS



2023

Highlights

2023 was a great year for us, in terms of our impact and our purpose to deliver health and happiness to dogs, people and the planet.

Here are some of our more impactful highlights from 2023.



CO₂

0.36 kg

CO₂e/kg product
the average carbon
emissions associated
with cooking our meals -
an 8% reduction vs 2022
across Scopes 1&2



over

£120,000

donated to animal and
people charities



77%

of waste recycled or
converted into biogas
- over 1,800 tonnes



**1052
HOURS**

of volunteering



82,960

physical meals
donated to dogs
in need



Joined

Sedex

platform



Achieved a BRCGS Food
Safety certification

AA grade



78

wellbeing events
for our squad



Introduced 2 new
lower carbon protein
grain meals



Introduced Paws
days for wellbeing,
learning and
development and
our first ever
sabbatical policy



8.7%

average reduction in
CO₂e emissions per kg
food delivered for
all markets across
Scopes 1, 2 and 3



16

amazing charity
partners



246

new squad members
across four markets

Added 5 new health and
wellness additional
products/treats to
improve dental, gut
health and well-being.



Completed first
research study on
impact of feeding
Fresh on the canine
gut microbiome



We've saved over
67,000 kg of CO₂e
by our meals being
delivered on all-
electric vehicles.

B Corp

We are incredibly proud to be a B Corp, certifying as one of the first 1000 B Corps in the UK in September 2022, achieving a score of 82.6.

On a practical level, certifying as a B Corp means that we went through an incredibly rigorous assessment of all the ways we manage our environmental and social impact.

But becoming part of this very sought after community means so much more than that. It is our way of making a public commitment to balance profit with purpose and be accountable to all our stakeholders, including our squad, communities, customers, suppliers, shareholders and the environment - yes Nature does have a place at our table. Woof.

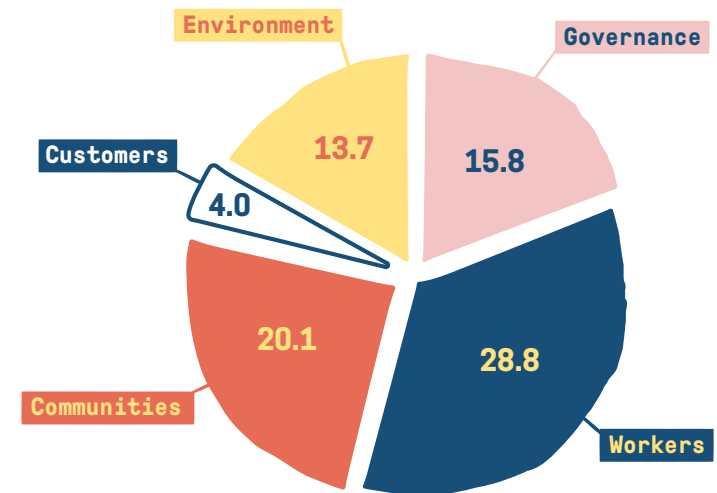
We also know that by becoming a B Corp, we have a responsibility to not only grow our own impact, but be a leader of change and force for good for our customers, industry and society.

We put a lot of work into certifying back in 2022, but we know that being a B Corp is a journey not a destination. So, we are continually adapting and finding ways to ensure our business grows in a way that also cares for people, planet and of course, pups.

Using the B Corp framework as our guide, we set ambitious goals and regularly check our progress. And when it's time for us to recertify in 2025, we can hopefully show how much we strive to ensure that as Butternut grows, so does our impact.

Our score: 82.6

(split across the following)



What is a B Corp?

"Certified B Corporations are businesses that meet the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose. B Corps are accelerating a global culture shift to redefine success in business and build a more inclusive and sustainable economy."

B Corporation



How we manage our impact at Butternut

We all know that everything in sustainability is incredibly interconnected so that making progress in one area can have a knock-on effect on another.

We also know that improving our overall impact as a business depends on making progress across all of these areas. But as with any goal, it is much easier to manage and work towards when you break it down into smaller, bite-sized pieces.



Our framework is based on the 3 core pillars of sustainability:

Planet

People

Product

With individual work-streams within them, this allows us to set goals, track and use the best methods, teams and tools to move forward in each area.

And although sustainability is pretty much part of conversations on a daily basis here at Butternut, we make sure the whole squad is engaged by sharing updates on our impact journey on a regular basis.

Planet

Energy

Gas
Electricity
Operational
Carbon

Water

Inbound
Effluent

Waste

General Waste
Food Waste

Recipe Carbon

Life Cycle
Assessment

People

Squad

Diversity ,Equity
& Inclusion (DEI)
Training & Development
Engagement Wellbeing

Charity

Volunteering
Donations

Customers

Comms
Education

Product

Responsible Sourcing

Environment Social
& Governance
Animal Welfare

Packaging

Reduce
Recycle
Reuse

Nutrition

Ingredients
Cooking process
Feeding Guidelines
Research

B Corp

Planet

Our Planet pillar is about all the ways we manage our impact on the environment.

This includes monitoring the carbon emissions from our own energy usage, as well as from our upstream and downstream activities, to how much water we use and what we do with our waste.

