

Dog Food Quality Comparison & Pricing Guide

How To Use The Price Comparison Chart

Use this pricing chart to compare food quality and find a better quality alternative in the same price range as the dog food you are currently purchasing or considering.



Yes, High Quality Foods Are Affordable!

Some pet food manufacturers dedicate themselves to making truly healthful foods instead of spending extra dollars--millions of “extra” dollars--on advertising. Unfortunately, many “big” brands advertise “healthy” foods without telling you the *whole* truth. We know the mix messages get confusing, so this guide will help you identify quality foods to consider and also which foods to avoid.

Where’s the Beef?

The two biggest indicators of low quality dog food are non-specific protein sources & by-products. Non-specific protein sources can be from any kind of animal, like rancid road kill, dead zoo animals, and even euthanized pets! Avoid: Meat & Bone Meal, Animal Fat, Animal Digest.

What’s Up with Grains?

While some *nutritious* grains are healthful for your dog, low quality grains are the main reason your dog will have an allergic reaction to their food. This has given grains a very bad name. Pet food manufacturers use cheap waste products from the grain industry and take whatever has been deemed unfit for human consumption. These grains commonly contain mold and grain mites, which is the cause of your pet’s reaction.

Ingredients To Watch Out For

These ingredients are commonly found in Purina, Iams, Royal Canin, Pedigree, and many other “big brand” advertisers. Check the labels!

- Brewer’s Rice (leftover, non-nutritional remains of processed rice)
- Ground Yellow Corn, Corn Gluten Meal (empty, unhealthful filler)
- By-Products (highly questionable)
- Meat & Bone Meal, Animal Fat, Animal Digest (non-specific animal protein)
- Food Coloring (added chemicals)
- Propylene Glycol (active ingredient in Antifreeze)



Never Buy List

Kal Kan, Ol’Roy, Alpo, Kibbles N’ Bits, Pedigree, Purina Beneful/Dog Chow



Greatest Hits

Best Value: Nutrisource Lamb Meal

Cheapest Grain Free: Under the Sun

Super Value Grain Free: Sojos Complete Beef (freeze-dried)

Best Organic: Party Animal California Chicken (76% organic!)

All Around Favorite: Fromm’s



Dog Food Pricing Guide

Lowest Price \$1.00 - \$1.20 /lb

Brand	Food	Star Rating	Price	By-Products?	Fillers?
Fromm's	Adult Classic	3.5	\$0.96 - 1.08	No	No
Purina	Beneful	1	\$0.95	Yes	Yes
Rachel Ray	Nutrish Chx/Veggie	2.5	\$1.05	No	Yes
Iams	Proactive Health	2	\$1.00	Yes	Yes
Pure Balance	Chicken & Rice	3.5	\$1.10	No	Yes
Purina	Dog Chow	1	\$.78 - 1.03	Yes	Yes

Low Price \$1.20 - \$1.40 /lb

Brand	Food	Star Rating	Price	By-Products?	Fillers?
Nutrisource	Performance Chkn	5	\$1.08 - 1.25	No	No
Fromm's	Adult Gold	4	\$1.18 - 1.36	No	No
Hill Science	Large Breed	3	\$1.20	No	Yes
Iams	Healthy Natural	2.5	\$1.20	No	Yes
Purina	One	2	\$1.22	Yes	Yes
Pedigree	Complete	1	\$0.82 - 1.62	Yes	Yes

Mid-Range \$1.40 - \$1.63/lb

Brand	Food	Star Rating	Price	By-Products?	Fillers?
Under The Sun	Farm-Raised Chicken	4	\$1.38 - 1.47	No	No
Nutrisource	Lamb Meal	4.5	\$1.36 - 1.57	No	No
Earthborn	Meadow Feast	4.5	\$1.54 - 1.63	No	No
Taste of the Wild	High Prairie	4.5	\$1.39 - 1.50	No	No
Blue Buffalo	Chicken	4	\$1.56	Yes*	No
Purina	Pro Plan	2	\$1.32 - 1.47	Yes	Yes
Eukanuba	Premium	2	\$1.37 - 1.55	Yes	Yes

Upper Price \$1.50 - \$2.14 /lb

Brand	Food	Star Rating	Price	By-Products?	Fillers?
Sojos	Complete Beef	4	\$1.50 - 1.73	No	No
Pure Vita	Turkey	4	\$1.94 - 2.14	No	No
Blue Wilderness	Adult	5	\$2.00	Yes*	No
Royal Canin	Health Nutrition	2.5	\$1.98	Yes	Yes
Halo	Chicken & Stew	4	\$2.12	No	No
Purina	Beyond	4	\$1.87	No	Yes

Top Quality Foods \$2.15 + /lb

Brand	Food	Star Rating	Price	By-Products?	Fillers?
Fromm's	Surf N Turf	5	\$2.18 - 2.32	No	No
Wellness	Core	5	\$2.15 - 2.30	No	No
Nulo	Turkey Sweet Potato	5	\$2.06 - 2.38	No	No
Nulo	Freestyle	5	\$2.40 - 2.58	No	No
Solid Gold	Sun Dancer	4	\$2.53	No	No

Organic Foods \$2.10 + /lb (made primarily w/ key organic ingredients)

Brand	Food	Star Rating	Price	By-Products?	Fillers?
Party Animal	California Chicken	4	\$2.61 - 2.79	No	No
Natural Planet	Chicken & Oats	4	\$1.90 - 2.04	No	No



Researched & Presented by

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GRF = Grain Free

Foods listed in bold are products we proudly carry. Our price range shows how our customers save even more with our hugely popular rewards program!

Star Ratings from Dog Food Advisor.

*Blue Buffalo has been caught mislabelling their dog food & is in a major lawsuit over by-products.

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