



**“Peace of Mind
with Every Bite.”TM**

Family Owned and Operated.

Our Story

We're a family owned human-grade pet food company that works with veterinarian, Dr. Karen Becker to make "home cooked style" whole food recipes for dogs & cats.

This is a picture of the founders on their family's ranch. Mary Ann Ruud started cooking for their pets after the 2007 contamination outbreak because she didn't trust any foods out there. This inspired the Ruud's to create a company that pet parents can trust through placing a strong emphasis on safety and transparency.



[watch video](#)

Limited Ingredients

We work with Dr. Becker to formulate limited ingredient recipes that are low in carbs. Most of our recipes have less than 2% carbs because we don't use any high carb fillers like potato, rice, oats, yam, squash, barley, parsnips, corn, or wheat.

COMPLETE & BALANCED*
ONLY
9
INGREDIENTS



COMPLETE & BALANCED*
ONLY
9
INGREDIENTS



COMPLETE & BALANCED*
ONLY
10
INGREDIENTS



COMPLETE & BALANCED*
ONLY
10
INGREDIENTS



Veterinarian Recommended

Veterinarians are recommending our recipes as a source of nutrition beneficial to healthy dogs & cats as well as pets with a variety of health issues. We were recently recognized by the Innovative Veterinary Care Journal for the impact our recipes are making in the lives of dogs & cats by being awarded the 2019 Innovation Award for Nutrition.



Lightly Cooked. Then Frozen. Served Fresh.

Our recipes are lightly cooked to the minimum temperatures required by the USDA to kill pathogens like E. coli, listeria, and salmonella, which is 145 F for beef & pork and 165 F for poultry.

Low temp cooking meets the USDA pathogen kill step, while maintaining high levels of moisture and nutritional integrity. Raised Right gives customers the option to feed a whole food diet, that is lightly cooked, instead of raw.



Human-Grade Pet Food

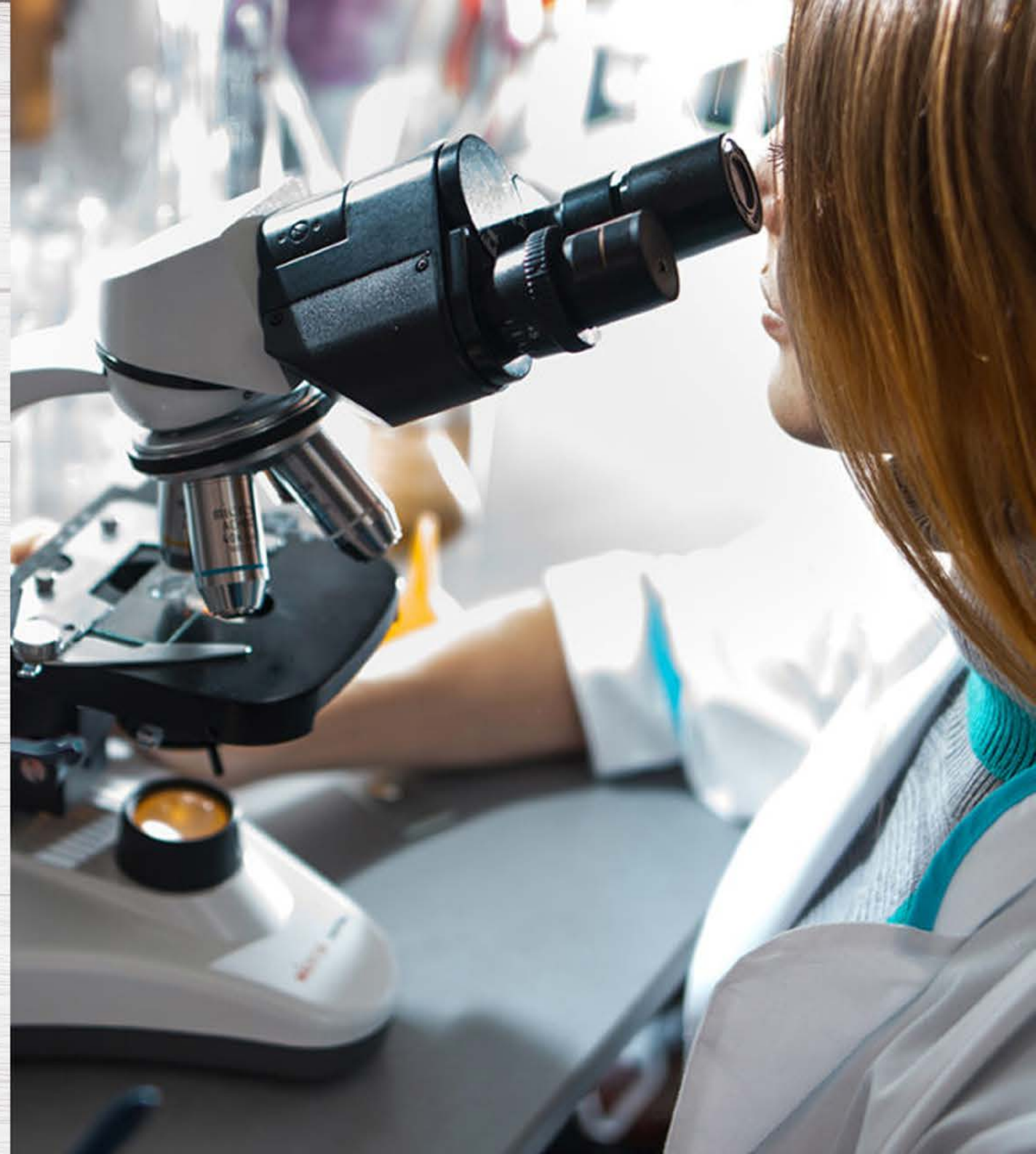
Most of the pet food on the market today isn't produced to the same standards as the food that you and I eat.

