



Sustainability
Impact Report 2022

Healthier pets through
healthier science





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Introduction

Created by two friends and one heart

Dr. Michelle and Emily have been connected since the moment they first met. They've grown together as friends, confidants, mothers, and now partners in developing a new dimension to pet health. As mothers, they shared a passion for finding the best products to nurture their children, but when it came to the four-legged members of the family, they found more disappointment than success. Together, they committed to creating the solution they couldn't find otherwise.



Michelle Dulake, DVM

CEO
 Fera Pet Organics
Acupuncture Certification
 CVMA, CSU, SIM
Small Animal Internship
 VCA West Los Angeles
Doctor of Veterinary Medicine, DVM
 Western University of Health Sciences
Bachelor of Science, BS
 University of California, Davis



Emily Hsu

COO
 Fera Pet Organics
10+ years in the Pet Industry
 Operations
 E-Commerce
 Sourcing
 Quality Control
 Production
 Logistics
Bachelor of Science, BS
 University of California, San Diego

Mission

At Fera, our mission is to promote the health and wellness of pets by providing premium, innovative supplements made from a thoughtful blend of Eastern and Western ingredients. We are committed to transparency and sustainability, from sourcing our ingredients to packaging our products.

Vision

Our vision is to be the trusted, global leader in the pet health industry. We empower pet owners by providing the tools they need to foster healthy, vibrant lives for their furry companions.



Created by a Veterinarian



Forward-looking,
next generation ingredients



Most effective blend of
Eastern & Western Ingredients



Accurate ingredient
dosing to deliver efficacy



Committed to Sustainability



Trusted through
compliance & transparency



Governance



Letter from the CEO




Dr. Dulake

I am excited to present Fera's first ESG report, highlighting our commitment to sustainability, social responsibility, and transparent governance. As the CEO of Fera, I take pride in leading a company that prioritizes pet well-being, environmental stewardship, and global community engagement.

As a veterinarian and pet acupuncturist, my eyes were opened to the world of holistic medicine. I studied century-old Eastern medicine ingredients that helped treat certain ailments in humans and pets with promising results. When searching for high quality supplements with a mixture of Eastern and Western medicine and effective dosing, I found it challenging to find any formulas I would recommend for my patients. Driven by the need to create holistic supplements and leveraging my veterinary education, I embarked on a transformative journey to redefine pet supplements.

Fera was founded with a mission to create premium pet supplements with a holistic approach to our pet's well-being by including Eastern and Western therapies in each custom formula. They both have their own strengths, but together, we create something even more powerful - a healthier science and lifestyle. By giving pet owners a natural solution for their pets, we empower them to let nature heal their pets alongside modern medicine.

Sustainability is at the core of our business strategy. We integrate sustainable practices in ingredient sourcing, packaging, and partnerships, aligning with customer values and our dedication to being a responsible corporate citizen. We proudly hold the NASC Quality Seal and are an accredited member of the Pet Sustainability Coalition, emphasizing our commitment to quality and environmental impact initiatives.

By embracing the United Nations' Sustainable Development Goals (SDGs), we actively contribute to a better future. We prioritize gender equality, provide decent work and economic growth opportunities, and promote responsible consumption and production. Our continued packaging improvements, participation in the PSC Packaging Pledge, and commitment to reducing plastic waste showcase our dedication to environmental sustainability.

As we move forward, Fera remains committed to our ESG principles and will focus on regenerative agriculture, carbon emissions reduction, and expanding our philanthropic efforts in 2023 and beyond. We thank you for your continued support and look forward to a sustainable future together.



Sustainability



Sustainability At Fera...

Our mission is twofold: to help your pet live a long, healthy, and happy life, while also playing our part in supporting the earth we share.

We believe that sustainability is not just an option, but a responsibility, which is why it is built into our decision making process at every level. From the ingredients we source, to the packaging it arrives in, and each strategic partner involved along the way - it is important that we are working in alignment with our company values as well as the values of our customers.

With a strong commitment to our sustainable business practices, we believe we can be both a great business and a great corporate citizen. In fact, we believe we cannot be one without the other.





PSC is a collaborative nonprofit that provides tools, educational resources and implementation support to drive environmental and social impact.

As a Guardian member of the Pet Sustainability Coalition, we are committed to implementing sustainable business practices that minimize our impact on the environment and the communities where we do business. We believe sustainability is a critical component of any successful business strategy and are proud to say that we are taking steps towards a more sustainable future for our customers and the pets they love.



In December 2022 Fera was evaluated on our social and environmental impact initiatives through a third-party assessment in order to receive accreditation from the Pet Sustainability Coalition.





United Nations Sustainable Development Goals

The UN Sustainable Development Goals are a call for action by all countries – poor, rich and middle-income – to promote prosperity while protecting the planet.

