

A new breed of dog food

Vegetarian dog food for the modern pooch

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Dogs dig plants, too

Modern science confirms it: dogs don't need meat to meet their nutritional needs. From the tiniest Terriers to the grandest Great Danes, all breeds can flourish on a plant-based menu. And Toto's plant crunch offers everything they need for a vibrant life and the glossiest coat in the park.

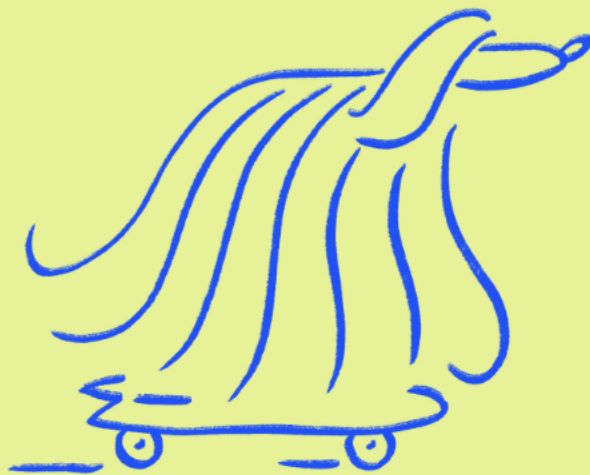


Our Values



Lead with Love

We intertwine pet care with planet care, ensuring every product we craft not only feeds our pooches but also protects their favourite stomping grounds. Leaving a greener legacy for generations of wagging tails to come.



Dare to be Different

Barking up the right tree for our planet involves questioning old habits and boldly stepping into new territories with plant-based solutions. By pioneering a diet that's as revolutionary as it is right, we're transforming how the world thinks about pet care.



Only the Best

Every dog, from playful puppies to wise old tails, deserves the best. That's why each of our ingredients is chosen with care, each recipe designed to ensure health and happiness. Reflecting the thoughtful choices you make for yourself.



Open Paws Policy

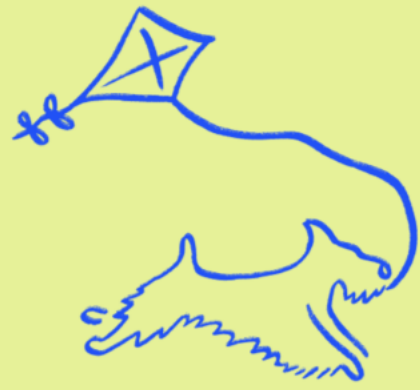
We promise to keep you informed and involved in our journey, including the strides we're making and the hurdles we're yet to overcome in creating a sustainable, ethical pet food brand—because true pack members deserve nothing less.





Our vision is to unite pet care with planet care through pioneering plant-based nutrition that keeps tails wagging and carbon pawprints light.

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GOOD FOR PUPS AND PLANET

The environmental bite of pet food

Every stick fetched, every (muddy) puddle splashed, our pooches live for the planet's simple pleasures. Yet the environmental impact of their meat-heavy diets can be double that of a car. They depend on us to make the green choices they can't. Switching to plant-based nutrition means we can feed them what they need while emitting 85% fewer greenhouse gases. Greener pawprints all round.

LEARN MORE



Fetching a better future

Toto's journey began with a simple yet profound question: How can we preserve the planet while providing our pooches with the utmost in nutrition and care? The answer led us to create a brand with a paw firmly placed at the intersection of innovation and compassion. Offering plant-based dog food that barks back at old habits and paves the way for a future where dogs contribute to caring for our planet.



FAQs

CAN DOGS THRIVE ON A PLANT-BASED DIET? +

WHAT ABOUT PROTEIN? WILL MY DOG GET ENOUGH? —

Plants are proven to be more than up to the task of delivering sufficient protein. Our plant crunch dog food is rich in high-quality, plant-based proteins from sources like peas, premium potato, maize and naked oats. These aren't just fillers; they're nutritional powerhouses designed to support muscle development and overall health, ensuring your dog gets every bit of protein they need for frolics, fetches and everything in between.

BALANCED AND COMPLETE SOUNDS GREAT, BUT HOW DO YOU MAKE SURE? +

IS IT EASY FOR DOGS TO SWITCH TO A PLANT-BASED DIET? +

ARE THERE ANY ALLERGY CONCERNS WITH PLANT-BASED FOOD? +