Reading Ingredients

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Okay, welcome back. So, hopefully, my slides will work a little bit better for me. But we're gonna go into the next section where we're going to actually look at the pet food bag. Look at how ingredients are listed. So I'm hoping what that does is gives you the education. So if you're either asked, What should I feed my dog, or if you're in the store, and you want to look at what you're feeding now, and compare that to what's available that you can actually make that comparison and know what you're looking at. So let's start sharing my screen. Okay, this is all right, so chill Sorry, guys. All right. So let's take a look into the actual bag. This is not where I wanted to start. And stuff from you sometimes. Okay. All right. We're just gonna go with the flow here. Okay, so let's take a look at what's in the bag for the third time. Why is this not? Alright? So, who is ASCO? Alright, so who is ASCO? Well, they're the Association of American Feed Control Officials. I'm gonna say that, again. They are the Association of American Feed Control Officials. I like to stress that because I want people to realize that it's feed control and not food control. And what do I mean by that? So what I mean by that is the fact that technology is not working with me today. Pardon me. So what I mean by that is the fact that there is the feed, pet feed, and then there's food. And that does fall under two different categories. Okay. And this is about feed control. And how is it different? Well, in the pet food, or in the human food industry, we have the USDA, the FDA to overlook our food. So there's certain rules regulations that have to apply to that. And a lot of that has to do with what can be considered human consumption, what and how they process that we're is in feed control, it's a totally different ballgame, they can process that what they call a rendered plants. And so that is everything that was discarded from the human side of things can go into the feed side of things. So a lot of the quality of meats that are able to go into a rendering feed is not necessarily something that you would even want to come close to putting into your mouth. But it's allowed in the pet and feed side of things. The alcohol officials, so that is your state and state and federal legislatures or politicians that are on this board. But it also consists of people from the pet food companies as well as a volunteer board. So again, this is not a governing body. This is a recommendation body. So they can set in all the guidelines of what can go into a pet food, how to label it, that type of thing, but they can't necessarily enforce that. That has to come from the FDA. So even though ASCO overlooks it, it has to be reported to the FDA for anything to be done about it, which is why there's a lot of times when we see these recalls, there is a delay because of the fact that it has to come from the FDA in order to do anything about it. Okay, so what is in a bag? Well, a pet food bag, as we've

seen from the history of pet food is considered freedom of speech. So what does that mean? It means They did put certain rules and regulations into play as far as what can be labeled on pet food bag. But most parents, pet parents don't know this. And so they're able to put certain words on the bag to them, meaning certain things, and they stay within the regulations. But you as a pet parent don't necessarily know that. And so therefore, you don't realize the quality and what you're actually getting in that bag. So there's the 95% rule, which means if an ingredient name alone, or is followed by food that must contain no less than 95. That ingredient. So if it says you know, XY and Z Turkey food, then 95% of that food is going to have to be Turkey, or other combined ingredients. But this usually is with your mixers and your toppers. It's not necessarily a complete and balanced meal. Now, there's other keywords that we see more often that we really need to start looking out for. So these keywords are dinner, formula, or nugget. And that means that that bag only has to contain 25% meat in that bag. So if it says chicken formula, chicken dinner, chicken nugget, that only 25% of that meat is in that bag. With the word with, that means it only needs to contain 3%. So made with white ocean fish, well, that only means that there's only 3% of white ocean, Jack. Okay, so these these words are indicators for what you're getting. But the thing is, a lot of pet parents don't know that. So they just oh, this is a chicken there. Yeah, this is great, not realizing you're only getting 25% beef. So they can have a picture of a nice meaty steak and can be labeled on the bag. And if the word flavor is on that bag, it doesn't have to contain any meat at all. And that is a scary thing, especially when you don't know that. So all ingredients do not have to be listed on the bag. Because if the ingredients weren't manufactured in the processing plant, that bag be labeled Made in USA and still have ingredients included from other countries of origin, let's say from China, which is what happened in 2007, when they had the melamine issue. And so what happens is they use what they call co packers, and those are the ones that have the vitamins and minerals and, and other additives that get dumped into the food at the rendering plant. And those ingredients don't have to be listed on the back. Because it wasn't manufactured in that plant. It's just being added to the food. And so those of you that remember in 2007, there was a lot of people that were opened up to how the pet food industry works and learned, unfortunately, the hard way about CO packers because of the fact that it was a company that was manufacturing a co Packer mix and include a melamine in there because melamine measures out as nitrogen. And so anybody that was using that company as a co Packer ended up getting this melamine and to the food, it was making a lot of dogs and cats sick and killing them. So it brought attention to the pet food industry. So here's a perfect example of the word flavor. So remember, if it has flavor on the food, it doesn't have to have any meat in there at all. So here we have a food that is advertising themselves that they have a media recipe with a picture of a full chicken dinner on the front of that. And it claims that they have healthy joints targeted nutrition, right? It's chicken flavor. So let's turn that back over. And let's take a look at the ingredients. So this is whole grain corn, poultry byproduct meal, ground whole grain wheat, corn gluten meal, and animal fat. So they advertise themselves as a media recipe. Because it's freedom of speech, but they follow the rules because they have the word flavor on there. And then we see here that there's really no meat in here at all. So it's a really tricky process, especially when you're not sure what you're looking at.

