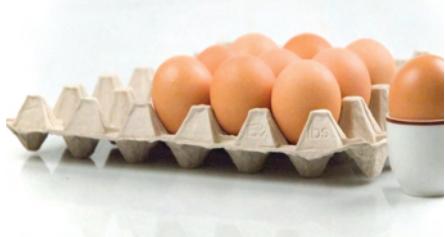


# Top 10 lies you've been told

**Y**ou can't always believe what you hear". When it comes to the pet food industry, truer words were never spoken. In an effort to sell product, some conglomerates have made some pretty outlandish claims in their advertising. Then there are the rumors that circulate, becoming more like "fact" with each new generation that repeats them. So how do you know what to believe? You'll have a pretty good idea after reading through the Pet Food Report. But just to make it fun, we've compiled our favorite Top Ten Lies and Myths list. See if any of these are familiar to you.

## 1 Table scraps are bad for him.



If it's good for you, how can it be bad for him? Leftovers of lean meat, veggies, eggs, or a little cheese make great complements to your animal's diet, adding extra variety and nutrition. But do avoid cooked bones, rich gravies, sweets and the veggies on p. 13

## 2 Dry kibble and treats are good for his teeth.

Isn't that like saying a diet of croutons will save you a trip to the dentist? Commercial dry diets and treats contain ingredients that can actually contribute to dental problems; as well, carnivores tend to break up these foods and swallow them in chunks, so they don't really do much to help remove plaque.

## 3 Raw meat causes aggression.

There is no evidence that raw meat

makes dogs and cats more ornery or protective of their food. Food aggression is usually a behavioral issue, and not related to the type of diet.

## 4 Stick to one diet; it's better for him.



Feeding the same food or flavor day after day can lead to nutrient deficiencies or excesses, allergies and other problems. Variety is the spice of life, so rotate protein sources often!

## 5 If it's at my vet clinic, it must be a top quality food.

Prescription foods are usually made by large commercial pet food manufacturers that use questionable ingredients. They may be helpful short term for dealing with acute health issues, but not as a replacement for a more natural diet.

## 6 All bones are dangerous.



It's only cooking that makes bones brittle and prone to splintering. A suitably-sized raw meaty bone or raw chicken neck is perfectly safe.

## 7 Semi-moist food is more like meat.

It only looks like meat. Sometimes referred to as the "junk food" of the pet food industry, semi-moist diets are filled with artificial colors and flavors to make them resemble hamburger or chicken, and preservatives to keep them soft.

## 8 Cats should have food 24/7.

In the wild, cats don't have constant access to food; like dogs, they only eat when they hunt. Free feeding is actually a major cause of obesity in domestic felines.

## 9 Cheap food saves money.



It might seem the most economical choice, but poor quality food often leads to health issues down the road, and that means costly vet bills.

## 10 Raw diets will make my animal sick.

Dogs and cats have a shorter digestive tract than we do, so raw meat passes through their systems before it can cause parasitic illness. If you're preparing your own raw diet, buy from a reputable source. If you use prepared frozen raw diets, remember to thaw them out in the fridge, keep thawed meat for a maximum of three days, and as you would when you prepare meat for yourself, thoroughly clean utensils, bowls, and countertops after preparation. PR