We have been calculating both the carbon footprint of our entire business and that of each of our products for nearly 3 years now.



Business carbon footprint

Since we use the GHG (Greenhouse Gas) protocol to calculate our emissions, we calculate the emissions from all our business activities using the following scopes or buckets.

Scope 1

Gas we use to steam cook our meals making up 6.1% of our total emissions.

Scope 2

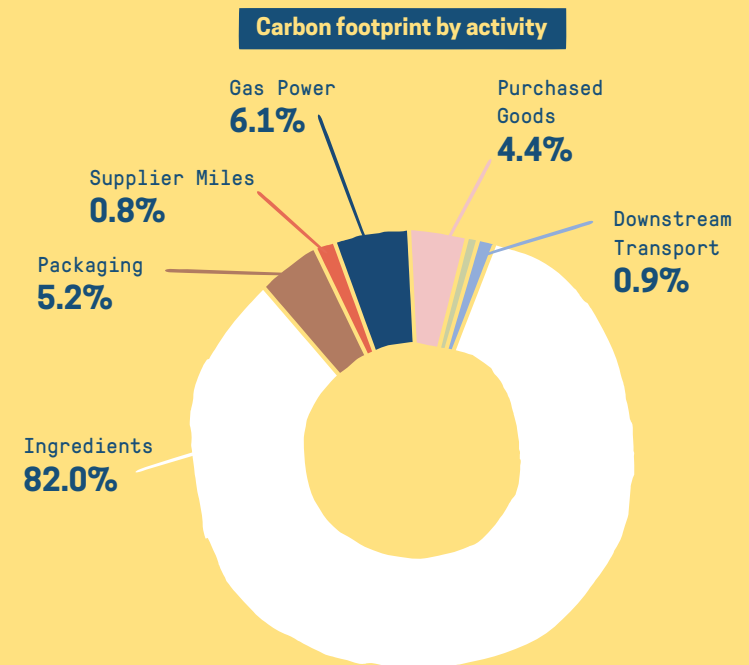
Electricity we purchase to refrigerate and freeze our meals. 0% using a market based approach as we only purchase renewable electricity or 1.2 % using a location based approach.

Scope 3

Emissions from literally everything else that we do from the ingredients we purchase, to the transportation to and from Rudie's Kitchen and all of our spend on services we use, business travel and capital projects. This, like most other food businesses, makes up the vast majority of our emissions at 93%.

To make sure our carbon footprint is as accurate as possible, we try to use activity data for the majority of our calculations and only rely on a spend based approach for a small amount. This is because activity data is much more accurate. It uses actual metrics such as amounts of gas, or weights of ingredients we purchase, while a spend based approach is based on how much money we spend.

Using an activity based approach does take a lot more effort but each year we strive to increase our use of activity data to calculate our carbon footprint.



As with other food manufacturing businesses, the vast majority of the carbon emissions from our business activities is generated by our processing and the ingredients we purchase.

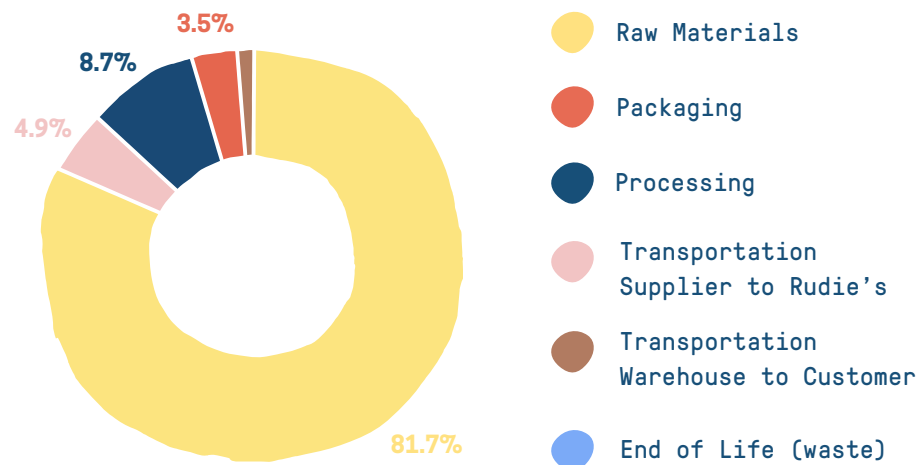
Product carbon footprint

Along with calculating the overall carbon footprint of all our business activities, we also measure the carbon footprint of each of our recipes—our product footprint—using Life Cycle Assessments (LCAs).

