

How to Choose a Healthful Pet Food

GOAL

Appropriate available energy, better muscle tone, stable immune system, complete digestion, wholesome ingredients

SEEK

AVOID

Named meat or fish
(chicken, turkey, lamb, beef, herring, etc.)

AND

Concentrated named meat proteins
(chicken meal, turkey meal, lamb meal, herring meal, etc.)

Protein

1st ingredients

UFI's: Unnamed food ingredients
(poultry by-products, meat and bone meal)

AND

Protein fillers
(corn gluten meal, wheat gluten, egg product meal)

Whole grains and starches
(brown rice, barley, sweet potatoes)

Carbs and Veggies

Carb overload
(refined flours, wheat, mill runs, brewer's rice)

Fresh, whole fruits and vegetables
(whole potatoes, carrots, tomatoes, alfalfa, apples, etc.)

Processed fruits and vegetables
(dehydrated potatoes, tomato pumice, alfalfa meal)

Named fats from quality sources
(chicken fat, lamb fat, sunflower oil, herring oil, etc.)

Fats, Oils

Fats from non-specific sources
(animal fat, poultry fat, vegetable oil)

Natural preservatives
(mixed tocopherols, Vitamin E)

Synthetic preservatives
(BHA, BHT, ethoxyquin)

Antioxidants
(Vitamin A, C and E)

Vitamins, Minerals, Supplements

Coloring
(caramel color, FD&C colors)

Chelated minerals
(iron proteinate, manganese proteinate, etc.)



What you need to know to make good, healthy choices.

With so many pet foods on the market, companion animal families are looking for answers: How can I choose a food that is not only formulated for the best health of my pets, but manufactured with the strictest standards for safety, reliability, and consistency?

In a recent issue of *The Whole Dog Journal*, it states: “we admire manufacturers that have ... attained non-compulsory manufacturing certifications.”

Here are current manufacturing certifications achieved by Natura:

- 1 American Institute of Bakers (AIB) superior rating certification:
“...high AIB ratings confirm a manufacturer’s commitment to excellence,” – WDJ Feb 06
- 2 USDA Organic production certification:
A National Organic Program certifier has approved the facility and its procedures through rigorous inspection and auditing (Natura’s baking facility is certified by OneCert)
- 3 USDA APHIS (Animal and Plant Health Inspection Service) registration:
APHIS registry certifies that Natura purchases all of our meats from USDA registered suppliers who follow all USDA regulations for safe meat handling
- 4 ISO Quality Management System 9001:2000 compliant:
An internationally recognized and highly respected system of quality management

Natura Pet Products are certified by the most respected food safety and quality control agencies in the United States.

