

## Stakeholder Perspective Sean Fitzgerald

VICE PRESIDENT OF MARKETING



Your Pet, Our Passion.®

**PURINA FOUNDER WILLIAM DANFORTH ONCE SAID,** “Simply do each day what you know you should do, and do it well.” Those words have guided Nestlé Purina’s mission to enrich the lives of pets and those who love them by providing high-quality and nutritious products in a responsible way. Today, Mr. Danforth would be proud that our business philosophy — to do well by doing good — guides how we create shared value for society, communities, and the environment while delivering long-term value for our transactional and other stakeholders.

At Nestlé Purina, two important concepts underpin our approach to environmental sustainability. First, we take a comprehensive view that considers the full life cycle impact of our products throughout the entire supply chain. Second, we take a collaborative approach, continually learning from others — our customers, suppliers, social and environmental stakeholders, and other industry partners — and applying what we learn to our work every day.

So it was a natural fit when we turned to UPS, our long-time shipping provider, to better understand the climate impact of our shipping activities. UPS’s sustainable shipping

solution is verified and certified by world-class third parties, which helps to underscore the credibility of the program and helps our customers trust the impact. UPS helped us introduce carbon neutral shipping for all PurinaStore.com, Purina for Professionals™, and veterinary clinic orders delivered by UPS.

Today’s customers want to know that the products they buy are high quality and sourced, produced, and delivered in a responsible manner. Many of our veterinary customers do

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not keep large amounts of inventory on hand, so product shipments are especially frequent to this segment of our business. Our customers can feel good that UPS carbon neutral shipping helps ensure that more frequent deliveries do not translate into more negative environmental impact. In fact, most of our customers have indicated strong support for our carbon neutral shipping offering.

Our move to a more sustainable method of shipping also reflects our belief that small actions can make a big difference. In just the short time since we introduced UPS carbon neutral shipping in September 2014, we have offset 1,880 metric tons of emissions — the equivalent of avoiding the emissions from more than 211,000 gallons of gasoline, according to the U.S. Environmental Protection Agency’s Greenhouse Gas Equivalencies Calculator.

Joining the carbon neutral shipping program is just one way that we reduce our impact as we create shared value. That commitment has served our stakeholders for more than 120 years and, by working with companies like UPS toward shared goals, we will continue to do so going forward.