

## Pet Food Comparison:

The best way to determine the wholesomeness of the food that you give to your pet is to read the list of ingredients on the package. The Food And Drug Administration enforces the law, which states that the ingredients in all food must be listed in order of weight of the final product. This means that the first ingredient in a list of ingredients on a package of food (human or animal) must have the most weight of any of the ingredients in that list.

A good rule of thumb is that the first 5 ingredients in any food make up the majority of that food. So when reading a label look at those first 5 ingredients. This will tell you most of what the food is. If there are multiple meat ingredients the majority of that food is meat. If there are more grains in those 5 ingredients the majority of that food is grain. If the first ingredient listed in a pet food is a grain you can safely assume that the majority of that food is grains.

What does this all mean for your pet? Dogs are Omnivores; they can digest and absorb nutrients from a variety of sources. Part of a dog's nutrition can come from plant sources, such as vegetables, fruits, and whole grains; (This is one reason dogs will occasionally eat grass). Cats are Obligate Carnivores. Cats cannot digest or absorb any nutrients from plants. Cats must get their nutrition from meat sources; (hence why cats hunt mice so well). For these reasons pet foods should be produced from appropriate food sources. A dog will receive better nutrition from a food, which contains more meat than plant ingredients. A cat will not do well on a food, which is made up primarily of grains and/or plants. When reading a pet food label you will want to look for the first ingredient to be a meat source, preferably meat meal from a single source (ex: Lamb meal, Chicken meal, Salmon meal). A meat meal is the dried and ground muscle meat from that animal source. Since it does not contain the water that a fresh meat does a meat meal will contain more nutrients and be heavier than a fresh meat. If the first ingredient in a food is a meat meal it is likely that the majority of that food is meat.

Compare the foods that we feed, sell, and recommend to those that you will find in the large stores. We have listed the first 5 ingredients of each food so that you can see what is in each food.

If you read the ingredient list for the foods that we feed, sell and recommend you will notice that in each food the first ingredient is a meat and/or meat meal.

- 1. Premium Edge Lamb & Rice: (Owned by Diamond Pet Foods Inc.)**
  - a. Lamb, lamb meal, whole grain brown rice, cracked pearled barley, oatmeal
- 2. Taste Of The Wild High Prairie: (Owned by Diamond Pet Foods Inc.)**
  - a. Bison, lamb meal, chicken meal, egg product, sweet potatoes
- 3. Nature's Variety Prairie Lamb & Oatmeal: (Owned by Nature's Variety Inc.)**
  - a. Lamb Meal, Oatmeal, Brown Rice, Barley, Canola Oil

Compare the ingredients on the food we supply with the ingredients in Mass Market Brands; you will notice that most of them start with a grain. The others only have one meat source in their ingredients followed by nutrient deficient filler grains –

1. **Purina Dog Chow: (Owned By Nestlé S.A., Switzerland)**
  - a. Whole grain corn, poultry by-product meal, corn gluten meal, animal fat, meat and bone meal
2. **Purina Beneful Original: (Owned by Nestlé S.A., Switzerland)**
  - a. Ground yellow corn, chicken by-product meal, corn gluten meal, whole wheat flour, animal fat preserved with mixed-tocopherols (form of Vitamin E)
3. **Pedigree Adult: (Owned by Mars, Incorporated)**
  - a. Ground Whole Corn, Meat And Bone Meal, Ground Whole Wheat, Corn Gluten Meal, Animal Fat
4. **Science Diet Adult: (Owned by Colgate-Palmolive Company)**
  - a. Ground Whole Grain Corn, Chicken By-Product Meal, Animal Fat (preserved with mixed tocopherols and citric acid), Dried Beet Pulp, Soybean Oil
5. **Iams Pro-Active Adult: (Owned by The Procter & Gamble Company)**
  - a. Chicken, Corn Meal, Ground Whole Grain Sorghum, Chicken By-Product Meal, Dried Beet Pulp
6. **Eukanuba Adult Maintenance: (Owned by The Procter & Gamble Company)**
  - a. Chicken, Chicken By-Product Meal, Corn Meal, Ground Whole Grain Sorghum, Ground Whole Grain Barley
7. **Purina Pro Plan: (Owned By Nestlé S.A., Switzerland)**
  - a. Lamb, brewers rice, corn gluten meal, whole grain wheat, chicken by-product meal
8. **Nutro Natural Choice Adult Lamb & Rice Maintenance: (Owned by Mars, Incorporated)**
  - a. Lamb Meal, Ground Rice, Rice Flour, Rice Bran, Whole Brown Rice, Pea Protein
9. **Nutro Max Adult: (Owned by Mars, Incorporated)**
  - a. Chicken Meal, Wheat Flour, Ground Whole Wheat, Corn Gluten Meal, Rice Bran, Poultry Fat

