

## *The Importance of Where Ingredients Come From*

It seems like the China ingredient nightmare just won't go away. When the industry was just about to get its arms around the melamine contaminated wheat and rice products imported from China, a number of reports and articles surfaced on all the other things imported from China that we should not cast a blind eye to. These include numerous foods, drug, and other related items. A quick glance at the FDA web site will show hundreds of containers of products from China refused entry every month into the United States after inspection at USA ports of entry. Products were refused due to a number of reasons including incorrect labeling, detected contamination with unapproved ingredients, bad sanitation, etc. Thousands more make it in without inspection because only a few are randomly inspected due to the vast number coming in each day.

Ingredients being imported from China that should be of concern for pet food manufacturers and its customers are the synthetic vitamins and taurine incorporated into pet foods. These latest reports and articles reveal that a great number of the vitamins used for human consumption and used in pet foods come from China. The report stated that almost all Vitamin C<sup>1</sup>, B Vitamins, and the amino acid taurine<sup>2</sup> used in pet foods come from China.

A quick glance at almost any pet food ingredient panel will show as many as 26 added chemically synthesized vitamins and minerals, and in cat foods, the addition of synthetically manufactured taurine. There is a very good chance in almost every pet food that some of these ingredients come from China and have never been inspected for potential contaminants.

While visiting a pet food-manufacturing mill in late June, an entire pallet of taurine was in the company's ingredient warehouse with the very noticeable words on the packaging, "Made in China". A quick search on the Internet will also show the same thing. If one Googles® the word "taurine+china" or "vitamin C+china" it doesn't take long to realize the vast amount of these supplements coming in from China to the USA.

In our June/July dealer letter, we made reference to The U. S. National Cancer Institute's (NCI) standard guideline, which recommends not using multi-vitamins. They recommend the best way for people to get their vitamins is through natural food sources<sup>3</sup>. A leading pet food ingredient specialist at the 2007 Pet Food Forum<sup>4</sup> made the similar argument for pets. The recommendation to derive our nutrients from food is now even stronger knowing that many of the added supplements used in both human and pet foods are coming from China's manufacturing facilities and most of the shipments arrive in this country without inspection.

This is all being shared to bring focus again on the fact that Nature's Logic is the only pet food line in which all categories exclude the addition of any chemically synthesized vitamins, minerals, or amino acids. Just like the NCI recommends, and was argued at the recent 2007 Pet Food Forum, Nature's Logic is a complete line of products in which pets will derive all needed nutrients from real 100% whole natural foods. The foods have been carefully sourced from the USA, Canada, New Zealand, Norway, Australia, and France. Successful feeding trials and now over 17 months of consumer usage have proven the rationale of this common sense approach to a safer and better way to feed our pets. From the beginning we have said that Nature's Logic is a line of pet food that reflects the logic of Nature and our approach seems to keep gaining more substantiation every time we open up a newspaper or listen to the news.

We appreciate your business decision to stock the Nature's Logic Product Line, and we stand by to support your efforts.

*Scott Freeman*

*Owner, Manager*

*Nature's Logic*

- 1) <http://www.natureslogic.com/news/showarticle.php?ArticleID=41>
- 2) <http://www.natureslogic.com/news/showarticle.php?ArticleID=43>
- 3) <http://www.everydayhealth.com/publicsite/ShowArticle.aspx?ISP=news/604/news604616.xml&cen=HC:%20Breast%20Cancer>
- 4) Aldrich, Greg, 2007. Popular Functional Ingredients; Proceedings Pet Food Forum 2007: 73-84