Your Pet Will Be Thankful for High Quality Food!

Secret Tricks for Reading Pet Food Ingredients: Part II of V

By Nancy Secrist, Easdale: The Best Pet Care

A Welsh Terrier entered my office at Easdale for his regular grooming. Riley had gone from having a beautiful glossy black and tan wire coat to the skin on his back looking like a volcanic lava field. Large black scabs showed painful cracks of bright red raw flesh. When he was a young dog, I had been surprised that his owners could feed a grain based food with no negative effects--but over the years, he developed this awful skin condition and his owners felt helpless to change it. He saw dermatology and allergy veterinarian specialists and began to run up bills of more than $5,000. Worse, he had to wait months for appointments, suffering day by day as he waited.

We talked about Riley in my office that day, while he was in the months long wait between appointments. I suggested that they would have nothing to lose by stopping the grain based food and working with a higher quality food. I gave them a few samples, groomed carefully around the oozing raw areas and sent him home. Two months later he returned for his next grooming appointment. Riley fed a different food was a different dog! While the scabs were not yet entirely gone, his skin was healing, the raw areas were gone. Two months after that, new hair had begun to fill in the previously scabbed areas.

Protect your pet's health by learning to decipher the ingredients label for the best pet food value and quality ingredients. What is the Great

Grain Shuffle? Deceptive tactic revealed...A typical label may list corn gluten, corn germ, corn middlings, or other fractional components of corn or another grain. So why list the fractions separately?

The order of ingredients is determined by weight and every pet food manufacturer knows the food sells better if meat is listed as the first ingredient. But meat costs more money and consumers want a good price too. If there are 25 parts of meat and 40 parts grain, that grain would be listed first:

1) grain 2) meat.

So they keep the same weight of grain but split it up into:

A) gluten (the main part of the kernel) at 20 parts,

B) hull (the fibrous coat) at 12 parts, and

C) germ (the sprout or plant embryo) at 8 parts.

Now the order of ingredients would be:

1) meat 2) gluten 3) hull 4) germ. This food will now look like a meat based food and sell for a higher price without adding any more expensive meat.

Here's another way to do the same thing when the food is 40 parts grain; once again meat will be #1:

A) Rice (10 parts)

B) Wheat (10 parts)

C) Barley (10 parts)

D) Corn (10 parts)

We, the consumer, are willing to pay more for a food with meat in the first position. We come along and are misled to believe that there is more meat than grain in this pet food. We like the price because it is less than a food that really does have more meat. We purchase it–and so we have been deceived. Our pet will still not be getting the nutrition we set out to buy for them.

Riley never looked back, living and loving his family for many years after that. Why do manufacturers play these games at the expense of our pets' health? 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 in Part III – Marketing Magic