

PET FOOD HOMEWORK



Evaluating What's Good, Better, and Best

FOUR EASY STEPS FOR CHOOSING A BETTER DOG FOOD

What should I avoid?

*What is the amount
of processing?*

*Is the food biologically
appropriate?*

*Where is the nutrition
coming from?*

More Food Tips
can be found in our book.
PRE-ORDER TO GET IT FIRST
www.foreverdog.com



AVOID THE
DIRTY DOZEN
IF POSSIBLE



Pet Food Label

Ingredients:

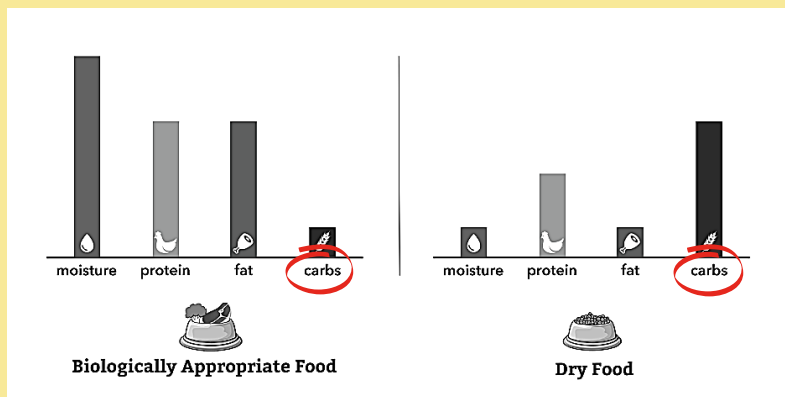
Chicken, Brewers Rice, Corn
Gluten Meal, Chicken Meal,
Animal Fat, Chicken Liver Flavor,
Soybean Oil, Dried Beet Pulp,
Wheat Gluten, Potassium
Chloride, Flaxseed, Lactic Acid,
Salt, Choline Chloride, Calcium
Pantothenate, Biotin, Ferrous
Sulfate, Zinc Oxide, Copper
Sulfate, Manganous Oxide,...

STEP 1: CHECK THE LABEL

Avoid buying dog food with any of these ingredients listed on the label:



- ☐ *Any type of meal*
(i.e., meat meal, poultry meal, corn gluten meal)
- ☐ *Menadione*
(synthetic form of vitamin K)
- ☐ *Titanium dioxide*
- ☐ *Peanut hulls*
(significant source of mycotoxins)
- ☐ *Dyes & colors, caramel*
(for example Red #40)
- ☐ *Sodium selenite*
(synthetic form of selenium)
- ☐ *Soybean*
(oil, flour, meal, hulls, mill run)
- ☐ *"oxide" & "sulfate" minerals*
(for example zinc oxide, copper sulfate)
- ☐ *Animal fat*
- ☐ *Propylene glycol*
- ☐ *Byproducts or digest*
(for example poultry digest or beef byproducts)
- ☐ *BHA, BHT, & ethoxyquin*
(synthetic preservatives)



The carb (starch) content in food will give you an idea of how biologically appropriate the food is. This calculation will also tell you what you're paying for: unnecessary starch is cheaper than more expensive meat.

STEP 2: COUNT YOUR CARBS

Using the Guaranteed Analysis on your dog food bag or on the product website:

Guaranteed Analysis:	
Crude Protein (min).....	26%
Crude Fat (min)	14%
Crude Fiber (min).....	4%
Moisture (max)	10%
Ash (max).....	6%
Ingredients:	
AAFCO Statement: This pet food is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for All Life Stages.	

ADD

*protein + fat + fiber + moisture + ash**

*If ash is not listed, use 6% as a general average for dry food

SUBTRACT FROM 100

$$100 - (26 + 14 + 4 + 10 + 6)$$

EQUALS

= 40% carbs/starch (aka sugar)

Dog foods with carbs less than:

GOOD
< 20%



BETTER
< 15%



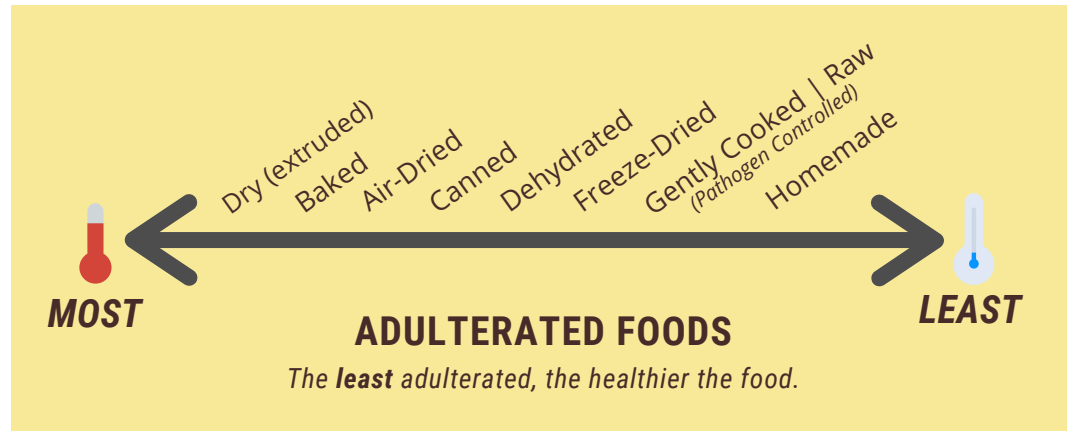
BEST
< 10%

STEP 3: ADULTERATION MATH

Look at the ingredient label to get an idea of how many times the ingredients have been processed using heat.



The ingredients in an average bag of dry dog food have been high-heat processed at least four times.



GOOD

- Previously processed ingredients that are heat processed once (many dehydrated foods)

BETTER

- Raw, fresh ingredients freeze-dried or High Pressure Pasteurized (HPP)
- Raw fresh ingredients with no-heat or low heat processed once (many dehydrated foods, gently cooked foods)

BEST

- Raw, fresh ingredients
- Frozen, no heat process (i.e., homemade food, commercial frozen raw food)

WHEN IN DOUBT, ASK

It may be hard to tell what processing technique was used. If you can't tell how the food was processed, contact the company and ask.

STEP 4: SYNTHETIC ADDITIONS

Using the Ingredient list on the pet food label or on the product website:

Number of Synthetic
Vitamins & Minerals:

4

Pet Food Label

Ingredients: Beef, Beef Heart, Ground Beef Bone, Beef Liver, Beef Kidney, Organic Green Beans, Organic Spinach, Organic Beets, Organic Blueberries, Safflower Oil, Organic Kelp, Inulin (extract of chicory), Sea Salt, Zinc Amino Acid Chelate, Vitamin E Supplement, Manganese Amino Acid Chelate, Vitamin D3 Supplement

1) FIND "SALT"

Known as the "salt divider", any ingredient listed AFTER salt makes up less than 1% of the diet.

2) COUNT THE NUMBER OF SYNTHETIC NUTRIENTS

Each nutrient is listed after "salt" and is separated by a comma.

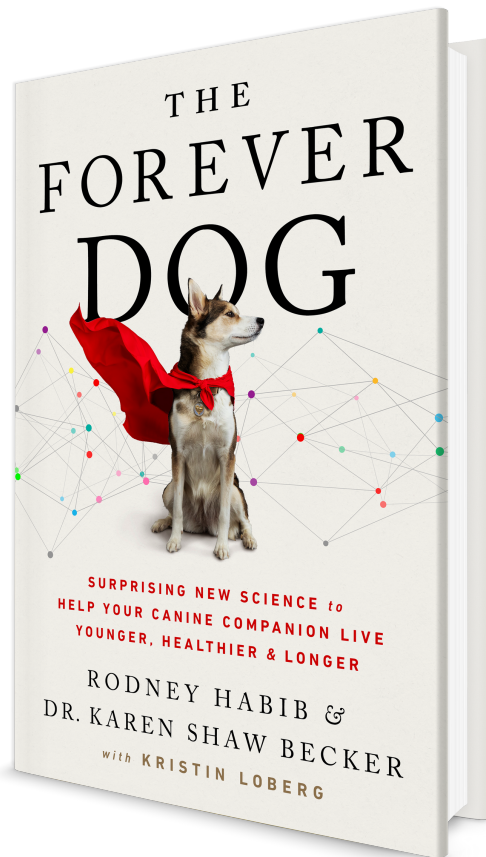
Dog foods that contain none of the Dirty Dozen ingredients AND have less than the following number of synthetic ingredients:

GOOD
< 12

BETTER
< 8

BEST
< 4

AVAILABLE
OCTOBER 12TH



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www.foreverdog.com

This information is for educational purposes only and is not intended to replace the advice of your own veterinarian or medical professional. We cannot answer specific questions about your pet's medical issues or make medical recommendations for your pet. Your pet's medical protocol should be given by your veterinarian.