

Health-Conscious Owners Pass Concern to Dogs

A new survey finds that pet owners look for antioxidants, healthy fats, and other nutritious ingredients when food shopping for their dogs.

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For the health-conscious consumer, feeding a dog the same – or more – nutritious diet than what they are eating is a top priority, according to a new survey by Nestle Purina PetCare.

In the survey of 1,000 people, 90 percent said they always try to purchase food with the most health benefits for themselves while 82 percent do the same for their pets.

Some of the ingredients survey respondents use to gauge a healthy food are protein, Omega-3 fatty acids, antioxidants, vegetables, and vitamin A.

More than half of those surveyed believed vegetables were an important component to their dogs' food; 68 percent said they wanted easily digestible sources of carbohydrates; and 80 percent believe Omega-3 fatty acids are an essential nutrient.

In addition, 91 percent consider a high-quality protein source the most important nutrient in dog and cat food, compared to 83 percent who purchase high-quality protein foods for themselves. Vitamin A was an important consideration in pet food for 74 percent of respondents while 90 percent look for antioxidant benefits.

In the survey, 31 percent of respondents said natural ingredients dictate what they buy for their families and 38 percent said the same of their pet food.