At Fera, we use the SDG Action Manager to assess our businesses impact in specific social and environmental areas to create a roadmap for continuous improvement. In December 2022, Fera was evaluated on our social and environmental impact initiatives through a third-party assessment in order to receive accreditation from the Pet Sustainability Coalition.

17 GOALS TO TRANSFORM OUR WORLD





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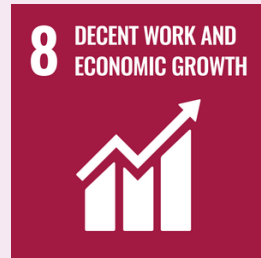
Sustainable Development Goals

In 2022, we focused on the 4 SDGs below.



Gender equality is not only a fundamental human right, but a necessary foundation for a peaceful, prosperous and sustainable world.

- Fera is proud to be female founded and led. Our Board of Directors and management team is made up entirely of women
- The composition of our larger team is made up of 89% women
- We make annual contributions to Equality Now, a non profit that promotes a more just and equal world for women and girls



Promoting inclusive and sustainable economic growth, employment and decent work for all.

- We have a company commitment to provide workers with a living wage sufficient to meet more than just basic needs
- We have a policy to encourage internal promotions and hiring for advanced positions
- We offer 100% employer paid health care programs



Sustainable consumption and production patterns are key to sustain the livelihoods of current and future generations.

- Over 50% of our ingredient inputs come from certified sustainably sourced materials (Certified Organic, Non-GMO Project Verified, ASC, Friend of the Sea)
- We decreased plastic inputs by removing pumps from Fish Oil resulting in > 600 lb reduction in plastic waste in 2022



Conserving and sustainably using the oceans, seas and marine resources.

- Friend of the Sea & ASC Ingredients make up 100% of our marine inputs
- Fera's plant-based Omega Oil, launched in Summer 2022, is sustainably derived from the original source of omega-3 fatty acids: marine microalgae. By using algae as a source of Omega 3s, EPA and DHA, we are skipping over the food chain and relieving pressure on the already strained supply of marine wildlife

Packaging Achievements in 2022



September

October

November

December

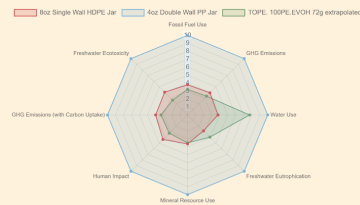
PSC Packaging Pledge

Became a signatory and pledged to offer recyclable, reusable, or compostable packaging solutions by 2025.



Life Cycle Analysis

Conducted our first Life Cycle Analysis and are using the results to inform our business decisions around packaging.



How2Recycle

Became members of How2Recycle for increased consumer guidance and transparency.



Flexible Packaging

Prepared for our first launch using flexible packaging that is 100% recyclable.





Community Engagement



At Fera, we believe it is important that we maintain close relationships with industry organizations that align with our values and help us to further our mission.

We're dedicated to giving back and working with charities on an ongoing basis through product/monetary donation and supporting fundraising efforts.

In 2022, we donated over \$18,000, focusing on organizations helping seniors and pets with health issues.



We've teamed up with local Los Angeles rescue Wags & Walks on a mission to reduce the number of homeless pets.

A portion of every Fera purchase goes to the organization's high-impact initiatives. Wags & Walks is led by a dedicated community of dog lovers working to reduce euthanasia in local shelters and increase awareness of rescue dogs being wonderful pets.



UNDERDOG COMMUNITY PROJECT

Underdog Community Project provides free, accessible veterinary services to pets of unhoused and minority individuals in the greater Los Angeles area. We donate supplements to help support pets of the underserved and in-need community in Los Angeles.



As a woman founded company, it is important that we continue to support the success of women around the globe. Fera is proud to partner with Equality Now, a non profit that uses a unique combination of legal advocacy, regional partnership-building, and community mobilization to realize the vision of a more just and equal world for women and girls.

Other organizations we partnered with in 2022:

Rescue for Pet Sake, Upper Midwest Great Dane Rescue, Golden Bond Rescue, Elderly Pet Rescue, Make a Wish Los Angeles, Golden Retrievers in Need (GRIN), Whispering Willows Senior Dog Sanctuary, The Rescue Train, Peanut's Place Bully Rescue, Southern California Golden Retriever Rescue, Denison Animal Welfare Group, Los Angeles County Asian American Employees Association (LACAAEA), Grateful Hearts



Product Quality

Ingredient Traceability

Each ingredient is hand-sourced with a purpose.

We carefully select the highest quality ingredients from trusted suppliers and farmers who prioritize quality, sustainability and ethical practices. We believe in being 100% transparent with the quality of our ingredients and where they come from. We are committed to continually looking for ways to optimize our product portfolio by reducing environmental impact and increasing our investments in communities where our ingredients originate. We use our Supplier Code of Conduct to ensure that a set level of environmental and social practices are met by our sourcing and manufacturing partners.



