

Pet Nutrition

SAMPLE

Is Taste Important?

YES! Taste is VERY important to your pet. Some low-nutritious diets are very bland tasting...much like chewing on paper or cardboard. To increase the palatability and entice your pet to eat these low-nutritious diets, some manufacturers add flavor maskers or flavor enhancers. If your pet was doing the shopping, he would certainly choose a premium diet. Premium diets, which use high-quality proteins in combination with high-quality fat and carbohydrates, provide a diet formulation that has a very appetizing and truly enjoyable smell and taste for your pet.

?
? Sniff!
)) Sniff!
Sniff!

Mealtime is an exciting part of your pet's day and you want your pet food selection to meet your pet's nutritional needs as well as contribute to your pet's overall happiness.

Other Indicators of Pet Food Quality

Stool quality is frequently an indicator of how well your pet is digesting meals. With a premium diet, you can expect low stool volume that is firm and dark and has reduced odor. If stools are soft, loose, watery, light-colored or have an especially foul odor, you may be feeding your pet a diet that is not meeting the nutritional needs of his life stage.

Tips on Changing Diets

Rapid food transitions can cause vomiting and diarrhea, and sometimes your pet just may refuse to eat. When changing your pet's diet, you should always make the transition **slowly**, over several days. Begin by adding small amounts of the new food mixed with the old. Gradually increase the ratio of the new food to old, each day.

LEARN MORE AT
THE FDA WEB SITE

<http://www.fda.gov/animalveterinary/resourcesforyou/ucm047113.htm>



See the Difference in Pet Food Ingredients

Below are examples of ingredients from three brands of cat and dog foods. These are listed on the products' websites. **Remember** that ingredients are always listed in order of weight, with the first few ingredients being the highest in weight. The ingredients highlighted below in **red** are ingredients to avoid.

Canine Pet Food

The 25% to 94% rule:

Pro Plan® Beef & Rice Entrée

Beef, water sufficient for processing, liver, meat by-products, chicken, brewers rice, potassium chloride, guar gum, tricalcium phosphate, added color, salt...

The 3%, or "with," rule:

ALPO® Hidden Goodness® Homestyle with Chicken

Water sufficient for processing, chicken, liver, meat by-products, soy flour, rice, pe...

Dry Dog Food Example

Kibbles 'n Bits® Original Savory Beef & Chicken Flavor

Corn, soybean meal, beef & bone meal, ground wheat, animal fat (BHA used as preservative), corn syrup, water sufficient for processing, wheat middlings...

Feline Pet Food

The 25% to 94% rule:

Sheba Whitefish Tuna Entrée

Meat broth, whitefish, chicken, meat by-products, chicken liver, beef liver, starch, tuna, minerals (potassium chloride...)

The 3%, or "with," rule:

Fancy Feast Enticing Tuscan-Inspired Recipe with Tuna

Fish broth, tuna, wheat gluten, long grain rice, chicken, liver,

DESIGN NOTES: We can replace any of the pet foods listed with your choices that might be more meaningful in your market area.

Dry Cat Food Example

9 Lives Plus Care – Grilled Tuna & Egg Flavors

Whole ground corn, corn gluten meal, poultry by-product meal, whole wheat, animal digest, animal fat (preserved with mixed tocopherols), meat and bone meal...

Waunakee Veterinary Clinic recommends the following diet for your pet's current life stage and lifestyle

TIP: Use pre-printed AVERY labels to place in this area for your various diet recommendations for life stage and lifestyle. Or, if desired, we can print your selection with check boxes in this area.



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Includes the Waunakee Veterinary Clinic Guide

**Making Sense of
Pet Food Label Names**

Nutrition — A Vital Factor for a Healthier, Happier Pet

Putting your pet on a superior nutrition program is essential in providing for his long-term health and happiness. In fact, aside from regular veterinary care, love, and exercise; **proper nutrition** is the single most important consideration you can give your pet.

