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## **DOG FOOD FOR THOUGHT**

**Tempted to buy a "bargain" dog food instead of a premium brand? Before you buy, ask yourself:**

**\*IS IT REALLY CHEAPER?** Because high-quality formulas are denser in nutrients than low cost foods, you can feed smaller portions to achieve the same nutritional levels. Think of it like your morning coffee: If it takes five tablespoons of a generic brand to brew a pot of strong coffee and only three tablespoons of more-expensive premium grind to achieve the same result, how much are you really saving?

**\*DO YOU KNOW WHAT YOU'RE GETTING?** Premium formulas have stable ingredient profiles. That is, they **ALWAYS** contain the same ingredients in the same amounts. The composition of a bargain brand, or "least-cost" formula, can vary from bag to bag, depending on the cost to the manufacturer of ingredients and production. With these foods, the objective is to keep the price down - sometimes at the expense of consistent, balanced nutrition.

**\*WHY IS THE CHEAP FOOD SO CHEAP?** Pet food is a competitive industry. The major brands spend millions each year in research and development, looking for an edge on their rivals. This competition ensures consistent levels of quality in existing high-grade formulas, and a steady stream of "new and improved" products from which consumers may choose.

**Manufacturers of "least-cost" foods spend very little on R & D. In fact, they spend less on everything, which is why their product is so cheap.**