



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 nine 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 board-certified veterinary nutritionist™, Susan G. Wynn, DVM, DACVN. Our chief formulator has a PhD in Food Science.

- ✓ **Who formulates your foods and what are their credentials?**
Our formulators have college or advanced degrees in technical areas with over 50 years combined experience in formulating products for big companies—both in the human and pet food industry.

- ✓ **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. We run digestibility and palatability studies on our recipes. In addition, we confirm key nutrient levels by a 3rd party laboratory analysis.

- ✓ **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, over which we have 100% control. 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.



✓ **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 for correct weights, 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, these are available on our website, or 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 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. We are the sole U.S. Sponsor of the DogRisk study from the Veterinary Faculty at the University of Helsinki. We recently awarded a \$50,000 grant to support research on dilated cardiomyopathy at University of California, Davis. Finally, we conduct in-house research, most recently on biochemical attributes of raw vs processed foods, and we will commence a new collaborative clinical trial in 2021.

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

Studies we support have been published, and we look forward to more:

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.

Hemida M, Vuori KA, Salin S, Moore R, Anturaniemi J, Hielm-Björkman A (2020) Identification of modifiable pre- and postnatal dietary and environmental exposures associated with owner-reported canine atopic dermatitis in Finland using a web-based questionnaire. PLoS ONE 15(5): e0225675. <https://doi.org/10.1371/journal.pone.0225675>

Anturaniemi J, Barrouin-Melo SM, Zaldivar-López S, Sinkko H, Hielm-Björkman A. Owners' perception of acquiring infections through raw pet food: a comprehensive internet-based survey. Veterinary Record 2019; doi:10.1136/vetrec-2018-105122

Anturaniemi J, Zaldivar-López S, Sankari S, Kosola M, Moore R, Barrouin-Melo SM, Hielm-Björkman A. The effect of a raw vs dry diet on serum biochemical, hematologic, blood iron, B12 and folate levels in Staffordshire bull terriers. Vet Clin Pathol. 2020;00:1-12.