We highly recommend feeding your pet a high-quality pet food with a relevant balance of protein, carbohydrates, fiber, and fat. Without easily digestible food, a pet's body can neither heal nor thrive. **Cheap foods contain less nutrition, and it's harder for the body to break down the nutrients and absorb them.**



What Life Stage Is Your Pet?

- Growing Puppy or Kitten
- Normal Active Adult
- Sporting or Working Dog
- Pregnant Dog or Cat
- Less-Active Senior Adult

! Your pet's nutritional needs change with each life stage and lifestyle. The nutritional requirements of a growing puppy or kitten are **very different** from those of a normal active adult pet. A working dog, pregnant pet or leisurely, less active senior pet each has its own special nutrition requirements.

It is important to regularly review with your veterinarian your pet's current lifestyle and the unique nutritional needs associated with each life stage.

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Aren't All Pet Foods Virtually the Same?



No — all pet foods are not created equal!

Premium foods are more digestible, which enables efficient delivery of important nutrients throughout the body, is effective in maintaining a strong and responsive immune system, and provides the nutrients required for ongoing tissue repair and maintenance. **Noticeable outward benefits typically include a shinier, more luxurious coat; eyes that sparkle; and smaller, firmer stools.**

Are You Feeding Your Pet a Quality Diet?

There are **major differences** in pet food formulations and the quality of food you are buying for your pet. For proper nutrition, the diet must provide the proper balance of the five basic nutrient categories required for your pet's life stage.

- Protein
- Carbohydrates
- Minerals
- Fats
- Vitamins

The first few ingredients on the label will be your indicator as to whether or not you are feeding your pet a healthy diet. All ingredients are required to be listed in order of predominance by weight. The protein source will probably be the first ingredient listed.

Not all proteins are equal. As a protein source, **animal meat** is the best ingredient and meat by-products are a close second. Lesser-quality formulations may use plant-origin vegetable proteins and grains, which supply a less bioavailable form of protein and should **not** be the primary source of protein. Your pet's digestive system can absorb meat proteins more efficiently than plant-origin proteins.

"Guaranteed Analysis" — This shows the **by-weight** percentages for **protein, fat, and fiber**. Because different pet foods have different levels of moisture, you can only practically compare pet foods on a dry matter basis. **Read the label!** The best indicator of **quality** is determined by the first few ingredients listed.

DESIGN NOTES: You can edit any elements to meet your unique practice requirements and, if desired, include your own practice photos.

SAMPLE

Deciphering Pet Food Names

Your first indicator as to the quality of a pet food will be in the name.

The pet food name can be a key factor in the consumer's decision to buy the product. Manufacturers spend a great deal of money to entice you to purchase their food. For that reason, manufacturers often use **fanciful names** or other techniques to emphasize a particular aspect of the product.

Read the label! Certain words in the product name reflect the quantity of a specified ingredient. You may be surprised to learn that subtle wording changes reflect **very different** product makeup.

- **The 95% rule:** Applies to ingredients derived from animals, poultry, or fish constitutes that comprise 95% or more of the total weight of the product.
 - **Example:** They have simple names, such as "Beef for Dogs" or "Tuna Cat Food."
- **The 25% to 94%, or the "dinner," rule:** Applies to an ingredient or a combination of ingredients that constitute at least 25% of the product. **The majority of good diets are in this category.**
 - **Example product names:** Beef Dinner for Dogs, Tuna Dinner, Tuna Recipe, Tuna Platter, Tuna Entrée, Beef Formula
- **The 3%, or "with," rule:** Applies to ingredients that comprise at least 3% of food by weight.
 - **Example product name:** Cat Food with Tuna or Dog Food with Beef

The percentages of named ingredients in the total product are dictated by **AAFCO** (Association of American Feed Control Officials) rules. Pet food labels contain a wealth of information if one knows how to read them. Do not be swayed by the many marketing gimmicks or eye-catching claims. **Read the label!** If there is a question about the product, contact the manufacturer, your veterinarian, or ask an appropriate regulatory agency.