



Understanding Large Breed Puppy food is more complex than you think

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Key Points:

- 1) Large breed puppies have unique nutritional requirements that differ substantially from small to medium breeds.**
- 2) Large Breed Puppy Food quality is determined by Formulation, Raw materials, Additives and the Manufacturer.**
- 3) Formulation of a Large Breed Puppy Food needs to take into account the ratio of Calcium, Phosphorous and Energy.**
- 4) Optimal digestibility and the inclusion of Pre-biotic fibers such as MOS and FOS ensures intestinal health.**
- 5) Exclusive use of exceptional quality imported animal protein meals primarily of poultry origin is advised.**
- 6) High inclusion of rice, that causes less allergies and is easily digested, should be employed as a source of starch.**
- 7) High quality fats derived exclusively from poultry and salmon should be utilized.**
- 8) Addition of krill powder supplies exceptional quality Omega 3 oils that reduces allergies and protects joints.**
- 9) Unique and scientifically proven nutraceutical additives will enhance puppies immunity, skeletal development, skin coat and ultimately ensure a healthy active and intelligent pet.**
- 10) Quality and reliability of manufacture is paramount and the best advice in this regard is supplied by a qualified professional such as your veterinarian.**

Introduction

Years ago feeding a puppy was easy. Most puppies, be they of small or large breed, were fed on a home cooked diet containing a source of starch such as maize meal and a source of protein such as low quality meat or soya. Early dry puppy foods were of inferior quality and digestibility. These foods also did not take the unique feeding requirements of especially large breed puppies into account. Puppies raised on these low quality incorrectly formulated diets often suffered from abnormal growth, severe skin allergies and early organ failure and had a low life expectancy. The stools of dogs were of large volume with large amounts of undigested material being present.

The advent of extrusion of pet foods and scientific formulation has brought about a new era in puppy food manufacture. In modern times pet food quality has progressed rapidly and has become a science of its own. International companies have spent billions of dollars to research and manufacture premium pet foods. Currently there are a multitude of different puppy foods available and this has become extremely confusing to the pet owner. In the final analysis the quality of a puppy food and by extension the way that your puppy will grow is determined by a few basic factors. Once the pet owner understands the factors that determine the quality of a puppy food it will be easier for him to make an informed decision on which food to buy for his pet. Pet food quality is essentially determined by the formulation, the raw materials used, the additives included and by the quality and reliability of manufacture.

Formulation

The formulation of an optimal quality puppy food has become a science on its own. A tremendous amount of research is done annually on the formulation and manufacture of pet food. This research is published in

scientific journals and the top nutritionists and veterinarians will take this research into account when formulating optimal pet diets. Although the science of formulation is important there is also often an element of experience and talent involved. It is mandatory to understand that the nutritional requirements of a small to medium puppy differs dramatically from those of a large breed puppy. Large breed puppy foods need to supply lower energy in the form of Fat and Carbohydrates as well as lower levels of Calcium to reduce growth rate to acceptable levels. Conversely they need more high quality proteins to ensure the development of strong and healthy muscles with the minimum of excessive body fat. Puppy food needs to be extremely high in digestibility and should include Pre-biotic fibers such as MOS and FOS to prevent gastrointestinal upsets and ensure a well formed smaller stool. Lastly large breed puppy foods need to be supplemented with Nutraceuticals that will ensure healthy joint development and stimulate the immune system to prevent the danger of ever prevalent juvenile viral diseases often seen in puppies.

***VetsBrands Large Breed Puppy Food** has been formulated by a Veterinarian with extensive experience in pet nutrition with the collaboration of acclaimed pet nutritionists taking into consideration the latest scientific publications on large breed puppy nutrition. It contains higher levels of top quality animal proteins derived primarily from imported poultry and salmon meal. The Calcium and Fat content has been reduced whilst the food is uniquely fortified with Nutraceuticals to enhance joint health as well as stimulate optimal immunity.*

Raw material quality

The quality and percentage of protein, starch and fat are the main determining factors in the quality of a puppy food. Of these three, Protein is by far the most important in fast growing large breed puppies. There are many sources of protein, some of high quality and others of low quality. The quality of the protein source is determined by the Amino-acid profile. The Amino-acids are the building blocks of the protein and if their quality and composition is not optimal the protein will be of poor quality. Low quality proteins lead to poor muscle development, stunted growth and often play a role in early kidney failure. It is also important to realize that puppies are carnivores that need animal protein rather than plant based proteins such as Soya protein.

