

Education:
The Missing Link in Pet
Food Marketing?





Marketing to Today's Consumer



Humanization



Pet Owner? Or Pet Parent?



Pet Owner? Or Pet Parent?



The Daily Tribune

Pet owners confused about pet nutrition.

A recent petMD survey on pet nutrition revealed confusion among pet owners.

- 57% of pet owners look to labels for information
- A majority believe that animal hair, hooves and teeth are included in pet food
- 69% of respondents know protein is important for pets, however only 2% know about fats and 3% know about carbohydrates
- More than 70% of respondents believe that labels do not list all of the ingredients included in the food



Google Search for “healthy pet food”

First three results are paid ads for cat food:

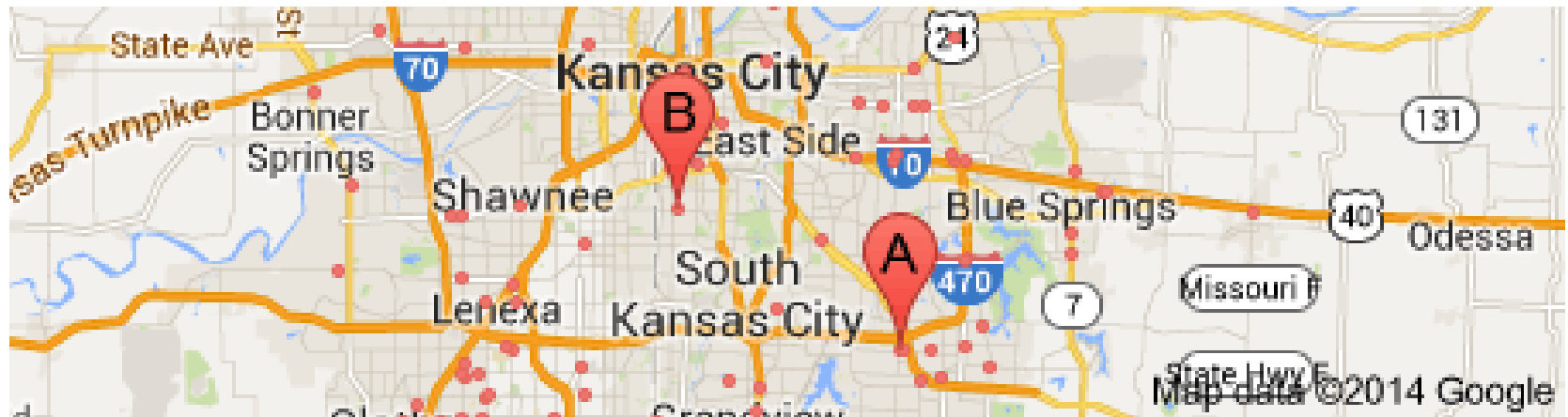
- [Healthy Cat Food - Advice, Nutritional Info, Coupons & More](#)
- Ad www.purina.com/
- Resources For All **Pet** Owners
- [Purina](#) has 281 followers on Google+
-
- [Must see cat food chart - HillsPet.com](#)
- Ad www.hillspet.com/IdealBalance
- Get a Comparison of Hill's® Ideal Balance™ to Other Brands.
-
- [Healthy Cat Food - FancyFeast.com](#)
- Ad www.fancyfeast.com/WetCatFood
- The Moisture Your **Cat** Needs And Desires. See Fancy Feast® Wet **Foods**

More results

One company appears after the paid ads, 2 separate listings:

- [BLUE Healthy Pet Food - Product Finder - Blue Buffalo](#)
- www.bluebuffalo.com/products/cats
—
- Natural and **Healthy Dog Food** with Natural Ingredients Now you can feed your puppy, adult dog or senior dog with the same care you feed your family. All of our ...
- [Blue Buffalo — Discover the Best Dog Food and **Cat Foods** with our ...](#)
- www.bluebuffalo.com/
- The Blue Buffalo Company makes all natural, **healthy** dog food and **cat food**. Use our brand comparison tools to compare the best dog food and **cat foods**. You'll ...

After company listings, the map!



Then, a non-company link

9 Steps to Choosing a Healthy Dog Food

1. Understand that arguably, the best ratios for a healthy dog's diet are about 50% meat, 50% vegetables, grain-free, wheat-free and no cheap fillers.
2. Ensure protein sources are high in the ingredient list.

