

DOG FOOD LABELS

The following will teach you how to read a dog food label and explain what all those ingredients mean.

WELLNESS SUPER 5 LAMB & RICE

Product Ingredients

Lamb, Fish meal, Whitefish, Ground Brown Rice, Ground Barley, Oatmeal, Rye Flour, Ground Millet, Amaranth, Flaxseed, Canola Oil (preserved with mixed tocopherols), Peas, Carrots, Whole Sweet Potatoes, Whole Apples, Whole Blueberries, Whole Clove Garlic, Alfalfa Leaf, Yucca Schidigera, Lactobacillus Plantarum, Enterococcus Faecium, Lactobacillus Casei, Lactobacillus Acidophilus, Inulin, Fructose, Glucosamine, Chondroitin Sulfate, Beta-Carotene, Potassium Chloride, Zinc Proteinate (a chelated source of Zinc), Ferrous Sulfate, Zinc Sulfate, Vitamin E Supplement, Copper Proteinate (a chelated source of Copper), Copper Sulfate, Niacin Supplement, Manganese Sulfate, Manganese Proteinate (a chelated source of Manganese), Sodium Selenite, d-Calcium Pantothenate, Vitamin A Acetate, Riboflavin Supplement, Calcium Iodate, Vitamin B-12 Supplement, Vitamin D-3 Supplement, Pyridoxine Hydrochloride, Thiamine Mononitrate, Folic Acid.

Guaranteed Analysis		
Crude Protein	Not Less Than	22.0%
Crude Fat	Not Less Than	12.0%
Crude Fiber	Not More Than	3.0%
Moisture	Not More Than	11.0%

As Served Per Cup (percent per cup)	
Protein:	22.6%
Fat:	16.2%
Fiber:	4.3%
Met. Energy: (Kcal/kg)	3,523

Calories Analysis (calories per cup)	
1 Cup	398

AAFCO Statement

The term **AAFCO** stands for the **Association of American Feed Control Officials**. A basic goal of AAFCO is to provide a mechanism for developing and implementing uniform and equitable laws, regulations, standards and enforcement policies for regulating the manufacture, distribution and sale of animal feeds; resulting in safe, effective, and useful feeds. The Association thereby promotes new ideas and innovative procedures and urges their adoption by member agencies, for uniformity.

Purpose and Function of AAFCO:

The purpose of the corporation shall be to establish and maintain an Association through which officials of any state, dominion, federal or other governmental agency and employees thereof charged with a responsibility in enforcing the laws regulating the production, labeling, distribution, or sale of animal feeds or livestock remedies may unite to explore the problems encountered in administering such laws, to develop just and equitable standards, definitions and policies to be followed in enforcing such laws, to promote uniformity in such laws, regulations and enforcement policies, and to cooperate with members of the industry producing such products in order to promote the effectiveness and usefulness of such products.

Important Information:

- Tocopherol (alternative protein source)
- Potassium Chloride (replenishes electrolytes)
- Dried Lactobacillus Acidophilus Fermentation Product (bacteria found in yogurt)
- Zinc Amino Acid Complex (iron protein builder)
- Vitamin A Supplement (eye protection)
- Vitamin D3 Supplement (prevents bone deficiency)
- Vitamin E Supplement (prevents cholesterol build-up)
- Pyridoxine Hydrochloride (combats growth deficiency)
- Niacin Supplement (cholesterol-lowering properties)
- Menadione Sodium Bisulfite Complex (source of vitamin K) - prevents blood clotting
- Choline Chloride (blocks excessive fat deposits in liver)
- Vitamin B12 Supplement (proper function of nervous system)

Ingredient Index

Alfalfa Leaf:

Alfalfa meal is used as a source of nutritional fiber, micro-nutrients, iron and chlorophyll. It also acts as a digestive aid. Alfalfa aids in healing allergies, stomach ailments & bad breath. It also cleanses kidneys and removes poisons from the body. It improves appetite and aids in assimilation of protein and calcium.

Amaranth:

An excellent source of carbohydrates and linoleic acid. It also has great flavor that complements the flavor of barley, oats and rye.

Apples:

Fresh apples are an excellent source of pectin, which is a natural fiber responsible for removing toxins, reduces risk of heart disease and is beneficial for diabetic animals.

