

# '22

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Josera Petfood  
Sustainability Report

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YELLOW CAN  
BE THIS GREEN



# SUSTAIN ABILITY

**Josera**  
petfood with passion

# INDEX

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Chapter

**01** >

---

Chapter

**02** >

---

Chapter

**03** >

---

Chapter

**04** >



# INDEX

Chapter  
**01**

**Green core**

You cannot see inside people, but you can inside companies



**Vision & mission**

Who we are



**A goal system for more sustainability**

This is how we set our goals



**What are we about?**

Strategy and more



**Added values we create**

Looking at our internal and external connections



**Insights**

What we say at Josera



**The food family**

Us and our report in the context of the food family



**Our sustainability**

Sustainability – how do we decide what is important and right?



**We prioritise**

This is what we look for in partnerships and at Josera



**Honestly explained**

Our materiality survey



**We ensure transparency**

We apply these external standards



**The next step**

A review of our first sustainability report



**Our pathway**

A plan until 2024



# GREEN CORE

You cannot see inside people,  
but you can see inside companies

Sustainability is a matter close to our hearts. Nevertheless, our actions should not be based on gut instinct, but rather translated via a sustainable mission statement into ambitious goals and a comprehensive design of our corporate structure and activities. Hence, as part of an introduction to this report, it is important for us to provide a transparent insight into our company and also to give some indications regarding our view of our own sustainability reporting. So that you get to know our core, our structures and our thought patterns.

Chapter

# 01



[to the index](#)



# VISION & MISSION

## WHO WE ARE

As part of Erbacher the food family, Josera is a family owned business with rich tradition. For us, tradition does not mean that we cling to the old – but that we are always on the lookout for new ways. As that is precisely our tradition: we are thought leaders and pioneers for sustainable pet food – and have been for many decades!

In doing so, we pursue a great vision: ***Our children, their families and animals can nourish well, enjoyably and with a good feeling – and that in a great global community.***

One vision that all companies and brands of the food family follow and one that, like all visions, is never finished – it keeps growing. We want to grow with this vision for the following generations and their four-legged friends, who should also be able to enjoy healthy food all over the world. In order to follow our vision, we produce pet food that is species-appropriate and work with many people from all over the world. In doing so, we share the common goal of sustainability.

Leading the way and thinking ahead also means keeping a close eye on our carbon footprint. We avoid and reduce CO<sub>2</sub> emissions where we can. If we reach our limits in this respect, we offset the emissions with CO<sub>2</sub> certificates.



## How do we set our goals?

Every sustainability report aims not only to report proudly on the past, but also to show what goals a company has set itself to continue to develop its own level of sustainability and what measures are to be taken to achieve them. In our view, this is where a dilemma begins: Since sustainable action is fortunately enjoying ever greater attention, companies are trying to outdo themselves with goal formulations. The vision run into the risk, whether consciously or unconsciously, of becoming a mirage.

The hunt for "green lights" in the goal achievement segments of the reports also has an impact on the motivation to set ambitious goals. Does a company really want to give the impression of having wanted a lot but achieved little? To avoid this, easily achievable goals are often set that do not foster improvement.

We have provided some of our goals and activities with references to the United Nations Sustainable Development Goals (SDGs). However, this only applies to those where we believe we are making a contribution through our actions in the sense of being a thought leader and a pioneer.

If we achieve one of these goals, we report on it in the appropriate communication formats. But here, too, we have given some thought to meaningfulness and structure:

- › Too many, excessively small-scale goals do not fit our corporate structure: that is why our sustainability management is not designed to agree on short-term and medium-term goals in the individual areas. We work across the entire company on goals from which the companies and businesses derive projects and processes for their areas. In this way, we work together on large and long-term sustainability complexes.
- › In too many essential areas of our actions as pet food producers, there are still no clear recommendations for actions or standards that give us the certainty of being able to formulate long-term goals: for example, when considering the environmental footprint of protein from animal welfare farms.

Here, the findings of science are still erratic and we want to retain the agility to be able to change tomorrow what we have pursued to the best of our knowledge today.

- › Key figures have only limited significance: for internal communication regarding goals and their degree of achievement we also use "KPIs", i.e. key performance indicators, that we can use to measure success. In external communication, however, they often only provide an impression of transparency. In sustainability management, there is often too wide a range of interpretation in the determination of many key figures. There is often only a footnote providing information about which data was actually used to determine this figure. That is why we only communicate figures in the report that are generally understandable.



# A GOAL SYSTEM FOR MORE SUSTAINABILITY

**OUR VISION**

Pets should be able to be fed healthily and enjoyably with a good feeling.

**OUR MISSION**

Thought leaders and pioneers for sustainable nutrition.

**OUR STRATEGY**

Animal-friendly and climate-conscious nutrition for dogs, cats and horses of the highest quality.

Recipe development, raw material sourcing, production, sales, transport and communication

Climate responsibility

**OUR MAIN BUSINESS FIELDS**

Producer of dry food (complete feed) and snacks

Private label partner for wet food, snacks and accessories

Sale of the product ranges via stationary trade and e-commerce

**WHY ARE WE SUCCESSFUL?**

Global sales

Focus on quality and sustainability

Special climate protection through forest conservation

Transparency and honest communication

Customers become fans

Partnerships at eye level

Part of the ERBACHER food family



**WHAT ARE WE ABOUT?**



# WE CREATE ADDED VALUE



## END CONSUMERS

- Offering healthy, enjoyable and sustainable pet food of the highest quality and food safety
- Active support for animal-friendly nutrition and husbandry
- Offering climate-conscious consumption alternatives

## TRADE AND SUPPLIERS

- Long-term, economically sustainable partnerships
- Assistance with customer-oriented pet food advice
- Opportunity to become part of a climate-neutral supply chain

## EMPLOYEES

- Creating safe working conditions and workplaces
- Meaningful work through ambitious assignments
- Continuous personal development as a „thought leader and power leader“

## NGOs AND THE PET INDUSTRY

- Sharing best practices
- Accelerating the establishment of sustainable action through a mentality as a thought leader and pioneer

## GLOBAL COMMUNITY

- Improving the food and supply situation through forest conservation and regeneration projects
- Self-determined establishment of local economic cycles and infrastructures
- Relief of the microclimate

## LOCAL COMMUNITY

- Contribution to ecological growth
- Job creation
- Active participation in the development of an attractive region for employees





# INSIGHTS



## This is what Frank Erbacher says about it:

Family entrepreneur from Erbacher the food family

"We make sustainable nutrition – but what is that? For people, it is affordable and wholesome. We need simple and healthy food that nourishes us and that we can enjoy – it is thought and made in a way that considers the climate and nature.

We at Erbacher the food family are thought leaders and pioneers of sustainable nutrition. We are working to ensure that our products are increasingly climate-neutral and that animals do not compete with humans for food. At the same time, sustainable nutrition is also a sustainable business model for anyone who works with it.

We are a family business and enjoy working with other family businesses in the value chain. In doing so, we go beyond the boundaries of our value chain by understanding our climate responsibility in a larger way. We look at aspects outside the climate impact of our own products in order to expand ecological, social and economic sustainability, especially in disadvantaged rural regions."



## This is what Stephan Hoose says about it:

CEO Josera petfood

"Sustainability is multifaceted for us. It ranges from dealing with employees, such as sustainable further development of individual areas of responsibility, to the development of new packaging or the reduction of resources.

Sustainability is firmly anchored in our DNA: this runs through all brands in the petfood sector, with our personal commitment to many foundation projects – and not least with the Ntakata Mountains forest conservation project in Tanzania. As an integral part of our philosophy, sustainability has naturally been a topic we continue to adhere to and work on, even in times of COVID-19.

As in the entire food industry, this state of emergency has not led to a drop in sales. The sufficient supply of raw materials has become more demanding, but was ensured at all times through adequate risk and process management.

Personally, I would be very happy if other companies also took their responsibility as seriously as we do in the food family. This is the only way we can make a lasting difference without political and private pressure – even in challenging times like a global pandemic."



## We and our report in the context of the food family

The core of our sustainability report relates to the pet food division of ERBACHER the food family, i.e. Josera Petfood GmbH & Co KG. All the key figures listed only include variables that are directly related to the production and distribution of pet food. The exception is the „Cooperation“ section of this report, because in our family we do not make any distinctions according to social affiliation. The reporting period covers the years 2018, 2019 and 2020.

It is important for us to introduce our family here – and with it the many opportunities to learn from each other.

- 750+** **Employees**  
in Germany and abroad
- 70+** **Countries**  
import our brands
- 1941** **Foundation**  
and we get better every day
- 4** **Locations**  
in Germany, Poland, Ukraine and Tanzania

# Sustainability – how do we decide what is important and right?

## We listen to our customers and partners:

Just because we consider something important does not make it relevant for our customers. It is important to courageously bring about this comparison of images and to derive from it the essentials that holistically describe us as a company in the eyes of all our partners. In 2021, we expanded our ongoing materiality analysis based on the inside-out principle to include an external stakeholder survey of customers, suppliers and retailers for the first time. We are proud that the results of this standardised survey largely coincide with the impressions we have gained so far through feedback from ongoing exchange formats and our multiple communication channels. This reality check was extremely important to us.

