History Of Pet Food

Sun, 4/10 7:22PM • 49:09

**SUMMARY KEYWORDS**

dog, pet food, food, pet, feed, dog food, complete, max, vet, balanced, nutrition, chloe, stages, thought, long, claims, meats, meal, called, eat

Okay, hello, everybody, I just wanted to say thank you for taking the series. And I hope that this is an eye opener and a new perspective on how to look at our pet foods and learn what exactly we're feeding our pets. And I typically come to you with this subject as a pet parent more so than I do as a pet professional, even though that that is what I do for a living.

I talk to you that way, because of the fact that for 13 years now, this topic, I always look at it, and I started it as a pet parent. So one of the things that I think is really important to learn is not only some of the nutritional aspect of things, which I think Dr. Jody Jody is going to get into later on in the series as far as getting into the vet side of the nutritional points. But I think it's really important just overall, to know what the history of where this pet food even came from, and to know how to read a bag and how to read a label and to realize what's allowed and what's not allowed. Because one of the things that I always get asked the most is, is this good to feed my dog? Or what should I be feeding my dog, and it's mainly dogs. There's not a ton of research out there right now on on cats as much as there is dogs. But

that's, especially being a dog groomer for me, one of the main questions I get is, well, what's a good food to feed my dog. And so my point when I do these classes, is to not sit here and try and convince you, oh, you got to feed this way, or you gotta feed that way. I think there's enough within the industry within itself to headbutt and make those arguments, I just want to present to you how the industry works, what's allowed, what is a pet food, actually, versus what we think because I think we think you go into the grocery store.

And you're gonna get what you see on the shelves. And that's not what it is at all. And so I'm just presenting you the information for you to make that educated decision to be able to go into a pet food store, or to be able to talk to a pet parent client, and to help guide and to see what the ingredients are to make those decisions for yourself. So let's go ahead and let's start.

Let's start in here.

Alright.

Okay, so

hopefully I get this techie side of thing.

Yeah.

Okay, here we go. Hopefully I got this, right.

Okay. So

what's in a pet food? Let's start understanding what exactly we're buying.

So, I found this and I was like, How did one of my selfies get online? Because this really is a true story. This really is sometimes what I look like when the topic starts switching over to dogs. And I just thought that this was so funny, because it is a true story. Sometimes. It's very aggravating. But that's why it's so important that we get this information out there and just start educating ourselves as far as why, because I think by the end of the seminar, I hope that you will be able to understand why this is a true story.

So a little bit about who I am and why am I teaching this is my name is balanced, or My name is valence pods. AGS My name is Kate cleocin. And I own balanced paws, which is a grooming salon. I consider myself more of a list of groomer just because I like looking at the whole picture. And I only been grooming for a little over seven years now. Prior to that, I was actually in a career of law enforcement for about 20 years, but I decided to start working on the animal side of things because of the fact that first and foremost I've been a pet parent since I was a kid

I mean, we grew up with toxin household. And so animals have just always been a part of my life. And for me, going out there and teaching this information, and working with the animals is my way of saying thank you back to their community. So I not only do the holistic roomin side of things, but I also teach the emergency side of things. And so I'm also known under the frontline coalition, where I teach at CPR first aid, human CPR, first aid, emergency preparedness, and other topics as well.

So, when I say that I'm coming to you as a pet parent, I'm just going to give you a little bit about my journey, because I want you to understand where I'm coming from. So a little bit about my journey here. Well, it started with Max and Chloe, and Max is the black and white pity mix. And Chloe is the shepherd mix, and Max and Chloe, were the first dogs that I had when I was an adult. And well, what I'll say is Max and Chloe grew up with me, because it was through my young adult years, and life throws at you a lot of lessons. And so they were by my side, through all of that. And Max.

Chloe was my very first one. And I always said that she was a human and a dog body. If you looked at her eyes, they were human eyes. And I can talk to her just as well as I'm talking to you. And she would understand exactly what I was telling her never took an obedience class in her life. Max, on the other hand, was a different story. Max wasn't as clever as Chloe. Max was my baby. He, he was my heart dog. He was my protector.