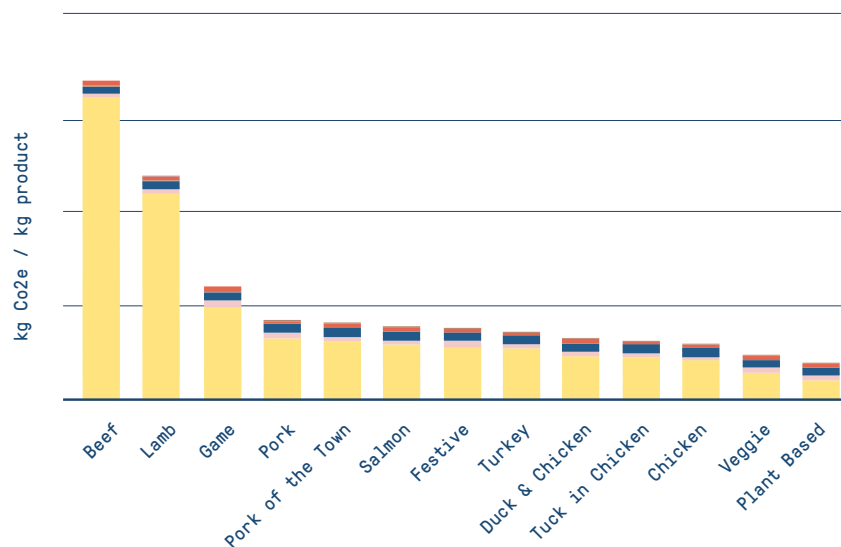
We include carbon emissions at every stage, from the growing and rearing of our ingredients to disposing of our pouches. The only stage we don't include right now is the energy used by our customers for freezing and refrigeration, because there is not enough reliable data available.

Calculating the carbon footprint of each of our recipes from the farm all the way to the end of their life, has helped us pinpoint our emission 'hotspots' and understand where to focus our efforts.

Carbon footprint across all our products combined



Carbon footprint by recipe



And not surprisingly, if you look at our ingredients, the biggest emitters are from our red meat recipes with beef being the highest by far.

The reason for this is because of all the emissions tied to things like land use, water and of course the methane they produce themselves, thanks to their ruminant digestive systems.

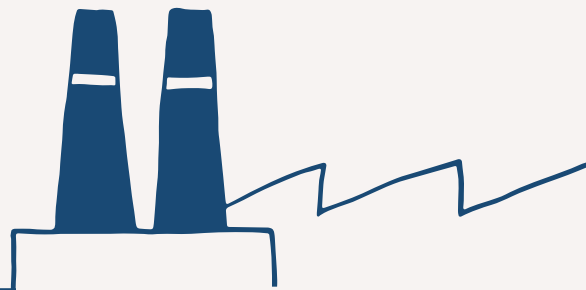
We are working with some amazing livestock farmers who are coming up with innovative ways to reduce their carbon emissions including using feed supplements to reduce the amount of methane the cattle produce and switching their energy usage from fossil fuels to renewable.

Energy[!]

Reducing our energy use and trying to use energy sources that generate minimal or zero harmful emissions is one of the most direct ways we have to reduce our carbon emissions.

This is why we are continually working to cut down on the gas we use to cook our meals and purchase 100% renewable electricity.

Butternut
Box



Gas

We set ourselves an ambitious 10% reduction target in 2023 to reduce the carbon emissions from our gas usage per kg of food we produced and we came within a dog's whisker of reaching it achieving an average 0.36 kg CO₂e/kg of food produced.

One of the main ways we did this is by massively increasing our efficiency by simply cooking more meals with the same amount of gas.

But we also made a major improvement to our process, investing in a state of the art Reverse Osmosis system to make the water to our boilers cleaner and in turn reducing the gas they need to run. Bit like the water softeners we use for our kettles at home.

Electricity

And even though we purchase 100% of our electricity from renewable sources, we still monitor and work to reduce our usage here as we still source from the National Grid that generates electricity from a variety of sources, including fossil fuels as well as renewables.

As with our gas, cooking more meals really helped reduce our electricity usage but we also managed to achieve a big step reduction of 5% by reducing the voltage to our site.

We have also invested in a string of additional electricity meters to map out our energy usage at every point of our manufacturing process to make it even easier to identify hotspots and drive initiatives to further reduce our usage.

CCA

In addition to setting ambitious targets of our own, we continue to work within the limits of our Climate Change Agreement with the Environment Agency to reduce our gas and electricity use per tonne of food we produce.



Water

Monitoring and controlling our water usage is as important as managing the energy we use, so we continually fine tune our processes to maximise water conservation as well as reduce our carbon emissions.

This has included:

- Installing the Reverse Osmosis water filtration system, reducing the need to change the water in our boilers as well as reducing the gas they use.
- Installing dedicated point of use water meters to each and every cleaning hose in our factory.
- Reducing the water used by our cooling towers - cool eh!



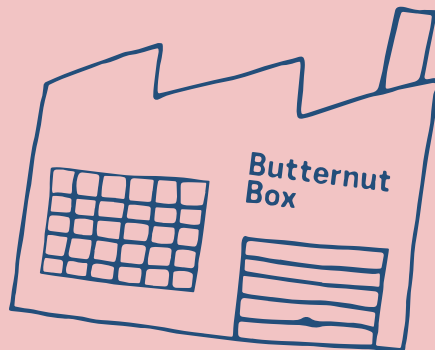
Waste



We have been a zero waste to landfill site since we opened the doors of our operations facility, Rudie's Kitchen back in 2021.

But we know that reducing our impact on the environment does not end there so we are continually looking for ways to reduce the amount of waste that we generate and increase the amount that we recycle.

By the end of 2023, 77% of our total waste or 1,800 tonnes was either recycled or converted into biogas.



