



scr[🐾]atch

2025

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

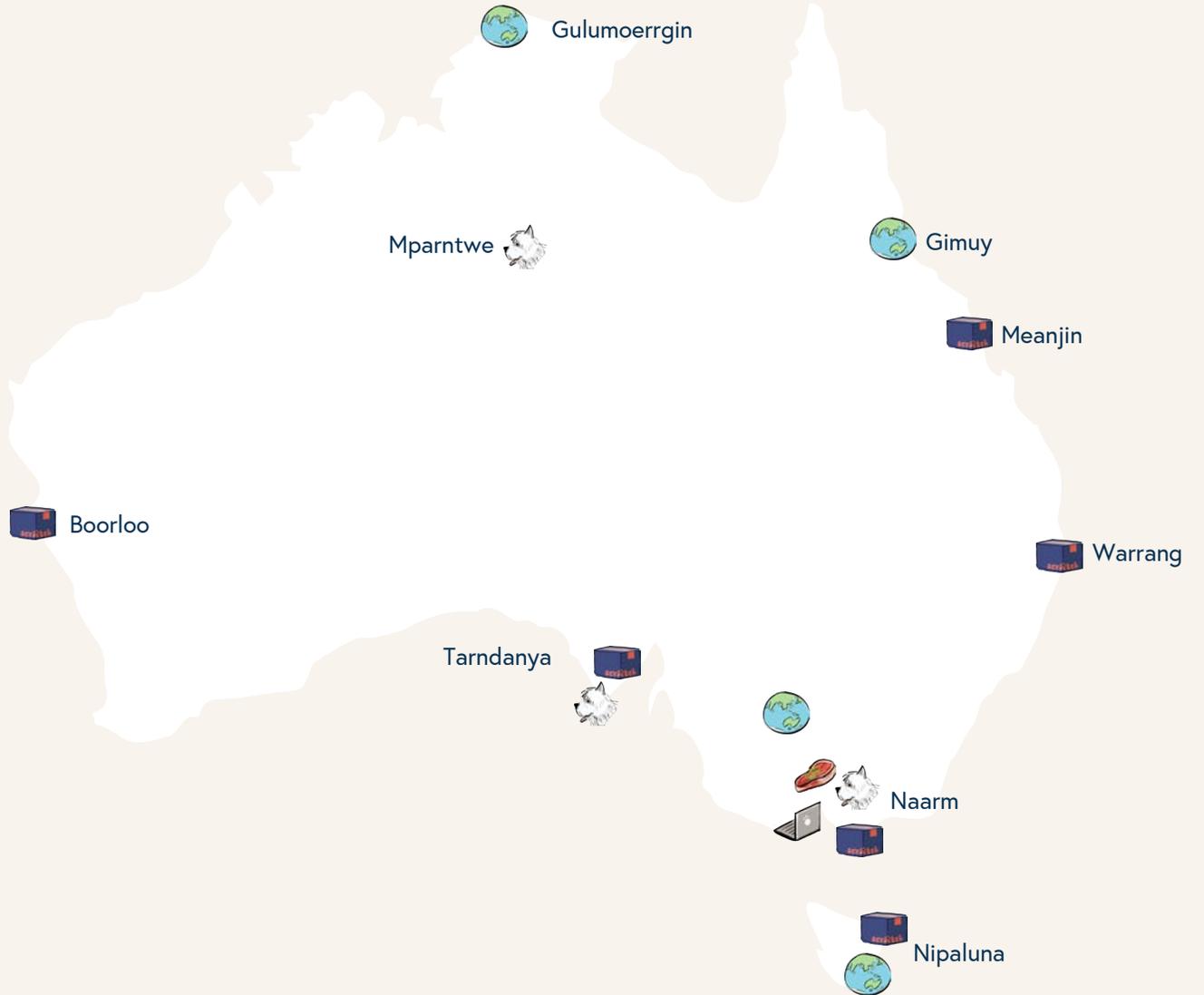


Table of Contents

| | |
|--------------------------|----|
| Introduction | 4 |
| Letter from the founders | 5 |
| How we did in 2025 | 6 |
| Highlights from the year | 9 |
| Our impact partners | 18 |
| Where to next? | 27 |
| Thank you | 29 |



scratch



Certified



Corporation



Not all heroes wear collars.



(But ours do)

Every time your dog chows down, they support more than just their own guts.

They support pups that need it, the local community and the planet – one meal at a time.

Scratch is proudly 100% Aussie-made and independently owned. By selling direct to dogs (not supermarkets or pet shops), we avoid the mark-ups and put that money where it matters: human-grade ingredients, more sustainable packaging, carbon-neutral delivery, local jobs and local suppliers.

Right now, 2% of every dollar spent goes to dog welfare and climate action initiatives. So you can feel even more chuffed about buying your dog healthy grub – and your dog can make the *world even better* just by existing.

