THE SCOOP ON INGREDIENT PANELS

Pet Lovers always want their pets to be happy and healthy, and an important aspect of that is providing them with great nutrition. There is a lot of information provided on pet food packaging, but what exactly should a Pet Lover look at when trying to choose the best diet for their pet?

HOW TO READ INGREDIENT PANELS

Reading the ingredient panel is a great way to help Pet Lovers decide which foods to feed their pets. Knowing the best way to read an ingredient panel, and the terminology that is often used, is very helpful in being able to determine the diet quality.

The ingredients in the panel are ordered based on weight. This means that the first ingredients in the panel have the most amount of weight going into the diet. At Champion, we make Biologically Appropriate diets, which means we focus on having high inclusions of animal ingredients in our diets. The first ingredient in every ORIJEN or ACANA diet is a meat ingredient. ORIJEN is brimming with 85%-90% quality animal ingredients, and at least the first nine ingredients in all the kibble diets are of animal origin.

These quality animal ingredients that appear on our ingredient panel are labeled "fresh", "deboned", "meal" or "dehydrated". For example; "fresh chicken meat" and "deboned chicken", would arrive to us fresh or raw. Refrigeration is the only means of preservation for our fresh meats, and our raw meats are flash-frozen at peak season to lock in their natural goodness.

The remaining animal ingredients would either be a dehydrated meat or a meat meal. Dehydrated meats or meat meals are by nature cooked twice: once when they are made, and a second time when they are cooked in our kibble. These ingredients are a concentrated source of protein, and provide an excellent source of essential minerals for dogs and cats.

It's a common myth that AAFCO mandates state that salt cannot make up more than 1% of a pet's diet. This is not the case, AAFCO and FEDIAF do not set a maximum salt inclusion. AAFCO's minimum sodium guideline for cats is 0.2%, and for dogs is 0.3%. FEDIAF's minimum for cats is 0.16%, and for dogs is 0.22%. Salt on the ingredient panel often makes up much less than 1% of the diet. In our diets a majority of the sodium content comes from the ingredients themselves; we only add salt if there is not enough naturally occurring sodium to meet the nutritional needs of dogs and cats. For example, in the ACANA Prairie Poultry recipe, the salt ingredient makes up less than 0.1% of the diet, and the overall sodium content in the diet is 0.3%.

THE GUARANTEED ANALYSIS AND THE INGREDIENT PANEL

The Guaranteed Analysis in ORIJEN and ACANA provides the percentages of crude protein, fat, fibre, calcium, phosphorous, and Omega-6 and Omega-3 fatty acids. To understand how the Guaranteed Analysis ties into the ingredient panel, it is helpful to look for the number of supplements used; the type of ingredients used; and the use of fresh or raw animal ingredients.

In ORIJEN and ACANA we use WholePrey ratios, which means we use muscle meat, organs, and cartilage or bone in our diets. By using this variety of animal ingredients in our diets, we are able to minimize the amount of synthetic supplementation by providing a majority of the essential nutrients, such as calcium and phosphorous, naturally from our ingredients. Supplements are only used when there is not enough of a certain nutrient coming naturally from the ingredients to meet a dog's or cat's nutritional needs. An ingredient panel with a high amount of supplements in the diet may indicate a lower overall meat content in the diet, or use of lower quality ingredients. We also do not add any chemical preservatives, artificial colours, or dyes to our ORIJEN and ACANA diets.

The type of ingredients that are used are also important to consider. As carnivores, dogs and cats have evolved to metabolize meat protein and fat as their primary energy source. In ORIJEN and ACANA, the majority of the protein always comes from our meat ingredients. Carbohydrates and starches are not essential in a dog's or cat's diet. In ORIJEN and ACANA, we try to limit our carbohydrates as much as possible, while still making a fully formed kibble. Our fruit and vegetable ingredients contain starch to act as a binder, and provide essential vitamins and minerals. Eating starch-rich diets can create an imbalance of fatty acids and inadequate amounts of protein, as well as increased storage of fast-burning carbs and retention of fat, leading to obesity.

March 2019

BIOLOGICALLY APPROPRIATE BULLETIN

Champion Petfoods
World's Best Petfood

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It is not just the source of protein to keep in mind when looking at the type of ingredients, but also the source of the Omega-3 fatty acids, DHA and EPA. These fatty acids are extremely beneficial for dog and cat health, and are essential to the proper development of the central nervous system in puppies and kittens. In ORIJEN and ACANA we use a fish oils, such as herring and pollock oil. This provides a much more useful form of Omega-3s, than other ingredients such as flaxseed, which is a common ingredient that pet food companies will use to provide Omega-3.

The use of fresh ingredients is also an important aspect to consider. Fresh or deboned meats in pet foods are a crucial factor when it comes to digestibility. It has been found that protein digestibility is higher in fresh meats than in a meat meal, as the high processing temperature denatures the protein. In our ACANA diets, 1/3 - 1/2 quality animal ingredients going into the diets arrive to us fresh or raw. ORIJEN has 2/3 quality animal ingredients going into the diet being fresh or raw.