Recycling

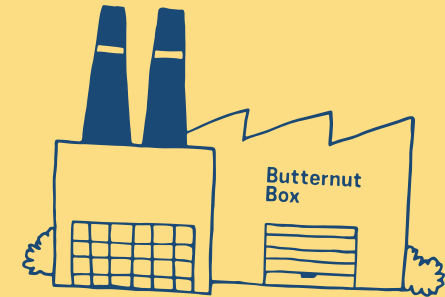
We more than doubled the amount of waste sent for recycling at our factory. Thanks to literally rooting through the contents of our general waste bins (yep, really) we were able to work out where we could be recycling more. Based on this, we have now increased recycling collection points on our floors, reduced the number of waste collections and have expanded the stuff that we recycle through new waste management partnerships.



Food waste

As a business that is all about food, reducing food waste is something that is close to our hearts.

Our cooking process at Rudie's Kitchen is built to minimise food waste, only generating **4.6%** last year through achieving an **8%** reduction per tonne of food produced.



Any food waste that we do produce at our factory we send to an Anaerobic Digestion plant to be turned into biogas and fertiliser. This year, we've even teamed up with a more local provider, cutting our road miles by over 11,000 miles a year.

We also regularly donate any unsold surplus meals to our animal welfare charities partners. Recently we extended this to a brilliant charity near to Rudie's Kitchen called Food Works whose mission is to fight climate change and food insecurity. They make sure that our surplus meals are put to good use by making them available to the local Sheffield community.



And of course, our feeding guidelines are set up to ensure that our portions and recipe plans are tailored to the age, breed and size of each dog. This, combined with achieving average palatability scores of **4 out of 5** on all our recipes, means that there should be minimal food waste when it comes to the dogs we feed.

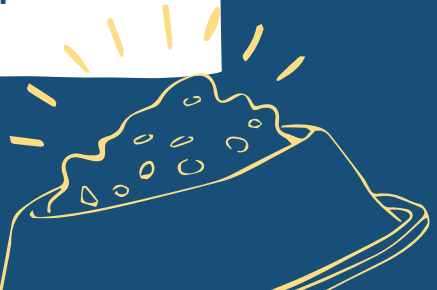




Recipe carbon

In addition to calculating the carbon footprint of each of our recipes — their product footprint — we link this to our forecasted ‘business as usual’ demand, giving us the complete carbon footprint for all the recipes we deliver to our customers.

We refer to these as our ‘Recipe Carbon’ emissions. They allow us to consider our carbon emission impact when making product development, sourcing, or merchandising-related discussions, as well as set more meaningful targets that we can plan for and track our progress against.



For 2023, we were able to achieve an incredible 8.7% reduction on our total recipe carbon emissions per kg delivered compared to where we were in 2022. This was no mean feat despite being a growing business.

We managed to achieve this through a combination of eagle-eyed monitoring and some key initiatives including:

- Introducing two lower-carbon protein meals - Tuck in Chicken and Pork of the Town.
- Encouraging customers to shift their preferences more to lower carbon meals.
- Launching lower carbon meal recipes in our new Polish Fresh dog food brand PsiBufet.
- Adding in-account box delivery tracking for customers reducing instances of food waste.
- Partnering with delivery couriers who are making incredible progress in reducing their own carbon emissions through transitioning their fleet to electric or hybrid vehicles that are increasingly powered off renewable energy sources, or using other low emission technologies.

People

Whether it be our squad, our local communities or our customers, our social impact and making a positive difference to people's lives is incredibly important to our value of #GenuineCare and success as a business.





Our squad

Our squad, consists of over 750 dedicated and caring people working across the UK and Europe.

Our People team's mission has always been to make Butternut the best place you have ever worked. In 2023, we've continued this focus through nurturing a culture where you can belong, succeed and have a laugh along the way.

As a business, 2023 was all about going from good to great with many milestones along the way. To name a few, we welcomed the PsiBufet team into Butternut, provided more quality and delightful experiences for our customers and secured new investment for the next phase of the Butternut journey.

With Butternut growing, it was important for our squad to grow and develop alongside these milestones. The focus in the past 12 months has been on individual & team performance, creating special moments to celebrate the wins and progress and ensuring that everything we do is fair, inclusive and compliant.

Training & wellbeing

As we've grown a lot over the past eight years, we've continued to focus on our growth being sustainable by offering more opportunities to our squad.

Here are some of the ways Butternut is striving to be a place where people can progress and develop in their careers:

Revamped career steps framework at Butternut:

- This defines behaviours and skills for squad members at all levels.
- Offers transparency on performance expectations and career progression routes.
- Ensures fair pay and consistent progression.

Expanded development offering:

- Squad members visit Rudie's Kitchen during onboarding.
- Offers a site tour, food safety & quality learning, and sensory panel taste-testing. Yum.

Operations focus at Rudie's Kitchen:

- Structured training programs around Values, Leadership, DE&I, and Compliance.
- Operational training programs to develop skills.
- Over 70 promotions in the last year due to effective training and team commitment.

Mental wellbeing support for squad:

- Funding for counselling, therapy, mental wellbeing books, or apps.

