

## 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, leaving the total formula as a grain base food after processing.

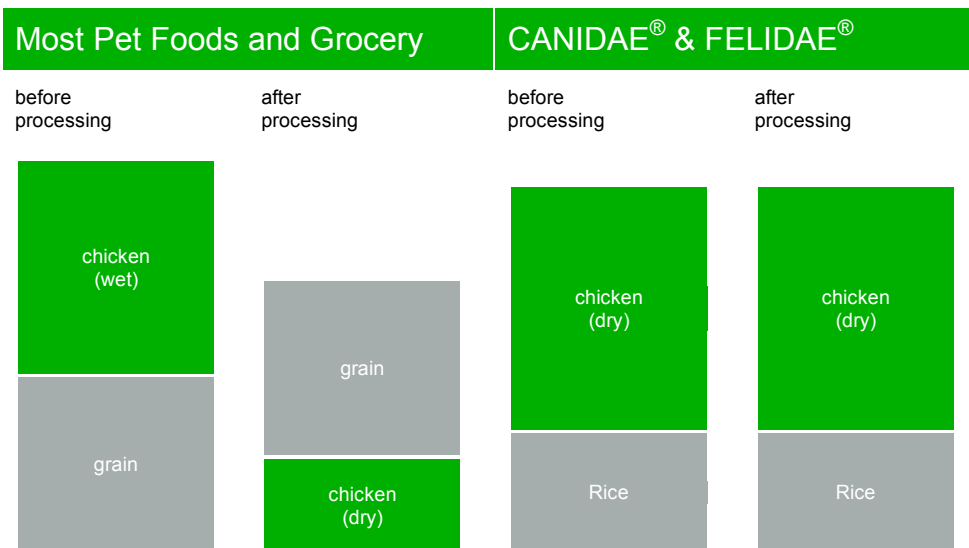
**vs.**

### **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, producing a true meat based formula for your carnivores.

AAFCO label rules require that, the heaviest to the lightest ingredients be the order on the guaranteed analysis panel, (with or without water content).



From: <http://www.canidae.com/ingredients/meatvmeal.html>