Beta Carotene

Beta Carotene is antioxidant. Research has shown that death cell occurs due to the process of oxidation, which is caused by what are called "free radicals". Antioxidants such as Beta Carotene neutralize these free radicals and the oxidation process is stopped. Now, the process of healing begins. Beta Carotene may also protect against certain cancers, cataracts and heart disease. Carrots and sweet potatoes are good source of Beta Carotene.

Blueberries:

Blueberries are rich in Vitamin A & C, Potassium and Fiber. Fresh blueberries provide flavor, taste and color of fresh fruits.

Canola Oil:

Cold pressed Canola oil does not contain Hexane, which is used to extract many other vegetable oils. It is high in Linoleic acid, Omega-3 fatty acid, necessary for a healthy coat.

Carrots:

A natural source of Beta Carotene. An antioxidant, essential for interacting with free radicals caused by environmental pollution. It is believed to minimize hypersensitivity, allergies and cancer.

Chelated Minerals:

Organic and in-organic minerals are very hard to absorb Amino Acid (protein) bound Chelated Minerals are digestible forms of minerals which are easily absorbed by the body three to ten times greater than common minerals. Therefore, they are more effective in providing adequate nutrient balance.

Chicken - human grade/deboned:

Edible portion of deboned chicken meat, certified by USDA as fit for human consumption, is used in Wellness dog food. Deboned chicken is highly digestible, excellent source of amino acids and a source of good quality protein. It is also very palatable to dogs.

Filtered Water:

Water that has been filtered through fine sand and activated charcoal filters to remove impurities such as asbestos, chlorine, pesticides, heavy metals such as lead and a variety of chemicals that are known carcinogens.

Fish meal:

Fish meal is highly palatable and a good source of protein, fish oils and Omega 3 fatty acids which are all critical for healthy skin and coat, normal reproduction, proper body function and improved growth rate of young puppies.

Flaxseed:

Also known as linseeds, flaxseed is rich in Omega 3 fatty acids. Flaxseeds are high in fiber that adds bulk to the diet. Omega 3 fats in Flaxseed also improve shine of the dog and cat's coat. It also aids in movement of food through digestive system.

Garlic:

Fights parasites in intestinal tract, repels fleas and ticks and boosts immune system. It is also palatability enhancer. It also helps lower blood cholesterol and promote digestion of food.

Lamb - free of artificial hormones:

Normally, hormones are added to the feed for animals to speed up growth. Hormones in human diets have resulted in lower sperm count in men and early maturity (as early as 8 years) of girls. Also, breast cancer is linked to hormones in diet. No study has been done to see the effects of hormones in dogs. We can only speculate. Therefore, we use only certified "Hormone-Free Lamb" in our Wellness Lamb formula.

Oatmeal:

Oatmeal is highly digestible source of carbohydrates, protein and nutritional fiber. It also provides balanced amino acids, essential for re-building healthy muscle tissues.

Ocean Whitefish:

A good source of essential Omega 3 fatty acid in abundance, to counteract the excess Omega 6, for dog and cat's healthy skin and coat.

Omega 3:

It is believed that Omega 3 fatty acid plays critical role in therapy of immunosuppression. It has been reported to decrease arthritic stiffness. Fresh fish and flaxseeds are the primary sources of Omega 3. Furthermore, it works in conjunction with Omega 6, therefore, a 4 to 1 ratio must be maintained with respect to Omega 6.

Omega 6:

Omega 6 fatty acids, which are abundant in corn, cotton, sunflower and soybean oil, generally give rise to pro-inflammatory chemical messengers. Dietary Omega 3 fats which are abundant in Flaxseed counteract the inflammatory action of Omega 6. Vegetable oils are rich with Omega 6 fatty acids. Linoleic acid is a very important part of Omega 6. It helps develop healthy and shiny skin and coat.

Peas - garden fresh:

Dogs and cats love the flavor and taste of garden peas. Peas are high in Magnesium and soluble fiber. They are a great representative of the "Green" vegetable group.

Pre-Biotics:

Made of primary sugars such as Glucose and Sucrose. These are food for pro-biotics (see above). Enzymes thrive on sugars, thus do better job in the digestive tract.