# Via these channels, we stay in touch with ...

## ... OUR TEAM

- Weekly 1:1 dialogue between employees and team leaders
- Quarterly development discussions
- Intranet
- Employee surveys
- food family cafés

## ... SUPPLIERS

- Regular meetings and audits to jointly derive sustainable product and process alternatives

## ... THE LOCAL COMMUNITY

- Creating communities of interest
- On-site information events for politicians and the population

## ... THE GLOBAL COMMUNITY

- Staff visits to project areas
- Partner networks

## ... THE TRADE

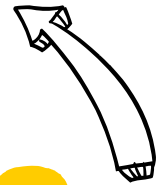
- Service hotlines and portals
- Josera Campus
- Regular visits
- Trade fairs
- Own events

## ... SECTORS AND NGOs

- Memberships in associations and initiatives
- Trade fairs
- Events

## ... THE END CUSTOMER

- Service hotline
- Social media and campaigns
- Customer surveys
- Trade fairs
- Events



# RECOGNISING THE ESSENTIALS



This is what we pay attention at

# JOSERA

This is what we look for in our

# PARTNERSHIPS



Needs-based and compatible pet nutrition

Our climate protection measures

Downstream transport and sales channels

Upstream raw material procurement

Quality management in action

Protein sources and raw materials used

Product carbon footprints of pet food

Our social commitment outside the company

Satisfaction and continued development of our employees

Structure of our sustainability management



Sustainable packaging materials

Conservation of biodiversity

Responsibility for trade goods

Energy efficiency of production and locations

Occupational safety of our employees and health promotion

Our contribution to sustainability education inside and outside the pet food industry

**In a continuously and rapidly changing world, the materiality analysis helps us to regularly reassess our sustainability strategy. What is both important to our stakeholders and has a major impact on our business is something we address directly.**





## Our materiality survey

From the interpretation of the results of our materiality surveys, we take away the following:

- › When it comes to packaging, our sales partners tend to focus more on the amount of secondary packaging that has to be disposed of than on the environmental compatibility of the primary packaging. We have already launched an improvement project in this area in 2022.
- › Our partners are really interested in our climate protection measures, but addressing the specific CO<sub>2</sub> emissions of pet food still does not have the same relevance. We incorporate this insight into our sustainability communication and education. We have already integrated the results on the relevance of topics from human resources management and occupational safety into the design of this report.

**We focus on the measures, key figures and goals that we believe represent thought leaders and pioneers, including across sectors.**



# WE ENSURE TRANSPARENCY



## We apply these external standards

Sometimes it simply feels good to get assurance that we have adopted a good sustainability strategy and are implementing the measures along this strategy carefully and conscientiously. We achieve this, on the one hand, by aligning our goals with the United Nations Sustainable Development Goals and thus pursuing what has been identified as the most important areas for action in the global community.

On the other hand, we have the good practice of our measures proven by a series of standards - we find transparency and independence of the standards extremely important.



**ZNU Standard - driving sustainable change**

We have set ourselves the goal of implementing another standard that assesses our sustainability management in relation to the specific concerns of the food industry - the ZNU Standard - driving sustainable change. We have always been represented in the ZNU's partner network and value the exchange with food manufacturers from a wide range of sectors.



**Awarded**

In terms of transparency, we even go one step further and compare ourselves with the competition. Awards are all well and good, but it is more important for us to be an initiator for our industry. The Pet-SustainabilityCoalition award for the most sustainable petfood producer in 2020 and 2021 is also intended to underline that we think globally with our efforts. We see the nomination for the German Sustainability Award 2020 as an illustration of the fact that we have been able to bring a little more attention to the pet food industry on a national level.



**CO<sub>2</sub> accounting**

In order to stand for transparent good practice when it comes to CO<sub>2</sub> accounting, we work together in this area with myclimate and CarbonTanzania, who audit our emissions accounting offsetted by the climate certificates obtained from the Ntakata forest conservation project.

WOW!





## A review of our first sustainability report

"A major step" is the headline of our first sustainability report, which we published in May 2017. Although at that time the systematic assessment of sustainability was anything but new to us, the preparation in report form was even more so.

So a major step for us – but not the only one:

**Single step:** We published the first sustainability report of the pet food industry. Unfortunately, we have not yet been able to persuade any of our competitors to talk openly and honestly about the ecological challenges of pet food production.

**Intermediate step:** We have issued a major climate goal for all our products – climate neutrality in scopes 1 to 3 for all our products. This step was a bit too big for us and all our brands. Why? We are pleased that our products have shown an above-average increase in demand over the last few years. Making scope 3 of all products climate-neutral now also exceeds the planned quotas from our offset project on the one hand, and on the other hand we would run into a conflict of objectives with economic sustainability if we purchased additional quotas through other projects.

Although we could pass on the uncalculated additional costs for completely climate-neutral products to our customers, various approaches on our part have shown that the majority of Josera customers are not (yet) prepared to pay an above-average consumer price for this product characteristic. So we are taking a step back and initially making only one brand climate-positive and all other products climate-neutral in scopes 1 and 2.

**Overrun:** The publication of our second sustainability report was announced for 2020 and was originally intended as an overall report for the entire Erbacher food family. Weighing the pros and cons of this form of reporting has taken unplanned time. In the end, we were faced with the decision to publish another quick light report in 2020 or to work on it with the usual „value“ in 2021. We opted for the latter.

**Progress:** Today, when we look back on the goals formulated in 2017, we can proudly state that we have, by and large, achieved them. Even if mostly not via the measures we described at the time. Therefore, in future we will proceed as described here and only communicate the overarching goals. We regularly report on our successes to our partners in the relevant communication channels, but no more than an update in the sustainability report itself.

**Backward step:** As the driving force behind an association of companies from the German-speaking pet industry, the PetFood(t)Print Performers, we wanted to set standards together and drive the implementation of more sustainable action in the industry. Where no demanding standards exist until then or legal requirements do not seem forward-looking enough. However, our repeated advertising for this remained unsuccessful. Nevertheless, we are happy to see more and more petfood producers represented in independent sustainability initiatives.

**The right step:** For us, publishing a sustainability report has proven to be the right step. We were held in high esteem, especially by stakeholders outside Germany, for our comprehensive and honest approach to the issues of sustainability and climate protection. Internally, it was a kind of catalyst for further process improvements in terms of sustainability management and even bolder calls to our partners to collaborate on a common sustainability strategy.



# OUR APPROACH



## RECOGNISING THE ESSENTIALS

**by 2023**

We are systematically expanding the direct involvement of partners and end customers in our materiality analysis.

## WE CREATE TRANSPARENCY

**in 2021**

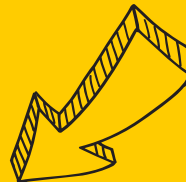
We achieve our PSC accreditation again as well as certification according to all previous external standards.

**bis 2022**

We have our sustainability management certified according to the ZNU standard.

**bis 2024**

We will publish our next sustainability report in 2024.



## SUSTAINABILITY IN THE CORPORATE CULTURE

**bis 2023**

We are expanding our sustainability management to include the implementation of international pet food locations.



# INDEX

Chapter  
**02**

**Climate responsibility**

Our Petfood(t) Print



**In balance**

With us, economic activity and climate impact are in balance



**Our offset project**

Ntakata Mountains



**Environmental, climate protection and prosperity through partnerships at eye level**



**This is how many trees we save per year**

Honestly explained



**Our Regreeningproject**

Another building block of our climate responsibility



**The Product Carbon Footprints of our pet food**

Understanding our carbon footprint



**Our climate neutrality**

Honestly explained



**On the way to a climate-neutral supply chain**

Our goal for the future



**Our responsibility for trade goods**

We are systematically expanding our range of feeds



**We put climate responsibility into words**

We practice what we preach – we talk about sustainability



**Goals for our special climate responsibility**

An overview



# CLIMATE RESPONSIBILITY

## Our Petfood(t) Print

Sustainable animal nutrition should always have the health of our four-legged friends as its primary goal. We want to produce species-appropriate feed that meets the highest standards and is sustainable in all its dimensions. The need to think and act in categories that are suitable for the future is expressed in the PetFood(t)Print of our products.



## Chapter

# 02



## With us, economic activity and climate impact are in balance

We are convinced that we can make the greatest contribution to global ecosystem conservation and overall sustainability by seeking to minimise the climate impact of our actions. The logical first step was to introduce precise CO<sub>2</sub> monitoring at our location in Kleinheubach and to ensure that the resulting emissions are avoided, reduced and ultimately compensated for. We already achieved CO<sub>2</sub> neutrality in scopes 1 and 2 in 2017.

