



Kibble VS Meat based diet

Issue 2

*By Mithun
Canine Nutritionist
Krypto's Kanine Nutrition*

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Whats in this e-book?

- Analysis on India's ****best**** pet foods
- What goes inside the dog foods marketed in colourful packaging?
- The companies behind the different pet foods
- Kibble VS Meat based diet (Cooked or RAW)
- How to make kibble much more nutritious?

*Analysis on India's **Best** Dog Foods*



Ingredients of PEDIGREE ADULT DOG FOOD-Chicken and Vegetables

Cereal & Cereal-by products, Chicken & Chicken-by products, Meat & Meat-by products, Soybean Meal, Di-calcium phosphate, salt, antioxidants, distilled monoglycerides, choline chloride, vitamins and minerals, carrot powder, pea's powder, zinc sulphate, permitted preservatives and flavour.

Details about all the ingredients-

Rating	Ingredient	Purpose of using	By Product	CONS	My comment
NEUTRAL	Cereal & Cereal-by products	Filler	YES, of cereals	Inflammation, Digestive Distress	May include waste grains which are not fit for human consumption
GOOD	Chicken & Chicken-by products	Protein	YES, of chicken	Includes feathers, hair, and even diseased body parts	May include slaughter house waste
GOOD	Meat & Meat-by products	Protein	YES, of different kinds of meat	Includes hooves, fur, eyes, and skin	May include slaughter house waste

NEUTRAL	Soybean Meal	Filler	Maybe	Hormonal Imbalance and can cause allergies	May include waste grains which are not fit for human consumption
NEUTRAL	Soybean Oil	Necessary Fat	Yes, of soybean	Bloat, Vomiting & diarrhea	–
BAD	Di-Calcium Phosphate	Adding calcium	Yes, of calcium	Addictive, can cause nausea, vomiting, decreased appetite, increased thirst and urination; BAD EFFECT ON KIDNEYS	–
NEUTRAL	Salt	Adding Iodine	NO	If low quality salt is used, can have an impact on the digestive system and coat	–
NEUTRAL	Anti-oxidants	Anti-oxidants	N/A	N/A	Rating Neutral because of lack of information
BAD	Distilled Monoglycerides	N/A	N/A	Addictive, increased risk of heart disease, stroke and seizures	–
BAD	Choline chloride	N/A	N/A	Gastrointestinal distress, diarrhea, vomiting, possibility of colon cancer	–
NEUTRAL	Vitamins and Minerals	Vitamins and Minerals	Maybe	N/A	Rating Neutral because of lack of information
NEUTRAL	Carrot and Peas powder	To fulfil the necessary vitamin and mineral requirements	YES	N/A	Rating Neutral because of lack of information

BAD	Zinc Sulphate	Provide zinc, healthy coat and boost immune system	YES	Vomiting, can cause liver damage, kidney failure and heart failure	Rating BAD because of the CONS
NEUTRAL	Permitted Preservatives and Flavors	N/A	N/A	N/A	Rating Neutral because of lack of information

Guaranteed analysis of PEDIGREE- as provided by the manufacturer

Minimum Crude Protein- 20%

Minimum Crude Fat- 10%

Maximum Fiber- 5%

PEDIGREE’s RECALL HISTORY

August 2014- Metal Fragments detected in dry dog food

August 2014- Presence of foreign material

June 2012- Small pieces of blue plastic

September 2008- Potential salmonella contamination

*As per www.pawdiet.com – “WE MUST HIGHLIGHT THAT PEDIGREE USES ARTIFICIAL COLOURS, PRESERVATIVES, **ANONYMOUS** MEAT AND BY-PRODUCTS*



*Ingredients of
Royal Canin Dry Dog Food*

Brewers rice, chicken by-product meal, oat groats, wheat, corn gluten meal, chicken fat, natural flavors, dried plain beet pulp, fish oil, calcium carbonate, vegetable oil, potassium chloride, salt, monocalcium phosphate, choline chloride, hydrolyzed yeast, Vitamins [DL-alpha tocopherol acetate (source of vitamin E), L-ascorbyl-2-polyphosphate (source of vitamin C), biotin, D-calcium pantothenate, vitamin A acetate, niacin supplement, pyridoxine hydrochloride (vitamin B6), thiamine mononitrate (vitamin B1), vitamin B12 supplement, riboflavin supplement, vitamin D3 supplement, folic acid], L-lysine, Trace minerals [zinc proteinate, zinc oxide, ferrous sulfate, manganese proteinate, manganous oxide, copper sulfate, calcium iodate, sodium selenite, copper proteinate], magnesium oxide, Marigold, green tea and rosemary extract, L- Tyrosine, GLA Sunflower Oil, L-Cartinine, Preservatives

