



Food, what's the difference?

There are so many brands, formulations, flavors, shapes and colors of pet food it makes it difficult to decide what to feed your pet. The old adage of "you are what you eat" is true for pets too. They are what you feed them, so steer clear of low cost foods. This is why:

- Deficient protein quality - A high percentage protein does not imply quality. It's where those proteins came from that matter. It's far better to have a diet with 21% protein from meat than 28% protein from corn.
- Deficient fatty acids - Fatty acids are important for skin/coat and immune system health. These are costly ingredients and never high enough in low cost foods.
- Low digestibility - Low cost foods have more fillers and unusable ingredients. If the body cannot use it then it has to pass through as waste. Your pet will need to eat more to try to fulfill their nutritional needs and also have more fecal waste for you to clean up. This also makes housebreaking puppies a more difficult process.
- Excessive sodium content - This can be harmful for all pets regardless of age. It can make housetraining more difficult and is especially bad for pets with heart conditions. Semi-moist foods and chewy treats are the worst for high salt content.
- Colors, additives and coating agents - These are added to make the food tastier to the pet and to cover up the lack of real quality. The bright colors are for the humans - to make it look fun. These may also increase the risk for allergies and GI upset.

All these problems can set your pet up for the dry itchy skin with a dull coat, poor muscle mass, low energy or endurance, increased susceptibility to other infections or illnesses, vomiting, diarrhea and the list goes on. This translates into more visits to your veterinarian which negates the money you saved on low cost food.

Good nutrition and routine parasite prevention can make a huge difference in the overall health and longevity of your pet. So spend a little extra on their food. They will thank you for it.