

## What Grade is My Kibble?

### Not all Kibble is Created Equally!

If you're feeding your pet a dry diet, you want to make sure it's the absolute best option available! Then you'll also want to **#LevelUpTheBowl** to improve the nutrition you provide your pets!



Just like you and I, our pets thrive on a fresh, whole food diet! They can survive on a processed diet, but that's comparable to you and I eating fast food our entire life! Less processed food and more whole, fresh food is the key to a healthy, happy pet! We know we can extend their lives through nutrition, so we want to make sure we're providing the best nutrition possible that is within our budget!

This short self-assessment will help you understand if the kibble you're feeding today is a good option for your pet. We are always happy to help pet parents navigate the crazy world of pet food and offer nutrition consultations that will allow you to ensure you're feeding the best diet to your pet for optimum health and we can work with any budget!

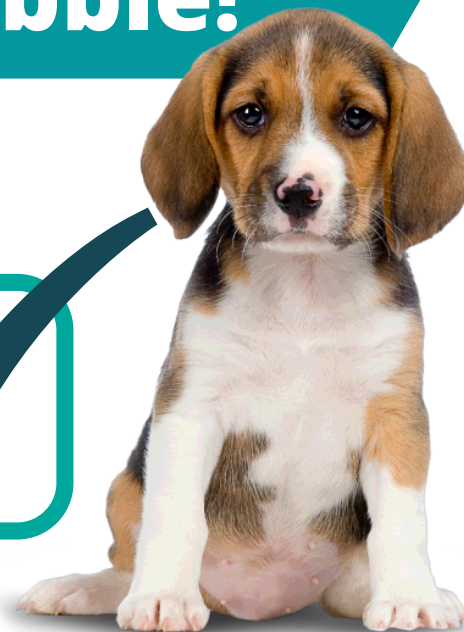


Our mission is to Extend the Lives of Pets Through Nutrition! We know that starts by helping pet parents understand more about the pet food they feed. 90% of pet parents still buy their food in a grocery store! Have you ever noticed which aisle the "pet food" in a grocery store is in? It's in the laundry aisle! That's because it's not actually food. Our food is NOT allowed to be in that aisle! "Pet food" is allowed to be there because technically it's pet feed, not food!

# Let's Grade Your Kibble!

Let's take a look at the dry food you're serving today and help you get a better understanding of what's in your pet's bowl! Grab your bag, you'll need to reference it to grade your kibble!

This is a high-level assessment that takes certain aspects of pet feed into consideration. For a more detailed and thorough analysis, please contact us, we'd be happy to help!



## Kibble Assessment For

Pet's Name

Pet's Age

Pet's Weight

Pet's Breed

Pet's Ideal  
Weight

If your pet is at their ideal weight leave blank

Assessment  
Date

This information will be used for a detailed assessment should you choose to dive deeper into what you're putting in your pet's bowl. For this assessment, no points are awarded or deducted based on this information.

# Your Kibble Self Assessment



## Step 1



Grab Your  
Kibble Bag

Pet food manufacturers rely on us being awestruck by the **front** of their bags! The real information to determine how nutritious your pet's food is, is on the **back** of the bag!

List the first  
ingredient on the  
back of your bag

### Assessment Points

10

Named  
Protein

5

Named  
Meal

1

Unnamed  
Protein

1

Unnamed  
Meal

1

Named By-  
Product

1

Unnamed  
By-Product

1

Non-meat  
ingredient

First Ingredient  
Score

# Salt Assessment

## Step 2



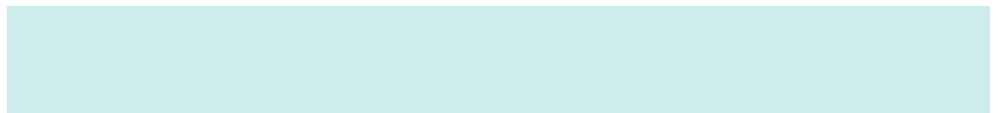
Find the Salt!