Details about all the ingredients-

Rating	Ingredient	Purpose of using	By Product	CONS	My comment
NEUTRAL	Brewers Rice	Filler	YES, of cereals	Inflammation, Digestive Distress	May include waste grains which are not fit for human consumption
GOOD	Chicken by product meal	Protein	YES, of chicken	Includes feathers, hair, and even diseased body parts	N/A

NEUTRAL	Oat groats	Filler	Yes, of Oats	N/A	May include waste grains which are not fit for human consumption
NEUTRAL	Wheat	Filler	Maybe	Hormonal Imbalance and can cause allergies	May include waste grains which are not fit for human consumption
NEUTRAL	Corn gluten meal	Filler	Maybe	N/A	May include waste grains which are not fit for human consumption
BAD	Chicken fat	Filler	Yes, of chicken	Includes feathers, hair, and even diseased body parts	N/A
NEUTRAL	Natural flavors	Flavour Enhancer	Maybe	N/A	Rating Neutral because of lack of information
GOOD	Dried plain beet pulp	Protein	Maybe	N/A	N/A
GOOD	Fish oil	Omega 3 & 6 Fatty acids	Yes, of Fish	N/A	N/A
NEUTRAL	Calcium carbonate	Calcium	Maybe	Inexpensive source of Calcium and also used as a preservative	N/A
NEUTRAL	Vegetable oil	Necessary Fats	Maybe	N/A	N/A
NEUTRAL	Potassium chloride	Potassium	Maybe	N/A	N/A
NEUTRAL	Salt	Iodine	NO	If low quality salt is used, can have an impact on the digestive system and coat	N/A
NEUTRAL	Monocalcium phosphate	Calcium	Maybe	N/A	N/A

BAD	Choline chloride	N/A	N/A	Gastrointestinal distress, diarrhea, vomiting, possibility of colon cancer	N/A
NEUTRAL	Vitamins	Refer highlighted part of ingredients	Maybe	N/A	N/A
NEUTRAL	Minerals	Refer highlighted part of ingredients	Maybe	N/A	N/A
NEUTRAL	Magnesium oxide	Overall health and immune system	Maybe	N/A	N/A
NEUTRAL	Marigold, green tea and rosemary extract	Canine superfood	Yes	Can cause allergies; Rosemary can trigger seizures in epileptic dogs	N/A
BAD	L- Tyrosine	Chemical to improve alertness	Maybe	Can cause allergies	N/A
NEUTRAL	GLA Sunflower Oil	Omega 3 & 6 Fatty acids	Maybe	N/A	N/A
BAD	L-Cartinite	Improve metabolism	N/A	N/A	N/A
BAD	Preservatives	Preserve food for longer duration	N/A	N/A	N/A

- Zinc Oxide is a poorly absorbed version of Zinc and indicate lower quality of the dog food. Zinc Oxide is used in diaper cream, sunscreen etc.
- Copper sulphate is a type of preservative used to prevent mold growth.
- Calcium iodate (in Ingredients- Minerals) is used as a disinfectant.
- Copper sulphate - Copper Proteinate & Zinc Oxide – Zinc Proteinate (in Ingredients- Minerals) are called duplicate minerals because they are no different from each other.

*Royal Canin- NOT so Royal anymore after knowing the possible effects of their use of lot of chemical products
EXPENSIVE ITEMS are NOT ALWAYS of HIGHER QUALITY*

Guaranteed analysis of ROYAL CANIN- as provided by the manufacturer

Minimum Crude Protein-	23%
Minimum Crude Fat-	11%
Maximum Fiber-	5.7%
Maximum Moisture-	10%



Real Chicken, Whole Dried Eggs, Rice, Corn, Wheat, Corn Gluten Meal, Fish Oil, Soya refined oil, Corn oil, Lecithin, Essential Amino Acids, Minerals, Vitamins, Salt, Antioxidants