At Butternut, we're proud of our squad members who do great work for our customers, consistently strive for better and contribute towards making Butternut a great place to work. We recognise that, as a business, we have experienced a great deal of growth & change. It can often require periods of intense work and focus. With this in mind, we were excited to provide two new benefits to all squad members.

Paws Days are additional leave days provided to squad members to focus on wellbeing and/or learning & development.

Our Sabbatical Policy to valued squad members who've been with us for over five years provides squad members with an opportunity to take an extended break from work to rejuvenate, pursue personal interests, and engage in activities that promote personal and professional growth.



Diversity, equity & inclusion

Our commitment to DE&I (Diversity, Equity & Inclusion) is ongoing. We prioritise action in areas of impact as we learn more about our squad.



We foster a respectful workplace, and provide annual Anti-Bullying and Anti-Harassment training. Lunch and learn sessions cover diverse topics, with 90% of our squad feeling part of the team.



We actively recruit diverse talent, mitigate biases in hiring through structured processes, aim for 40% diversity in first interviews, and support initiatives like Codebar.

Visit our website to read our **gender pay gap summary** and learn more about the ways we are committing to dignity, trust and respect within the working environment.

Community & celebration

At Butternut, we believe in making a positive impact on the communities we engage with, whether in London, Doncaster, Amsterdam, Warsaw or Dublin.

Celebrating successes, both big and small, is a fundamental part of our culture. We recognise that as a company and team, we are continuously evolving, but taking time to appreciate the progress we've made is essential to us.

In 2023, we accomplished the following:

We volunteered over 1000 hours with our charity partners

We partnered with suppliers that represent marginalised groups to host team lunches and social events, celebrating and recognising DE&I events such as Black History Month, International Women's Day, and PRIDE.

We introduced more ways to connect with our squad and hear their ideas, through our weekly Coffee & Connects at Rudie's Kitchen and launching our first Culture Squad at our London office.

We celebrated our milestones, including welcoming our new squad members from Poland at our annual Great Butternut Get Together, where everyone across the business came together.

Rudie's Kitchen, was awarded an AA grade recognition from BRCGS Food Safety certification audits, an improvement from the previous year. A highlight of our team's unwavering dedication to providing only the highest quality food for dogs.



We held our BARK (Butternut Annual Recognition & Kudos) awards ceremony to acknowledge team members who have gone above and beyond in line with our values.

As we look forward, we'll keep doing everything we can to make everyone at Butternut Box feel that they are growing and that they belong. This includes everything from reviewing our benefits offering, continuous improvement of our hiring & internal mobility processes and offering ways to receive meaningful feedback and development opportunities. To measure our progress, we carry out annual DE&I and engagement surveys to get hold of data that helps us plan for the future.

Charity

Our charity mission is “To provide safe shelter, basic care, and full bellies to dogs in need. Everywhere.”

As a B Corp, we also know that our success rests on the success of those around us so giving back - whether it be through our animal charity partnerships or volunteering in our local communities - is an integral part of who we are and core to our value of #Genuine Care.





Donate a meal to a dog in need

As part of our charity mission to improve the lives of dogs everywhere, we donate a meal to a dog in need for every new customer and every advent calendar sold. We also regularly donate any unsold surplus stock to our animal charity partners. This year we've extended donating our meals to a human food bank charity, local to Rudie's Kitchen, to help feed dogs in the Sheffield community and have also donated food to dogs in Ukraine.

Funding projects

Our support to our charity partners also includes helping fund projects that align with our purpose, such as the purchase of freezers, building new kennels and play areas to improve the lives of the dogs that are in their care.

Volunteering

We give every member of our squad one day a year to volunteer their time to our charity partners. In 2023, this included helping out with gardening or DIY, dog walking, collecting and packing food donations or teaching coding skills and doing career talks.

As we grow, we strive to ensure that our charity impact grows alongside us. In 2023, we collaborated with 16 amazing charities across all our locations in the UK, Ireland, Netherlands, Belgium, and Poland—double the number we supported in 2022.

Charity partners

UK and Ireland

Foal Farm

An animal rescue centre giving abandoned and unwanted dogs a second chance.

Mayflower Sanctuary

A rescue and rehoming centre for dogs and cats near Rudie's Kitchen.

Dogs4Rescue A unique dog rescue where dogs live together in a kennel free environment.

Bassetlaw Foodbank A charitable organisation that distributes food to those who have difficulty purchasing enough to avoid hunger.

Hammersmith & Fulham Food Bank

Part of a nationwide network of food banks, working to combat poverty and hunger across the UK.

Inspiring the Future

A charitable initiative connecting people from the world of work with schools and colleges to provide careers and higher education guidance to young people.

Codebar

A charity that facilitates the growth of a diverse tech community by running free regular programming workshops for minority groups in tech.

Foodworks Sheffield

A charitable organisation that combats climate change and food insecurity by collecting surplus food, supporting local growers, and educating the community.

ISPCA

An animal welfare charity in Ireland specialising in rescue, animal welfare and preventing animal cruelty.

Wicklow Animal Welfare

A charity dedicated to rescuing, rehabilitating, and rehoming dogs, cats, and horses from all over the Wicklow county and beyond.

Netherlands and Belgium

Koninklijke Hondenbescherming

The Dutch Royal Association for the Protection of Dogs.

