

scratch

20  
24

Impact Report



# Acknowledgement of Country

We acknowledge the Traditional Owners of the country on which the Scratch Melbourne HQ 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)



**Manufacturing Facility**  
(Raw HQ)



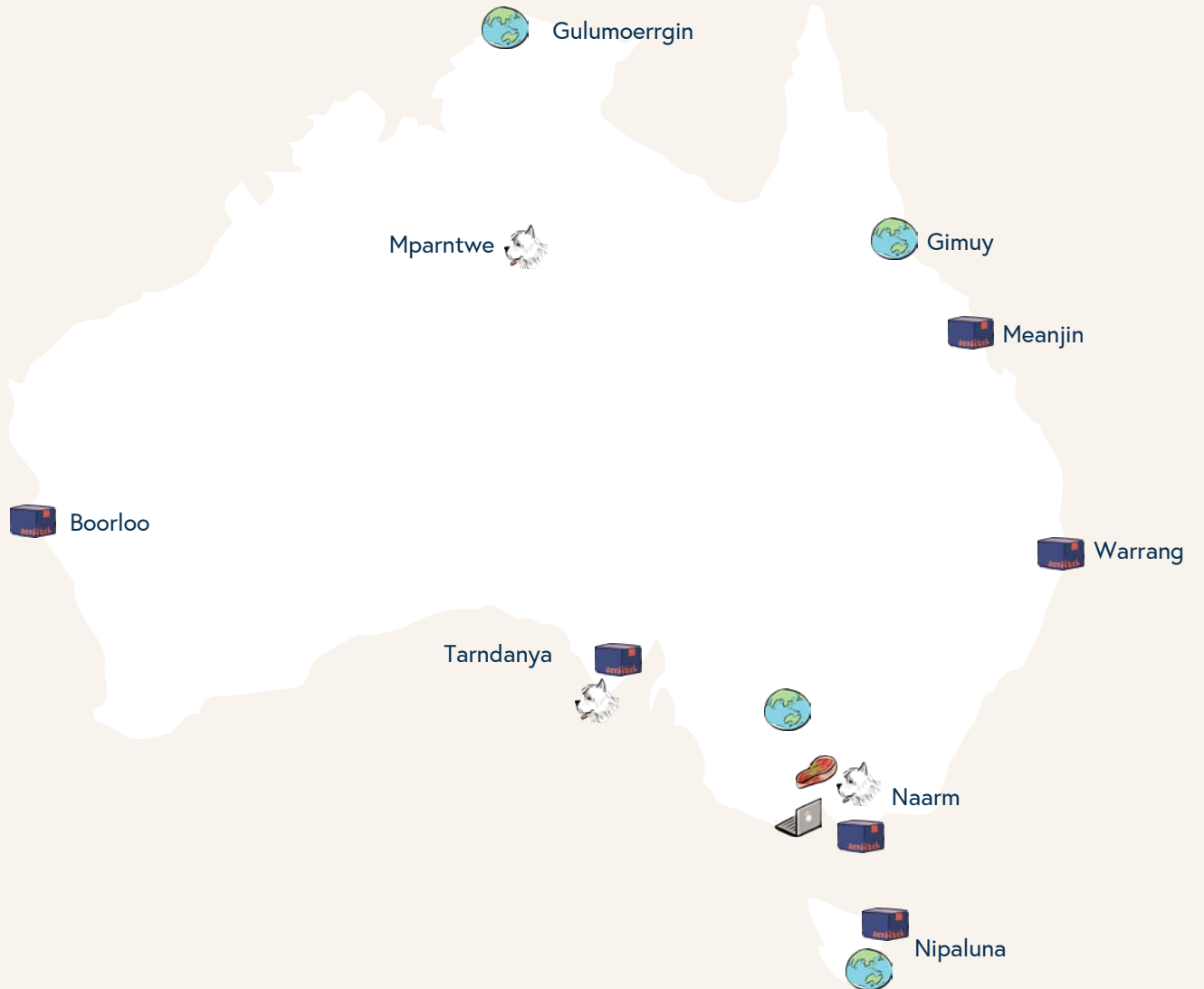
**Warehouse**



**Paw Partner**



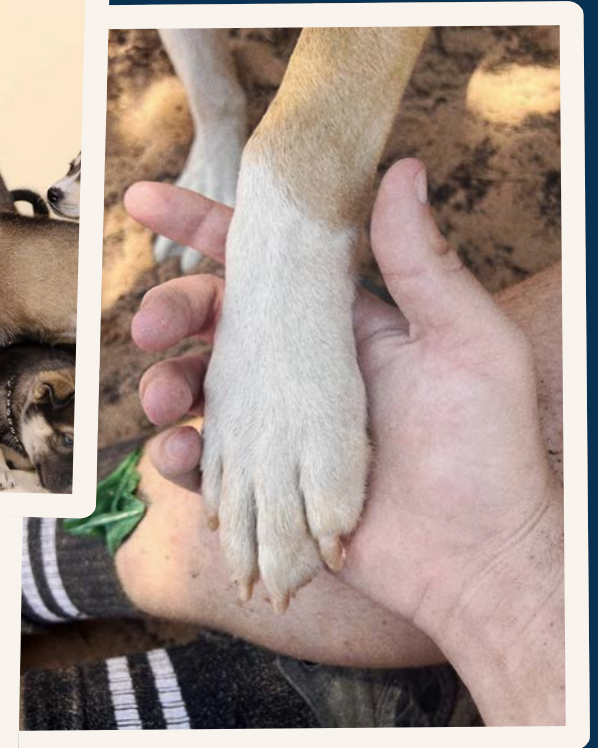
**Planet Partner**



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**scratch**



# We love your dog's guts



*and the planet's*

**So we'll keep doing what's best for both of them.**

We're proudly 100% Aussie made and independently owned. But really it's our direct-to-dog business model that lets us make next-level food with an impact – whether that impact is on your dog's health and nutrition, the local community or our carbon footprint.

Instead of selling through stores, we personalise food plans for Aussie dogs and deliver right to their door. By cutting out the middle guy, Scratch can spend that money on the important things – like higher-quality ingredients from the human-supply chain, more sustainable packaging, carbon-neutral delivery, creating local jobs and supporting local causes. Right now, 2% of all our revenue goes to dog welfare and climate action initiatives.

# Letter from the founders:

Every January, I'd love to sit here and write this letter with a fresh mind and sunny outlook. Sadly, each time there's a devastating fire raging. This time, mother nature is breaking records on the other side of the world. In Los Angeles. In winter...



And that's all the motivation we need to double down on Scratch's impact work. We've been fortunate to work with amazing people fighting the good fight. From regenerative agriculture projects to rewilding. We get to learn all about it and play a small role in bringing them to life.

**2024 saw us make a big leap in our direct impact with our new Sugarflex™ plant-based bags.**

The process to create each bag uses 70% less fossil fuels than normal dog food bags. With Australia's soft plastic recycling crisis, hopefully others will follow suit and these more sustainable options will become the norm. Recycling (when it works) is great, but reducing the impact of creating it in the first place should be our first concern.