We can proudly make the human-grade pet food claim as every ingredient in our food has passed the same standards necessary for human consumption and all our food is lightly cooked in a human-grade facility.



Lab Safety Tested

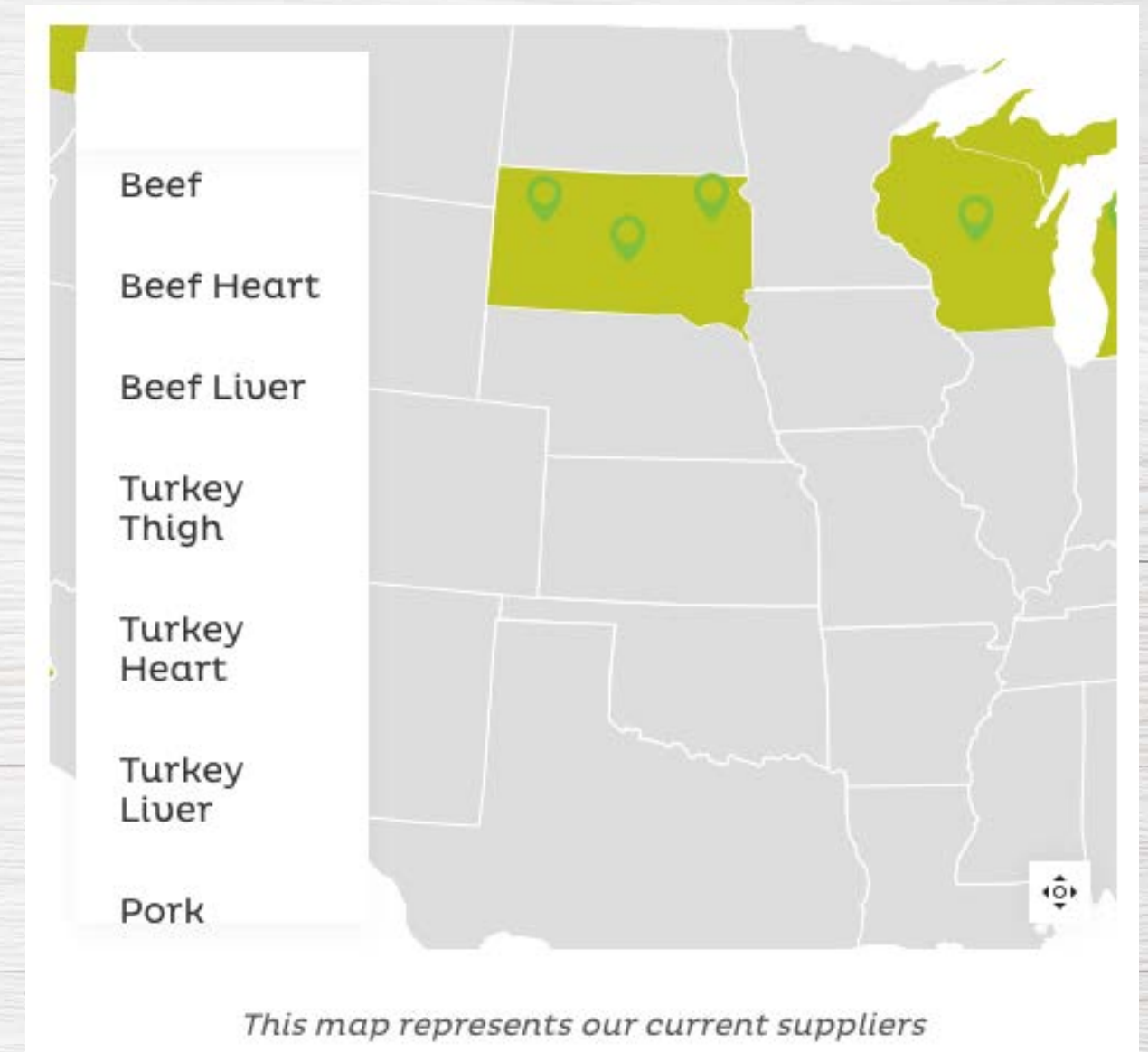
We take safety very seriously. Every single batch we cook gets lab safety tested for E. coli, listeria, and salmonella. We have a hold release program where we don't ever ship our food unless it passes the lab safety test and for transparency we post the results of these tests on our website for everyone to see.



