

PRESS RELEASE

Globe Buddy introduces new sustainable dog food with insect protein

TJELE, DENMARK, 17/01/2024 – Danish pet food company Globe Buddy has introduced a super-premium dog food based on a novel and sustainable source of protein – insects. The brand wants to inspire a positive change and help dog owners live a greener pet life.

“We have made it easy to feed your furry friend a healthy and tasty diet while doing some good for the planet, simply by reducing the climate impact of dog food,” said Bjarne Gravesen Jensen, CEO and co-founder of Globe Buddy.

The insect-based dog food Globe Buddy Brown features protein from the black soldier fly larvae, which is good for all dogs, especially those with sensitive digestion or intolerances to traditional meats.

It is also a win for the climate. Using insect protein in pet food reduces carbon emissions. 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.

The insect-based product comes with a third-party verified carbon footprint, something that is still rarely seen in the pet food industry.

“While many companies have brought what are claimed to be green pet foods to market, we saw a need among pet-parents for increased transparency in the environmental sustainability of their dog’s food. Our brand aims to address this unmet need,” said Bjarne Gravesen Jensen.

Besides the climate-friendliness, insect larvae are a pet food ingredient that advances the circular economy and minimises waste because insects are fed on by-products from the food industry.

Globe Buddy’s commitment to sustainability also extends to their packaging, with a fully recyclable and perfectly-sized box designed for direct-to-consumer distribution.

About Globe Buddy

Globe Buddy is a Denmark-based pet food startup specialising in sustainable dog foods and treats. Globe Buddy is available on Amazon and via www.globebuddy.dog. On behalf of Globe Buddy, ClimatePartner has calculated the carbon emissions for the Globe Buddy Brown product in line with the GHG Protocol, and the carbon footprint report can be accessed here: <https://climate-id.com/en-gb/5PY8IF>.

Fact sheet (attached PDF)

- **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.

Images

- **Globe Buddy Brown** is an insect-based dog food with protein from the black soldier fly larvae. Photo by Gammelmark Photography.
- **Bjarne Gravesen Jensen**, CEO and co-founder of the Danish pet food company Globe Buddy. Photo by Gammelmark Photography.

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