And so, um, there's I was working night shift most of my career. And so I was off one day, and I got up. And one of the things that I always did was play with Max. And so I had his ball. And we were playing fudge, and he dropped the ball for me to get it. And I bent down to grab the ball, and I came back up and he

passed, he wasn't passed out. It wasn't a seizure. He was laying there. And I didn't even hear him fall down. And he was laying there and I started talking to him. And I can see his eyes were following me, but he couldn't move his body. And so I lived in a two story, I ran downstairs to make a phone call. And by the time that I was done with that phone call and came back upstairs, he was at the top of the stairs on all fours wagging his tail like, okay, let's let's continue on. And so

I ended up I took him to the vet, and found out that he had Addison's disease. And so he had had an Addisonian episode. And they were surprised that he was actually still with me, because they said that his levels were so low, that he shouldn't even be here right now. But he was. And so we got him a medication, and I would play with that medication to try and even things out for him. Some days, you'd have good days, some days, not so much. And I would give him a little bit more or a little less as far as his bread goes. And so I was working with that for a while. And so I come home in the morning, and he had a bad day. And but he wasn't snapping out of it, adjusting his meds. So I took him into the emergency vet. And at that point, they did some work. And they said, Hey, we're not really sure what's going on here. He has some sort of immune deficiency, we're going to have to do some, some blood transfusions, and I was like, okay, that's fine, do some blood transfusions. And they kept track of his numbers, and they weren't improving. And he wasn't improving. And so I was advised to think about letting him go.

And I had a work that night. And they were telling me this as I was on my way into work. And I said I can't make that decision right now. And I have to be of sound mind to do my job. So

let's hold off until the morning, and I'll come back in here in the morning, and we'll go from there.

So I worked all night. And as I was getting close to the end of my shift, I was just overly anxious because of the fact that I was devastated that I was going to have to say goodbye. And I go in there and live that comes out and he says, I want you to see him before you make this decision, because I don't think you're going to be making that same decision. And I can't explain it because his numbers haven't changed. And Max came out and he was on forest and he was wagging his tail and he was happy to see me and I said well, it's not going to happen because he

is obviously not ready to go. And that that had agreed with me at that point. So he was home for a little while. And days went by. And there was one morning I came home and he had another bad morning. And so I laid with him in his bed for a while. And I looked at him and said, Honey, I have to go upstairs and go to bed. So why don't you sleep used to your sleep. And I'll come back down a little bit. And I went upstairs, and I went to bed. And I don't even know how long it was. But I was woken up by Max in my doorway, he had made his way up the stairs. And I can just tell by the look of the space that it wasn't right. And so I called the vet and let them know that I was on my way. And as I was getting myself present, to get a house,

he had walked into the bedroom and lay down on the floor. And

so I went to go pick him up, he was about 80 pounds. So I went to go pick him up and I couldn't get a good grip from the floor. So I picked him up, I put him on the bed. And I started to rearrange my carry on him so I can get him down the stairs. And he took his last breath and he passed away. And

as much as that was devastating, I can now talk about that. And even though there's still times that it still hits you emotionally, I also realized that that was probably the most beautiful way for him to go.

And in the interim here, one of the things I forgot to mention was that he had had an emergency splenectomy after

the whole blood transfusion incident. He had to have this in emergency splenectomy, according to the vet. And so we had that done. He was actually on the mend from that, as a matter of fact, the night before I left to go to work, he was outside enjoying the company of the neighbor's dog. And he looked like he was doing really, really well. And then the next morning was the last morning and he had passed away.

And so that same day that he had passed away, I got a phone call from the vet office to let me know that the biopsy came back from the spleen ectomy and that he had had cancer.

So needless to say, he had many, many, many health problems. And I ended up losing Chloe about seven months after that. And I really think that a lot of that had to do with having a broken heart. But she wasn't feeling good either. When I took her to the vet, they told me that she had a large spleen. And I thought I just went through all this with Max. I mean, just months ago, it was so fresh, and she was 13. And I thought I'm not putting her through all that. And so I made the decision to say goodbye. What killed me was Max was only nine. Chloe was 13. And I thought I had a lot more time with them. And as you can see in the middle picture there, that's little Chelsea and little Chelsea. I had gotten when Max was going through all his debacles. And Chelsea I would bring with me to the vet, she was kind of my my my rock at that point. And her and Max were pretty friendly with each other. And so he passed, Chloe passed, and I had Chelsea. And at this stage in the game, I thought I I want this to live forever, I want her to live forever. And I just want to feed her the best of the best and want to be able to give her 110% Of what I can and just I just want her to be with me forever because nine years old was just way too soon.