SATISFACTION GUARANTEED

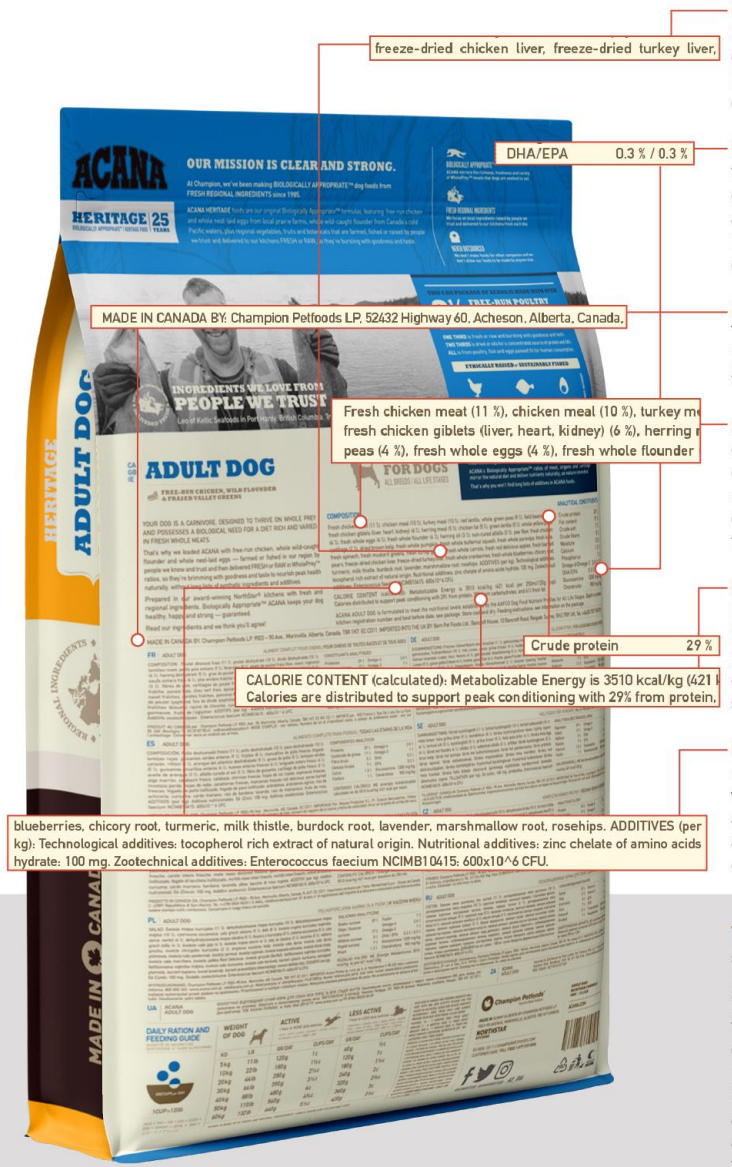
ORIJEN and ACANA feature the best quality ingredients that your dog or cat will love! We offer a 100% satisfaction guarantee. If you are ever unhappy with a bag of food, you can take it back to your retailer for a refund or an exchange, depending on their policy. Just be sure to have the original packaging and your receipt!

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Freeze-Dried: We include Freeze-Dried infusions. Prepared in our own kitchens, we freeze-dry fresh liver and tripe and then gently infuse it into our dry foods as a final set of preparation. Liver and tripe have always been a part of making our foods flavorful, and applying it to the outside of our foods ensures your dog and cat will enjoy every bite.

EPA/DHA: These are omega-3 fatty acids that are extremely beneficially to dog and cat health, and is essential for the proper development of growing kittens and puppies. EPA and DHA are only present in fish and algae, we use a fish oil in ORIJEN and ACANA. Most companies will only list omega-3's and will use flaxseed. This is not a very useful form of omega-3 for dogs and cats

Never Outsourced: We produce ORIJEN and ACANA in our own kitchens. This allows us to handle every aspect from food development, to ingredient sourcing. We are able to ensure that all of our stringent food-safety processes are upheld.

Fresh Meats: We focus on using fresh or raw meats in our diets. The use of fresh or deboned meats in pet foods is a crucial factor when it comes to digestibility. It has been found the protein digestibility is higher in fresh meats, than in a meat meal as the high processing temperature denatures the protein. Many companies will use little to no fresh meats in their diets.

Meat protein: As carnivores, dogs and cats evolved to metabolize meat proteins and fats as their primary energy source. In ORIJEN and ACANA much of the protein comes from our meat ingredients. Protein from plants is an incomplete protein source, and they will not contain all the essential amino acids. Companies that rely on plant protein will need to supplement their diets with these amino acids.

Minimal Supplementation: We use WholePrey ratios, which means we use muscle meat, organs and bone or cartilage in our diets. By using this variety of animal ingredients in our diets, we are able to minimize the amount of synthetic supplementation. An ingredient panel with a high amount of supplements in the diet may indicate a lower overall meat content in the diet, or use of lower quality ingredients.

Transitioning: It is important to introduce the new food gradually. Going slowly will give your puppy time to adjust to the new food and will also reduce the chances of digestive upset. Start by mixing 25% new food with 75% old food. Slowly change the proportions over by gradually increasing the amount of new food and decreasing the amount of old food over a 5-7 day period. At the end of this transitioning process, you should be feeding 100% new food. Dogs can vary in how sensitive their digestive tracks are. Dogs that are more sensitive may need to be started at a 10% new food and 90% old food mix with a very gradual change done over 14 days. If at any point during the transition process there seems to be digestive upset then just slow down the process until the digestive upset has cleared up.

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