

2023

Impact Report

scratch

Honestly good dog food



Acknowledgement of Country

We acknowledge the Traditional Owners of the country on which Scratch's Melbourne office is located, the Wurundjeri and Boon Wurrung people of the Kulin Nation, and the many parts of the country that help us keep the dogs of Australia fed and healthy.

Scratch recognises the continuing connection to the land, waters and culture of Aboriginal and Torres Strait Islander people. We pay our respects to their Elders past, present and emerging.



Scratch office (Dogs HQ)



Warehouse



Paw Partner



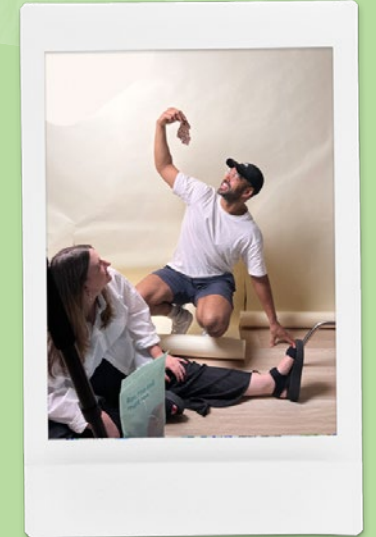
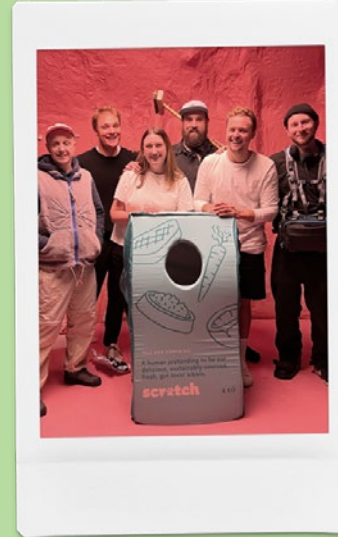
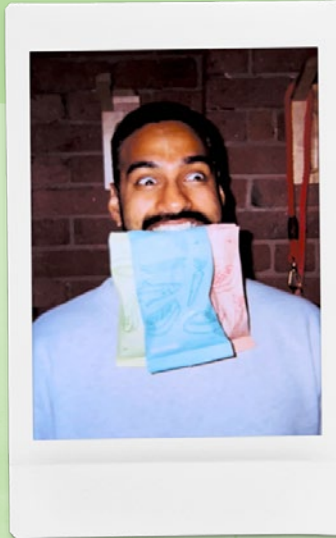
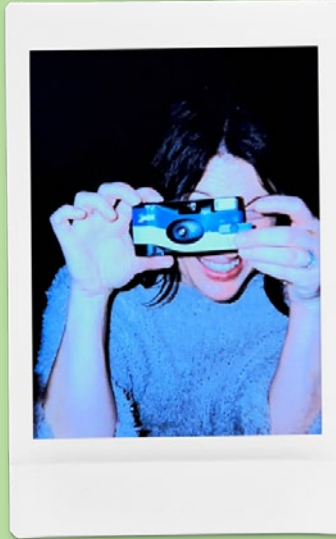
Planet Partner



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scr^{atch}





We love your dog's ^{and the planet's} guts

Scratch is the game-changing dog food putting dogs and the planet first.

By making personalised food plans for dogs around the country instead of selling through stores, Scratch is able to invest approx 40% more on higher quality ingredients and send freshly made food when your dog needs it.

Our food contains only local protein from the human food supply chain and we swap ultra-processed fillers for whole, Australian produce. As part of our Paws for the Planet program we donate 2% of revenue to dog welfare and climate action initiatives. We're proudly 100% independent and Aussie made and owned.



Letter from the founders:



We really loved 2023.

That's not to say it wasn't without its problems. But damn, it was just nice to be able to plan again. To have a healthy team, less fear about the future and more dogs eating Scratch than ever before.

Our customers were as amazing and supportive as ever, but we really noticed suppliers having more energy to improve things and go with us on our crazy ideas – even if they might take years to pull off.

