# **Australian Dog Owners Prevent 50 Million Plastic Bags from Polluting Landfill with Oh Crap**

**Sunshine Coast, Australia – 13 March 2025** – Australian dog owners have now saved **50 million plastic dog poop bags** from going to landfill, thanks to Oh Crap’s compostable alternatives.

The milestone highlights the growing shift towards **sustainable pet ownership**, with nearly **95,000 Australian Dogs** choosing compostable over plastic. With **dog poop in plastic bags making up an estimated 4% of landfill**, this small switch is making a **major environmental impact**.

“Oh Crap isn’t just a product—it’s a movement,” said **Henry Reith, CEO of Oh Crap**. “Dog owners across Australia have stepped up to tackle one of the most overlooked waste problems, and we’re only just getting started.”

## **The Push for 100 Million Bags Saved**

Oh Crap, which sells compostable dog poop bags online and in retail stores, is now setting its sights on an even bigger goal: **100 million plastic bags saved from landfill**.

“We want to change the way pet owners think about waste,” Reith said. “Every plastic dog poop bag ever used is still in landfill or the environment today. By switching to compostable alternatives, we can significantly reduce our collective pawprint.”

The company has seen rapid adoption from environmentally conscious pet owners, with demand increasing year over year.

## **The Environmental Impact of Dog Poop in Plastic**

With Australia home to **more than 5 million pet dogs**, dog waste is a significant contributor to landfill. Standard plastic bags take hundreds of years to break down, releasing microplastics and methane gas in the process.

By choosing non-plastic compostable alternatives, pet owners can reduce plastic pollution and make an immediate impact on waste reduction.

## **Join the Movement**

Oh Crap is calling on more pet owners to make the switch and help reach the next milestone of **100 million plastic bags saved**.

For more information, visit [**https://www.ohcrap.com.au/**](https://www.ohcrap.com.au/).

### About Oh Crap

*Oh Crap*, founded in 2014, is on a mission to eradicate the 4% of landfill that is dog poop wrapped in plastic bags that will never break down. *Oh Crap* is “changing the world one poop at a time”, selling Certified compostable dog poop bags that break down within six months to the public, retail and local councils so dog owners across Australia can make sustainable, earth-friendly choices for their dogs & our community as a whole.

Follow Oh Crap:

Facebook: https://www.facebook.com/OhCrapPets

Instagram: http://instagram.com/OhCrapPets

Web: www.ohcrap.com.au

### **Media Contact**

📞 **Henry Reith** – Crapologist & CEO, Oh Crap
 📧 press@ohcrap.com.au
 📱 +61 467 586 004