Dog Food No-No's

1. Grains – whole grains only
2. Meat followed by by-products or fillers
3. Vegetarian
4. Chemical preservatives
5. No economy brands – premium only
6. Holistic
7. Look at a healthy human's diet

PETCO HAS CREATED THE FOLLOWING TIPS TO HELP PET PARENTS EVALUATE PET FOOD LABELS:

BASIC PET FOOD LABEL

GUARANTEED ANALYSIS:

CRUDE PROTEIN (MIN) 18.0%	CRUDE FIBER (MAX) 3.0%
CRUDE FAT (MIN) 5.0%	MOISTURE (MAX) 33.0%
CRUDE FAT (MAX) 8.0%	SALT (NACL) (MAX) 0.9%

INGREDIENTS:

Wheat flour, soybean grits, soybean flour, high fructose corn syrup, brewers condensed solubles, beef, water, liver, calcium carbonate, phosphoric acid, salt, sorbic acid (added to prevent spoilage), calcium propionate (added to prevent spoilage), DL-Methionine, choline chloride, zinc oxide, vitamin supplements (E, B-12, A, D-3), ferrous sulfate, ethoxyquin (a preservative), added color (Red 40), niacin, riboflavin supplement, calcium pantothenate, manganese sulfate, biotin, thiamine mononitrate, folic acid, copper sulfate, menadione sodium bisulfite complex, pyridoxine hydrochloride, calcium iodate.

DON'T ASSUME WHAT'S GOOD FOR YOU IS GOOD FOR YOUR PET.

While we're trained to eat a low-fat diet, dogs and cats get most of their energy from fat and need fat, which should account for at least 20 percent of their overall diet.

START WITH THE GUARANTEED ANALYSIS.

Much like human food, the guaranteed analysis on any package or can of pet food will tell you the overall fat, protein, fiber and moisture content of the food. Look for a healthy balance of nutrients and moisture.

LOOK FOR A BALANCE OF PROTEINS, FATS, CARBOHYDRATES AND OTHER NUTRIENT SOURCES THAT IS RIGHT FOR YOUR PET AND HIS/HER LIFE STAGE.

For example, puppies require more protein than adult dogs for healthy growth, while senior dogs need more fiber and moisture to help with digestion and joint health. See your local PETCO nutrition expert to learn more about your pet's specific needs

PREMIUM PET FOOD LABEL

GUARANTEED ANALYSIS:

CRUDE PROTEIN: 23.0% MIN.
CRUDE FAT: 13.0% MIN.
CRUDE FIBER: 3.0% MAX.
MOISTURE: 10.0% MAX.
OMEGA 3 FATTY ACIDS: 0.5% MIN.
OMEGA 6 FATTY ACIDS: 3.0% MIN.

INGREDIENTS:

Chicken, Brown Rice, Lamb Meal, Oatmeal, Barley, Duck Meal, Potatoes, Carrots, Chicken Fat (preserved with natural mixed tocopherols), Tomato Pomace, Natural Flavor, Canola Oil, Brewers Yeast, Salmon Meal, Salmon Oil, Whole Ground Flaxseed, Potassium Chloride, Choline Chloride, Taurine, Spinach, Parsley Flakes, Cranberries, L-Lysine, L-Carnitine, Yucca Schidigera Extract, Dried Kelp, Vitamin E Supplement, Iron Proteinates, Zinc Proteinates, Copper Proteinates, Ferrous Sulfate, Zinc Sulfate, Copper Sulfate, Potassium Iodide, Thiamine Mononitrate (Vitamin B-1), Manganese Proteinates, Manganese Oxide, Ascorbic Acid, Vitamin A Supplement, Biotin, Calcium Pantothenate, Manganese Sulfate, Sodium Selenite, Pyridoxine Hydrochloride (Vitamin B-6), Vitamin B-12 Supplement, Riboflavin (Vitamin B-2), Vitamin D-3 Supplement, Folic Acid.

DETERMINE THE PRIMARY INGREDIENTS AND PROTEIN SOURCES.

Ingredients on pet food labels are listed by weight, but whole meats contain a lot of water so they weigh more than other ingredients. For that reason, it's important to look beyond the first two or three ingredients listed. Look at the first five to eight ingredients and ensure there is a healthy combination of high-quality protein sources.

DON'T GUESS THE QUALITY BY THE PACKAGE.

