



Media Backgrounder/Fact Sheet

CARNA4 Inc.

Mission Statement - Redefining our relationship with companion animals by feeding 100% pure food in a convenient form is the inspiration behind Carna4.

History - Carna4 is a private, family-owned, Canadian company founded in 2010 by experienced holistic and raw pet food industry experts. Headquartered in Toronto, Ontario, with a satellite office in Ann Arbor, Michigan, U.S., our first formula of quick-baked dog food, all life stages chicken, was launched in May, 2011.

Mandate - Produce minimally-processed, synthetic-free pet foods with fresh, human-grade ingredients, including such live superfoods as sprouted, organic seeds.

Distribution - Sold by select authorized independent and small chain pet specialty retailers and health food retailers, as well as veterinarians, groomers and breeders in Canadian and U.S. markets. No superstore, grocery store or mass market distribution.

Research & Development - Carna4 is developed by a team of nutritionists and food scientists contracted by the company. Product is monitored and tested for nutrient composition and quality by Mortec Scientific Inc. (<http://mortescientific.com/index.html>), a Canadian, independent research and laboratory testing firm that specializes in food, pet food and natural health products for some of North America's leading consumer goods companies. Mortec also has particular expertise in research and nutritional analysis for probiotics and sprouted (germinated) seeds.

Product Ingredients – All meats are farm-raised in either the United States or Canada. All plant ingredients are grown on North American farms. Our products contain no chemical or synthetic ingredients at all.

Product Manufacturing - Product is produced for CARNA4 by Bio Biscuit Inc., a privately-held, state-of-the-art pet food manufacturer in St-Hyacinthe, Quebec (www.biobiscuit.com).

Quality Control - Quality assurance specialists supervise independent testing of each CARNA4 batch before it is released. Every batch is quarantined while tested for 64 essential nutrients and 15 pathogens & toxins (including salmonella, E. coli, aflatoxins, etc.). Safety testing is independently and concurrently completed by external food-testing specialists in Quebec and Ontario.

Awards:

2011 Mar-Com Gold Winner – Honouring Excellence in Marketing and Communications: Carna4 Website

2012 Natural Healthcare Canada Gold Medal – Best Pet Product:
Canadian Health Food Association Expo



CARNA4® Product Line:

First Product launched May 2011 : CARNA4® All Life Stages Chicken Dog Food

(3 lb/1.36 kg, 6 lb/2.72 kg, 13 lb/5.90 kg and 26 lb/11.79 kg resealable bags), the world's first synthetic-free dog food to use only naturally grown food ingredients to exceed the AAFCO (Association of American Feed Control Officials) standards for essential nutrients dogs need. It also provides outstanding levels of antioxidants, probiotics, prebiotics, Omega-3 fatty acids and digestive enzymes.

CARNA4® All Life Stages Chicken Ingredients – Fresh Chicken*, Chicken Liver*, Eggs, Certified Organic Sprouted Barley Seeds, Salmon*, Sweet Potato, Whole Brown Rice, Certified Organic Sprouted Flaxseeds**, Certified Organic Sprouted Lentils**, Certified Organic Sprouted Peas**, Potato Starch, Whole Apples, Whole Carrots, Sea Salt, Kelp.

Launched November 2012:

Flora4® Food Topper: 100% Raw Organic Sprouted Seeds powdered nutritional supplement. Sprinkle on raw meat or any commercial dog food to supply essential vitamins, minerals, enzymes, probiotics and phytonutrients from real food – not synthetics.
18 oz/510g resealable bulk bag and 1.5 oz/43g convenient serving size pouch with counter display box

CARNA4® Grain-Free Duck Dog Food: with the same quality standards as our Original Chicken but with fresh, table-grade Duck as the main protein source and no grain. Ingredients – Fresh Duck*, Pork Liver*, Eggs, Certified Organic Sprouted Barley Seed**, Herring*, Fava Beans, Sweet Potato, Certified Organic Sprouted Flaxseed**, Certified Organic Sprouted Lentils**, Certified Organic Sprouted Peas**, Whole Apple, Whole Carrots, Sea Salt, Kelp.

*Fresh, table-grade chicken, duck, chicken liver, pork liver and deboned salmon & herring are from a CFIA inspected facility and from animals processed for human consumption in federally inspected facilities.

**Freshly sprouted USDA Organic Certified and KSA Kosher Certified lentil, barley, peas and flaxseeds.

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