And in the background, we kept at the little things that make a difference. And there's been no better example of little things mattering than what we all saw in 2023.

Little things stack up. And little things that are ignored for too long become big things.

So many of us have been banging the global warming drum for years (and our heads against the wall at times too when Big Business or governments put profits over the planet again and again). Now everyone's starting to see how those little incremental climate differences add up and boy, was Australia's weather willlll in 2023. It caused heartache for many of our customers and dogs, and havoc amongst supply chains and deliveries.

Single-use plastics and recyclability is another one we can't blame ya for being sick of talking about. The demise of RedCycle that rendered us and half the packaging in your local supermarkets unrecyclable, reminded us all of the pitfalls of relying too heavily on bandaids solutions that can't be sustained at scale. Real change is needed.

In the end, it's the day-to-day things that much of the world feels powerless to impact that are really starting to add up, and certainly aren't going away. And we're in our best position yet to be one of the companies that can lead that change...

We celebrated our fifth year of business and are in a fortunate position to have so many loyal and supportive customers that we can start to improve on these bigger things. We're still small, but we've

got a hell of a lot more power to change things than what we did just a few years ago.

We'll continue to rely on our Paws for the Planet impact partners to make much bigger steps in climate support than what we can alone. And we're committed to finally doing something about Australian kibble's reliance on soft plastics that have nowhere to go but landfill.

That's our big focus for the next two years, while day-to-day we continue to nail the little things. Treating customers well, leading with transparency, maintaining food quality, looking after our own backyard and acting with integrity in everything we do. We've got some big things coming that hopefully will go far beyond us and all the Scratch dogs. Watch this space :)

– Mike and Doug



We're a proud B Corp

(and were the first dog food company in Australia to be certified!)

B Corp is the world's leading measure of how consciously a business operates. From how it makes its products and treats its people to how it chooses its suppliers, respects its community, and helps the environment. Basically, it's about sacrificing profits to make more sustainable products and not being dicks in how we do business.

And it's not an easy certification to get. It initially took us 3 years of planning and action-taking to get certified. Which we did in early 2022. Once you've achieved B Corp status, you can just sit back, relax and give yourself a little pat on the head, right? Nah B Corp don't let companies just rest on their morals. You need to re-certify every three years as a way to ensure businesses continue to stay committed. Which means we're already a year out from re-certifying – better start getting our papers in order!

You've probably shopped from some Aussie B Corps that have been a big inspiration for us – Who Gives a Crap, Koala, Stone & Wood. They've set the bar on what it looks like to use business as a force for good.

I guess we should give a shout out to Nestle, Mars and Real Pet Food Co too. Together, they own over 70% of our industry and pissed us off enough to make us want to do things completely differently. The Scratch book of business is pretty simple. Do whatever the opposite of 'globodogfood' do. The planet and your dog will be better off for it.

Not sure why we're telling you – you're already doing more than your bit as a Scratch customer.

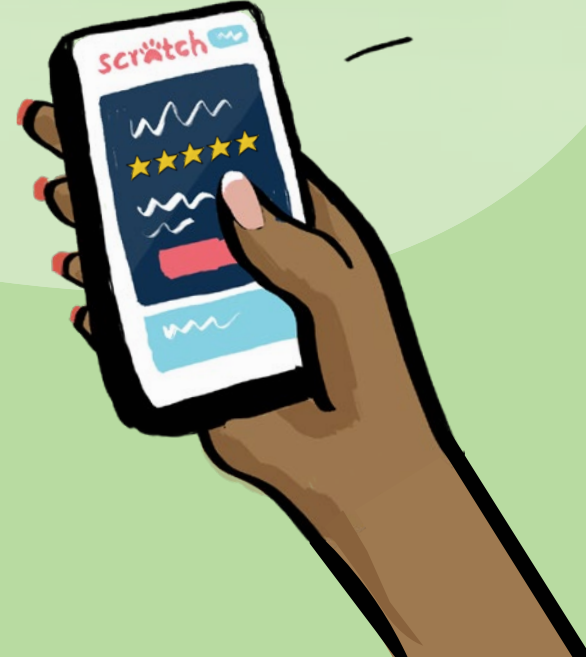
Certified

[®]

Corporation



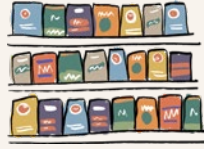
How we did in 2023





Carbon offset 100% of last-mile deliveries

Our partnership with Greenfleet saw the entire 598.4 Tonnes of CO2 that our deliveries contributed completely offset.



