



Independent Pet Food Nutrition Research Study

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Study methodology based on modification to Goldstein's Wellness & Longevity Program - Natural Care for Dogs and Cats: Goldstein, R.S. and Goldstein, S.J., *Goldstein's Wellness & Longevity Program - Natural Care for Dogs and Cats*, (New Jersey, tfh, 2005) pp. 16-20

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Study Philosophy



- ❑ Develop initial screen for food selection by the average pet owner
- ❑ Seeks to identify foods that are wholesome and made with unprocessed ingredients
- ❑ Test to identify the health benefits of commercial foods

Scoring Pet Foods

- The higher the score, the better
- Considers ingredient combinations
- Total score categories based on modification to Goldstein food plan & methodology
 - Maximum possible score for commercial pet food equal to 38
 - Maximum possible score for cooked/extruded food equal to 30

Total Score - Categories	Score
Unacceptable. Food contains too many ingredients and/or your animal is not getting the necessary nutrition from this food.	<20
Acceptable with Enhancement. May be used as a natural base food provided they are used with Level II, or preferably Level II of the Goldstein Food Plan	>20
Good. Acceptable as a natural base food for all stages of the Goldstein Food Plan	>26

Scoring Pet Foods (cont'd)

Proteins

- Study seeks to identify high quality sources of protein
- Pet food trials should be considered to demonstrate true value of human-grade/edible and free-range/organic sources

<i>Proteins</i>	
Type	Score
By-product meals (chicken, turkey, beef, lamb, corn gluten meal)	1
Chicken meal, turkey meal, beef meal, or lamb meal	2
Chicken, turkey, beef, or lamb	3
Human-grade/edible chicken, turkey, beef, or lamb	4
Free-range or organic chicken, turkey, beef, lamb	4

Scoring Pet Foods (cont'd)

Carbohydrates

- Products rewarded equally for whole grain and grain-free formulations

<i>Carbohydrates</i>	
Type	Score
By-products: wheat middlings, soybean hulls, husks, bakery fines	1
Processed grains: brewer's rice, wheat flour	2
Whole grains with wheat and/or corn	3
Whole grains: brown rice, barley, whole oats	4
Organic whole grains: brown rice, barley, whole oats	4
Contains both whole and processed grains	-1
Grain Free Food	4

Scoring Pet Foods (cont'd)

Fats

- Unsaturated and omega fatty acid-rich oils earn higher scores

<i>Fats</i>	
Type	Score
Tallow, lard (highly saturated fat)	1
Poultry or animal fat (saturated fat)	2
Unsaturated vegetable oil: corn, sunflower	3
Omega fatty acid-rich oils: fish, flax, sesame, sunflower	4

Scoring Pet Foods (cont'd)

Chemical Additives & Preservatives

- Formulations penalized for use of BHA, BHT and Ethoxyquin

<i>Chemical Additives & Preservatives</i>	
Type	Score
BHA, BHT, Ethoxyquin	-1
Vitamin E, vitamin C, rosemary	1

Scoring Pet Foods (cont'd)

Minerals

- Premium placed on uncooked foods and chelates

<i>Minerals</i>	
Type	Score
Inorganic sulfates, oxides (copper sulfate, iron oxide, zinc oxide)	1
Cooked amino acid chelates, proteinates (zinc proteinate, copper amino acid chelate)	3
Uncooked life-force amino acid chelates, proteinates (zinc proteinate, copper amino acid chelate)	5
Contains both inorganic and chelated minerals	-1

Scoring Pet Foods (cont'd)

Vitamins

- Current methodology rewards formulas for uncooked vitamins and uncooked phytonutrients & antioxidants (see next slide) separately
- Final scoring methodology may combine these two categories

<i>Vitamins</i>	
Type	Score
None	1
Cooked vitamins	3
Uncooked vitamins	5

Scoring Pet Foods (cont'd)

Phytonutrients & Antioxidants

- Formulations rewarded for uncooked phytonutrients & antioxidants like fruits and vegetables
- As mentioned in previous slide, final scoring methodology may combine this category with vitamins