Traceable Ingredients

You should know where the ingredients in your pet's food comes from.

On our website you can view a map that traces every ingredient we use back to its source.



Transparency

As a pet parent, you deserve to see how your pet's food is made.



See The Journey
Behind Your Pet's
Meals

[watch video](#)

We're Raising The Bar

We are the first company to voluntarily submit a recipe to be tested by Check Your Pet Food. The results from testing our Turkey Adult Dog Recipe showed that the guaranteed analysis matches our label & that the nutritional analysis meets AAFCO's standards for a complete & balanced diet for adult dogs.

We were able to formulate this recipe, along with all of our adult dog recipes to meet AAFCO's requirements for a complete & balanced diet through using ONLY whole foods without having to add any synthetic vitamins and minerals. Click below to see the results:

[see test results](#)



The List

We were recently recognized for the emphasis we place on safety and transparency by being named to The List of Trusted Pet Foods by Susan Thixton from the Truth About Pet Food. No company pays to make The List. We were required to submit documentation proving that our food is made in a USDA inspected human-grade facility and that all our ingredients meet human-grade standards.



Food Race Friday

Our Co-Founder, Braeden has competed against over 25 dogs & cats in food races to see who can finish their bowl of Raised Right first!

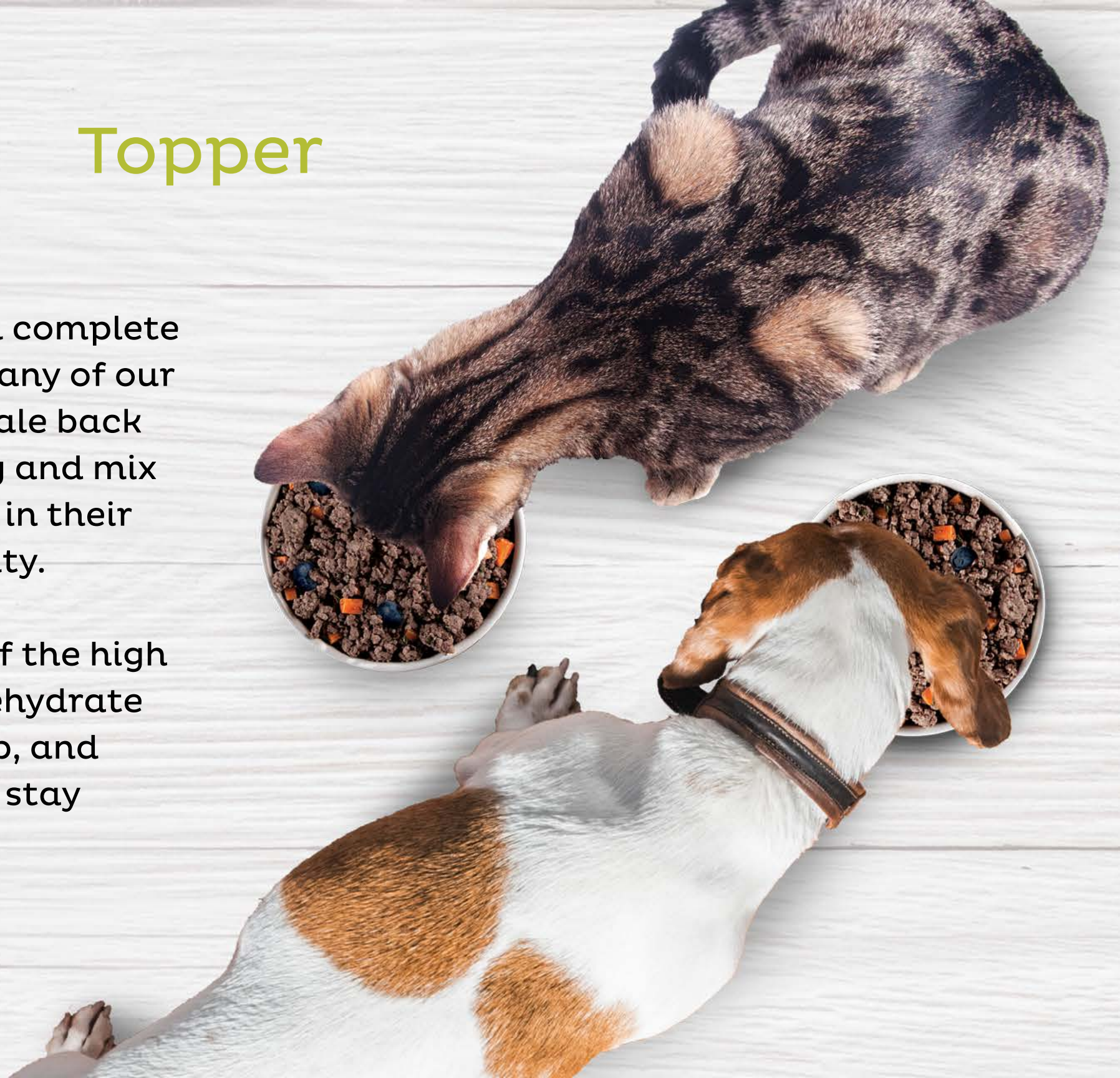


[watch video](#)

Topper

Not only can our food be served as a complete meal, but it is also a great topper. Many of our customers that have bigger dogs scale back the amount of kibble they're feeding and mix our food in to increase the moisture in their dog's diet and to enhance palatability.

Feeding our food is easy - because of the high moisture level, there is no need to rehydrate our food. Just defrost the bag, scoop, and serve! After the bag is opened it will stay fresh in the refrigerator for 6 days.



A woman with blonde hair is lying on her back on a green lawn. A small, fluffy, light-brown dog is sitting on her chest. The dog has a small pink bow in its hair and is wearing a green and white patterned bandana. The woman is wearing a white shirt with a small black pattern and red shorts. The background is a bright, sunny outdoor setting with a white fence and trees.

Types of Customers Converting to Raised Right

If the customer is currently home cooking for their pets, or if they are feeding canned food, freeze-dried, Freshpet, or if they are looking for a topper to mix in with their kibble — they are more likely to convert to Raised Right.

