

## **Pet Lovers Centre Announces Sustainability Initiative in Pet Food Ingredient Sourcing**

Pet Lovers Centre (PLC) today announced the general availability of its sustainable range of pet foods made from insect and plant proteins as an alternative to more expensive and less sustainable animal protein.

Per recent research data from a UCLA researcher, feeding pets creates about 64 million tons of CO2 every year. As Singapore's largest pet supplies and pet food retailer, PLC is championing a more sustainable future by using insect protein as a key ingredient, among others, in its pet food products. PLC is promoting insect protein as well as plant protein as sustainable alternatives to traditional animal-based protein ingredients for pet foods.

Speaking on the impact of the pet food industry thus far, Darren Vanstone, Managing Director of sustainability consultant Ocatra, who is also on the advisory board of Percuro, the animal-protein-based pet food brand that PLC stores carry, says, "Conventional pet food companies source animal proteins from the broader human food chain. Our pets consume 20% of the protein produced by the 70 billion farmed animals raised for food globally every year. Given the negative impacts that animal protein ingredients have on the welfare of farm animals and the environment, pet parents deserve to know the trade-offs we make when we choose animal-based pet foods and where there are better options."

[According to Percuro's research data from select markets, at least 54% of pet owners surveyed said they were willing to try insect-protein-based pet foods for their fur kids. Percuro also "forecast the market for insect protein as a pet food ingredient to reach 150,000 metric tons globally by 2030", indicating strong growth in this segment over the next several years.](#)

PLC highlights the following benefits of using insect-based proteins:

- Insect-based proteins enable the production of high-quality, low-priced pet foods
- Environmentally more sustainable
- Safer for pets with allergies
- Insect farms support local communities and ecosystems
- Reduced demand for the world's meat and fish supply

With this initiative, PLC aims to address the ever-growing demand from paw-parents for sustainable solutions for their own nutritional needs as much as those of their furry wards. As consumers become more discerning with their choices, the company understands the need to offer options that are great for their pet and their planet.

**About Pet Lovers Centre**

Pet Lovers Centre (PLC) is collectively the largest and only pet care retail chain in South East Asia. PLC was founded in 1973 and is an award-winning household name today. Besides offering the widest and freshest range of products in the region, its themed "The Pet Safari" stores bring the best pet products and services together under one roof, together with vet-trained pet-care consultants who provide friendly, professional advice on pet care. It formed the Pet Lovers Foundation in 2009 to serve "Pets, People and our Planet". Our eight subsidiaries represent the best of what the pet industry has to offer, from food and pharmaceuticals to vet care, grooming, travel and lodging.

**About Percuro**

Percuro is an award-winning sustainable pet food company based in the United Kingdom. Founded in 2020, Percuro was born out of a love for pets and the planet. By using clean and sustainable insect protein, Percuro is able to cut down on CO2 emissions and provide a hypoallergenic option for pets. It is approved by vets and formulated to meet FEDIAF guidelines, to ensure the diet is complete and balanced. Percuro's mission is to ensure that pets live better and longer by having the very best nutrition there is to offer.

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