Letter from the founders

As I write this, I've got a baby on the way and have spent half my summer holidays decluttering the house and turning Allen keys.



Underneath a few cobwebs in the back of the closet were a couple pairs of skinny jeans I wore religiously through most of the 2010s. Sorry if you saw me then. But it wasn't just me. Emos. Athletes. Skinny jeans were normal. Everyone was on board.

Sustainability was a bit like that for most of the past decade. Rising. Inevitable. We heard from incredible teenagers introducing us to the 'circular economy'.

Learned that seaweed could save our planet. Politicians often spoke of our pledges and policies to support it. Some were voted out if they didn't.

But a lot of those political promises don't seem to have become reality. I can't remember the last time I heard climate action being spoken about through business either. Can you?

It's gone the way of my skinny jeans.

This morning my sister has left and brought her dog and horses to shelter from fire danger an hour from her home, as the threat of another awful bushfire season rages.

But the economy. War. Bazball. There's always a lot going on in the modern world. I can't blame culture for not keeping brands honest. Life is hectic. Sadly, a broken climate and a worsening economy just exacerbates it all. More great people unable to afford vet care. More great charities getting funding cut off. More families unable to insure their homes due to disaster risk.

I'm proud of the choice Doug and I made when starting Scratch - that we'd donate 1% of revenue no matter what to climate action initiatives (before later upping it to 2% to include dog welfare too).

In 2025 alone it allowed us to do so much good. We blew past our goal of \$1 million in cash donations along with the many tons of food that we've been fortunate to provide. In 2026, we might even make it to \$2 mil.

We've re-certified as a B Corp. And created The Dog Food Fund with Sustainable Table enabling crucial support for new regional abattoirs to reduce the grip that big agriculture has on Australian farming (and your options at the supermarket).

As I get ready to welcome a little girl, it seems more important than ever to try and make the world I'm about to introduce her to a better place.



So thank you for affording us the opportunity to help those in need and being such a big part of doing business simply and sustainably. Here's to a more hopeful 2026 for us all.

Give your dogs a pat for us!

- Mike and Doug





How we did in 2025

Our goals *(and how we did)*



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

PASS. Achieved in 2025 with a score of 97.6!

3

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

FAIL. None. Sadly, not a single Aussie dog food brand has joined us in displaying the exact percentages of their ingredients.



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

PASS. Done and dusted! In fact, we smashed this by a cool \$369,792 this year.



Introduce curbside recyclable or biodegradable dry dog food packaging

IN PROGRESS. We've introduced a 50% bio-based bag that's carbon-neutral and curbside recyclable in some councils but we're still fine-tuning before rolling it out to the whole product line.

Sustainability highlights

\$388,219

donated to impact partners



94.9%

of orders fulfilled from
local warehousing

100%

of last-mile deliveries carbon offset with



1.7 tonnes

of food donated to dogs in need

96.9%

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



1034
tonnes of CO² emissions
offset from deliveries

(up from 868 in 2024)

Hitting the big mil'!

(and then some)



scratch

| | |
|--------------------------------|-------------|
| Pay PAWS FOR THE PLANET | |
| The sum of ONE MILLION DOLLARS | \$1,000,000 |
| On behalf of SCRATCH PET FOOD | Date MAR 25 |

scratch

Certified
 This company meets the highest standards of social and environmental impact.

