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.

LEARN MORE AT INSTINCTPETFOOD.COM
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.