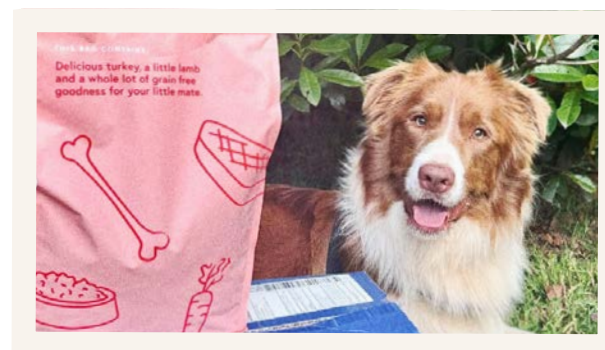
**Speaking of source impact, I'm so excited to have started working with a new partner you'll hear more about in a few pages.**

Dogs eat a lot of animal proteins. Most of ours are fortunately by-products from the human food supply chain. We're picky and rarely eat the whole animal, so Scratch dogs benefit. But our meat industries are increasingly being bought up and centralised into a few main companies. Ethical, small-scale farming is shrinking, and our animals and soils are worse for it. Read on to see how we're supporting the regeneration of our food systems.

**The rest of our impact focus has been on supporting those doing it tough.**

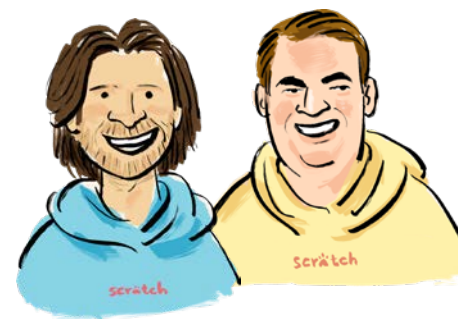
The cost of living challenges we're all facing hit hardest on those experiencing homelessness or a sudden change in life circumstances. To finish 2024, we were able to donate over \$100,000 to three absolutely incredible organisations helping the humans and animals hurt by those situations. Their work has never been more important. If you're in the fortunate position to contribute, your donation will do wonders.

Not able to? No problem. By feeding your dog Scratch, you'll be contributing 2% of every order directly to our amazing partners keeping our planet, communities and dogs in better shape for the future.



Thank you so much for your help to date!

- Mike and Doug





# How we did in 2024



# Sustainability highlights

**\$981,573**

donated since Scratch started in 2018



**97.9%**

of orders fulfilled from  
local warehousing

**100%**

of last-mile deliveries carbon offset with



**1.3 tonnes**

of food donated to dogs in need

**92.6%**

of ingredients for our food from  
Aussie suppliers (and 100% for treats)



**868**  
tonnes of CO<sup>2</sup> emissions  
offset from deliveries

(up from 598 in 2023)

