



**WSAVA**  
Global Nutrition  
Committee

## Natural Balance Follows WSAVA Guidelines

### WHO OR WHAT IS WSAVA?

The World Small Animal Veterinary Association (WSAVA) is a global organization, comprised of more than 390,000 veterinarians who work together to advance the health and welfare of companion animals, providing resources for veterinary professionals, pet nutrition experts, and pet parents worldwide.

In 2021, the WSAVA Global Nutrition Committee published its "[Guidelines on Selecting Pet Foods](#)" to help pet parents make informed, confident decisions about the pet food brands they feed. The guidelines also outline what to look for on a product's label and questions to consider when evaluating a product, supporting pet parents in selecting the best option for their pet.



## DOES NATURAL BALANCE FOLLOW WSAVA GUIDELINES?

Yes, Natural Balance's pet food products and manufacturing processes align with—and in many areas exceed—the WSAVA's Global Nutrition Committee's guidelines for selecting pet foods. For more than 35 years, Natural Balance has delivered high-quality nutrition that supports pets' health and well-being. We are committed to rigorous safety and quality standards across every step of our production process. This commitment is why we align with WSAVA guidelines and why veterinarians recommend Natural Balance.

We've included all of WSAVA's questions, and our responses, below. If you have any additional questions, please feel free to reach out anytime by emailing [info@naturalbalanceinc.com](mailto:info@naturalbalanceinc.com) or calling 800-829-4493.

## WHAT TO LOOK FOR IN A BRAND

### 1. Does Natural Balance employ a nutritionist?

- Appropriate qualifications are either a Ph.D. in Animal Nutrition or Board Certification by the American College of Veterinary Nutrition (ACVN) or the European College of Veterinary Comparative Nutrition (ECVCN).

*Yes, the Natural Balance Research & Development team is comprised of highly qualified professionals, including a PhD small animal nutritionist, a veterinarian, animal nutrition experts with advanced degrees, registered veterinary technicians, and experienced food scientists.*

- What are the Nutritionists' name, qualifications and employment status? Consultants may have limited influence compared to a staff Nutritionist.

*Out of respect of our employees' privacy, we do not disclose the names of any of our full-time employees unless their role includes public-facing responsibilities.*

### 2. Who formulates the diet?

- Is the recipe developed by an experienced pet food formulator (MS or PhD in Animal Nutrition), a veterinarian, or a pet owner/breeder/trainer?

*The Natural Balance Research & Development team is comprised of highly qualified professionals, including a PhD small animal nutritionist, a veterinarian, animal nutrition experts with advanced degrees, registered veterinary technicians, and experienced food scientists.*

*Together, this multidisciplinary team brings over 100+ years of combined expertise in animal health, nutrition science, and pet food manufacturing. Each recipe is developed with veterinary and nutrition experts who are directly involved every step of the formulation process to ensure our diets are designed to meet the specific physiological needs of pets, using evidence-based principles to support complete and balanced nutrition.*



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### 3. What is the quality control process for ingredients and finished products?

- Diets formulated to meet Association of American Feed Control Officials (AAFCO) or European Pet Food Industry Federation (FEDIAF) guidelines should meet their nutrient profiles. Does the diet meet the profile based on analysis using a nutrient database or on chemical analysis of the finished product?

*Manufacturers and pet food providers should have adequate quality control to ensure companion animal and owner safety. This should include ingredient (food and supplement) validation, final diet nutrient analysis, toxicology, bacteriology, and packaging/shelf-life screenings prior to, during, and after manufacturing.*

*We prioritize rigorous quality and safety protocols throughout our ingredient sourcing and manufacturing process. All ingredients are sourced from vetted suppliers and undergo validation for identity, safety, and quality.*

*Our formulations are designed by our in-house R&D Team, consisting of nutrition experts, to meet AAFCO nutrient profiles and are verified through a combination of database formulation and analytical testing of finished products.*

*We conduct regular testing for nutrient content, microbiological safety (e.g., Salmonella), toxins, and oxidation to ensure product integrity. Packaging and shelf-life evaluations are also conducted to confirm stability and freshness throughout the product's intended use.*

*Our goal is to consistently deliver safe and nutritionally complete diets that support pet health at every life stage. Visit our [Feed With Confidence](#) page to learn more about quality & safety standards and the transparency we provide so you can feel confident that every batch of Natural Balance food meets our high quality standards.*

### 4. What kind of product research or nutrition studies have been conducted?

- Is it published in peer-reviewed journals? Pet food companies are not required to conduct or sponsor nutritional research in order to produce and sell a food, but when they do, it indicates a commitment to animal health and wellness.

