



## Choosing a Pet Food – Questionnaire

BRAND: \_\_\_\_\_

Date: \_\_\_\_\_

Phone Number: \_\_\_\_\_

### Phone Interview Questions

- 1.) Do you employ a full time qualified veterinary nutritionist? Are they available for consultations/questions?
- 2.) Who formulates your foods (creates the recipe)? What are their credentials?
- 3.) Are your diets tested using AAFCO feeding trials or by formulation to meet AAFCO nutrient profiles? If the latter, do they meet the nutrient profiles by formulation or by analysis of the finished product?
- 4.) What *specific* quality control measures do you take to ensure the quality and consistency of your product? Who supplies your ingredients? Where from?
- 5.) Where are your foods produced/manufactured? Do you own this facility? Are other foods made there?
- 6.) Can you provide a complete product nutrient analysis for (specific food of interest) including digestibility values? (This is not just the guaranteed analysis which is only minimum/maximum.) You should be able to ask for any nutrient and get an exact number given on an energy basis (kilocalories/100gr for example), not on an “as fed” or “dry matter” basis.)
- 7.) What kind of research on your products has been conducted, and are the results published in any peer-reviewed journals?