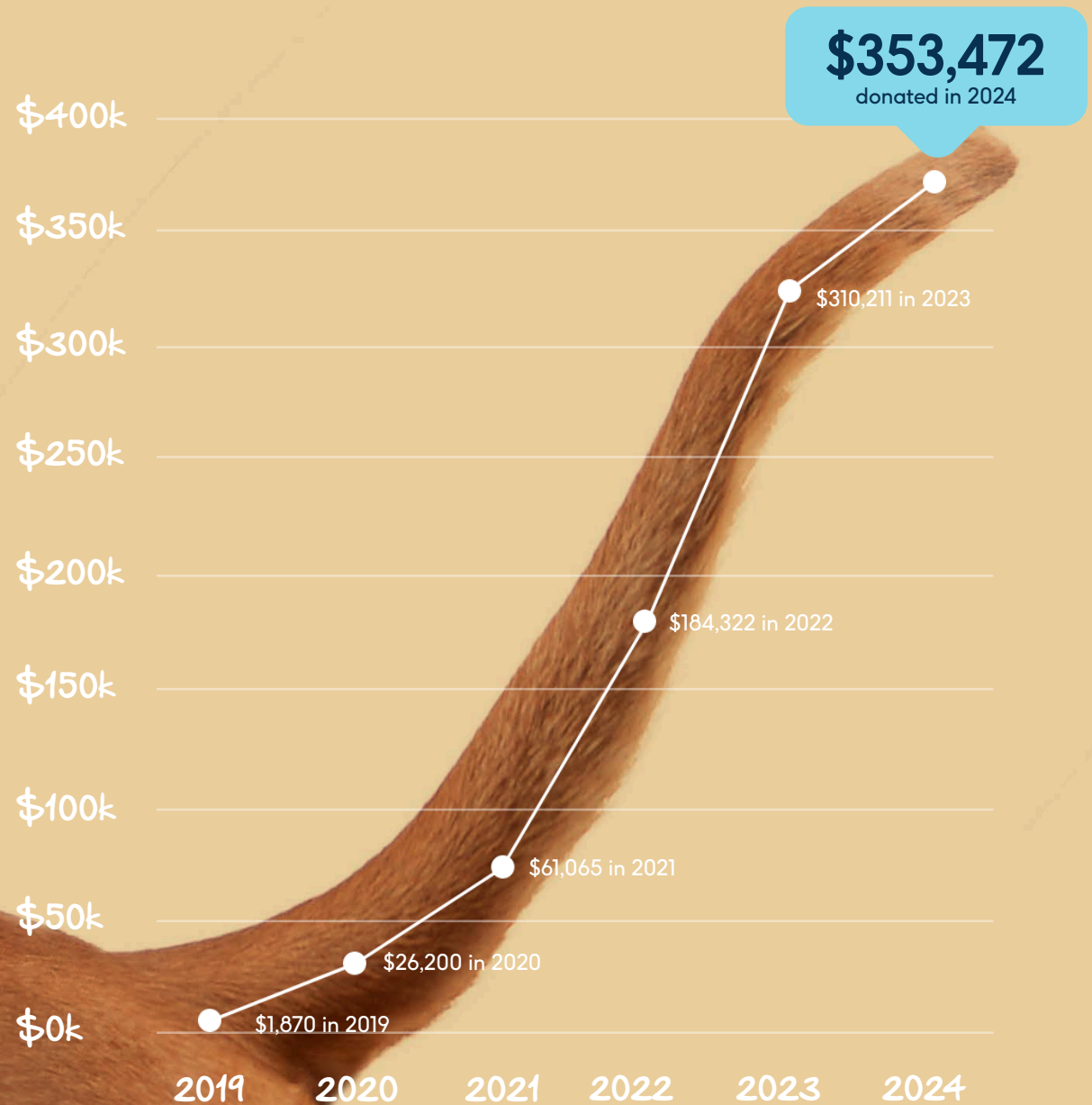


# 2024 was our biggest year for donations yet!

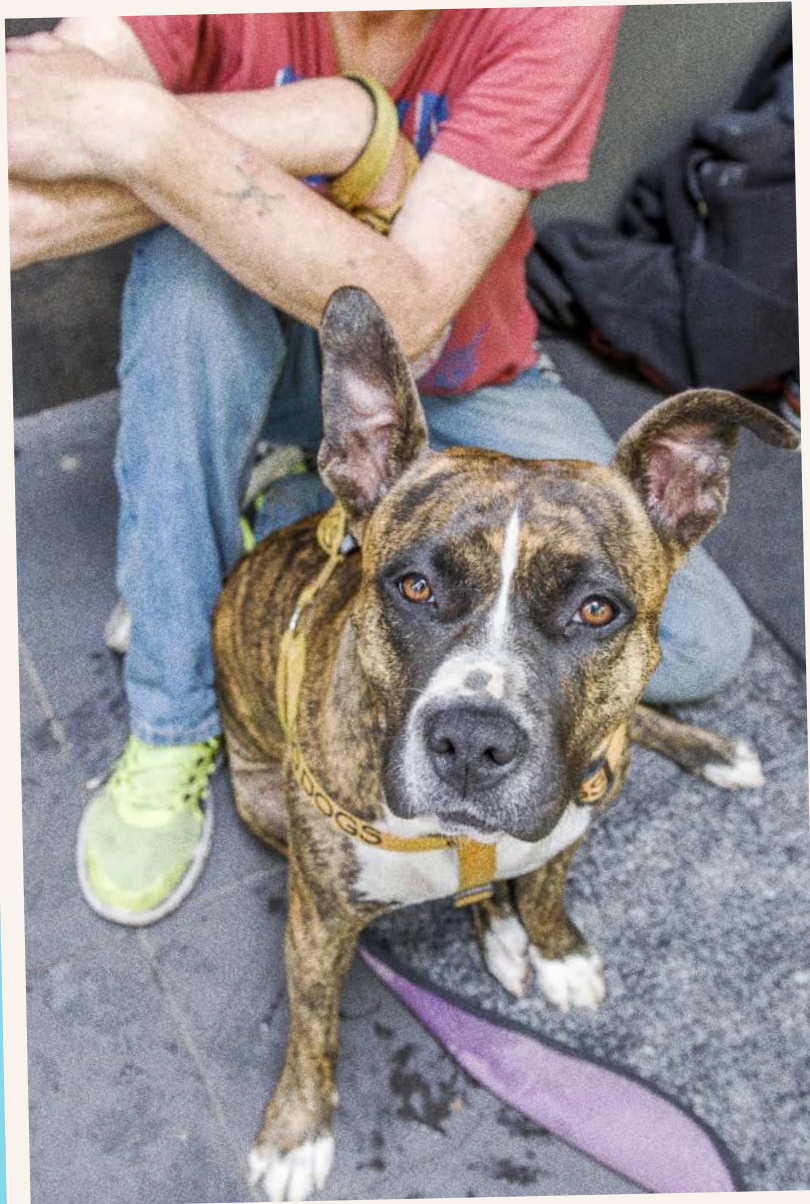
## Not bad, eh?

We donated 2% of all our revenue (not just profits!) as part of our Paws for the Planet Project. So that's over \$350K to high-impact charities and non-profits making a difference in dog welfare or climate action.

That whopping amount takes our total money raised so far to a mouth-watering **\$981,573**. Yep, that million dollar milestone is so close we can almost taste it. So please, eat up. Every bowl of Scratch helps us help these awesome causes working towards a better, more sustainable world for dogs and the humans who love 'em.







## A big chunk was to Aussies (and dogs) doing it tough

One of our favourite things about running Scratch (aside from making your dog healthy grub) is all the good we get to do.

Between the housing crisis and the cost of living one, there's a growing amount of Aussies experiencing homelessness and uncertainty. Many of these vulnerable people face losing their pets too. It's rough. With those heartbreaking stats on the rise, we were keen to do something about it before the year was out. So in December as part of our pledge to give 1% to dogs, we made an extra donation to some of our long-term partners focused on these areas.



### We donated \$100,755

In cash and food to these legends for things like free vet care, food banks and emergency boarding or fostering.



PETS OF THE HOMELESS  
Keeping best friends together



## We added a new impact partner to our line up

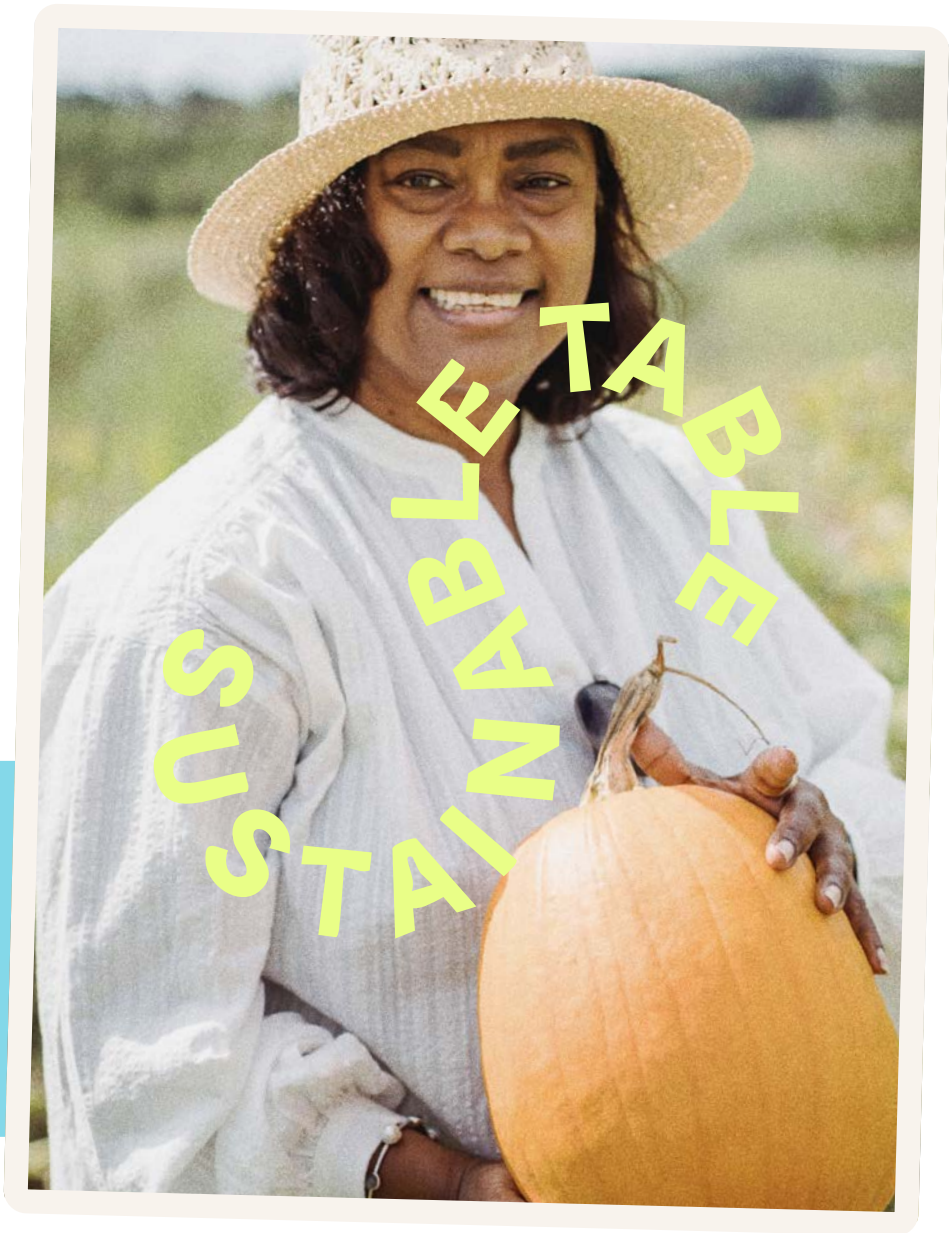
It took us a while to find an org that truly got us pumped. And man, are we **PUMPED**.

We officially welcomed **Sustainable Table** in November. They're all about creating food and farming in Australia that's more sustainable, local and regenerative. Jump to our partners section to learn more about them!

