



Natural Pet Food Group Limited

Disclosure Report
Date Submitted: October 16th, 2025



Disclosure Materials

Certified B Corporations must complete a Disclosure Questionnaire to identify potentially sensitive issues related to the company (e.g. historical fines, sanctions, material litigation, or sensitive industry practices).

This component does not affect the company's score on the B Impact Assessment. If the company answers affirmatively to any items in the Disclosure Questionnaire that B Lab deems relevant for public stakeholders, then, as a condition of their certification, the company must:

- 1) Be transparent about details of the disclosure issues identified on the company's public B Impact Report
- 2) Describe how the company has addressed this issue
- 3) Demonstrate that management practices are in place to avoid similar issues from arising in the future, when necessary.

In all cases, the Standards Advisory council reserves the right to refuse certification if the company is ultimately deemed not to uphold the spirit and integrity of the community.

In addition to the voluntary indication of sensitive issues in the Disclosure Questionnaire, companies pursuing Certification also are subject to a background check by B Lab staff. Background checks include a review of public records, news sources, and search engines for company names, brands, executives/founders, and other relevant topics.

Sensitive issues identified through background checks may or may not be within the scope of questions in the Disclosure Questionnaire, but undergo the same review process and are subject to the same possible review by the Standards Advisory Council, including ineligibility for B Corp Certification, required remediation, or disclosure.

B Lab's Public Complaints Process

Any party may submit a complaint about a current B Corp through [B Lab's Public Complaint Process](#). Grounds for complaint include:

- 1) Intentional misrepresentation of practices, policies, and/or claimed outcomes during the company's [certification process](#)
- 2) Breaches of the B Corp Community's core values as expressed in our [Declaration of Interdependence](#)

This document contains a copy of the company's completed Disclosure Questionnaire and related disclosure documentation provided by the company.



Disclosure Questionnaire

Industries and Products

	Yes	No
Please indicate if the company is involved in production of or trade in any of the following. Select Yes for all options that apply.		
Animal Products or Services	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Biodiversity Impacts	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Chemicals	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Disclosure Alcohol	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Disclosure Firearms Weapons	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Disclosure Mining	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Disclosure Pornography	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Disclosure Tobacco	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Energy and Emissions Intensive Industries	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Fossil fuels Gambling	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Genetically Modified Organisms	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Illegal Products or Subject to Phase Out	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Industries at Risk of Human Rights Violations	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Monoculture Agriculture	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Nuclear Power or Hazardous Materials	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Payday, Short Term, or High Interest Lending	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Water Intensive Industries	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Tax Advisory Services	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Outcomes & Penalties

	Yes	No
Please indicate if the company has had any formal complaint to a regulatory agency or been assessed any fine or sanction in the past five years for any of the following practices or policies. Check all that apply.		
Anti-Competitive Behavior	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Breaches of Confidential Information	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Bribery, Fraud, or Corruption	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Company has filed for bankruptcy	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Consumer Protection	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Financial Reporting, Taxes, Investments, or Loans	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Hazardous Discharges Into Air/Land/Water (Past 5 Yrs)	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Labor Issues	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Large Scale Land Conversion, Acquisition, or Relocation	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Litigation or Arbitration	<input type="checkbox"/>	<input checked="" type="checkbox"/>
On-Site Fatality	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Penalties Assessed For Environmental Issues	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Political Contributions or International Affairs	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Recalls	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Significant Layoffs	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Violation of Indigenous Peoples Rights	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Other	<input type="checkbox"/>	<input checked="" type="checkbox"/>



Practices

	Yes	No
Please indicate if the following statements are true regarding whether or not the company engages in the following practices. Check all that apply. If the statement is true, select "Yes." If false, select "No."		
Animal Testing	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Company/Suppliers Employ Under Age 15 (Or Other ILO Minimum Age)	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Company prohibits freedom of association/collective bargaining	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Company workers are prisoners	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Conduct Business in Conflict Zones	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Confirmation of Right to Work	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Does not transparently report corporate financials to government	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Employs Individuals on Zero-Hour Contracts	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Facilities located in sensitive ecosystems	<input type="checkbox"/>	<input checked="" type="checkbox"/>
ID Cards Withheld or Penalties for Resignation	<input type="checkbox"/>	<input checked="" type="checkbox"/>
No formal Registration Under Domestic Regulations	<input type="checkbox"/>	<input checked="" type="checkbox"/>
No signed employment contracts for all workers	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Overtime For Hourly Workers Is Compulsory	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Payslips not provided to show wage calculation and deductions	<input type="checkbox"/>	<input checked="" type="checkbox"/>