So, we're I thought this slide was low for let's go back to this feed versus foodgrade. So this is where we see the definitions and the feed grade definition. And this comes straight from the AF codebook itself, as I have it right here. The AF codebook itself states that feed grade are materials that have been determined to be safe, functional and suitable for its intended use and Animal Food is labeled and handled appropriately and conforms to the Food and Drug and Cosmetic Act unless otherwise expressly permitted by the appropriate state or federal agency suitable for animal food. Now, human grade food is defined as every ingredient and resulting product are stored, handled, processed and transported in a manner that is consistent and compliant with regulations, or Current Good Manufacturing Practices for human edible foods, all ingredients and manufacturing processes meet human law, food, human food is much more rigorously regulated. That's kind of hard to say three times really fast. But I think I got it out there. So as you can see here, there's a lot more leeway in what's allowed in fifth grade versus food grade. So this is why when I say to people, when I'm talking to clients, or when I'm talking to a class, I always will ask is a fee grade food grade, because there is a difference. So one of the things that has to now go out of bag is called the guaranteed analysis. And a lot of times, we look at this guaranteed analysis, and most people don't even know what it means they look at it, they see calorie, they see crude protein, crude fat, whatever the case may be, and think that it's the same as our food goes. And yet at the same time, it's a little bit different. So the guaranteed analysis is just a measurement. It's done chemically. So I think I put a slab of ribs there, because I think we think you know, it's like Fred Flintstone putting that slab of meat on the side of his car, like, we know it weighs really heavy because the car flips over. So I think we think because we're so used to human food in the human world, that it's this nice big slab of meat like that. And that goes on to the scale. And that's how we get our protein percentage when it doesn't work like that at all. So it's done by an if I hopefully I say this correctly is done by the Keto method, which is an analytical chemistry, which is a method to determine nitrogen contained in organic substance was nitrogen containing inorganic compounds, and measures ammonia and ammonium. So it measures all nitrogen in that sample. And it's not protein specific. So that doesn't reflect protein digestibility. And it does not provide estimates of essential amino acid balance and availability. So basically, things get ground down into like a powder that goes through this chemical process, which then measures the the nitrogen levels. And that helps them determine the crude protein in that food, which is why they were able to get away with the substance in 2007, because that melamine measured as nitrogen, and so therefore met the protein requirements for that food set making sense. So I just wanted to put this on here, because this is just kind of a visual as far as how that chemical process goes.

