



WISDOM™

Training Presentation

SPRING 2025

Agenda

- Our History
- The Wisdom Difference
- Sourcing
- Impact
- Choice
- Rotational Feeding
- Positioning
- Sale Resources



Our History

1974

LOVELY LEIGH

Our story begins with a Golden Retriever named Leigh that suffered from debilitating arthritis.

1979

EARTH ANIMAL

Susan opens our first Natural Health Food Store for dogs & cats right next door to Dr. Bob's Veterinary Hospital

2016

WISDOM & RIVERSTONE

Wisdom dog food launched and is made in our very own SQF-certified facility.

2024

B CORP

Earth Animal Continues to deliver the highest quality, most beloved, and safest chews to pets worldwide, now in a snackable format

1975

WELLNESS SOLUTIONS

Dr. Bob & Susan start their quest in alternative therapies to help Leigh live happier and healthier. Soon, Leigh began to walk and run!

2015

NO-HIDE CHEWS

Earth Animal family transforms the world of dog chews by introducing No-Hide® a healthier, more digestible, & delicious alternative to rawhide.

2022

B CORP

After years of dedication and commitment to animals, people, and the Earth, Earth Animal becomes a B-Certified Corporation.

IT'S BEEN AN ADVENTURE

"We've always believed that animals are so much more than pets."

- Dr. Bob and Susan



VETERINARY
FORMULATED
BY :
*Dr. Bob
Goldstein*



WE POURED ALL WE KNOW INTO MAKING **WISDOM**



Elevated Ingredients



Signature Protein Blends



Thoughtfully Processed

It's in the Blend



Wisdom

A RANGE OF GREAT CHOICES

MADE TO MAKE LIFE SIMPLE



DOG FOOD

- Made with Signature Protein Blends
- Complete & Balanced
- Perfect for rotational feeding

A BLEND OF GREAT FLAVORS

MADE TO NOURISH BODY & SOUL



JERKY

- Made with Signature Protein Blends
- Tasty & Healthy – it's the "granola bar" of treats!
- Breakable strips can be used for training

FROM THE LAND



CHICKEN



FROM THE SEED



FROM THE SEA



FROM THE AIR



TURKEY



FROM THE SOIL



Sourcing



NATURAL VITAMINS & MINERALS

NORTH AMERICA

Calcium Carbonate	Iron Proteinates
Calcium Lactate	Manganese Proteinates
Choline Chloride	Potassium Chloride
Copper Proteinates	Sodium Selenite
Dicalcium Phosphate	Zinc Proteinates

SOUTH AMERICA

Sodium Alginate

EUROPE

Biotin
Calcium Pantothenate
Folic Acid
Niacin
Riboflavin

Thiamine Hydrochloride
Vitamin A
Vitamin B12
Vitamin D
Vitamin E

ASIA

Calcium Pantothenate
Folic Acid
Niacin

Pyridoxine Hydrochloride
Riboflavin
Thiamine Hydrochloride

Air-Dried Dog Food



WE MIX
SIGNATURE PROTEIN BLENDS
to form the nutritional base of each
unique recipe using only the best
ingredients available.

WE ADD
NOURISHING WHOLE FOODS
including ancient grains, vibrant fruits
& vegetables, sprouted seeds, and
essential vitamins & minerals.

WE AIR-DRY
LOW & SLOW
to preserve nutrients, moisture, and flavor,
ensuring a 100% nutritionally complete,
delectable, and easily scoopable dog food.



