

Great health starts with great  
nutrition

Fidös market



*Every dog is different.*

Every dog is uniquely created. Each has its own personality, looks and nutritional needs. There is no one “right” dog food for every dog.

Whether you choose to feed your pet raw, dehydrated, canned or kibble—or a combination of these—all of the foods we carry at Fido’s Market are made using only the highest quality ingredients, natural preservatives and minimal processing to avoid the yucky artificial stuff – additives, flavorings, sweeteners, colorings and preservatives. These foods exceed the standards of the Association of American Feed Control Officials (AAFCO). All of our dry kibbles are on the Whole Dog Journal’s list of approved dry foods.

We offer a wide variety of choices, including many grain-free options.

**Let us help you design the diet of Fido’s dreams.**

How to choose the right dog food

## Reading a label.

Reading a dog food label is the same as reading a human food label. Yes, it can be daunting, but with a little knowledge you can make great decisions on what to feed Fido.

Just as in human food, ingredients are listed in order of weight. The earlier they appear in the list of ingredients, the more of the ingredient that exists in the food. For example, an ingredient listed as the second item on the list carries more weight than an ingredient listed as sixth. Generally speaking, the first 5-6 ingredients on the list make up the greater majority of what you're feeding Fido.

Then there's protein, carbohydrates, fats, vitamins and minerals. The label lists the minimum levels of crude protein and fat, and the maximum levels of fiber and water. Important to note here is "crude" protein. This is the minimum protein level of the food, but it does not address the digestibility of the protein (more on that later).

## Converting Dry Matter...why does it matter?

When comparing dog foods you also need to take into account the moisture in the food. If you don't, you're comparing apples to oranges. The moisture level in pet food varies widely and has an impact on the overall ingredients list. Canned foods can have up to 70% moisture or more, and some dry foods have as little as 6%.

In order to truly compare one dog food to another, you need to look at the dry matter. Converting to dry matter basis will help you look at crude protein, fat, fiber, etc. It's pretty simple to convert. Here's how: If a dry food has 12% moisture, then it has 88% dry matter. Then the label says it has 20% protein. Simply divide protein level by dry matter. In this case, 20% divided by 88% = 22.7%. This example has 22.7% protein on a dry matter basis.

Now let's compare this to a canned food that has 80% moisture. We know that means we have 20% dry matter in the can. The label says it has 5% protein. Take the 5% and divide it by 20%. This food has 25% protein on a dry matter basis. So, the canned food with 5% protein actually has more protein than the dry food listed as 20% protein.

One other thing worth noting about comparing dry matter is that food is priced by the pound. If something is 80% water, it's only 20% food. Keep that in mind as you're pricing out your food as you'll probably have to feed more canned than dry.

## The importance of protein.

Meat is by far the most important ingredient in dog food. You want to see specific named animals rather than generic sources. Despite some beliefs, proteins in “meal” form are not necessarily bad...the ingredient has been weighed after the moisture is removed, making it a better indicator of the actual weight of the ingredient. If the protein is not in meal form, you must keep in mind that after the water is removed during processing to make the kibble, the ingredient would most likely fall lower on the ingredient list. You definitely want to avoid “by-products,” as this pretty much means whatever is left after parts useful for human consumption have been removed.

Here’s an example of ingredients to consider:

- Chicken – very good, named source
- Chicken meal – good, named source after moisture is removed
- Poultry – not good, unidentifiable meat source
- Chicken by-product – bad, parts of chicken not eaten by humans
- Poultry by-product – really bad, parts of unidentifiable meat source not eaten by humans

## Beware the types of protein.

Many dog food companies will try to boost the protein level in their food by using lower-cost, vegetable-based proteins (soybeans, potatoes, rice, corn, etc. ) rather than animal-based proteins. However, the rate at which proteins are digested varies based on the type of protein. A food with protein content of 30% protein that is 60% digestible is not as good as a food that is 25% protein and is 95% digestible. In other words, you can't just look at the protein percent, you have to look at the quality of the protein.