With so much of our agriculture (especially meat industries) controlled by a select bunch of mass producers who are all too often focused on export, their work is increasingly important. It's something that's been on our mind as a business that spends a ton of time sourcing high-quality, local produce (and weighing up the impact of it all). So we're really glad to be supporting folks funding real, sustainable solutions – including something interesting we'll be working together on soon. Stay tuned!

“We use so many farmed ingredients. It's a big contributor to our carbon footprint, so we were stoked to find a partner not just supporting but encouraging more small-scale, ethical farmers right here in Aus.”

– Mike (co-founder)





# We introduced our new grub *Raw* from Scratch...

## Following our same old dogs-and-planet-first approach.

Our new raw food is a first for Australia. Creating an entirely different kind of dog food from scratch was quite the undertaking. It required us to not only build our own production facility here in Melbourne, but to figure out new ways to transport and serve the easy-freezy cubes without compromising on quality or sustainability. To offset the added impact of an additional product, we sourced the ingredients as locally as possible (94% to be exact), installed solar panels on the roof of Raw HQ and included all our refrigerated deliveries to our offsetting efforts from the get go.



Biodegradable  
wool cool liners  
keep the raw  
frozen and safe



Australian-made  
scoops using recycled  
plastics from the ocean



Bags made  
from bio-based,  
bio-degradable  
material

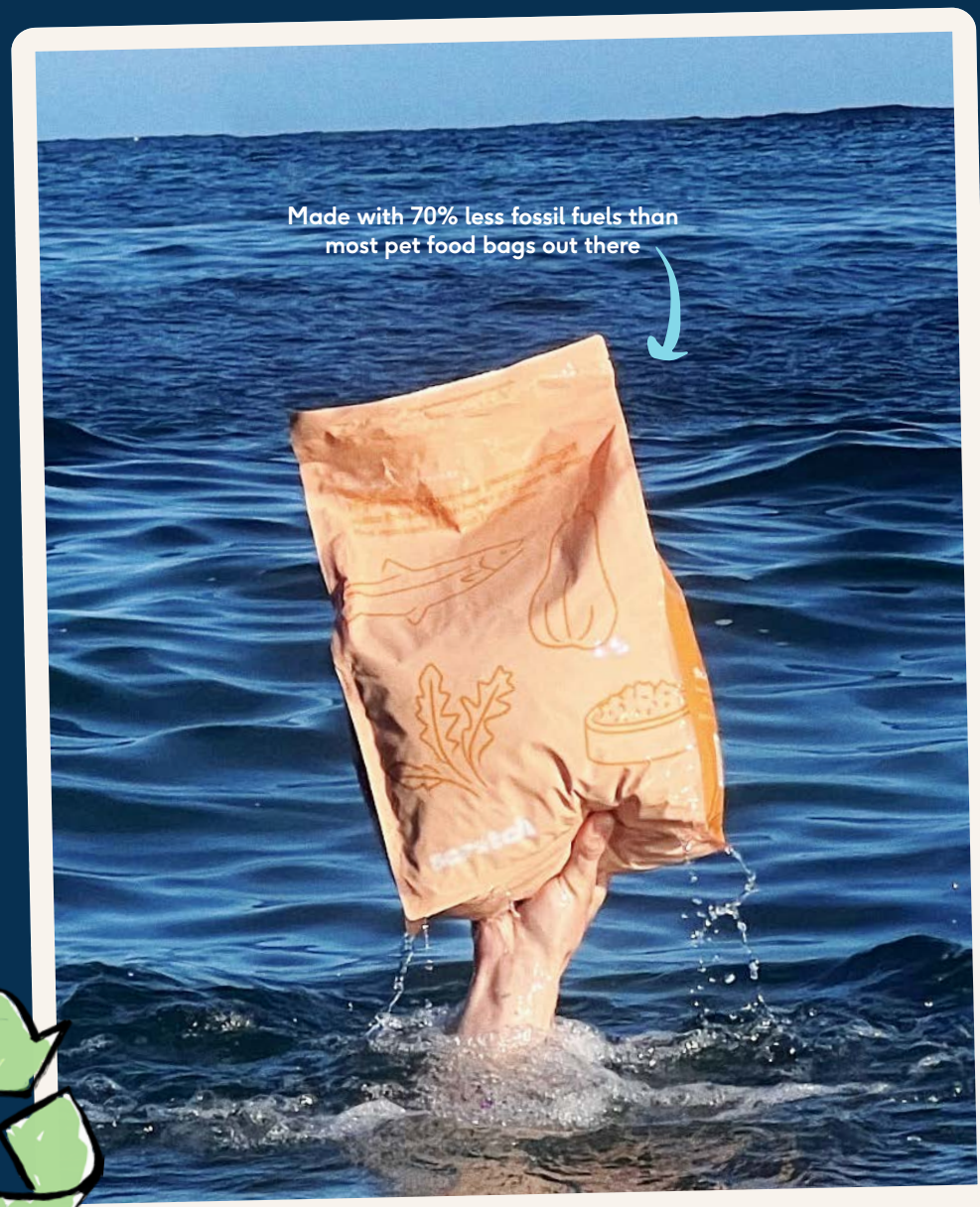


## We went plant-based (for our bags).

The soft plastic recycling crisis continues and Aussie councils are still way behind. So we switched to the next best thing for our food packaging: bio plastic.

In late 2022, the major recycling plant for soft plastics RedCycle folded like, well, a plastic bag. With very few councils accepting LDPE bags either, it meant our previously-recyclable bags were essentially bound for the bin. It was a huge wakeup call for us to reconsider the materials we use. This year we changed tack – from worrying about recyclability at the end of our bag's life to reducing the impact of creating it in the first place.

We welcomed a new plant-based bag made from up to 50% sugar cane. It's called Sugarflex™ and it's got plenty to flex about. The process to create it uses 70% less fossil fuels than the bags you'll find on most store shelves. Take that big dog food. And it's \*technically\* recyclable (if your council supports LDPE recycling or you drop it off at a soft plastics collection point). But with RedCycle no longer existing, that's pretty tough. But if you do have to chuck it in the bin, the good news is: it's totally biodegradable. When it ends up in landfills it breaks down into biogenic carbon instead of generating any greenhouse gas emissions.



Certified



®

Corporation



## We're leading the way as a B Corp...

You might have seen the logo before on other awesome Aussie brands we look up to like Who Gives a Crap, Koala, Stone & Wood. But it's still pretty rare in the dog food world.

For those of you who have no idea what that means, B Corp is basically the world's leading measure of how consciously a business operates. With one of the strictest 'no dickheads' policies going. It's not an easy certification to get. They take into account everything from how you make your products and choose suppliers to the way you treat your people, community and the environment.

