

June 2015

## HOT Info

### *Moving Overseas...??*

We are delighted to once again have applied for and passed testing to be an approved clinic for Animal Exportation checks for cats or dogs going to Australia by the Ministry of Primary Industries.

## APPROVED



# MPI

 **Emergency Service** **House Calls** **Free on-site parking** **Stockists of Hills  
Science Diet**

## What is in YOUR pet's food???



We are inundated on a daily basis with pet food advertisements in flyers, newspapers, magazines, free sachets in the post and on television. Tens of millions of dollars are spent by pet food companies to convince you that their food is best, and who to believe?

A Chapman University study tried to find the answer to this question.

- The research used DNA testing to determine which meats were really in the food and compared that to the label.
- Fifty two foods were tested, but the brands were not identified in the article.
- The foods were obtained from retail and online sources.
- The foods were tested for beef, chicken, lamb, goat, turkey, goose pork, and horse.

Of the 52 foods tested:

- 51 tested positive for chicken even though many did not have chicken on the label.
- Pork was the most common undeclared meat, found in 35 of the food samples.
- Seven of the foods had none of the main meat that was listed in the ingredients.

The good news is:

None of the 52 foods tested contained horse meat. This has been an issue of concern since horse meat has been found in Europe in ground meat products for human consumption.

SO how important are these findings??

Though there may be a different protein than what is listed on the label, the food may still be nutritious, balanced and good for your pet.

The main effect would be for those pets with allergies. The most common food ingredient dogs are allergic to is chicken, so

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this study is significant in that it shows chicken is many foods even though it may not be stated on the label.

The most important thing to look for on the label is an AAFCO statement as this shows that the food has undergone feeding trials which show it is actually nutritious.

AAFCO stands for the Association of American Feed Control Officials, and is a standard by which all foods should measure up to.

We are always happy to discuss your pets nutrition with you, we proudly stand behind both Hills Science Diet and Royal Canin as both brands are AAFCO tested and do independent testing and studies to optimize their foods for the management and control of various conditions eg, weight control, thyroid management, cystitis control, etc.

Source: "Study Casts Doubt on Pet Food Labelling" *veterinary Practice News*, page 19, November 2014

"Identification of Meat Species in Pet Foods Using Real-Time Polymerase Chain Reaction (PCR) Assay", *Food Control*, Vol 50, April 2015, pg 9-17.



## ARTHRITIS CHECKS

Since we are in the really damp and chilly part of the year we are a bit worried about all you arthritis sufferers out there. We'd love to see you in for a check up to see what we can do to get you through the winter pain free.

We are currently offering arthritis checks for the **special** price of **\$40**.

Call us 4783880 or send us an email to [reception@animalmedicalcentre.co.nz](mailto:reception@animalmedicalcentre.co.nz) to book your appointment today.

## SENIOR PET WELLNESS CHECKS

We've run this for a wee while now and its been great to be able to pick up health issues such as thyroid disease in their very early stages. Early intervention means a much better long term prognosis and better quality of life. We are going to continue with the advertised price for senior wellness checks as it has had such a positive impact for those pets we have seen.

Is your your pet over 8?

Bring them in for a thorough check up, blood testing and a free food sample for only **\$150**.

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