<i>Phytonutrients & Antioxidants</i>	
Type	Score
None	1
Cooked phytonutrients (fruits, vegetables, grass, herbs)	3
Uncooked life-force phytonutrients (fruits, vegetables, grass, herbs)	5

Scoring Pet Foods (cont'd)

Beneficial Nutrients

- Include probiotics, prebiotics, and lecithin

<i>Beneficial Nutrients</i>	
Type	Score
None	1
Cooked beneficial nutrients (such as, acidophilus, inulin, chickory, glucosamine, lecithin)	3
Uncooked life-force nutrients (such as, acidophilus, inulin, chickory, glucosamine, lecithin)	5

Scoring Pet Foods (cont'd)

Nonbeneficial Nutrients

- Foods penalized for use of ingredients used to make pet food artificially perform:
 - Help reduce gas
 - Help form stool

<i>Nonbeneficial Nutrients - make food artificially perform</i>	
Type	Score
Yes (beet pulp, tomato pomace, cellulose, potato starch, animal digest, phosphoric acid)	1
None	5

Final Results

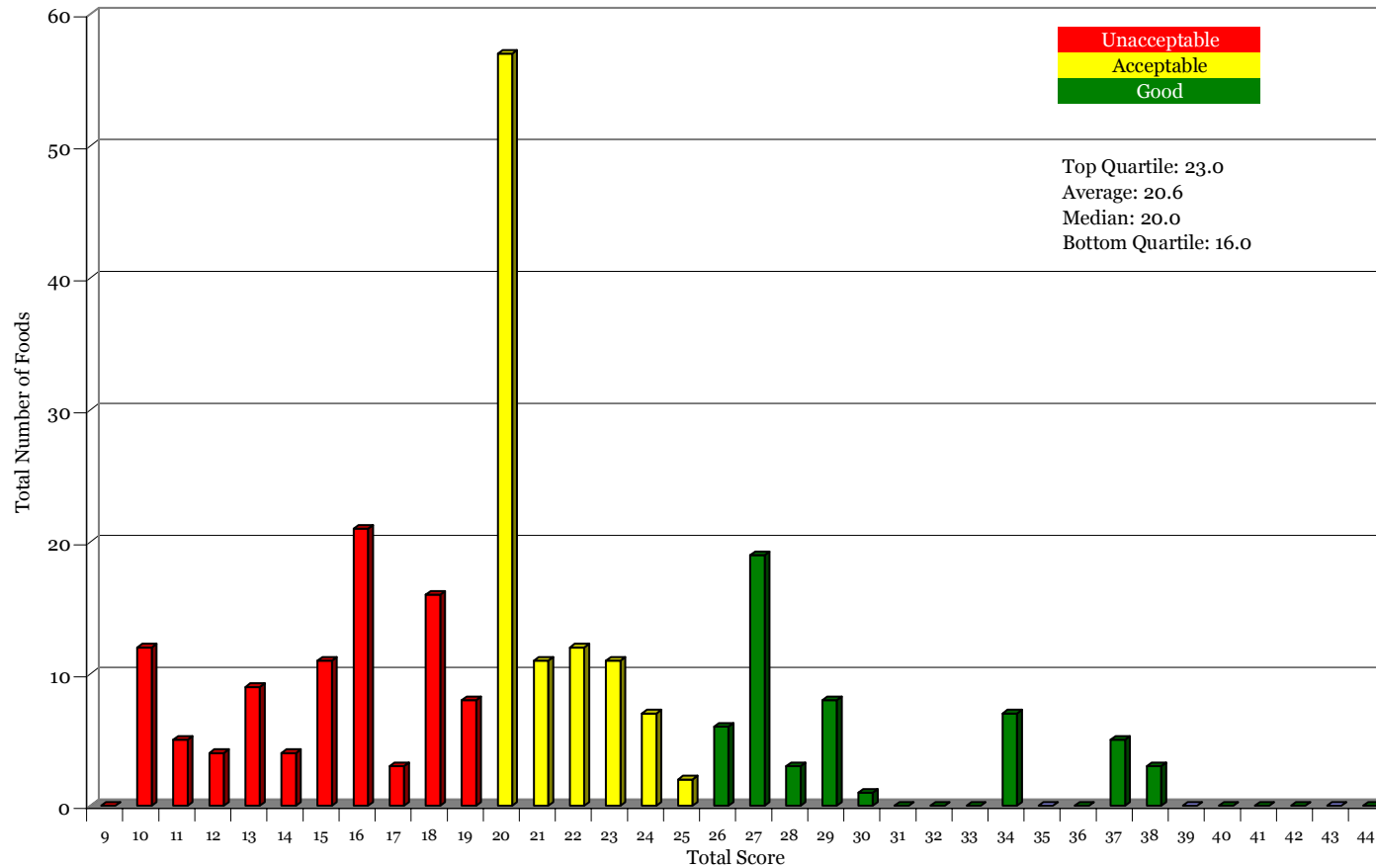


Summary

- Of 245 pet foods, ZiwiPeak scored the highest
 - Each of ZiwiPeak's three formulas scored 38
 - Each formula summarized on the pages that follow
- Statistical results for the total sample of other dry (kibble) food and non-extruded dry foods:
 - Median = 20
 - Top quartile (75th Percentile) = 23
- The chart on the following page illustrates the distribution of scores for the total sample

Final Results – Total Sample

INDEPENDENT NUTRITION RESEARCH STUDY - COMMERCIAL DOG FOOD
Distribution of Food Product Scores By Total Score
Total Sample = 245



Notes:

Research prepared by John R. Martinez, M.B.A. / Pre-veterinary student (Contact: johnnymartinez@gmail.com & facebook/twitter: nutrition4dogs)
Study methodology based on Goldstein's Wellness & Longevity Program - Natural Care for Dogs and Cats

Final Results - ZiwiPeak

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Analysis of Pet Food - Scoring Summary