And so I was going to a pet shop, buy what I thought was premium food at a premium price and really thought that I was fitting a much better food than what I had fed back some Chloe and I started doing my research. And that has brought me 13 years later to where I'm at today. Because once I started doing that research, it completely made me so upset that I turned to this crazy woman. I was going into my work and anybody that I knew that had animals and I was like stop feeding that food. Do you know how this is made? And I was going off on this tangent because

I still to this day, sit back and ask myself if I knew then what I know now. Would Max not have been sick the way that he was

Would Chloe have not have gotten sick in the long run? Would they have lasted longer?

And I hate the fact that I have to sit back and continue asking myself that question. And yet at the same time, I have to step back from from that. And I have to step into the fact that they're my greatest teachers. Because if it weren't for them, and if it weren't for going through those instances, I wouldn't be where I'm at today. And I continue saying that even my current crew is my greatest teachers, because I've had incidents that happened with them that have led me to start teaching pet CPR, first aid, and other topics as well. And so once again, I stepped into, this is my way of giving back to their community, because without speaking a word, they have been the greatest teachers and have led me down different pathways within my life to make a positive impact on others. And I can't thank them enough for that. So I have to step away from that shoulda, woulda coulda. And I have to step into what did we learn? What did they help me learn? And how can I help others with that, which is why we're here today.

So this

was

my screens trying to catch up to me. But it was this book, the one that you see there, this one here. This is the book that opened up my eyes. And because of that, I cannot thank Susan extend enough. Because I think that she's a hero in my eyes. And even though we've never met face to face, Susan, if you're out there and one day we actually see each other, or you see this, I promise you. I'm gonna give you a big hug, because Susan pixton, who is she? Susan Paxton is a pet parent who lost one of her dogs to a preservative that was fed into pet foods. And that got her started on her journey. And she

started to learn how the industry works. And she has a pet parent has been out there advocating for pet parents and educating pet parents. And so she's gone to F called meetings. And she's just made this moreso her full time job to get out there and be an advocate for us. And so thank you, Susan Thaxton because I think after this is over, hopefully, you guys will be thanking her as well. So if you can find this book, I highly, highly, highly recommend it. Back when I started about 13 years ago, there wasn't really as much information out there as there is today. So lots of different,

lots of different avenues that you can find food information nowadays, compared to what it was a couple of weeks or more than a couple of years ago. I'm aging myself quite a few years ago.

So I think one of the things that's really important is the fact that we have to start breaking down these perceptions. And we have to start breaking down the perceptions in the regard that

what do I mean by this? Okay, so I go on these forums every once in a while, and I see questions in regards to skin and coat issues and a lot of skin issues. It's once in a while, I'll kind of jump in and I'll say, Oh, what do you feed them? And I can barter with a lot of negative feedback with that. And so pardon me there. And so

I don't understand that. And I don't understand that because I get what I wasn't asking for diet advice, or, you know, we're groomers. So we shouldn't be talking about nutrition. And yet at the same time, if I were to go into a pet food store and an employee were to come up to me and I would say hey, you know, what do you think is a good dog food what should I be feeding my dogs and they start giving me education on that leading me down different aisles and showing me different packages.

Think is set up to do that on its own. But we don't think twice about that. And this could be a person that has never like put eyes on my dog because I didn't come into the store with my dog so they could never set eyes on my dog. And yet at the same time I'm more open to receiving information from them, then apparently, the groomer because the groomer doesn't have any right to say anything in regards to nutrition. Yet I look at as a groomer myself as part of being the wellness plan for for that that pet as part of being their wellness team. We put our eyes we put our hands, we put all of our senses onto this animal. How many

