

WysongEpigen™

What is genetically appropriate nutrition? Please review this recent data.

Natural, all natural, premium, super premium, wild, prey, carnivore, carnivorous, grain free, etc.

These are just some of the many current pet food buzzwords that imply a food replicates the natural, archetypal canine/feline diet. Often times such claims are made adjacent to images of wild animals and scenery, which imply the same.

In light of the inherent flaws with kibble, which Wysong has described in detail for decades, the claim that any processed dry diet is representative of the natural canine/feline diet is lofty indeed. Fundamentally what's being implied is that the processed food you're buying from your local store is the nutritional equivalent of a fresh kill (prey). If only it were that easy...

Wysong's goal has always been to produce processed foods that are representative of the archetypal diet *to the greatest extent possible*, and we've tried to be forthright about that. You'll never hear us say that any processed Wysong food is **the** answer to the domestic pet nutrition puzzle, or that any of our dry diets amount to prey in a bag. No dry diet will ever be ideal, period. The ideal would be to release companion animals back into the wild to find and consume their natural diet. But since that is not possible, and anything short of that is a compromise, Wysong seeks to compromise the least.

We formulate and produce foods that are as good as possible given the inherent restrictions and limitations, offer a raw line of diets and treats (Wysong True Non-Thermal™), as well as food supplements that are specifically designed to address the numerous shortcomings of modern pet diets. Wysong advises customers to feed in variety and rotation to ensure the greatest spectrum of nutrients, stave off ingredient intolerances and allergies, and decrease the possibility of toxicities. People should also augment the diet with home prepared raw foods if possible.

There is much momentum behind the idea of natural feeding, and no shortage of those looking to capitalize on the concept by claiming "natural" and "wild" and charging a premium on that basis.

Before you assume any of these products are prey in a bag, please consider the following well researched data.

(CP = crude protein)

Table 1. Body weight and composition of carcasses

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Item	Mice (n = 7)	Voles (n = 4)	N. rats (n = 2)	R. rats (n = 2)	Moles (n = 2)	Gophers (n = 3)	Finches (n = 3)	Warbler (n = 1)	Average
% crude fat	11.54 ± 6.94	9.96 ± 2.96	8.76 ± 4.63	8.83 ± 6.12	9.89 ± 0.73	21.65 ± 5.71	9.39 ± 5.94	12.48 ± 0.00	11.72 ± 6.17
% CP	62.78 ± 8.79	66.00 ± 4.66	63.88 ± 6.61	62.43 ± 7.47	65.31 ± 3.41	50.91 ± 5.41	62.27 ± 5.23	63.34 ± 0.00	62.19 ± 7.28

Item	Epigen™	Epigen™ Fish	Epigen™ Venison	Epigen 90™	Average
% crude fat	15	11	10	16	13
% CP	60	60	61	63	61

Epigen™ is imperfect, but it is representative of the natural, archetypal diet in very fundamental and important ways. Epigen™ matches the genetic expectation when it comes to protein and fat, and does so through the incorporation of exceptional meat content. For carnivores that is critical. Additionally, the Epigen™ product line is Starch Free™, i.e. it lacks the ingredients that are altogether unnatural and absent in the wild carnivorous diet. When it comes to kibble, that is the maximum potential achievement.

For more information visit www.WysongEpigen.net.

1. Kremen, N. A., et al. "Body composition and amino acid concentrations of select birds and mammals consumed by cats in northern and central California." Journal of animal science 91.3 (2013): 1270-1276.

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