



OK, you're here and I know you've got questions so, let's talk food. Let me first say, we're pretty opinionated about food at Zane + Zara's. But don't let our opinions make you feel bad about your choices. Granted you're probably feeding your dog crap but, we don't want you to feel bad about it. I would love to say that we would never carry less than the very best dog foods available but customer demand does count for something. We are, above all else, here to make a buck. (Wow, that was cynical. I'm probably just hungry...and all this talk about food.) At Zane + Zara's we've tried to balance the wants and needs of you, the customer, with our desire to offer only the very best in pet foods.

Much of what we offer is natural, contains human grade ingredients and are made to the very highest standards. All of our foods are produced in the US and some are actually USDA certified organic - a very tough standard to uphold that we'll discuss a little later. We have tried to give you a variety of choice based on the needs of your furry children. There is just regular food, food for those with grain intolerance, food with single source proteins or even vegetarian. You can choose baked, dehydrated, freeze dried or raw. And you even get to decide canned or bagged. So many choices and honestly all you want is a food your dog will eat, enjoy and look forward too. We know that you've been inundated with opinions about what you should be feeding your dog or cat. These opinions come from the highest of sources and we would never go as far as saying they are all coming from schmucks. No, we would never say that....while we were all in the same room. But let's face it, there's a lot going on with dog and cat food these days. It's not like you're just taking them to the Jewel and letting them pick out a steak. Though if you'd like to go in that direction we do have a brand for you. There's fillers and by-products you want to avoid. Meal that you want to look at and understand. And, "Just what is causing my dog's diareaha?" And, honestly, in these days and times, how cheap can you go and still be giving your dog a good, high-quality food?

**At Zane + Zara's we carry twelve (12) brands of dog and cat food.** (I didn't know that until I just walked over and counted!) These twelve brands represent what we feel are the best products on the market. Are there other good pet foods out there? Yes, there are but, we are working with a limited amount of space. Our product line will always be a work in progress as we adapt to our neighborhood and clients. We have already dropped three lines of food and substituted three others based on your wants and needs. And believe me this whole balancing thing is a fine line to walk. Just how do you tell someone, who's dog is doing just fine on the food that a trusted friend, relative or veterinarian has recommended, that they could be feeding them a far superior product for around the same money? Truth is, you don't. If your dog or cat is doing well and is happy and healthy I say, "Think twice before making any changes." But, if you're thinking of making a change or you're just starting out, come on in; we have lots to talk about. And if you're interested in doing some research here are links to our twelve brands and an informative little video I found one day. It's hard to believe but if you watch the video and then look at the ingredients list for the food he's shilling for well, let's just say no one is coming out smelling like a rose.

**NutriSource (NutriSource, Pure Vita and Natural Planet Organics) Cat and Dog**

**Wellmess (Super 5 Mix, Core and Simple Food Solutions) Cat and Dog**

**Natura (Innova, Evo and California Natural) Cat and Dog**

**NutriLife (Gold and Active)**

**Grandma Lucy's Cat and Dog**

**Sojo**

**Orijen Cat and Dog**

**Evangers Cat and Dog**

**Fromm (Gold and Four Star) Cat and Dog**

**Stella and Chewys**

**Nature's Logic Dog and Cat**

**Tiki Cat**

## **BORED TO TEARS YET?**

As you begin to make your choice please remember a couple of things:

Holistic is a word you will see often and in big print. It's even in the primary name of a large number of pet foods. Don't be sucked into it as it's a big fake. The powers that be have discovered that we, as consumers, automatically link the word "holistic" with organic. And if something is "organic" it has to be good for your dog - right? We are not idiots! def: relating to or concerned with wholes or with complete systems rather than with the analysis of, treatment of, or dissection into parts <holistic medicine attempts to treat both the mind and the body. OK, this relates to dog food how? Don't let yourself be swayed. It's marketing run amok.

Organic is the next one. Organic is a great word because it actually describes something good for your dog or cat. Unfortunately it also describes something expensive and fairly hard to accomplish. For a pet food to use the green and white USDA Organic label the food must be at least 95% organic. For the word organic to appear in its labeling it must be at least 70% organic. There is no restriction in using the word organic to describe individual ingredients.

Words like natural, wholesome, etc are just that, words.

Always be on the lookout for the "latest research". I'm not being a cynic or anything but that sure sounds like some government body was involved. I'm mean, it's on the internet so it must be true...right?!?! Buyer beware. One of the latest hot buttons is potatoes. Yeah, now potatoes are killing our dogs. You know what - we actually carry potato free foods. Granted I had to go back and read every ingredients list to find them but, yes, we have potato free foods. And I even found an article online that talked about a perceived link between potato and stomach cancer in dogs. Is there research to back up these claims? Not really, just some anecdotal evidence. And to be honest I have never been told by any veterinarian to take potato out of my dog's diets. Does someone always have to yell, "fire!"

Wheat, corn and soy. If your dog or cat is having digestive or skin problems please consult with your veterinarian. But before you begin a treatment such as a steroid talk to your vet about making a change to "grain-free" food. Many common problems can be traced back to a bad reaction to these high volume fillers. They are used as cheap sources of both protein and carbohydrates. Many dogs, including Zane and Zara simply don't tolerate these fillers.

Meal. Gag! Per the FDA, meal can be a pretty nasty ingredient. Yet, it is in almost every dry dog food and some canned ones. Why? It's all about the money. Meal is both high in protein and cheap. Dry dog food made without meal is expensive. What is meal? Chicken meal, for example, is made up of the left-overs from the rendering plant. Once the good meat has been removed the remaining carcass is ground up and

baked at a high temperature. The results are called “meal”. An interesting note is that meal can never be human grade as it is never fit for human consumption. So if the label says “human grade ingredients” and it lists meal as an ingredient you then have to ask, “which ingredients are human grade?”

And lastly you have byproducts. This is one of those “three card monty” things. Everytime you think you’ve got a definition pinned down they change things ever so slightly. A byproduct is just that: something made during the production of something else. I cannot tell you the number of times I’ve heard, “Our meal is not that nasty byproduct kind of meal.” Again, we are not idiots. Meal is a byproduct of the rendering process pure and simple. You can tell me directly what your meal contains but not that it isn’t a byproduct meal. And if you see “byproduct” attached to something unusual like corn, wheat, fat, etc please go in the opposite direction.

I’m done now. The web guy is totally pulling his hair out now. Everybody wants short, direct and to-the-point. I, on the other hand, am long, wordy and rambling. Sorry. I think this is information you need, no matter where you shop.