He's, how many weeks after weeks after weeks, after weeks, after weeks throughout a lifetime that I think that, yeah, we do qualify to talk about nutrition and maybe point out is scanning issue that could be related to nutrition. So I think we're really need to start breaking down these perceptions. And one of the perceptions and why I have a car engine on there is the fact that,

you know, we look at, we look at a car, and we realize we have to change the oil, we have to give

the correct fluids, we have to change oil, we have to give clean gasoline in order for it to function properly. Well, you know, we're energetic biological beings that we have to give ourselves clean fuel in order to work properly. So instead of just being one part, and oh, that breaks, and we're just going to replace it, we have to realize that we have trillions and trillions of cells that work together as a community and form organs and form systems and work together. And so when this doesn't necessarily work properly, then other communication systems jump into play, but they have to work extra hard to do that, well, we need to give them the proper fuel to be able to do that. So let's start looking and breaking down and changing perceptions and looking at nutrition that way. So this slide that keeps wanting to pop up on me here. What is people food? And I think we named this is part of breaking down that perception, because I hear clients that say, and they'll say very promptly to me, Well, what you know, I don't feed my dog people food. And I sit back and I'll ask them, Well, what is people food? And I'm not trying to be snarky when I asked that. And so I'm going to sit back and I'm going to ask you, what is people food.

Because what it means to you and what it means to me and what it means to you know,

Mrs. Smith over here could be three different things. And so what is people food because of the fact that

people food, to me is fresh fruits, vegetables and meats. So my dogs love cucumbers, they love green beans. They love kale spox. They love watermelon. They love apples, they love carrots, they love strawberries, they love celery.

They love just about anything that I would put in front of them, they will eat it, and they like it. And they beg for more.

I'm proud to give them people food. To me people food is processed food, I will not give my dogs people food, meaning I will not give them pizza. I'm not going to give them McDonald's. I'm not going to give them a lot of the processed stuff that we now consider food for us when really ultimately we're not really Benny from benefiting from that as well. So am I going to give that to my dog? No, not.

So I asked you again? What is people food? And is feeding people food really that bad? And the answer is no. As a matter of fact, we're finding more and more science. That is saying that if we feed green leafy vegetables, that it can actually lessen the chance of our dogs getting cancer by up to 90%. And that's just by adding it into commercial kibble feed. Now if we feed other vegetables like or carrots and other vegetables, that actually decreases their chance of getting cancer by 70%. So even just giving some people food to our dogs can actually increase their immunity to find out cancer by large percentages.

So I like bringing up this movie, because even though it's an older movie, so for you, young ones out there that have never heard this before, I highly suggest that you guys go and search this down and watch this movie, especially if you're thinking this seminar, because that means that you're interested in nutrition. So what this movie is just to kind of broadly summarize it is this guy who decides he wants to do this experiment and he wants to see what happens if you just eat

fast food processed food for 30 days straight every single meal every single day for 30 days straight. So he wants to kind of see what happens like is it really as bad as we think it is? And so he was supervised by a doctor. They did bloodwork before he started and then during and then saw the outcome in the end. And what was amazing is how

Fast, the body responded to the process food and not in a positive way, and how fast it affected him not only physically, but emotionally and mentally as well.

And so I think that this was a really good example of putting proper foot, you know, fluids into the engine here to make it work properly. Ours is the energetics of our nutrition of our food. And so I thought this was a really good example. Because if we can see how it affects on us, I think it's better to understand because I think that's thing, there's a lot of disconnection as far as dogs versus people. And yet at the same time, a lot of experiments are done on dogs to get the people product. But we have this disconnection, as far as you know, it's okay in our world, but it's not okay in no world. So I think if we can finally start piecing together like this is how processed food affects human human body? What's this process food? And how is that affecting our pets?

So one of the questions I will always ask, is, when we're feeding, are we feeding foods that help them survive? Or are we feeding foods that actually make them thrive? And you can ask that self, you, you can ask that question to yourself

with your own diet, are we eating just to survive? Or are we eating to actually thrive?

So I think one of the things that I found really interesting is, you know, all the years that I've looked into this topic, and follow this topic and talk about this topic, I always would say, you know, pet food has only been around for a little over 100 years, yada, yada. And yet, I still never really jumped into the history of pet food. Until one day, I was like, I think it was a video or seminar or something that I saw or heard. And I was like, That thing, and I need to I need to jump into that a little bit more. And so I jump into the history of pet food. And

it's really quite interesting. And I think it's a very important topic to hit on to at least start with, because if we realize where it came from, and we realized how long this really hasn't been

booked over, or

really paid attention to, then I think it's easier to understand the industry today. So let's look at the history because before dog food dogs either scavenged around human settlements, or they were fed table scraps. I mean, let's face it, like my great grandfather, and great grandmother, their dog probably eat much differently than my dog. Right? And the same thing probably goes for your family as well.

