

**Ingredient Type****What to Look For** ✓**What to Avoid** ✗

<b>Meats</b>	Know where the meat is coming from. Look for specific named meat sources such as <b>beef, chicken, lamb, duck, rabbit, pork</b> , etc.	Mystery Meat sources listed as <b>just 'Meat', 'Meat meal' or just 'Poultry'</b> (as opposed to chicken or turkey). Non-specific sources.
<b>Proteins</b>	Fresh identifiable meats and identifiable meat meals are the best source of protein. Chicken, chicken meal, chicken liver, etc. 'Meal' is the meat with the moisture removed, like a meat concentrate. It sounds strange but it's actually a great way to get more meat protein by weight into pet food	Low quality proteins such as corn, wheat, soy, and mystery meat meals like 'by-product meal', 'poultry meal' and even 'bone meal'. Unidentifiable sources such as 'liver,' 'poultry', and even just 'meat' appears on some food labels
<b>By-products</b>	A great pet food will never contain any by-products. Only fresh identifiable meats, identifiable meat meals, fruits, veggies, vitamins & minerals	Anything listed as a 'by-product' should be avoided. These are low-quality, low-cost ingredients often comprised of hooves, beaks, feathers, plastics, and anything else humans would not consume or can be sold in a grocery store
<b>Fillers</b>	A nutritionally sound food will never contain fillers.	Corn, hulls, and powdered cellulose (aka powdered wood & plant fiber) are only a few ingredients that 'fill' up the bag
<b>Carbohydrates</b>	Whole grains, sweet potatoes, white potatoes, peas, garbanzo beans/chick peas, complex carbohydrates, and even tapioca is a great starch option. Whole foods like pet safe fruits and vegetables.	Highly processed sources like wheat, rice flour, corn flour, brewer's rice, wheat mill, rice bran, corn bran
<b>Fats</b>	Identifiable fat sources such as 'chicken fat'. Other good sources include 'flaxseed oil', 'sunflower oil' and 'canola oil'	Unidentifiable sources like 'animal' or 'poultry fat'
<b>Preservatives</b>	Foods preserved with mixed tocopherols (vitamin E), ascorbic acid (vitamin C)	Very commonly used are DHA, BHT, Ethoxyquin. All of which are chemically produced and extremely harsh on the body and are linked to cancer and organ failure

**The order of ingredients in a pet food is also important.** The first ingredient means there is more of that particular ingredient by weight in each formula, the farther down the ingredient list means there becomes less and less of it in the formula. **Below is an actual example of a**

