

MOST SKIN ALLERGIES ARE DUE TO ALLERGENS IN THE ENVIRONMENT OR FLEAS

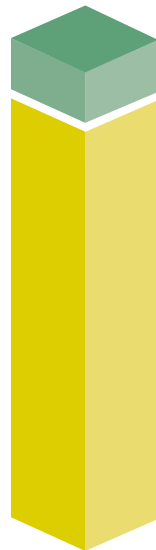


SKIN ALLERGIES

often are caused by pollens (grass, trees, ragweed), mold and dust mites in the environment



ONLY
10%
OF ALLERGIC
SKIN DISEASES
IN DOGS
ARE DUE TO
TRUE FOOD
ALLERGIES



90%
OTHER
ALLERGIES



FLEAS

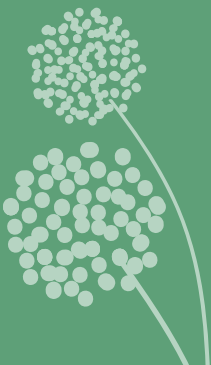
are also a common cause of skin allergies, even if fleas are not visible on the pet

CORRECTING MISINFORMATION

You may have heard the **false statement** that food allergies are a common cause of skin disease in dogs. This misinformation has been used to market certain pet foods (e.g., grain-free, gluten-free). Based on the science, skin allergies are most often due to environmental allergens and/or fleas – and not a pet's food.

RESOURCES:

Muller, et al. Food Hypersensitivity. *Small Animal Dermatology*. Philadelphia: W.B. Saunders Company (1989), pages 470-474
<https://vetnutrition.tufts.edu/2017/01/food-allergies/>

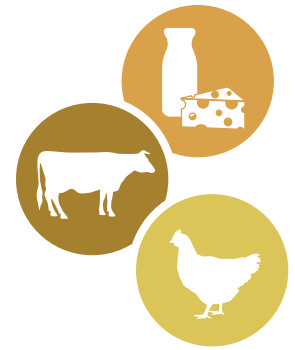


ALLERGIES

FOOD ALLERGIES ARE MOST OFTEN DUE TO ANIMAL PROTEINS



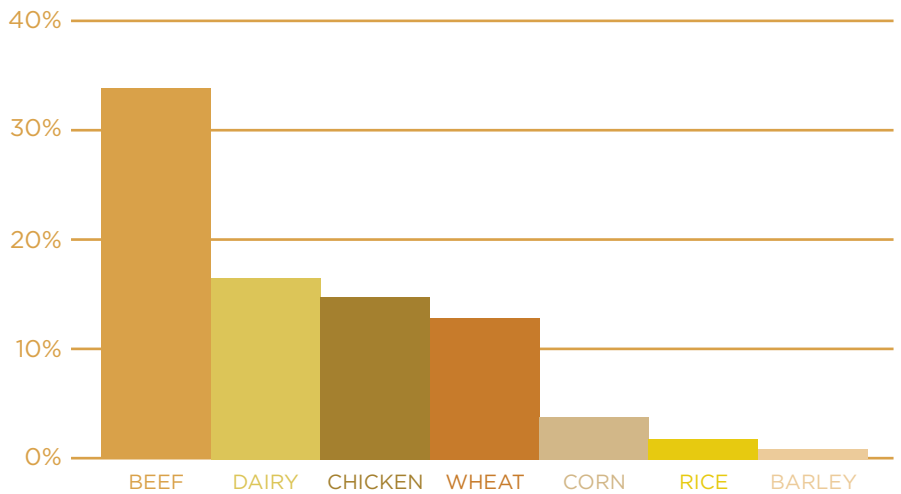
BEEF, DAIRY AND CHICKEN ARE THE MOST COMMON FOOD ALLERGENS IN DOGS



ONLY 4% of food allergies in dogs and cats are due to corn

REPORTED CAUSE IN DOGS WITH CONFIRMED FOOD ALLERGY

(Mueller 2016)



BEEF, DAIRY AND FISH ARE THE MOST COMMON FOOD ALLERGENS IN CATS



CORRECTING MISINFORMATION

You may have heard the **false statement** that grains often cause food allergies in pets. Such misinformation is sometimes used to promote grain-free foods. Based on the science, the most likely causes of food allergies are meat- or dairy-based ingredients, not grains.

