



# What's In Your Pet's Food?

At **Four Muddy Paws Healthy Pet Market** we know you want what's best for your pet. We also know that the quality of your pet's diet is the largest contributor to your pet's health and longevity. Understanding what's in your pet's food is critical so we have compiled an easy to read and understand guide:

Key Categories	LOOK FOR THESE INGREDIENTS	AVOID THESE JUNK INGREDIENTS	COMMENTS ON INGREDIENTS TO AVOID
<b>MEATS</b>	<b>SPECIFIC MEAT SOURCES SUCH AS: Chicken/Chicken Meal*, Duck/Duck Meal*,Lamb/Lamb Meal*,Turkey/Turkey Meal*, Salmon/Salmon Meal*, Bison, White Fish/White Fish Meal* (also referred to as Ocean Fish Meal*), etc.</b>	<b>MEAT MEAL</b> - Any unidentified Meat By-Product, Meat and Bone Meal, Fish Meal, Soybean Meal, Blood Meal, Liver Meal, Pork & Bone Meal, Poultry Meal	The term "meat" can mean many different things - In fact the American Association of Feed Control allows ANY mammal tissue to be listed as "meat" There's no guarantee where the "meat" came from. Always look for the <b>SOURCE</b> of the protein. <b>*NOTE: (SOURCE IDENTIFIED) MEALS</b> are simple the identified protein source with the moisture removed - more concentrated.
<b>BY-PRODUCTS</b>	<b>AVOID ALL BY PRODUCTS</b> in ingredient label - these are low quality, low cost ingredients.	<b>CHICKEN BY-PRODUCTS</b> - contains the ground parts of chickens including the feet,feathers, undeveloped eggs, intestines, beaks, etc.	<b>MEALS</b> are simple the identified protein source with the moisture removed. <b>POULTRY BY-PRODUCTS</b> from any bird, not specifically chicken.
<b>FATS</b>	<b>Canola Oil*, Salmon Oil, Almond Oil*, Sesame Oil*, Flaxseed Oil*, Soybean Oil*, Wheat Germ Oil*,Cod Liver Oil, Salmon Oil, Chicken Fat</b> *Preferably cold-pressed or expeller pressed	<b>ANIMAL OR POULTRY FAT*</b> , Fish Oil, Mineral Oil, Lard. * Obtained in the meal rendering process. These are low in linoleic acid (3% or less) which is an essential fatty acid important for good skin and coat. The source should always be identified.	Avoid generic terms such as "Animal" and "Fish". These terms are usually associated with low quality sources. Mineral Oil functions as a laxative and stool softener, but there is no evidence of other health benefits. Lard has few nutritional benefits and is often used in low-quality pet foods to make it more palatable.
<b>PROTEINS</b>	Identified <b>ANIMAL PROTEINS</b> are the best source of protein. There should be at least <b>TWO ANIMAL PROTEINS</b> in the <b>FIRST THREE</b> ingredients.	<b>SOYBEAN MEAL, CORN GLUTEN MEAL, RICE GLUTEN MEAL, WHEAT GLUTEN</b> - also <b>FILLERS- OAT HULLS, PEANUT HULLS, RICE HULLS, BEET PULP</b>	These are all low-cost, low-quality by-products of human processing which offer very little nutritional value and mainly used as filler and to boost the total protein levels. They also increase stool volume since less than 50% of the protein is absorbed and retained from these ingredients. If a food is nutritionally sound there is no need for fillers such as Peanut Hulls and Beet Pulp.
<b>CARBOHYDRATES</b>	<b>WHOLE GRAIN</b> preparations including <b>Whole Brown Rice, Whole Oats, Millet, Barley, Quinoa</b>	<b>WHEAT FLOUR, RICE FLOUR, CORN FLOUR, BREWER'S RICE, WHEAT MILL, RICE BRAN, CORN BRAN</b>	These are all highly processed sources of carbohydrates from which most of the naturally occurring vitamins have been leached.
<b>FRUITS AND VEGETABLES</b>	<b>FRESH FRUITS and VEGETABLES</b> - Carrots, Blueberries, Cranberries, Tomatoes, Apples, Potatoes, Pumpkin, Sweet Potatoes, etc.	<b>POTATO PRODUCT, APPLE POMACE, CITRUS PULP, GRAPE POMACE</b>	Potato product is a cheap by-product of human food processing and consists of peeling, culls, etc. Look for whole, fresh potato's instead. The pomace and pulp of apples and grapes contain the by-product left over from human food-processing and can also contain some twigs and leaves that may have residues from pesticides and synthetic fertilizers.
<b>VITAMINS AND MINERALS</b>	<b>Vitamins A, C, E, B12, D, Iron, Zinc, Copper, Folic Acid, Beta Carotene, Ascorbic Acid, Niacin, Calcium, Riboflavin, Biotin, chelated/proteinated minerals</b>		Chelated/Proteinated minerals are complexed with natural protein amino acids for better absorption.
<b>PRESERVATIVES</b>	<b>PRESERVED NATURALLY</b> with Vitamin A and E	Butylated Hydroxyanisole (BHA), Butylated Hydroxytoluene (BHT), Ethoxyquine, Sugar - sucrose, fructose, maltose added to increase palatability of the food. Chemical preservatives are often used by commercial pet food manufacturers because it provides a longer shelf life, and therefore can be made in mass quantities.	BHA and BHT are synthetic preservatives that may contribute to carcinogenicity or tumorigenicity. Ethoxyquine has been banned from human food other than as a coloring for spices. Preliminary studies show some evidence Ethoxyquine may cause liver damage.

Selecting a healthy, all natural pet food is one of the best choices you can make for your pet. At **Four Muddy Paws Healthy Pet Market**, our staff will assist you in selecting the food program that is best suited to your pet's individual needs. We believe in food rotation and recommend that you rotate your food at least every six months. Best of all, our food comes with a satisfaction guarantee. **If you or your pet are not completely satisfied with the food for any reason, just bring it back for a full credit or exchange.**

Locations: St. Louis - 1711 Park Ave, Edwardsville - 2127 S. State Highway

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