In the world of science, a *biological value* is assigned to protein sources, and this is how digestibility is compared (the higher the number, the more digestible it is). Eggs are considered the standard by which other protein sources are judged so they are given a biological value of 100. These are the biological values of some other common proteins. The higher the number, the better.

- Fish meal (92)
- Lean beef (80)
- Chicken/turkey (79)
- Fish (70)
- White rice (56)
- Peas (55)
- Soybeans (47)
- Corn (45)
- Wheat gluten (40)
- White potato (34)

## Not all grains are created equal.

Many high-quality grain-free dog foods are available, but if you choose to not go completely grain free, beware of the various grains and grain types available. If the food does contain grains, check the type and form.

- Quinoa is not commonly used in dog foods, but is highly digestible (some studies have shown that it as digestible as meat proteins)
- Rice is considered the a highly digestible grain, followed by oats and barley.
- Corn is not considered by many to be a good ingredient for a few reasons. It is not easily digestible, it is low in nutrient value, and it is one of the highest allergens in dogs.
- Many dogs also have allergies to wheat so you should keep that in mind when choosing Fido's food.

Beyond the type of grain, you need to consider the variety and form. For example, brown rice is healthier than white rice. Whole grains are best and ground grains or grain meal is fine. However, once it's been processed beyond that point, there is virtually no nutritional value left. For example "brewers rice" is basically a rice by-product, which we've already learned by-products are bad (they are what's left after what would be used for human consumption is taken).

If your dog shows symptoms of allergies, one of the first and easiest things to try is eliminating grains.

## Then there's the "other stuff."

When was the last time Fido told you he enjoyed his food because it was red, orange, green and brown? Exactly! So why would a dog-food manufacturer use artificial colorings? As a marketing tactic to appeal to *your* senses. There is no nutritional value or reason to add these. You should avoid foods that use artificial colorings.

BHA/BHT. These have been linked to cancer and are banned for human consumption in the majority of the world. Why would you want to give this to Fido? Yet there are still dog food manufacturers who use them.

Artificial preservatives, flavors, sweeteners, etc. Dogs in the wild don't add sugars and spices to their meal before they eat, so why should dog food manufacturers?

Bottom line: Anything mysterious sounding, or that sounds like it isn't good for your dog, probably isn't good for your dog. You can rest assured that all of the foods we carry at Fido's Market are free of the "other stuff."

## *Kibble, canned, dehydrated, raw.*

### **Kibble:**

By far, the most convenient way to feed Fido. There are a lot of choices — some very good, some not so good and some just downright shameful. Arm yourself with the knowledge you need to ensure Fido is getting a quality food.

### **Canned:**

Canned is also a convenient option. One benefit of feeding canned is that you will automatically increase Fido's water intake, helping to ensure his urinary tract is functioning properly.

### **Dehydrated and Freeze-Dried:**

Dehydrated and freeze-dried foods are excellent choices to ensure Fido is getting the most nutrients out of what he's eating. Just add water and watch Fido drool.

### **Raw:**

Raw food has come a long way in recent years in terms of convenience. You can now easily feed Fido a diet that is most similar to the way he would choose if he could. The way he was intended to eat. No more researching and preparing it yourself. You don't even have to slice it out of the "tube" if you don't want to. Raw comes in pre-sized patties, sausage links, even nibblets.

## Does price really matter?

Cheaper is not always less expensive in the long run. Even calculating price per pound does not give you a true cost. You need to calculate the price per feeding (or day). While a bag of high-quality food may cost more, if you are feeding less per serving because there are less fillers in the food, it ends up costing less overall. Also keep in mind that some of the higher priced foods may not be as good as a less-expensive food. Check the ingredients for the whole story.

Here's a quick example showing the amount of food required varies by brand (you'll even find that it may vary by flavor within the same brands).

