Dog manufacturers have a perception problem with their products these days. In 2007 the dog food recalls sent their profits plummeting because of the melamine and rat poison ingredients. Today they still use the same ingredients but they need to be hidden more creatively as well as deceptively. The dog food ads look like they promote dog health but is this advertising truthful or just slick? The manufacturers have new ads to camouflage the real problem with dog food since the last scare. The ingredients haven’t changed much.

I have had many discussions with dog owners, many comments here on Dog Health 1, and the consensus is a continued and marked mistrust of pet food. Some owners stated their dog actually threw up after eating commercial dog food and others would not touch these products. There is a rampant epidemic of itchy dogs all over the planet. Skin rashes, sores, flaky skin, and dogs that have real sickness and health issues. The commercialization of our pet foods has threatened our domestic companions and friends.

Last year I did an article on pet treats about a factory where the workers who handled these pet treats, were getting sick just by handling the smoked bones and treats that were made for dogs.

The newest advertising catch phrase to describe pet food is “premium dog food”. This is supposed to make you feel better about what you feed your dog - but your dog will not be feeling very well. Premium does not give you the ingredients. Truth in advertising has never been so misplaced and so misused than in premium dog food which suggests you are buying the best dog food available -which is not true.

The other word dog manufacturers use is the word “natural”.

There is nothing natural in premium dog food and that includes what is sold at veterinarians’ offices that is called natural by advertisers. Here is one example of what I mean, and I got this right off their website.

Premium dog food also contains the following:

Chicken meal (another word for animal by products)

Bone Meal (not really good for your dog)

Protein (usually dead, diseased animals)

Crude Protein (this could be more of the same)

Crude Fat (just adds grease and fat to your dog’s diet)

Crude Fibre (this was melamine - last year)

Crude Ash (filler and very unhealthy)

Sodium (salt - not good for the kidneys)
Corn (too much sugar and could be GMO'd)

Chicken Digest (Your guess is as good as mine)

Here are some of the added chemicals:

Pyridoxine Hydrochloride (I won't bother looking this up)

Thiamine Mononitrate (If I can't pronounce it - I don't want to buy it)

Manganese protein ate (used on heat distressed broiler chickens)

Zinc sulphate (chemical compound preservative for animal feed)

Calcium iodate ( a dough conditioner - I am not kidding here)

This does not sound like a premium dog food to you? Not likely if you want your dog to live long. What the DM have done is to make it seem like they are actually adding nutrients to their premium dog food while still using the diseased meat (called protein) from the slaughterhouses and anything else they can find. They assume you will be fooled by the vitamins and ignore this little exercise I just did for you.

What is missing from this formula that I took from a dog manufacturers website, is the list of additives in the premium pet food industry that is commonly used to treat diseased animals used in your pet’s food. The common additives such as: kerosene, motor oil and some other serious poisons.

Over at Shirley’s Wellness Café - Shirley Lipschutz-Robinson discusses the Poisons in pet food:

http://www.shirleys-wellness-cafe.com/

The ironic part of Premium Dog food is that you the owner and your dog are paying the premium for substandard commercial pet foods that pervades this market in the name of pure profit.

Since the commercialization of premium pet food we have seen more pet disease, cancer, diabetes, arthritis, bone disease, gastrointestinal problems and premium dog diseases.

The real danger lies in the fact that genetically modified foods have found their way into our food chain, for human consumption and you can bet that the corn in dog food, is also genetically modified food. It is time we really stand up for what is right in this country and start demanding better from our government.