



POWERED BY  
**BETTER ORIGIN**



# **DISCOVER BETTER PRODUCTS**

**MADE FROM BETTER PROTEIN**

# BETTER ORIGIN: WHO WE ARE

At Better Origin, we're committed to repairing the broken food chain with our pioneering technology. Inspired by nature and powered by technology, we tackle food waste through nature's solution - upcyclers insects.

By harnessing the natural ability of insects to upcycle nutrients and combining it with cutting-edge technology, we produce high-quality ingredients for the pet food industry.

Our process delivers nutritious proteins using far fewer resources than conventional farming, while also reducing food waste and emissions, leading to a more sustainable and secure food system.

Based in Cambridgeshire, our facility boasts specialised lines for breeding, rearing, and processing. Our modular, AI-controlled technology allows us to deliver customised solutions tailored to our customers' needs.



# WHY CHOOSE US? HAPPY CUSTOMERS!

|| We're delighted to be one of the first brands to be working with Better Origin. As a sustainable business we wanted to ensure that we could get local first-rate UK supply of BSF without compromising the quality of our dog food. Better Origin's product has ensured that we continue to provide first class pet food to a growing number of happy, healthy dogs. We're excited to grow our range and work together for years to come. ||



|| The quality of Better Origin's insect protein is second-to-none. It has elevated our dog treats to the next level and we're excited to use it to develop more products. Most importantly, it's been a huge hit with our customers' dogs, who absolutely love it. The Better Origin team are incredibly knowledgeable about insect farming and understand all about pet nutrition too. They are an absolute pleasure to work with. ||

**SOME  
GRUB**

|| We have been working with Better Origin ever since we moved our manufacturing site from Europe to the UK, and have found them delightful to work with. From the very beginning they have been incredibly helpful with all aspects of production whilst supporting our small business. We previously sourced insect ingredients elsewhere but have found the Better Origin product to be superior to anything we've seen before. ||

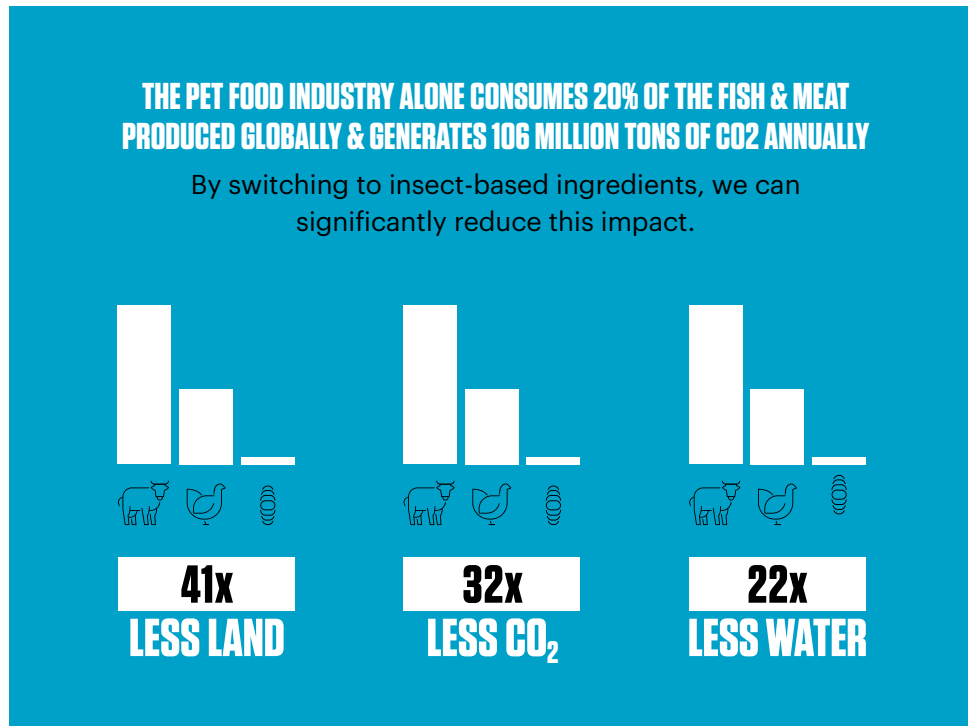
**TUGGS**

# PLANET-FRIENDLY INSECT-POWERED PETFOOD

Insect-powered pet food is gaining momentum as pet owners seek to minimise their carbon footprint.

Insect ingredients offer a sustainable solution that uses a fraction of land and water, making insect ingredients the perfect planet-friendly option.

Our process delivers nutritious proteins using far fewer resources than conventional farming, while also reducing food waste and emissions, leading to a more sustainable and secure food system.