#### **Explanation of Ingredients:**

1. **Meats** – (Lamb, Bison, Chicken) This is the whole muscle. It is fresh and equivalent to you purchasing a roast in the grocery store. \*\*\* Contains water that will be cooked out during the manufacturing of the food reducing the actual weight in the final product.
2. **Meal** – (Lamb, Chicken) *AAFCO: An ingredient, which has been ground or otherwise reduced in particle size.* This is made from the whole muscle of the stated source. The meat is cooked and dried, then ground into meal. A meat meal is all of the meat with none of the water that would be in fresh meat. \*\*\* This applies only to whole meat meals – i.e. Lamb Meal, Chicken Meal, etc.

3. **Whole Grain Brown Rice** – This is the entire rice kernel. It still has the bran on the outside; which contains all of the nutrients.
4. **Oatmeal** – Always a whole grain, it is a source of fiber and B-vitamins
5. **Barley** – A whole grain, rich in vitamins, minerals, fiber, and antioxidants
6. **Sweet Potatoes** - considered the most nutritious vegetable due to their high vitamin A and beta-carotene content.
7. **Corn** – (Whole, Ground, Cracked, Rolled, Meal, etc.) Used as a source of protein, although digestible and absorbable it is not as useable as a meat protein. Used as a carbohydrate, animals store this specific carbohydrate as fat instead of using it for energy. Corn is very high in sugars; which are not healthy for animals. It is also a known allergen source. Most of the corn used in pet food is contaminated with aflatoxin generating mold and petroleum residues.
8. **Corn Gluten Meal** - AAFCO - *Corn Gluten Meal is the dried residue from corn after the removal of the larger part of the starch and germ, and the separation of the bran by the process employed in the wet milling manufacture of cornstarch or syrup, or by enzymatic treatment of the endosperm.* Used as an inexpensive source of protein, it is also low in ash. It is less digestible than protein from a meat source. It is also a known allergen source. Most of the corn used in pet food is contaminated with aflatoxin generating mold and petroleum residues.
9. **By-product Meal** – AAFCO: *consist of the rendered, clean parts of the carcass of slaughtered mammals and/or poultry, such as necks, beaks, feet, undeveloped eggs, and intestines -- exclusive of feathers except in such amounts as might occur unavoidably in good processing practices.* Typically by-product meals are made from poultry or chicken, amounts of by-products in the final meal are not controlled so there is a constant variation in the quality and nutrient content. Many of the parts that can be used in by-product meal are indigestible.
10. **Animal Fat** - AAFCO - *Animal Fat is obtained from the tissues of mammals and/or poultry in the commercial process of rendering or extracting.* Can be from any animal source, or a mixture of sources. It is the by-product of creating meat meal. It is also cooked making it less useable.
11. **Dried Beet Pulp** – is the dried pulp of the sugar beet left over after the beet has been processed for sugar. Beet pulp has no nutritional value whatsoever. It is used to provide an indigestible fiber to help firm stools.
12. **Rice** – (ground, white, flour) it is a filler. White rice is devoid of nutrients. Rice is used to provide an indigestible binder to create solid stools.