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## Major University Partners With Independent Dog Food Company To Develop Humane Feeding Trials In Response To Controversial Industry Methods



NEWPORT BEACH, Calif., Nov. 13, 2012 /PRNewswire/ -- Standard testing of commercial dog food is conducted on a colony of canines bred specifically for the purpose of feeding trials. In many cases, these dogs live their entire lives in a facility. Not only is this inhumane, but testing is carried out in an environment radically different than the ultimate end consumer of the products - dogs living in family homes.

Unwilling to perpetuate a feeding trial that goes against everything they stand for but still wanting to submit their product to testing under the Association of American Feed Control Officials (AAFCO), which sets the quality and safety of animal feed and pet food in the United States, JustFoodForDogs challenged Cal Poly Pomona to create a feeding trial that prioritized the quality of life of the trial dogs while also providing real-world data from the volunteer pets and pet parents.

The company turned to Cal Poly Pomona's Animal and Veterinary Sciences Department to help design an improved method to satisfy AAFCO requirements. The Animal Health Science program is the only American Veterinary Medical Association accredited program for veterinary technology on the West Coast, and one of only 23 nationally. According to Dr. Broc Sandelin, PhD, Chair of

the Animal and Veterinary Sciences Department, "The field method we developed takes significantly more effort than the standard industry approach, but to JustFoodForDogs it was absolutely worth it. The dogs are happy and the data is scientifically valid."

The study conducted by Cal Poly Pomona utilized volunteer dogs living normal canine lives in their own homes throughout the testing. Twenty seven participants of various sizes and breeds between the ages of one and five were studied throughout the 182 day feeding trial, which tested three of the company's whole food recipes. AAFCO requires testing of four blood parameters. This trial took it a step further and tested a complete blood cell count and comprehensive chemistry panel looking at over 25 blood parameters. All dogs that completed the trial passed with flying colors and were found to be happy and healthy.

JustFoodForDogs regularly challenges the current standard of the commercial dog food industry in the areas of product manufacturing, testing and more as they raise awareness on canine nutrition and strive to increase the quality and length of life for as many dogs as possible through a balanced, whole food diet. They created the world's first commercial, human-grade kitchen for dogs based in Southern California to provide daily food for healthy dogs, and custom formulations for canines with special dietary needs.

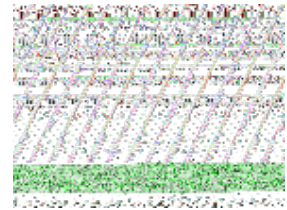
[Visit JustFoodForDogs](#)  
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Thank you for giving us the greatest job in the world. We get to spend our days with dogs, for dogs and about dogs and without the trust of our customers we simply would not have this opportunity.

The single most important element to a dog's life (after the love of his human) is his daily dog diet. The food you put in your dog's body, more than anything else, will determine his future dog health, happiness, well-being, energy level and may even have an impact on his vet bills.

We started JustFoodForDogs with one simple, primary objective - to increase the quality and length of life for as many dogs as possible. We do two things here... we make daily food for healthy dogs and we custom formulate nutrients and food into very specific diets for dogs with special health issues. Dogs with liver disease, kidney disease, diabetic dogs, dogs on chemotherapy, overweight dogs, etc. All of our food is made from ingredients certified by the USDA for human consumption and we add all of the necessary nutrients to make our meals complete and balanced. Our recipes are developed by our own team which includes a veterinarian, nutritionist, pet chef and a cadre' of dogs and dog lovers.

We have every confidence that our recipes are the healthiest food you can feed your dog and if for any reason you prefer not to purchase from us, we would be happy to give you all of our recipes for our daily food so you can make our homemade, healthy food yourself. We even hold classes at our dog kitchen and dog bakery where we will teach you how to make our healthy food for dogs at home. Our recipes and classes are always free of charge.

[More info about Dog Nutrition](#)

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