# HEALTH & WELLNESS BENEFITS OF INSECTS

## HIGH QUALITY NOVEL INGREDIENT

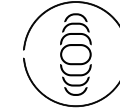
Insect ingredients boast a nutritional profile comparable to that of traditional meat sources. They contain essential amino acids, vitamins, and minerals vital for pet health.

## GOOD FOR YOUR PETS

Insect protein is a hypoallergenic protein that's highly digestible, and super tasty. In addition, this novel protein provides numerous health and wellness benefits when included in pet diets.

## VERSATILE USE

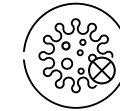
Insect ingredients can be used in all different forms of pet food products, like wet food, dry food, treats and supplements.



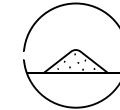
**HYPOALLERGENIC PROTEIN**



**PRE-BIOTIC TUMMY-FRIENDLY FIBRE SOURCE**



**ANTIMICROBIAL PROPERTIES THAT BOOST IMMUNE SYSTEM**



**LOW ASH CONTENT FOR ORGAN HEALTH**



**AMINO ACID COMPARABLE TO TRADITIONAL PROTEINS**



**HIGHLY DIGESTIBLE**



**PREVENTS BAD BREATH**



**LOW ENVIRONMENTAL IMPACT**

# OUR OFFERING

Whether you're starting from scratch or enhancing an existing product line, Better Origin offers a variety of finished products that include insects.

Our product range can be fully customised to suit your specific needs.

Tap into over a decade of experience in insect-based nutrition and R&D to create products that your customers and their pets will love.

From premium cat food to nutritious dog treats, we're ready to work with you to develop innovative and sustainable pet food solutions.

Please find our range examples.

## BETTER DRY FOOD



**1% - 26%**

### INSECT INCLUSION

#### INGREDIENT LIST EXAMPLE

SWEET POTATO - CHICKEN MEAL - POTATO  
- BETTER INSECT PUREE - PEA - POULTRY  
FAT - BEET PULP - ALFALFA

## BETTER WET FOOD



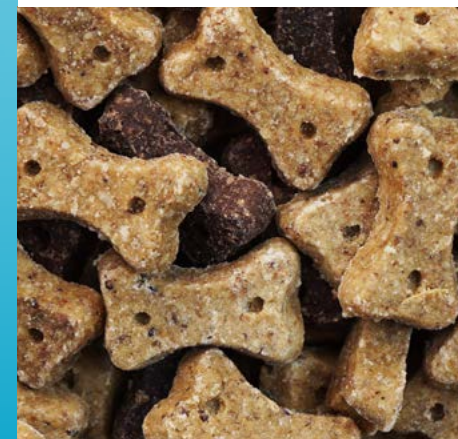
**1% - 20%**

### INSECT INCLUSION

#### INGREDIENT LIST EXAMPLE

CHICKEN - BETTER INSECT PUREE -  
CARROT - POTATO - PEA - PEA PROTEIN -  
VITAMINS, MINERALS & GELLING BLEND -  
WATER

## BETTER TREATS



**1% - 26%**

### INSECT INCLUSION

#### INGREDIENT LIST EXAMPLE


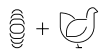
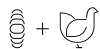
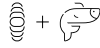
BETTER INSECT PUREE - OAT FLOUR  
- BROAD BEAN FLOUR - VEGETABLE  
GLYCERIN - COLD PRESSED VEGETABLE  
OIL - DRIED APPLE - DRIED CARROT

# PREMIUM RANGE

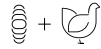
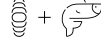
## 20% - 26% HIGH INSECT INCLUSION

- ✓ Higher insect inclusion to harness all the health claims such as dental, digestion and immunity.
- ✓ Perfect to fit into premium pet ranges.
- ✓ Highest stamp for sustainability.


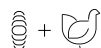
### BETTER DRY FOOD 26%

 <b>ADULT</b>		1kg	<b>£ 1.92</b>
		BULK TOTE	
		2kg	<b>£ 4.31</b>
		BULK TOTE	
		1kg	<b>£ 2.24</b>
		BULK TOTE	
2kg		<b>£ 4.96</b>	
BULK TOTE			

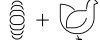

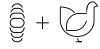
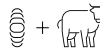
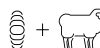
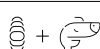
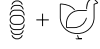
### BETTER DRY FOOD 20%

 <b>ADULT</b>		1.5kg	<b>£ 4.91</b>
		3kg	<b>£ 8.85</b>
		1.5kg	<b>£ 5.96</b>
		3kg	<b>£ 10.97</b>

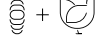
### BETTER WET FOOD 20%

 <b>ADULT</b>		400g	<b>£ 0.92</b> CHUNKS IN GRAVY
		400g	<b>£ 0.94</b> CHUNKS IN JELLY
		400g	<b>£ 0.94</b> LOAF