RESOURCES:

Mueller RS, et al. Critically appraised topic on adverse food reactions of companion animals (2): common food allergen sources in dogs and cats. *BMC Vet Res.* 2016; 12:9, <https://rdcu.be/ccgNq>

Muller, et al. Food Hypersensitivity. *Small Animal Dermatology.* Philadelphia: W.B. Saunders Company (1989), pages 470-474



GRAINS

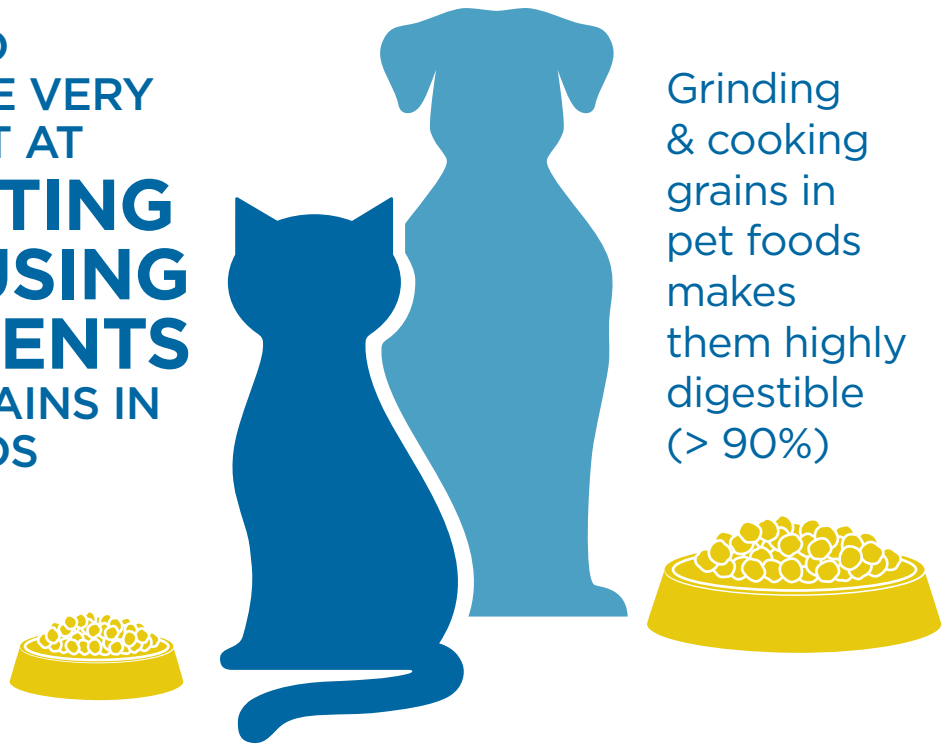
GRAINS IN PET FOODS ARE EASY TO DIGEST

DIGESTIBILITY
OF GRAINS
IN PET FOODS IS
EQUAL
TO THAT OF
MEAT-BASED
INGREDIENTS



CATS AND
DOGS ARE VERY
EFFICIENT AT
**DIGESTING
AND USING
NUTRIENTS**
FROM GRAINS IN
PET FOODS

Grinding
& cooking
grains in
pet foods
makes
them highly
digestible
(> 90%)



CORRECTING MISINFORMATION

You may have heard the **false statement** that because dogs descended from wolves and cats are carnivores, they cannot digest grains in pet foods. This misinformation has been used to support marketing of certain grain-free foods. Science indicates that the genetic makeup of dogs has changed from their wolf ancestors and domesticated dogs thrive on a variety of balanced foods, including whole grains. While cats are carnivores with unique nutritional needs, they efficiently digest and use the nutrients found in wholesome grains.