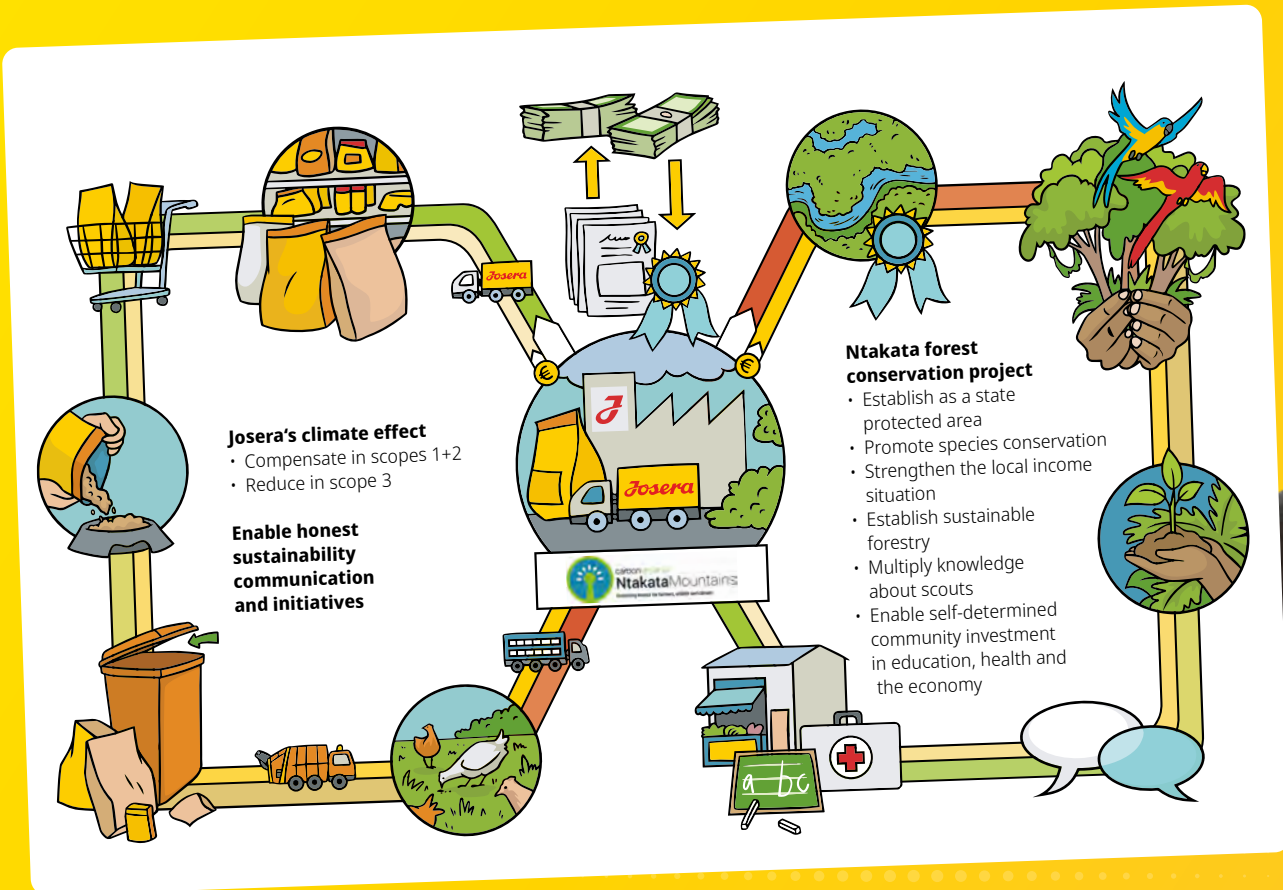
How we aim to avoid and reduce emissions and impacts on ecosystems based on our products is reflected through almost all areas of this report and shows our self-image, in which quality and sustainability merge.

As a company, however, we see the need to take our responsibility for the environment, people and animals beyond our own company or product carbon footprint and to break new ground in this respect. We would like to describe our Ntakata Mountains compensation project and our regreening approach as such courageous and sustainable new ground.



IN  
BALANCE

# OUR COMPENSATION PROJECT



# INSIGHTS

This is what Benjamin Arnold says about it:



"We hope to be member and driving force of this project for the foreseeable future and therefore, want to create a corporate strategic foundation for this."

Member of the Leadership Board



# ENVIRONMENTAL, CLIMATE PROTECTION AND WELFARE THROUGH PARTNERSHIPS AT EYE LEVEL

After avoidance and reduction comes compensation – but this, too, must be thought of in a „courageous, valuable and honest“, sustainable manner: we do not participate in general certificate trading, but have a pragmatic, yet visionary solution. By creating sustainable economic cycles, we improve the income situation in a disadvantaged region of our planet and thus make it possible to protect primeval forests as CO<sub>2</sub> reservoirs and habitats and to closely link our climate responsibility with other sustainability goals.

We receive our offset certificates from our own forest conservation project in Tanzania. Together with our partner Carbon Tanzania, we have found a forest that compensates for our emissions with CO<sub>2</sub>

storage, but also forms an ecologically, economically and socially meaningful unit together with the people and animals.

The 216,000 hectare forest area is located in the Ntakata Mountains and belongs to the tropical rainforest. It is considered one of the last bastions of intact tropical forest in Tanzania. As an active partner of the initiators Carbon Tanzania and through the personal commitment of our employees on site, we make a concrete contribution to people, animals and the environment.

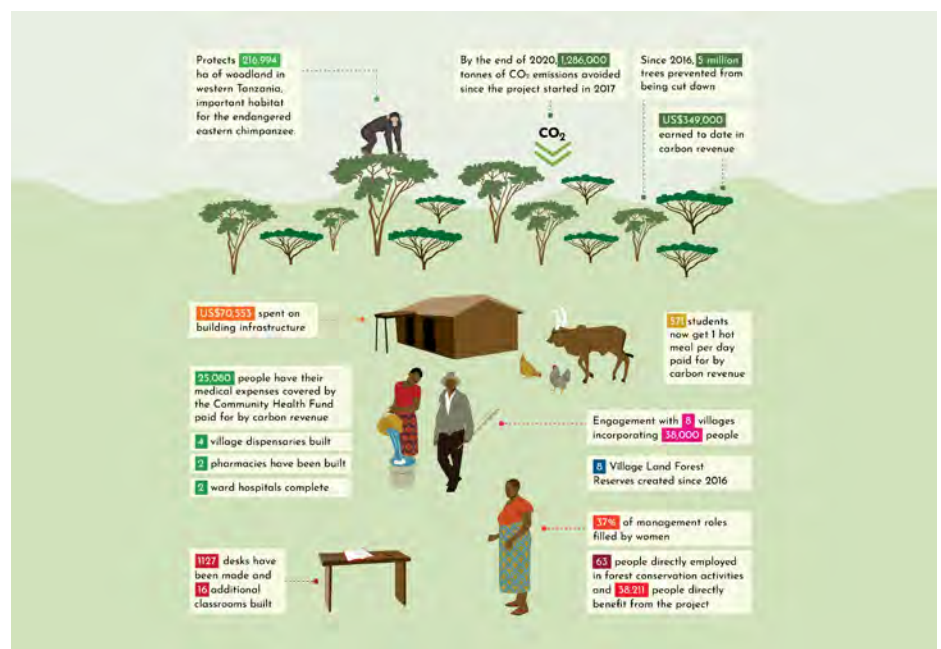
The local population, about 38,200 inhabitants spread over eight villages, should be able to follow approaches of sustaina-

ble forestry instead of cutting down the forest due to financial constraints and 'gold-plating' it once. For this purpose, we train scouts and multipliers in the communities. Thus, not only the land-use concepts are developed at the level of the municipalities, but decisions are also made on the use of funds from the emission certificates as well as sustainable forestry. Investments in education and utility infrastructure as well as local businesses are made here. This constellation represents for us the target image of partnerships at eye level.

## This is how the forest in Ntakata is protected:

- By establishing and investing in climate-smart agriculture
- By training and employment for rangers, scouts and carbon champions
- By environmental education through the Carbon Champions programme in the villages
- By land use planning
- By participatory forest management

At the same time, this business model "forest conservation in exchange for CO<sub>2</sub> certificates" protects a valuable population of wild animals and makes a substantial contribution to biodiversity.





Since the beginning of the project, we have seen these developments in the areas of education and healthcare.

# This is how many trees we save per year

Of course, the overexploitation of the primeval forest did not stop abruptly with our commitment. However, with the help of satellite measurements, the state of deforestation is regularly checked and compared with the rate in other, non-protected areas. In this way, the project managers keep track of the size of the successfully protected area. 1,250,000 trees per year have already been saved from deforestation in this way.

**6.919** people have received health care

**735** school benches were installed as part of the project

**2** schools opened with free meals for all children

**2** school dormitories and administration buildings were built

**4** pharmacies were opened

**20** classrooms were built

**16** classrooms renovated

# HONESTLY EXPLAINED



## Our shared successes in the Ntakata Mountains

Josera's commitment accounts for around 20% of the project's income from the sale of climate certificates. Other companies and foundations are partners in this concept.

# OUR REGREENING PROJECT

## Another building block of our climate responsibility – regreening

In addition to preserving ecosystems, we are now systematically working to restore the fertility and resilience of previously degraded soils – regionally and internationally. The introduction of agroforestry and sustainable land management can improve the food supply in many regions to create new opportunities that provide sustainable livelihoods and generate „cooling down“ effects in the microclimate.

We have thus extended our climate responsibility and are now looking at aspects outside the climate impact of our own products, as in the Ntakata Mountains. For more ecological, social and economic sustainability, especially in disadvantaged rural regions of our planet.

## Making regreening tangible:

Here in Kleinheubach, we also support an operation that has set itself the goal of responding to the changed climatic conditions in our region by converting to agroforestry. This operation is aiming to make reening tangible in the form of a good example not only for our employees and the farmers of our region, but above all for all our national and international customers from the agricultural sector. The thought-provoking impulse to rethink one's own land use and cultivation behaviour with new alternatives is included.

## Our pilot project: Rainwater Harvesting in Monduli

Under the idea of "integrated resource management", rainwater is harvested on a 200-hectare pastureland area in Tanzania, thus making valuable soil that is heavily affected by erosion fertile again – as a basis for sustainable agriculture. Two villages with around 1,200 households are spread over this area. Together with the local population, as well as "champion" farmers whom we are training there to become multipliers, we want to create about 5,000 half-moon ditches to collect rainwater and revitalise a good 32,000 existing tree stumps. We are actively involved in the planning process and review the effectiveness of our project through regular visits to our local company, food family division, in Tanzania.



## Understanding our carbon footprint

We believe that we can make the greatest contribution to global ecosystem conservation and overall sustainability by seeking to minimise the climate impact of our products and actions. Of course, this conviction is not the result of some spontaneous inspiration, but of intensive research into the „Product Environmental Footprints“ of our products.