### BETTER WET FOOD 20%

<b>PUPPY</b>		390g	<b>£ 1.14</b>
 <b>ADULT</b>		390g	<b>£ 1.14</b>
		390g	<b>£ 1.44</b>
		390g	<b>£ 1.32</b>
		390g	<b>£ 1.14</b>
	<b>SENIOR</b>		390g

### BETTER TREATS 26%


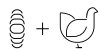
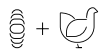
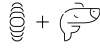
<b>ADULT</b>		100g	<b>£ 1.19</b>
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# ECONOMY RANGE


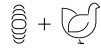
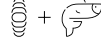
## 10% - 14% MODERATE INSECT INCLUSION

- ✓ With moderate insect inclusion health claims can still be made for digestion and immunity boost.
- ✓ Middle of the range formulations.
- ✓ Solid sustainability stamp.


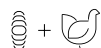
### BETTER DRY FOOD 14%

 <b>ADULT</b>		1kg	<b>£ 1.58</b>
		BULK TOTE	
		2kg	<b>£ 3.24</b>
		BULK TOTE	
		1kg	<b>£ 1.87</b>
		BULK TOTE	
2kg		<b>£ 4.21</b>	
BULK TOTE			

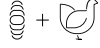

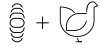
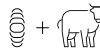
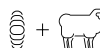
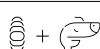
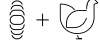
### BETTER DRY FOOD 10%

 <b>ADULT</b>		1.5kg	<b>£ 3.65</b>
		3kg	<b>£ 6.64</b>
		1.5kg	<b>£ 4.47</b>
		3kg	<b>£ 8.23</b>

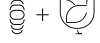
### BETTER WET FOOD 10%

 <b>ADULT</b>		400g	<b>£ 0.79</b> CHUNKS IN GRAVY
		400g	<b>£ 0.82</b> CHUNKS IN JELLY
		400g	<b>£ 0.82</b> LOAF

### BETTER WET FOOD 10%

<b>PUPPY</b>		390g	<b>£ 1.02</b>
 <b>ADULT</b>		390g	<b>£ 1.02</b>
		390g	<b>£ 1.23</b>
		390g	<b>£ 1.18</b>
		390g	<b>£ 1.02</b>
	<b>SENIOR</b>		390g


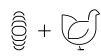
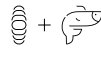
### BETTER TREATS 14%

<b>ADULT</b>		100g	<b>£ 1.16</b>
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# GROCERY RANGE

- ✓ Low inclusion level of insects to elevate formulations.
- ✓ Highly palatable.
- ✓ Step towards sustainability.

## BETTER DRY FOOD 1-4%

 ADULT		1.5kg	£ 2.45
		3kg	£ 4.25
		1.5kg	£ 2.98
		3kg	£ 5.49


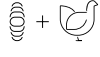
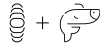
## BETTER WET FOOD 1-4%

 ADULT		400g	£ 0.60
			CHUNKS IN GRAVY
		400g	£ 0.64
			CHUNKS IN JELLY
		400g	£ 0.64
			LOAF


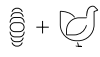

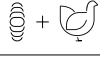
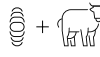
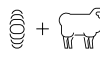
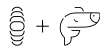

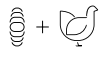
1% - 4%

## LOW INSECT INCLUSION


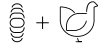
### BETTER DRY FOOD 1-4%

 ADULT		1kg	£ 1.30	
		BULK TOTE		
			2kg	£ 3.08
			BULK TOTE	
		1kg	£ 1.58	
		BULK TOTE		
		2kg	£ 3.64	
		BULK TOTE		

### BETTER WET FOOD 1-4%

 PUPPY		390g	£ 0.84	
 ADULT		390g	£ 0.84	
			390g	£ 1.04
		390g	£ 0.98	
		390g	£ 0.84	
 SENIOR		390g	£ 0.84	

### BETTER TREATS 1-4%

 ADULT		100g	£ 1.14
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# GET IN TOUCH

Whether you're launching a new brand or expanding your product line, Better Origin is here to support your R&D needs.

We offer a range of customisable insect-based ingredients to enhance your products. Contact us to discuss your project and tap into our decade-long expertise in insect-based animal nutrition and R&D.

If you have any questions or would like more information, please contact:



**JENNY MCDONALD**  
SALES MANAGER

jenny.mcdonald@betterorigin.co.uk  
07801 981660

## BETTER ORIGIN

Future Business Park · Kings Hedges Road  
Cambridge CB4 2HY · United Kingdom

**BETTERORIGIN.CO.UK**



POWERED BY  
**BETTER ORIGIN**



**BETTER HEALTH,  
HAPPIER PETS**

**BETTER PET FOOD SOLUTIONS**