<b>Brand</b>	<b>20 lb dog</b>	<b>50 lb dog</b>	<b>80 lb dog</b>
Purina ONE	1 - 1 <sup>1</sup> / <sub>3</sub> c	2 - 2 <sup>2</sup> / <sub>3</sub> c	3 <sup>1</sup> / <sub>3</sub> - 4 <sup>1</sup> / <sub>4</sub> c
Beneful	1 <sup>1</sup> / <sub>4</sub> - 1 <sup>2</sup> / <sub>3</sub> c	2 <sup>1</sup> / <sub>2</sub> - 3 <sup>1</sup> / <sub>4</sub> c	4 - 5c
Orijen	<sup>1</sup> / <sub>2</sub> - 1 c	1 <sup>3</sup> / <sub>4</sub> - 2 <sup>1</sup> / <sub>2</sub> c	2 <sup>1</sup> / <sub>2</sub> - 3 <sup>1</sup> / <sub>2</sub> c
Before Grain	1 - 1 <sup>1</sup> / <sub>3</sub> c	1 <sup>1</sup> / <sub>3</sub> - 2 <sup>1</sup> / <sub>2</sub> c	3 - 4c
Go!	<sup>3</sup> / <sub>4</sub> - 1 <sup>1</sup> / <sub>4</sub> c	1 <sup>3</sup> / <sub>4</sub> - 2 c	3 - 3 <sup>1</sup> / <sub>4</sub> c

The other thing to note is that quality nutrition keeps Fido healthy. And a healthy Fido means less visits to the vet. Doesn't it make sense to spend a little more money on a quality food rather than have Fido suffer and pay the vet bills instead?

## *Know your source.*

We've learned that a food containing "chicken" as opposed to "poultry by-products" is important. But just as important is knowing about the chicken itself. Where and how was it raised and processed also has an impact on the quality of the food.

You can rest assured that all of the dog foods we carry at Fido's Market are carefully researched and scrutinized. We have diligently researched these companies to ensure they meet our high standards, and their foods are among the best available. Every dry food we carry is on the Whole Dog Journal list of approved dry dog foods. Every manufacturer is continually monitored and evaluated. If the quality of a food slips, or if the way in which the manufacturer does business falters, we will not hesitate to pull their line from the store. It is our first and foremost priority to ensure we are bringing you the best foods at the best prices.

**Let us help you design the diet of Fido's dreams.**

Examples of dog food labels

## Examples of dog food labels.

The following pages are here to give you examples of dog food labels and help you to learn how to better read them. They are not endorsements of any particular product, nor are they intended to “call out” any specific brands or formulas.

In some instances, you will see the words “controversial filler.” These ingredients are viewed by some as cheap fillers, while others view them as beneficial ingredients. It’s up to you to decide where you stand as you decide what foods you’d like to feed your Fido.

# Beneful Healthy Harvest

## Ingredients:

**Ground yellow corn**, **corn gluten meal**, whole **wheat flour**, **animal fat** preserved with mixed-tocopherols (form of Vitamin E), **soy** protein concentrate, **soybean** meal, pearled barley, **brewers rice**, tricalcium phosphate, **sugar**, **water**, **animal digest**, sorbitol, phosphoric acid, salt, potassium chloride, L-Lysine monohydrochloride, calcium carbonate, sorbic acid (a preservative), dried spinach, dried sweet potatoes, dried apples, dicalcium phosphate, choline chloride, calcium propionate (a preservative), DL-Methionine, **added color** (Red 40, Yellow 5, Blue 2, Yellow 6), zinc sulfate, ferrous sulfate, Vitamin E supplement, manganese sulfate, Vitamin A supplement, niacin, Vitamin B-12 supplement, calcium pantothenate, riboflavin supplement, copper sulfate, biotin, garlic oil, thiamine hydrochloride, pyridoxine hydrochloride, thiamine mononitrate, folic acid, Vitamin D-3 supplement, **menadione** sodium bisulfite complex (source of Vitamin K activity), calcium iodate, sodium selenite.

