

NUTRITIONAL TRUTHS

By products provide valuable nutrients for your pet:

- AAFCO* defines by-products as suitable for animal food; they are the clean internal organs including liver, lungs, heart as well as cartilage, bone and muscle tissues
- By-products are a valuable source of energy, vitamins and minerals for your pet
- Quality by-products are safe and used by pet food companies that follow strict guidelines and standards

Grains provide valuable nutrients for your pet:

- Grains such as corn and wheat are excellent sources of quality protein, vitamins, minerals, and fiber.
- Many grains are more digestible sources of protein than meat.
- No evidence to support claims that grains cause health problems excluding the rare dog with a true allergy¹
- Many "grain free" diets substitute with potato or tapioca (for the grains), which contribute fewer nutrients than grains¹

Wheat gluten provides a valuable source of protein for your pet:

- Wheat gluten is more than 80% protein, 99% digestible and has an amino acid profile similar to other proteins (meat)

Chicken Meal is an excellent source of protein for your pet:

- Chicken meal is dehydrated and defatted chicken and provides a very digestible source of concentrated protein

Flax does **NOT** contain omega-3 fatty acids for your pet:

- Most veterinary research supporting benefits of omega-3 fatty acids including benefits in dermatitis, arthritis pain, kidney inflammation, and heart disease², have been done evaluating EPA and DHA (found only in certain marine plants and fish)
- Flax requires conversion by your pet to achieve EPA and DHA, a conversion which is "uniformly poor"¹

Food allergies – not all pet foods are created equally:

- Food elimination trials are the only way to diagnose food allergies in dogs
- One recent study showed that none of the over the counter (venison) diets tested were suitable for an elimination trial since they all were tainted with common pet food proteins³
- Your veterinarian is the most reliable source for accurate information and management of your pet's health

Organic

- No official rules govern labeling of organic pet foods but they must comply with USDA National Organic Program regulations
- No scientific data to back up the "claim" that organic is healthier for pets
- Organic diets frequently use flax seed as source of fatty acids Flax seeds do NOT contain EPA/DHA
- Is a description of process (under which plants/animals are grown/raised), does NOT refer to quality of the raw material

Raw

- FDA: does not advocate a raw meat, poultry, or seafood diet for pets
- No published, peer-reviewed articles supporting health "claims" for raw diets
- Published reports exist of gastroenteritis and death in animals eating contaminated raw meat foods

Natural:

- Solely from plant, animal, or mined sources not having produced by or subject to a chemically synthetic process; exceptions include artificially synthesized vitamins, minerals, or other trace nutrients
- All Royal Canin® diets contain ingredients (meat, cereals, fats) of natural origin

Human-grade & Holistic:

- Not defined by AAFCO and therefore cannot be accurately used to describe a pet food

*American Association of Feed Control Officials establishes ingredient definitions and uniform guidelines as to what is appropriate for animal feeds.

¹Heinze, C.R., Pet Food 102: Myths and Misconceptions. Central Veterinary Conference, 2011

²Kirk, Claudia, NAVC Proceedings, The Use of Long Chain Omega-3 Fatty Acids in Inflammatory Bowel Disease, January 2011, www.ivas.org

³Raditic, D, et.al. 2011, ELISA Testing for Common Food Antigens in Dry Dog Foods Used in Dietary Elimination Trial, MSPCA Angell Animal Medical Center, Boston, MA. Association of American Feed Control Officials. In: Noel RJ ed. Official Publication, 2011. Stone GG, et al. Application of polymerase chain reaction for the correlation of Salmonella serovars recovered from greyhound feces with their diet. *Journal of Veterinary Diagnostics and Investigation* 5:378-385, 1993. Shaw M, et al. *Streptococcus zooepidemicus* in small carnivorous mammals fed uncooked horsemeat. *Journal of Zoo Animal Medicine* 15:161-164, 1984