



The BEST just got BETTER!

Introducing a few changes to our ORIJEN foods.

Between May and June, you'll notice a few small changes to ORIJEN, reflected on our packaging. We've made improvements to ensure we're always meeting our mandate of **BIOLOGICALLY APPROPRIATE FOODS** from **FRESH REGIONAL INGREDIENTS**. Here's an overview of the changes to ORIJEN.

I OUR AWARD

One of the first changes you'll notice on the new ORIJEN packaging is our 'PET FOOD OF THE YEAR' award granted to ORIJEN by the Glycemic Research Institute of Washington DC. The strict Award criteria involved in-depth analysis of the product and its suitability, based on ingredients, glycemic-response, diabetic-response, anti-aging factors, and biochemical requirements of the species.

II MORE FRESH & REGIONAL INGREDIENTS

With a mandate of fresh and regional, we're constantly connecting with new suppliers within our region who are able to supply human-grade meats to our door FRESH. Yes, FRESH. That means never frozen and no preservatives.

— EVEN MORE FRESH MEATS

Fresh meats make up to 35% of ORIJEN formulations, which leads to improved palatability. Even better: ORIJEN's proteins and fats are derived from fresh, never frozen, never rendered meats.

— MORE FRESH FISH, DELIVERING 50% MORE OMEGA-3s (DHA, EPA)

We've gained access to a successful & reliable supply of fresh saltwater fish from North Vancouver Island (salmon, herring & flounder). And we've also installed new grinding equipment at the Freshwater Fish Company of Canada to enhance our supply of fresh Walleye, Lake Whitefish, Northern Pike & Lake Trout. Add to that mix:

- 2 full-sized refrigerated trucks dedicated to bringing fish to our door FRESH EACH DAY
- Increased fresh fish inclusions, which have substantially increased ORIJEN's essential fatty acids
- With DHA and EPA, tipping the Omega-3 scales at over 1% Biologically Appropriate ORIJEN has more DHA and EPA than any other dry dog or cat food

NOTE: ORIJEN does not include flax, coconut, canola or sunflower, which contain ALA and which are inappropriate oils for dogs & cats.



– MORE FRESH, FREE-RUN CHICKEN FOR MORE GLUCOSAMINE AND CHONDROITIN

All chicken in **ORIJEN** is free-run on local farms, and a greater supply of fresh chicken from Maple Leaf Foods has allowed us to include even more chicken in all **ORIJEN** formulas (except 6 FISH of course). Packed with protein and healthy fats, our fresh chicken is also rich in cartilage, which is loaded with nourishing & natural glucosamine and chondroitin. In fact, **ORIJEN** diets now contain over 1,000mg/kg of glucosamine and 800mg/kg of chondroitin. (No sulfates or concentrates added!)

III (BIOLOGICALLY APPROPRIATE) CHANGES TO THE ORIJEN ANALYSIS

– Slightly decreased PROTEIN quantity. Measurably increased PROTEIN quality.

We've decreased protein by 2% in **ORIJEN** chicken-based diets and by 4% in **ORIJEN** fish-based diets. At the same time, by shifting the ratio of fresh meats to meat meals in **ORIJEN**, we've actually increased the quality of the protein.

– CALCIUM & PHOSPHORUS now in guaranteed maximums.

Most high-protein foods contain too much calcium and phosphorus (according to AAFCO limits and what's biologically appropriate). While excess protein is not of concern for any dog or cat, excess calcium and phosphorus in the diet can lead to kidney problems.

Although **ORIJEN** foods have always been moderate in both calcium and phosphorus (well below AAFCO limits), by increasing the quantity of fresh chicken and fish (which contain less calcium and phosphorus relative to chicken or turkey meals), we are able to print the guaranteed maximum amounts of calcium and phosphorus in **ORIJEN** diets – something we think all retailers and consumers should know!

– DHA and EPA – more of the good stuff.

As noted above, more fresh fish allowed us to substantially increase the levels of Biologically Appropriate Omega-3s (DHA & EPA).

– GLUCOSAMINE & CHONDROITIN – more, and from all natural sources.

Also noted above, more fresh chicken resulted in a substantial increase in Biologically Appropriate glucosamine and chondroitin.

IV ZEA MAYS - A BOTANICAL LOST

We introduced "Zea Mays" (corn silk) 16 months ago. Since that time, we've received plenty of feedback regarding the confusion around corn silk, which some people understand to be a grain. Just to be clear, corn silk is not a grain – it's not actually corn. It was included in **ORIJEN** for its healthful effect on the bladder.

Although we at Champion seldom give up on a good thing, to reduce confusion, we've simply removed corn silk from **ORIJEN** formulations.



WHAT'S NEXT FOR ORIJEN?

The on-going development of **ORIJEN** is guided by our mandate of Biologically Appropriate Foods from Fresh Regional Ingredients. Our focus provides us with clear direction in our ongoing research and development. And while we can't 'spill the beans' just yet, we can say there are a couple of **NEW & EXCITING** developments underway for the **ORIJEN** brand... the first of which should reach North American pet specialty shops at the end of June.

QUESTIONS? COMMENTS?

Please contact your **ORIJEN** sales representative or Champion Petfoods Customer Service at 780.939.6888 or customerservice@championpetfoods.com.

April 08, 2009

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