Air-Dried Food



	FROM THE LAND	CHICKEN	FROM THE SEED	FROM THE SEA	FROM THE AIR†	TURKEY	FROM THE SOIL
2LB ITEM #	11213	101170	11215	101178	11318	101174	11256
2LB UPC	810132870200	810049514709	810132870224	810049514785	810132874901	810049514747	810132871252
8LB ITEM #	11214	101171	11216	101179	11319	101175	11257
8LB UPC	810132870217	810049514716	810132870231	810049514792	810132874918	810049514754	810132871269
CRUDE PROTEIN	25% (MIN)	25% (MIN)	28% (MIN)	24% (MIN)	24% (MIN)	25% (MIN)	29% (MIN)
CRUDE FAT	15% (MIN)	13% (MIN)	13% (MIN)	12% (MIN)	15% (MIN)	13% (MIN)	12% (MIN)
CRUDE FIBER	5% (MAX)	5% (MAX)	5% (MAX)	5% (MAX)	5% (MAX)	5% (MAX)	5% (MAX)
MOISTURE	18% (MAX)	18% (MAX)	18% (MAX)	18% (MAX)	18% (MAX)	18% (MAX)	18% (MAX)
OMEGA-3 FATTY ACIDS*	1.75% (MIN)	1.75% (MIN)	0.8% (MIN)	2.3% (MIN)	1.75% (MIN)	1.75% (MIN)	0.8% (MIN)
PRIMARY PROTEIN	RED MEAT	CHICKEN	PLANTS	FISH	WILD GAME BIRD	TURKEY	INSECTS
2LB MSRP	\$39.99	\$34.99	\$34.99	\$34.99	\$39.99	\$34.99	\$34.99
8LB MSRP	\$129.99	\$119.99	\$119.99	\$119.99	\$129.99	\$119.99	\$119.99

*Not recognized as an essential nutrient by the AAFCO Dog Food Nutrient Profiles. †May be subject to change.

THE WISDOM DIFFERENCE



HIGH PALATABILITY
Gentle cooking methods ensuring excellent flavor and aroma



HIGH NUTRIENT DENSITY
Blends of unique ingredients supporting optimal nutrition and wellness.