Influence other brands

We felt heavy from years of talking about a lack of transparency and regulation in pet food, so we lightened up most of our advertising this year and got back to dogs. Work continued in the background though, and we were stoked to see fellow online dog food company Lyka follow us and become B-Corp certified. We've still got work to do influencing others to clean up their labelling and make it easier for people to know what's really in any given food. Scratch remains the only dog food company in Australia (dry, wet, 'lightly cooked' or otherwise) to disclose ingredient quantities in our recipes.



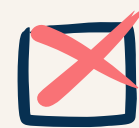
Didn't change our food

Meat and produce prices fluctuated a ton as inflation took hold. But we stuck to our word and didn't reduce our meat amounts, change suppliers or use cheaper and less ethical options in the face of it all. Our three dog food recipes remained completely unchanged and your dog's bowl predictable.



99% of items with 100% recyclable packaging

RedCycle went bust and the soft packaging collection industry collapsed with it. We investigated compostable packaging but bags strong enough to hold 4kg of food wouldn't break down. Paper-options were even worse, not able to physically hold the 4kg without breaking. So, we're working on new curbside-recyclable materials that are strong enough, lock in moisture and make sure that oils don't spoil and go rancid in transit.



Local deliveries to avoid air freight emissions

With the opening of our newest warehouse in Hobart, we were able to ship 98% of our orders within the same state - avoiding air freight and long miles on the road.





97.6%
of ingredients and
packaging from
local
suppliers.



98.1%
of orders fulfilled
from local warehousing.
Up from 93% in 2020.

3 tonnes
of food donated



Sustainability highlights



400
meals made by our
staff for OzHarvest



\$500,000
donation milestone reached



tonnes of Co2-e offset
from deliveries.



\$310,211 donated in 2023!

We're passionate about creating a better, more sustainable world for dogs and the humans who love them.

That's why we donate 2% of all our revenue to high-impact charities and nonprofits that focus on dog welfare or the fight against climate change as part of our Paws for the Planet Project. (Yup, we said revenue not just profits!)

As we grow, so does our ability to support our Paw and Planet partners



Did you know?

We've donated a total of **\$608,248.38** since Scratch opened the doors in 2018?



Meet our impact partners



AMRRIC

AMRRIC (Animal Management in Rural and Remote Indigenous Communities) is a national not-for-profit that works with remote Aboriginal and Torres Strait Islander communities to improve the health of their companion animals.

Their unique approach to their work has been founded on a deep respect for the cultures of Aboriginal and Torres Strait Islander peoples that recognises companion animals as being intrinsic to the fabric of the community and acknowledges the inseparable link between the health and wellbeing of companion animals and that of their owners and their communities.

Their work involves facilitating improved community access to culturally relevant services, parasite prevention, information and educational resources for pets and their owners. In doing so, they are helping to create healthier, safer and happier communities for people and their woofers.

www.amrric.org



Pets of the Homeless

"Every day we hear from people facing tough circumstances who put their pet's needs ahead of their own. That's why we're committed to providing support to the pets of people facing and experiencing homelessness – with one less thing to worry about, we're helping people get back on their feet."

POTH provides food, veterinary care and other support to the pets of people facing or experiencing homelessness. With a belief in keeping pets and humans together through difficult times, they provide judgement-free support for people in vulnerable situations to stay united with the companion that provides company, protection and unconditional love.