Single Ingredient Treats



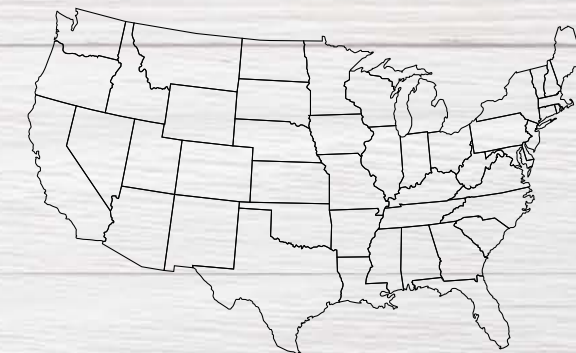
- LAB -
SAFETY
TESTED

Every batch we make is laboratory tested for pathogens to help ensure our treats are safe for your pet to eat. Visit our website to see the lab results of every batch we've sold.

NO
PRESERVATIVES
GRAIN FREE

All of our treats contain a single source of animal protein and we don't use ingredients like grain, potato, rice, corn, wheat or soy.

TRACEABILITY



Use our traceability map on our website to see where our pork liver is sourced from.

Shake A Flakes

Single ingredient meal toppers that you can shake on top of your pet's food to help keep things exciting at meal time!



Meat & Pumpkin Paté Recipes

Retailing at \$8.99 per 1 LB flexibility tray, these paté style recipes feature pureed pumpkin and are even more limited ingredient than our Original Adult Dog Recipes.

COMPLETE & BALANCED*
ONLY
7
INGREDIENTS

Home Cooked Style

RAISED RIGHT

HUMAN-GRADE

WHOLE FOOD DIET

PORK & PUMPKIN PATÉ

ADULT DOG

7

COMPLETELY COOKED HUMAN-GRADE DOG FOOD

NO PRESERVATIVES WITH CHAINS, POISONED EYES, DANGEROUS, OR ANY OTHER DANGEROUS INGREDIENTS

TRACEABLE INGREDIENTS

LAB SAFETY BATCH TESTED

Feeding Instructions

1. Defrost

2. Scoop per pet's portion

3. Serve

4. Store

Daily Feeding Guide

Weight

Portion

4-8 lbs

2-3 oz

8-16 lbs

3-4 oz

16-24 lbs

4-5 oz

25-35 lbs

5-6 oz

NET WEIGHT 16 OZ (0.45 KG)

COMPLETE & BALANCED*
ONLY
8
INGREDIENTS

Home Cooked Style

RAISED RIGHT

HUMAN-GRADE

WHOLE FOOD DIET

BEEF & PUMPKIN PATÉ

ADULT DOG

8

COMPLETELY COOKED HUMAN-GRADE DOG FOOD

NO PRESERVATIVES WITH CHAINS, POISONED EYES, DANGEROUS, OR ANY OTHER DANGEROUS INGREDIENTS

TRACEABLE INGREDIENTS

LAB SAFETY BATCH TESTED

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NET WEIGHT 16 OZ (0.45 KG)

COMPLETE & BALANCED*
ONLY
8
INGREDIENTS

Home Cooked Style

RAISED RIGHT

HUMAN-GRADE

WHOLE FOOD DIET

CHICKEN & PUMPKIN PATÉ

ADULT DOG

8

COMPLETELY COOKED HUMAN-GRADE DOG FOOD

NO PRESERVATIVES WITH CHAINS, POISONED EYES, DANGEROUS, OR ANY OTHER DANGEROUS INGREDIENTS

TRACEABLE INGREDIENTS

LAB SAFETY BATCH TESTED

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1. Defrost

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16-24 lbs

4-5 oz

25-35 lbs

5-6 oz

NET WEIGHT 16 OZ (0.45 KG)

COMPLETE & BALANCED*
ONLY
9
INGREDIENTS

Home Cooked Style

RAISED RIGHT

HUMAN-GRADE

WHOLE FOOD DIET

TURKEY & PUMPKIN PATÉ

ADULT DOG

9

COMPLETELY COOKED HUMAN-GRADE DOG FOOD

NO PRESERVATIVES WITH CHAINS, POISONED EYES, DANGEROUS, OR ANY OTHER DANGEROUS INGREDIENTS

TRACEABLE INGREDIENTS

LAB SAFETY BATCH TESTED

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FOLLOW US

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