

# TREAT BULLETIN

## INTRODUCTION

All Pet Lovers want the best for their pets, which means they want to be able to provide them with the best food possible. Treats are an important factor in a pet's overall nutrition, and they also help Pet Lovers to bond with their beloved companion.

Treats help to give pets some variety in their feeding routine, can provide health benefits, and are a great tool to assist with training. When Pet Lovers go to their local retailer, they can be bombarded by the vast array of treats that are available to them. It can be tough to find a treat that fits individual nutritional needs but is still something that their dog or cat loves. How do you go about choosing from the multitude of options out there?

## HOW TO CHOOSE

When choosing a treat for your dog or cat it's important to keep in mind what you would like the treat to do. For example, if you are looking for a good training treat, you want something very small or with a soft texture that can easily be broken into smaller pieces.

You also want to see if the ingredients in your treats provide any benefit for your pet. Our ORIJEN Six Fish treats are made with six different kinds of fish, making it a great source of omega fatty acids, which are great for skin and coat health.

Another crucial factor is the taste, or palatability. Our ORIJEN and ACANA treats are freeze-dried, which creates a nutritious snack with a delicious flavour that dogs and cats love!

## ORIJEN AND ACANA TREAT DIFFERENCES

Both our ORIJEN and ACANA treats are freeze-dried, feature fresh meat and organs, and have a very similar texture and appearance. So how do they differ?

Our ACANA treats are formula-matched to ACANA Singles Dry Foods. They feature a single, easily digestible protein source, as well as select fruit and vegetable ingredients. This makes them a great option for dogs with diet sensitivities.

Our ORIJEN treats feature 100% meat and organ ingredients with both single and multiple protein options. ORIJEN's Original, Six Fish, Regional Red and Tundra treats feature at least three different proteins with our WholePrey philosophy. ORIJEN Grass-Fed Lamb and Free-Run Duck are two examples of treats that feature a single protein source, which would also be a great option for pets with diet sensitivities.

## HOW MANY TREATS SHOULD YOU FEED

A common problem today is pets being overweight, and overfeeding is a major contributor to that. This means that you do need to be mindful about how much you are feeding your dog, and you should keep in mind how many calories they're receiving from treats. Treats should not make up more than 10% of your pet's daily food intake.

An easy way to figure out how much 10% of your pet's daily food intake is, is to look at the calorie content in your pet's food. For example, if you are feeding a 10 kg (22 lb) dog one cup of ORIJEN Original per day, that would be equal to 470 kcal per day. Our ORIJEN and ACANA dog treats range from three to six kcal per treat. In this situation, you shouldn't feed more than about eight treats per day.

## TRAINING WITH TREATS

Treats are commonly used when training to help teach pets new tricks or encourage a desired behaviour. Studies show that over 75% of dog owners use rewards, such as treats, when training their dogs<sup>1</sup>. It has also been found that dogs who were trained using reward-based methods seemed to exhibit less anxiety and, overall, be more obedient<sup>1</sup>.

When using treats for training you want to choose a treat that can either be broken into small pieces easily or is already small. This helps to reduce the number of calories that your dog or cat may be receiving from treats in one training session. Our ORIJEN freeze-dried cat treats are a great option for dog training, due to their size.

Treats for training also need a taste that pets really enjoy. This will help to encourage them to display the behaviour that you are looking for. It is also a great idea to use a few different treat flavours to help keep your pet interested and engaged in their training session.

### References:

1. Hiby, Elly & Rooney, Nicola & W S Bradshaw, J. (2004). Dog training methods: Their use, effectiveness and interaction with behaviour and welfare. *Animal Welfare*. 13. 63-69.



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