So they were able to survive on quote, unquote, people food back then, how did they do it? How did they do it when they didn't have these commercial cables to munch on? Well, let's take a look. Let's take a look at the history here.

So

pet foods didn't come into play until around the 1860s.

That was the brilliance of James Spratt. So who is James Spratt? Well, he was actually an electrician. And he was a lightning rod salesman from Cincinnati, Ohio. And James Spratt goes over to England to sell his sales are lightning rods and sees that the street dogs were going around in scavenging and eating the ship hardtack. And so what hardtack is I had to look this up to is it's basically a survival food. And so it's made from flour, water and salt. And it's, it's baked. And they're formed like, well, you can form them any way you want. But they're form mainly like crackers, and they're really, really hard. But it's it's basically a survival food. And if it's done correctly, preserved correctly, it can last for years. And so this is what

a lot of soldiers and

people that were working on ships, this is what they used to carry with them, and use for nutrition purposes. And so he saw that the street dogs were actually attracted to this hard tack and were eating it to survive themselves. And this was an

You have Liverpool England area. And so that's when James Wright sat back and as an entrepreneur, he said,

You know what, why don't we do a heart attack for dogs. And he started looking into it. And he patented the first dog cake, which was the meat fiber in case which was shaped and around Paddy. And that's how dog food started. So um,

so the first dog cake and was a concoction of blended wheat meals, vegetables, beet root meat, and this was prepared and baked on the premises of a firm, which then claimed to have bake the first dog biscuit. Spratt was not only the first to manufacture pet foods, but was the first to farm out his production. His dog cakes were initially sold to English country down and for their sporting dogs. So dog food in or initially was more for

the upper class. And that was because they were sold in 50 pound bags. And back then that was a full full day of pay for what they charged. So it was getting to be known in England. And then in the 1970s Spratt brought the dog cakes to the United States. And by 1895, his business primarily became the food purchased by landowners for hunting and show dogs. And these were still sold in round patties.

So around this time period, because there's some overlaps here. So once one entrepreneur sees something, another one jumps on board. And that's what happened here. So in 1907, there was a slaughterhouse predator looking for something to do with his waist now. And so he contacted this guy called or named, I should say, Carlton Ellis, and Carlton Ellis was a chemist who came up with a ton of inventions. He came up with the modern day margarine, paint remover varnish, and when many other things. And so this proprietor calls Ellis and says, Hey, I need to find something to do with my waste milk. So after some experimentation, Alice mixed in an excess of milk with malt grain and other products, and came up with the recipe from NOAC based biscuits, and the 1908, no phones was released. And in late 1940s, after World War Two mobile phones went from being primary meals to just treats that we know today. And in 1931, the Milkbone was purchased by Nabisco. And I thought it was funny, because while I was doing some research, I saw this article that showed Ellis talking to Popular Science Magazine in 1937. And one of the things that he said was, while he was experimenting with these biscuits, he had them in regular, like square shapes, and the dog wouldn't eat them. And so he decides to put this in a bone shape because he was thinking to himself, well, how can I make this more attractive for my dog, and so he makes them into little bone shapes. And according to him, he found that his dog manifested a tremendous interest in the bone shape the skin and so that's how no bones was born.

So 1922 comes along in 1922 Canned foods, was introduced by the Chapo brothers from my home state of Illinois. They were from Rockford, Illinois. And they came up with this brand here cattle ration. And this was a dog food that was mainly produced by using slaughtered horses. And this was a way of disposing the surplus forces after the invention of will the else. So this food was so successful that by 1930, the brothers began breeding, raising and capturing wild horses to use and pet foods. And it was so

popular that they were up to slaughtering almost 50,000 horses a year to keep up with supply and demand. But the 1940s came in canned food was primarily the source of dog food back then, but then World War Two hit and then once that hit US government had to ration the 10 because they needed it for military purposes. So this is what led to the decline in the canned foods, and then an increased interest in dry meals. So in 1942, Quaker Oats actually entered into the pet food business through the purchase of generation ration from the chapel brothers.

