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The Perfect Place For Precious Paws

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Don't forget to support your



Humane Society of Henderson County

gabbi Says

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Cracking the Dog Food Code

Ever since the massive pet food recall in 2006, pet owners have wanted to know more about the food they are feeding their Precious Paws. Unfortunately, the pet food industry has not made it any easier to decipher the ingredients list, and — in some cases — the deception has gotten worse.

There are two areas that deserve attention on this topic: marketing and manufacturing. For example, when the marketing practices of many in the dog

food industry are examined, we often see instances of engineered misdirection.

To see an example of this misdirection simply go to

fact that many of those ingredients may not even be in the food.

That same food may also have colorful pieces of kibble in various shapes. Again, the colors and the shapes are for Mom and Dad, not their

Precious Paws. In fact, dogs are color blind.

This type of marketing campaign also carries over to the placement of ingredients both in the ingredients list and in claims often made on the front of the bag. (Continued Pg. 2)

"Pet food packaging carries such descriptive words as 'senior,' 'premium,' 'super-premium,' 'gourmet,' and 'natural.' These terms, however, have no standard definition or regulatory meaning." - *Pet Food: The Lowdown on Labels* By Linda Bren, *FDA Consumer Magazine*, May-June 2001

the big box stores and find the bags of food with colorful pictures of whole vegetables and fresh cuts of meats. First, you have to remember that those images are not there for your pet; they are there for you. Even more insulting is the

gabbi Hires A New Corporate Officer

I am very excited to announce that I have added a new face to my management team.

After interviewing several good prospects, I have hired KoKo as the Senior Vice President of Kitty Korner.

KoKo comes to gabbi's Boutique by way of Pay It Forward Animal Rescue where she was awaiting adoption with a wonderful foster-mom.

KoKo is a female tortoiseshell tabby with a terrific

personality. Although I have my moments of caution (she is a cat *and* she is bigger than me), KoKo really is great with Taylor and me and all of our Precious Paws pals.

Stop by and meet KoKo, especially if your Precious Paws are of the feline variety. You can usually find her stretched out in the window, napping in Taylor's



KoKo waits to greet the next customer through the door.

chair or scrunched up in my crate (which is something we will need to address at our next Executive Committee meeting).

While you are here, take a look at KoKo's Kitty Korner. KoKo has put several tasty treats and irresistible toys on sale for her Kitty pals.

Love, *gabbi*

The Perfect Place for Precious Paws
137 Second Street
Henderson, KY 42420



Get a Valentine picture of your Precious Paws, and support the Humane Society of Henderson County at the same time!

On Saturday, February 2, Kevin Morgan will be taking Valentine pictures at the Humane Society from Noon to 4 PM with all proceeds going to support our Humane Society.



gabbi takes a break during a long day of managing her website and publishing her newsletter.

The Dog Food Code (Continued)

The area of manufacturing brings about its own reality. Even though the topic being discussed here is dog food, there is actually very little "cooking" involved as we know it.

To the contrary, many foods are formulated to meet the perceived wants of the owners. For example, if a food is marketed as a "performance" food for "hard-working dogs", that may mean that the manufacturer has simply compiled a for-

mula that produces a guaranteed analysis the owner of a working dog may be seeking, in this case, one with high

protein content. The irony here is that the manufacturer is motivated to find the cheapest ingredients that will produce the target profile (remember, cheaper input translates into higher profit margins), so the source of the protein con-

tent may not even be very digestible. To help you understand the ingredients in your Precious

Paw's food, *gabbi Says* will feature one ingredient per month.

In the meantime, be informed! Give Mom a call, stop by and see her at gabbi's Boutique or visit the following web sites for more good information:

- www.dogfoodproject.com
- www.doberdogs.com
- www.fda.gov/cvm

"The pet food label contains a wealth of information, if one knows how to read it. Do not be swayed by the many marketing gimmicks or eye-catching claims." - *Interpreting Pet Food Labels* by David A. Dzannis, DVM, Ph.D., DACVN, Food And Drug Administration, Center For Veterinary Medicine, June 1999

gabbi's Secret Savings: More Good Stuff!

KoKo Kitty, Senior Vice President of Kitti Korner, has taken over gabbi's Secret Savings for the month of February.

If your Puuurrrrecious Paws is the feline kind, check out gabbi's website at www.gabbiboutique.com,

and look for money-saving coupons in gabbi's secret savings.

gabbi is as picky about her cat supplies as she is about her dog



KoKo puts her Krackling Hide-n-Seek Sack through intense product testing.

supplies, so she makes sure that KoKo only keeps the very best food, toys, treats and supplies for her feline friends.

Log on and save!