In order to get an overview of the climate impacts we cause, we started to create Product Carbon Footprints (PCFs) for all our pet food articles in 2015.

Since then, we have implemented many measures to avoid, reduce or compensate for the climate impact. In the meantime, we have reached the point where we can place our own branded products and purchased trade goods of the Josera and JOSI brands in scopes 1 and 2 in a climate-neutral manner. And this through our „own“ forest conservation project. The following graph illustrates a typical PCF for pet food and shows where the focus of the climate impact of our products lies.

## Our brands as sustainable alternatives

Through our Green Petfood brand, we give consumers an alternative to purchase climate-neutral or even 125% climate-positive pet food. At Josera, we have set ourselves the goal of further reducing the PCF per product in the long term, also through offsetting, and of pointing out to consumers through open communication that they have already made an extremely climate-conscious product choice when buying, but not a comprehensively climate-neutral one.



# THE PRODUCT CARBON FOOTPRINTS OF OUR PET NUTRITION

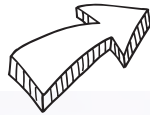
# INSIGHTS



This is what Dr Christine Jensen says about it:

Head of Innovation & Research pet, food family Agency

"We quickly realised that a low Product Carbon Footprint is not always a good environmental footprint. Where low emission values of raw materials would go hand in hand with what we consider to be unsustainable land use concepts, we consciously accept higher CO<sub>2</sub> emissions. This thinking also reflects our consistent efforts to establish non-animal protein sources in recipes."



## HONESTLY EXPLAINED

### Our climate neutrality

Neutrality of petfood products in scopes 1 and 2 only captures about 20 per cent of the climate impact caused. But even if we don't offset raw material origins across all products, we can still have a huge impact on these upstream emissions. Through new climate-friendly protein sources and regional sourcing.

## Our climate-neutral supply chain

Making our entire supply chain carbon neutral is a necessary goal in the long term. However, this requires the active cooperation of all partners in this chain. Where we can already work with partners who have a similar understanding of sustainability, we try to implement climate neutrality.

In the transport of our goods, we have already taken many steps in terms of emissions reduction and offsetting, but in our downstream sales network we are still at the beginning: in 2020, we wanted to give our national and international sales partners the opportunity to make their retail shops climate neutral via our forest conservation project.

However, this offer met only a very restrained response. We have learned that climate neutrality, although personally important, does not (yet) play into the choice of the point of sale as a differentiating feature in the eyes of the end consumer.

Nevertheless, we continue to pursue this topic and, as a starting point for intensive sustainability communication and education, so to speak, we have already proactively made 270 partners climate neutral with a volume of 5,400 tonnes of CO<sub>2</sub> for the year 2020. We hope that in the medium term this will generate increased relevance among our partners.



This is what Matthias Brenneis says about it:

Sales Manager pet

"For two years now, we have been giving our partners CO<sub>2</sub> certificates, which retroactively make their shop climate neutral for the respective year. For this campaign of climate-neutral shops, we as food family have received a lot of positive feedback. In particular, the certificate received by our wholesale and specialised trade was gratefully received.

It shows that our business partners are proud to be part of the food family and stand behind our sustainability measures. The certificates are often placed present in the shop. In general, our sustainability measures and thus also the shop's CO<sub>2</sub> compensation are an increasingly important topic of conversation in customer meetings."

# OUR RESPONSIBILITY FOR TRADE GOODS

## We are systematically expanding our range of feeds

We want to be able to give the consumer the good feeling of Josera quality even if they are considering a form of feeding other than dry food for themselves. To this end, we are building partnerships in the snacks and wet food sectors with producers who are themselves forward-looking and able to translate our quality ideas into products. These products then bear the name Josera.

## Things change – and that is a good thing

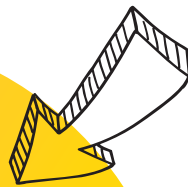
In our last sustainability report, we highlighted the advantages of dry food as opposed to wet food in terms of sustainability. Now, in the next reporting period, we are acting as a supplier of wet food in pouches and cans ourselves. We could hope that no one has read it, but here too we prefer to take an honest step towards our partners: the addition of wet food to our range helps to secure our economic stability.

Of course, we are now transferring all our requirements for the sustainability and climate impact of our products to this segment as well. Now we have to stretch ourselves a bit, but even wet food can be thought of in a future-oriented and climate-integrated way. This is mainly possible through the establishment of alternative protein sources in this feed segment.

In addition to the recyclability of the packaging used (e.g. tin cans), we are also focusing more on reducing the emissions that occur during the transport of our wet food, as we are aware that, in contrast to dry food, we are transporting "nutrient-poor water" to a large extent.

By expanding our range in the wet feed segment, we are at the same time making ourselves less dependent on market fluctuations in this segment. With regard to the environmental impact of our trade goods, we have committed to offsetting all scope 1 and 2 emissions generated by producers through our forest conservation project. We also influence the raw materials used in accordance with our PEF analyses and principles. In active dialogue with our producers, we promote the relevance of environmental sustainability and share good examples.

## HONESTLY EXPLAINED



**These areas of our supply chain are already climate neutral**

Shipping from our online shops to the consumer is handled via DHL GoGreen. Our goods are transported in our own trucks to our trading and transshipment centres.



**WE PUT**  
**CLIMATE**  
**RESPONSIBILITY**  
**INTO WORDS**

**We practice what we preach – we talk about sustainability**

For us, sustainable action is not something that should take place quietly and with the public excluded. For us, climate responsibility is a topic we are happy to share. With our customers, our partners and with all our employees. To get them all excited about their many ways to contribute to the protection of our environment through species-appropriate animal nutrition, we don't just think and act sustainably – we also talk about it. just think and act sustainably – we also talk about it.

**Sustainability @joserapetfood:**

- On social media, we report on special occasions and at regular intervals on our sustainable measures, successes and why it is important to us to take responsibility. Here we want to inform our community, inspire and give insights into our brand.
- Regular press releases and editorial contributions as well as advertisements provide an up-to-date overview of all our sustainable successes. In 2020, there were 10 publications online and in print media that revolved exclusively around the topic of sustainability.
- B2B: We provide information about our sustainable measures and successes in our regular trader newsletter and in our seminars and events. In this way, we want to inspire and lead by example in the field of sustainability.

**Sustainability on our packaging:**

We also provide information about our climate-neutral production in front of the shelves in specialist shops: new types of food have a small information text and our logo for climate-neutral production on the packaging – older products will follow this example in the next few years. In this way, we want to show our customers that our understanding of quality and responsibility extends far beyond our four-legged friends' bowls, give them a good feeling and create trust.

**This is what Laura Reinhardt says about it:**



















Brand Marketing  
 Josera petfood

"How to inspire others to be more sustainable? By talking about it! With us, actions are followed by words: not boastful ones, but explanatory ones. Open and honest words that inform and encourage people to perhaps follow us a little way on our path towards more environmental and climate protection. We want to report on our successes and invite our partners to share them with us, as well as our customers. Because for us, that is bold, valuable and honest. And that's what we at Josera stand for – as a brand and as a team."



# GOALS FOR OUR SPECIAL CLIMATE RESPONSIBILITY

	Our essential goal	Our goal horizon	This pays particular attention to the SDG
<b>Our special climate responsibility</b>	We continue to ensure the climate neutrality of our feed products and sites in scopes 1 + 2.	Today and in the future	
<b>The Product Carbon Footprints of our pet nutrition</b>	We continue to strategically address our scope 3 emissions with a steadily increasing number of avoidance, reduction or offset measures and report on them.	Today and in the future	
	We enable the end consumer to increasingly buy completely climate-neutral (incl. scope 3) or even climate-positive products with selected product ranges.	Today and in the future	 
	We offset the „private“ carbon footprints of each individual employee.	Today and in the future	
<b>Ntakata Mountains</b>	We strive for a long-term cooperation with the Ntakata project, because through the unique project structure we not only fulfil our climate responsibility, but can also address ecological and social conflicts. We regularly convince ourselves of the effectiveness of the project.	Today and in the future	      
<b>Regreening</b>	We strive for long-term partnerships in our regreening projects, because this enables us not only to meet our climate responsibilities and address ecological and economic conflicts, but also to communicate best practice to our customers in the agricultural sector. We regularly convince ourselves of the effectiveness of the projects.	Today and in the future	 
<b>On the way to a climate-neutral supply chain</b>	We offset all goods transports carried out by external freight forwarders between our warehouse locations.	From 2021	
	We regularly test suitable measures to actively involve our sales partners in our compensation strategy to create climate-neutral sales locations.	Today and in the future	
<b>Responsibility for trade goods</b>	The moisture content of wet food is up to 80 percent. We take this into account by offsetting the emissions caused by transporting the feed with a factor of 3.	From 2022	
	We offset all scope 1 + 2 emissions of our sourced food commodities.	Today and in the future	
<b>Sustainability communication and education</b>	Under the motto "honestly explained", we give sustainability a higher relevance in our end customer communication and ensure transparency by addressing controversies.	Today and in the future	
	We are establishing an e-learning platform for our sales and trade partners, in which aspects of sustainability education related to Josera are also taken into account.	ab 2021	

# INDEX

Chapter

03

**Our products**

Species-appropriate and sustainable animal nutrition



**Animal-friendly nutrition**

Honestly explained



**Recipes for species-appropriate animal nutrition and special requirements**



**Protein sources as sustainability levers for the food industry**



**The choice of our raw goods**



**Thoughtful shell, delicious core**

Why we are changing our packaging



**The quality assurance of our products**



**Our laboratory analyses year after year**

Honestly explained



**Our innovation management at Josera**

We do not leave our future viability to chance



**Goals for our special climate responsibility**

An overview



# OUR PRODUCTS

## Species-appropriate and sustainable animal nutrition

As a pet food producer, we set ourselves a very special challenge: we want to develop species-appropriate food for dogs, cats and horses that always meets the highest standards – and is also sustainable.

