

Beyond Achieves Marine Stewardship Council Sustainability Certification

New Beyond Regions Line Brings New MSC Blue Fish Label Options to the Pet Food Aisle

St. Louis – May 22, 2019 – Beyond is proud to announce the successful completion of the Marine Stewardship Council's Chain of Custody Group Certification, a first within the Purina-branded product portfolio. The MSC blue fish label can be found on the Alaskan cod, Pacific tuna and Pacific Northwest hake fish recipes in Beyond's new regionally-sourced pet food line. Now, in addition to knowing what is in their pet food and where those ingredients came from, consumers can know that the source is certified sustainable.

"Sustainability and ingredient transparency are important to us," said Ana Garcia, Beyond Brand Director. "The Beyond team wanted to find third party verification that ensured the ingredients we were sourcing came from sustainable sources and gave our consumers the same level of confidence in our foods that we have."

The Marine Stewardship Council (MSC) is a non-profit organization that sets a science-based set of requirements for sustainable fishing. The [MSC Chain of Custody Standard](#) ensures that products from MSC certified sustainable fisheries are traceable and separated from non-certified products. In order to carry the blue MSC label, every company in the supply chain must have a valid Chain of Custody certificate and be audited by independent certification bodies.

The audit for Beyond was conducted by Intertek, an independent certification company, over three days with visits to Purina headquarters and facilities. It consisted of more than 60 questions focused on suppliers, procurement practices, traceability, labeling, storage practices and ingredient receipt procedures. At the time of the audit, over 300 employees who have direct contact with MSC products and processes were trained and will continue to receive refresher training annually.


The Beyond brand has been and will always be committed to listening to pet owners, finding ways to evolve its foods and ensure transparency. The MSC Chain of Custody Certification is part of the brand's continual evolution along with ingredient traceability; Simple Origins Non-GMO Project Verified pet foods; limited ingredient Simply 9 line; and superfood products. Beyond is proudly crafted in the United States in its own facilities.

Beyond products are available at grocery, mass and pet specialty retailers nationwide, as well as online at retailer websites, Amazon.com and Chewy.com.

For more information, visit beyondpetfood.com or follow us on [Instagram](#), [Facebook](#) or [Twitter](#).

About Purina

Nestlé Purina PetCare promotes responsible pet care, community involvement and the positive bond between people and their pets. A premiere global manufacturer of pet products, Nestlé Purina PetCare is part of Swiss-based Nestlé S.A., a global leader in nutrition, health and wellness. [Subscribe here](#) to get the latest Purina news.

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