HIGH DIGESTIBILITY
Holistic formulas maintaining microbiome and gut health

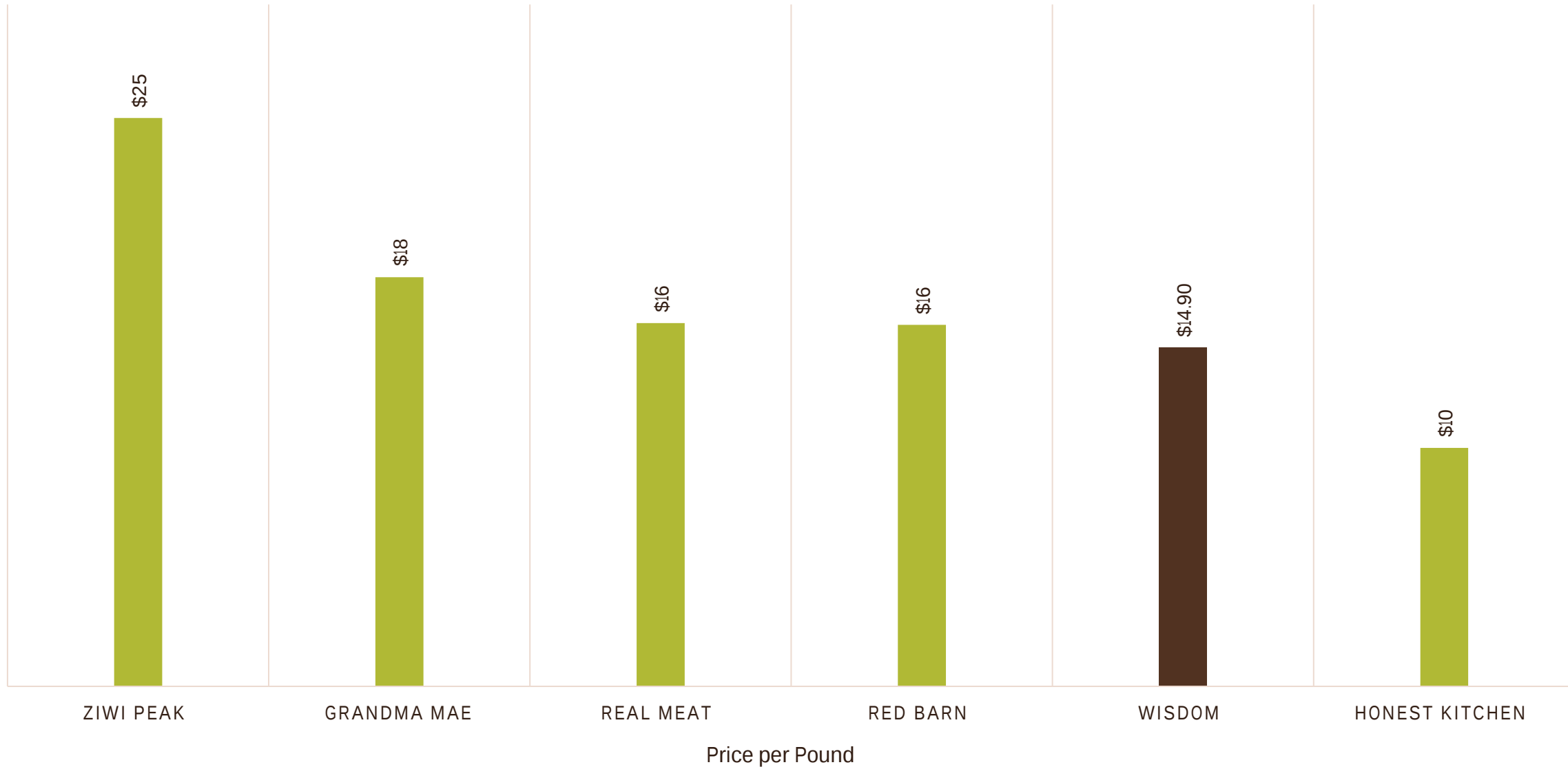


HIGH TRANSPARENCY
Open communication earning complete trust and confidence

It's what makes Wisdom the smart choice.



Positioning



Rotational Feeding

ELEVATE YOUR DOG'S DIET

Rotating our recipes provides variety in nutrition, contributes to a strong digestive system, and ensures excitement with every meal. Introduce new recipes using our Transitioning to Wisdom Guide

TRANSITIONING TO WISDOM FOOD

Slowly transitioning to Wisdom food will give your pet time to adjust to its nutrients –rich proteins. Gradually mix in Wisdom with current food over a 10 –day period, increasing Wisdom by a small amount each day so that you are feeding 100 % Wisdom by day 10



Air-Dried Jerky

Why Quinoa?



A Gluten Free, Nutritional Powerhouse

- Provides all 10 essential amino acids for dogs
- Supports optimal digestion by promoting the growth of beneficial bacteria
- Contains anti-inflammatory properties and antioxidant
- Maintains steady blood sugar levels for sustained energy as a low glycemic food



- WE MIX -
EXCLUSIVE PROTEIN BLENDS



- WE ADD -
QUINOA - A SUPERFOOD



- WE AIR-DRY -
LOW & SLOW



Air-Dried Jerky



	FROM THE LAND	CHICKEN	FROM THE SEED	FROM THE SEA	FROM THE AIR	TURKEY	FROM THE SOIL
SIZE	4oz	4oz	4oz	4oz	4oz	4oz	4oz
ITEM #	11245	11243	11247	11246	11320	11244	11258
UPC	810132870996	810132870972	810132871016	810132871009	810132874949	810132870989	810132871627
CRUDE PROTEIN	22% [MIN]	26% [MIN]	25% [MIN]	22% [MIN]	26% [MIN]	22% [MIN]	30% [MIN]
CRUDE FAT	20% [MIN]	10% [MIN]	8% [MIN]	12% [MIN]	20% [MIN]	14% [MIN]	7% [MIN]
CRUDE FIBER	2% [MAX]	2% [MAX]	2% [MAX]	3% [MAX]	1% [MAX]	2% [MAX]	5% [MAX]
MOISTURE	30% [MAX]	30% [MAX]	30% [MAX]	30% [MAX]	24% [MAX]	30% [MAX]	30% [MAX]
PRIMARY PROTEIN	RED MEAT	CHICKEN	PLANTS	FISH	WILD GAME BIRD	TURKEY	INSECTS
MSRP	\$10.99	\$9.99	\$9.99	\$9.99	\$10.99	\$9.99	\$9.99