## Issues:

Ground yellow corn – difficult to digest, low nutrient value, possible allergen

Corn gluten meal – the tiny fragments that are left after all of the nutrition is pulled out for other uses

Wheat flour– low-quality grain fragment, possible allergen

Animal fat – unidentifiable low-quality ingredient

Soy – low-quality protein substituted for real meat, possible allergen

Brewer's rice – low-quality by-product

Sugar—high glycemic index

Water—because there is so little natural liquid in the ingredients, they actually have to add water

Animal digest—unspecified parts of unspecified animals

Added color – unnecessary additive

Menadione – synthetic vitamin K, high doses believed to be linked to liver problems and cancer

**There is no meat in this food at all.**

## Ideas:

Look for a food that has a named meat source as the main ingredient (chicken, venison, whitefish, etc.). Avoid potential allergen triggers (corn, wheat, soy). Avoid low-quality and unnecessary ingredients (by-products, added colors, etc.). Let us help you find the right diet for your Fido today.

# Purina ONE Adult Dog Lamb and Rice Formula

## Ingredients:

Lamb (natural source of glucosamine), **brewers rice**, oat meal, **corn gluten meal**, **poultry by-product** meal (natural source of glucosamine), whole grain **corn**, **animal fat** preserved with mixed-tocopherols (form of Vitamin E), non-fat yogurt, dicalcium phosphate, calcium carbonate, **animal digest**, potassium chloride, malted barley flour, salt, choline chloride, brewers dried yeast, zinc sulfate, Vitamin E supplement, ferrous sulfate, L-Lysine monohydrochloride, manganese sulfate, niacin, Vitamin A supplement, calcium pantothenate, thiamine mononitrate, copper sulfate, riboflavin supplement, Vitamin B-12 supplement, pyridoxine hydrochloride, garlic oil, folic acid, Vitamin D-3 supplement, calcium iodate, biotin, **menadione** sodium bisulfite complex (source of Vitamin K activity), sodium selenite.

## Issues:

Brewers rice – low-quality by-product

Corn gluten meal – the tiny fragments that are left after all of the nutrition is pulled out for other uses

Poultry by-product – unidentifiable source, what's left of a slaughtered "poultry" after all the prime cuts have been removed

Corn – difficult to digest, low nutrient value, possible allergen

Animal fat – unidentifiable low quality ingredient

Animal digest - rendered animal parts sprayed on dog food to "enhance" taste, sources unidentifiable

Menadione – synthetic vitamin K, high doses believed to be linked to liver problems and cancer

Meat content—a named meat source is the first ingredient but it is before water is removed; brewers rice is most likely the main ingredient.

## Ideas:

Avoid potential allergen triggers (corn). Avoid low-quality ingredients (by-products). Let us help you find the right diet for your Fido today.

# Pedigree Complete Nutrition Adult

## Ingredients:

**Ground yellow corn, meat and bone meal, corn gluten meal, chicken by-product meal, animal fat** (preserved with **bha/bht**), **wheat mill run**, natural poultry flavor, **rice**, salt, potassium chloride, **caramel color, wheat flour, wheat gluten**, vegetable oil, vitamins (choline chloride, dl-alpha tocopherol acetate [source of vitamin e], l-ascorbyl-2-polyphosphate [source of vitamin c], vitamin a supplement, thiamine mononitrate [vitamin b1], biotin, d-calcium pantothenate, riboflavin supplement [vitamin b2], vitamin d3 supplement, vitamin b12 supplement), trace minerals (zinc sulfate, copper sulfate, potassium iodide).