Details about all the ingredients-

Rating	Ingredient	Purpose of using	By Product	CONs	My comment
GOOD	Real Chicken	Protein	No, as stated	N/A	N/A
GOOD	Whole Dried Eggs	Protein	No, as stated	N/A	N/A
NEUTRAL	Rice	Filler	Maybe	N/A	May include waste grains which are not fit for human consumption
NEUTRAL	Corn	Filler	Maybe	Can cause allergies	May include waste grains which are not fit for human consumption
NEUTRAL	Wheat	Filler	Maybe	Can cause allergies	May include waste grains which are not fit for human consumption
NEUTRAL	Corn Gluten Meal	Protein and energy	Yes, of Corn	Can cause allergies	N/A
GOOD	Fish Oil	Omega 3 & 6 Fatty acids	Yes, of Fish	N/A	N/A
BAD	Soya refined oil	Necessary Fat	Yes, of soybean	Overdose can cause Bloat, Vomiting & diarrhea	N/A

NEUTRAL	Corn Oil	Necessary Fats	Yes, of Corn	Can cause allergies	N/A
NEUTRAL	Lecithin	Necessary Fats	Yes, of Soya	Can cause allergies	N/A
GOOD	Essential Amino Acids	Essential Amino Acids	Maybe	N/A	Rating Neutral because of lack of information
NEUTRAL	Minerals	Minerals	Maybe	N/A	Rating Neutral because of lack of information
NEUTRAL	Vitamins	Vitamins	Maybe	N/A	Rating Neutral because of lack of information
NEUTRAL	Salt	Iodine	NO	If low quality salt is used, can have an impact on the digestive system and coat	N/A
GOOD	Anti-oxidants	Anti-oxidants	N/A	N/A	—

Guaranteed analysis of Drools- as provided by the manufacturer

Minimum Crude Protein- 24%

Minimum Crude Fat- 10%

Maximum Fiber- 4%

Maximum Moisture- 4%

- **NO RECALL HISTORY HAS BEEN RECORDED TILL 12-DEC-2020**



Not many people have heard about ORIJEN and ACANA

Orijen and Acana belongs to Champion Pet Foods based in Alberta, Canada. Both the foods are not much different from each other, they only vary on the amount of protein in the Dog food.

Acana Ingredients-

UNMATCHED REGIONAL INGREDIENTS
FRESH OR RAW
RAISED FREE-RUN ON CANADIAN PRAIRIE FARMS

FREE-RUN CHICKEN
Alberta Prairie Farms

FREE-RUN TURKEY
Alberta Prairie Farms

EGGS
Alberta Prairie Farms

VEGETABLES & FRUITS
West Canadian Farms

BIOLOGICALLY APPROPRIATE™ RATIOS

50% FREE-RUN POULTRY & HERRING OIL
(INCLUDING STEEL-CUT ALFALFA, DATE, VITAMINS & MINERALS)

50% VEGETABLES, FRUITS & BOTANICALS
(INCLUDING STEEL-CUT ALFALFA, DATE, VITAMINS & MINERALS)

0% NO-CMO INGREDIENTS, POTATO, TAPIOCA
(NO GLUTENS OR PLANT PROTEIN CONCENTRATES)

WHOLEPREY™ DIET
NEXT MEANS CHICKEN

CANADA'S BEST AND FRESHEST INGREDIENTS

ACANA Prairie Poultry features an rich variety of ingredients that are raised or fished by people we know and trust, deemed fit for human consumption, and then delivered to our award-winning NorthStar Kitchen fresh or raw!

Chicken meal (25%), steel-cut oats (23%), fresh chicken meat (5%), fresh chicken giblets (liver, heart, kidney) (5%), whole red lentils, whole green peas, whole green lentils, fresh turkey meat (4%), cage-free eggs (4%), chicken fat (4%), whole garbanzo beans, whole yellow peas, whole oats, herring oil (3%), sun-cured alfalfa, lentil fibre, dried brown kelp, fresh pumpkin, fresh butternut squash, fresh parsnips, fresh green kale, fresh spinach, fresh carrots, fresh Red Delicious apples, fresh Bartlett pears, freeze-dried chicken liver (0.1%), salt, fresh cranberries, fresh blueberries, chicory root, turmeric root, milk thistle, burdock root, lavender, marshmallow root, rosehips.

