



Supplier Spotlight: Anchor Ingredients

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NUTRO™ is proud to partner with [Anchor Ingredients](#) as part of the GREATER GROUND™ program. Anchor provides some of the peas, oats and flax for NUTRO products from their Upper Midwest sourcing network. Through grower education and data collection, the GREATER GROUND program and Anchor Ingredients are helping growers better understand healthy soil practices.



Anchor Ingredients will identify growers in their network to participate in on-farm data collection as part of the GREATER GROUND program. Data related to soil health and farm management will be collected and analyzed to establish a mass balanced, baseline footprint of selected crops and identify opportunities and practices that may help improve soil health. Participating growers will receive detailed reports with individualized insights and recommendations. Anchor and the NUTRO brand respect the privacy of our growers and will only utilize aggregated, anonymized, third-party verified data.

At the NUTRO brand, we believe custom, localized education plays a key role in the successful adoption of soil health practices. We've hosted two GREATER GROUND Soil Scholarship events with Anchor Ingredients and the experts at [Understanding Ag](#) to provide training on soil health practices and answer Anchor growers' regional- and crop-specific questions. Additionally, Understanding Ag will provide one-on-one consulting to select Anchor growers who are ready to take the next step in their soil health journey.

At NUTRO, we know soil is a critical resource to help ensure we are able to continue to provide our products for pets in the future. That's why we're excited to collaborate with Anchor Ingredients and their growers on their journey to implement healthy soil practices.



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