

To make it easier for you to select the appropriate food for your pets, products generally fit into 4 distinct categories:

Premium pet foods have better ingredients and processing methods than economy brands. Then add antioxidants and vitamins, remove artificial dyes, and you've got a healthy, easy-to-digest premium pet product. Plus, unlike many economy brands, the formula does not change from bag to bag.

Super Premium pet foods feature top quality, natural, often human-grade meats and meat meals. They generally contain Vitamins C or E, balanced omega fatty acids, beta carotene, and other valuable antioxidants and minerals that provide concentrated nutrition in smaller serving sizes. What they do NOT contain are coloring or chemical preserving agents. And these products are often tested through feeding trials that follow strict AAFCO protocols rather than formulation methods, thereby allowing manufacturers to document a pet's performance while on a particular pet food product.

Holistic pet foods are the primary construct of a diet that uses traditionally human-only treatments like homeopathy and aromatherapy to stop health problems in animals before they start. Holistic pet foods use all-natural and chemical-free whole foods with minimal processing in order to retain the inherent vitamins, minerals, and antioxidants. These products contribute to a pet's overall well-being, from clean teeth, healthy skin and coat, proper digestive health, and allergy prevention.

Organic pet foods are not treated with pesticides or synthetic fertilizers, and no irradiation is used to treat any of the ingredients. Animal meats used in organic pet foods are not treated with antibiotics or hormones and come from free-range farms instead of feed lots. And the producers of organic pet foods must pass a rigorous inspection process to be certified and labeled as "Certified Organic" or "USDA Organic Certified".