

communityspotlight

HORIZON PET NUTRITION

An Interview with Jason Skotheim, VP of Operations and the Head of Formulations for Horizon Pet Nutrition

by Erin Lehn Floresca

The word trust means a lot to the owners and employees at Horizon Pet Nutrition, an independent, Canadian owned company that develops and manufactures healthy pet foods. So much so, that they built their brand around that one word. "It's been our mantra since day one," shares Jason Skotheim, VP of Operations and the Head of Formulations for Horizon Pet Nutrition. "From the beginning, we saw the value in being transparent to our customers."

And trust isn't the only word that holds meaning. If you get a chance to talk to Skotheim for any length of time, you'll find out the word control is common lingo in this company's culture. In fact, the owners and employees are all self-confessed control freaks. "We do everything on our

own, from formula development to manufacturing," says Skotheim. "There are no third party vendors in any part of the process. It all goes back to that original mantra that we need to always do right by our customers. And quality control is the best way we can do this."

From the beginning their model has been to source from people and companies close to home that they trust, and to manufacture the food in-house. "Our model was to source everything ourselves, and produce everything ourselves," says Skotheim. From that perspective, it was a longer road and definitely more expensive to set up their own facility. Although it might have been a more challenging route, the benefits have far outweighed any original growing pains. Because of that original model, Horizon has become a name synonymous with trust.

How many companies do you know that that can trace the grains used in their products back to the exact field they were grown in? The folks at Horizon Pet Nutrition can. In fact, many of the grains used in their formulations come from Skotheim's own fields. "What we are really trying to do is establish The 100-Mile Diet for your dog," says Skotheim. "That is why you won't find exotic meats in our foods, like kangaroo, for instance."

And that is also why you will find cutting edge ingredients like peas and red lentils in some of their formulations like the grain-free Pulsar® line that launched in December 2012. The main feature of this line, besides a high quality animal protein as the main ingredient, is that it contains pulses, the edible seeds of legume plants as the primary source of carbohydrates. Pulsed crops are cold season legumes, which makes them perfect for northern climates. "Saskatchewan produces 60 to 80 percent of the world trade in red lentils and peas," shares Skotheim, "so it's only



Jason Skotheim

Let's Talk Dog!™

**Be Like a Tree
Around Loose / Excited Dogs:**

 Stand in place.	 Keep hands in front.	 Count until dog leaves.
--	---	--

Proper Way to Meet a Dog:

 Ask the owner.	 Ask the dog.	 Pet under chin.
---	---	--

NOTE: If the dog shows no interest in you, leave him alone.

Common Dog Stress Signals:

 Lip Licking	 Turning Away	 Half Moon Eyes
 Yawning	 Mouth Closed	 Shaking Off

www.liamjperkfoundation.org




©, Carrie Perk, 2012, All Rights Reserved. "Providing Awareness and Education so there can be a Tomorrow."



natural for us to use them in our products." Skotheim says that the biggest impact with the Pulsar line is the quality of the kibble. "The impact on the pets has been amazing," he

explains. "If you want to focus specifically on the glycemic index, that is the component we've seen that has really made a huge difference. According to Skotheim, research shows that dogs have a glycemic response that is very similar to humans. Consuming the varieties found in the Pulsar line can result in reduced oxidative stress in the animal. "Red lentils and peas are slower burning carbohydrates, which reduces the oxidative stress on a dog. The low glycemic index carbohydrate reduces periods of hypoglycemia and hyperglycemia by regulating the blood sugar over a longer period of time," says Skotheim. "When there is reduced oxidative stress, a dog is more able to fend off other environmental toxins."

With the slower burning starches, dogs don't go through major sugar rushes. This results in having a dog that has more stable moods, is easier to train, and is more attentive. And that means your pet's overall happiness factor is through the roof.

There's something very comforting knowing that a higher-up at a corporation that manufactures your pet's food, like Skotheim, admits that he's involved in every aspect of production. "From seeding through production, storage, into the facility, my hands are all over it at every step," he admits. When it comes to our pets' health, it's good to know that this self-confessed control freak is in charge.

The Pulsar line is available locally at Pupologie in Encinitas and E&F Pet Supplies, Inc. in Vernon. For more information, visit HorizonPetFood.com/pulsar.

petbrief

The Honest Kitchen

San Diego based pet food company, The Honest Kitchen, recently launched Beams™, a new pure-meat chew treat. The new treats are made from 100 percent wild-caught Atlantic Catfish skins, from the clean waters of Iceland, dried into savory, chewy sticks. Beams are available in two sizes: "Smalls" that measure about seven inches long and "Talls" that are about 11 inches long.



"They're guaranteed to satisfy the pickiest of pups and are the perfect treat alternative to dried chicken snacks or bully sticks," says company co-founder, Mother Hen and CEO, Lucy Postins. "Beams are an excellent source of lean protein; they're also lower in fat and are a good source of omega-3 essential fatty acids. Fish is an excellent treat for dogs that have sensitivities to more common protein sources."

The Honest Kitchen can be found at independent retailers such as Pupologie in Encinitas and Pet Nutrition Center in Carlsbad. For more information, visit TheHonestKitchen.com.

DOG TRAINING YOU CAN TRUST!

Linda Michaels, MA
Victoria Stilwell-Licensed
Dog Psychologist and Trainer

- All Dogs. All Issues. Housetraining to Aggression
- Specializing in Puppies
- Private In-Your-Home Visits Customized and Convenient

"If Your Dog is Not Coming to You...
You Should Be Coming to Me!"

100% Non-aversive

Call Us Today! 858.259.9663 WholisticDogTraining.com

Our Mission Is Pet Nutrition

Huge range of natural, dry & raw diets

We specialize in matching appropriate products for your pets' needs.
Want to try it? We have samples of dry and raw for dogs and cats.

Pet Nutrition CENTER
pncpets.com
760-804-7387