

## Basic Information on Premium Pet Foods

**All pet foods are NOT created equal.** Look at the ingredient panel of the pet food you are currently feeding your pet. You might be *unpleasantly* surprised by the lack of nutritional value in the ingredients.

Almost any food will keep a pet alive. Rather than starve, a pet would eat things out of a dumpster. Even poor quality foods will keep a pet's internal organs alive, but to get a shiny coat, strong muscles, and proper bone development - a pet must have a high quality, nutritious food.

Pet owners have dozens of choices when selecting a food for their dog or cat. Generally, grocery store brands contain very poor quality protein sources and use lots of grain fillers. The factory buys whatever is cheap - and this changes from week to week. Each bag of food can be very different from the one you bought last time. This can be bad news for pets with sensitive stomachs and could result in throwing up and diarrhea. The food is often less expensive, but pet food is definitely one of those things where "you get what you pay for".

Pet foods available at pet stores and vets offices are usually "fixed formulas". That means every time that recipe is made in the factory it is EXACTLY the same. Same source of protein, same source of fat, and same proportions of ingredients from start to finish. Top-quality ingredients including highly digestible protein sources are vital for the maintenance of good health, soft and shiny coats, strong bones and teeth, and lots of energy.

### Some important differences and advantages:

#### **Highly digestible protein sources**

The MOST important aspect of a pet food is the **digestibility** of the protein. Even though some "grocery store brands" seem to have an acceptable amount of protein - it may not be a digestible protein. For example, chicken beaks and feet are not digestible, but can be counted as "protein" on the ingredient panel.

A dog's digestive tract is VERY short - so what goes in gets processed very quickly and the pet will usually have a bowel movement within 30 minutes. Premium pet foods contain **high quality** animal protein that is easier for your pet to digest. In fact, many of the foods we carry at B&B Pet Stop use the same grade cuts of meats you might serve your family.

When you feed your pet a top quality food, the pet will eat LESS and digest MORE! The best news is: what

comes out the other end is small, firm, and not very stinky. That's very important if you're the one cleaning up the litter box or scooping the poop in the backyard. When you house train a dog, a small, firm stool is easier to "hold".

Also, premium foods taste good to a dog because they taste like real chicken or real beef or real lamb. With REAL meat, the foods don't have to be artificially flavored or highly salted. It is easier to housebreak a pet eating a premium pet food, since they don't have to drink as much water. (Lots of salt = lots of water = lots of urine.)



#### **Pay now or pay later**

Premium pet foods may cost more for a smaller bag, but since the pet eats MUCH less at each feeding (we recommend you measure each meal according to the feeding guidelines on the bag) a small bag of the good stuff can last as long as a large bag of the junky stuff. In other words - cost per feeding is about the same. What you'll save in vet bills over the life of the pet will more than make up for any feeding expense!

#### **Ongoing Nutritional Research**

Premium pet food formulas are based on the latest research findings and are manufactured under the most advanced methods.

#### **Premium Foods are tested and approved by AAFCO**

All premium pet foods sold at B&B Pet Stop are tested and *approved* by the Association of American Feed Control Officials (AAFCO). Extensive testing and approval guarantees that you will always find the same ingredients in the same proportions in every bag of food you buy. Grocery store brands are only *regulated* by AAFCO. Proportions of ingredients may vary widely from bag to bag.

#### **Learn More about it!**

Visit B&B Pet Stop, and we'll be glad to help you set up a nutrition plan that is perfectly suited to your pet's needs. Whether your pet is a new puppy, or an aging companion cat our friendly staff will take the time to answer your questions and help you select the perfect formula.

**Please Note:** The information in this handout is meant to provide basic information only. Please see a salesperson for more information.

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