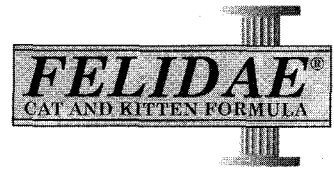


The Original SNAP-BISCUIT



# Meat vs. Meal . . . on Pet Food labeling

What does the real difference mean to your pets and you?

## Meat

[Chicken & Lamb are 70% water and only 15% protein]

Pet food labels found in grocery and mass marketers like to use **Chicken or Lamb** to represent real meat. — (**Containing 70% moisture**). This leads you, the consumer, to believe that their product is meat based. Chicken or lamb meats are heavier than grains prior to cooking. The moisture contained in the meats (70%) is reduced by 2/3rds after the cooking process, thus leaving the total formula as a grain base food after processing.

vs.

## Meal

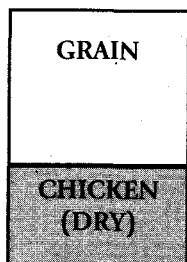
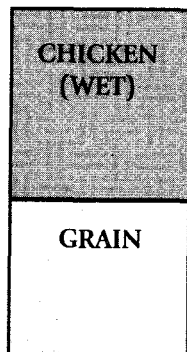
[Chicken Meal and Lamb Meal are dry and 50% to 65% protein] Meat Protein!

CANIDAE Pet Foods list Chicken Meal & Turkey Meal as the first ingredients. Chicken, Turkey and Lamb Meals are dry and are less than 10% moisture and contain 50% - 65% meat proteins. In processing, the meat meals do not shrink below the grain weight, thus producing a true meat based formula for your carnivores. AAFCO label rules require that the heaviest to the lightest ingredients be the order listed on the guaranteed analysis panel, regardless of water content.

### Most pet foods & grocery

Before Processing

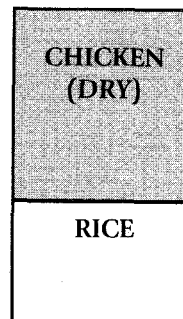
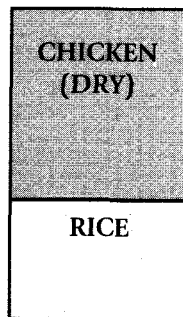
After Processing



### CANIDAE® and FELIDAE®

Before Processing

After Processing



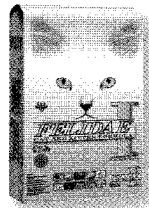
Excellent Palatability - Cats Love the Taste!

- All Natural, Holistic Cat Food
- Made with Human Grade Meats
- Wholesome Nutritional Brown Rice & Diversified Carbohydrates
- Essential Vitamins & Amino Acid Chelated Minerals
- Contains Skin & Coat Conditioners to Maintain a Healthy Luxurious Coat
- Balanced Omega 6 & 3 Fatty Acids
- Superior Digestibility
- Essential Taurine Benefits Vision, Cardiac & Reproductive Systems
- Cranberries for Urinary Tract Health
- Guaranteed Viable Micro-Organisms
- Guaranteed Enzyme Activity to Help Break Down Cellulose
- Naturally Preserved Herbal Formulations
- Excellent Palatability - Cats Love FELIDAE®



Made the CANIDAE® Way with Superior Quality: No Corn, Wheat, Soy, Grain Fractions or Fillers and Naturally Preserved

## FELIDAE Cat & Kitten Formula Chicken, Turkey, Lamb & Fish Meals



### Ingredients

15lb, 8lb, 4lb bags

Chicken meal, brown rice, cracked pearled barley, peas, millet, chicken fat (preserved with mixed tocopherols), turkey meal, potato protein, lamb meal, egg product, natural flavor, flaxseed, ocean fish meal, potassium chloride, choline chloride, methionine, taurine, sun cured alfalfa meal, inulin (from chicory root), lecithin, sage extract, cranberries, beta carotene, rosemary extract, sunflower oil, yucca schidigera extract, dried enterococcus faecium, dried lactobacillus acidophilus fermentation product, dried aspergillus oryzae fermentation extract, dried bacillus subtilis fermentation extract, saccharomyces cerevisiae fermentation solubles, vitamin E supplement, niacin, manganese proteinate, copper proteinate, zinc sulfate, manganese sulfate, copper sulfate, thiamine mononitrate, vitamin A supplement, biotin, potassium iodide, calcium pantothenate, riboflavin, pyridoxine hydrochloride (vitamin B6), vitamin B12 supplement, manganous oxide, sodium selenite, vitamin D supplement, folic acid, cobalt proteinate, organic selenium, papaya, pineapple.

