

How to Choose a Healthful Pet Food

GOAL

Choosing the right food for your pet is vital to its health, happiness and safety. Always look for natural ingredients that are highly palatable in a mix that offers 100% of the nutrition that every pet needs.

SEEK

AVOID

Named meat or fish
(chicken, turkey, lamb, beef, herring, salmon, etc.)
AND
Concentrated named meat proteins
(chicken meal, turkey meal, lamb meal, herring meal, salmon meal, etc.)

Protein *1st ingredients*

UFI's: Unnamed food ingredients
(poultry by-products, meat and bone meal)
AND
Protein fillers
(corn gluten meal, wheat gluten)

Whole grains
(rice, barley, oatmeal)

Grains and Veggies

Grain remnants and fractions
(highly processed flours, mill runs)

Fruits and vegetables
(potatoes, carrots, peas, tomatoes, alfalfa, apples, etc.)

Named fats from quality sources
(chicken fat, lamb fat, sunflower oil, herring oil, etc.)

Fats, Oils

Fats from non-specific sources
(animal fat, poultry fat, vegetable oil)

Natural preservatives
(mixed tocopherols, Vitamin E)

Synthetic preservatives
(BHA, BHT, ethoxyquin)

Antioxidants
(Vitamin A, C and E)

Vitamins, Minerals, Supplements

Coloring
(caramel color, FD&C colors)

Chelated minerals
(iron proteinate, manganese proteinate, etc.)

