



The Circle of Good was developed as a positioning for the *Specific* brand of pet food because we believe pets deserve quality nutrition to support a healthy and happy life. The manufacture a quality diet requires quality ingredients that need to come from a healthy and sustainable environment. The main source of protein in our *Specific* range is fish.

To support this position, during 2015 financial year, DVP EU, out of the profit from the sales of *Specific*, committed to making donations to good causes that champion a healthy environment. As part of this commitment the Dutch and Belgian teams joined forces to look for a good cause that fitted with the philosophy of the Circle of Good. They chose the North Sea Foundation (NSF), as both teams have a similar vision, a willingness to share knowledge and collaborate. This resulted in an agreement between the two organisations for three years where Dechra has committed to financially and promotionally support their activities.

The mission of the NSF is to protect the North Sea and to use the sea's resources sustainably. With *Specific* containing a high proportion of fish by-products we are keen on organisations who have sustainable fishing practices at the heart of their mission. The NSF has been in operation for over 35 years and since 2013, they have undertaken a Beach Cleanup Tour, where each year the foundation clean up the entire coast of the Netherlands in several stages during one month. This has become their most visible achievement to the general public and has been a great success, with lots of people volunteering to help collect rubbish and debris washed up from sea.

Both the Dutch and Belgian sales teams actively participated in beach clean-ups in August 2016, encouraging veterinarians and pet owners to join them – a true collaboration for the benefit of many.

The table below provides a summary of the financial contributions to the various charities, which were chosen by the respective teams:

Country	Charity	Amount
Belgium and the Netherlands	NSF	£11,167
Finland	WWF*	£670
France	WWF	£18,612
Norway	WWF	£401
Sweden	WWF	£980

* World Wide Fund for Nature