Signature Blends

VETERINARY
APPROVED
BY:
*Dr. Bob
Goldstein*




SIGNATURE
· FROM THE LAND ·
PROTEIN BLEND




SIGNATURE
· CHICKEN ·
PROTEIN BLEND




SIGNATURE
· FROM THE SEA ·
PROTEIN BLEND




SIGNATURE
· TURKEY ·
PROTEIN BLEND




SIGNATURE
· FROM THE AIR ·
PROTEIN BLEND




SIGNATURE
· FROM THE SOIL ·
PROTEIN BLEND


SIGNATURE
· PLANT BASED ·
BLENDS



Food: Lentils, Sunflower
& Alfalfa



Toppers: Sunflower,
Dates, & Coconut Milk



Jerky: Pumpkin, Potato
Protein, Sunflower

FROM THE LAND



Grass-Fed & Pasture-Raised Venison, Beef, & Bison

Nutritional Benefits

- Perfect for picky eaters
- B-vitamins for energy & metabolism
- Rich in antioxidants for immune health
- Supports healthy coat & skin



Sustainability Features

- Strict animal welfare standards
- No antibiotics or hormones
- Regenerative farming practices
- Rotational grazing methods

Signature Protein Blend with Muscle & Organs

- New Zealand grass-fed venison
- Pasture-raised beef
- Regenerative ranch bison

FROM THE SEED



Including Lentil, Sunflower & Alfalfa

Nutritional Benefits

- Hypoallergenic
- Excellent for sensitive stomachs
- Essential fatty acids for skin and coat
- Iron for energy production
- Antioxidants for immune support



Sustainability Features

- Low water footprint
- Resource-efficient production
- Environmentally-friendly farming
- Reduced environmental impact

Signature Protein Blend

- Cold-extracted Lentils
- Sustainable Sunflower
- Alfalfa

FROM THE SEA



Wild Caught Catfish & Clams

Nutritional Benefits

- Omega-rich for skin & coat
- B12 for nerve function and energy
- CoQ10 for heart health
- Choline for brain development
- Calcium & phosphorus for strong bones



Sustainability Features

- MSC certification for responsible fishing
- Chesapeake Bay ecosystem restoration
- Reduced food waste through upcycling
- Low mercury (plant-fed sardines)

Signature Protein Blend

- [MSC-certified Sardines](#)
- Wild-caught Chesapeake Bay Catfish
- Sustainable Upcycled Clams

Marine Stewardship Council Certified

What is MSC Certification?

The MSC label indicates seafood is from fisheries that meet strict sustainability standards.

Importance of MSC:

Combat Overfishing:

- Over one-third of fish stocks are overfished.

Sustainable Demand:

- Supports growing global seafood needs responsibly.

Ecosystem Protection:

- Helps preserve marine habitats.



THE SUPERPOWER OF SARDINES

Sardines Nutrient –rich addition to dog's diets, providing omega-3 fatty acids, protein, and B12. Sardines are certified sustainable the Marine Stewardship Council.



FROM THE AIR



Duck, Quail, & Goose

Nutritional Benefits

- Rich in B vitamins for energy metabolism
- Phosphorus for strong muscles
- Healthy fatty acids for energy & skin
- Easy to digest protein
- Selenium activates antioxidant enzymes



Sustainability Features

- Cage-free
- Third-party audited natural behavior standards

Signature Protein Blend

- Duck muscle, liver, & gizzards
- Lean protein from quail
- Selenium-rich proteins from goose

CHICKEN RECIPE



G.A.P. Step 3 Chicken

Nutritional Benefits

- Omega-6 fatty acids for skin and coat health
- Selenium for antioxidant protection
- B vitamins for energy metabolism
- Zinc for immune system support