### Guaranteed Analysis

Crude Protein	(min.)	32.00%
Crude Fat	(min.)	20.00%
Crude Fiber	(max.)	2.50%
Moisture	(max.)	9.00%
Linoleic Acid (Omega 6)	(min.)	3.75%
Vitamin E	(min.)	200.00 IU/kg
Zinc	(min.)	200.00 mg/kg
Iron	(min.)	200.00 mg/kg
Taurine	(min.)	0.25%
Alpha Linolenic Acid (Omega 3)*	(min.)	0.75%
Ascorbic Acid (Vitamin C)*	(min.)	50.00 mg/kg
Lactobacillus Acidophilus*	(min.)	100 million CFU/lb.
Cellulase* (a)	(min.)	100 CMCU/kg

\* Not recognized as an essential nutrient by the AAFCO Dog Food Nutrient Profiles.

(a) One Carboxymethyl Cellulose Unit (CMCU) liberates one micromole of reducing sugar (expressed as glucose equivalents) in one minute under the conditions of the assay.

## FELIDAE Chicken Meal & Rice Formula Formulated for All Life Stages



### Ingredients

15lb, 8lb, 4lb bags

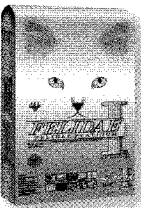
Chicken meal, brown rice, chicken fat (preserved with mixed tocopherols), egg product, cracked pearled barley, peas, millet, natural flavor, flaxseed, potassium chloride, choline chloride, methionine, taurine, sun cured alfalfa meal, inulin (from chicory root), lecithin, sage extract, cranberries, beta carotene, rosemary extract, sunflower oil, yucca schidigera extract, dried enterococcus faecium, dried lactobacillus acidophilus fermentation product, dried aspergillus oryzae fermentation extract, dried bacillus subtilis fermentation extract, saccharomyces cerevisiae fermentation solubles, vitamin E supplement, niacin, manganese proteinate, copper proteinate, zinc sulfate, manganese sulfate, copper sulfate, thiamine mononitrate, vitamin A supplement, biotin, potassium iodide, calcium pantothenate, riboflavin, pyridoxine hydrochloride (vitamin B6), vitamin B12 supplement, manganous oxide, sodium selenite, vitamin D supplement, folic acid, cobalt proteinate, organic selenium, papaya, pineapple.

### Guaranteed Analysis

Crude Protein	(min.)	32.00%
Crude Fat	(min.)	20.00%
Crude Fiber	(max.)	2.50%
Moisture	(max.)	10.00%
Linoleic Acid (Omega 6)	(min.)	3.75%
Vitamin E	(min.)	200.00 IU/kg
Zinc	(min.)	200.00 mg/kg
Iron	(min.)	300.00 mg/kg
Taurine	(min.)	0.25%
Alpha Linolenic Acid (Omega 3)*	(min.)	0.75%
Ascorbic Acid (Vitamin C)*	(min.)	50.00 mg/kg
Lactobacillus Acidophilus*	(min.)	100 million CFU/lb.
Cellulase* (a)	(min.)	100 CMCU/kg

## FELIDAE PLATINUM®

Formulated for Seniors & Overweight  
Chicken, Turkey, Lamb & Fish Meals



### Ingredients

15lb, 8lb, 4lb bags

Chicken meal, brown rice, white rice, cracked pearled barley, peas, millet, chicken fat (preserved with mixed tocopherols), turkey meal, lamb meal, egg product, natural flavor, flaxseed, ocean fish meal, potassium chloride, choline chloride, methionine, taurine, sun cured alfalfa meal, inulin (from chicory root), lecithin, sage extract, cranberries, beta carotene, rosemary extract, sunflower oil, yucca schidigera extract, dried enterococcus faecium, dried lactobacillus acidophilus fermentation product, dried aspergillus oryzae fermentation extract, dried bacillus subtilis fermentation extract, saccharomyces cerevisiae fermentation solubles, vitamin E supplement, niacin, manganese proteinate, copper proteinate, zinc sulfate, manganese sulfate, copper sulfate, thiamine mononitrate, vitamin A supplement, biotin, potassium iodide, calcium pantothenate, riboflavin, pyridoxine hydrochloride (vitamin B6), vitamin B12 supplement, manganous oxide, sodium selenite, vitamin D supplement, folic acid, cobalt proteinate, organic selenium, papaya, pineapple.

### Guaranteed Analysis

Crude Protein	(min.)	30.50%
Crude Fat	(min.)	14.50%
Crude Fiber	(max.)	4.00%
Moisture	(max.)	9.50%
Linoleic Acid (Omega 6)	(min.)	3.50%
Vitamin E	(min.)	200.00 IU/kg
Zinc	(min.)	200.00 mg/kg
Iron	(min.)	300.00 mg/kg
Taurine	(min.)	0.25%
Alpha Linolenic Acid (Omega 3)*	(min.)	0.70%
Ascorbic Acid (Vitamin C)*	(min.)	50.00 mg/kg
Lactobacillus Acidophilus*	(min.)	100 million CFU/lb.
Cellulase* (a)	(min.)	100 CMCU/kg

\* Not recognized as an essential nutrient by the AAFCO Dog Food Nutrient Profiles.

(a) One Carboxymethyl Cellulose Unit (CMCU) liberates one micromole of reducing sugar (expressed as glucose equivalents) in one minute under the conditions of the assay.