SUPPLEMENTS: VITAMIN A, VITAMIN D3, VITAMIN E, CHOLINE CHLORIDE, ZINC CHELATE, VITAMIN B5.

*Contains mixed tocopherols (a tocopherol rich extract of natural origin- Vitamin E and Rosemary Oil). Also contains the probiotic Enterococcus faecium.

Orijen Ingredients-

INGREDIENTS

Fresh chicken meat (11%), fresh turkey meat (7%), fresh cage-free eggs (6%), fresh whole herring (6%), fresh chicken liver (5%), fresh whole flounder (5%), fresh turkey liver (5%), fresh chicken heart (4%), fresh turkey heart (4%), fresh chicken necks (4%), chicken (dehydrated, 4%), turkey (dehydrated, 4%), whole mackerel (dehydrated, 4%), whole sardine (dehydrated, 4%), whole herring (dehydrated, 4%), chicken fat (4%), herring oil (2%), whole red lentils, whole green peas, whole green lentils, whole chickpeas, whole yellow peas, lentil fibre, whole pinto beans, whole navy beans, chicken bone and cartilage (1%), chicken liver (freeze-dried), turkey liver (freeze-dried), fresh whole pumpkin, fresh whole butternut squash, fresh whole zucchini, fresh whole parsnips, fresh carrots, fresh whole Red Delicious apples, fresh whole Bartlett pears, fresh kale, fresh spinach, fresh beet greens, fresh turnip greens, brown kelp, whole cranberries, whole blueberries, whole Saskatoon berries, chicory root, turmeric root, milk thistle, burdock root, lavender, marshmallow root, rosehips. ADDITIVES (per kg): Nutritional additives: Zinc chelate: 100 mg. Enterococcus faecium. NCIMB10415: 600x10⁶ CFU.

GUARANTEED ANALYSIS

Crude protein (min.)	38%
Fat content (min.)	20%
Crude ash (max.)	5%
Crude fiber (max.)	5%
Moisture (max.)	12%
Calcium (min.)	1.4%
Phosphorus (min.)	1.1%
Omega-3 fatty acids* (min.)	1.1%
Omega-6 fatty acids* (min.)	3%
DHA (docosahexaenoic acid) (min.)	0.35%
EPA (eicosapentaenoic acid) (min.)	0.25%
Glucosamine* (min.)	1500mg/kg
Chondroitin sulfate* (min.)	1200mg/kg

WORST DOG FOODS of 2020

- 1) Purina Alpo
- 2) Grrreat Choice
- 3) Purina Dog Chow
- 4) Purina Beneful
- 5) Pedigree
- 6) Royal Canin
- 7) Hill's Science Diet
- 8) Kibbles 'N Bits
- 9) Ol'Roy

All the above 'WORST DOG Foods' have a history of Recalls, Salmonella contamination, Detection of metal in the food etc.

Source: www.dogfood.guide

The sad truth behind the colourful packaging!

[Source: www.truthaboutpetfood.com, www.dogfoodadvisor.com]

In the US, the FDA (Food and Drug Administration) allows 3Ds of animals to be used in the petfoods, the 3Ds are...

1. Diseased
2. Dead
3. Decomposed

www.truthaboutpetfood.com states that *"The real reason dead, decomposing animals are dumped into pet food: the material is too dangerous to landfill. The FDA has decided pets are living landfills, the best place to dispose of dangerous animal material."*

Do you know why FDA ignores law and allows this material into pet food?



Disposal of dead/diseased animal carcasses into pet food is illegal (per federal law) and can sicken or kill pets (endotoxins).

Because it's so dangerous to dispose of!

"Animal carcasses must be handled properly to prevent harm to people, herds, flocks, water, and the overall environment. Several problems can arise if dead livestock and poultry are disposed of improperly:

- Diseases can be spread to people and animals.
- Carcass fluids can leach into and pollute groundwater (wells).
- Bacteria and viruses can be transmitted to surface water (creeks, ponds, lakes, or rivers).
- Obnoxious gases and odors can be emitted to the atmosphere."

Pets should not be treated as Living Landfills to dispose of material considered too dangerous for ground landfill.

A Warning Label should be required on all pet foods that contain dead/diseased animal carcasses.