Pet food manufacturers have a dirty little secret they don't want you to know! In traditional kibble, salt (sodium chloride) makes up 1% of the bag. Ingredients are listed in order of size from biggest to smallest. That means when we find salt on the ingredient panel, anything listed **after** salt on that panel is **less than** 1%. If our fruits and veggies are listed **after** salt, we'd be lucky if there was one whole blueberry in the entire bag! Fruits and veggies provide tons of nutritional value to our pet's diets and that means we absolutely want to see any fruits and veggies added to their food **before** salt on the ingredient panel!

*\*Corn, peas and potatoes do not count as fruits & veggies regardless of where they're listed.*

Are the fruits & veggies before or after the salt?



Before the Salt

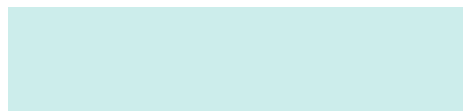


After the Salt



There are no fruits & veggies

Find the Salt Score



# Preservative Assessment

## Step 3



How is it preserved?

Pet food manufacturers know that after highly processing kibble they need to add something to try and maintain the freshness of the food. They can use a natural preservative, or a toxic preservative like a BHA, BHT or Ethoxyquin. These substances are used in products like lipstick, petroleum jelly, jet fuel and embalming fluid! The absolute last place we ever want to see them is in our pet's food or treats!

Whole, fresh foods do not require similar preservatives because they have a reasonable shelf life. You know for your own food, if you're buying a food in a bag that can last for three years, it likely isn't all that natural.

List the ingredient used to preserve the food.

10

Natural Preservatives - EX: mixed tocopherols, rosemary extract, vitamin E or C

0

BHA, BHT or Ethoxyquin

Preservative Score

# Colouring Assessment

## Step 4



Is it naturally coloured?



Pet food manufacturers know colourful food is appealing to us! Our pets don't care what colour their food is. There are pet foods on the market that have artificial colours added to them. These artificial colours are actual paint! They are adding paint to our pet's food which is extremely toxic. We want to avoid any food or treats that contain artificial colours such as Red Dye 40, Yellow Dye 5 & 6 or Blue Dye 2.

If you ever see coloured dyes added to any pet food or treats, that is something you will want to avoid and **not** feed to your pet even if it's only occasionally!

Are there any colours added to the food?

10

No dyes or artificial colours added to the food.

0

Artificial colours or dyes added to the food

Colouring Score

# Carb Assessment



## Step 5



What is the carb count?

Pet food manufacturers need to add starch to kibble in order for the kibble to stay in a pellet. Starch turns into carbs and carbs become sugar. Sugar feeds disease! Reducing or eliminating carbs in our pet's diets is the best thing we can do for their overall health. Cats and dogs have no biological requirement for carbs, especially high-starch carbs. Typical kibble can have anywhere from 50%-70% carbs per serving! That means half or more of everything you put in your pet's bowl is not being used by their body!

Carbs are never listed on the bag! Manufactures say it's because your animal does not require them, so they don't need to be listed. The truth is, if you knew the amount of carbs per serving, you'd never buy the food!

Determine the carbs per serving

$$\begin{array}{ccccccc} \text{Total Bowl} & & \text{Total Protein} & & \text{Total Fat} & & \text{Total Moisture} & & \text{Total Ash} & & \text{Total Carbs} \\ 100\% & - & \% & + & \% & + & \% & + & 8\% & = & \% \end{array}$$

\*Ash often isn't listed but is typically 6%-8%



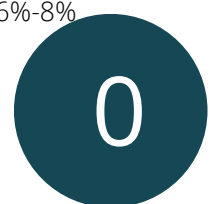
39% or below



40%-45%



46%-50%



51% or higher

Carb Count Score



# Final Assessment

## Step 6



What Grade Is Your Kibble?



You've done the work! Now it's time to see how your kibble stacks up! Kibble offers pet parents convenience and is often times the most affordable option to feed. But as we know, not all kibble is created equally! We want to ensure if kibble is our base food, it's the best base we can start with! We can always **#LevelUpTheBowl** by supplementing the nutrition the kibble offers! Let's see how your kibble grades! Add your scores!

First Ingredient

Find the Salt

Preservative

Colouring

Carb Count

Total Score

Total Points

Kibble Grade

46-50

A

40-45

B

36-39

C

30-35

D

Less than 30

F

The best kibble you can serve will have an A score. Any less than that and you know you can improve the base in your pet's bowl!