And so then, introduces Clarence Gaines and Clarence Gaines was a hunter who kept a kennel of pointers. And he was frustrated with the quality of food that was available at the time and he worked with his family's livestock feed farm, where they produce dry meat meal basis dairy products and other variety of grains. So in 1925, he began his company called the gains gains company

So he came up with his own version of the dog meal, which was originally sold in 100 pound bags. But Gaines was an entrepreneur. So what he was doing on top of that was selling empty burlap, burlap bags, and five and 10 pound increments. So his customers divide up the bulk, and make it easier for them to store it. So eventually, he came up with the idea of selling his food in paper bags versus the burlap bags. And he thought, well, this is more sanitary, and I'm able to seal it. Not only that, but paper can be printed on. And this was the dawn of pet food advertising with company logo and claims. So in 1928, Gaines meal made claims before knowledge of nutritional standards reviewing the thing, and they were the first to advertise, every inch of your dog is balanced by a complete meal. And yet at the same time, we had nothing to back that statement up, but it was okay to print that on there, there was no regulations. So here is I thought was really interesting. And a little advertisement, showing every inch, your dog is nourished by this balance meal by Gaines. And so even though we have absolutely no scientific proof, to say that we have no idea what their nutritional values are, what a complete balanced meal is, we're going to advertise that to you as the pet parent. And we're going to make you believe that your dog is being complete and balanced, balanced nutritionally. So Keynes was the first to actually conduct feeding tests, because he was actually trying to do it, right. And he was the first dog food producer to you try and use a scientific approach to study in dogs responses to his food, and he hired a veterinarian to help him out. And so he formed what he thought was his complete and balanced 1940s he produced educational pamphlets and materials for owners, because he really wanted to expand their knowledge and complete and balanced the claims. They started expanding into other foods, whether it's verifiable or not. So then we started seeing complete and balanced on other pet foods as well. So by 1943, General Mills came into the game because they bought gains and produce the gains burgers, which is what is on the right there. And I don't know about you guys, but I'm old enough to remember Gaines burgers. And I remember as a kid actually giving those to my dog, it was like a hamburger, you would just kind of crumble it up. And yeah, again, if I knew then what I know now. So over on the other side, we can see how they would start marketing to the pet parent, hey, if you feed our foods, you're going to have a longer prime of life, you know, with this ainz meal. So all these claims are being made, and made you to believe that you're feeding great food to your dogs. And you know, this is all that they need. And yet we had absolutely nothing to back that up.

So

dry foods then became more popular. They contain mixtures of ground green byproducts, and other dry ingredients. But they weren't cooked like they were today. So today is called the extrusion process. And we'll get down to that. But pet owners are able to buy large quantities providing convenience, and little prep. And so that became the important thing by 1957 Purina was born. And they were the ones that produce the first extruded dry kibble, which is the extrusion process that is still used today. And what that is, that's a cooking process. And so basically that's taking these ingredients and cooking them at a high temperature to sterilize that food and then come back and add in synthetic vitamins and minerals to make it complete and balanced. So sterilizing the dog food to produce the kibble form we know today, in two years, they became the leading brand that was back in 1957. Not that long ago. So in 1959, they came out with their first complete and balanced food, and that pet food

that was the first pet food to promote such a plan. And this was the pet food called Three little kittens. And Purina is the one that came up with that. And that was advertised to include extra vitamins and minerals that had no science behind their formula.

So in 1960 Purina extruded stem pet foods into the pet food market and the brand was the number one brand. The extrusion process allowed them to use more byproducts to produce foods that was convenient and safe to feed. So during this time, there was growing opposition of using horses and foods. This led to legislation and in

Right 71. So again, not that long ago, there were they that's when they prohibited capturing and killing horses for the use of dog food and come and complete discontinuation of horse meat foods. This resulted in other meats like chicken, pork, beef, and other byproducts. Now, I wish I could say that that was the case. But it wasn't that long ago, if I remember was 2019, where there was a pet food company that was buying their meats from a third party. And

I don't know what happened there.

And so they

Excuse me. And so they

were buying their meats from a third party who was buying

animal carcasses, and that also included euthanized horses. And so when the food was tested, there was still horse meat in the food. So unfortunately, we are still seeing some of that type of stuff in the industry. So from 1970s to present, extruded dry foods continued to be the most popular in the USA, canned foods are mainly used to supplement the dry diet.

So even in the 1960s, little was known about nutrient requirements.