RESOURCES:

<https://www.pfma.org.uk/carbohydrates-in-pet-food>

<https://fediaf.org/39-prepared-pet-foods/105-carbohydrates-in-dog-and-cat-food.html>

<https://vetnutrition.tufts.edu/2016/06/grain-free-diets-big-on-marketing-small-on-truth>

Axelsson E, et al. The genomic signature of dog domestication reveals adaptation to a starch-rich diet. *Nature* 2013;495:360-364
de-Oliveira LD, et al. Effects of six carbohydrate sources on diet digestibility in cats. *J Anim Sci* 2008;86:2237-2246

GRAINS HELP KEEP PETS HEALTHY

GRAINS help ensure a pet's food is **COMPLETE & BALANCED NUTRITION**



Cats and dogs get many **ESSENTIAL NUTRIENTS** from the grains in pet food

GRAINS provide energy with fewer calories than fat

GRAINS SUPPLY NUTRIENTS THAT PETS NEED FOR:

HEALTHY SKIN & COAT
essential fatty acids and minerals

ENERGY TO BE ACTIVE
calories and glucose

IMMUNE SUPPORT
antioxidants and vitamins

DIGESTIVE HEALTH
natural source of fiber

LEAN MUSCLE
amino acids



CORRECTING MISINFORMATION

You may have heard the **false statement** that grains are cheap fillers in pet food. Such misinformation is used to promote some grain-free foods. The truth is, most pets benefit from wholesome grains, which provide important nutrients pets need to thrive and be healthy.

RESOURCES:

- <https://www.pfma.org.uk/grain-free-factsheet>
- <https://fediaf.org/39-prepared-pet-foods/105-carbohydrates-in-dog-and-cat-food.html>
- <https://fediaf.org/prepared-pet-foods/ingredients.html>
- <https://vetnutrition.tufts.edu/2016/06/grain-free-diets-big-on-marketing-small-on-truth>

GRAINS



PROTEIN



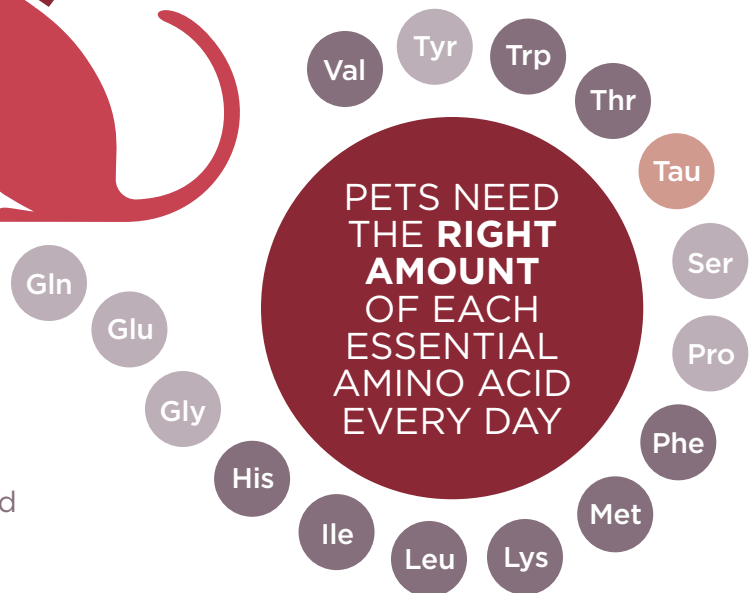
HIGH QUALITY PROTEIN HELPS KEEP PETS HEALTHY



- Essential amino acids
- Nonessential amino acids
- Essential amino acid (cats only)

HIGH-QUALITY PROTEIN

- ▶ IS EASY FOR PETS TO DIGEST
- ▶ INCLUDES ESSENTIAL (REQUIRED) AMINO ACIDS

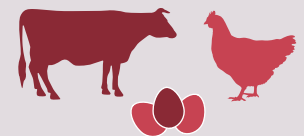


Amino acids are the **BUILDING BLOCKS OF PROTEIN**, fueling pets' muscles and organs

AMINO ACIDS ARE FOUND IN BOTH:



Plant Sources



Animal Sources

CORRECTING MISINFORMATION

You may have heard the **false statement** that pets should be fed high-protein or meat-based foods. The truth is, there's no scientific evidence that such foods offer long-term benefits. For optimal health, pets need foods with the right balance of amino acids, which may come from high-quality plant- and meat-based protein sources.

RESOURCES:

- <https://www.pfma.org.uk/proteins-factsheet>
- <https://wsava.org/global-guidelines/global-nutrition-guidelines/>
- <https://acvn.org/frequently-asked-questions/#quality>
- <https://vetnutrition.tufts.edu/2019/12/how-much-protein-should-my-pet-get/>