

Natura Pet, the company that brings us California Natural, Innova, and EVO, has been purchased by Protor & Gamble.

Both companies have expressed a commitment to maintaining the quality of Natura pet food lines, and P&G plans on maintaining Natura as essentially a separate entity “for the foreseeable future.” Still, we are somewhat concerned at this development, as premium foods that have been bought out by larger companies in the past have tended to drop in quality over time.

We will not be dropping Natura products at this time, but would like to encourage you to pay extra attention to your pet’s reactions to the food, or maybe take this opportunity to try out some other foods. While we’re not expecting an immediate change in ingredients or manufacturing processes, changes are definitely possible. Modifications to pet food formulas don’t have to be reflected on the label until 6 months after the change, so changes in your pet’s feeding patterns could signal a formula modification.

If you are at all concerned about this change, please ask us about transitioning your pet to a similar food.