

NEW ACANA HERITAGE FAQs

BIOLOGICALLY APPROPRIATE™ | HERITAGE FOOD

Q. Why are ACANA Classics changing to ACANA Heritage?

A. ACANA is celebrating its 25 year Heritage! ACANA Heritage recipes are our original Biologically Appropriate™ foods. Proudly made in our award-winning kitchens in Alberta, Canada since 1985, these enhanced ACANA recipes continue our tradition of featuring fresh local ingredients grown close to home.

Q. What changes have you made to the ACANA Heritage foods?

A. Whenever we make enhancements to our foods, we ensure they are even more nutritious by advancing our Biologically Appropriate™ mandate. ACANA Heritage dog foods feature more meat, more fresh meat and a greater diversity of meats than any food in their category.

Making our foods even tastier is important too, which is why we've infused our foods with freeze-dried liver – perfect for fussy eaters!

Q. What is Meat Math?

A. Biologically Appropriate™ foods are formulated to match the eating anatomy of the animal they are intended for. As dogs are evolved as carnivores, that means they require high concentrations of meat, high inclusions of fresh meat, and a rich diversity of meat. Is your food Biologically Appropriate™? Answer the three meat questions.

- **HOW MUCH MEAT IS IN THE TOTAL DIET?**

ACANA Heritage foods feature 60 – 75% meat, leading its class with richly nourishing meat inclusions, all from animals passed fit for human consumption.

- **HOW MUCH FRESH MEAT?**

1/3 of the meats in ACANA are FRESH, supplying essential nutrients in their most nourishing form, and 2/3 is dried to provide a strong and natural source of nourishing protein.

- **HOW MANY FRESH MEATS?**

ACANA Heritage features three fresh meats in WholePrey™ ratios that include meat, organs and cartilage to supply nutrients naturally and completely.

- Free-run chicken – meat, liver, heart, kidney and cartilage, fresh from local prairie farms.
- Nest-laid eggs – whole and fresh from local prairie farms.
- Wild Flounder – whole and fresh from North Vancouver Island.



Champion Petfoods®
World's Best Petfood

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Q. What specific changes have you made to ACANA Heritage?

A. You'll see enhancements in these 7 key areas:

- **WHOLEPREY™:** Fresh meat, organs and cartilage deliver nutrients naturally, dramatically reducing the need for synthetic supplements.
- **ONLY ONE ADDITIVE:** ACANA's high meat and WholePrey™ inclusions supply nutrients naturally, limiting supplementation to zinc.
- **FREEZE-DRY INFUSED:** Fresh liver, freeze-dried in our own kitchens and infused into our foods. Perfect for fussy eaters.
- **CARBOHYDRATE LIMITED:** Carbohydrates are limited to 30%. Grains are replaced with locally grown lentils and field peas.
- **LOW GLYCEMIC:** Glycemic load is limited to GL 9. No fast sugars such as potato, tapioca or starches.
- **FRUITS AND VEGETABLES:** 12 fresh and local fruits and vegetables including whole pumpkin and butternut squash for digestive health.
- **LOCAL BOTANICALS:** Reflecting our commitment to local ingredients, ACANA botanicals are contract grown specifically for ACANA foods in British Columbia.

Q. Will we get these new foods in the U.S.?

A. ACANA Heritage foods will be made in our award-winning Canadian kitchens, limiting their availability to Pet Lovers in Canada and Export markets.

Q. Why won't these be available in the U.S.?

A. Our state-of-the-art DogStar® Kitchens will be cooking new and exciting Biologically Appropriate™ foods from Fresh Regional Ingredients – these foods will be exclusively available to pet lovers in the USA – we can't wait to share them with you!

Q. Why were Steel Cut Oats removed from ACANA Heritage?

A. While steel cut oats are low glycemic, our locally sourced garbanzo beans and lentils are even lower on the glycemic index. By removing oats, we were able to substantially reduce the glycemic load of the new ACANA Heritage foods, making a more healthful food.

Q. What is glycemic index and glycemic load?

A. Glycemic index (GI) is a measure of how much a carbohydrate ingredient raises blood glucose levels. The glycemic load of a food measures the glycemic index, but takes into account the carbohydrate content. Glycemic load considers not just quality of the ingredient (GI), but also quantity of the ingredient. Low glycemic foods help to prevent health issues such as diabetes and obesity.

Q. Should I transition my dog to the new ACANA Heritage?

A. If you are currently feeding an ACANA Classic food, you will likely not need to do a full transition, as the ingredients, protein and fat levels in new ACANA Heritage foods are similar. However, if your dog has a history of digestive sensitivities we recommend that you do a transition over 2-3 days.

If you have been feeding another brand of food, we recommend that you provide a transition period for your dog. Introduce ACANA Heritage slowly; start out with 25% of the new food and 75% of the old. Over a period of 7 days, gradually increase the amount of new food until you are feeding 100% ACANA Heritage food.



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Q. Why has ACANA Heritage packaging changed?

A. We believe it is important to continue to innovate and make our products better. Innovation is not only expressed in the foods we make, but also in the packaging we use. To ensure your ACANA Heritage foods stay fresh, we've incorporated a new zipper re-sealable bag. Additionally, we reduced our package size and lowered our pricing to reflect the change in bag size. With our enhanced foods, re-sealable bags and great feeding performance, new ACANA Heritage offers an incredible value.

Q. When can I purchase the new ACANA Heritage Foods?

A. ACANA Heritage foods will begin shipping in early 2016.