This is where our biggest challenge begins: "Making sustainability delicious". Keeping our entire production chain in mind, we can, on the one hand, optimise our processes, avoid and reduce CO<sub>2</sub> emissions, and, above all, develop new nutritional concepts that focus on new raw goods and protein sources, over and over again. All facets of this task are in turn reflected in the PetFood(t)Print of our products.



Chapter

# 03



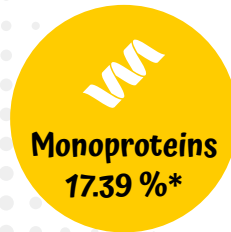
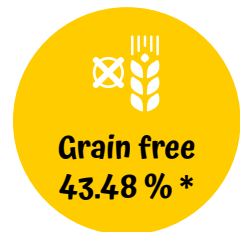
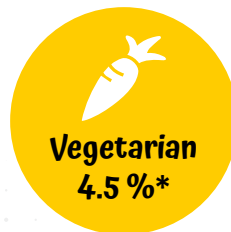
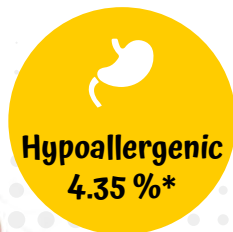


# HONESTLY EXPLAINED

## Animal-friendly nutrition

The prosperity of a society always reflects the nutritional situation of the pets too. This is often a problem for animal health. In order to ensure species-appropriate and healthy animal nutrition, we have to develop recipes that address the consequences of progressive overfeeding, but also point out specific energy and exercise requirements or dietary peculiarities of the animals in our communication. Our complete feed formulations make a special contribution to a long and carefree coexistence of humans and animals by offering a wide range of needs-based products. With these recipe properties, we can address the most common "nutritional problems":

## Recipes for species-appropriate animal nutrition and special requirements

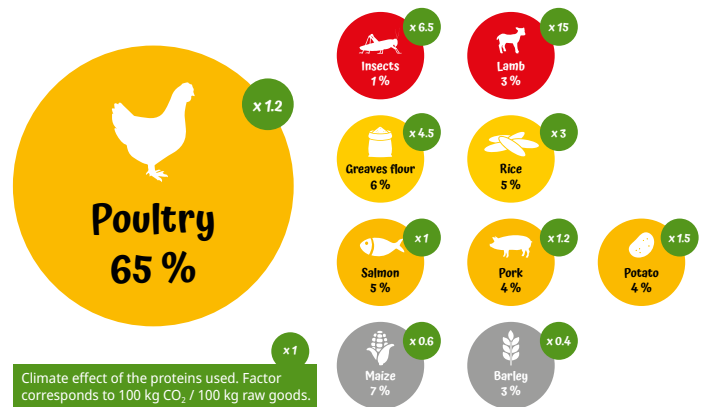


\* of the total range

# PROTEIN SOURCES AS SUSTAINABLE LEVERAGE OF THE FOOD ECONOMY

In the long term, we would like to feed pets only with proteins that have a comparatively low climate and environmental impact. This is a journey containing small steps, as these sources first have to be tapped, but then in many cases a change in consumer behaviour is also necessary. When it comes to proteins, we now think in terms of the following principles:

- ✓ The optimal nutrient supply of pets is not necessarily covered by an excessively high proportion of animal protein sources: In all our recipes we try to avoid an over-supply of proteins and steadily increase the proportion of vegetable proteins.
- ✓ We exclude the use of „exotics“ as a source of animal protein: Animal proteins can cause intolerances or allergies in pets over time – then a change of feed is required. Many producers are responding to these cases with an increasingly wide range of "exotic" animal protein sources, such as ostrich or kangaroo. We believe that the path of intensifying the breeding and keeping of ever new farm animal species is not the right one. Rather, we would like to show and pave alternative ways.
- ✓ Dogs can be fed a pure vegetarian diet: With our Green Petfood brand, we made a successful impact in 2013 and launched a complete feed based entirely on plant proteins. This is still a niche market, but we continue to put our efforts into establishing this way of eating.
- ✓ Insect protein represents a climate-conscious protein source in the long term: That is why we are systematically expanding our product mix in this direction. Even though the PCF for insect protein is still higher than that of many animal proteins today, we believe that it can be further reduced as this field becomes more professional. And despite everything, these proteins are already absolutely forward-looking today due to their very low environmental impact.



## INSIGHTS

This is what  
Dr Rosanna Theis  
says about it:



Head of Product  
Development  
Josera petfood

"As a company, we are often asked about our position on a possible conflict of resources and goals between nutrition for humans and for pets. For the production of our feed, we use animal protein that comes from animals fit for human consumption, but is not used for human consumption for commercial as well as cultural reasons. From our point of view, it is important for sustainable action to strive for the most holistic utilisation of the farm animal possible, according to the principle „nose to tail“, naturally taking into account the nutritional and physiological needs of dogs and cats."

# THE CHALLENGE OF OUR RAW GOODS



As a family business, we attach great importance to maintaining long-term partnerships with suppliers who act in a similar future-oriented manner as we do. The regionality of the raw goods used also plays a major role here. Since our feeds constantly meet the highest quality requirements and specific dietary needs, we have to think regionality a little further where necessary and ecologically sensible. To assess this environmental dimension, we use the Product Environmental and Product Carbon Footprints of our sourced raw goods. Here it becomes clear that transport routes do not always have the greatest impact on the environment, but that alternative forms of cultivation or husbandry are often decisive.

We would like to explain this with two examples:



> **Salmon:** Here, after the joint assessment of the PEF, we have decided to use by-products from Norwegian aquaculture. We know that aquacultures can have a major negative impact on the environment, but we consider the preservation of marine biodiversity through the elimination of wild catches to be more important today.



> **Lamb:** We source our raw lamb from New Zealand. This is not without controversy due to the very long transport route. There is, of course, also the possibility of sourcing lamb from Europe, but unfortunately all the raw goods offered there does not, as things stand today, meet our requirements for product quality and its suitability for our balanced recipes.

We can go on and on with the series of such examples, and the individual case decisions are definitely not getting any easier either, as we are looking more and more intensively at the upstream environmental impact of our sourced raw goods. But we are rising to the challenge and continue to work on ourselves, our products and the processes that shape the selection of suppliers and raw goods.

# THOUGHT OUT SHELL, DELICIOUS CORE

## WHY WE ARE CHANGING OUR PACKAGING

When we talk about Super Premium pet food, it is of course mainly about the inner values of our feed bags and tins. But the packaging must also be right so that the contents can meet the highest standards.

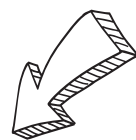
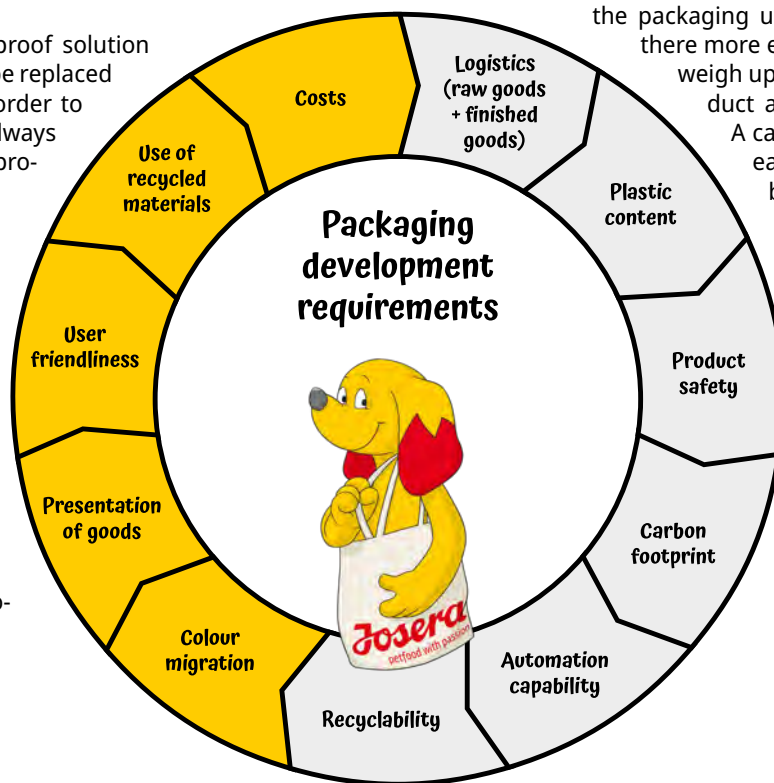
What was the most future-proof solution a few years ago can already be replaced by a better idea today – in order to constantly improve, we are always open to this and check our processes.

Due to new draft laws in the EU as well as ever advancing technological possibilities and growing understanding, we are now offered completely new solutions for the resource-saving, practical packaging of our feedstuffs. With the new packaging size, we now want to gradually switch from a composite material to a mono-plastic.

Product protection always comes first for us, because the most valuable and resource-intensive, our products, must be well protected. And in this sense, product protection is of course also a question of sustainability: how long and how well can the packaging used protect the product? Are there more efficient ways? Here we always weigh up the best durability of the product and the idea of sustainability. A calculation that is not always so easy, that we often have to rebuild and that we are continuously working on.

