



## What Commercial Pet Food Manufacturers Hope You Never Discover

by Lisa Amaya © 2008

Beyond last year's pet food recall, many pet consumers awakened to the transparency of prominent pet food manufacturers. Many practices are **still ongoing** even today in our pets' foods.

As fact, the pet food industry uses a term known world wide as the 4 deadly D's: *diseased, dying, disabled, dead*...and now recently, *drugged* and translates these inferior proteins into "ingredient" terms acceptable to consumers. These 4D animals can include ANY condemned animal parts rejected for human consumption such as: horses, goats, pigs, rabbits, road-kill and in some cases recycled cats and dogs. In just one example, "meat" meal could be ANY animal or its parts. According to the AAFCO, these parts qualify as a bonafide protein source. Thousands of animals each month are sent to the pet food rendering plants and processed into many pet food brands. Furthermore, per the Animal Protection Institute, the FDA conducted research which confirmed that sodium pentobarbital, (drug/poison employed to euthanize pets) was found in our commercial pet foods. Unfortunately, the euthanasia drug does not break down completely during plant processing. Each time your pets are fed these foods, they undergo a slow euthanizing process and are prone to develop many physical problems.

Today, there are NO laws that prohibit the use of the 4 deadly D's in even your most trusted pet foods and treats. Over 80% of all shelved commercial pet food at your local pet store (and yes, even "*scientific*" & "*prescriptive*" diets) is starved of vitamins and other essential nutrients. The pet food industry spends billions of dollars in marketing to earn your trust solely by sophisticated packaging and operates behind the trust of medical pet professionals, sponsorships and influences AAFCO regulations. The pet food manufacturers are cleverly infiltrated in every aspect of the pet industry to ensure a returning pet food customer.

Understanding how to read ingredient pet food labels is truly key to selecting a quality pet food. Even the most well-intentioned pet parent is steered to a far below substandard bag or can of food. Like humans, our pets are what they eat. Please refer to [Substandard and Dangerous Ingredients You Should Never See in Your Pets Food](#) and go down the list with your current pet food label.

Often in early life stages, malnutrition signs can begin with excessive shedding, scratching, skin irritations, food sensitivities, allergy issues, thyroid issues, seizures, periodontal disease, etc. and later moving on with more serious issues such as kidney or liver failure, different types of cancer, diabetes, loss of hearing and sight and the list goes on and on.

In my personal experience as a pet caretaker and with my consistent contact with so many animals, I am floored with the many animals with thyroid issues, heart disease, seizures, etc. that are fed many of the same types of commercial pet foods. The common denominator is out there.

These facts may seem inconceivable, but again, this is seasoned information and it has been available for years. It REALLY is up to you to research your pets' food since the pet food industry is not regulated in many important ways. The pet food industry is a secret well hidden.

Why does no one know about this? Why are there no TV investigations? How do these companies get away with this? Why are only a handful of Veterinarians well versed on nutrition? Keep reading.

**As quoted by "Truth About Pet Food" by Susan Thixton, a 25 year veteran in the pet industry:**

*"..... in 1995 'City Paper' in Baltimore, MD published an explosive cover article including pictures. The author, Van Smith, and her photographer toured Baltimore's only rendering plant 'Valley Proteins' and followed a driver for the plant, witnessing him picking up dead animals. The paper ran photos of "barrels full of dead pets waiting to be rendered." "Among other things, the story established that dead pets and road kill are part of the raw-materials mix at Valley Proteins' Curtis Bay plant for meat-and-bone meal, some of which is sold to pet-food manufacturers."*

*The author of this article, soon became bombarded with interested, concerned individuals. Including concerned pet Owners, 20/20, and even Oprah. According to Smith, 20/20 became interested trying to arrange a lengthy expose' for the news magazine, which was later dropped. Her exact words regarding 20/20 investigating her story..."20/20, the ABC newsmagazine, chewed up hours of my time trying to arrange a lengthy exposé of the pets-in-pet-food phenomenon, then quietly abandoned the effort." Now, let's see. Many major corporations own pet food manufacturing plants. Including... (Corporation's names removed. Please refer to "Truth About Pet Food" for actual names of companies). Huge advertisers. Tremendous amounts of money could be lost in advertising dollars if the truth is let out. I wonder if this has played any role in the lack of national coverage of this issue?"*

This partly explains why television networks are hesitant to do an expose since huge advertising dollars for other products that these companies sell would be lost. Furthermore, 95% of the board members of the AAFCO are comprised of pet food manufacturers who inevitably influence pet food regulations. One particular food line that makes claims to be "scientific" and "prescriptive" is also a major influence of all Veterinarian schools by means of funding, sponsorships and scholarships.