Dierenasiel Gent

Animal shelter in Ghent that gives abandoned dogs and cats the chance of a new home.

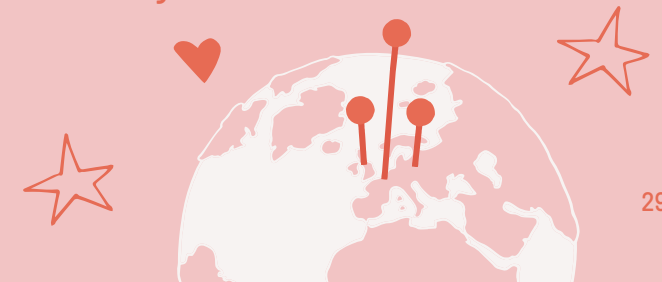
Poland

Karmimy Psiaki Foundation

A charitable foundation that supports abandoned dogs and cats in shelters throughout Poland with resources, rehoming, veterinary care and campaigns.

Nowy Dwor Mazowiecki, Józefów, Celestynów and Małe Boże Animal Shelters

Rescue and rehoming centres for dogs and cats just outside of Warsaw.



Highlights



82,960
physical meals were donated
to dogs in need.



Worked with
**8 new charity
partners**



1776
additional physical product
donations made (including
treats and extras)



We completed
1,052
hours of volunteering.



We donated two freezers
and loads of bouncy balls.



We donated over
£120,000
either in financial support
or product donations.

All thanks to our wonderful customers and squad.

We are working on some big initiatives for 2024 to ensure that our giving is in line with our growth and to continue to make a positive difference to the lives of both dogs and humans everywhere.

Product

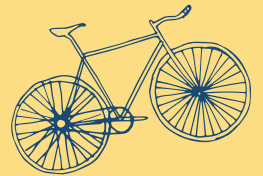
Whilst everything we do to manage our impact on the environment, our squad, local communities, and customers is related to our product, managing our impact in Responsible Sourcing and Packaging isn't achievable only through internal changes; it depends on working collaboratively with our suppliers.

Nutrition is within our Product pillar as improving the health and happiness of dogs through our food is the core of what we do.



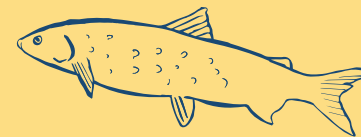


Responsible sourcing



Sourcing from suppliers who do business whilst also caring about their impact on the environment, and who maintain the same ethical and workforce standards for their squad as our own, is a big part of our sustainability efforts and benefits both the wider planet and society.

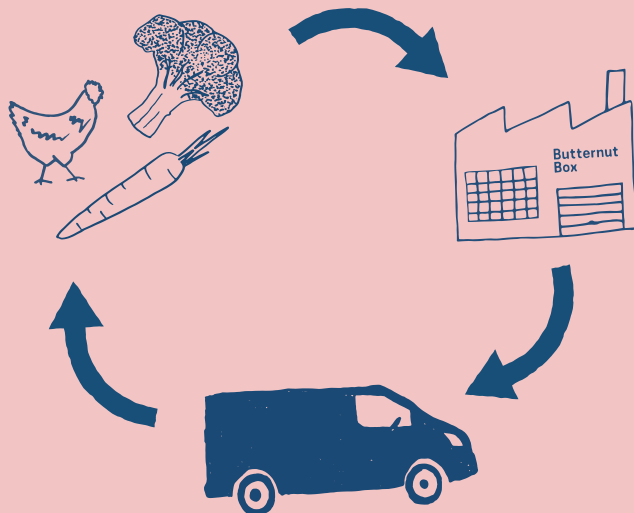
That's why we strive to maintain close relationships with suppliers who share the same values.



As our supply base grows in number and complexity, we know that transparency within our supply chain will become harder to maintain.

So, at the end of 2023 we joined forces with Sedex, a platform that will not only help us to assess and manage social and environmental sustainability in our supply chain, but also work together with our suppliers to improve standards for all.

Our goal is to make this a key part of our supplier onboarding and governance process and for the majority of our existing suppliers to be on the platform by the end of 2024.



In addition to some great initiatives that we have worked on with our packaging suppliers, that you can see in our Packaging section, here are some of the other improvements we've made to improve sustainability in our upstream and downstream supply chain.



We're now sourcing our poo bags from StarchBag, a company in Poland instead of China, helping to cut our transport emissions whilst still enabling us to offer a product that is plant based and is EN13432 certified so can be broken down safely in home compost within a matter of weeks.



All of our delivery couriers are setting science-based Net Zero targets and making significant progress towards achieving them. They are transitioning their fleets to electric or hybrid vehicles increasingly powered by renewable energy sources and utilising low-emission technologies such as biogas, hydrogen, or bicycles for more local, smaller deliveries. DPD, which delivers nearly 60% of our meals, has already saved over 67,000 kg of CO₂e by using all-electric vehicles for deliveries.

Packaging

We work hard to ensure all of our packaging is recyclable at home, or through in store recycling schemes, using LDPE plastic for our treats, extras and ice packs and FSC sourced cardboard boxes, toppers and leaflets.

