Carnivore Meat Company Makes Strides in Sustainability
Reducing Packaging Material by 30 Percent

GREEN BAY WI (August 15, 2019) – Carnivore Meat Company® is implementing a new sustainability initiative to significantly reduce the total volume of packaging material consumed in its daily manufacturing operations. The efforts to reduce the overall volume of packaging material will span across all of the company’s rapidly growing brands - Vital Essentials®, VE RAW BAR and Vital Cat™, which are sold at more than 6,000 independent pet specialty retailers in the US, online at Chewy.com and Amazon, and in 14 international markets across the globe.

The first phase will take effect on October 1, 2019 with new product packaging and shipping materials used for the company’s VE RAW BAR freeze-dried snacks for cats and dogs. “New product packaging will reduce the amount of plastic usage by 15%,” stated Brian Lakari, VP Operations.

In conjunction with this change, the company will be converting to 100% recycled cardboard master shipping cases. Case counts are also being adjusted to increase pack density, reducing overall box usage by 30% per year. “Taking into account our rapidly ascending sales trajectory, the impacts of decisions we make today will be even greater into the future as we continue to grow,” commented Lakari.

This is good news for the company’s distribution center as well as their national and international distributors. These changes will decrease the warehouse space required by one-third for each VE RAW BAR product warehoused.

“We’re looking at making incremental changes across the company so we can be better stewards of our resources and at the same time, reduce our overall impact on the environment,” said Lanny Viegut, CEO and Owner. “We continue to challenge our team to get better and be better. Not to be overlooked, there are financial benefits, which we hope will help to offset rising costs in other areas of our business.”
About Carnivore Meat Company

Carnivore Meat Company is an award-winning manufacturer of premium raw frozen and freeze-dried pet food and treats. Located in Green Bay, Wisconsin, the company’s rapidly growing brands include Vital Essentials®, VE RAW BAR and Vital Cat™, which are distributed to over 6,000 retailers nationwide, in 14 international markets and online to Chewy.com, Amazon, PetFlow.com and others. Long considered a raw pet food pioneer, the company’s freeze-dried products division supplies private label, co-packing and ingredients to customers globally. Carnivore Meat Company is family owned and has been recognized for its growth accomplishments and manufacturing excellence with a number of awards in recent years, including Greater Green Bay Chamber Growth Award, Wisconsin Manufacturer of the Year Award, Governor’s Export Achievement Award and the Greater Green Bay Chamber Manufacturing Award of Distinction. www.carnivoremeat.com