Sustainability Features

- G.A.P. Step 3 certification
- No antibiotics or hormones
- Seasonal outdoor access
- Enriched environment

Signature Protein Blend with Muscle & Organs

- G.A.P. Step 3 Chicken
- Free-range sourced

TURKEY RECIPE



G.A.P. Step 1 Turkey

Nutritional Benefits

- Easy to digest protein
- Vitamin A for vision health
- B vitamins for nervous system function
- Iron for circulation and energy
- Calcium for bone and joint health



Sustainability Features

- G.A.P. animal welfare certification
- No antibiotics or hormones
- Controlled environment standards
- Appropriate stocking density

Signature Protein Blend with Muscle & Organs

- [G.A.P. Step 1 Turkey](#)
- Family-farm sourced

The Global Animal Partnership (G.A.P.) Label

Global Animal Partnership (G.A.P.) is a nonprofit organization that promotes improved animal welfare in agriculture

Chicken Step 3: Enhanced Outdoor Freedom

Our chicken protein comes from Step 3 farms, where chickens enjoy seasonal outdoor access alongside enriched indoor environments. These chickens are encouraged to engage in natural behaviors, with outdoor areas designed to enhance their exploration and foraging instincts. This commitment to animal welfare provides a balance of indoor safety and outdoor freedom.

Turkey Step 1: Compassionate Care in a Controlled Environment

Our turkey protein is sourced from Step 1 farms, where turkeys are raised in stationary housing that allows for ample space to express natural behaviors. With a maximum stocking density of 10 lbs/ft², these turkeys experience a stress-free environment. Only beak-trimming is permitted as a physical alteration, ensuring a focus on their overall well-being.



From The Soil Recipe



From the Soil Recipe

Nutritional Benefits

- Ideal for food allergies
- Perfect for sensitive digestion
- Chitin for immune system support
- Essential amino acids for growth
- Anti-inflammatory compounds for joint health



