

# DOG DIETS GET A REFRESH

PET PARENTS' EATING HABITS ARE INFLUENCING WHAT THEY FEED THEIR DOGS

## HEALTHY EATING

**9 in 10** dog owners surveyed say they **try to eat clean\*** at least some of the time

**75%** say eating clean\* has caused them to **reflect on the quality of food given to their dog**



## CHECKING INGREDIENTS



**83%**

make an effort to **check the ingredients** of the food given to their dogs

**half**

do this **often or always**

**93%** say **trusting the source or supplier** of any food product is important to them



## FEEDING FIDO



**65%** would opt for **non-GMO ingredients** for their dog's food



**83%** are more likely to select **dog food that has clean\*** ingredients, if given the choice



For more information on the NUTRO. FEED CLEAN™ Philosophy visit [Nutro.com](http://Nutro.com)

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\*For the purposes of this survey, "clean" was defined as incorporating whole fruits and vegetables, recognizable ingredients and products with short/simple ingredient lists into a diet and avoiding artificial flavors, colors, preservatives.