The large packages of our Josera dog food will therefore soon be made of a completely recyclable plastic that can be fed into the circular economy.

In this way, we can avoid at least 50 tonnes of packaging waste in the course of a year.



## INSIGHTS

This is what Christopher Jacobs says about it:

Purchasing  
Josera Erbacher Services

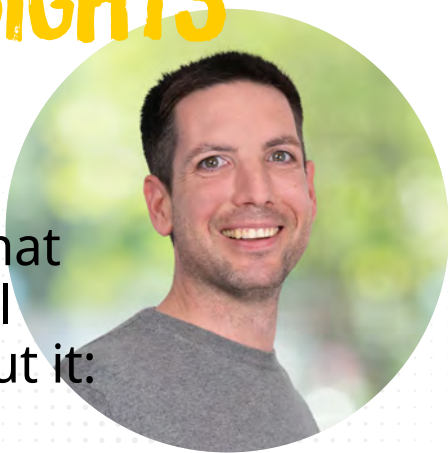


"For the perfect packaging, we have set up our own project team that is constantly working on optimising our dog, cat and horse food packaging. Whether new technical possibilities, legal requirements or the wishes of our customers – we listen, try out and implement!"



# THE QUALITY ASSURANCE OF OUR PRODUCTS

## INSIGHTS



This is what David Holl says about it:

Quality Management  
Josera petfood

"By achieving the IFS standard, critical factors such as contamination by foreign bodies in the feed or the occurrence of chemical residues in our raw goods used have been minimised even further. The preparations for certification took around 400 hours. Many factory inspections were necessary, additional equipment had to be installed and colleagues in production had to be trained. I think what's immediately noticeable since the certification is the even stricter rules on the clothing of employees and external craftsmen in our factory."

## HONESTLY EXPLAINED



### Our laboratory analyses year after year

In 2020, around 300,000 analyses were carried out in our laboratory. The range extends from plant and animal raw goods to promotional items and packaging material.

## Our accredited laboratory

The core of quality assurance at Josera is our accredited laboratory in Kleinheubach – independently and regularly certified since 2021. Here, around 20 food chemists, biologists and laboratory assistants examine all incoming raw goods before they are processed according to the highest quality standards. In addition, they also check the outgoing products once more before they leave the factory.



## IFS certification: even more carefree from the bag to the bowl



You would think that our own accredited laboratory, a quality management system that has already been certified several times and a seemingly endless series of trial draws per year should be enough to guarantee our customers enjoyment in super premium quality. It is. But for the benefit of our customers and their four-legged friends, we have gone one step further and have now also had our production audited in accordance with the IFS Food Standard. In this way, we bring the topic of "food safety" to the highest achievable level and have it confirmed externally that we apply the same quality standards as in human nutrition. As it has always been our conviction not to tolerate any qualitative restrictions in petfood production, IFS certification was not a major hurdle for us. Or was it?



# OUR INNOVATION MANAGEMENT AT JOSERA



## We do not leave our future viability to chance

In order to develop pet nutrition, which makes a significant contribution to relieving the burden on ecosystems and the climate, we have created structures and processes for ourselves that actively seek new nutritional concepts with ever lower environmental impacts.

Or for business models that enable us to secure our economic performance in the long term through sustainable products.

For this purpose, we have already created free space in our company in 2018 in the form of a separate company (Green Sale), in which research and development can take place detached from the challenges of day-to-day business.

Another team based there, Innovation-Consulting, then examines the ideas that have emerged to see if they are in line with our strategy and tests their likelihood of success. In this way, we ensure that we do not spend too long working on ideas that have no real future viability. The step-by-step improvement and implementation of ideas towards innovations is also methodically accompanied from here.

## INSIGHTS









This is what  
Jochen Basting  
says about it:

Innovation Consultant  
food family Agency



"Even though we have organised innovation management in one division, it is important to us to anchor a culture of innovation throughout the company. We achieve the necessary sensitisation of all employees primarily through continuous, needs-based and, in particular, holistic development measures. Thinking patterns, such as that innovations are not (any longer) possible in certain areas, should not be able to arise in the first place."

# GOALS FOR SPECIES-APPROPRIATE & SUSTAINABLE ANIMAL NUTRITION

	Our essential goal	Our goal horizon	This pays particular attention to the SDG
<b>Animal-friendly nutrition</b>	We are introducing a veterinary line ("HELP") whose products are intended to address the health restrictions on which our customers most frequently ask for advice.	from 2021	
<b>Protein sources as sustainability levers</b>	We are consistently expanding the relative share of plant proteins in our recipes.	Today and in the future	
	We are consistently expanding the absolute share of products with proteins from insects and purely vegetarian recipes.	Today and in the future	
	With selected product ranges, we enable the end consumer to buy products with proteins from animal welfare farms.	Today and in the future	
<b>Raw goods sourcing</b>	We are continuing to systematically improve our HotSpot and PEF analyses for sourced raw goods, in particular to reduce the non-climate-related environmental impact of our products.	Today and in the future	
<b>Environmentally-friendly packaging</b>	We successively implement packaging changes and packaging innovations to increase their recycling rate.	Today and in the future	
	We make the scope 1 + 2 emissions of our packaging materials climate neutral.	from 2022	
<b>Resource-efficient production</b>	We evaluate a large number of technological innovations for their suitability to increase the energy and resource efficiency of our processes and implement them where necessary.	heute und in Zukunft	
<b>Product quality</b>	We maintain the accreditation of our laboratory as well as the IFS certification of our production.	Today and in the future	
<b>Innovation management</b>	In order to remain a thought leader and pioneer for ecological and economic sustainability, we review our innovation management annually and create scope for innovation.	Today and in the future	

# INDEX

Chapter

04

**Our cooperation**

Thought leaders and pioneers in cooperation

**Our cooperation in numbers**

**Social sustainability**

Honestly explained

**Our daily cooperation in the company**

A mirror of cooperation at Josera: the ff journey

**Working differently not only in the head  
and at the location**

**Working differently in the new office**

**Making it tangible for our employees:  
environmental sustainability**

**In cooperation with the thought  
leaders + pioneers of tomorrow**

**In global cooperation our Erbacher foundation**

**Goals for our cooperation**

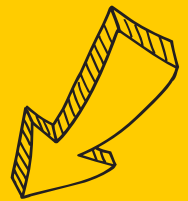




# OUR COOPERATION



## THOUGHT LEADERS AND PIONEERS IN COOPERATION



### **Erbacher the food family is not just a name, but real family spirit**

If one or more companies call themselves a family, many interpretations go hand in hand with this. For us it means that we share a common family spirit. This is the conviction that we want to act as thought leaders and pioneers for sustainable nutrition and that we have agreed on common habits for success in working together. Each in their role, on each day. Not because we want to avoid conflicts, but because we believe we can think, communicate and decide even more successfully this way.

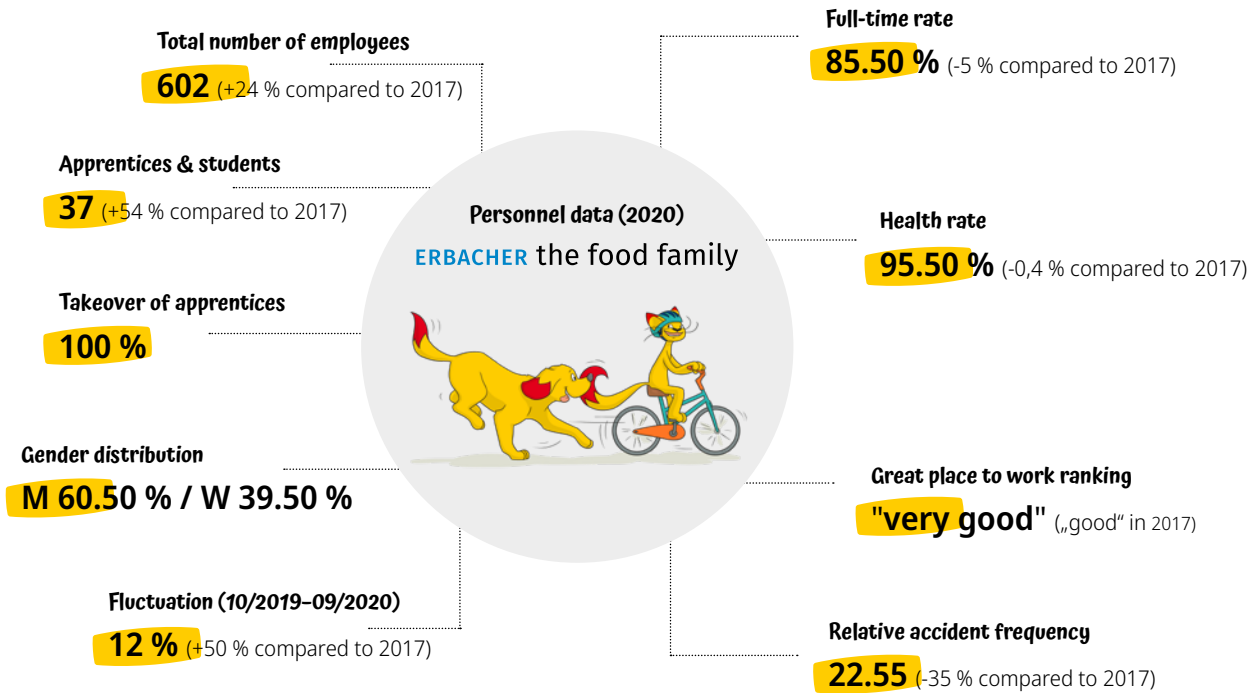
We see establishing this culture, reviewing it again and again and adapting targeted measures as the greatest contribution we can make to social sustainability. However, this family spirit should also have an impact beyond company and country borders in our diverse partnerships, which are characterised by cooperation at eye level in sustainable business models.

