



## 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.

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

## Key Projects & Accomplishments

### 1. IN-HOUSE SUSTAINABILITY

#### Projects

- 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 forward
- Presented easy tips on how to be more sustainable in everyday life to employees in a Town Hall meeting

#### Key Takeaways

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

### 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

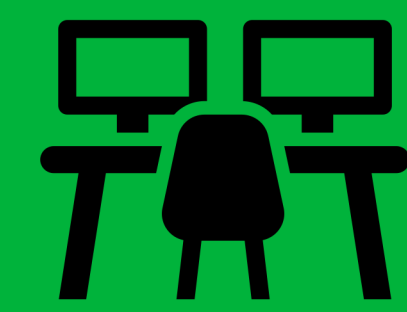
### 5. PACKAGING

#### 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



Benchmarking Topics



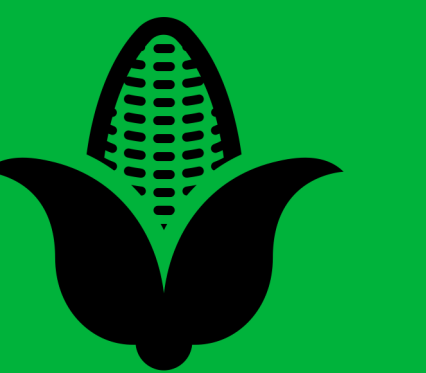
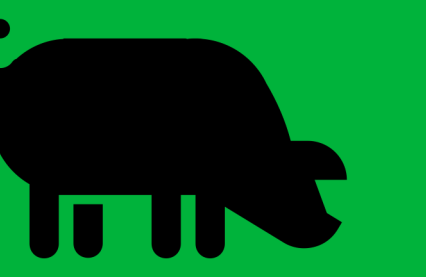
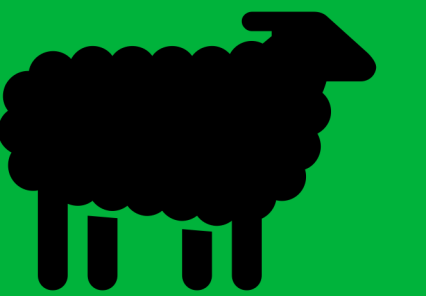
Carbon



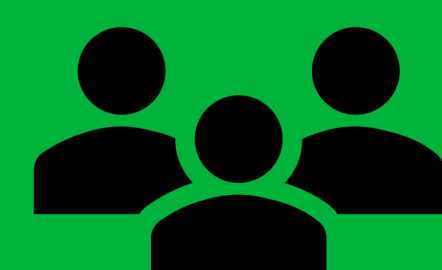
Regenerative Agriculture



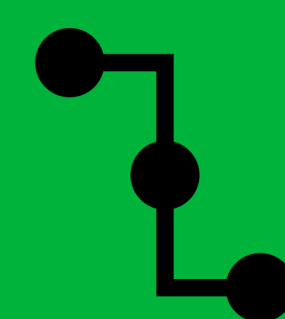
Waste



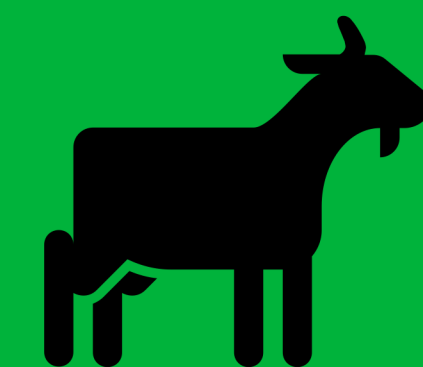
Employees



Community



Supply Chain



Animal Welfare



Awards