

WHAT'S REALLY IN YOUR PET'S FOOD?



The single largest contribution you can make to your pet's health and longevity is the quality of food you provide to them. Read the labels on their food and learn about what they are eating. Here are some helpful guidelines:

MEATS: Know where the meat is coming from. Instead of the mystery listing of 'meat' or 'meat meal', **look for specific sources** such as **beef, chicken, lamb**, etc. 'Poultry' is also a mystery source, so look for the specific listing of **chicken** or **turkey**.

BY-PRODUCTS: Anything listed as a 'by-product' should be avoided. This is a low-quality, low-cost ingredient. **Look for identifiable meat sources** such as **chicken meal** or **whole chicken**.

PROTEINS: Meats are the best source of protein. Besides looking at percentage of crude protein, **also identify the source** of the protein — **look for identifiable meats** as the main source of protein.

CARBOHYDRATES: **Whole grains, sweet potatoes** and other **complex carbohydrates** are quality sources of carbohydrates. Highly processed sources such as wheat flour, rice flour, corn flour, brewer's rice, wheat mill, rice bran, corn bran should be avoided as most of the naturally occurring vitamins have been leached. If your companion has food allergies, avoid corn and wheat.

FATS: Avoid unidentified sources listed as 'animal' or 'poultry fat.' These sources are obtained in the rendering process and are of low nutritional quality. **Look for identifiable fat sources** such as **chicken fat** or **duck fat**. Other good sources include **flaxseed oil, sunflower oil** and **canola oil**.

PRESERVATIVES: Choose foods that are preserved with **mixed tocopherols** (vitamin E), **ascorbic acid** (vitamin C) and other **natural preservatives**.

FILLERS: If a food is nutritionally sound, there is no need for fillers such as corn, hulls or powdered cellulose.



**WASH 'EM, FEED 'EM,
SPOIL 'EM, ALL IN ONE COOL PLACE!™**