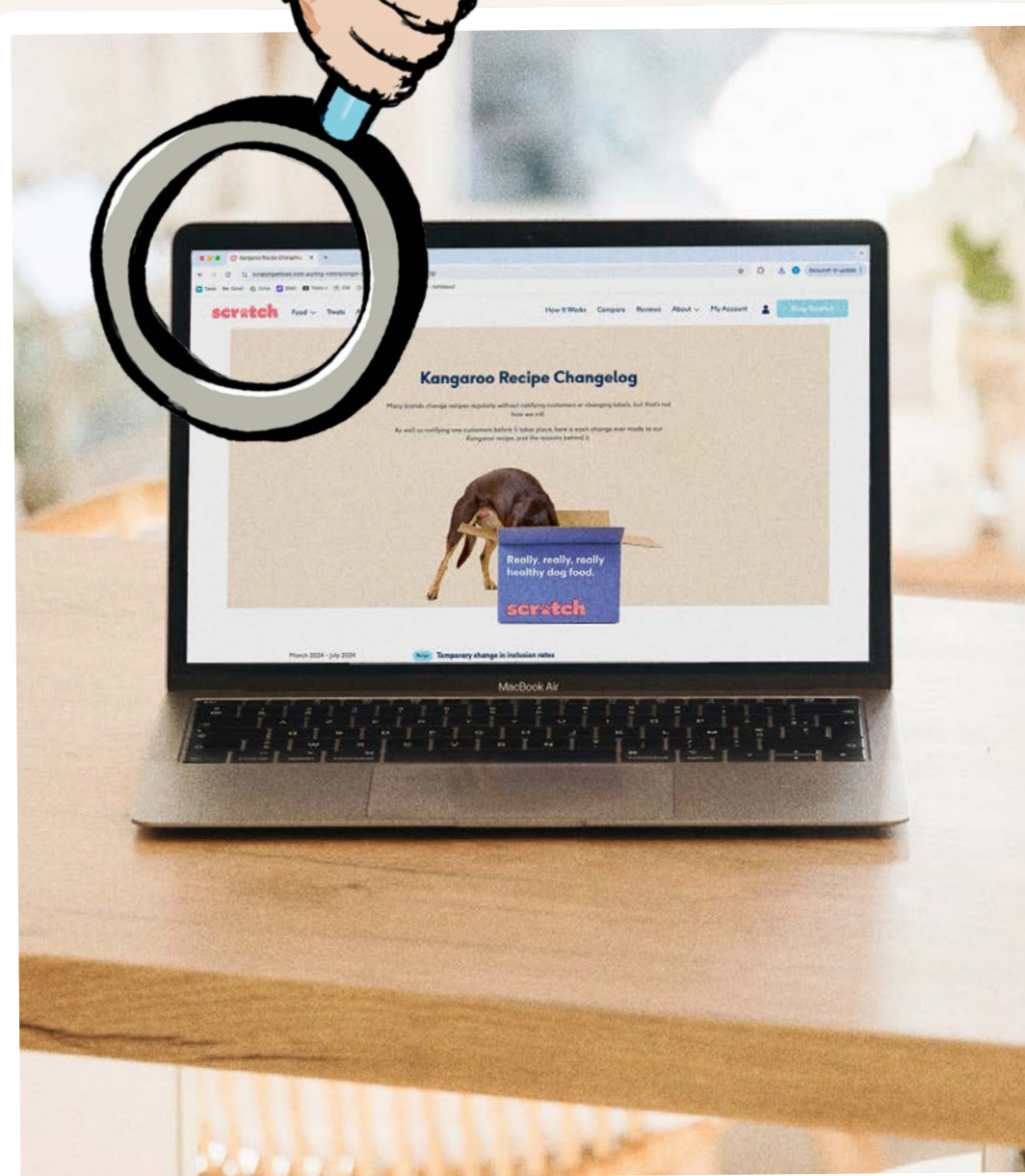
Back in 2022, Scratch became the **first dog food company** in Australia to be B Corp certified. In 2024, we're stoked to see more Aussie pet food brands following suit with Lyka, Petzyo and DOG by Dr. Lisa now on the B Corp train too.

## And we're still as transparent as ever.

This year included some tricky-to-source ingredients and soaring prices. But we kept our word and kept you informed along the way.

One of the biggest ways we can have a positive impact on dog's lives is transparency. The lack of regulation in the pet food industry causes a lot of harm with dodgy labelling. How? With packaging so vague they can change recipes willy nilly and you'd be none the wiser. There's a big nutritional difference between your dog getting 10% or 28% lamb. And an even bigger difference if that lamb is quietly subbed for chicken when prices rise. That's why we've committed to showing the % inclusion of our main ingredients and weighing them consistently on a dry matter basis.

Each of our recipes has a changelog online in the rare event that it changes. In 2024, we had to use it. Twice. The cost of kangaroo (especially the ethically sourced kind) skyrocketed. Our usual supplier changed the protein % in their roo meal, so we had to sub in some plant-based protein. We let you know (and dropped the price to reflect it). But we weren't satisfied. We decided to get our own high-quality meal custom made. Which meant getting in touch (again) so you knew exactly what's in your dog's food and that it would cost a little more.





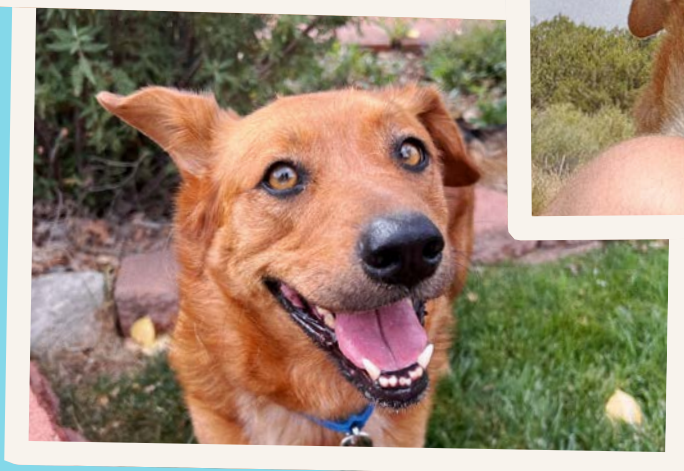
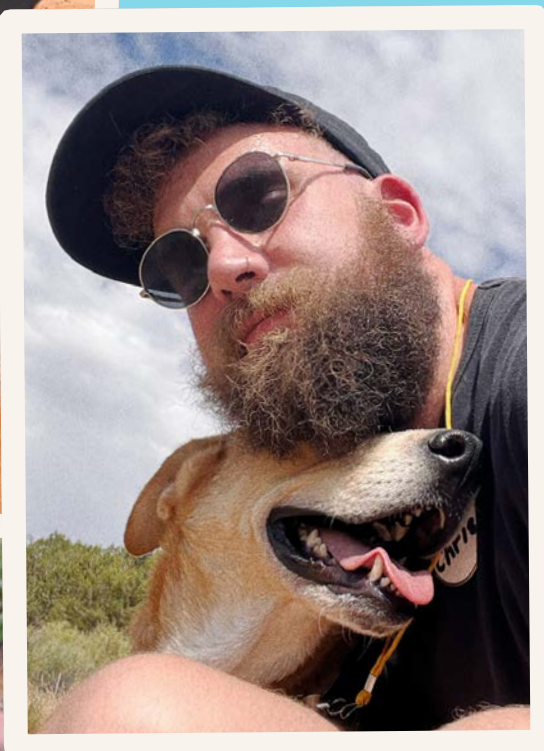
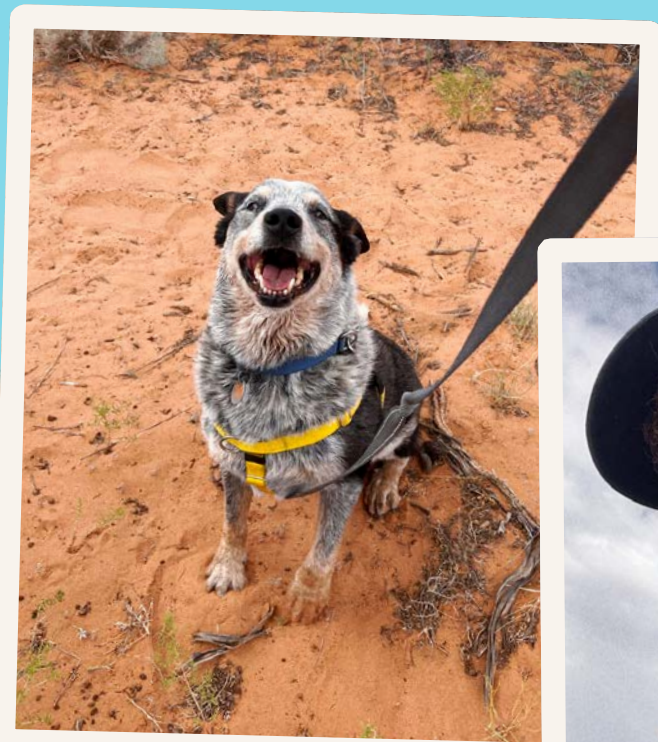
A black and tan dog, possibly a pit bull mix, stands on a wooden deck. The dog has a black coat with tan markings on its face, chest, and legs. It is looking directly at the camera with a calm expression. The background consists of a wooden building with horizontal siding and a red door frame on the left.