Brand: ZiwiPeak

Food Product: Daily Dog Air Dried Cuisine (Lamb)

First Five Ingredients:

- 1) Lamb
- 2) Liver
- 3) Tripe
- 4) Heart & Kidney
- 5) Fish

<u>Ingredient</u>	<u>Type</u>	<u>Score</u>
Proteins	Free-range or organic chicken, turkey, beef, lamb	4
Carbohydrates	Organic whole grains: brown rice, barley, whole oats	4
Fats	Omega fatty acid-rich oils: fish, flax, sesame, sunflower	4
Chemical Additives & Preservatives	Vitamin E, vitamin C, rosemary	1
Minerals	Uncooked life-force amino acid chelates, proteinates (zinc proteinate, copper amino acid chelate)	5
Vitamins	Uncooked vitamins	5
Phytonutrients & Antioxidants	Uncooked life-force phytonutrients (fruits, vegetables, grass, herbs)	5
Beneficial Nutrients	Uncooked life-force nutrients (such as, acidophilus, inulin, chickory, glucosamine, lecithin)	5
Nonbeneficial Nutrients	None	5

Total Score: 38 - Good. Acceptable as a natural base food for all stages/levels of the Goldstein Food Plan **38**

Final Results - ZiwiPeak

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Analysis of Pet Food - Scoring Summary



Brand:	ZiwiPeak
Food Product:	<u>Daily Dog Air Dried Cuisine (Venison & Fish)</u>
First Five Ingredients:	<ol style="list-style-type: none"> 1) Venison 2) Liver 3) Tripe 4) Heart & Kidney 5) Fish

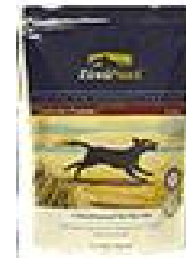
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Final Results - ZiwiPeak

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Analysis of Pet Food - Scoring Summary



Brand: ZiwiPeak

Food Product: Daily Dog Air Dried Cuisine (Venison)

First Five Ingredients:

- 1) Venison
- 2) Liver
- 3) Tripe
- 4) Heart & Kidney
- 5) Fish

<u>Ingredient</u>	<u>Type</u>	<u>Score</u>
Proteins	Free-range or organic chicken, turkey, beef, lamb	4
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