This is how you measure the meat. So it's not that big slab of meat that's on the scale to measure. All right, so let's continue on with this guaranteed analysis. Because there's a lot more that this analysis can tell us if we know how to figure it out. So the guaranteed analysis doesn't have anywhere on there for carbohydrates. And I think this is done purposely. But you know, that could just be because of what I've studied. But carbohydrates aren't listed on there. And there's so there's no way to really tell how much sugar is in this food. Because we know with our own diets, we want to stay away from carbs, right? So let's not feed, like I wouldn't sit here and eat cereal for every single meal every single day. Right? That's a lot of carbohydrates, that's probably going to make me gain weight. So how do we figure out this carbohydrate percentage? Well, we can add up the percentage of moisture, the percentage of fat, percentage of protein and the percentage of fiber. So we take all of those numbers and we add that up with over that total is we then take that and subtract that from 100. And that's going to give you your percentage of carbohydrate in that bag. So let's kind of take a look at this, I'm going to try and move a box here. So if we look at the crude protein, which is 29%, crude, fat 14, crude fiber 5%, and the moisture, asset 12%. So we take all those numbers, we add them up. Now, I don't have the calculation in front of me. But if I remember correctly, that adds up to 60. So I take 100 100 minus 60. And that's going to be my percentage of what the carbohydrates is in that bag. So this bag of food is 40%. carbohydrates. That's a pretty high percentage. And I won't have to say I've seen it all the way up to 60%. And send certain foods, so carbohydrate rate is pretty high. And then we wonder why, you know, our dogs and cats are overweight and having other health issues. Okay, so let's take a look as being ingredients. All right, so the ingredients are listed in order of weight. But that's prior to cooking. So if the ingredients are listed as chicken, and then corn gluten meal, and then chicken fat, and then whatever else, that chicken even though it's the first and the ingredient label that was measured prior to cooking. And so if we know what happens to our meat, once we've cooked it, right, so the extruder extrusion process where it cooks it at very, very high temperatures, that gets rid of all that moisture, and it shrinks the amount of meat. So that first ingredient, even though it's listed as chicken might necessarily be the heaviest ingredient. And that footnote, you have to look down what's behind that, because now that actually kind of moves up once realize that that wisher was taken out of that chicken. And so therefore, that wasn't really that heavy, after we took the the moisture out of there. So some of the things that we have to look for, is the first five ingredients hold the most weight, and are the major portion of what's in that food. So again, they they know this, and they know that more people are becoming aware of this. And so they've started doing what they call ingredient splicing. So where you might see, let's just take that other food that I had as an example where the first ingredient was corn. And then it was poultry by product meal. And then it was, I don't know, off the top of my head like barley weeds, and then it was animal fats. What they might do is like corn, grown corn, and then do poultry byproduct meal, and then the next one is going to be like

corn grit. And then it'll say animal fat. And then the next one after that is like corn hauls. Well, they split the corn in different parts. So it didn't look like corn was the major ingredient. But if you look at the first five ingredients, and you see that three out of five are some sort of corn. And it's pretty safe to say that the majority of that food is actually corn. All right. So ingredients that are listed, which can come from rendering. So you'll usually see this animal fat, meat and bone meal, meat meal, or animal digest. So meat meal is a rendered product exclusive to any added blood sugar, or blood, hair or stomach contents. All right. Usually, if you see like chicken meal, or fish meal or turkey meal, then it has to be that it has to be that protein, right? So it's not going to say chicken meal and then B beef. It's not going to say Turkey meal and then be chicken. If it's specifically listed as a chicken, turkey beef meal, then it has to be that protein. Okay, we're, we're not really exactly sure what it is is when it is listed as meat meal or when it is listed as animal fat. If we don't know what the source of that was, we just know that it was a mixture of some sort of animal or some sort of meat. But we don't know exactly what the mixture of that was. Why is that important? Well, if you have an animal that may have some sort of protein reaction, and we're trying to figure that out, well, how am I going to know that if I don't even know what the meat source is that I'm feeding it? So certain things to look for, especially if you're dealing with some sort of allergy. So what exactly is rendering? Right, I keep talking about it. But what exactly is rendering? Well, that is when they convert dead animals and animal parts that otherwise would require disposal into a variety of materials, including edible and inedible tallow and lard and proteins, such as meat and bone meal, and materials are sold to manufacturers of a wide range of industrial and consumer goods such as livestock feed that so close lubricants, plastics, personal care products. Right, so basically as a way of disposing purposes. So renderers annually convert 47 million pounds or more of raw animal materials into approximately 18 billion pounds of products. Sources for these materials include meat slaughtering and processing, processing plants, that animals from farms, ranches, feedlots, marketing, barns, animal shelters, and other facilities and fats, grease and other food waste from restaurants and stores. So if we see here, what's allowed in feed is just about anything. Where we wouldn't see all of that we wouldn't see fats, grease and other waste products from restaurants and stores and human food. We wouldn't see dead animals from farms, ranches, feedlots, marketing, barns, animal shelters, and human food. So there is a difference when I say what's the difference? You know, do you want to upgrade? Or do you want food grade, there is a difference. So rendering mixes what can be included? Well, this is where Susan Susan thanks and really opened my eyes because it includes the four DS includes dead animals to see diseased animals drugged and down producing animals. So these animals are rejected for use of human food, which means they don't have to be slaughtered, it doesn't have to be a claimed slaughter, in order to go into a pet feed. I showed these pictures not because I want to say here and gross you out, I showed these pictures because all they had to do is go on Google and type in rendering plants. And this is what pops up. This is how the food can be stored. Right? So it doesn't have to be refrigerated. If you look at the rules and regulations, when they transport, it doesn't have to be covered. It doesn't have to be refrigerated, it can go into the back of a dump truck completely uncovered and then dumped on to the rendering plant just like this and not regulated as far as how it needs to be stored.