## Issues:

Ground yellow corn – difficult to digest, low nutrient value, possible allergen

Meat and bone meal – unidentifiable, low-quality ingredient

Corn gluten meal – the tiny fragments that are left after all of the nutrition is pulled out for other uses

Chicken by-product – what's left of a slaughtered chicken after all the prime cuts have been removed

Animal fat – unidentifiable low quality ingredient

BHA/BHT – believed to cause cancer, banned in human food in most countries

Wheat mill run – low-quality grain fragment (basically dust and sweepings after wheat is processed for other uses), possible allergen

Rice – unnamed type of rice

Caramel color – unnecessary ingredient

## Ideas:

Look for a food that has a named meat source as the main ingredient (chicken, venison, whitefish, etc.). Avoid potential allergen triggers (corn, wheat, soy). Avoid low-quality and unnecessary ingredients (by-products, added colors, etc.). Avoid potentially harmful ingredients (BHA/BHT). Let us help you find the right diet for your Fido today.

# Iams Healthy Naturals

## Ingredients:

Chicken, **Chicken By-Product** Meal, **Brewers Rice**, **Corn Meal**, Ground Whole Grain Sorghum, Ground Whole Grain Barley, Chicken Fat (preserved with mixed Tocopherols, a source of Vitamin E), Dried **Beet Pulp** (sugar removed), Natural Chicken Flavor, Dried Egg Product, Brewers Dried Yeast, Dicalcium Phosphate, Potassium Chloride, Salt, Vitamins (Vitamin E Supplement, Beta-Carotene, Ascorbic Acid, Vitamin A Acetate, Calcium Pantothenate, Biotin, Vitamin B12 Supplement, Thiamine Mononitrate (source of Vitamin B1), Niacin, Riboflavin Supplement (source of Vitamin B2), Inositol, Pyridoxine Hydrochloride (source of Vitamin B6), Vitamin D3 Supplement, Folic Acid), Fish Oil (preserved with mixed Tocopherols, a source of Vitamin E), Flax Meal, Apple Pomace, Dried Carrots, Dried Peas, Choline Chloride, Dried Spinach, Dried Tomato, Minerals (Ferrous Sulfate, Zinc Oxide, Manganese Sulfate, Copper Sulfate, Manganous Oxide, Potassium Iodide, Cobalt Carbonate), L-Carnitine, Rosemary Extract

## Issues:

Chicken by-product – what's left of a slaughtered chicken after all the prime cuts have been removed

Brewer's rice – low-quality by-product

Corn meal – difficult to digest, low nutrient value, possible allergen

Beet pulp – controversial, filler possible allergen, ear infections

Meat content—a named meat source is the first ingredient but it is before water is removed; chicken by-product meal is most likely the main ingredient.

## Ideas:

Avoid low-quality by-products. Avoid potential allergen triggers (corn, wheat, soy). Let us help you find the right diet for your Fido today.

# Hills Prescription B/D

## Ingredients:

Ground Whole Grain **Corn**, **Chicken By-Product** Meal, Pork Fat (preserved with mixed tocopherols and citric acid), **Brewers Rice**, **Soybean Mill Run**, **Soybean Meal**, Flaxseed, **Fish Meal**, Chicken Liver Flavor, Dried Egg Product, Dried Carrots, Dried Spinach, **Dried Grape Pomace**, **Dried Tomato Pomace**, **Dried Citrus Pulp**, **Soybean Oil**, Potassium Chloride, Vitamin E Supplement, Oat Fiber, Choline Chloride, vitamins (L-Ascorbyl-2-Polyphosphate (source of Vitamin C), Vitamin E Supplement, Niacin, Thiamine Mononitrate, Vitamin A Supplement, Calcium Pantothenate, Biotin, Vitamin B12 Supplement, Pyridoxine Hydrochloride, Riboflavin, Folic Acid, Vitamin D3 Supplement), L-Lysine, preserved with **BHT** and **BHA**, Iodized Salt, Calcium Carbonate, L-Tryptophan, Taurine, minerals (Ferrous Sulfate, Zinc Oxide, Copper Sulfate, Manganous Oxide, Calcium Iodate, Sodium Selenite), L-Carnitine, Alpha-Lipoic Acid, Beta-Carotene.

