

# CKVC News

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**Central Kansas  
Veterinary Center**

## What's Really in Their Food?

Most pet owners have come to realize that there is a science to reading the labels of the food they buy for their pets.

Although some loose rules are set out by regulators mandating the information that must be included on a label, these rules don't really result in consumer-friendly information for the pet-food purchaser.



allergic to certain meats.

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Furthermore, most pet owners do not know these rules, and manufacturers can manipulate them to present their products in the best light. It is possible, however, to learn a few of the most common tricks about labeling, to allow the best choice of foods.

### All in the Name

The name of a pet food tells a good deal about what's inside, if you know how to translate. According to the rules of the Association of American Feed Control Officials, "beef food" must have at least 95% beef on a dry matter basis. If the food has the name "beef" entrée" or "beef feast", "beef dinner" etc., then it need only have 25% of ingredients from the named species, in this case, beef.

If the name includes the word "with" as in "cat food with chicken," the food only needs to have 3% ingredients from the named species, in this case, chicken. The animal source ingredients specified by names in all these examples may not be the only animal source ingredients in the food, however.

Many foods with a meat named on the front of the label will have other animal proteins, usually from fish, not listed on the label. This becomes very important if a pet is or might be

### Tricky Ingredient Lists

Pet-food labeling rules require that ingredients be listed by decreasing weight, or predominance, in the food. For example, if a food lists as ingredients "water, beef, liver, meat by products, corn grits, corn flour, corn gluten meal, chicken fat, vitamins and minerals," we know that water is the most predominant ingredient, with beef, liver, etc., following in decreasing amounts.

This particular label illustrates one of the tricks some companies use to disguise the actual amount of a certain class of ingredients. In this case, corn grits, corn flour and corn gluten meal, although basically just fractions of the same ingredient, corn, have been separated to allow corn to be listed behind the meat ingredients. One marketing strategy employed by some pet food manufacturers is the criticism of corn as an ingredient in pet food. Corn is actually a healthful, easily digestible source of protein, carbohydrates, fatty acids and antioxidants and is a key ingredient in many high quality foods.

Choosing which diet is best for your pet can be difficult. Please feel free to contact one of our veterinarians for advice.

## Come Christmas Shop at CKVC North

Amanda, the north clinic office manager has selected many fun, useful & unique retail pet products to offer for sale. Stop by the clinic

at 2717 N. Main in Hutchinson to let your furry friend do some holiday shopping!

## Make Time for Play and Prevent Behavior Problems in Cats

It may be hard to imagine that cats lounging around the house feel stressed, but medical studies prove that they do and that it can lead to aggressive play.

“We put cats in abnormal situations when we keep them inside and confine them with multiple cats,” said Valarie Tynes, DVM, diplomate of the American College of Veterinary Behaviorists (ACVB). “Yet cat lovers know it’s hard to get just one.”

To keep cats happy, veterinary behavior specialists suggest that owners play for at least five minutes each day with cats individually or in a group. To determine whether you should separate cats for play, watch to see if they sleep side by side and groom each other, Tynes said. That behavior indicates good interaction and gives a green light to group play, she said.

“Playtime provides mental stimulation and exercise,” Tynes said. “If you don’t engage your cats you have all these potential problems with aggression as well as obesity. The goal is to get these animals up and off the sofa. They need [owner] involvement.”

Step one is to teach cats what is appropriate play.

Cats that attack moving feet or jump on owners without warning may not have learned the basics, Tynes explained. “Kittens learn if they hurt other kittens or cats [then] play ends,” she said.

“Unfortunately people don’t understand how to set these rules.”

To establish positive playtime use toys — not hands or feet — to start games that involve chasing and pouncing. Kitty fishing lines, balls, and furry mice held a few feet away from the body are good tools to use.

Overall, play aggression normally occurs when cats misinterpret

owner actions as games, say behavior experts. For example: One cat regularly jumped on two young boys as they raced down a hallway after bath time.

“The kids were screaming and chasing each other and the cat thought it was funny to land on the kids’ butts,” said Sharon Crowell-Davis, DVM, PhD, ACVB diplomate. “He thought there was a really good game going on.”



She suggested that the owners shut the door to the cat’s room during bath time so he couldn’t see the boys run down the hallway. The “attacks” stopped.

Owners can also try distracting a cat during instances of play aggression. By throwing a toy across a cat’s line of vision, he/she will chase it instead of going after your feet.

In addition to establishing positive playtime, owners need to recognize and respect a cat’s limits. Some cats are finicky about what types of toys they like and are specific about the type of attention they want.

“Most cats do not like to be held upside down or scratched on the belly,” Crowell-Davis said. Since they groom each other on the head and neck those are safe areas but signs — like twitching tails and low growling noises — indicate that they have had enough.

- From AHHA, Pets Matter, Volume 2, Issue 4

## Protect Your Pets from Cancer: Learn the Facts, Watch for the Signs

Did you know that one out of two dogs will get cancer and one in four will die from it?

If not, you’re in good company. Surveys show that many—if not most — pet owners do not know that cancer is the number one natural cause of death in dogs age two years and older.

“Before the words, ‘Your dog has cancer’ entered my life, I was blind to the magnitude of the number of dogs diagnosed, the suffering they endure, and how many lose the battle,” said Kristen Crawford, a pet owner.