TruthaboutPetFood.com



www.dogfoodadvisor.com claims that “According to the pet food industry, meat can come from virtually any mammal. So, generic meat meal can be legally made from road kill, dead, diseased or dying farm animals — even **ethanized cats and dogs**”

Are you sure you want to still feed your pet the packaged food?

No! I'm not using any of the above companies. I use IAMS, Grain free dog food!



If this is your answer, please continue reading-

Companies behind different pet foods

MARS INDUSTRIES own the following pet food brands and all are not so different from each other-

1. PEDIGREE
2. ROYAL CANIN
3. WHISKAS
4. IAMS
5. NUTRO
6. DREAMIES
7. SHEBA
8. CESAR
9. EUKANUBA
10. GREENIES

Source: www.mars.com

NESTLE owns Purina petcare-

1. Purina Alpo
2. Purina Beggin
3. Purina Bella
4. Purina Beneful
5. Purina Pro

Source: www.purina.com

COLGATE owns Hills Nutrition-

1. Hills Kidney Care
2. Hills Liver Care
3. Hills Skin and Coat Care
4. Hills EVERYTHING!

Source: www.hillspet.co.in

FDA Alerts Pet Owners and Veterinarians About Potentially Toxic Levels of Vitamin D in 33 Varieties of Hill's Canned Dog Food in Expanded Recall in early 2019 !!!

Kibble VS Meat based diet (RAW or Cooked)

WHAT IS KIBBLE?

Kibble is Pet food- animal feed intended for consumption by pets. Typically sold in pet stores and supermarkets, it is usually specific to the type of animal, such as dog food or cat food.

Most meat used for nonhuman animals is a byproduct of the human food industry, and is not regarded as "human grade".

WHAT IS MEAT BASED DIET?

Meat based diet is the food on what a dog thrives on. Meat based diet are biologically appropriate foods. Dogs are basically from the wolves' background, even though we have domesticated them, it does not change their internal structure, it's how the nature has designed their body, do you think that the sharp teeth they have is to crush small pellets of kibble?

NO, it is meant to grind bones, pull out the flesh from the bones. A healthy meat-based diet will consist of Muscle Meat, Organs, Bones, small quantity of veggies and fruits.

How to make kibble much more nutritious?

We're not kibble shaming here, all we're discussing is facts-

Due to some restrictions, complications, budget issues, people cannot be able to feed anything but kibble, so there's no option in that, BUT we do have an option to make it nutritious-

1. Kibbles are low in moisture content; fresh and clean water access should be available at all times to the pet.
2. Digestive enzymes such as yogurt, fermented vegetables on top of the kibble and mix it. Your pet eats the digestive enzymes first and then the kibble, this helps to replenish the live good bacteria which was depleted by only kibble diet.
3. Vegetables are an antioxidant boost for the dogs, especially if they are old or overweight. It provides an ideal blend of essential nutrients for the dogs.
4. Dogs evolved eating a protein rich diet. Adding good quality meat or egg proteins reduces the overall grain content and is great for active, working dogs, puppies, and dogs who are overweight due to a diet rich in carbohydrates.
5. Essential oils/ fatty acids- Fish oil, Coconut oil, Flaxseed oil are all great for dogs containing essential fatty acids to strengthen the immune system, improve inflammatory conditions such as allergies, arthritis, healthy skin and coat.
6. Add goats' milk, cottage cheese, yogurt- Dogs love the flavour and extra protein in these foods, hence they can be used as a topping to the kibble.
NEVER PROVIDE COW MILK TO DOGS, as Dogs are LACTOSE INTOLERANT.

7. Feed Meaty Bones: The bones and chews are essential to keep the teeth clean. The bones of chicken, turkey, quail are soft and tender and can be eaten whole, including wings, necks, back. Raw bones provide adequate amounts of calcium and other minerals in the proper ratio, as well as proteins, fats and many other valuable nutrients. Puppies benefit from extra nutrients added to their foods.
8. Try adding the superfoods such as Blueberries, Pumpkin, Turmeric, Bone broth, Apple cider vinegar, Herbs, Spirulina, Wheatgrass, Moringa.

If we choose to live with other species, it's our responsibility to provide species appropriate food.

YOUR PET DEPENDS ON YOU FOR HIS HEALTH

**Make the change and see the difference
Help your dog to thrive; not survive!**

Thank You

Hope It helps you with your dog!!

