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Ultimate Dog Food, Dynamite's Raw Dog Food, Sees 112% Sales Increase

MERIDIAN — Sales of Ultimate Dog Food, a raw dog food that needs no refrigeration, have increased 112 percent this year, compared to the first three quarters of 2009, Dynamite officials said today.

There also has been a 43 percent increase in the number of customers ordering the all-natural dog food.

The Ultimate Dog Food was introduced in 2007 as part of Dynamite's efforts to find a natural dog food that does not trigger allergies and is suitable for dogs with diabetes.

"Even though we have been making all-natural dog food for more than 30 years, we were not completely happy with our recipe," said Jos Zamzow, vice president of manufacturing. "So we went back to the drawing board and considered every ingredient that dog food manufacturers were using. Raw dog food was a special focus.

"We found that dogs do best on a beef diet. The industry trend has been to increase the use of chicken, but beef is a better source of protein in natural dog food. We use only human-grade beef fat and beef meat. The beef we use is filet mignon when it is sold to humans," Zamzow added.

Dynamite also decided to put more bone meal into its natural dog food. "The dog food industry has reduced the amount of bone meal, which has gone up in price because of its value in fertilizers," Zamzow explained. "Bone meal is an important ingredient in natural dog food. It provides marrow, which is full of minerals, as well as cartilage and other materials that are good for dogs' joints."

Dynamite also eliminated cereal grains in its raw dog food.

"Dogs are not natural cereal eaters," Zamzow explained. "You will hear that dogs are omnivores, but the truth is that dogs are secondary

omnivores. They rarely eat berries off a bush like bears and pigs. If you were to picture a dog running through a field of wheat, it would be eating mice on the ground, not the berries off the wheat. The only animals on the planet that really prefer cereal grains are small birds.”

Cereal grains also can contribute to allergies and obesity in dogs, Zamzow pointed out.

Dynamite also added chia seeds to its raw dog food. “Chia seeds are a super food,” Zamzow said. “Anything flax can do, chia can do better. It has six times more calcium than milk, six times more protein than kidney beans, 15 times more magnesium than broccoli, and three times more Omega 3 oils than wild salmon. It has iron, potassium, fiber and phosphorous and is rich in anti-oxidents. It is a great addition to our natural dog food.

“Chia also acts as a natural preservative in raw dog food,” Zamzow added. “We believe that its anti-oxidant properties are the reason that our raw dog food stays fresh without preservatives.”

The natural dog food contains five species of mushrooms plus Showdown, Dynamite’s signature vitamin and mineral supplement for dogs. “Every 25-pound bag of Ultimate Dog Food contains Showdown vitamins and minerals that normally sell for \$14,” Zamzow said.

Because the natural dog food is uncooked and undergoes minimal process, it is easier to maintain vitamins, enzymes and other heat-sensitive nutrients.

The raw dog food comes in the form of a meal rather than a kibble because of the lack of cereal grains. Most people add equal parts of water, Zamzow said, although many pets like the natural dog food just as it comes out of the package.

A family-owned business that has specialized in animal nutrition for four generations, Dynamite Marketing makes natural food and nutritional supplements for dogs and virtually every member of the animal kingdom. It has long developed food and nutritional supplements for working dogs and prize-winning racehorses across the country. Its specialists can recommend exactly what vitamins, minerals, nutritional supplements and natural dog foods best support dogs with arthritis, horses with laminitis, cats whose owners make their own food, and cows with digestive issues.

Dynamite has worked with veterinarians and university researchers to produce specialty foods to correct nutritional deficiencies in animals ranging from Canadian muskoxen to peregrine falcons to zoo exotics.

Dynamite's raw dog food uses only ingredients, made in the United States for better quality control.

Throughout its history, Dynamite has always looked at alternatives to animal by-products, antibiotics, chemical preservatives, fumigants, artificial coloring and other additives that have later caused health problems. Its manufacturing processes are so stringently controlled that Dynamite has a separate mill to produce feed for herbivores, such as horses and poultry that are especially sensitive to contamination from meat needed by other species such as dogs and cats.

Additional information is available on the Internet at www.dynamitemarketing.com or by calling (800) 697-7434. Dynamite is based in Meridian.