## Issues:

Corn – difficult to digest, low nutrient value, possible allergen

Chicken by-product – what's left of a slaughtered chicken after all the prime cuts have been removed

Brewer's rice – low-quality by-product

Soybean mill run – this is the hull of the soybean, possible allergen

Soybean meal - low-quality protein substituted for real meat, possible allergen

Fish meal – unidentifiable source of fish

Dried Grape Pomace – controversial filler

Dried Tomato Pomace – controversial filler

Dried Citrus Pulp – controversial filler

BHA/BHT – believed to cause cancer, banned in human food in most countries

## Ideas:

Look for a food that has a named meat source as the main ingredient (chicken, venison, whitefish, etc.). Avoid potential allergen triggers (corn, wheat, soy). Avoid low-quality and unnecessary ingredients (by-products, added colors, etc.). Avoid potentially harmful ingredients (BHA/BHT). Let us help you find the right diet for your Fido today.

# Blue Buffalo Basics Turkey and Potato

## Ingredients:

Deboned turkey, peas, whole potatoes, whole ground brown rice, turkey meal, flaxseed (natural source of omega 3 and 6 fatty acids), canola oil (naturally preserved with mixed tocopherols, a natural source of vitamin E), **tomato pomace** (natural source of lycopene), natural turkey flavor, oatmeal, whole carrots, blueberries, cranberries, barley grass, dried parsley, alfalfa meal, dried kelp, yucca schidigera extract, l-carnitine, l-lysine, turmeric, oil of rosemary, dried chicory root, beta carotene, calcium carbonate, vitamin A supplement, thiamine mononitrate (vitamin B1), riboflavin (vitamin B2), niacin (vitamin B3), d-calcium pantothenate (vitamin B5), pyridoxine hydrochloride (vitamin B6), biotin (vitamin B7), folic acid (vitamin B9), vitamin B12 supplement, calcium ascorbate (source of vitamin C), vitamin D3 supplement, vitamin E supplement, iron amino acid chelate, zinc amino acid chelate, manganese amino acid chelate, copper amino acid chelate, choline chloride, sodium selenite, calcium iodate, salt, **caramel**, potassium chloride, Saccharomyces cerevisiae, Lactobacillus acidophilus, Bacillus subtilis, Enterococcus faecium

## Issues:

Tomato Pomace – controversial filler

Caramel— artificial coloring

Meat content—a named meat source is the first ingredient but it is before water is removed, peas are most likely the main ingredient

## Ideas:

Designed as a “limited ingredient” kibble for dogs with allergies, it is an “okay” food. There are better “limited ingredient” options available. Let us help you find the right diet for your Fido today.

# Orijen Adult

## Ingredients:

Fresh boneless chicken, chicken meal, turkey meal, russet potato, fresh pacific salmon (a natural source of DHA and EPA), herring meal, sweet potato, peas, fresh lake whitefish, fresh northern walleye, chicken fat (naturally preserved with vitamin E and citric acid), chicken liver, salmon meal, fresh turkey, fresh whole eggs, fresh deboned herring, sun-cured alfalfa, salmon oil, chicory root, dehydrated organic kelp, pumpkin, carrots, spinach, turnip greens, apples, cranberries, saskatoon berries, black currants, choline chloride, psyllium, licorice root, angelica root, fenugreek, marigold flowers, sweet fennel, peppermint leaf, chamomile flowers, dandelion, summer savory, rosemary, sea salt, vitamin supplements (vitamin A, vitamin D3, vitamin E, niacin, vitamin C, thiamine mononitrate, riboflavin, vitamin B5, vitamin B6, folic acid, biotin, vitamin B12), mineral supplements (zinc proteinate, iron proteinate, manganese proteinate, copper proteinate, selenium), dried Lactobacillus acidophilus, dried Enterococcus faecium fermentation product.

## Issues:

None. Orijen is a premium kibble.

## Ideas:

Orijen is available in several formulas. Let us help you find the right diet for your Fido today.

