

By-products provide valuable nutrients for your pet:

- AAFCO* confirms that by-products are suitable for animal food and may include clean internal organs such as liver, lungs, and heart
- By-products are a valuable source of energy, vitamins and minerals
- By-products used by Royal Canin® meet the strict standards set by AAFCO

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 highly digestible sources of protein
- Excluding the rare dog with a true allergy, there is no evidence to support claims that grains cause health problems¹
- Many “grain free” diets substitute 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, highly 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 consists of dehydrated and defatted chicken and provides a very digestible source of concentrated protein

Flax seeds contain a precursor to EPA and DHA:

- Flax seeds do NOT actually contain EPA or DHA, but instead contain a precursor from which your dog must manufacture EPA and DHA itself
- This manufacturing or conversion process is not efficient^{2,3}
- Most veterinary research supporting benefits of omega-3 fatty acids in the support of the skin, joint, kidney and heart² has been done evaluating EPA and DHA (found only in certain marine plants and fish)

Organic:

- Does NOT refer to quality of the raw material or final ingredient; It's a description of process (under which plants/ animals are grown/raised)
- There are NO scientific data to back up the “claim” that organic is healthier for pets
- Organic diets frequently use flax seed instead of marine plants and fish as source of fatty acids

Raw:

- The Food and Drug Administration (FDA) states raw meat diets for animals are not “consistent with the goal of protecting the public from significant health risks particularly when such products are brought into the home and/or used to feed domestic pets.”⁴
- The FDA has not seen any objective evidence to suggest that raw meat diets are better than other kinds of diets⁵

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.

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

2 Kirk, Claudia, NAVC Proceedings, The Use of Long Chain Omega-3 Fatty Acids in Inflammatory Bowel Disease, January 2011, www.ivis.org accessed Jan 2012;

3 Bauer, J. Modification of Lipid Metabolic Responses in Small Animals, Proceeding of the ACVP/ASVCP, Concurrent Annual Meetings, November 10-14, 2007, Savannah, Georgia, www.ivis.org accessed Feb 2012. 3FDA Veterinarian Newsletter May/June 2004 Volume XIX, No 3;

4 FDA Issues Final Guidance on Raw Meat for Animals www.fda.gov/AnimalVeterinary/NewsEvents/CVMUpdates, accessed Feb 2012