The image shows a computer monitor displaying the Fera website's 'Our Ingredients' page. A green arrow points from the 'Ashwagandha' card on the website to a larger, detailed callout card. The callout card is divided into two sections: a white section with text and an image of ashwagandha roots, and a dark green section with a table of source, origin, and studies.

Ashwagandha

Ashwagandha is an adaptogenic herb known for its ability to reduce stress and anxiety. Fera sources KSM-66® Ashwagandha, the most clinically studied ashwagandha on the market.



[Calming Support for Dogs and Cats](#)

Source	Withania somnifera
Origin	India
Studies	KSM-66 Ashwagandha for Stress and Anxiety



Supplier Spotlight: Ixoreal Biomed Inc Organic KSM-66 Ashwagandha Extract



Ixoreal created their KSM-66® Ashwagandha Extract via a process that took 14 years of R&D to develop and refine. KSM-66 is the best ashwagandha extract on the world market today in the sense that it is the highest concentration full-spectrum extract available. The Ixoreal science team sought to introduce to the world the true quintessence of ashwagandha with all its benefits. Convinced that the essence of the ashwagandha root could be extracted without losing its potency, the science team dedicated itself to learning the nuances of plant chemistry and did what no one was able to achieve until then. With 'Green Chemistry' processing, they were able to holistically extract all the root essence while preserving its natural healing potency.

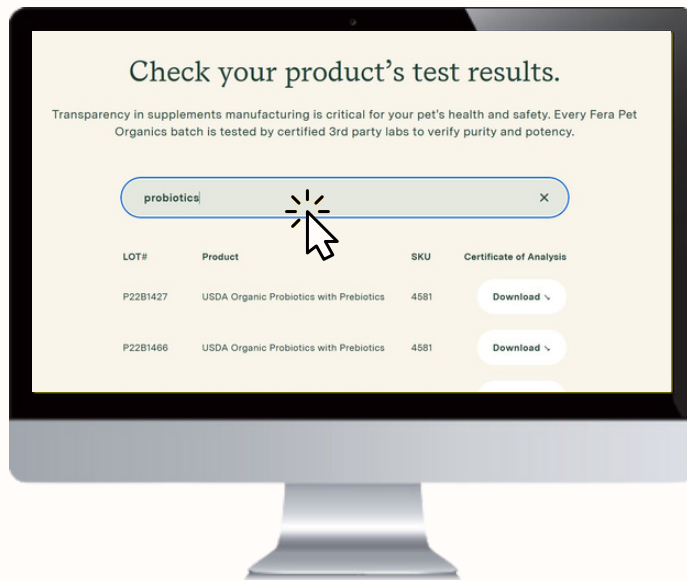


- Tight Vertical Integration - Excellence from Crop to Customer: Ixoreal is the only major branded ashwagandha manufacturer in the world to own the entire supply chain in producing the extract. KSM-66 is not only vertically integrated but also follows an unprecedented model for giving back to the community where they operate in Ramganjmandi, India.

KSM-66 Ashwagandha provides:

- Fair Wages: On average 10%-20% higher than comparable employment in the area
- Free Healthcare: Through funding in local hospitals and health clinics
- Investment In Education: Three schools in Ramganjmandi are funded by KSM-66, educating around 1000 children

Testing and Transparency



We believe in transparency. In this industry that lacks regulation, we encourage customers to pay attention to what they give to their pets.

Our website features a COA search tool so customers can check their product's test results.

Our raw materials and finished goods are tested and verified by certified 3rd party labs for authenticity, purity and potency.



National Animal Supplement Council



The National Animal Supplement Council works cooperatively with state, federal and international government officials to create a legislative and regulatory environment that provides a framework that is fair, reasonable, responsible, and nationally consistent. Fera has been a member of NASC since we were founded in 2017 and are proud to bear the Quality Seal on all of our products.

To earn permission to display the NASC Quality Seal on its products and marketing materials, an NASC member company must:



- Pass a comprehensive third-party quality audit every two years
- Maintain ongoing compliance with rigorous NASC quality standards
- Participate in annual continuing education facilitated by NASC
- Pass random independent testing of their products to ensure they are meeting label claims

*Outlook:
2023 and beyond*



Elevating Packaging for a Brighter Future

Taking Steps Towards Reaching our Goals:

- Launched Goat Milk line in 100% recyclable pouches in April 2023
- Conduct second packaging Life Cycle Analysis
- Continue to assess packaging improvement, working toward recyclable, reusable or compostable by 2025
- Virgin Plastic Reduction Strategies:
 - Assess feasibility of non-plastic packaging options and increased post consumer recycled content
 - Launch skin balm in cardboard tubes
 - Launch at least 2 new products in recyclable, flexible packaging



pet
sustainability
coalition

packaging
pledge

Signatory



Ingredient Sourcing

We know some of our biggest environmental impacts come from the production and transportation of our ingredients, before they ever make it inside a bottle or to the store shelf. We are committed to assessing our upstream supply chain with the goal of decreasing travel distance when sourcing raw materials.