To educate pet owners like Crawford, the Morris Animal Foundation launched a Canine Cancer Campaign. The organization produced a poster, which hangs in veterinary clinics across the country, to prompt candid discussions between pet owners and veterinary professionals about the disease.

The poster has a chart of dog breeds — from golden retrievers to chow chows — and the types of cancer that are most common for each. Collies are frequently diagnosed with nasal cancer, and skin cancer is common for pugs and shar-peis.

You play a key role in safeguarding your pets. Regular

check-ups at the veterinary clinic and recognition of any changes in behavior and energy level help identify cancer before it spreads.

With early intervention many cancers are curable and there are an increasing number of treatment options available. Ask your team of veterinary professionals today about this serious disease, and arm yourself with information to protect your pets.

After learning about high incidence rates of cancer in dogs, Crawford started volunteering her time to help other pet owners learn about the risks of cancer. She first learned about the cause from her mother, who saw a cancer poster at AAHA-accredited Mandarin Veterinary Hospital in Florida.

Crawford’s 11-year-old Labrador retriever, Dawson, was diagnosed with transitional cell carcinoma in February and is — as she says — “still fighting strong!”

- From AHHA Pets Matter, Volume 2, Issue 4

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## New Products!!!

Central Kansas Veterinary Center has several new items to offer pets and their owners. **Urine Off** is a pet odor and stain remover. It comes specially formulated for dog & puppies or for cats & kittens. This product helps with housetraining by eliminating residual urine odor. It is not a perfume or cover up. It actually eliminates all three components of pet urine. It also removes urine stain – including those many years old!

ProMeris is a new flea prevention available at CKVC. *ProMeris*<sup>™</sup> for dogs is a topical, waterproof spot-on product for the control of existing flea and tick infestations, as well as the prevention of re-infestation, in dogs and puppies 8 weeks and older.

- A single dose effectively stops and controls flea and tick infestations, prevents flea re-infestations for up to six weeks, and tick re-infestations for up to four weeks in dogs
- Monthly application is recommended for optimal control of fleas and ticks
- Kills the fleas that may cause flea allergy dermatitis
- Kills the ticks that may transmit Lyme disease, canine ehrlichiosis, or Rocky Mountain spotted fever (Brown Dog ticks, American Dog ticks, Lone Star ticks, Black-Legged or Deer ticks)
- Waterproof
- Convenient and easy-to-use applicator

- Gentle enough for dogs and puppies 8 weeks and older
- Effective on indoor and outdoor dogs
- Pleasant eucalyptus smell
- Available in individual doses or three-packs

*ProMeris*<sup>™</sup> for cats is a topical, spot-on product for the effective control of existing flea infestations and prevention of re-infestations in cats and kittens 8 weeks and older.

*ProMeris* for cats is the only product available from a veterinarian that contains the active ingredient metaflumizone, a new compound proven to control fleas. Metaflumizone has never before been used to control fleas and research shows they are readily susceptible. Its new mode of action attacks fleas' nervous system by blocking voltage dependent sodium channels, which results in paralysis and death of the flea.

- A single dose effectively stops and controls infestations and prevents re-infestations of fleas for up to seven weeks in cats
- Monthly application is generally recommended for optimal flea control
- May be used as part of a treatment strategy for flea allergy dermatitis
- Easy-to-use applicator
- Gentle enough for cats and kittens 8 weeks and older
- Available in individual doses or three-packs

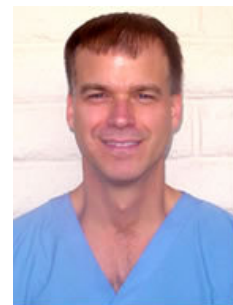
## Dr. Douglas Winter

Central Kansas Veterinary Center is proud to announce that we now offer the services of Dr. Douglas Winter. Dr. Winter provides advanced dental care for animals. He will be seeing patients at our hospital in South Hutchinson on Wednesdays. Dr. Douglas Winter received his doctorate in veterinary medicine from Kansas State University in 1987. He is the owner of Indian Hills Animal Clinics and is a member of the Wichita Veterinary Medical Association, American Animal Hospital Association, American Veterinary

Medical Association, Kansas Veterinary Medical Association, and the American Veterinary Dental Society.

We believe that your pet's oral health is extremely important.

At CKVC we strive to offer the best care available for your pet and are pleased to have Dr. Winter available to help with our patients' oral care.



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With the changing season **ice** and **snow** may be headed our way. Central Kansas Veterinary Clinic at 2717 N. Main in Hutchinson is now carrying an ice melter that is pet and child safe. Safe Paw Ice Melter is 100% salt free and environmentally safe. Stop by to pick up your supply!

Your Pet is our priority 24 hours a  
day, 7 days a week!

Visit [www.  
centralksvet.com](http://www.centralksvet.com)



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## Happy Holidays!

All of us at CKVC wish you and your loved ones a happy holiday season and a happy, healthy new year. We are grateful to you for trusting us with the care of your animal companions. We have experienced the joy of welcoming a new four-legged member into your family, the happiness of watching an ill animal recover and go home and the sadness of saying goodbye to an old friend. We continue to appreciate the opportunity to know you and your pets and will continue to strive to provide the best care for these precious family members.