Paws for the Planet

HONESTLY/GOOD: DOG/FOOD

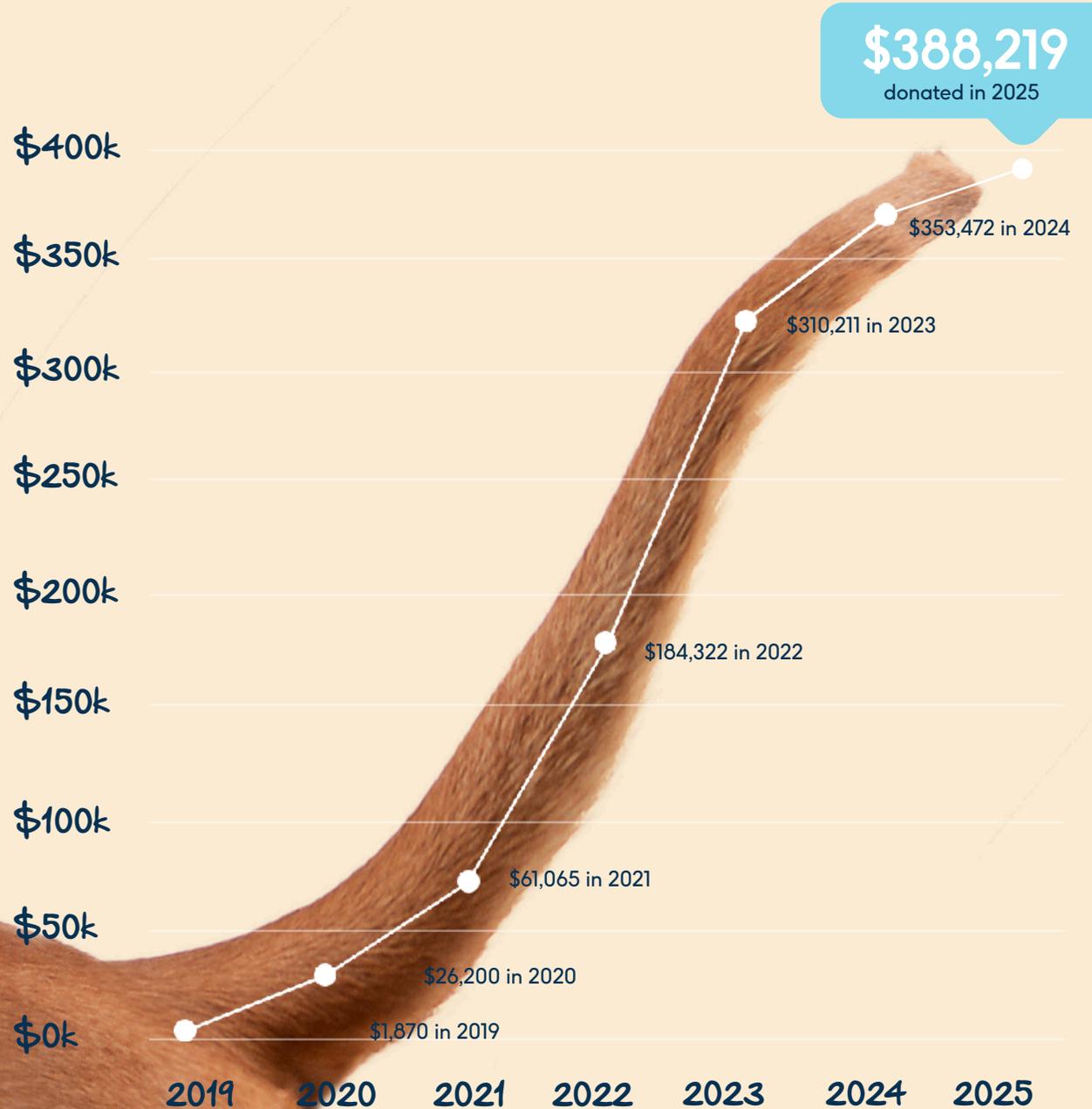


2025 was our biggest donation year yet!

Yep, your dog is basically a philanthropist.

Over \$380k in cash and stock went to high-impact dog welfare and climate action not-for-profits this year. It meant we didn't just hit our million dollar goal, we smashed it. We've now donated a total of **\$1,369,792** since we started.

That's a whole lotta good in seven short years and we couldn't have done it without your support. Working towards a better, more sustainable world for dogs and the humans who love 'em.





Helping people (and pups) doing it tough

Local food relief programs reported 20-30% more people reaching out for help. We knew we had to step up.

The housing and cost-of-living crises showed no signs of slowing down leaving even more Aussies without stable homes – and at risk of losing the pets they love most. So in 2025, we continued our efforts from last year and got to work with our partner **Pets of the Homeless**.

From free vet care and food donations to emergency boarding and fostering, these legends do whatever it takes to keep people and their best mates together so no one has to face homelessness alone.



We pitched in in a few ways. In addition to our usual giving, we gifted over **\$18,000 worth of grub** for their kibble care packages. Scratch was also one of the major sponsors of the **Best Friends Walk**, an event raising over **\$31,000** for the cause. We even literally rolled up our sleeves, with the whole Scratch team volunteering to pack **4,320 meals** (and smell like kibble for days).