Their mission also reduces the number of healthy pets that are surrendered to shelters and euthanized due to financial hardship.

www.petsofthehomeless.org.au

PETS OF THE HOMELESS
Keeping best friends together



National Desexing Network

Australia has one of the highest rates of pet ownership in the world however around 23 cats and dogs still die every hour of every day in pounds and shelters nationwide.

Due to the ongoing problem of pet overpopulation, these healthy, loving animals are being euthanized because there aren't enough homes available. The National Desexing Network (NDN) is a nationwide referral system for discounted desexing for pet owners in financial need. We believe that in supporting the NDN we are helping to take preventative action to ensure fewer dogs are ending up abandoned in the future.

www.ndn.org.au



Pets in the Park

Is a National Charity focused on the veterinary health and welfare of the dogs of people experiencing homelessness.

"We know the rents are increasing [and] we can't provide that house but we can provide other things along the way to help make life a bit easier for them."

Pet ownership greatly enriches the quality of life for people sleeping rough. But it also comes with a lot of expenses that can be difficult to meet. As a result, owners may be forced to surrender their pets or sacrifice their own welfare needs to care for them. This is where Pets in the Park comes in. They provide much-needed support and free access to preventative health care programs for people who need it most.

www.petsinthepark.org.au



Safe Pets Safe Families

Is a charity run 100% by a team of dedicated and caring volunteers.

They work with people and pets in crisis to improve outcomes and reduce the occurrence of surrender, animal abuse, neglect and euthanasia. They actively assist locals doing it tough in finding safe housing and provide strategies to reduce the incidence of intergenerational poverty.

The Paws & Pals Program removes barriers for the homeless and their pets by running outreach support services to pet owners sleeping rough, as well as pop up vet clinics where their pets can receive essential health care. Safe Pets Safe Families are also currently running a pet food bank initiative called the Fill Their Bowl campaign, taking pet food donations from members of the public to provide food supplies to the pets of those struggling financially.

www.safepetssafefamilies.org.au



SAFE PETS SAFE FAMILIES



OzHarvest

Each year, food waste costs Australia \$20 billion, however as many as five million people experience food insecurity.

Founded in 2004, OzHarvest is Australia's leading food rescue organisation, saving surplus food from ending up in landfill and redistributing it to people and who need it most. With a mission to help people and the planet, their goal is to advocate, inspire and influence others to halve food waste by 2030.

In 2023, our team traded our laptops for labels to volunteer in the OzHarvest kitchen in Port Melbourne. We turned food that would have been chucked out into 400 meals for Melburnians doing it tough.

Our co-founder Mike also donned an apron to raise funds for this year's OzHarvest CEO cook-off, joining leaders from a bunch of businesses prepare food for the two million households in Australia struggling to put food on the table.

www.ozharvest.com.au



Rainforest Rescue

"We learn from the forest,
sharing and raising awareness
about it for generations to come."

Since 1999, Rainforest Rescue has been on a mission to "Protect Rainforests Forever" by purchasing high conservation value rainforests in Australia and abroad and working to preserve their biodiversity. Their projects re-establish rainforests through planting, maintenance and restoration programs. So far, they've rescued over 1.9 million square metres of rainforest, planted 353,000 trees and more!

Their approach includes rescuing vulnerable rainforests by strategically buying properties, restoring damaged and fragmented habitat through reforestation and conserving the biodiversity and cultural heritage of the Rainforest.

We were stoked to have Kristin and Branden from Rainforest Rescue join us at our 5th Birthday Party, where we presented them with their next donation in person.

www.rainforestrescue.org.au

**rainforest
rescue**



Seed

"Climate change is one of the greatest threats facing humanity, but we also know it is an opportunity to create a more just and sustainable world."

Seed is Australia's first Indigenous youth climate network. They are building a movement of Aboriginal and Torres Strait Islander young people for climate justice with the Australian Youth Climate Coalition.

In Australia, Aboriginal and Torres Strait Islander people are at the forefront of climate change, and as young people it's their generation with the most at stake. The Seed vision is for a just and sustainable future with strong cultures and communities, powered by renewable energy.

www.seedmob.org.au



Halfcut

Half the world's forests have been destroyed or "half cut".