	Yes	No
Sale of Data	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Tax Reduction Through Corporate Shells	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Workers cannot leave site during non-working hours	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Workers not Provided Clean Drinking Water or Toilets	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Workers paid below minimum wage	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Workers Under Bond	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Other	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Supply Chain Disclosures

	Yes	No
Please indicate if any of the following statements are true regarding your company's significant suppliers.		
Business in Conflict Zones	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Child or Forced Labor	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Negative Environmental Impact	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Negative Social Impact	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Other	<input type="checkbox"/>	<input checked="" type="checkbox"/>



Disclosure Questionnaire Statement

Disclosure Questionnaire Category: Animal Testing

Topic	The company conducts animal testing for product development in collaboration with third parties.
Summary of Issue	<p>Natural Pet Food Group Limited is a manufacturing company based in New Zealand that produces animal food. The company conducts limited, non-invasive feeding trials, which are not legally required by local or national regulations. These trials are part of the new product development process and are designed to assess palatability and digestibility, following the testing methods recommended by Massey University.</p> <p>Before feeding, all products undergo safety testing that includes microbiological and nutritional assessments. The animal ethics policy at Massey University provides ethical justification for the use of animals, in accordance with the Animal Welfare Act 1999. The Massey University Animal Ethics Committee oversees all projects to ensure compliance and ethical conduct. Massey University's animal ethics policy encompasses various animal species and emphasizes transparency in reporting animal research. Massey University aims to rehome animals that are no longer needed for research or teaching, prioritising their well-being and adaptability to new environments.</p>
Size/Scope of Issue (e.g. \$ financial implication, # of individuals affected)	In 2024, a redevelopment of the entire product portfolio was completed, with approximately 64% of the company's portfolio, as a percentage of total annual revenue, underwent testing during its development process. Previously, it was estimated that less than 10% of the company's portfolio was tested on animals.
Impact on Stakeholders	Animal testing and experimentation is widely used to develop new agricultural products and to test the safety of other products. Many of these experiments can cause pain to the animals involved or reduce their quality of life in other ways.
Implemented Management Practices	All feeding trials are conducted in partnership with Massey University, which follows a Code of Ethical Conduct regarding animal use, prioritizing the ethical treatment of animals in accordance with New Zealand's Animal Welfare Act. Massey University operates under this Act and has an Animal Ethics



Committee dedicated to the principles of the 3Rs: Replacement, Reduction, and Refinement, while also adhering to Good Laboratory Practice. All food is tested for safety to ensure alignment with the 3Rs principles:

- Replacement: Use non-animal methods, such as in vitro testing, whenever possible.
- Refinement: Design trials to minimize animal stress by incorporating enriched environments and conducting regular health checks.
- Reduction: Statistical planning ensures minimal animal use while maximizing data collection.

Natural Pet Food Group Limited engages only with third parties who are also committed to the 3Rs, ensuring transparency and regular audits throughout the process. All studies follow approved written protocols, and ethical oversight ensures welfare standards are met. Regular welfare assessments and visits are conducted, and there's a focus on continuous improvement through collaboration with research bodies and the adoption of emerging alternatives. There are alternative methods to animal testing for feeding trials, such as in vitro testing, computer modelling, palatability panels, and historical data analysis. However, Natural Pet Food Group Limited may choose animal feeding trials when regulatory bodies require live-animal data, no validated alternatives exist, or real-world performance needs to be observed in target species. In these cases, trials follow the principles of the 3Rs, reducing animal use and maximizing animal welfare.

Natural Pet Food Group Limited holds two Animal Ethics Approvals issued by [Massey University Animal Ethics](#), valid from 2024 to 2027, for [AAFCO \(Association of American Feed Control Officials\)](#) nutritional adequacy and digestibility protocols in cats and dogs. These approvals are subject to renewal every three years.