Just because a package is covered with wholesome-looking ingredients, doesn't mean the food is nutritious. Read the small print on the ingredients list and nutrition label instead of depending on illustrations or advertising on the package.

THE COMBINATION OF INGREDIENTS IS MORE IMPORTANT THAN ANY SINGLE INGREDIENT.

Food can contain more than one form of the same ingredient, so read the entire label for a healthy balance of protein, fat and carbohydrate sources with natural names you recognize.

For more information about the PETCO nutrition pledge, to find the best premium food for your pet, or for other details on pet nutrition, visit PETCO.com, or ask a nutrition expert at a PETCO near you.

A startling revelation about jerky?



My first question was,
“What does your company know about the drugs
the New York Department of Agriculture found in
your jerky treats?”

They didn't know anything about these drugs.

I shared, “Well, allow me to tell you a bit about
these drugs. They are sulfa drugs. And just the
same way some people are allergic to sulfa drugs,
so are some dogs. And the reaction a
hypersensitive dog has to a sulfa drug is Fanconi
Syndrome – the exact symptoms pets have
experienced from these treats.”

Is it true?

- KCS – dry eye
- Bone marrow suppression
- Anaphylaxis
- Serum sickness
- Neutrophilic hepatitis

Finding a Healthy Pet Food



So, what are we going to do about it?



Start at home. Actually, in the office.



Take it to the consumer



Take it to the consumer



Take it to the consumer





Most dogs are overweight or obese.

Dieting with my **DOG**

THE BUSY LIFE, TWO PALL FIGURES
... AND UNCONDITIONAL LOVE



Peggy Frezon

Wobbly & Merry

A GMO IS:

the direct human manipulation of an organism's DNA in a laboratory environment.

GMO?

Genetically Modified Organism

A GMO IS NOT:

Plants and animals that are traditionally bred to achieve specific characteristics such as breeding dogs or cross-pollination of plants

SCIENCE OF GMOS

Genetic modification may include the ADDITION OF DNA from species that would NOT BREED in nature.

Genetic modification may also involve REMOVING SPECIFIC STRANDS OF DNA.

Cross-species—or transgenic—genetic manipulation has gone so far as to **COMBINE FISH DNA WITH STRAWBERRIES** and tomatoes.



GMO foods have only existed in groceries since the late 1990's.

GMO life can be **patented**

GMO varieties of corn and potatoes are engineered to **PRODUCE THEIR OWN PESTICIDES**.

STUDIES OF GMOS

NO LONG-TERM TESTING.

It took decades for the dangers of Trans-Fats (another artificial food) to become understood.

Mice fed GM pesticide-producing corn over four generations showed **ABNORMAL** structural and chemical changes to various organs and significantly reduced fertility.



Pesticide-producing GMO crops have led to **RESISTANCE IN INSECTS**.



TRANSGENIC DNA HAS BEEN FOUND IN **80% OF WILD CANOLA** IN NORTH DAKOTA

herbicide-resistant crops can cross-pollinate to create **HERBICIDE-RESISTANT WEEDS**.

SOURCES: <http://peeltheorange.com/pressroom/gmofactsheet.php>

PREVALENCE OF GMOS

You probably eat GMOs **EVERY DAY**.



30,000

different GMOs exist on grocery store shelves (largely because of how many processed foods contain soy.)

PERCENT OF GMOS IN TOTAL CROP PRODUCTION 2011 (USA)



PUBLIC OPINION OF GMOS

Polls consistently show that a significant majority of North Americans would **LIKE TO BE ABLE TO TELL** if the food they're purchasing contains GMOs.

OUT OF A CBS NEWS POLL:



87% want GMOs labelled



53% would not buy genetically modified food

NATIONAL OPINIONS OF GMOS:

The USA is the **largest** producer of GMO crops and **does not mandate** labels for GMO food.



In 30 other countries there are bans or restrictions on the production of GMOs, because they are **not considered proven safe**.



DESIGN BY MCKENZIE LONG AT CARDINAL INNOVATIVE

“The science is quite clear: crop improvement by the modern molecular techniques of biotechnology is safe... The World Health Organization, the American Medical Association, the U.S. National Academy of Sciences, the British Royal Society, and every other respected organization that has examined the evidence has come to the same conclusion: consuming foods containing ingredients derived from GM crops is no riskier than consuming the same foods containing ingredients from crop plants modified by conventional plant improvement techniques.”

Mark Lynas – founder of the anti-GMO movement



Thank You

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