# 1% for the dogs



Paws for  
the Planet





## Supporting dogs supporting humans

One of the best ways to champion canines (and their welfare) is to focus on those with parents in need.

We're proud to provide ongoing support to grassroots charities that do exactly that. Our partners focus on crucially underfunded areas that prevent dogs from ending up in shelters or euthanised, extending the quality of life of not just dogs but the people who love them in the process.

# 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 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](http://www.amrric.org)





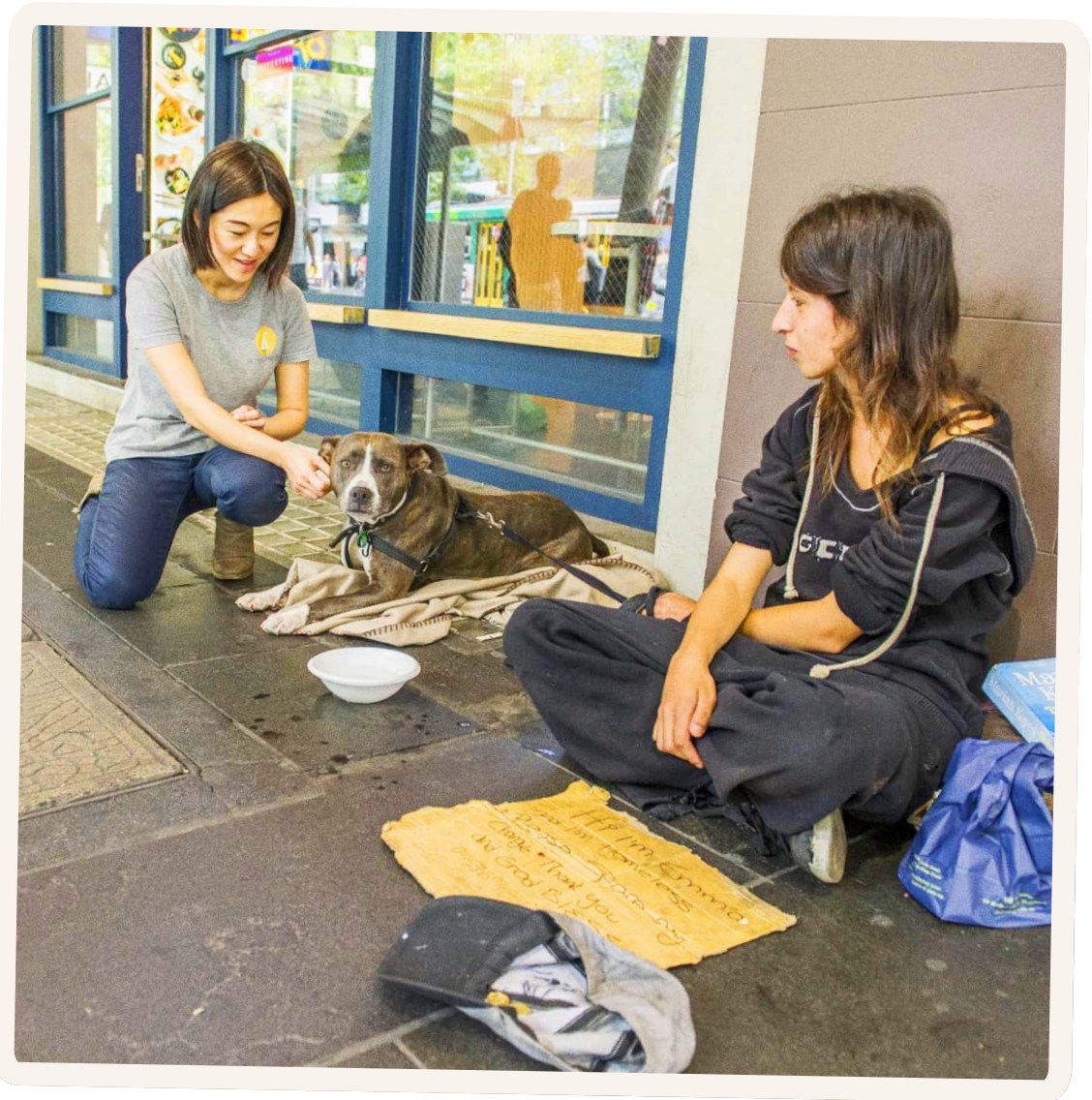
# Pets of the Homeless

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

“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.

PETS OF THE HOMELESS  
Keeping best friends together



 [www.petsofthehomeless.org.au](http://www.petsofthehomeless.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](http://www.petsinthepark.org.au)