Natural Pet Food Group Limited is committed to an Animal Research Ethics Policy that emphasizes the 3Rs. This policy is overseen by the Animal Research Ethics Lead, reviewed annually, and requires all personnel to complete mandatory training. Breaches of the policy may result in the termination of activities or partnerships. The commitments outlined in the policy include:



	<ol style="list-style-type: none">1. Prioritize Non-Animal Alternatives: Whenever possible, Natural Pet Food Group Limited will utilize in vitro, in silico, and ex vivo models, as well as existing data, and will consider lower-sentience species when complete replacement is not feasible.2. Minimize Animal Use While Ensuring Scientific Rigour:<ul style="list-style-type: none">○ Implement rigorous experimental designs and statistical modeling.○ Use shared controls, crossover designs, and multi-purpose trials to reduce duplication.○ Maximize data yield from each animal.3. Continuously Improve Procedures to Enhance Animal Welfare:<ul style="list-style-type: none">○ Design trials that accommodate the specific needs of different species.○ Employ minimally invasive techniques.○ Provide training in low-stress handling and the implementation of humane endpoints. <p>Natural Pet Food Group Limited prioritizes ethical animal testing by openly communicating about feeding trials and adhering to 3Rs compliance. Feedback from stakeholders is encouraged through direct outreach.</p>
Management Comments	<p>We recognize that animal feeding testing plays a critical role in advancing nutritional science, ensuring food safety, and supporting the new product development process. We also acknowledge the diverse and significant impact such testing has on our stakeholders, including researchers, consumers, advocacy groups, and the animals themselves. Ethical considerations, transparency, and scientific integrity are paramount. We conduct animal testing for product development in collaboration with approved partners.</p>



Disclosure Questionnaire Statement

Disclosure Questionnaire Category: Other Disclosure Practice

Disclosure Questionnaire Statement	
Topic	Fishing, Fisheries, and Aquaculture Industry
Summary of Issue	The company is involved in the fishing, fisheries, and aquaculture industry as a retailer of meals for canines and felines. Salmon, Hoki fish, and Hoki oil are used as part of their fish-based food products.
Size/Scope of Issue (e.g. \$ financial implication, # of individuals affected)	<p>49% of the company's total revenue in the last fiscal year is earned through fish-based products, and 100% of their fish-based products are certified by credible certifications.</p> <p>31% of the fish containing products are Marine Stewardship Council (MSC) certified. The remaining 18% of fish are sourced from New Zealand from a supplier who is Best Aquaculture Practices (BAP) certified.</p>
Impact on Stakeholders	The fishing industry may have negative environmental impacts on its affected marine ecosystems, e.g., overfishing, loss of biodiversity, and pollution. Furthermore, the fishing industry is at risk of human rights violations in its supply chains.
Implemented Management Practices	<p>All of the company's purchases related to the Hoki products are Marine Stewardship Council (MSC) certified, which ensures well-managed fishing practices to minimize overfishing and environmental impact, and maintain healthy fish stocks.</p> <p>The company's purchases related to salmon from an independent supplier is Best Aquaculture Practices (BAP) certified. The BAP ensures environmental, social, food safety, and animal health & welfare—at each step of the aquaculture production chain. Besides that, the supplier is also part of the Marine Farming Association Environmentally (MFA) programme, which is a collective effort towards establishing best practices in marine matters.</p> <p>The company purchases all fish products from approved suppliers.</p> <p>The company sources fish only from New Zealand (NZ) waters, and all of the fishing labour and human rights are covered by</p>

	<p>NZ law. The company ensures suppliers fill up their questionnaires to ensure compliance.</p> <p>The company is able to trace all the seafood back to the source. The company ensures traceability throughout its supply chain using two key tools;</p> <ol style="list-style-type: none">1. The company operates a market-leading ERP (Enterprise Resource Planning) system, NetSuite. All inventory in the supply chain, from the point of receipt as a raw material through to sale as a finished product, is traceable through this system. This traceability includes date and batch records for each production process.2. All movements for animal/fish origin raw materials are required to be tracked through a system called 'E-Cert', which is operated by New Zealand's food safety authority MPI (Ministry for Primary Industries). This system holds full traceability information for all items back to slaughter and includes any processes the items have been through and any storage locations. The information in this system is then transferred into an export certificate issued by MPI at the point of export from New Zealand. <p>The company monitors all of its suppliers and audits them based on a risk-based approach in the area of Social and Environmental Practices. The suppliers are required to complete the company's questionnaires, which assess this area at a maximum time period of 3 years.</p>
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Disclosure Questionnaire Statement

Disclosure Questionnaire Category: Animal Products and Services

Natural Pet Food Group Limited is involved in the production or sale of animal products and services, meaning that they are more likely to have significant impacts on the environment and animal welfare. Certified B Corps are required to make transparent their involvement in such industries.

For more information about the company's practices regarding this topic, please visit the company's webpage/ sustainability report, accessible here.

<https://www.naturalpetfoodgroup.com/>