In 2022, we created our Supplier Code of Conduct, which sets a level of environmental and social expectations of our manufacturing partners and ingredient suppliers.

To date, 50% of our manufacturing partners have signed the CoC. During the second half of 2023, our ingredient suppliers will be receiving our CoC.

Our goal is to have the Code of Conduct signed and adopted by 100% of our suppliers by the end of 2024.

Carbon and GHG Emissions



Fera is committed to calculating the greenhouse gas emissions across its entire business operations. Through emission reductions and carbon offsets, Fera has set the aspirational goal to be CarbonNeutral® Certified via Climate Impact Partners by 2030.

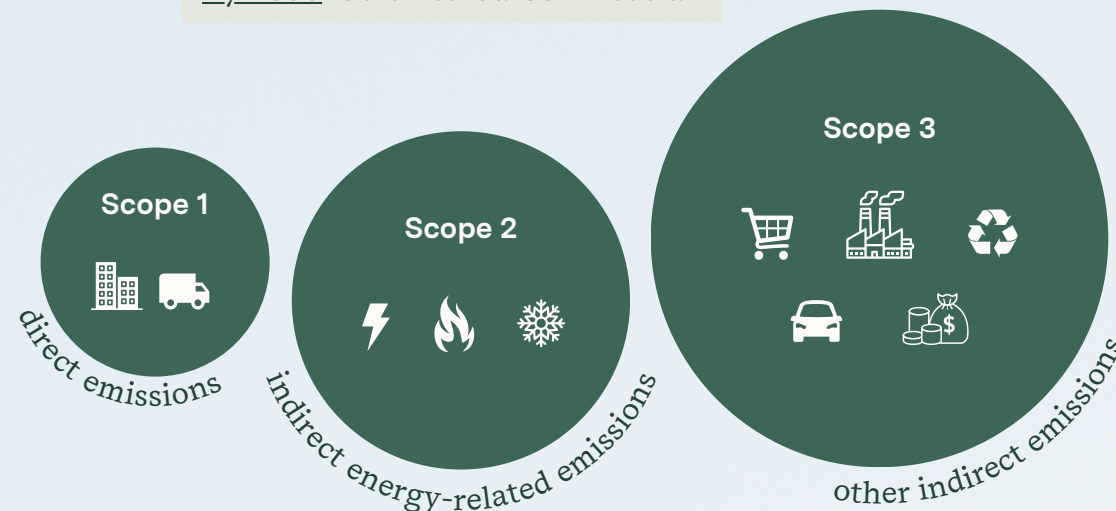


Corporate social responsibility is cemented in Fera's DNA because our people believe deeply in making the world a better place. We believe that with continued growth comes increased responsibility and commitment to our values. We believe we can be both a great business and a great corporate citizen. In fact, we believe we cannot be one without the other.

By 2025: Calculate Scopes 1 and 2

By 2028: Calculate Scope 3

By 2030: Certified Carbon Neutral





Carbon Neutral Shipping



In 2023, Fera will partner with EcoCart to offer carbon neutral shipping by offsetting emissions that come from the production and shipping of our products. Carbon offsets come through investments in a variety of 3rd party verified environmental projects that focus on conservation, resource management, water purification, alternative energies and so much more.

Learn more about some of the 3rd party verified environmental projects Fera will contribute to:



Global Sustainable Infrastructure Projects

A portfolio of projects that help generate clean energy and other technologies that combat climate change through investment in wind and solar farms, biogas, and hydropower.



Amazon Rainforest Protection

A collection of three projects that aim to prevent deforestation across 105,000 hectares of pristine rainforest in the Amazon basin, protecting some of the world's most biodiverse habitats.



Afognak Forest Protection

Afognak Island in Alaska consists of over 8,200 acres of old-growth Sitka spruce stands and previously clearcut areas with dense grasses, shrubs, and sporadic Sitka spruce regeneration. Protecting the Afognak Forest helps capture carbon from the atmosphere, protects wildlife habitats and provides local jobs to the Afognak community.



Global Improved Livelihoods Projects

Supports a portfolio of global initiatives that help improve the lives of people around the world. These projects take place across Asia, Africa, and South America. By supporting this portfolio, we help reduce pollution in homes, help families gain access to clean water and decrease deforestation.

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We extend a heartfelt thank you for joining us along our 2022 sustainability journey. Through commitment and collaboration, we look forward to our continued positive impact in 2023 and beyond.

Thank you!

