

Common Myths and Misunderstandings Regarding Pet Food

BENEFITS AND NUTRITIONAL VALUE OF WHEAT AND WHEAT GLUTEN

1. Wheat gluten is a valuable protein source in cat and dog food. It has been shown to have 99% digestibility by the small intestine (Royal Canin internal data). High digestibility minimizes the delivery of undigested proteins to the large bowel, where they can undergo putrefaction, thereby improving stool quality, reducing fecal odour and flatulence, and avoiding toxic effects on the mucosa of the colon (German & Zentek 2006; Nery 2010; Nery 2012).
2. Wheat gluten has an amino acid profile that is complementary to meat protein profiles. Combining these different protein sources enables nutritional precision. It is also an excellent source of glutamine, an amino acid that is involved in maintaining digestive integrity and conserving lean muscle mass during intensive activity (German & Zentek 2006).
3. Wheat gluten is low in saturated fat, cholesterol and sodium.
4. Wheat is low in phosphorus. This supports the formulation of foods with a precise calcium and phosphorus level, and ratio for the specific health needs of growing, adult and mature cats and dogs.
5. Wheat's bran layer (the outer layer) is rich in insoluble fibre, and may be useful in patients with fibre responsive abnormalities, such as obesity and fibre-responsive gastrointestinal disease

COMMON MISCONCEPTIONS ABOUT CORN

1. Corn is not Digestible.

This is false. When the kernel is broken by grinding, the germ (fat), starch (carbohydrate) and gluten (protein) are accessible and readily digestible (> 90%).

2. The incidence of Food Allergy to Corn is High.

This is false. Studies on food allergies in dogs suggest that corn is equivalent to or less allergenic than other proteins such as beef. Food allergy is responsible for less than 1% of all dermatological conditions in pets.

3. Corn is a Cheap Filler.

Corn is not a "filler" at all. Fillers have no nutritional value. Corn has a multitude of components that provide important nutritional value.

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4. Carnivores do not do well on a diet High in Grains.

This is false. The definition of a carnivore is that the animal requires certain nutrients in the diet that are more commonly found in animal sources. It does not mean that these animals have to subsist solely on meat. In fact, all meat diets are unbalanced and can lead to vitamin and mineral excesses and deficiencies, and orthopedic problems.

CHICKEN MEAL/ BY-PRODUCT MEAL VS CHICKEN

It's always been stated that meat should be the first ingredient on our pet food labels. The ingredients on labels are listed by order of quantity before they are cooked. Royal Canin uses "chicken meal" and "chicken by-product meal" as an ingredient because it is a powder that is already cooked. Therefore after the kibble is cooked the chicken meal or by product meal is still the main ingredient and the chicken in other foods would actually be farther down the ingredient list as its weight consists mostly of water which is lost in cooking.

IT COST TOO MUCH TO FEED A 'VET EXCLUSIVE' DIET

The price per bag of a veterinary exclusive food is increased compared to a commercial diet due to the science and quality control of the products that goes into each bag. Years of research and testing has gone into our veterinary exclusive food to make sure they are formulated to be a complete and balanced diet for your pets (no additional supplements are required for a healthy pet). With a veterinary exclusive food you will find that you go through less food when you follow the feeding guide on the side of the bag, so in the long run it costs you less. The number one comment from most people who feed a veterinary exclusive diet is the improvement in the softness and appearance of their pet's hair coat. Complete and balanced nutrition is the easiest and most effective way of ensuring your pet stays happy and healthy.

Example costs of feeding a veterinary exclusive food:

- 1) To feed a healthy adult 50lb dog in ideal body condition:

Adult: 15kg bag is \$68.95 and feeding 2.6 cups per day would last you 1 month and 29 days.

Cost per day \$1.20

Dental: 14kg bag is \$84.25 and feeding 3 cups per day would last you 1 month 24 days.

Cost per day is \$1.56

- 2) To feed a healthy adult 8lb cat in ideal body condition:

Adult: 2kg bag is \$20.42 and feeding 0.5 cup per day would last you 1 month 10 days.

Cost per day is \$0.51.

Dental: 1.5kg bag is \$18.65 and feeding 0.6 cup per day would last you 29 days.

Cost per day is \$0.64.

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*** If you have any questions or concerns about pet food, nutrition, or want a personalized feeding guide for your pet please call the clinic and talk to one of our Technicians 1-306-457-3133. ***