



July 1, 2019

## A MESSAGE REGARDING DCM CONCERNS

At Tuffy's Pet Foods, we take great pride in offering pet parents trusted brands they can feed their pets with great confidence. Our NutriSource products, along with all of our super-premium brands, have been providing pets and families the absolute best in solutions based nutrition in both healthy grain and grain-free diets for the past sixteen years. This is as true today as at any time in our family-owned company's history.

In addition to your pet's overall health, transparency is of the utmost importance to us. On June 27, 2019, the United States Federal Food and Drug Administration (FDA) put a multitude of brands, along with NutriSource, in the position of defending ourselves in a confusing situation about grain-free dog diets and their potential link to canine dilated cardiomyopathy (DCM).

Canine DCM is a serious heart condition identified decades ago. Sadly, the underlying cause of this condition is not fully understood. However, certain breeds, especially large and giant breed dogs, are genetically predisposed and may develop the condition in their lifetime. In July of 2018, the FDA announced it was studying canine DCM and a possible link to grain-free dog foods. 524 case reports of DCM were sent to the FDA between January 1, 2014 and April 30, 2019. By comparison, there are an estimated 77 million dogs in the United States today. The latest FDA update on this concerning issue continues to state, "Based on the data collected and analyzed thus far, the agency believes that the potential association between diet and DCM in dogs is a complex issue that may involve multiple factors."

In response to this latest FDA release, and the media reports that in many cases do not accurately relay the facts supported by research, Tuffy's Pet Foods wants to provide some further information to reassure our loyal pet parents.

### **DELIVERING HIGH LEVEL NUTRITION FOR YOUR PETS**

- NutriSource, along with all of our super-premium brands, deliver healthy and effective solutions for pets. We take **ALL** potential pet health issues very seriously and take great care to make sure our pet foods comply with the guidelines and recommendations set forth by the FDA, American Association of Feed Control Officers (AAFCO), and other experts in pet nutrition.
- Our diets are developed by a dedicated team whose experience spans more than 65 years in the pet food industry. Additionally, we also work in collaboration with a Ph. D. in Animal Nutrition that is widely respected as one of today's foremost experts in pet food nutrition and research.

- As an industry leader in pet nutrition, we create formulas that feature our exclusive Good 4 Life supplement blend to support all aspects of a healthy life for your pet. These formulas are ideally suited to rotational feeding and ease of introduction to your pet. Simply stated, pet parents can feed NutriSource products with the utmost confidence.

### OUR CONTINUED WORK ON DCM

- The comprehensive health of **EVERY SINGLE** pet is extremely important to us. We are continuing our efforts to study DCM and closely monitor all the information that the FDA can provide. The FDA's published updates have not concluded that there is a causal relationship between diet and DCM.
- All NutriSource diets include supplemental **TAURINE** to boost naturally occurring levels derived from our high quality meats and fish. Due to the potential link between taurine-deficiency and DCM, we felt it important to take this step as a safeguard to protect pets until scientific research is complete.
- We have committed funds for additional research on our diets and initial results have shown that our products deliver the recommended nutrients to support normal levels of taurine.
- We have proactively funded independent research at Kansas State University to study pet health including the issue of canine DCM.

In closing, Tuffy's Pet Foods wants to thank you for your continued and unwavering support. We know that you have always valued our transparency and that recent reports naming a multitude of brands has been confusing to say the least. For sixteen years, our super-premium brands have been a key component to the comprehensive health of your pet. Our record and history of being the leader in solutions based pet nutrition has been of great benefit to pets and families throughout the world. We are honored to play this important role in your lives and are so very thankful for your loyalty.

If you have any questions or concerns please reach out to our dedicated customer service team at [info@nutrisourcepetfoods.com](mailto:info@nutrisourcepetfoods.com) or toll free at 800-525-9155.

Sincerely,



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