Welcoming the Dog Food Fund

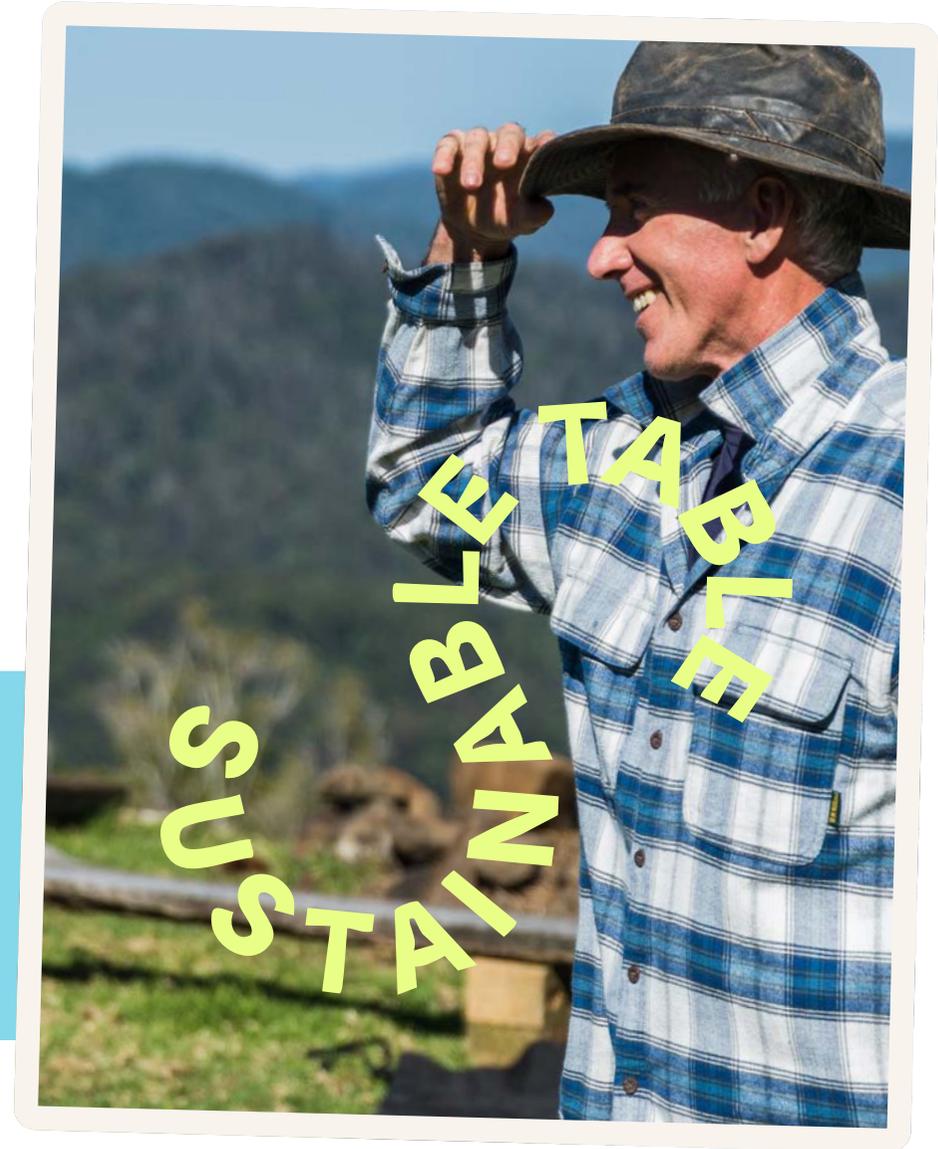
In a first for our little business, we set up our very own fund to allow us to direct our support for Aussie farmers in a more intentional way.

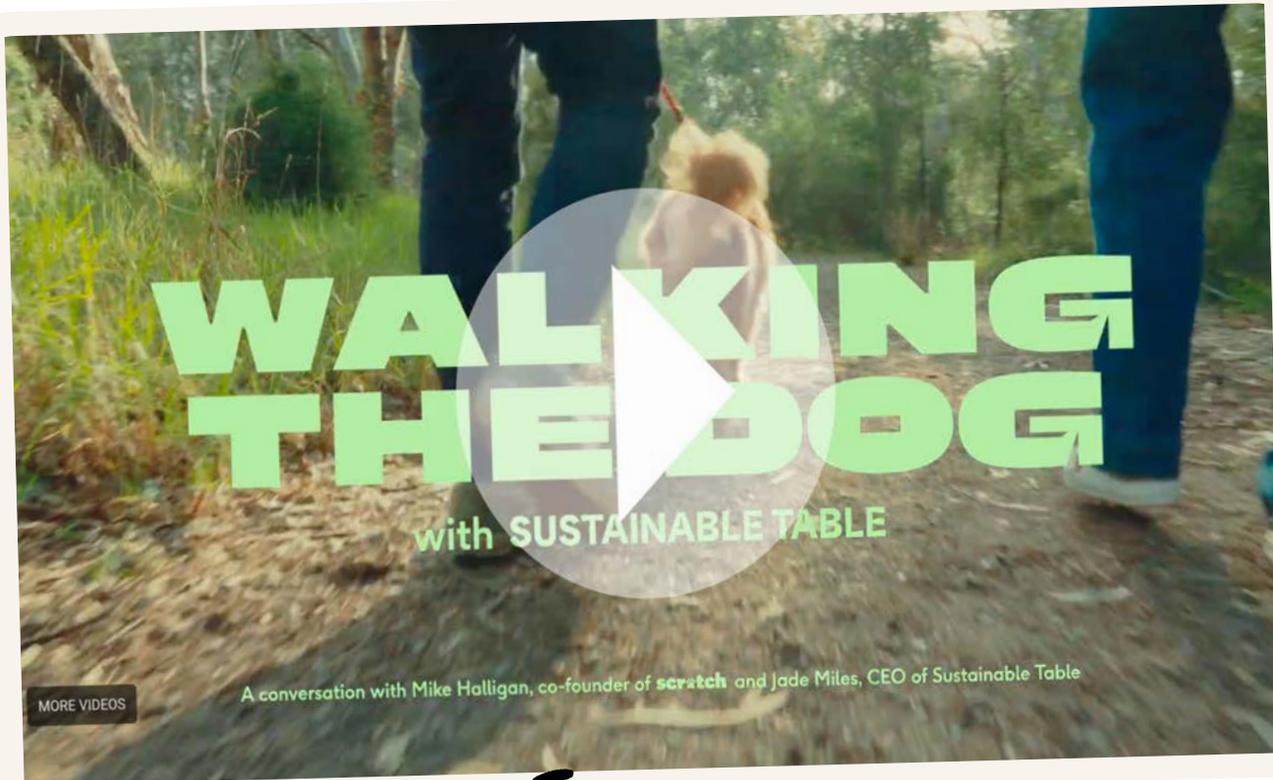
In case you didn't read last year's report, we welcomed a new impact partner **Sustainable Table**. They're all about supporting local Aussie farmers to embrace regenerative food and farming. With the food supply chain being a big contributor to our carbon footprint, we created a special fund to specifically back projects making the pet food supply chain more sustainable, local and regenerative.