I mean, that kind of blows, like that blew me away when I first read that even in the 1960s. That wasn't that long ago. So the same food was manufactured for both species originally manufacturers just labeled dog or cat on the label. So early cat foods were fish and actually more fish. And they would sell just fish in 11 pound cans. 1970 circa 2000 was the introduction of premium brands and life stage foods and other breeder programs. So the first products were introduced to target different stages of life for dogs and cats. 2000 To President we saw the expansion of brands, niche markets and health claims. And in the 1970s and early 1980s. This is when universities started studying all the minimum nutritional required requirements of dogs and cats in different life stages. So that was only, you know, 40 something years ago, that they started really knowing what the minimum nutritional requirements were, all this food up until then didn't really have nutritional requirements to have to follow.

So it was established in 1909. They were compromised are comprised of state and federal officials, still to this day. It's comprised of state and federal officials. But then there's also volunteers that come in from the pet food companies as well. Again, just to

tap on this in the next section, but they're not a governing body. All right, so they're not active. They weren't active when Gaines was making their claims of being balanced and complete. They first established pet food committee was formed in 1959. So Afikpo Yeah, they were this committee, but they didn't establish the pet food committee until 1959. labor regulations didn't even start until 1967. That wasn't that long ago. So it took 100 years for them to even start having pet food label regulations. Today's AFTCO definition of complete and balanced this product has all required nutrients and poor proper amounts and proportions, and has been tested to make sure it meets complete nutritional requirements of a healthy dog or cat. Complex nutritional requirements are a set of nutrient profiles published by the nutritional companion animal nutritionist and the National Research Council. So you'll see them as NRC. This started in the 1990s, Aqua started publishing the nutrition profiles themselves. So it wasn't until the 1990s that they took the FRC and that research and started publishing it to say this is what the minimum requirements are.

So think about that. It wasn't until the 1990s that they started publishing nutrition profiles themselves.

Fascinating, right.

So

pet food labels can now

say that they have all these stages

on the bag. So what exactly does that mean? So when I say brand, X, Y, and Z and they say well, this is for all life stages. It's not necessarily a puppy food. It's not necessarily a senior food is for all life stages. So what exactly does that mean?

Well, what they do is they come up with

nutritional requirements that are from growing dogs and during reproduction. So because of the fact that it includes growing dogs and dogs during reproduction, that they need more calories at those stages. And so the adults maintenance formula, sometimes on the recommended feed about on these bags are going to be a little bit too much calorically for an adult for a maintenance program because of the fact that it's made for all life stages. So it's just a recommendation as far as the fee,

caloric intake goes. So I think this is why this kind of contributes to a lot of the overweight aspect that we see and our dogs and cats. So if they want to label all these stages, they can either go through the minimum nutritional requirements, or they can opt to do the feeding trial. And if they do that the feeding trial requires that eight dogs must be on the food for 26 weeks and remain absolutely healthy. And if they want to do in all life stages, well then eat dogs have to stand for 26 weeks, they also have to do adult females who have been bred, but must be fed the food throughout gestation and lactation, it must be weaned, and then they're followed up for 10 weeks. And if all of them stay healthy on that food for that 10 weeks, then they are considered in all the stages claim on the bag.

So again, complete and balanced nutrition profile, what does that mean? Any or all life stages, there's a calculation method, which is now published profiles for the ASCO recommendation book using standard tables and ingredients. And they analyze this through lab analogies.

So

I hope that that kind of gives you a peek into how the pet food market has actually been working. So even though pet food has been around since the 1860s, it hasn't been until really the 1970s 1980s when we actually had the NRC come up with a minimum nutritional profile. So for that long of a time period, this complete imbalanced and your dog's going to live much better if you eat her food and whatever these claims that were being put on the marketing of these bags and cans

were completely not backed by science at all. So we've had 100 years of marketing to people to say, hey, we need to feed your dog this you need to feed your cat this, Hey, this is complete and balanced and have absolutely nothing to back that up.

So it's only been, you know, in the last 3040

Almost depending on when you were born in the 70s, almost 50 years of actual science that kind of backs up some of these claims. But it doesn't stop there. Because there's certain aspects of pet food bags and labels that we really need to be paid paying attention to to figure out what is in that bag because there's still a ton of leeway when it comes to the pet food industry. So I'm going to pause this before we go on to the next section. Because the next section we're going to go into how to read the bag and how to read the labels.

And if I can figure out technology here Alright, so

let's go ahead and pause this and we will go on to the next section.