

# AAFCO Feeding Trial

## Abstract

Humanization of pet food (feeding our pets like they are family) explains a lot of new customer demands and purchasing patterns for fresh or raw pet food.

*Years ago, this movement seemed a mere trend, but today, many pets seem to thrive on grain-free, home-cooked, and premade raw diets according to testimonials and industry statistics. (Keller, 2017; Howarth 2021).*

One of the biggest fears surrounding raw feeding from the veterinary community other than bacterial contamination, is nutrient deficiency (Freeman, 2013; Kölle 2015).

Big Country Raw, a raw pet food manufacturer based in Smithville, Ontario, is a leader in the pet food industry (Globe and Mail, 2020; Canadian Business, 2020). It is currently Canada's national raw food brand and the biggest raw manufacturing facility in Canada built to CFIA standards, and HACCP certified.

Big Country Raw is committed to providing Canadian customers and their pet specialty partners with assurances that their diets are safe and nutritionally adequate. In addition to following NRC nutrient guidelines, this research intends to provide to the industry nutritional validation of a raw diet by conducting a feeding trial.

Fifty pets, including thirty-nine dogs and eleven cats, when fed Big Country Raw diets and following an extended AAFCO feeding trial protocol, experienced no adverse effect or excessive weight gain or loss. Authors believe that with the extended health checks done during this study, the number of pets involved, the duration of the study, paired with the NRC formulation of the recipes, provides evidence for nutrient adequacy of the raw diet formulated by Big Country Raw.

The full research report is available upon request.

MY PET  
eats  
*better* than  
ME.