And then when it's needed, they'll take that and dump that into the rendering bucket. Right, which is where the extreme process is important. Because what that does is it bakes, it cooks it is such a high temperature that it sterilizes everything that's in this blend, but it sterilizes it right so now there's no nutritional value, and it might not have pathogens and and everything, you know, bacteria, that it kills everything and so there's really no nutrient value to it. And so this is why we have the CO Packer mixes to be able to mix in vitamins and minerals to now add in nutrition back into that sterilized food. Okay. So here is just kind of a diagram as far as you know, the extrusion process and the equipment and how it's actually done. But it like you said it's thoroughly so it destroys bacteria. And then I just wanted to reiterate if it's listed as a specific protein, it has to be that protein. All right. So one of the things that got a really bad rap was byproduct. And what byproduct is a secondary product produced in addition to the principal product, so that can include any part of any animal or animal or not fit for human consumption. So what exactly does that That means well wait for a screen to catch up to me here. All right. So what exactly does that mean? Well, by product I personally don't think necessarily has to have a bad rap to it. And the reason that I say that is because when I was in Illinois, back in the day, when I started discovering all of this, I decided that I was just going to go ahead and make my own. And so I had an appointment with an animal nutritionist, and went over how to do a homemade diet. And I was able to find a farmer that I was able to get my organs and meat product from. And then I discovered Dr. Karen Becker. And she had her book that gave detailed recipes on how to formulate a home, a home based diet. And so I did that for a really long time. And when I did that, I put byproducts into my food, because I would put liver, road put kidney, or I would put other organs that were a secondary product, right? So that was technically a byproduct. Was that a bad thing? No, there's a lot of good nutrients that are in some of those byproducts. What is the problem is we don't know what the quality of that byproduct was. So byproduct, if it's not specifically label, then it just says animal byproduct, poultry byproduct, that literally can mean just feet, beaks and feathers, that could be all just feathers, that could be just all feet, that could be any of the part of that animal. The thing is, we're not going to know, we have no idea what the quality of that byproduct was, when I did my homemade meals, I knew what I was putting into that. And so therefore, I knew that that byproduct was of a quality ingredient, versus it could be nothing but a bunch of feathers, but it says

by product meal. So now that we have a little bit of a better understanding,

let's now start taking a look at some of these ingredients here. Okay, so here is Brand X, Y, and Z. And this one is a lot of times given to animals that have a lot of skin issues. So if we sit back and we look, and I know that the price point on this is usually on higher side of things, and that, you know, so what they're paying for let's take a look. They're paying for the first ingredient to be corn starch. They're paying for hydrolyzed chicken liver. Okay. They're paying for partnered cellulose, soybean oil. And then your additives if calcium phosphorus and your co Packer vitamin mix pack. So here we are. My dog is itchy. I'm not sure what's going on with that. And so he's got some skin issues. And I'm told what, you have to feed him this food. And now he has to be on this food forever. Well, all right. I say okay, and I get him on the food. And I might start seeing a difference initially, because of the fact that if it was possibly some sort of protein allergen that was making them itchy. Well, yeah, I might see an initial response with that, because there's absolutely no protein in this food, right? refeeding them corn starch, hydrolyzed, chicken liver, powdered cellulose and soybean oil. So if it's a protein allergen, I'm going to see some improvement. And I'm going to think that this food is working. But the thing is, yeah, you know, it might be working for the initial problem on it. Oh, look at what we're feeding and look at what we're putting into the engine here. We're putting in absolutely nothing of quality. It's all synthetic vitamins and minerals to make that even complete because we have nothing in it. We have cornstarch powdered cellulose and soybean oil with a little bit of hydrolyzed chicken liver. So where it might initially set off, you know, not so much of an issue, itchy issue is going to set up another issue maybe later on down the road because of the fact that we're not putting the proper nutrition Look into the engine here. Okay? So let's take a look at this, I'm gonna have you guys take a look at this, and kind of go through this on your own and see, okay, you know, I want you to start looking at labels like this and I want