“We wanted to be able to provide a pathway for us and all the other businesses in the pet food industry to be able to get away from mass-produced meat.

If you want to have more options, know where your food is coming from and how it's quality controlled, then you need to support those small-scale farmers.”

- Mike





How will the fund work?

Each year, we'll ask for project submissions and fund the best.

The aim of the fund is to support small-scale, ethical farmers (and hopefully getting even more on board across the country). We've already funded one project to do this in 2025, with a few more greenlit for 2026.

It's important work, especially with so much of our agriculture (and particularly meat industries) controlled by a select bunch of mass producers focused on export. 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).

Want to dive deeper into the fund and how it started? Mike and Mello joined Jade Miles, CEO of Sustainable Table on a bush walk to chat farming, our fund and the future.



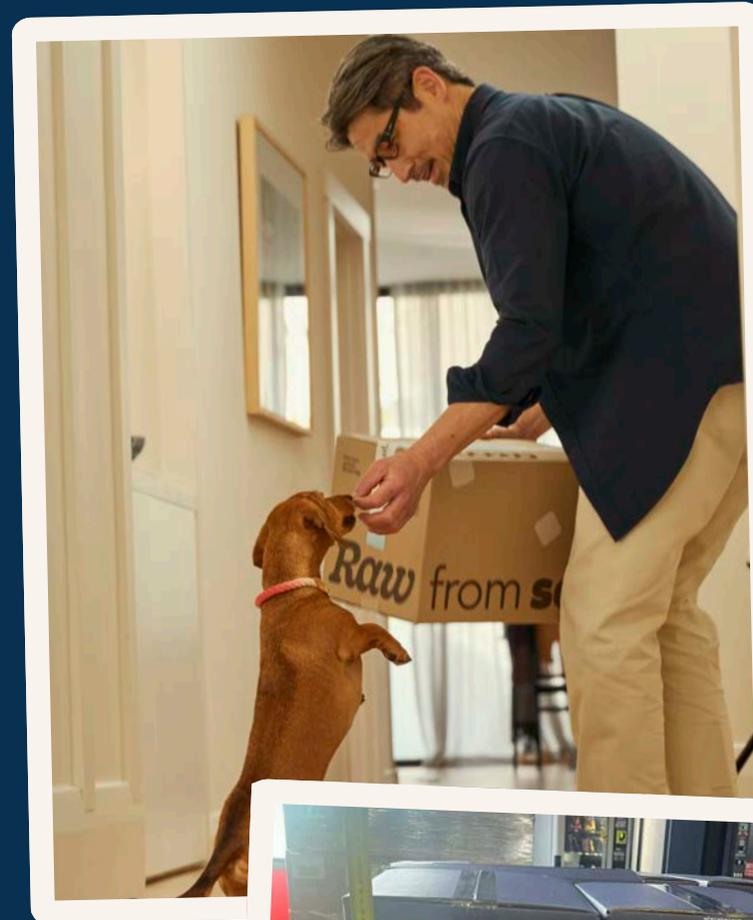
Click to watch for more info

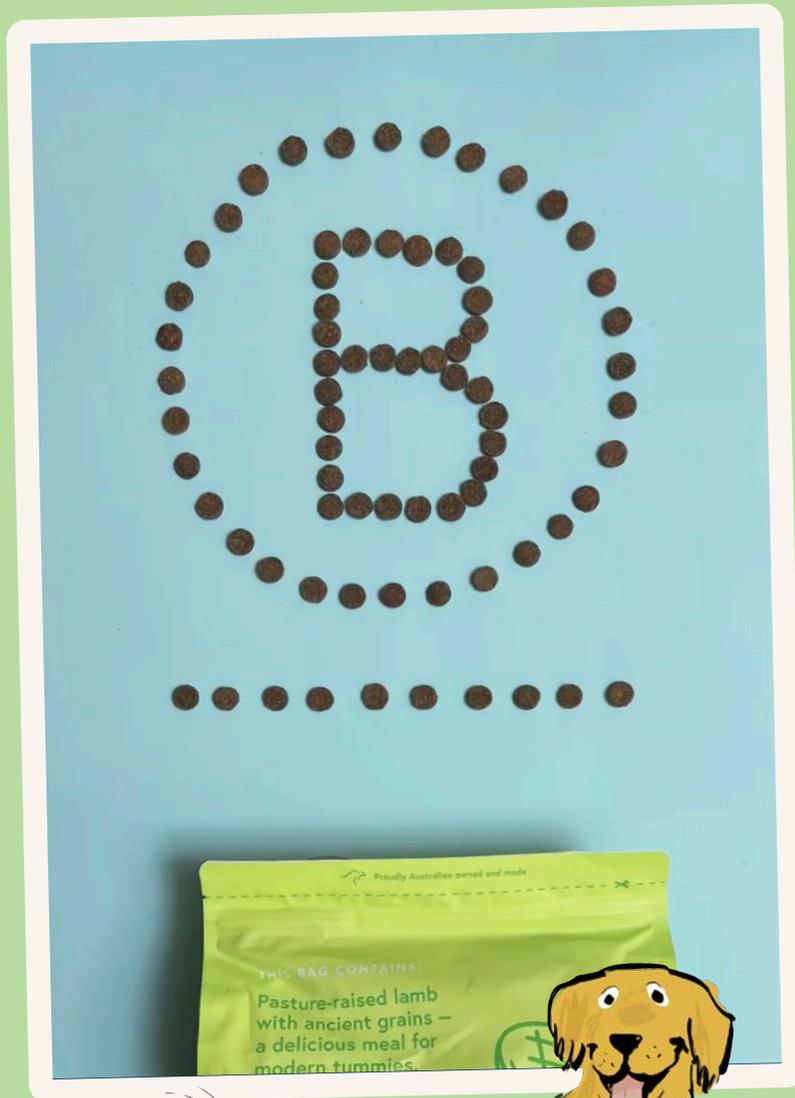
Saving (literal) tons in cardboard

This year was a good reminder that sometimes sweating the small stuff can make a big difference.

We took a hard look at how our kibble was packed. Previously, bags were packed into plain cartons at the factory where it's made, which were then re-packed by our warehouses into the blue cartons you know and love. It worked – but it wasn't the most efficient way to do things.

