

# Nature's Variety® Company Information

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Nature's Variety is passionate about providing holistic nutrition for dogs and cats, and believes that proper nutrition is one of the most important factors influencing a pet's overall health and happiness. We are dedicated to providing only the best and most natural pet foods and treats.

The Nature's Variety line of wholesome pet foods is made with natural and healthful ingredients, nourishing dogs and cats for optimal health and well-being. We know all about natural foods – the Nature's Variety line was developed by families who have been practicing sustainable agriculture for more than 140 years, raising quality livestock and growing crops in America's heartland. Our history gives us an ongoing advantage in producing wholesome and nutritious foods for pets.

- Nature's Variety believes dogs and cats will thrive with a diet rich in animal protein (meat, poultry and fish). That's why we always formulate our foods with more meat, poultry, and fish protein.
- Nature's Variety believes raw food is the most natural form of nutrition a pet can eat. A diet consisting of proper ratios of meat, organs, bone, and fat reflects what they would eat in nature.

Our wholesome foods are always made with integrity and care and we stand behind our products with a 100% satisfaction guarantee.

Nature's Variety is the only pet food company that offers pets a unique **Rotation Diet**. A rotation diet is an approach to feeding that promotes the benefits of variety in a pet's diet, and all Nature's Variety foods are specially formulated for rotation feeding.

- A rotation diet incorporates a variety of proteins (e.g. beef, chicken, salmon) and forms (kibble, canned, raw frozen). Rotation feeding enables pets to enjoy variety in their diet and experience different flavors and textures for their health and happiness.
- We offer a variety of nutritious choices for dogs and cats, including complete and balanced Raw Frozen Diets, Instinct grain-free kibble and cans, and wholesome Prairie kibble and cans.

Please visit our website for more information on Nature's Variety foods and our commitment to educating consumers on the benefits of the Rotation Diet:

[www.naturesvariety.com](http://www.naturesvariety.com)

For more information on Nature's Variety contact Betsi Schumacher at  
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