

# 47%

## REDUCTION IN CLIMATE IMPACT\* WITH GLOBE BUDDY DOG FOOD

\*The carbon footprint of the ingredients in Globe Buddy's new product is just over half that of the ingredients used in the market's average dog food.

According to calculations performed by the consultancy firm Viegand Maagøe on behalf of Globe Buddy.

- Product carbon footprint data provided by ClimatePartner.
- Market data provided by *The global environmental paw print of pet food* (Alexander et al., 2020).