you to start asking yourself, chicken, rice, whole grain wheat, poultry byproduct meal, and soybean meal and be fat preserved. So is this something that I really want to be feeding my dog. So chicken, well, that was measured before the water content was cooked out. So I know I can move chicken down the list a little bit once it was cooked, so I'm really feeling like rice, or green leads, poultry byproduct, which is poultry by product. So I'm not exactly sure what the bark quality of that byproduct is, because it's just listed as poultry so could be just feathers, and feeds and maybe some beaks. And then somewhere in there, you know, kind of throw the chicken back in there because you know, it falls in there somewhere. And then soybean meal, and then be fat that's preserved with next vitamin E. And that's what I'm not gonna even say right now took referrals. And then corn gluten meal, and the rest is your co Packer mix, right? So look at that, is that something that you want to be feeding your dog and this is a pretty popular product actually, that a lot of people had put their dogs on because of the fact that it was considered more of a premium food. So now let's take a look at this one. Right? So kind of go over that and see is this something that you would feed your animal. So we have humanely farmed Turkey, humanely farmed chicken ocean caught white fish meal, we have russet potatoes, garbanzo, beans, clean green lentils and field peas.

So we have humanely farmed chicken. Right? It doesn't say that it was killed by slaughter. But it was humanely raised, it's still, you know, not fit for human consumption. But that might tell me that it's a little bit more of a better quality product than a rendered product, right? Now let's take a look. Because as we go down the list here, it weighs less and less in that bag. So what do I mean by that? Well, if we start taking a look, so after that first five ingredients, now we start taking a look. And now we look at it, and it's like, oh, it's got apples in it, and it's got pumpkin in it, flax seed in it, and it's got carrots in it, that's almost towards the bottom there. So what that can literally mean is it can have one carrot in it. And it's still going to be listed as a main ingredient. It can have one blueberry in it. And they can still list that as a antioxidant formula because it has a blueberry in it. But when we look and we look to see that it's all the way at the end of the label ingredients. Well, that can literally mean one blueberry. So we have to really look through the tricks to figure out what exactly are we buying. So this one, yeah, you know what, this one's on the better side of things. I want you to see, you know, it's got mix, vitamin D, and it's got Rosemary extract, as some of their preservative. Okay, and we're gonna go into that a little bit here. But it's still does use you know, a vitamin co Packer. So you have to decide, are you okay with that? Are you okay with the fact that it's a third party co Packer that may be contributing to this ingredient list? And if that's the case, we don't necessarily know everything that's in this food doesn't have to be listed. I'm okay with that. So let's kind of tap on these preservatives a little bit. All right. So there are additives to enhance or preserve the products flavor, texture, stability and nutrient content. All preservatives are considered additives. So we do have our natural preservatives, which is mainly our mixed vitamin E. All right, mostly commonly used. natural antioxidant food. others include sorbic acid, Rosemary Marigold, extract, and citric acid. These all come from soybean oil residue from distillation, and are less antioxidant activity compared to a synthetic, which rapidly decomposes as they protect fat from oxidation, making shelf life much shorter. All right, so our synthetic preservatives that we will see is BHA, BHT, and Ethoxyquin. These are not approved in Canada, Japan, or European countries. So a lot of the products that are imported from Canada, Japan, or other European countries won't have the synthetic additives into it, because they don't allow that in their food. So what does that tell you? Right? So what is the toxic one, and this one, I'm going to tap on just a little bit, because of the fact that it is, once was commonly used, okay, um, and you would see that, like, I saw that back, when I worked in that office, you would see that on the labels of eating the prescription foods that it was preserved with Ethoxyquin. And then more people started finding out about Ethoxyquin. And they weren't necessarily happy with that. And so one of the reasons that it started coming into the light, is because of the fact that it was tested in dogs about 30 years ago, and was considered flawed if you look at today's standards, right. So we haven't really done, at least at the time that I'm making this any more real good studies into the use of the toxic when