HalfCut is a small and passionate non-profit with a focus on making fun campaigns that bring urgently needed funding for rainforest protection and regeneration. They aim to preserve the habitats of threatened and endangered species, protect Traditional Owners' land titles, start mass tree planting projects and ultimately be part of the solution to the growing climate emergency.

Want to get involved? The #HalfCut challenge invites people of all ages to shave, colour or braid half your hair or moustache to raise awareness and funds to protect the Daintree rainforest.

www.halfcut.org

HalfCut



What 2024 and beyond looks like



Transparency

The biggest harm to Australian dogs is the lack of transparency that prevents owners from making truly informed health and diet decisions for their dog.

Since day 1, we've shown the % inclusion of all our main ingredients in our recipes and weighed them using a consistent methodology (everything weighed on a dry matter basis).

Why does it matter? There's a huge difference between whether your dog is getting 10% lamb or 28% lamb – but the front of the pack will look no different. There's an even bigger concern if that lamb is sometimes substituted out for beef when prices get too high (yup, it happens). In real terms, these things don't just tell you how ethical your dog food company is, but whether your dog's diet is going to load them

up with inflammation, send their blood sugar yo-yoing, trigger an intolerance that you've been trying to avoid or any of a number of things that a well-balanced diet presents.

We're not all in a position to feed Scratch even if we'd like to, but we should all be able to compare the nutrition of our dog food easily and consistently between brands. Sadly, the PFIAA (the self-regulated dog food industry body) does not require that and no brands have (yet) started to show what's really in their food.

We hope that will change in 24, but we won't hold our breath.



Meat Turkey Meal 24%, Lamb Meal 4.5% Beef Liver Digest 5% **Veggies** Broad Beans 27%, Chick Peas 27%, Beet Pulp, Chicory, Alfalfa, Yucca Extract, Carrots, Chia, Spinach, Pumpkin, Kelp, Turmeric **Fats & Oils** Beef Fat (7%), Sunflower Oil (2.7%), Salmon Oil, Flaxseed Oil, Coconut Oil, DHA from Algae **Vitamins & Minerals** Monosodium Phosphate, Salt, DL Methionine & Taurine, Zinc Sulphate Monohydrate, Essential Vitamins & Minerals **Natural Antioxidants** Mixed Tocopherols and Rosemary Extract



Did you know?

Each of our recipes has a changelog online in the rare event that we change ingredients up.





Achieve B Corp
re-certification and a
minimum score of 90

Reach and pass the
donation amount of

\$1,000,000

2024/25 Targets

3

Get at least three
other dog food brands
to join us on the
transparency journey

Introduce curbside
recyclable or
biodegradable dry dog
food packaging



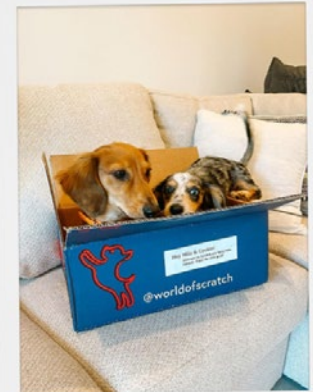
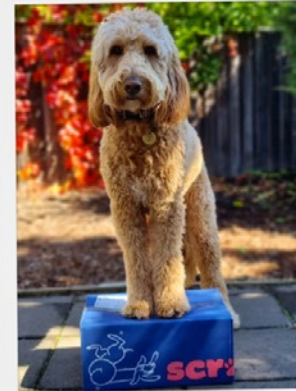
Thank you!

As we grow, so does the impact we can have on the planet and dogs.

We're so proud to have achieved what we have in five years of running Scratch. None of it would have been possible without you supporting us and trusting us with your dog's nutrition.

If you love Scratch, tell a mate. And please, give your dog a pat from us.

- Mike, Doug, Stu, Izzi, Kevin, Chris, Bianca, Finn, Hayley, Emily, Karen, Ellen and Veronika.





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scratchpetfood.com.au

