

Should your dog eat 'paleo' kibble? How misleading pet food labels fool consumers

Zealotry about pet food is every bit as self-satisfied as a Food Babe mantra. Since food is the new religion, and pets are the new kids, the new angels and demons must be different ingredients in pet foods. Ask a chihuahua owner in the pet store why they're reaching for a \$40 bag of kibble with a painting of a wolf eating a caribou, and they'll usually say, "Because it's biologically appropriate"

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But let's just say for sake of argument that Paleo for poodles were better for dogs (it's not). If that were true (and again, it's not), can you wriggle your self-righteous nose knowing that you've given Mrs. Fluffybutt the finest tundra ungulate* meat available?

Well no, and not just because your premise is wrong. The problem is a little-talked-about issue in pet food known as mislabeling.

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Most pet food labeling is simply not very helpful. The front of the package labeling is often woefully misleading, and most pet owners aren't aware of what they should be looking for. There's little guarantee that the ingredients listed are an accurate representation of the food in the bag, even though mislabeling pet food is a federal crime.

Read full, original article: [Pet Food Mislabeling: Let Food Be Thy Dogma](#)