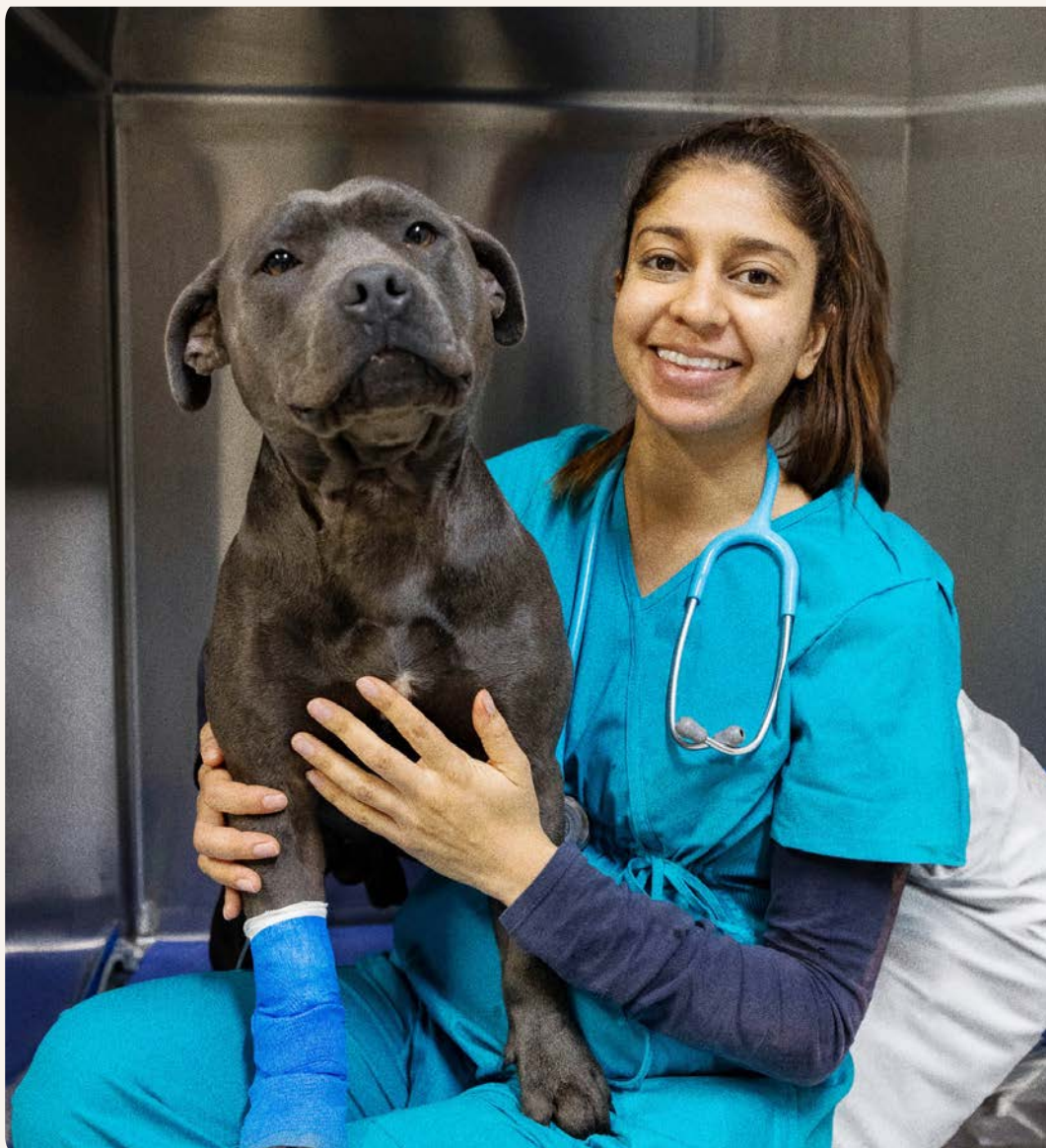
# National Desexing Network

Australia has one of the highest rates of pet ownership in the world however around 264 cats and dogs still die every day in pounds and shelters nationwide.

Due to the ongoing problem of pet overpopulation, these healthy 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](http://www.ndn.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.



**SAFE PETS SAFE FAMILIES**

 [www.safepetssafefamilies.org.au](http://www.safepetssafefamilies.org.au)







# 1% for the planet







## The time for climate action was yesterday

Since 2018, we've been proud member of 1% For the Planet, a global network of businesses, non profits and individuals working together to take necessary, high-impact climate action.

Climate change is one of the greatest threats facing our planet and we've always believed that to build a better world, businesses need to step up.



# Sustainable Table

Over the last 100 years, agriculture has been a leading contributor to the climate crisis and industrial farming has wreaked havoc on our ecosystems and communities.

These guys are regenerating Aussie food and farming from the ground up. That means not only making these things more eco-friendly, but restoring original eco-systems and reimagining the way we plant and harvest too. They do it with a community-led approach guided by the needs of the land and the local people (especially First Nations), only funding the projects that make really sense. Sometimes that's supporting the regenerative initiatives themselves. Sometimes it's more about encouraging others to get on board. Everything from educating farmers and industry on these practices or training and upskilling the local community to helping businesses and consumers to easily connect with more ethical suppliers.



 [www.sustainabletable.org.au](http://www.sustainabletable.org.au)





# 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.



 [www.ozharvest.com.au](http://www.ozharvest.com.au)



# Rainforest Rescue

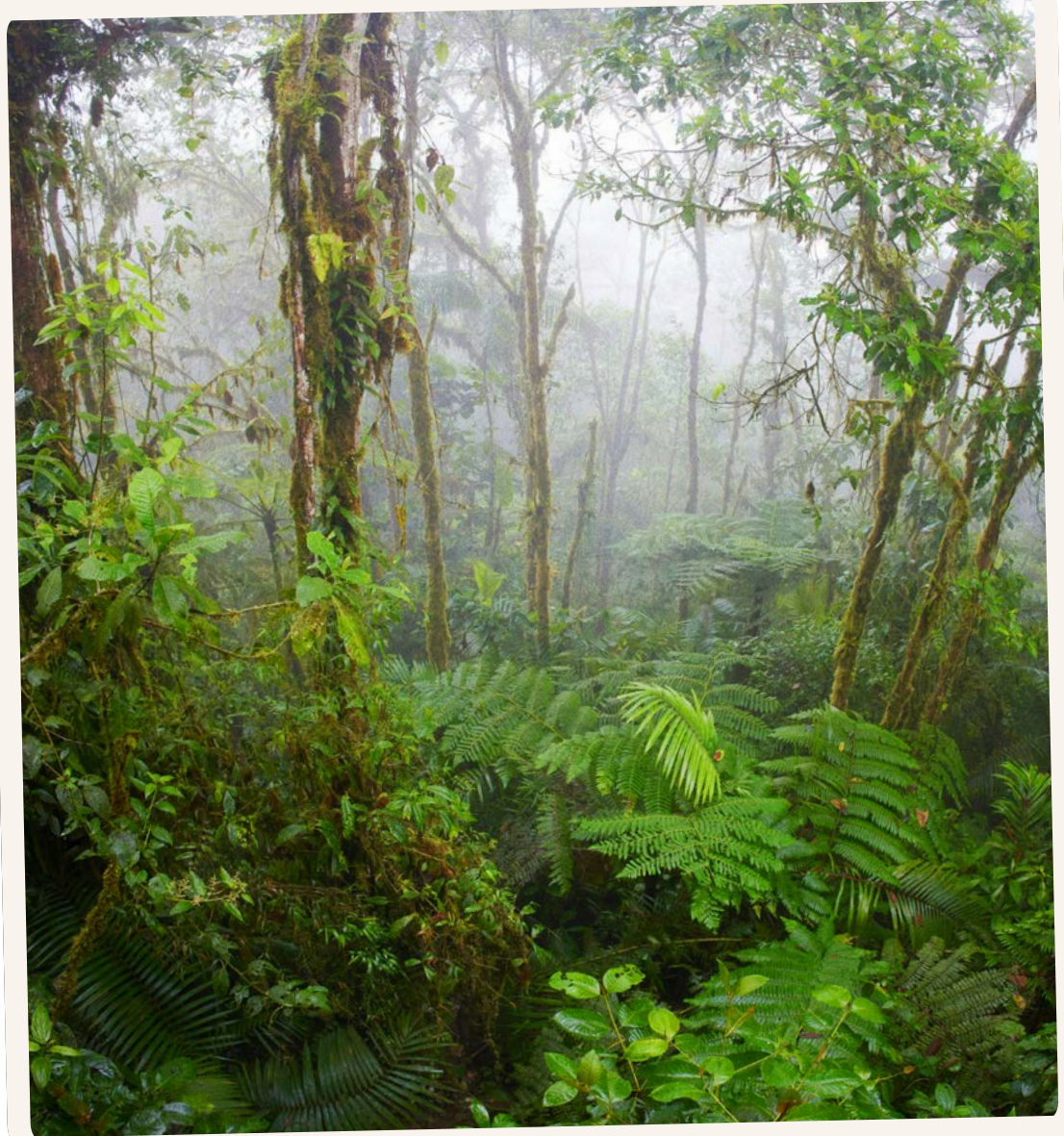
“We learn from the forest,  
sharing and raising awareness  
about it for generations to come.”

