

WHY THE PET FOOD INDUSTRY STARTED CORNPHOBIA

Some of the first dog food companies that thrived were Science Diet, Iams, Eukanuba and Purina; that was some pretty stiff competition! A common denominator to their dog food formula was corn. The popular marketing game of ‘they have **it** and we do not’ began the gloomy demonizing of corn.

Competitors have tried to gain a place in this lucrative market. By taking advantage of first ingredient myths, their sleight of hand ‘facts’ have fooled people away from *powerfully supplemented* dog foods with corn. Science is on our side, and we at Kumpi are on your side!!

Fear: Corn is not digestible.

Fact: This is an easy ploy to use, since people most commonly relate to corn in its raw form. What is used in dog food is ground cornmeal, which provides essential amino acids, fiber and is 89.3% digestible. Additionally, over 60% of the *naturally* occurring fat in corn is Omega 6 aka Linoleic Acid – an essential source of oils to help saturate healthy hair follicles. It is also a powerhouse antioxidant.

You don’t buy rice oil, oatmeal oil or wheat oil – you buy corn oil. Having problems with the dry climate in Colorado and keeping a shiny coat on your dog? Try a food with corn in it!

Fear: Corn is just cheap filler.

Fact: “Corn is nutritionally superior grain compared with others used in pet foods because it contains a balance of nutrients not found in other grains.”
(Small Animal Clinical Nutrition 4th Edition)

Since you cannot tell by reading a label, I agree that some companies do use cheap corn. Our nutritionist purposefully formulated our product line using only whole grains. They are carefully selected US grains that are harvested from the field and tested for any adulteration before acceptance. Used in their pure natural grain form just like it was, wholesome in the field; do not confuse the ‘zirconia’ on many labels for the ‘diamond’ non-GMO corn used in Kumpi dog foods. I can tell you it is expensive since I pay the bill!

Fear: Corn is a likely allergen.

(The American Heritage Science Dictionary)

allergy An abnormally high immunologic sensitivity to certain stimuli such as drugs, foods, environmental irritants, microorganisms, or physical conditions such as temperature extremes. These stimuli act as antigens, provoking an immunological response involving the release of inflammatory substances, such as histamine, in the body. Allergies may be innate or acquired in genetically predisposed individuals. Common symptoms include sneezing, itching, and skin rashes, though in some individuals symptoms can be severe.

Fact: A survey of veterinary dermatologists felt that wheat and soy were more likely candidates for true allergic reactions than corn.

Before jumping on the bandwagon against corn used as a carbohydrate in a diet, you need to understand there is one cause for allergic reactions and that is a problem with an immune system. There are many triggers for an "allergic type" reaction, some include: genetic predisposition for inhalant atopic dermatitis, contact dermatitis, vaccines reactions (*Purdue Study-Vaccine Mediated Responses*), candida albicans, flea bite or insect bite, thyroid and/or hormones and in rare cases, food allergies.

Diet is the issue in less than 10% of these cases. Just when they need nutritional stability the most, too often the dog suffers from environmental, seasonal or genetic problems while you are following the advice of playing Russian Roulette with 'process of elimination' diets. Get them relief as quickly as possible by having some simple blood work done.

Fear: Grain free is better for pets.

Fact: There is no superiority between the source 'grain free' foods use for starch than any other. Plus, high protein levels dangerously increase the ash phosphorous and calcium content. 'Grain free' does not mean carb free.

I'm a dog professional of 35+ years who started a company to protect my dog from this industry. KUMPI products offer the science of nutrition. Don't confuse science with the science fiction of marketing and advertising.