So we made a simple switch. From mid-May, we started packing kibble bags directly into our blue cartons, completely cutting out the need for plain cartons. That one change saves around **1,200kg of cardboard per kibble production run**. And in just a few months, it's already added up to **15.6 metric tons saved**. Cool, eh?





Becoming the highest-rated dog food B Corp!

It's been 3 years since we became the first Aussie dog food B Corp and we're still leading the way.

B Corps are the world's leading measure of how consciously a business operates. That includes how it makes its products, treats its people, chooses its suppliers, governs its actions, 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).

When you become B Corp you're given an impact score. Which, you guessed it, scores your impact across all those areas we mentioned before. But there's no sitting on your paws.

To stay in club B Corp, you have to re-certify every 3 years and maintain or increase your score. Ours improved by +13.9 points making us now the highest scoring dog food brand in Australia!

Our high score is thanks to a culmination of our locally sourced ingredients, bio-based bags and carbon-neutrally delivery, plus all those donations we make. With plenty on the horizon, here's hoping we can smash that score again in 3 years time.



Staying transparent in tricky times

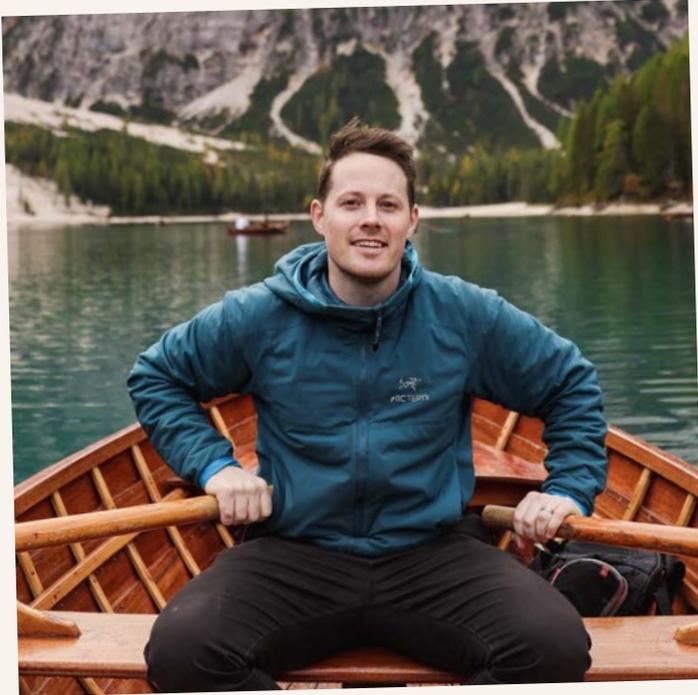
It wasn't the smoothest year behind the scenes. But we stayed honest, sharing anything that changed and why – before it happened.

