



## FAQs

Q: So what exactly is DNA; a kibble, a wet food or a raw food?

A: Yes to all three. DNA starts out as a raw food and is made in a cannery. It is mixed and made into large sausages and refrigerated to until it sets up. Then it is diced and sent to a low temperature drying room (instead of being sent off to be cooked inside of a can). This drying process leaves about 2/3 of the amino acids and enzymes intact of raw food. The resulting dried dices of DNA pour and feed just like a kibble, or may be rehydrated back into its original meaty form. Every 3 lbs of DNA may be compared nutritionally to about 9 pounds of raw food, or 12 – 13.2 oz. cans.

### FEEDING

Q: How much water should I add to DNA to rehydrate it?

A: DNA will absorb about twice its weight in water. A good rule of thumb is to soak it in a coffee cup or glass, and just cover the food with hot tap water (tap water is usually about 175 degrees and will not damage the food). Allow to soak for 15 minutes or so, and pour into bowl.

Q: Can I feed DNA dry or do I have to rehydrate it?

A: We recommend rehydration – though feeding it dry will work. Dogs and particularly cats can get dehydrated just as humans can. Rehydrating DNA back to its original meaty form is a good way to help ensure your pet is properly hydrated. Cats in particular rely on the moisture content of their prey for water in the wild and naturally have an aversion to open water. Try rehydrating several days worth of DNA at a time and keeping it in the refrigerator to make it easier to serve.

Q: Will DNA turn mushy when rehydrated?

A: No – it reverts back to its original meaty form. The egg in DNA holds it together – just as it does when you make a meat loaf. No mush means no mess!

Q: I am confused – if DNA is “concentrated food without the fillers”, why am I still feeding the same number of cups as the kibble I was using?

A: DNA is about 1/3 the weight of kibble. One cup of DNA weighs about 35 grams, while a cup of typical kibble weighs about 90 grams. So when you feed the same number of cups, you are feeding 2/3 less weight. The difference is that DNA does not contain the approximately 2/3 starch filler content of typical extruded kibble, and has not been subjected to high heat and pressure.

Q: So are the feeding instructions intended for DNA in its dry form, or in its rehydrated form?

A: Both. DNA will not expand like kibble does when wet – at most perhaps 3-5%. So the feeding recommendations are essentially the same either wet or dry.

Q: I have a dog that weighs more than 50 lbs. shown on the bag – how much should I feed?

A: For every 10 lbs. of body weight, add ½ cup. For example, you have a 60 lb. dog. The feeding recommendation says to feed 2 ¼ to 3 cups per day for a 50 lb dog. Adding another ½ cup means the recommendation would go up to 2 ¾ to 3 ½ cups for a 60 lb. dog. Confused? Just email

[info@dnapetfood.com](mailto:info@dnapetfood.com) and give the weight , age and activity level of your dog, and we'll do the math for you with a more specific feeding recommendation.

## **MANUFACTURING**

Q: What temperature is DNA dried at?

A: DNA is dried at 180 degrees farenheight – enough to kill the pathogens, but still leaving about 65% on average of the amino acids and enzymes of raw food.

Q: Where is DNA made?

A: DNA is made in South Dakota by Performance Pet Products (PPP). PPP has the ingredient sourcing power of the fifth largest manufacturer of meat products for human consumption in the USA behind it, and is made in a plant that was built to make products for human consumption.

Q: Why is there a small amount of powder in the bottom of the bag?

A: DNA is made with a natural process without the tremendous pressure and temperatures used in traditional kibble. Some of the product will naturally abrade into powder during shipping and handling. If you choose to rehydrate DNA, this powder will enhance the rehydrated product. If you feed DNA dry, however, and your dog declines to eat the small amount of powdered DNA in the bottom of the bag, please contact [info@dnapetfood.com](mailto:info@dnapetfood.com) and we'll send you out an equivalent amount of DNA to replace the powdered content of the bag.

## **INGREDIENTS**

Q: Where does the meat come from in DNA?

A: The Chicken and Beef are local to South Dakota and start out as USDA human grade (meaning there may have been some hormones and antibiotics used). The Lamb and Venison however come from New Zealand and are free range and raised without the hormones and antibiotics. The Salmon is farm raised but in ocean waters in Norway. This offers the best of both worlds for Salmon – no danger of heavy metal contamination as with some wild caught Salmon, and the benefit of circulating fresh ocean water as opposed to pond water when farm raised.

Q: Where do the vegetables come from?

A: All of the vegetables are raised in the USA. We chose to use dried fruits and vegetables to reduce the overall drying time of the meat. This choice yields more naturally occurring enzymes and amino acids in the meat after the drying process is complete.

Q: Are your vitamins and minerals from the US?

A: Some of the vitamins are. However, we must still get some rare earth minerals and vitamins from other countries in Eastern Europe and Asia. However, we guarantee no vitamins come from China.

Q: How much meat is in DNA?

A: On average, when looking at DNA as a finished product, DNA is 60% meat, 15% assorted fruits and vegetables, 15% whole egg and 10% added oils.

Q: Why do you use different oils in each meat formula?

A: Since we use whole meat (including some naturally occurring fat), we have to account for the Omega 3 and 6 contribution of the natural meat fat. In order to achieve a perfect balance of Omega 3 & 6, we added complimentary oils such as Olive, Salmon or Sunflower oils to each formula to achieve a 7:1 ratio in dogs, and a 15:1 ratio in cats.

Q: What is the “natural flavor” in the ingredient panel?

A: When we mix the meat, fruits, vegetables and egg together, we have to add some liquid to ensure good mixing. Our original focus groups were confused by our first ingredient panel that said “water sufficient for processing”. We chose to add species specific broth (i.e. chicken broth to the chicken formula) instead of water for mixing. This allows us to call the liquid “natural flavor” and eliminated the confusion as to whether DNA is wet or dry inside the bag.

#### **MISC.**

Q: How long will DNA last?

A: DNA is rated for 12 months inside its intact packaging before the oxygen remover pack is added.

Q: How long will DNA last after it is opened?

A: As long as the bag is reclosed, it will last at least until the date of expiration on the back. Like beef jerky, the primary preservative in DNA is the lack of moisture. Long periods of exposure to high humidity may spoil DNA

Q: What is in the little white packet that says “do not eat” – how does it remove oxygen from the bag

A: The oxygen remover packet is non toxic, though the sharp edges could trigger a vomit reflex in your dog similar to that seen when a dog eats blades of grass. The oxygen packet itself contains inert iron filings. The iron combines with moisture to make rust. Rust pulls the oxygen out of the air and burns it up, leaving only gases such as nitrogen in the bag. A lack of oxygen adds to the 12 month shelf life of DNA – we are conducting studies currently to find out exactly how much extra shelf life the oxygen remover adds.

Q: When is the DNA Cat food coming?

A: DNA Cat Food should be launched in September, 2012 in Chicken, Salmon, Beef & Tuna Blend, and Turkey & Rabbit Blend.

Q: What sizes does DNA come in?

A: Dog: 8 oz, 3 lb., 6 lb. and 12 lb. Cat: 7 oz, 3 lb. and 6 lb.