*At Natural Balance, we are committed to providing safe, high-quality nutrition formulated to support the health and well-being of pets. Our recipes are developed in collaboration with a veterinarian, animal nutrition experts, and food scientists, and are designed to meet or exceed AAFCO nutrient profiles for each life stage.*

*To ensure both nutritional adequacy and palatability, we partner with a reputable third-party pet care facility for non-invasive feeding studies, including palatability and digestibility evaluations. This facility aligns with our commitment to animal welfare, providing enriched living environments, veterinary oversight, dental care, and daily enrichment for all animals involved—without engaging in or supporting invasive research.*

*In addition, we maintain a robust finished-product testing program that routinely evaluates nutrient content to ensure compliance with our internal standards as well as AAFCO and NRC guidelines.*



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## WHAT TO LOOK FOR ON A LABEL

### 5. Nutrition Adequacy Statement: Is it a complete diet?

- Foods should be labeled to indicate if they provide a “complete” diet with all required nutrients. The label might also specify if this was determined via life stage feeding trials vs formulation to meet requirements.

*Yes, all of our food recipes provide complete and balanced nutrition, meeting or exceeding AAFCO nutrient profiles for the intended life stage. With over 100 years of combined expertise in animal health, nutrition science, and pet food manufacturing, our team’s collaborative approach ensures our formulas align with current scientific understanding of companion animal nutrition and support overall health and wellness.*

### 6. How many calories per gram or serving of food?

- Obesity prevalence is increasing in pets in many areas of the world. Having access to accurate pet food caloric content can help prevent unintended overfeeding. Calorie information is only required on pet food labels in the US. Where it is not provided on the label it should be available by contacting the manufacturer or calculating from label nutrient analysis.

*We recognize that pet obesity is a growing concern in many parts of the world, and access to accurate calorie information is an important tool for helping pet parents avoid unintended overfeeding.*

*That’s why we list calorie content on each recipe, listed as metabolizable energy (ME) and provided on a per-serving basis. Because calorie levels vary by formula, we encourage pet parents to review the specific information on their pet food product’s label and adjust feeding amounts as needed.*

*If additional details are needed, such as calories calculated on an energy basis or more in-depth nutritional values, our Customer Care Team is always available and willing to provide support. Every Natural Balance Customer Care team member has completed AVMA accredited programs & state licensing exams to become Registered Veterinary Technicians. They bring over 120 years of Veterinary Medicine experience.*

*See next question for Natural Balance Customer Care team contact details and availability.*

### 7. Does the company provide immediate contact information such as a phone number or email address?

- Company representatives should be easily accessible for additional questions, such as the level of specific nutrients not on the label. Pet food companies should be able to provide an “average” or “typical” analysis for all essential nutrients in their food.

*Yes, the Natural Balance Customer Care Team is available Monday – Friday, 8 a.m. – 5 p.m. CST, via phone 800-829-4493, email [info@naturalbalanceinc.com](mailto:info@naturalbalanceinc.com) or by live chat on our website.*

*They gladly can provide detailed nutrient information for any of our formulas upon request or help you with any pet nutrition questions you may have!*



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## 8. Who makes the food?

- Companies may make their own food (i.e., “Made by”) or use a third-party manufacturer (i.e., “Made for” or “Distributed by”).

*The majority of Natural Balance diets are manufactured in the United States, either at our company-owned facility in Brownwood, TX or by carefully selected manufacturing partners who operate under our stringent, customized quality and safety protocols. These protocols are designed to meet or exceed U.S. FDA requirements for animal food production.*

*All manufacturing sites at which our products are made are required to hold Safe Quality Food (SQF) certification, a globally recognized standard benchmarked by the Global Food Safety Initiative (GFSI). This certification confirms adherence to comprehensive food safety and quality management systems that go beyond baseline FDA compliance.*

*Our highest priority remains the consistent delivery of safe, high-quality nutrition. We are fully committed to maintaining the highest standards in product formulation and manufacturing to support the health and well-being of the pets under your care.*