

Our Purina Commitments



COMMITTED TO MAKING A DIFFERENCE

Nutrition is at the heart of what we do, but it's not all we do. We are committed to doing more of what matters for pets, for the people who love them and for the planet we share. That's why we are focused on achieving our 6 Purina Commitments which are focused around initiatives for pets, communities and the environment.



Scan the QR Code for watching the video

OUR TARGET FOR 2030: 100% OF OUR COMMITMENTS ACHIEVED

01

Innovate pet nutrition and source ingredients through regenerative practises



We believe in innovative nutrition to help improve pets health and wellbeing. But we are also committed to our regeneration journey and sourcing our key ingredients through regenerative practices.



[Find out more](#)

02

Promote pet adoption by leveraging partnerships



At Purina we believe that every pet deserves a loving home. That's why we're partnering with organisations that support pet adoption across Europe.



[Find out more](#)

03

Promote responsible pet ownership programmes



Through this commitment we want to help educate pet parents and children by providing accurate, expert information and advice.



[Find out more](#)

04

Foster people's health through the power of the pet-human bond



We believe the power of the pet-human bond can help to improve the health and well-being of people and enrich our communities.



[Find out more](#)

05

Work towards a waste-free future



We are working towards improving the recyclability of our packaging and are exploring how to integrate new circular ingredient solutions in our products.



[Find out more](#)

06

Advance regeneration of soil and ocean ecosystems



We are working to help support regeneration of the land and the oceans.



[Find out more](#)