



"You and Your Dog Deserve to be a Team"

## TOP 5 NUTRITION FACTS ON DOG FOOD...

**All dog foods ARE NOT the same!**

You MUST feed high quality food. You may save money now but you will pay later with decreased vitality and longevity in your puppy. Poor quality dog food has been linked to more poop to clean up, hyperactivity, poor development, poor health, increased aggression and poor behavior.

**Compare the nutrition labels from several different foods.**

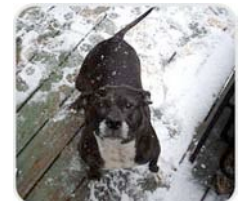
Avoid corn and wheat as the first three ingredients in your pup's food. Take the time to really educate yourself and be your dog's advocate!

Choosing the right food for your pet is vital to its health, happiness and safety. Always look for natural ingredients that are highly palatable in a mix that offers 100% of the nutrition that every pet needs.

SEEK		AVOID
Named meat or fish (chicken, turkey, lamb, beef, herring, salmon, etc.) <b>AND</b> Concentrated named meat proteins (chicken meal, turkey meal, lamb meal, herring meal, salmon meal, etc.)	<b>Protein</b> <i>1st ingredients</i>	UFI's: Unnamed food ingredients (poultry by-products, meat and bone meal) <b>AND</b> Protein fillers (corn gluten meal, wheat gluten)
Whole grains (rice, barley, oatmeal)  Fruits and vegetables (potatoes, carrots, peas, tomatoes, alfalfa, apples, etc.)	<b>Grains and Veggies</b>	Grain remnants and fractions (highly processed flours, mill runs)
Named fats from quality sources (chicken fat, lamb fat, sunflower oil, herring oil, etc.)  Natural preservatives (mixed tocopherols, Vitamin E)	<b>Fats, Oils</b>	Fats from non-specific sources (animal fat, poultry fat, vegetable oil)  Synthetic preservatives (BHA, BHT, ethoxyquin)
Antioxidants (Vitamin A, C and E)  Chelated minerals (iron proteinate, manganese proteinate, etc.)	<b>Vitamins, Minerals, Supplements</b>	Coloring (caramel color, FD&C colors)

**Remember treats are included in nutrition!**

Antlers, chicken hotdogs, Zukes, Buddy Biscuits, yogurt and marrowbones, are all examples of good treat choices.



## Pay attention to how much you feed your puppy.

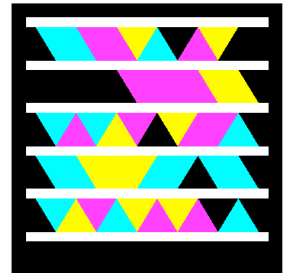
Increase the amount as he grows. Two cups may be enough when Rover is 14 weeks, but may not cut it at six months. There are no hard and fast rules on how much you should feed your dog, but higher quality, more nutritious dog foods usually require smaller portions than the average grocery store brand. Take the manufacturers general recommendations into account but consider also your dog's age and energy level.

## Does your dog's food look like candy?

Then it probably has the same nutritional value! You will have the same behavior in your puppy that you would from a 2-year-old who lives on gumdrops.

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