Pro-Biotics:

Natural micro-flora such as enzymes and friendly bacteria that help digestion process, thus providing more efficient utilization of food and eliminates some gas problems and bloating after meals. Since bacteria and enzymes are heat-sensitive, they are sprinkled on the Wellness products after the product is cooled to room temperature.

Sweet Potatoes:

Sweet Potatoes are excellent source of complex carbohydrates, vitamins, minerals and Beta Carotene. The starch in sweet potatoes converts to sugar easily and provides quick energy. Sweet potatoes are not part of the "Night Shade" family.

Whole Grain Barley:

A human grade grain, used by major corporations to make oatmeal for breakfast. A highly digestible natural whole grain, providing excellent quality protein, carbohydrates and fiber. It is an excellent source of B vitamins and Lysine, an essential amino acid lacking in many dog food ingredients.

Whole Grain Brown Rice:

A natural whole grain rice that contains all of the natural vitamins and minerals found in the bran layers and germ of grains of rice. A source of complex carbohydrate, provides quick energy, and is loaded with B vitamins and minerals. It is higher in protein than

milled white rice.

Yucca Schidigera:

Yucca is a desert plant, it is a natural source of digestive aid. It is also known to reduce fecal odor. It has been used for treatment of arthritis for centuries. It is rich in minerals due to its anti-inflammatory properties.

Vitamins & Minerals

Biotin:

It is a part of enzyme system. It prevents dermatitis. It is essential for normal metabolism of fat and protein.

Calcium:

It is utilized to grow and maintain bones and teeth. It also helps maintain blood, cells and tissue.

Calcium Pantothenate:

Converts fat in to energy.

Choline:

Helps adequate utilization of fat. Helps transmit nerve impulses.

Choline Chloride:

Regulates body acid balance. It helps the liver clean waste from body.

Cobalt:

Maintain red blood cells, with assistance from Vitamin B-12.

Copper Proteinate:

A trace mineral found in all body tissues. It works in respiration, synthesis of hemoglobin and production of collagen. It is also an antioxidant and helps prevent oxidation of fatty acids.

Folic Acid:

Helps form red blood cells. Helps break down amino acids.

Iodine: Works in thyroid gland to control metabolism of carbohydrates and fats.

Iron Proteinate:

It provides oxygen to blood and helps digestion of fatty acids.

Magnesium:

Helps digest food and utilize nutrients. Helps maintain healthy bone structure.

Manganese Proteinate:

It is also an anti-oxidant. It slows down process of aging. It activates many enzymes and

helps utilize fatty acids.

Niacin:

Helps process Protein, Carbohydrates and Fat. Promotes healthy nervous and brain function.

Phosphorus:

It works with Calcium to promote healthy teeth and bones.

Pyridoxine (b-6):

It is important for red blood cell formation. It also helps metabolize nitrogen.

Riboflavin (b-2):

Promotes growth and helps assimilation of carbohydrates and amino acids.

Selenium:

Works with Vitamin E as an anti-oxidant to prevent hardening of tissues.

Sodium:

Regulates body's water balance.

Vitamin A:

Commonly referred to as Beta Carotene, it protects mucous membranes, nose, throat and lungs. It is also necessary for vision, bone growth and reproduction. It maintains tissues such as skin, respiratory and digestive tract. Vitamin A helps absorb fats and minerals.

Vitamin B-12:

An enzyme necessary for normal DNA synthesis.

Vitamin C:

Fights bacterial infections and reduces effects of allergy causing substances.

Vitamin E:

It protects lungs from pollutants and counteracts the effects of free radicals that attack the body cells.

Vitamin D:

It is essential in aiding a dog and cat's ability to use Calcium and Phosphorus.

Vitamin K:

Helps blood coagulate and clot.

Thiamin (B-1):

Promotes a good appetite and growth. Aids in digestion of carbohydrates. Keeps muscles from degenerating and promotes skin healing.

Zinc Proteinate: It is important for proper maintenance of hair, skin, bones, muscles and blood. It also helps digestion and reproduction.

This information has been compiled by the Southeastern Newfoundland Club, as part of their comprehensive rescue program. We are grateful for their generosity in sharing all of their hard work.- NCA 2006