



pet
sustainability
coalition



Life Cycle Analysis of MFiber

In 2020, the Pet Sustainability Coalition facilitated a product Life Cycle Analysis (LCA) of MFiber. The goal of the LCA was to understand the environmental impacts of MFiber compared to Powdered Cellulose. Both are used as ingredients in pet food.

MFIBER POWDERED CELLULOSE



What is Miscanthus?

MFiber is a cellulose fiber from the perennial Miscanthus giganteus grass and is grown in the Midwest region of the United States.



What is Powdered Cellulose?

A pulp from a raw fibrous plant material, most typically wood from trees, that is mechanically and chemically cleaned, processed and disintegrated.

This LCA focused on the material and manufacturing phases of the life cycle



MATERIAL PHASE:
the environmental footprint of extracting materials.



MANUFACTURING PHASE:
the impact of conversion processes to create the product.

Key Findings

The LCA found the environmental impacts of MFiber are considerably less than Powdered Cellulose across all categories*:



86% Less Fossil Fuel



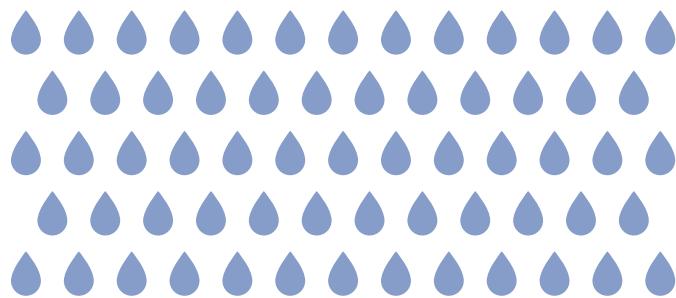
87% Less GHG Emissions



98% Less Water Consumed

How does switching from Powdered Cellulose to MFiber translate to our everyday lives?

WATER USE



SAVES 153,210,000 Gallons of Water

GHG EMISSIONS



REMOVES 1,193,104

Miles Driven by Passenger Vehicles Yearly

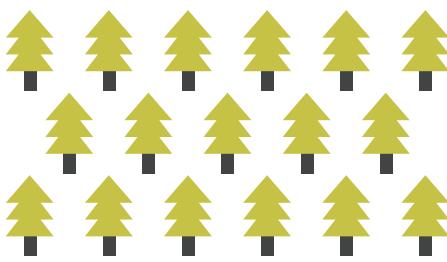
FOSSIL FUEL USE



SAVES THE ENERGY NEEDED

169

Average Homes Per Year



SEQUESTERS CARBON EQUIVALENT 12,614

Acres of U.S. Forests in one year

* For every 1 million pounds of Powdered Cellulose replaced by MFiber.



**pet
sustainability
coalition**

Advancing business through environmental and social practices.

info@petsustainability.org

www.petsustainability.org