it impaired hormone production. As much as BHA and BHT does, this is why we have problems with some of the synthetics. And the reason that it seems to be more of an issue is not just because preservatives or uses antioxidants. So you're gonna have people on the other side of the coin saying, hey, this isn't that bad of a thing here because of the fact that it's an antioxidant. And so therefore, you know, it helps preserve and it's not that bad of a thing well, but what we're forgetting is, most of the time, our pets are being fed the same food every single day, for every single meal for sometimes years at a time, if not, some dogs their whole life. Some dogs, you know, never get a break from that. So we have to think about the build up, does the body ever, but he never really gets to detox from having these preservatives into the body. And that's where people were starting to have an issue with that, with the synthetics is 10 to 20 times more potent than a natural preservative, and can change some of the cell membrane functions. And that's part of some of the side effects. And so with that, this is why we have concerned with it. Okay, so Ethoxyquin is the art of artificial preservative which is banned from human consumption. It's considered a pesticide by the the Department of Agriculture. So again, it came to the attention it at this point is not supposed to be used as much as it was as a preservative. Um, there's a lot of manufacturers that would make that claim. The thing with Ethoxyquin and with some of these other ones, the issue is if it was added into the CO Packer mix, it doesn't have to be listed on the bag. So if the CO Packer used Ethoxyquin as their preservative, and that gets added into the bag, they don't have to list that that has Ethoxyquin in it. So isn't the facts that when being used as often as it wants to was? Unfortunately, there's no way for us to really be able to tell and that's the unfortunate part. Okay, but that's freedom of speech. So if exequatur was initially registered as pesticide 1965 And back then the toxicity documentation stated that the primary tool Forget Oregon's affected by effects acquaint and experimental animals for the liver and the kidneys. So you got to sit back and you got to ponder Is this still being used in the food because what's one of the top health issues that we see in our animals nowadays. Now they have liver and kidney issues. So thanks when is the most added by the is most often added by the ingredient supplier and not the pet food manufacturer, which is what I just talked about. And this is coming straight from Susan Dixon, where she said most common ingredient that is preserved with the toxic when is fish meal. So over the years, the industry representatives have shared with me that other meal ingredients such as chicken meal, and beef meal, and rendered fat ingredients, animal fat, or chicken fat can be preserved with a toxic one too. Again, Ethoxyquin is added by the ingredient supplier and is not required to be listed on the pet food label. So pet owners should ask their manufacturers in writing if if x liquid is added to any ingredient by the ingredient supplier. Now the thing is, maybe it's changed. But back in the day, when I was initially on my rampage, and I started really digging into doing my research. I would write the manufacturers. And so I would email the manufacturers now and ask them certain questions. And what I found was either I never got a response. Or if I did get a response, a lot of times, it would just be a marketing answer. And it wouldn't answer my question. It would just give me this roundabout answer but never actually answer my question. So I do challenge you to write your manufacturers and I do challenge you to see what kind of responses you get from that. And I would be open and welcoming

to see what kind of responses that you guys get. Because I would be very curious to see what some of those answers would be. So BHA and BHT. We also see this used as a common one. It's an artificial preservative. But it's been linked as a chemical hazard by OSHA, and linked to causing cancer in humans. So we still see that on the human side of things. And we've been warned to just watch our consumption of BHA and BHT. And again, you're gonna have that argument on the other side saying, well, it's not that bad as the antioxidant. So it's really not that bad. And yet at the same time, we're saying, we're really not sure it can alter cell membranes and impair human or hormone production. And so well, you know what, just be careful what your intake of is of this is, so just start paying attention. But our pets don't have that option, or pets are reliant on you to pay attention for them. And so to look at the BHA and look at DHT, because again, we have to realize they're eating this for every single meal of every single day. for probably years and years and years. So just be aware of the preservatives. Sometimes they're going to be listed on there, sometimes not. Because if it's in the ingredient supplier, it's not going to have to be listed, but be aware that these can be included into the food. So bhp is widely used to prevent oxidation and fluids like fuel and oil and other materials were free radicals must