



WSAVA GUIDELINES

RECOMMENDATIONS ON SELECTING PET FOODS

In 2011, the World Small Animal Veterinary Association (WSAVA) published a nutrition toolkit designed to help veterinarians and pet owners ensure that dogs and cats are on an optimal diet tailored to meet their pet's nutritional needs.

The “**Recommendations on Selecting Pet Foods**” contains a list of eight questions that should be asked of a pet food manufacturer to help decide if the food is quality and if it can be trusted with a pet's health and well-being. More information can be found at www.wsava.org.

WSAVA QUESTIONS

- ✓ **Do you employ a full-time, qualified (PhD or DACVN) nutritionist?**
Yes, Instinct® has a full-time nutritionist, Susan G. Wynn, DVM, DACVN.

- ✓ **Who formulates your foods and what are their credentials?**
Each recipe is carefully crafted by Instinct® employees and our on-staff DVM, DACVN, who is also a board-certified nutritionist in veterinary nutrition and integrative medicine. She's one of 97 board-certified veterinarian nutritionists in the US. Our Chief Scientific Officer has a PhD in Food Science and one of our Directors of R&D holds a master's in food science. Both have decades of years of experience in pet food.

- ✓ **Are your diets tested using AAFCO feeding trials or by formulation to meet AAFCO nutrient profiles?**
Similar to the largest companies in the industry, our leading Instinct® Raw Signature™ have passed the AAFCO feeding trial for all-life stages. All our kibble and canned products are formulated to meet the AAFCO Canine or Feline Nutrient Profiles.

- ✓ **Where are your foods produced and manufactured?**
All our recipes are made in the USA. Instinct® frozen and freeze-dried raw recipes are made in our own state-of-the-art facility, which we have 100% control over. Our canned and dry foods are produced by the largest co-packers in the industry, who also produce products from the largest pet food companies. If you are interested, we will share the name of our co-packers.



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- ✓ **What specific quality control measures do you use to assure consistency and quality of your ingredients and products?**
 - We check our facilities for cleanliness—both visually and microbiologically—prior to starting up at all of our facilities.
 - We monitor and microbiologically test our raw ingredients.
 - We check and verify the correct ingredients are being used & in the correct amounts.
 - We perform metal detection testing to prevent foreign material contamination.
 - When packing our raw frozen recipes, we check the weights, for clumping, product shape, color, temperature & water activity (for freeze-dried).
 - Once blended, our raw recipes are sent to a reputable 3rd party SQF-certified company where they go through a pathogen reduction step called Cold Pressure Processing (also known as High Pressure Processing or HPP).
 - After Cold Pressure, our foods are tested to validate that it does not contain pathogens.
 - Our finished frozen and freeze-dried raw recipes go through more pathogen testing to ensure it was not contaminated during production.
 - We also monitor our facility environments for pathogens to prevent any pathogens from contaminating our products.
 - Our facilities are HACCP and FSMA compliant.

- ✓ **Will you provide a complete nutrient analysis for this dog/cat food?**

Yes, please contact our customer service department for more information.
P: 1-888-519-7387 | **E:** cservice@naturesvariety.com | **Live Chat** online M-F 8a-5p CST

- ✓ **What is the caloric value per gram, can or cup of your foods?**

That varies depending on the food. Please visit our website for a complete listing or contact our customer service department (see above).

- ✓ **What kind of product research has been conducted?**

We run digestibility and palatability studies on our recipes. In addition, we confirm key nutrient levels by a 3rd party laboratory analysis. We have completed a controlled trial on one of our functional foods and plan to continue to conduct research with our key partners or research institutions.

- ✓ **Are the results published in peer-reviewed journals?**

Studies from the University of Helsinki are being submitted for peer review and we look forward to publication of a HPP validation study as well. We have also completed a third party study on one of our functional foods.

Beloshapka AN, et al, 2012; Am J Vet Res: Effects of inulin or yeast cell-wall extract on nutrient digestibility, fecal fermentative end-product concentrations, and blood metabolite concentrations in adult dogs fed raw meat-based diets.