## Chapter

# 04



# OUR COOPERATION IN FIGURES



## INSIGHTS

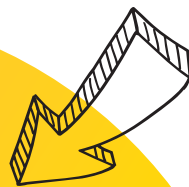


This is what Annette Grötzinger says about it:

HR & Corporate Communication

"Our health rate is in the benchmark of comparable companies, as is gender distribution and staff turnover. Training young people is important to us at the food family. That is why we offer opportunities here for many young people and in various apprenticeships and courses of study. In doing so, we are thought leaders and pioneers with the implementation of even completely new professions and courses of study that fit our strategy. The attractiveness of our training is reflected, among other things, in many good graduations and a very high takeover rate."

## HONESTLY EXPLAINED



### Social sustainability

The area of "social sustainability" is not balanced with the other parts of the report in terms of its sheer scope. Not because we no longer have any tasks here or because we don't care about our employees – quite the opposite. It's just that we don't want to report anything in the "Employees" section that has fortunately already become good practice in the labour market. We only want to highlight areas where we believe we can go a step further beyond "good practice" and motivate others with it.

# OUR DAILY COOPERATION WITHIN THE COMPANY

## A mirror of cooperation at Josera: the ff journey

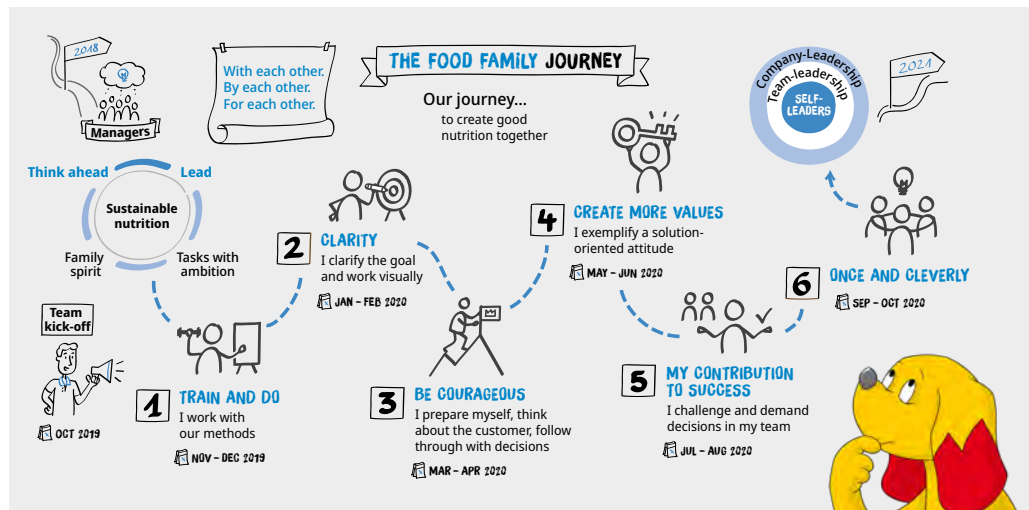
In December 2017, we took part in the Great Place to Work® employer ranking for the first time. The employee survey conducted measures employer attractiveness as well as corporate culture and trust.

The results were good, but revealed a number of important areas for improvement. From this, we derived numerous measures to strengthen strengths and remedy weaknesses and finally faced the next survey in 2020. We narrowly missed our goal of being among the TOP 10 employers, but we are now among the top 10 percentage. How were we able to achieve such an improvement? By rethinking the topic of corporate culture once again and setting out on a unique journey together in the food family in October 2019, on the ff journey.

Travelling means change. Getting out of the familiar. Getting to know new things. The way this journey was prepared and carried out was also extraordinary. Managers and team leaders contributed their ideas for the implementation of the team workshops.

Defined methods for better cooperation were about establishing a lived thought leader and pioneer culture: agile, proficient and with a view to the company's goals.

Coupled with the vision of making the food family a place where employees enjoy working together with the goal of creating sustainable nutrition.



To this day, year after year, the habits of success are brought to life in all teams.

For 2023, the focus for everyone is on developing new, sustainable ideas that not only save us time and money in our daily work, but are also sustainable and ultimately lead to a reduction in CO<sub>2</sub> emissions.

## INSIGHTS

This is what Kerstin Nagel says about it:

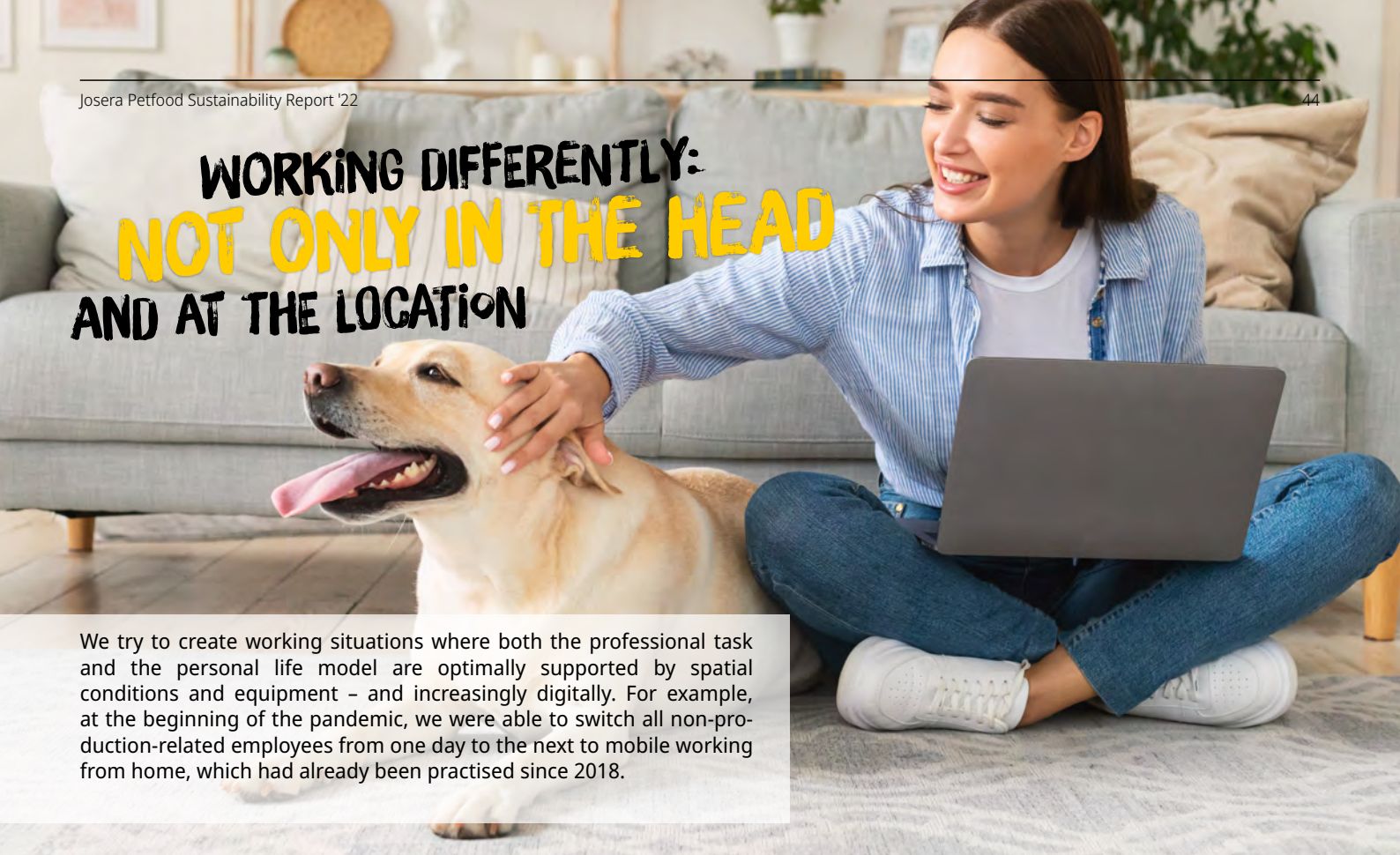
Organisational and Personnel Development



"The ff Journey has been designated as one of the two corporate goals for 2021 to manifest the need to develop as a person and an organisation. All employees are measured according to their own development. The initial spark was thus actively laid. Only when personal responsibility, development and freedom are exemplified and given, corporate culture can be developed sustainably, the future can be shaped and secure the company's success in the long term. Our answer to the complexity of the world of work.

The ff training compass on the intranet was also new. Here we have created an offer along our competences that provides everyone with independent access to further education opportunities. The range extends from podcasts to book recommendations, thought-provoking lectures, impulse lectures and trainings to multi-day workshops, according to need."

# WORKING DIFFERENTLY: NOT ONLY IN THE HEAD AND AT THE LOCATION



We try to create working situations where both the professional task and the personal life model are optimally supported by spatial conditions and equipment – and increasingly digitally. For example, at the beginning of the pandemic, we were able to switch all non-production-related employees from one day to the next to mobile working from home, which had already been practised since 2018.

## Working differently in the new office

We saw the sudden period of empty offices as an opportunity to implement a comprehensive redesign and energy refurbishment of our main office complex. As a result, in future the determining factor for the spatial arrangement of workplaces will no longer be the affiliation to a department, but predominantly the functionalities of the working environment that are currently required. A model that we have already been able to test in our marketing and online shop teams.