Clarity is a big deal in pet food. When labels are loose and regulations are light, it's far too easy for recipes to change without anyone noticing. Percentages disappear. Proteins get swapped. Suddenly the food in the bowl isn't what you thought it was.

We don't play that game. We publish the percentage of our key ingredients and calculate them consistently on a dry matter basis – so you can see exactly what's going into your dog's bowl, and compare apples with apples.

In 2025, the US trade war and constantly changing tariffs meant beef prices went up a whopping 44% and created pressure on other proteins like lamb too. Amid this (and other ongoing supply chain pressures), we conducted a review of our ingredients and costs, updating our prices for the first time in years and making a few tweaks across the board to all our kibble and raw food recipes. Every step of the way, we kept our customers across any and every change that was made, big or small.





What this impact means to our pack

“ My job at Scratch is to figure out how we show up in people’s social feeds and to make sure the way we talk about dogs, food and impact actually matches reality. It’s refreshing.

Before Scratch, I spent years in the charity world where it’s not uncommon for organisations to over-promise or hide the fine print. So working somewhere that leads with ‘here’s exactly what’s in your dog’s food and here’s where 2% of revenue goes’ feels different. There’s no ‘because we say so’. We show our receipts and invite people to hold us to it.

As a dad and a slightly obsessed dog person, I’m constantly juggling convenience, budget and doing right by my family (including one very energetic border collie). I like that Scratch doesn’t pretend those trade-offs don’t exist. We’re genuinely trying to make it easier to feed dogs better, with less junk and more transparency, while quietly redirecting a slice of every order towards climate and dog welfare work.

Even if all we did was make a handful of people ask more questions about what they feed their dog – or expect a bit more honesty from the brands they support – that’s an impact I’d feel proud to go home with.”

– Calum (Creative Strategist)

Our impact partners

We continue to donate 2% of our revenue to our selected impact partners across dog welfare and climate action. While we don't promise exact amounts, we do commit to supporting these organisations in the long term and letting them decide where the donations will be most effective.

Whether it's money we gave this year or in previous years, our partnership means we're able to work together to maximise our impact, get updates on where the money went and see the results grow year on year.

“We love that Scratch doesn't dictate and allows us to put the funds exactly where it is most needed. It enables us to achieve SO MUCH!”

- Kristin Canning (Rainforest Rescue)



A brown dog is shown in profile, sitting and high-fiving a person's hand. The dog is wearing a pink bandana with the word 'scratch' written on it in red. The background is a plain, light-colored wall.

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.

Pets of the Homeless

In addition to the **\$18,624 in kibble** we donated (about **13,796** meals for needy pups). This year, we **donated \$59,200** as part of a matching campaign to double our impact. The funds have helped POTH to **expand their warehouse to double its size!**

This much needed extra space will help them respond to the growing demand for assistance, and provide even **more meals** and care packages in 2026.



Q www.petsofthehomeless.org.au

AMRRIC

In 2025, they received **\$48,000 towards their animal health programs** – with \$21,000 of that part of a matching campaign for double the impact. These legends worked with Australia's most remote communities to improve the health of their animals by bettering access to **essential vet services** (including desexing and antiparasitic treatments), **animal health education** for schools and locals, and advocating for better **access to remote animal healthcare**.



Q www.amrric.org

National Desexing Network

In 2025, we **donated \$32,445** directly funding the **desexing of 993 dogs and cats**. The majority was achieved through a national prevention campaign National Desexing Month, encouraging clinics to offer reduced desexing prices ahead of the spring breeding season, while a smaller **portion supported a targeted intervention** on North Stradbroke Island, a community with limited access to veterinary services and a high number of roaming entire animals.



Q www.ndn.org.au

Safe Pets Safe Families

The **\$32,500 donated** in late 2024 went to the Community Vet Fund. Unlike a one-off assistance model, community members repay their vet costs via payment plan so funds are returned to the pool for the next pet in crisis. Our contribution alone meant 65 pets received vital veterinary care including 14 desexing procedures, 20 treatments for infections and skin conditions, 14 surgical interventions **including dental and eye surgery, lump removals and diagnostic imaging, urgent and emergency care**, including poison exposure, **fluid on the chest** and bladder infections, and supported families through **3 cases of compassionate end-of-life care**.



SAFE PETS SAFE FAMILIES

Q www.safepetssafefamilies.org.au

What this impact means to our pack

“As someone who’s been involved in dog rescues for years, it’s been so rewarding to join a company that not only supports those causes but genuinely cares about the impact each decision we make has not only on dogs and the wider community, but on every team member too.