While Veterinarians are highly accredited and respected for their advanced knowledge in medicine, only a handful of select Veterinarians are suitably well versed on the area of nutrition. Unfortunately, nutrition classes within many vet schools are electives and furthermore, those electives are supported and funded by biased sources. They push their products onto student vets with hopes that they will then push them on to pet owners when they enter their practices. The very good news is that many Veterinarian offices are now beginning to carry human grade pet food lines that truly promote health maintenance of pets.

**As quoted by Raw Fed:**

*"Veterinarians are invariably linked to the commercial pet food industry. They advocate and even market commercial foods, receiving substantial revenue and kickbacks. The pet food companies make sure of this by promoting programs in the universities and by giving FREE FOOD to the up-and-coming vets to sell at their practices. For example, (Company names removed. Please refer to <http://rawfed.com/myths/vets.html> for actual names) spends hundreds of thousands of dollars a year funding university research and nutrition courses at every one of the 27 US veterinary colleges. Once in practice, vets who sell (Pet food manufacturer removed. Please refer to <http://rawfed.com/myths/vets.html> for actual name) and other premium foods directly pocket profits of as much as 40%" (Parker-Pope, T. 1997. For You, My Pet. *The Wall Street Journal*. 3 November 1997. In Lonsdale, T. 2001. *Raw Meaty Bones*. p266).*

*The very profession is tied closely with commercial pet food companies at every turn. A tour of veterinary teaching hospitals or vet clinics shows equipment, products, and posters sponsored by and endorsing commercial foods and pharmaceutical companies. Vets are, in essence, paid for by the pet food and pharmaceutical companies, and are hardly in a position to offer sound nutritional advice. **They are in direct violation of the oath and creed they swore to uphold: "First do no harm."** In spite of this oath they are promoting foods detrimental to animals' health,*

*advocating a product that will harm their patients and ensure a returning clientele and source of revenue. But remember: this is due in large part to the great lack in the education the universities have administered to them!"*

It is a brilliant marketing ploy when unregulated words such as "Veterinarian Recommended, Premium, Super Premium, Natural, etc" are allowed on packaging, per the AAFCO. Although there is little regulation for pet foods, here are just a few items that are required. First, there must be a name on the bag; second, they must list the ingredients by pre-cooked weight sequence; and third, they must include the "Guaranteed Analysis" (a term that is also manipulated by pet food manufacturers).

We have all been programmed by the words, "Only feed what your Vet recommends." and "Do not feed your pets people food!" In fact, those are the very words on many "prescriptive" food brochures displayed in vet offices. Conveniently, they fail to include their ingredient line up, unlike a proud pet food maker would. Those propaganda statements are the biggest fallacy ever; and YES, you can properly home cook for your pets...easily. Moreover, it is actually the IDEAL method of feeding for those pets that are ever so privileged. With many resources available, pet nutrition is a topic everyone can research on their own. The proof of a high quality pet food will become apparent.

It has been scientifically proven that the true life span of a dog can be anywhere between 25-27 years and for cats, 30 years when given proper nutrition. Let me also state that the life spans of our pets are determined by three main elements:

1. their genetic make up
2. their environment, & of course...
3. their nutrition, which is the backbone of life longevity for humans as well.

What I've learned amongst many pet parents are:

1. They're unaware of the information that is now being exposed to them.
2. They aren't sure *how* to properly read their pet's ingredient label. Just click [Substandard and Dangerous Ingredients You Should Never See in Your Pets Food](#). You will learn how to decipher an excellent pet food ingredient sequence versus a bad one. Good and bad ingredient examples are also included and you will know very quickly what you have.
3. They're unaware of the human grade pet food products available on the market today. This is mostly due to the fact these companies spend all of their money on producing the highest quality in pet food and NOT the marketing aspect.
4. They don't know *where* to buy high quality human grade food lines. By human grade, I'm referring to pet food that is made in an FDA inspected and approved facility, in which many, many, many of the commercial pet foods are NOT.

If you would like to take your research further (and I sincerely hope you do), click [Commercial Pet Food Resources](#):

Thank you for taking the time to read this information and I hope that this knowledge and awareness will empower you with options to improve the life longevity of your loved ones.

Nourishing One Animal at a Time,

Lisa Amaya

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