

Your Pet Will be Thankful for High Quality Food!

Secret Tricks for Reading Pet Food Ingredients: PART I OF V

By Nancy Secrist, Easdale: The Best Pet Care

Pet owners enter our doors every day with a bag of dog food full of dyes and low-quality ingredients in one hand and in the other hand, ear and allergy meds. We constantly see the connection between diet and health problems at Easdale. We see pets with patchy coats, scaly skin, and inflamed ears and eyes who are being treated for the symptoms by their veterinarian. But what might be the cause of such pain and unsightly conditions? Sometimes, the answer is as close as your pet's food bowl...

We as pet owners want a meat based food which is more digestible for the pet but we have a "price point" and meat costs more than grain. So, we are looking for a deal.

Manufacturers sell you on the deal by using a "meat with 66% water" pet food priced higher than grain based food even though it actually is still a grain based food. What? Come again?

Here is a pet food marketing secret:

Let's say you are comparing two foods and one says Chicken as the first ingredient and the other says Chicken Meal. Is there a difference?

Note that all ingredients are required to be identified according to federal standards. "Chicken" means that the meat is just like a roast



*Let's not risk the Thanksgiving turkey!
Easdale is booking holiday dates now!*

A photograph of a dog, possibly a Shetland Sheepdog, eating a large roasted turkey. The dog is focused on the food, and the turkey is garnished with green herbs and red tomatoes.

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The logo for Easdale, featuring a stylized green leaf and a paw print inside a circular border with the text "Easdale THE BEST PET CARE".

bird you would buy at the meat counter consisting of approximately 66% water by weight. By the time that chicken is dehydrated in processing, it will no longer be listed at the top of the list which is ordered by pre-processing weight. Why? Because it will weigh two-thirds less!

If you could get the list by post processing weight, which is how your pet gets it in the food bowl, that "Chicken" would now be in the fourth, fifth, or sixth position. Now it falls behind the corn, wheat, soybean meal, or other grain ingredients. In contrast, Chicken Meal starts as the first ingredient pre-processing and retains first position post processing because its weight has not changed.

So now we know that Meal is the more honest way to list the meat ingredient. Why do the manufacturers play these games? Because they don't think you can recognize deceptive sales practices, buy the better food for your pet and take home the best value!

Next Up, Part II- The Great Grains Shuffle