What I love about working at Scratch is that doing good is just part of how we operate. It’s not a campaign or a talking point, it’s built into the day-to-day decisions we make. Mike and Doug are the goodest humans this side of the equator. For them, it’s never just about whether something makes sense financially... there’s an intrinsic focus on the impact it has on the world around us (no shortcuts, no cutting corners and definitely no sweeping things under the rug... unless it’s dog hair).

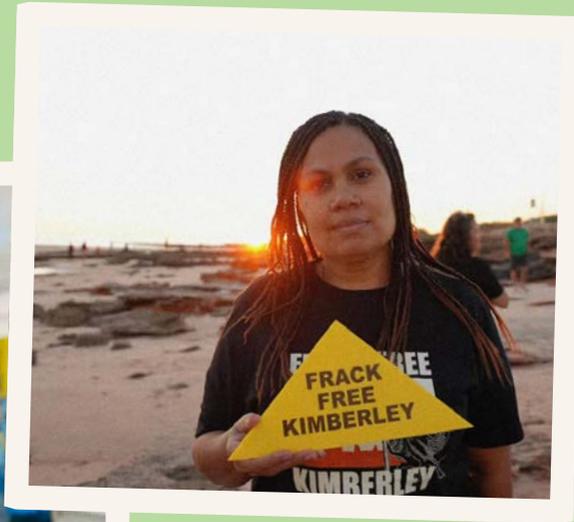
You see it in the way we talk to pet parents, the choices we make around ingredients, packaging, even how we help our customers make better decisions for their dogs. There’s also a strong belief that as a business we should be responsible for more than just profit, because when you think about it, that’s the only way to really move the needle. It’s motivating to work somewhere that proves you can build a successful business while still doing the right thing.”

- Lyn (Customer service)





1% for the planet



The time for climate action was yesterday

Since 2018, we've been proud members 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

This year, we **donated \$80,000** which **funded a mobile butcher project** in remote communities. It's the first of its kind in Victoria training up First Nations youth from the NT to butcher and supply sustainable and locally-sourced cuts to the regional areas it's needed most. We've got even more earmarked next year for more new projects too. Stay tuned!



Q www.sustainabletable.org.au

OzHarvest

The team saves surplus food from ending up in landfill (reducing the country's food waste) then redistributes it to the people who need it most. In 2025, we **donated \$37,990** which meant **75,980 meals** for hungry Aussies experiencing food insecurity.



Q www.ozharvest.com.au

Rainforest Rescue

This year, we **donated \$43,000**. A large chunk of this (\$26k to be exact) was donated via a matching campaign from The Intrepid Foundation essentially turning it into \$52k of impact. Their projects re-establish rainforests through a mix of planting, maintenance and restoration programs. In 2025 alone their Native Nursery grew about **40,000 seedlings** and their awesome Restoration Team **planted over 38,000 trees!**



Q www.rainforestrescue.org.au

Seed

In 2025, Seed focused on one of the biggest opportunities for change: voting. The team ran campaigns encouraging young people to enrol, hosted youth-led forums, and shared resources for the election particularly around remote polling locations. We **donated \$57,000** towards these initiatives, with **\$30,000 going toward a matching campaign supporting the National Climate Justice Summits** held in Gimuy (Cairns) and Boorloo (Perth).



Q www.seedmob.org.au



What this impact means to our pack

“ I used to (and maybe occasionally still do) feel overwhelmed by the state of the planet. My actions felt so small and insignificant in the scheme of things. I choose to work for Scratch because it means my work also contributes to something bigger that protects the world we live, work and walk our dogs in.

Working at Scratch has made climate action feel real, possible and personal to me. I've always tried to make small, conscious choices like reducing waste, reusing and upcycling where I can (right now I'm refurbishing an old retro esky to hold all the dog gear and spare food!). It's easy to get caught up in the daily grind, but knowing that my work supports meaningful climate initiatives makes those small efforts feel part of something much bigger.

As a dog lover (and mum to a couple of goofy Goldies) I love that in my day-to-day I get to connect with so many people (our teammates, our customers and our impact partners) who share the same goal of doing right by dogs too.”

- Ellen (Customer Service)

Where to next?



Our goals for 2026 *and beyond!*



Get at least one other dog food brand to join us on the transparency journey



Move 100% of our bags to curbside or post-consumer recyclable packaging



Reach \$2 million in cash and stock donations



Thank you!

This small 'biz owes you a massive thanks.

Without you and your best mate, none of the impact in this report happens. Just by showing up every day and doing what they do best (eating dinner), your pup has been able to make real change for dogs, our communities and the planet. Really gives a new meaning to being a good boy, eh?

If you love Scratch, tell a mate. And please, give your dog a pat from us. They've earned it.

- Mike & Doug
(and the whole team!)

scratch

scr^{atch}

scratchpetfood.com.au

