

ORGANIX[®]

Why Go Organic?



Because of the uncompromising love you feel every time you're greeted at the door, those knowing eyes when you need a hug or cuddle and the contagious good mood created by their goofy antics. Because you know that they depend on you for their health and well-being. Because you want to feel confident in what you're feeding your four-legged best friend. Here are the answers to some commonly asked questions about organic pet foods.



WHY SHOULD DOG AND CAT PARENTS CHOOSE ORGANIC FOOD AND TREATS?

REASON #1: SAFETY. Pet parents can rest assured that feeding organic takes pet food and treat safety to a whole new level. Only certified organic pet food and treats have gone through a regulatory certification process -- not natural products, not holistic products, not products that claim to use “human grade” ingredients. These may be healthy, natural products but they have not been subjected to the independent third party review conducted by an organic certifying agency.

REASON #2: HEALTH. Taste tests have shown that dogs and cats love the taste and benefit from the high digestibility of organic food. That means smaller, firmer stools and a lower feeding amount than other types of food. In addition, organic food helps lead to healthy skin and a shinier coat.

WHAT DOES ORGANIC REALLY MEAN?

Organic products are subject to the rigorous requirements of the USDA's National Organic Program (NOP). This generally results in higher quality ingredients that are handled, processed, and stored according to the NOP's regulations. Just like the organic foods you buy for your human family, organic pet foods contain ingredients that come from farms and fields required to operate without pesticides, herbicides, antibiotics, growth hormones and the like. Certified organic pet products must meet the same USDA requirements as people food. And, the USDA's NOP applies to all certified organic ingredients and products, regardless of their country of origin.



WHAT REQUIREMENTS MUST BE MET TO BE CERTIFIED ORGANIC?

Organic farmers must follow practices laid out under the USDA's National Organic Program, which include the humane treatment of animals and using no pesticides, no growth hormones, no synthetic fertilizers, no GMOs and no antibiotics. Once ingredients have left the farm, certified organic handling, processing and storage facilities are required to house organic ingredients separately from non-organic ingredients. Every ingredient - organic or non-organic - must be reviewed and approved by the organic certifying agency for inclusion in a certified organic product.

The manufacturing facility itself must be certified organic too. This includes shutting down the production lines being used for organic production for up to 24 hours to undertake the cleaning regimen required under the USDA's National Organic Program, regular and unannounced inspections, documentation and reporting procedures, and ingredients usage and source data.

HOW DO I KNOW IF A FOOD OR TREAT IS REALLY ORGANIC?

To know for sure, look on the label for the name and address of the organic certifying agency. This is required to be on the packaging and assures you that the product has met the agency's requirements.

The USDA's National Organic Program includes very specific labeling requirements to help you understand the different amounts of certified organic ingredients in a product. If the label says “Made with Organic Ingredients”, the product contains 70% to 94% certified organic ingredients. The balance of the ingredients still must be submitted for review and approval by the organic certifying agency. If the label bears the USDA's organic logo, this means the product is made with 95% to 100% certified organic ingredients. For pet food and treats, both are great choices for your dog or cat.

WHAT'S THE BEST WAY TO SWITCH A DOG OR CAT TO ORGANIC FOOD AND TREATS?

When introducing any kind of new food to a dog or cat, gradually mix it with their current food. Over the course of seven to 10 days, increase the amount of the new food while decreasing the amount of the old until you have 100% organic food in the bowl. See the package for recommended feeding amounts. Always provide plenty of fresh, clean water and lots of exercise. Regular visits to your veterinarian are recommended.



WHY CHOOSE CASTOR & POLLUX ORGANIX®?

Castor & Pollux Organix dog and cat formulas were one of the first certified organic pet foods introduced shortly after the USDA's National Organic Program went into effect in 2002. Now a full line of dry and canned foods plus treats are available for your four-legged best friends! Why should you feed your dog or cat Organix?

SAFETY In addition to adhering to the USDA's National Organic Program requirements for organic certification, Castor & Pollux Pet Works oversees quality control throughout the production of Organix food and treats by inspecting the certified organic facilities and being present during production. Samples are pulled throughout each production run for analysis and retention for additional assessment as needed.

QUALITY Only the highest quality ingredients are used in Castor & Pollux Organix brand pet food. Our custom proprietary formulas are created in consultation with our Board Certified Animal Nutritionists and Veterinarians to ensure they contain all of the ingredients necessary for a long healthy life. Rosie brand certified organic, free range chicken is the #1 ingredient in Organix Canine and Feline dry formulas. This is the same organic chicken found in the chiller at your local natural food store. Rosie organic chickens are fed a certified organic vegetarian diet and are raised following the very strict organic certification standards.



PAW MADE IN THE USA

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Thank you for being a concerned, diligent pet parent and exploring the option of organic food; your four-legged best friend will be very grateful! If you have any questions or concerns, or if you would like further information on organic pet food, please visit www.castorpolluxpet.com or call us at (800) 875-7518.