be controlled. The BHA is an antioxidant consisting of a mixture of two isometric organic compounds is a waxy solid used as a food additive. With the number e 320. The primary use for BHA is an antioxidant and preservative food food packaging, animal feed, cosmetics, rubber and petroleum products. So for you guys in the human side of things, really got to take a look at BHA as well as some of these other products. So we might be avoiding it in our food, and not necessarily knowing that maybe it's in our emotions, or maybe it's in our cosmetics. And so we're exposing ourselves to that every single day. All right, so what are the other things that we really need to be paying attention to is aflatoxins. Right? And unfortunately, we just had a recall of these aflatoxins 2020. So it's not a problem that we're taking time out to really solve. So It is it. So this was defined by the FDA. A lot of this information came from the FDA website because of the 2020 recall. So aflatoxins are toxins produced by the mold? See, I'm very bad at some of these larger words, right? That can grow on pet food ingredients such as corn, peanuts and other grains. So at high levels aflatoxins can cause illness, appetite, toxicosis, liver damage and death and pets. The toxins can be present, even if there's no visible mold on the pet food. So where can it grow on corn, peanuts and other grains? What is a lot of pet food made from corn, peanuts and other grains? And what was happening was there were animals that were getting liver damage and passing away because of alpha SEC airflow. Tuk Tuks Kosis

was doing it on purpose now. All right. So what are some of the causes again, this is per the FDA, pets pet. food containing unsafe levels of aflatoxins can develop aflatoxin poisoning, which is what was happening. Pets are highly susceptible to Alpha toxin poisoning because unlike people who eat a varied diet, pets generally eat the same food continuously over extended periods of time. If the pet food contains aflatoxins, the toxins can accumulate system as they continue to eat the same food. Alpha toxin poisoning can also occur if the pet eats moldy corn grains, peanuts and other aflatoxin contaminated foods. So right there, the FDA is telling you that they can get aflatoxin poisoning because of the fact that they're eating the same thing every single day and not getting a break from it. And it starts to build up in the system. So if that happens, we have four toxins, when that same thing happened with preservatives as well. Right? Again, thank you, Susan Dixon, because she stays aflatoxins can be present in dog food and cat food as well. 1998 and 2005 and 2011 2013. And now, again in 2020. Affleck passing contamination, dog and cat food resulted in illness, bug mortalities and extensive recalls of affected dog and cat food buying. Why are we seeing this over and over and over again? Why can't we just come up with a solution? Okay, so hopefully, that really helps you dig into how to actually read the pet food bag. And to be able to now go into the store, or being a pet professional that can guide a pet parent, to look at a bag to know what they're reading to understand the ingredients. And that, hey, it's this chicken flavor on it. Let's take a look at this bag. Oh, look at that. It's mostly corn, to be able to know that to sit here and go well, right off the bat. It says right here. Yeah, I know. It's got you know, turkey dinner falling from the sky. And, you know, Fido is running on the farm with with the turkeys. But it says right here that it's a turkey dinner. And so I know right off the bat that that means that it's only needs to contain 25% protein. So let's take a look. And let's look at the guaranteed analysis. And let's break this down. And let's find out how many carbs are actually in this bag. Because if that's the case, well, that recommended feeding trial, right? That now says that it's an all stage of life. Well, that may not necessarily be a good because of the fact that that doesn't include adult maintenance. And so since this is, you know, 40 50% carbohydrates, well let's cut back on some of those calories. And maybe just maybe we add a little people food that like fresh broccoli or other vegetables and we can actually improve the quality of of that food just a little bit. So there's a lot that we can do as not only a pet parent, but there's a lot that we can do as a professional and help educate other people as well because of the fact that they have no Problem following these rules, which give them a lot of leeway, and say, Hey, I'm following the rules, it's freedom of speech, it had the word flavor on there, it doesn't, you know, I don't have to sit here and say that this bag is nothing but corn in it. That's not really fair to assist pet parents. It's not really fair to the animals as well. So hopefully, this kind of broadens the perspective on things and we can make some better choices. And so as you can see here, the next portion are going to start going into the marketing aspects of it. So hang on one second. Okay. And once again, going to