This even includes our Woolcool insulation, that in itself is a more natural alternative to plastic insulation, where the MDPE plastic can go into soft plastic recycling schemes and the 100% pure wool inner is EN13432 certified so can be popped into home compost bins.

And of course, for all our UK customers, there's no need to dispose of our Woolcool at all, as we provide **free returns** on our website so that it can be **cleaned and reused**. Or if you would prefer, there are lots of creative ways that you can **upcycle** it in and around your own home and beyond, just take a look at the Woolcool website or #letsboxclever on social media for inspiration. Slugs beware...

However, the one area where we've still not found a recyclable material is for our meal pouches. They're made using a combination of plastics that can withstand our unique cooking and freezing process, because we cook our meals in the



pouches themselves. Doing it this way, allows us to cook at lower temperatures, which helps lock in the freshness and flavour without the need to add any additives or preservatives and gives our food digestibility scores upwards of 95% without creating any food waste and in a highly food safe environment.

So we continue to work closely with our suppliers to develop a more sustainable solution and we even now have our own **dedicated packaging technologist** to focus on this.

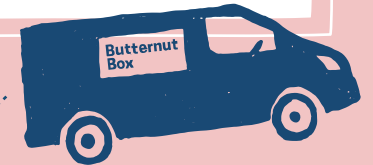


In the meantime, we've been working on lots of other ways to reduce the environmental impact from our packaging.

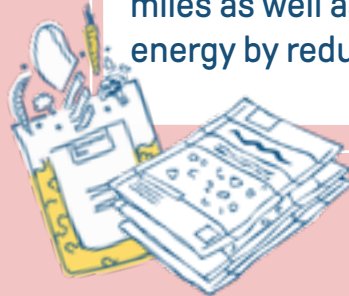
Reducing packaging

We have focussed on designing out waste to reduce the amount of packaging we create in the first place, one of the key steps in building a circular economy and also cutting down on our carbon footprint by using less raw materials, less transport emissions and less waste generated.

We've continued to work with our suppliers to increase the supply of protein blocks where all the packaging has been removed to 75%. Not only reducing the amount of packaging in our supply chain but also, our carbon footprint from delivery miles.



We are very nearly there on a really exciting initiative to reduce the thickness of our meal film used in the bottom of our pouches by 20% **that will reduce the plastic we use by a chunky 12%** or 60 tonnes. And since there will be less packaging to transport, this should also remove 3 full truck deliveries from our supplier, saving 3500 road miles as well as improve the speed we process our meals saving on energy by reducing the number of reel changeovers.



We have also started trials on reducing the number of ice pack pillows we use in our boxes from 4 pillows to 1, allowing the same insulation but reducing the amount of plastic used by as much as 3 tonnes a year.



Reducing packaging transport miles

We have focused on reducing the supplier miles for our Woolcool insulation by squeezing more into the same sized boxes and are working next year on increasing the size of the boxes themselves so that less pallets are used.

Increasing recyclable materials in our packaging

Where we can, we also look for ways to increase the amount of recycled material in our secondary packaging, moving to a pallet wrap that now includes 30% recycled LDPE.

We are already working on more creative ways to reduce the packaging on some of our treats and extras by reducing the headspace and increasing the reel sizes of the top film of our pouches reducing core waste, pallets used and and transport emissions so watch this space.



Nutrition

We are committed to providing complete and balanced dog food for all life stages, ensuring every meal supports a dog's health and happiness.

Whole ingredients, gently cooked, for optimal nutrition

Our Fresh dog food skips excessive processing. It uses whole, minimally processed ingredients that are gently cooked at 90°C to preserve their natural nutrients.

Our ingredients are of human quality, ensuring quality and traceability throughout our supply chain. Our transparent labelling ensures that customers know what's in their dog's bowl—no surprises.

Our 12 recipes are created and maintained by pet food formulators against FEDIAF nutritional guidelines and approved by a board-certified veterinary nutritionist, guaranteeing that they meet the highest standards of pet nutrition.

We also collaborate with customers and their dogs to taste-test any tweaks to our meals, ensuring they are always as good as or better than what we have today.



2023 Product Launches: Expanding Tastes and Textures

We introduced two new meals to our Fresh range, incorporating new whole ingredients like apple, swede, protein-packed quinoa, and high-fibre pearl barley. These nutritionally rich additions added more choice, tastes, and textures to our range and used chicken and pork meats selected for their lower carbon emission profiles to support environmental sustainability.

We faced the challenge of the avian flu epidemic in Europe, which disrupted our ability to reliably source guinea fowl for our Game recipe. We took this opportunity to shorten

the distance for ingredient sourcing and simplify our supply. We carefully reformulated the recipe to remove wild boar and guinea fowl and included venison and duck to ensure that we could continue to permanently supply this novel-ingredient meal to our customers without it being a limited edition.

Our additional product line has expanded with five new products to include health and wellness offerings tailored to dogs' specific nutritional and wellness needs. Our launches focused on dental health, reactive and proactive gut health maintenance and daily supplements designed to be tasty but promote calmness and well-being through scientifically proven ingredients.



