

NUTRITIONAL TRUTHS

CORN

CARBS
Carbohydrates provide energy, help facilitate digestion and encourage healthy intestinal flora

SOURCES:
Corn, rice, beet pulp, fiber

CARBS NEEDED BASED ON YOUR PET'S SYSTEM AND FUNCTIONS

	Less than 35%
	Less than 50%
	60%-65%

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

PROTEIN SOURCES:
Meat, eggs, fish, plant protein, **chicken by-product**

PROTEIN NEEDED BASED ON YOUR PET'S SYSTEM AND FUNCTIONS

	25%-40%
	20%-30%
	8%-12%

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
A filler has no nutritional value at all, but corn contains many nutrients that are beneficial to the pet

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

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

Corn contains linoleic acid, an omega-6 fatty acid essential for dogs and cats. 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 main protein sources in the diet.

¹ Roudabush P, Guilford WG, Jackson HA. Adverse reactions to food. In Hand MS, Thatcher CD, Remillard RL, et al. (eds): Small Animal Clinical Nutrition, 5th ed, Topeka, Kan, 2010, Mark Morris Institute, p. 609.

BY-PRODUCTS
Provide valuable nutrients for your pet

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

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

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

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 supply of the highly specified nutrients our formulas require.

*American Association of Feed Control Officials establishes ingredient definitions and uniform guidelines as to what is appropriate for animal feeds.
**William Burkholder, DVM, PhD, Pet Food Specialist, DHA Center for Veterinary Medicine

CHICKEN vs. CHICKEN MEAL

NUTRITIONAL TRUTH:

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

WHAT IS "MEAL"?
Meal is a lighter weight, concentrated source of protein when compared 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.