# Taste of the Wild Wetlands

## Ingredients:

Duck, duck meal, chicken meal, egg product, sweet potatoes, peas, chicken fat (preserved with mixed tocopherols), potatoes, roasted quail, roasted duck, smoked turkey, natural flavor, **tomato pomace**, ocean fish meal, choline chloride, dried chicory root, tomatoes, blueberries, raspberries, yucca schidigera extract, Enterococcus faecium, Lactobacillus casei, Lactobacillus acidophilus, Saccharomyces cerevesiae fermentation solubles, dried Aspergillus oryzae fermentation extract, vitamin E supplement, iron proteinate, zinc proteinate, copper proteinate, ferrous sulfate, zinc sulfate, copper sulfate, potassium iodide, thiamine mononitrate (vitamin B1), manganese proteinate, manganous oxide, ascorbic acid, vitamin A supplement, biotin, calcium pantothenate, manganese sulfate, sodium selenite, pyridoxine hydrochloride (vitamin B6), vitamin B12 supplement, riboflavin (vitamin B2), vitamin D supplement, folic acid.

## Issues:

Tomato Pomace – controversial filler

## Ideas:

Taste of the Wild is a great, affordable grain-free diet for Fido. It is available in several formulas. Let us help you find the right diet for your Fido today.

# Go! Natural Wild Salmon

## Ingredients:

Salmon Meal, Salmon, Oatmeal, Whole Oats, Canola Oil (preserved with mixed Tocopherols [Vit. E]), Oat Fiber, Calcium Carbonate, Potassium Chloride, Dried Kelp, Vitamins (Vitamin A, Vitamin D3, Vitamin E, Niacin, Vitamin C, Inositol, d-Calcium Pantothenate, Thiamine Mononitrate, Riboflavin, Beta Carotene, Pyridoxine Hydrochloride, Folic Acid, Biotin, Vitamin B12), Minerals (Zinc Proteinate, Ferrous Sulfate, Iron Proteinate, Zinc Oxide, Copper Proteinate, Copper Sulfate, Manganese Proteinate, Manganous Oxide, Calcium Iodate, Sodium Selenite), Chicory Root Extract, Lactobacillus Acidophilus, Lactobacillus Casei, Enterococcus Faecium, Bifidobacterium Thermophilum, Dried Aspergillus Niger Fermentation Extract, Dried Aspergillus Oryzae Fermentation Extract, Yucca Schidigera Extract, Rosemary Extract

## Issues:

None. Go! Natural Wild Salmon is excellent food for dogs with multiple allergies.

## Ideas:

Go! is available in several formulas. Let us help you find the right diet for your Fido today.

# Pure Vita Chicken and Brown Rice

## Ingredients:

Chicken, chicken meal, brown rice, oatmeal, barley, natural chicken flavors, chicken fat (preserved with mixed tocopherols and citric acid), alfalfa, **tomato pomace**, flaxseed, carrots, peas, cherries, apricots, cranberries, salt, potassium chloride, yeast culture (saccharomyces cerevisiae, enterococcus faecium, lactobacillus acidophilus, aspergillus niger, trichoderma longibrachiatum, bacillus subtilis), acai berry, glucosamine hydrochloride, tumeric, taurine, chicory extract, lecithin, pomegranate extract, garlic, ascorbic acid (vitamin C), choline chloride, yucca schidigera extract, chondroitin sulfate, zinc proteinate, vitamin A acetate, vitamin D3 supplement, vitamin E supplement, niacin, iron proteinate, pantothenic acid, thiamine mononitrate, pyridoxine hydrochloride, riboflavin supplement, copper proteinate, manganese proteinate, folic acid, calcium iodate, cobalt proteinate, biotin, selenium proteinate, vitamin B12 supplement, rosemary extract.

## Issues:

Tomato Pomace – controversial filler

## Ideas:

Pure Vita is available in several formulas and is a “single source protein” food—meaning the Chicken formula has only chicken or the Duck formula has only duck, etc. Let us help you find the right diet for your Fido today.