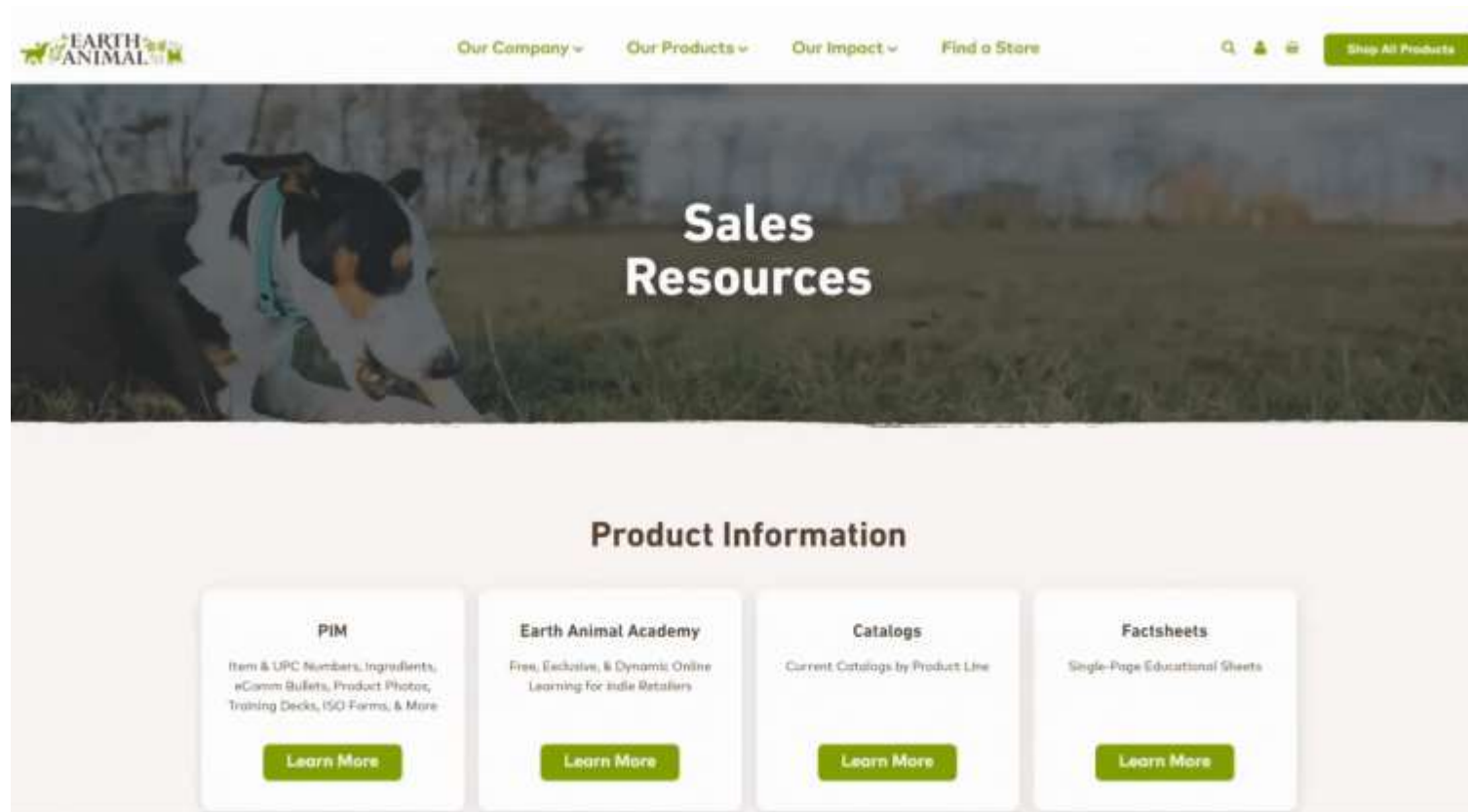
Sustainability Features

- Lowest environmental footprint
- Minimal water usage
- Efficient resource conversion
- Sustainable protein source

Signature Protein Blend

- Premium Cricket Protein
- Black Soldier Fly Larvae

Sales Resources



**SCAN HERE
FOR FREE SALES
RESOURCES**

**PROMOTION
CALENDAR
& SALES**

**CATALOGS,
FACT SHEETS,
& TRAINING**

**CREATIVE &
SOCIAL MEDIA
ASSETS**



References

- Ziwi Peak, Chicken Recipe Dog Food, 8.8lb, 218.78. <https://us.ziwpets.com/products/air-dried-chicken-recipe-for-dogs?variant=44599566729515>
- Grandma Mae's Country Naturals, Air –Dried Chicken & Liver Recipe Dog Food, 3lb, \$54.99. https://www.allnaturalpetsupply.com/products/Grandma-Maes-Country-Naturals-Rawternative-Lamb-Lamb-Organs-Air-Dried-Dog-Food-4/?case_option=False
- Real Meat , Air Dried Chicken Recipe Dog Food, 10lb, \$161.81, <https://www.realmeatpet.com/real-meat-dog-cat-foods-751.html>
- RedBarn, Air Dried Chicken Recipe Dog Food, 5lb, \$79.99. <https://www.redbarn.com/products/air-dried-chicken-dog-food?variant=42218927259828>
- The Honest Kitchen, Dehydrated Whole Grain Chicken Dog Food, 10lb, \$104.99. <https://www.thehonestkitchen.com/products/dehydrated-grain-free-chicken-dog-food?variant=42498516254970>

*Prices Subjected to Change



References

- MSC Standard, <https://www.msc.org/what-we-are-doing/our-approach/what-does-the-blue-msc-label-mean>
- GAP Step 1 & 3, <https://globalanimalpartnership.org/partners/farms-ranches/page/2/>



Our B Corp Certification is also a powerful testament that backs up our long-established commitment to use 1% of our annual net sales to invest in a more sustainable future for all Earth Animals, fund initiatives to improve our and our industry's positive impact, and support mission-driven organizations that need it most.