



Whole Food Nutrition  
Never Tasted So Good!

## Why We Use Freshly Baked and Cooled Whole Grain Brown Rice Instead of Adding Supplements

### Natural Source of Nutrients!

Freshly baked and cooled whole grain brown rice provide a wealth of vitamins and minerals essential in the dog's diet, along with fiber and a number of antioxidants and photochemicals to promote healthy digestive tract, cardiovascular system, liver function, boost immune system, and protect against some types of cancer.

Antioxidants including vitamin E, tocotrienols, selenium, phenolic acids, and phytic acid are available in immediate-release to slow-release forms and thus are available throughout the gastrointestinal tract over a long period after being consumed.

Freshly baked and cooled whole grain brown rice is easily digested by dogs – meaning they absorb more of the nutrients from the natural food source, eliminating the need to add supplements, and do not contribute to spikes in glucose levels. Even the Glycemic Research Institute endorses cooked whole grain brown rice when blended with high quality protein.



**Manganese** – Aids in conversion of energy from protein and carbohydrates synthesis of fatty acids, which support a healthy nervous system. Manganese also contains an antioxidant enzyme called superoxide dismutase which provides protection against free radicals produced during energy production.

**B Vitamins** – Enzyme function, processing of amino acids, converting proteins, fats, and carbohydrates into energy, maintaining healthy skin and hair, and necessary for growth, digestion and muscle function.

**Choline** – Muscle control, memory.

**Potassium** – Function of enzymes, muscles, nerves, fluid balance.

**Magnesium** – Absorption of vitamins and minerals, bone growth, functioning of enzymes, conversion of protein into energy.

**Iron** – Formation of red blood cells, enzyme function.

**Zinc** – Healthy skin and coat, aid in reducing stress and anxiety.








**Selenium** – Believed to substantially reduce risk of colon cancer and is an essential component of several major metabolic pathways, including thyroid hormone metabolism, antioxidant defense systems, and immune function. Selenium stimulates production of glutathione peroxidase, which is one of the most powerful antioxidant enzymes and is used in the liver to detoxify a wide range of potentially harmful molecules. The liver is responsible for the creation of glutathione peroxidase in dogs and cats and studies have found that glutathione peroxidase deficiencies can be found in 82% of cats with liver problems and 51% of dogs with liver problems. Increasing glutathione peroxidase can lead to potential improvement in liver function. Selenium also works with vitamin E and other vital antioxidants helpful in the prevention of cancer and heart disease, and for decreasing the symptoms and the pain and inflammation of rheumatoid arthritis.

**Copper** - Formation of bone, cartilage, absorption of iron and red blood cells, hair growth.

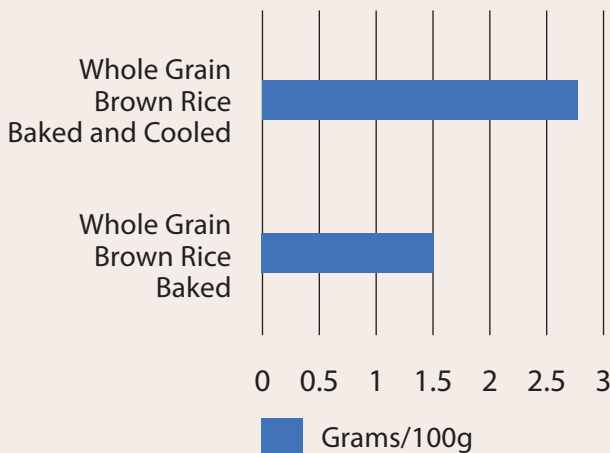
**Fiber** - Regulation of fluids in the intestine, aiding in prevention of diarrhea and constipation, and reducing risk of colon cancer and anal gland infection.

## Whole Grain Brown Rice

Properly cooling whole whole grain brown rice immediately after baking causes the starch to convert into a straight chain form that has less surface area and acts more like a fiber than a starch, passing through the small intestine without being converted into glucose, and spending more time in the large intestine (colon) where short chain fatty acids such as acetate, butyrate, and propionate are produced. These fuel growth of good digestive bacteria and enzymes and help suppress the growth of “bad” bacteria. Baked and cooled whole grain brown rice is a natural source of digestive bacteria and enzymes often supplemented in processed foods, and offer a variety of health benefits:

-  Stimulate blood flow to the colon and increase nutrient circulation
-  Inhibit the growth of “bad” bacteria and stimulate growth of “good” bacteria and enzymes
-  Help mineral absorption
-  Help to lower blood cholesterol and fat levels
-  Help alleviate irritable bowel syndrome and constipation by stimulating production of immune cells in the digestive tract
-  Aid in regulating bowel movements and rehydration process following diarrhea
-  Help to prevent the development of abnormal bacterial cells in the colon and enhance mineral absorption (especially calcium and magnesium)

### Resistant Starch Content



USDA SR-21 Nutrition Data				
Nutrient Data	units	Whole Baked Potato	Whole Baked Yam	Whole Grain Brown Rice Baked
<b>Tot weight</b>	g	<b>100</b>	<b>100</b>	<b>100</b>
<b>Calories</b>	cal	<b>93</b>	<b>116</b>	<b>112</b>
Water	g	75	70	73
Protein	g	3	1	3
Fat	g	0	0	1
Calcium	mg	15	14	10
Magnesium	mg	28	18	43
Phosphorus	mg	70	49	83
Potassium	mg	535	670	43
Sodium	mg	10	8	5
Iron	mg	1.1	0.5	0.4
Zinc	mg	0.4	0.2	0.62
Copper	mg	0.1	0.2	0.1
Manganese	mg	0.2	0.4	0.9
Selenium	mcg	4.0	0.7	9.8
B1 (thiamin)	mg	0.1	0.1	0.1
B2 (riboflavin)	mg	0	0	0.01
B3 (niacin)	mg	1.4	0.6	1.3
B5 (pantothenic acid)	mg	0.4	0.3	0.4
B6 (pyridoxine)	mg	0.3	0.2	0.1
Folic Acid/Folate	mg	0.028	0.016	0.004
B12 (cyanocobalamin)	mg	0	0	0
Vitamin A	IU	10	122	0
Vitamin E	mg	0	0.3	0
Vitamin D	IU	0	0	0
Tryptophan	g	0.039	0.012	0.03
Threonine	g	0.091	0.052	0.08
Isoleucine	g	0.101	0.05	0.09
Leucine	g	0.15	0.094	0.19
Lysine	g	0.152	0.058	0.09
Methionine-cystine	g	0.039	0.02	0.12
Phenylalanine-tyrosine	g	0.111	0.069	0.12
Valine	g	0.141	0.06	0.14
Arginine	g	0.115	0.124	0.17
Histidine	g	0.054	0.033	0.06
Chloride	mg	0	0	0
Iodine	mg	0	0	0
Choline	mg	14.8	16.2	9.8
Linoleic acid	mg	43	50	283
Omega-9	mg	1	5	297
Omega-3	mg	13	9	13
Omega-6	mg	43	50	283
Fibre	g	2	4	2
Ash	g	1.3	0.8	0.38
Carbohydrate	g	21	27	23.5
Est. Glycemic Load	na	10	12	11