We believe that all of these are characteristics of "working differently" and support each employee in developing their optimal work-life balance.



## INSIGHTS

This is what Lothar Leitl says about it:

IT Manager



"The transition to working at a self-chosen location because of Covid-19 was no problem at all for us, as we have been offering this way of working for three years and the IT infrastructure as well as the equipment with notebooks and headsets was accordingly available. The only challenge was the sudden and complete changeover, but within two weeks all performance and user problems were solved. Even a major IT project was brought to a successful conclusion entirely with online meeting tools – with the side effect of a climate-friendly way of working by saving on travel. Our course for the future is built on the further expansion of our digitalised process landscape based on modern IT systems for all employees with the aim of completely eliminating paper documents in internal communication."



# MAKING THINGS TANGIBLE FOR OUR EMPLOYEES:



## ECOLOGICAL SUSTAINABILITY

Making the core of our sustainability efforts, our special climate responsibility, tangible for all employees of our company is no easy task. It is just an abstract issue, in its problem definition and our approach to solving it.

A few years ago, we often encountered the critical question internally: "Why do we spend so much effort on protecting trees in Africa? There are tens of things that are more important!". Through intensive internal communication, this image has largely changed.

Here is a selection of measures with which we have been able to make this concern more tangible and thus more relevant for all parts of the workforce:

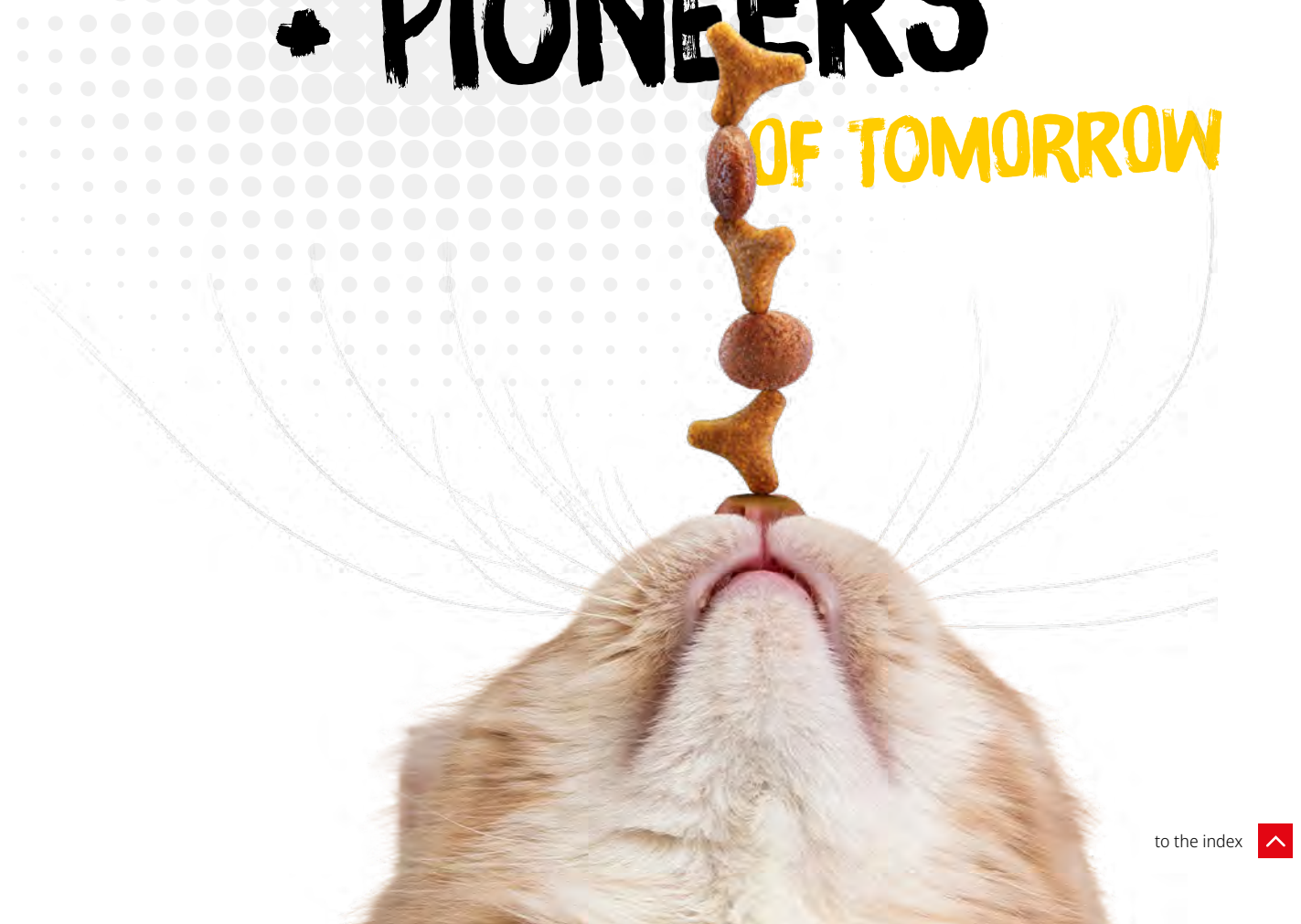
- › Each of our employees is privately climate neutral: through a personalised certificate, we want to make each employee aware of their own climate impact. However, private CO<sub>2</sub> consumption can of course only be changed if we know the appropriate parameters. Therefore, a number of educational measures go hand in hand with this certificate.
- › ff Climate Day: Every year, we present our climate strategy in face-to-face and digital events and listen to generally relevant lectures by our cooperation partners on climate protection.
- › Regreening Day: Here, in addition to our climate responsibility, we also focus on improving income situations in disadvantaged countries as well as biodiversity through the activities of our foundation.
- › Topic islands at the food family cafés: sustainability is always part of the agenda at the quarterly staff information events.
- › Personal involvement in international sustainability projects: An employee would like to get involved in our foundation projects on site? No problem, we will take care of the travel costs and the organisation – all you have to do is use your own holiday days.
- › Beehives on our ff campus: Intact ecosystems can no longer be taken for granted, even here in Bavaria, so we want to raise awareness of the issue of biodiversity locally.
- › Rewarding carpools and cycle commuters: Those who do not always choose the most comfortable way, i.e. their own car, to get to work will receive additional incentives.
- › E-car company car pool: This is constantly growing and is also available to all employees for smaller errands during breaks. This has already triggered one or two private e-car purchases.
- › Anchoring sustainable corporate goals in every target agreement: With this step, we ensured in 2023 that everyone goes in search of small and large adjusting screws for their area of work and in their team that make daily work more sustainable. To save time, money and CO<sub>2</sub>.

## The thought leaders & pioneers of tomorrow

Just as we want to support our employees in reflecting sustainable actions in their professional and private everyday life, we also want to help provide thought provoking impulses for children and young people from our region. To this end, we regularly invite school classes to complete sustainability days at our company. Together with the pupils, we relate the topics of climate change, nutrition and private consumer behaviour. We also welcome local politicians to these workshops and bring the generations into often bluntly open dialogue. Our message to young people: By choosing an employer, you can actively and, above all, effectively campaign for more sustainability in a wide range of areas.



IN COOPERATION WITH THE  
**THOUGHT LEADERS**  
• **PIONEERS**  
OF TOMORROW



# IN A GLOBAL COOPERATION OUR ERBACHER FOUNDATION

Our own foundation was established over 30 years ago and has always supported projects that contribute to improving livelihoods in rural regions through sustainable agriculture, water supply, empowerment of disadvantaged women, climate and environmental protection. Here we focus on the countries Tanzania, Uganda and India. In 2019, we have changed the approach to selecting initiatives we support and we are now focusing on the projects for the re-vegetation and re-cultivation of (degraded) soils through Integrated Resource Management.

In this way, income situation is improved, biodiversity is increased and our climate responsibility is taken into account. In addition, we have moved away from considering annually changing projects in the form of one-off funding, but want to accompany the projects in the longer term and actively contribute to achieving the formulated goals. An insight into the foundation's current pilot project <<< can be found here >>>.

Since the foundation was established, we have enabled and encouraged our employees on site to make a personal contribution to the foundation's projects and organise and finance these stays on site.



**Foundation purpose**  
Giving life in the countryside a future



**750** Supported projects  
with more than 65 partners since 1989



**3** Focus countries  
Uganda  
Tanzania  
India



**1989** Founding year

**750 000** People reached in Germany and abroad



# GOALS FOR OUR COOPERATION

	Our essential goal	Our goal horizon	This pays particular attention to the SDG
<b>Together at Josera</b>	We review and complement views on our family spirit annually with different sectors and further institutionalise this process.	Today and in the future	
	Along our "Journey" we continue leadership development as an organisation and stabilise the measures for individual development.	Today and in the future	
	Together we establish new and consolidate already learned ways of "working differently".	Today and in the future	
	We include a module on personal climate responsibility and our climate strategy in the plan of recurring, obligatory further training and evaluate its acceptance.	from 2021	
<b>Miteinander in der Welt</b>	We take into account our social responsibility as a company in connection with our climate protection projects and focus on the African continent in this regard.	Today and in the future	
	We are again involved in sustainability education for (climate) conscious consumer behaviour with workshop offers for schools.	from 2021	

Our sustainability report refers to the petfood division of Erbacher the food family, i.e. Josera petfood GmbH & Co KG. All the key figures listed only include variables that are directly related to the production and distribution of pet food. An exception is the „Cooperation“ section of this report, which reflects key figures, strategies and measures at the level of the entire Erbacher the food family. The reporting period covers the years 2018, 2019 and 2020.