The quality of starch is mainly determined by its digestibility and propensity to cause allergies. Maize starch is less digestible than rice starch and supplies too much energy that will lead to obesity and early joint degeneration. It is also far more inclined to cause food related allergies. The process of extrusion (high temperature and pressure cooking) of starch will improve the digestibility. Modern premium pet foods are all extruded. The quality of the extrusion process however further determines the digestibility of the pet food. The quality of fat is determined by the source of fat included within the diet. Poultry fat is less allergenic and supplies a superior fatty acid profile than ruminant fats. The source of fat and oils determine the Omega 3, 6 and 9 ratios. The optimal ratio of Omega fatty acids with high levels of Omega 3 ensures reduced allergies, optimal intelligence and a shiny healthy skin and coat. Salmon powder is an excellent source of much needed omega 3. However Krill powder (obtained from marine farmed crustaceans) has been proven to be far superior in supplying high quality and bio available Omega 3 fats. Krill powder's Omega 3 oil is also far more heat stable and withstands the high temperatures of the extrusion far better. It is important for the pet owner to realize that when next evaluating a puppy food the simple declaration of a certain percentage of the above ingredients is of almost no value in determining the quality of the pet food. More is not always better! Rather look at the ingredients and determine if high quality and unique materials such as chicken, rice, salmon and krill are quoted as being included in the formulation.

***VetsBrands Large Breed Puppy Food** is manufactured with exceptionally high levels of top quality imported poultry and salmon protein and rice. Poultry and salmon protein are the best sources of animal protein whilst rice is one of the most digestible sources of starch and is known to cause less skin related allergies than maize. VetsBrands Large Breed puppy food contains exclusively high quality poultry tallow as a fat source. VetsBrands Large Breed Puppy Food is currently the only premium puppy food that includes Krill powder as a superior source of Omega 3, Digestive Enzymes and Chitin.*

Additives

The addition of the correct quality and amount of vitamins, minerals and trace elements is mandatory in a premium puppy food. These additives need to be heat as stable as possible and should be supplied in the correct ratio to ensure that the losses suffered during the extrusion process is taken into account. It is imperative that a large breed puppy food should not contain too much Calcium as this may predispose the puppy to excessive and irregular bone growth and joint disease. However even more important is the ratio of Energy to Calcium and Phosphorous. For the above reasons it is not acceptable to feed a Large Breed Puppy on a small to medium breed puppy formulation. It is imperative for a large breed puppy to be fed a large breed formulation. The addition of other specialized nutraceutical elements has taken pet food science to the next level. These natural add on elements ensures that the puppy receives the best possible natural elements needed to maximize health whilst aiding in the prevention of certain diseases and health related conditions.

VetsBrands Large Breed Puppy Dog Food contains all the vitamins and minerals of highest quality needed taking into account to the size and life stage of large breed puppies. It also takes into account the loss suffered during extrusion by oversupplying those elements that are damaged by heat. It also includes the optimal ratio of Calcium, Phosphorous and Energy to ensure correct and sustained growth and joint development. VetsBrands Large Breed Puppy Food is also currently the only premium puppy food to contain three exceptional additions being Glucosamine hydrochloride (a superior joint support supplement) to maintain dogs joint health, Beta Glucan (immune stimulant) to enhance dogs immunity and Krill powder to promote immunity and healthy skin and supple coat. The addition of Krill as well as Beta Glucan has been scientifically proven to ensure improved post vaccination immunity of highly susceptible large breed puppies against viruses such as Parvo- virus

Quality and reliability of manufacture

Over and above the quality of the raw materials the quality of a pet food is determined by the quality of manufacture and the integrity of the manufacturing company. It is also critically important that a well trained professional such as your Veterinarian be the one to give advice on the nutrition of your pet. This will ensure that all factors regarding your pets health is taken into account.

VetsBrands Dog Food is owned and exclusively distributed by a group of likeminded Veterinarians that place the welfare of their patients above all else and thereby ensures that your beloved pet is offered the best possible pet nutrition at an amazingly affordable price.

VetsBrands believe that optimal nutrition is an integral part of your puppy's health and that nutritional advice should only be given by a highly trained professional, such as your veterinarian, to make sure that all factors regarding your pets health is taken into account.

For this reason, the VetsBrands range of dog food is available exclusively from veterinarians and vet owned vet shops and will not be sold via any other channel

