

## Dog Food Comparing Tool

The following table shows the difference between the most common dog food brands. These are based on an average dog of 20kg like a Border Collies, Kelpie, Cattle Dogs. For smaller dogs the costs will be lower, for larger dogs they will be higher. The ratios between them will be very similar. To see how this will be for your dog, let us know his age, breed and weight and we can personalise this table specifically for your dog.

Brand	Daily Requirement	Cost per Day	Quality Rating	Easy to pick up poo	Longer & healthier life	Relief from joint problems	Fewer Fleas & Ticks	Every 11 <sup>th</sup> bag for free
Eukanuba	170g	\$1.18	☺ ☺ ☺ ☺ ☺	Best	Best	Best	Yes	Yes
Iams	188g	\$1.10	☺ ☺ ☺ ☺	Very Good	Very Good	Very Good	Yes	Yes
Bonnie	327g	\$0.92	☺ ☺ ☺	Good	Good	No	Improved	No
Enduro	375g	\$1.01	☺ ☺ ☺	Good	Good	No	Improved	No
Supercoat	340g	\$1.30	☺ ☺ ☺	Good	Good	No	Improved	No
Pedigree	315g	\$0.85	☺ ☺ ☺	Good	Average	No	Average	No
Cobber	400g	\$0.72	☺ ☺	Average	Average	No	Average	No
Chum	480g	\$0.97	☺	Poor	Poor	No	Average	No
My Dog	1125g	\$5.01	☺	Poor	Poor	No	Average	No
Scotties Roll	500g	\$0.95	☺	Poor	Poor	No	Average	No

Quality rating: 1 ☺ per following item.

- Consistent formula always used, no changing to cheap ingredients.
- Protien from chicken, fish, lamb; Fat from chicken, fish oil, corn oil and flax seed; and Fibre from sugarbeet pulp.
- Low salt level < 1%, added to improve flavour and encourage dogs to eat more.
- Glucosamine, chondroitin, L-Carnitine for large breeds
- Stocked at most Vet surgeries across Australia.

**Here is what I want you to get from this!** There is a lot of information on this table, but I really want you to understand 1 point. To feed your dog Eukanuba, the world's leading dog food, costs \$1.18 per day. Now look at the cheapest dog food on the list, Cobber at 72 cents per day.

**How is your maths?** What is the difference between feeding the best and feeding the cheapest? \$1.18 minus 72 c = 46 cents per day. Even if you are feeding the cheapest food now, changing to the best will set you back 46 cents per day. That's \$3.22 per week. That is a cup of coffee, a cold beer on Friday, probably 1-2 cigarettes. Let me say that again!

**Swapping to the world's best dog food costs \$3.22 per week!**

Yes, the bag costs more to buy, and it looks like you are getting a lot less for your money. But the bag lasts a lot longer and so will your dog.