Impact of feeding Fresh on the canine gut microbiome

We studied the link between different diets and the gut microbiome of home-based dogs across the UK. As the most extensive home-based, cross-sectional, multi-breed study, our research provides valuable insights into the benefits of feeding Fresh.

Our study revealed several significant benefits of feeding dogs Fresh food over more traditional pet food diets:

Higher Nutrient Availability:

Increased protein degradation and butyrate synthesis suggest that Fresh food provides more bioavailable nutrients, which are crucial for optimal health.

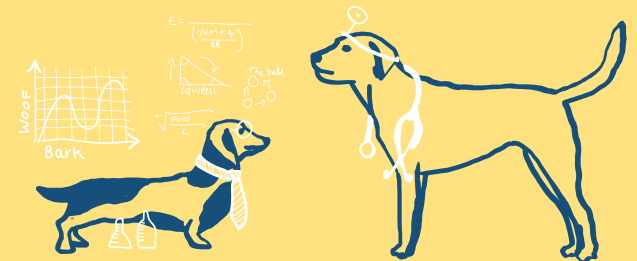
Improved Gut Microbiome Composition:

Significantly lower levels of Proteobacteria and Sutterella, bacteria associated with adverse health conditions such as obesity, acute diarrhoea, and inflammatory bowel disease, indicating that a Fresh diet fosters a healthier gut environment, reducing the prevalence of potentially harmful bacteria.

Enhanced Microbial Diversity:

Fresh diets were associated with increased richness and evenness of beneficial bacteria, contributing to a more balanced and resilient gut microbiome.

That was quite science-y. Essentially, a Fresh diet provides dogs with more easily absorbed nutrients, fewer harmful bacteria linked to health issues, and more beneficial bacteria, supporting a healthier and more resilient gut.



Enhancing Skin and Coat Health

Alongside studying the microbiome, we also examined the impact of our meals on dogs' overall skin and coat health. We found that dogs fed our Fresh meals had better skin hydration and reduced water loss through the skin.

High-quality, minimally processed ingredients provide essential nutrients such as fatty acids, vitamins, and polyphenols, which are crucial for skin health. When gently cooked, these ingredients become highly digestible, allowing dogs to absorb and utilise the nutrients more effectively, resulting in skin and coat health.



What's next?



Environment

We will be reducing:

Our energy usage through implementing:

- First stage of a heat recovery process between our new fulfilment centre and factory.
- More efficient steam ovens.
- On-site PV electricity generation at our new fulfilment centre.
- Trials for non-destructive temperature testing of meals in pouches reducing our food waste.

Plastic in our packaging by:

- Fully transitioning to thinner film for the base of our pouches, reducing the plastic in our pouches by 12%.
- Reducing the number of ice pack pillows used for insulation from 4 to 1, allowing the same insulation but reducing plastic by 10%.
- Reducing headspace in the packaging for our extras and treats.

We will be increasing:

- The amount of waste we recycle by continued analysis of general waste items and extending waste management partnerships.
- The volume of our lower carbon meals in Europe.
- Our recycled water through using a filtration system for our effluent.

We will also be:

- Continuing to perform trials on alternative recyclable material for our pouches that can withstand our unique cooking and freezing process.
- Moving into BREEAM certified London offices.

Governance

- Onboard 80% of existing suppliers on to Sedex supply chain platform and develop new governance and onboarding model for new suppliers.

Community

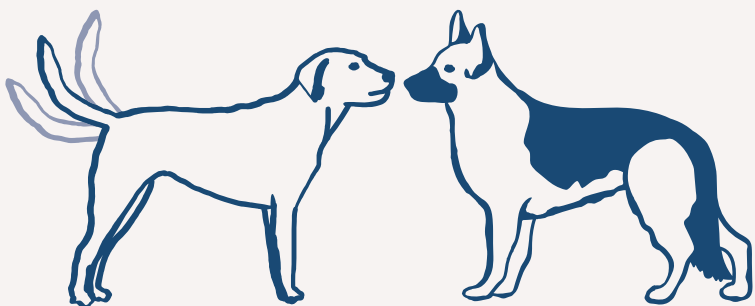
- Continuing to expand charity partners in all locations and begin a strategic partnership with a global charity to extend our giving back further than our local communities.
- Improve our charity donations mechanic to align more directly with our growth.
- Transition to more local supply chains for some of our treats.

Squad

- Launch a new & improved feedback cycle that prioritises individual growth & development.
- Embed our new Career Steps framework into every part of the employee journey.
- Welcome our new squad members in Germany and our new Fresh cat food brand Marro, ensuring their onboarding is delightful and creating a sense of belonging to the wider Butternut squad.
- Continuously improve our compensation and benefits offering to our squad regardless of location.

Customers

- Develop a dedicated sustainability page on our main site.
- Support customers and pet professionals to make informed decisions about diets, by creating a Vet Handbook for veterinary professionals, offering clinical nutrition solutions with our diets.
- Improve our Research Hub web page to provide access to our research findings and papers, and begin to publish our work into science journals.
- Expand our health and wellness offerings within our Extras range to support our Fresh meals and cater to the specific nutritional needs of dogs with health concerns.



**Because you,
the planet, and
dogs deserve better.**

Follow our progress and p-updates on our social platforms.

    @ButternutBox