

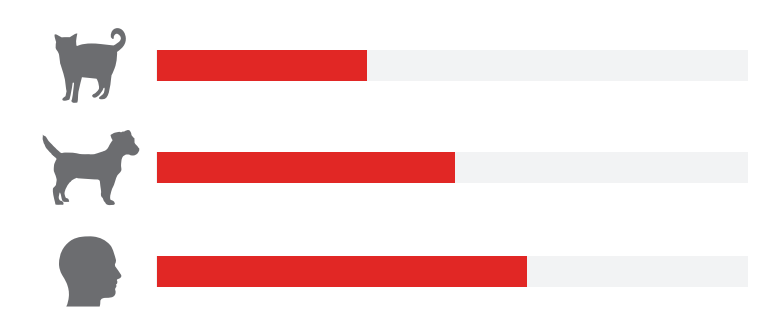
NUTRITIONAL TRUTHS

CORN

CARBOHYDRATES AND FIBER
Provide energy, help facilitate digestion and encourage healthy intestinal flora

EXAMPLES OF SOURCES:
Corn, rice, wheat

CARBOHYDRATES NEEDED BASED ON YOUR HEALTHY PET'S SYSTEM AND FUNCTIONS



SOURCE: Grandjean, D. 2006. Everything You Need To Know About The Role Played By Nutrients In The Health Of Dogs & Cats.

BY-PRODUCTS

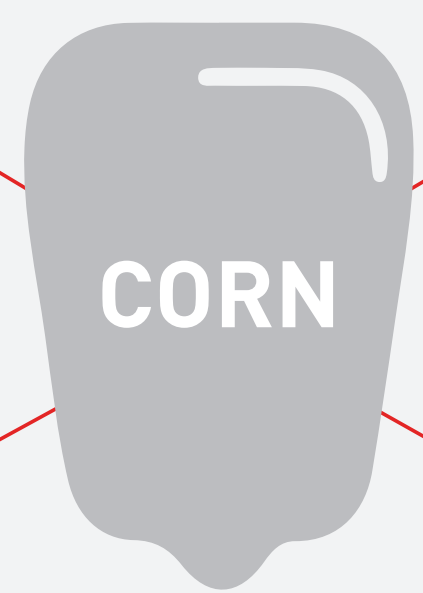
PROTEINS
Provide essential amino acids for the development of muscle, bone and other tissues

EXAMPLES OF SOURCES:
Meat, eggs, fish, wheat gluten, **chicken by-product (meal)**

PROTEIN NEEDED BASED ON YOUR HEALTHY PET'S SYSTEM AND FUNCTIONS



SOURCE: Grandjean, D. 2006. Everything You Need To Know About The Role Played By Nutrients In The Health Of Dogs & Cats.




CORN

NOT A FILLER
Corn contains many nutrients that are beneficial to the pet, but a filler has no nutritional value


ALLERGEN?
In a study of 278 cases of food allergies in dogs where the problem ingredient was clearly identified, corn allergy made up only 3% of those cases¹

NUTRIENTS
Corn contains highly digestible protein, carbohydrates for energy, beta carotene and minerals, such as zinc


DIGESTIBILITY
Corn can be very finely ground to increase digestibility



Corn contains protein, carbohydrates, vitamins, minerals, fats and fiber.



Corn contains linoleic acid, an omega-6 fatty acid essential for cats and dogs. Omega-6 fatty acids support healthy skin and coat.



There is nothing inherently allergenic about corn. When a pet has a food allergy, it is typically to the animal protein sources in the diet.


BY-PRODUCTS
Provide valuable nutrients for pets

QUALITY
The FDA's Center for Veterinary Medicine notes that "protein quality of by-products is sometimes **better than that from muscle meat**"**


AAFCO
AAFCO* confirms that by-products are **suitable for animal food** and may include clean internal organs, such as liver and lungs

NUTRIENTS
By-products are a valuable, nutrient-dense source of **amino acids, vitamins and minerals**


CHICKEN BY-PRODUCT MEAL



Chicken by-product meal delivers nutrients similar to chicken meal.



Chicken by-product meal offers high quality protein with essential amino acids and high digestibility.



In the long term, by-product meal offers a more secure and sustainable supply of the highly specified nutrients our formulas require.

CHICKEN vs. CHICKEN MEAL

NUTRITIONAL TRUTH:

- 1 Meal is approximately 10% water and provides a more concentrated source of protein when compared to "meat," which is 70 to 80% water
- 2 Ingredients are listed in descending order of weight of the raw materials
- 3 Because meal is a lower moisture and more concentrated ingredient, listing meat as the first ingredient, followed by meal, indicates that most of the protein and other essential nutrients in the pet food (other than fat) come from the meal, not the meat

WHAT IS "MEAL"?
Meal is a lighter weight, concentrated source of protein in comparison to meat

DID YOU KNOW?
Meal is meat/poultry/fish that is dried with the fat +/- bones removed prior to inclusion in a pet food. And having meat as the first ingredient or having meal in a pet food does not indicate anything about the pet food's quality.

