

PALATABILITY EXPLANATION

WHAT IS PALATABILITY?

Palatability is essentially how much a dog or cat prefers a texture, odour and flavour of a finished product. Through palatability testing we can measure the performance of a diet. There are many ways to measure palatability, but one industry standard is the two-bowl test that usually takes place over two or more days. This test allows us to directly compare two different recipe options to see which diet the cats or dogs prefer. Each animal is presented with two diets. Each bowl is weighed every day to see how much of each food the animal chose to eat. The consumption ratio, first approached, and first tasted are compiled and reported.

TECHNICAL COMPONENTS OF TWO-BOWL TESTING

Consumption ratio (CR) is the comparison of the amount of product A to product B that the animal chooses to eat each day. This gives an indication of the best overall performance of a product.

First approached measures which diet the animal chooses to smell first. This is a good indicator of which diet has a more enticing smell.

First tasted is a measure of which diet the animal chooses to take the first bite from. This is a good indicator of which diet the animal believes to have the best initial flavour.

At Champion, we regularly conduct palatability tests on our diets against the competitors in the same category to see how we measure up. It is no surprise that dogs, cats and pet lovers regularly favour our products.

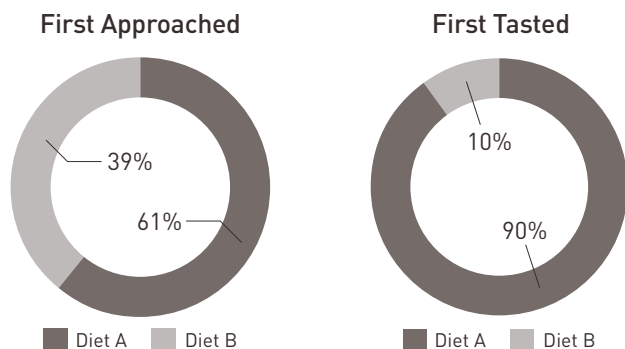


Figure 1: First Approached and First Tasted

In Figure 1 we have test results from our NorthStar ACANA Singles Grass-Fed Lamb (Diet A) versus a competitor product in the Limited Ingredient Diet category (Diet B). Over half the dogs were attracted to ACANA Singles Grass-Fed Lamb first and 90% of the time dogs ate our food first. ACANA Singles Grass-Fed Lamb wins in both categories, attracting dogs by having an enticing initial aroma.

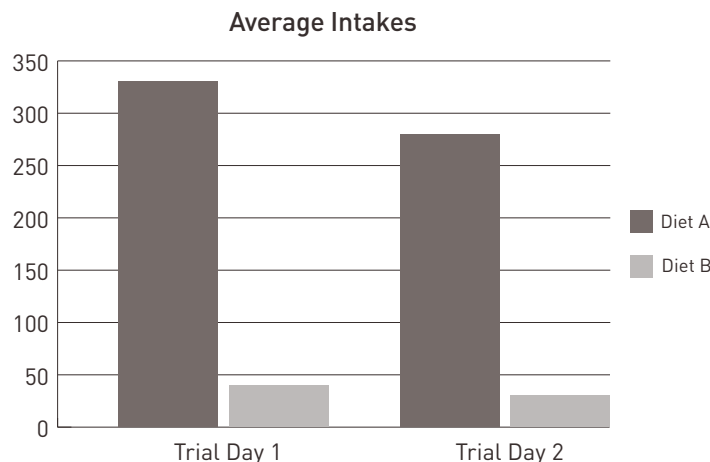


Figure 2: Average Intakes

It is not enough to only have dogs or cats initially interested in our beautifully made food. We want all the nutrition to be eaten up and enjoyed. Shown above in Figure 2 is the average consumption from a trial between our DogStar ACANA Singles Beef & Pumpkin (Diet A) versus a competitor product in the Limited Ingredient Diet category (Diet B). Over the trial period we found that our ACANA Singles Beef & Pumpkin had a CR of 9:1. This means that for every 1 bowl of competitor food that dogs ate, 9 bowls of ACANA Singles Beef & Pumpkin were consumed.

After running a statistical analysis on results collected from the palatability trials, Champion strives for statistically significant differences in favour of our diets. We have seen our diets outperforming competitor diets and believe our high quality ingredients and high meat content make us pack leaders.


**BIOLOGICALLY
APPROPRIATE
BULLETIN
PALATABILITY**