

# How to Choose a Healthful Pet Food

## GOAL

Choosing the right food for your pet is vital to its health, happiness and safety. Always look for natural ingredients that are highly palatable in a mix that offers 100% of the nutrition that every pet needs.

### SEEK

### AVOID

<p>Named meat or fish (chicken, turkey, lamb, beef, herring, salmon, etc.) AND Concentrated named meat proteins (chicken meal, turkey meal, lamb meal, herring meal, salmon meal, etc.)</p>	<p><b>Protein</b> <i>1st ingredients</i></p>	<p>UFI's: Unnamed food ingredients (poultry by-products, meat and bone meal) AND Protein fillers (corn gluten meal, wheat gluten)</p>
<p>Whole grains (rice, barley, oatmeal)  Fruits and vegetables (potatoes, carrots, peas, tomatoes, alfalfa, apples, etc.)</p>	<p><b>Grains and Veggies</b></p>	<p>Grain remnants and fractions (highly processed flours, mill runs)</p>
<p>Named fats from quality sources (chicken fat, lamb fat, sunflower oil, herring oil, etc.)  Natural preservatives (mixed tocopherols, Vitamin E)</p>	<p><b>Fats, Oils</b></p>	<p>Fats from non-specific sources (animal fat, poultry fat, vegetable oil)  Synthetic preservatives (BHA, BHT, ethoxyquin)</p>
<p>Antioxidants (Vitamin A, C and E)  Chelated minerals (iron proteinate, manganese proteinate, etc.)</p>	<p><b>Vitamins, Minerals, Supplements</b></p>	<p>Coloring (caramel color, FD&amp;C colors)</p>