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 2 million square metres of rainforest, planted 391,222 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.

**rainforest  
rescue**

 [www.rainforestrescue.org.au](http://www.rainforestrescue.org.au)





# 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](http://www.seedmob.org.au)





A photograph of three dogs on a wooden porch. On the left, a black dog with its mouth open, wearing an orange collar. In the center, a light-colored dog sitting. On the right, a white dog with orange patches, wearing an orange collar. The background is a wooden building with a blue door and window frame. The text "What this work means to our pack" is overlaid in white.

**What this work  
means to our pack**





Hayley's daughter  
at Fight for the Bight

## Because it's for the younger generations

“I'm grateful to be part of a business that takes into consideration what impact we have on the environment and considers the triple bottom line (including people and planet) and not just the profit part.

While we're a relatively young and small business (compared with the big multinationals we're up against), I've always been impressed with Scratch's generosity and willingness to commit to supporting organisations that have a tangible positive impact on the environment.

Much like we role-model for our kids (one of mine pictured here), we have to show up in the world the way we want it to be. We're not perfect but hopefully we offer a positive example of how it can be done.”

– Hayley (Senior Customer Service)

## Because businesses can make a difference

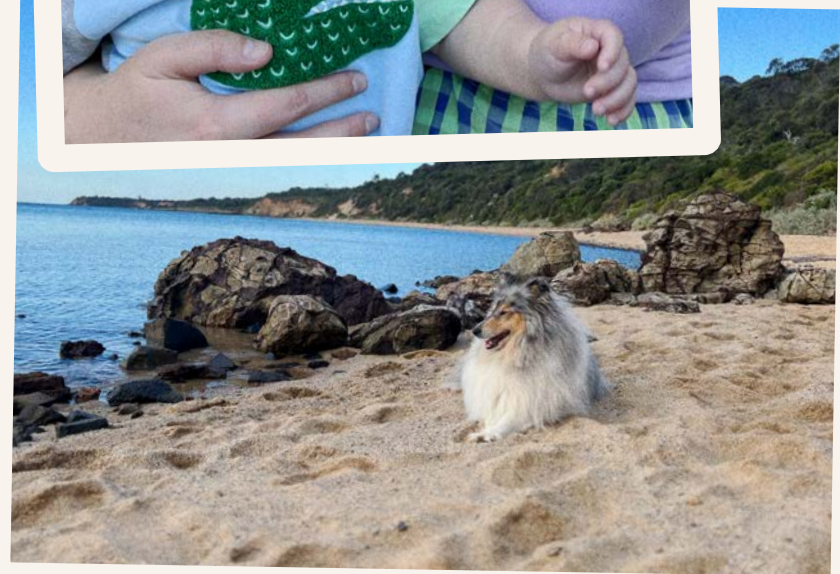
“So much pressure is put on the individual to make more sustainable choices. But I reckon there’s a fair bit wrong with that as a long-term solution.

Don’t get me wrong, we should all be doing our bit in the fight for the climate, but by shifting attention onto us at the smallest level of impact – the singular person – it distracts us from holding businesses to account for their impact. And that exists at a huge scale.

Corporate responsibility is more than just donating a portion of profits. It’s making tough decisions and thinking about your impact from 360 degrees. It’s as much about how you treat your people – your team and your customers – to how you treat the planet. And what you decide not to do is just as important as what you commit to.

A lot of the time, that means opting for slow and sustainable progress over profits. It’s been such a privilege to see Scratch grow from a team of 4 to a team of 18 over the past 5 years. We seriously weigh up everything we do – and it makes a huge difference. So instead of asking yourself what you can do better – I encourage you to push more of the companies you support to do better.”

– Izzi (Creative Director)







Chris volunteering at Best Friends Animal Society in Utah

## Because the dogs deserve our time

“Volunteering with dogs has taught me so much about the resilience of the people who work tirelessly with them. Whether it’s funding my time to help, or money to enable ‘em do what they do best, I’m so grateful Scratch do this work.”

In 2024, I spent a week (40+ hours) with dogs that nobody wanted. Overlooked for being a certain breed, or a part of the bigger problem of puppy farming and irresponsible pet ownership.

Spending time with these dogs is easy for us humans, it could be as simple as a walk to stretch their legs - or sitting nearby and offering treats to reshape their perspective of humans from past trauma. To the dogs, it means so much. Dogs will always be more forgiving of humans than we truly deserve them to be.”

- Chris (Senior Creative)





**To 2025 and beyond**



# 2024/25 targets *(and how we're going)*



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

This is coming up in 2025. We've got everything in order to recertify this March. Wish us luck!



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

No one has adopted our transparent labelling yet, but a few other dog companies have joined as us B Corps!



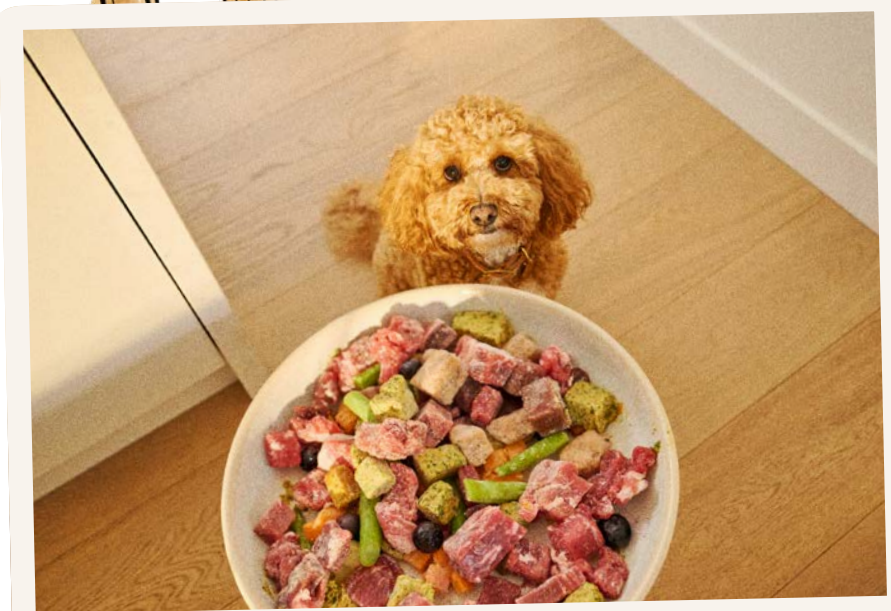
## Reach and pass the donation amount of \$1,000,000

With less than \$20k left to donate, we're on track to hit this very very soon...



## Introduce curbside recyclable or biodegradable dry dog food packaging

Check! Our biodegradable bags have been rolled out to not just our kibble but our raw food too. Treats are next...



## Thank you!

We couldn't have done it without ya.

For some little guys, we've been able to make some pretty big impact. And that's all because of you (and your hungry pup). The more we grow, the more we can do for dogs and the planet. So thanks. Your trust and support means a heap.

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

- Mike & Doug

(and Stu, Izzi, Chris, Holly, Si-Yu, Karen, Bianca, Ellen, Hayley, Emily, Veronika, Lucy, Steve and Dr. Sam).

**scr****atch**



# scratch

[scratchpetfood.com.au](https://scratchpetfood.com.au)

