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# IAMS DOUBLESPEAK CAT, DOG...ANIMAL EXPERIMENTS



Iams laboratory kitten

This is Christmas (Lab ID: MAS)

by Brenda Shoss

Yes, my furkids are spoiled. Currently, all six feast on vittles free of byproducts, chemicals and dyes. Awhile back, they ate Iams.

Like many consumers, I bought the Iams Company vow of health and longevity. After all, Iams and Eukanuba pet foods undergo extensive research before they reach retail shelves.

But People for the Ethical Treatment of Animals (PETA) broke my allegiance to Iams with a "dark and sordid secret:" The Procter & Gamble subsidiary funds tests on hundreds of cats and dogs — animals just like my furkids.

For nine months in 2002 and early 2003 a PETA spy worked inside an Iams-sponsored laboratory. At the time, Iams employed over 30 contract labs and university research centers to conduct off-site animal testing. PETA's findings, available in broadcast video format, generally contradict Iams' publicized research policy.

**Iams Company Research Policy, #4:** *We will not fund or participate in any study requiring or resulting in the euthanasia of cats or dogs.* PETA's investigator found 60 dazed dogs with muscle chunks severed from their thighs heaped on a cold, paint-flecked floor. Two dogs died post-surgery and at least 27 were killed over the course of the experiment.

**Iams Research Policy, #5:** *Research will be closely monitored at internal and external facilities — with the goal being to eliminate even minor pain or discomfort.* PETA's agent worked alongside inexperienced vet technicians. They advised her to revive dogs in respiratory failure by beating their chests. A lab tech toting a dead dog in a plastic bag told her the dog "bled out its mouth" before dying in his cage.

Another worker recalled a live kitten flushed down a drain. She saw tubes implanted in dogs' throats, pumping vegetable oil into their bellies.

**Iams Research Policy, #3:** *We will ensure the humane treatment of cats and dogs, and provide for animal well being, socialization and husbandry.* PETA's observer encountered stir-crazy animals restrained in steel cages or cement cells for up to six years. Dogs cried out in pain when their paws splayed over the metal-slat flooring. In one video clip dogs frantically circled empty enclosures as an aloof Iams rep passed by. Cats occupied a cinderblock room with unstable "resting" boards. One board fatally squashed a cat during the investigation. The lab director did not remove the illegal boards until warned about an impending investigation.



No-Name  
(Lab ID: HJBMCN)

**Iams Research Policy, #3:** *We will also meet or exceed standards established by the Animal Welfare Act of the US, the US Department of Agriculture and Directive 86/609/EEC of the European Union.* The investigator noted an extreme lack of veterinary care. Dogs with excessive tartar were unable to chew food. One dog limped due to untreated Lyme disease. A cat who hadn't eaten for days perished without medical attention. During inspection, an Iams veterinarian ignored a dog who had just delivered puppies in a cement kennel with no bedding. Two dogs died inside the frigid building with 34-degree temperatures.



[iamscruelty.com/iams-photos.asp](http://iamscruelty.com/iams-photos.asp)



**Iams refused to fund upgrades or compel the lab to make changes. In one video scene, a director told PETA's investigator Iams would "pretend to provide socialization and enrichment until the animal rights people got off its back."**



This is Maxine.



**Iams Research Policy, #1: The results must help veterinarians and pet owners worldwide nutritionally enhance the well-being of cats and dogs.** Iams promises to not mutilate animals or conduct non-essential research. Yet PETA's investigator saw lab techs repeatedly draw blood from dogs reserved for non-invasive metabolic studies. The blood was sold to other labs. A director ordered techs to cut dogs' vocal cords after he'd grown weary of their attention-seeking yelps. Iams did not halt unnecessary debarking.

Before PETA's exposition, the England-based group Uncaged combed science journals for Iams lab records. In 2001, the UK's *Sunday Express* ran a front-page story disclosing Iams-funded experiments on cats, dogs and other animals. ***Pet Food Cruelty Exposed: www.uncaged.co.uk/iamsexpress.htm***

In response to allegations, Iams has pledged various reforms, such as consolidation of off-site testing within their Dayton facility (2006). PETA calls strategies to centralize over twice as many cats and dogs an example of Iams' "token gestures." At a 2004 Pet Food Forum, Iams' Dan Carey introduced an initiative to reward animals 30 minutes of exercise/socialization on weekdays. This leaves 23-1/2 hours cooped in a cage. Carey feels the half-hour breaks enable dogs and cats to spend their "entire lives" in labs.

Iams claims to supply toys, behavior training, group play and care. Long-term caging is renamed "Lifetime Destiny" and unadoptable dogs spend their golden years in a "retirement center." Some animals are reportedly adopted — but Iams won't release files on number of animals used, years of confinement, authenticity of adoptions, or existence of a retirement center. Moreover, Iams does not take responsibility for its *leased* animals. PETA asserts hundreds of beagles were left in "the same hideous conditions we found them in. Iams said they belonged to the [contract] laboratory."

**Must some dogs and cats lead bleak lives so others can thrive?** The American Association of Feed Control Officers (AAFCO) does not legally require manufacturers to experiment on animals to earn its seal of approval. To confirm this, PETA attended AAFCO meetings and acquired written verification from the Food and Drug Administration. Yet Iams routinely subsidizes tests for palatability, discovery phase, and metabolized energy. Hills Science Diet, Nestlé Purina/Friskies (Alpo, Proplan, Gourmet), Pedigree, Menu Foods (PetSmart Authority, Award, Safeway Select), and more brands also fund animal experiments. Iams is one of the biggest, a precedent-setter for better or worse.

Pet-food producers are only obligated to reveal nutritional content, which can be evaluated through chemical analysis of ingredients as well as harmless in-home trials. Some companies collaborate with vet clinics in voluntary trials that use animals with preexisting conditions. Over 40 companion-animal food makers use humane testing methods.

According to PETA, Iams pursues animal experimentation more discreetly now. They may underwrite a chair position at a university with nutritional trial labs or sponsor vivisection-related conferences. The Federal Trade Commission believes Iams' research policy, published on its website, may mislead consumers and violate "Section 5 of the FTC Act." In the UK, Iams is under investigation by the Advertising Standards Authority.



■ **IAMS UPDATE, [www.iamscruelty.com/introduction.asp](http://www.iamscruelty.com/introduction.asp)** — Iams has consented to: Disassociate from Sinclair Research Center; Stop invasive/lethal experiments on cats and dogs; Initiate in-home palatability tests. Iams claims 70% of animal subjects now live with people who offer to take part in food/nutrition trials. Guardians feed their animals and gather fecal-urine samples for analysis. Despite the success of "in-home" tests — as shown by the effective PetSci program from Dr. Charles Abramson and Dr. Timothy Bowser of Oklahoma State University — Iams still confines some 700 dogs and cats at its Dayton, Ohio lab. Iams won't permit a PETA rep to see this lab. While Iams says some data is too complex to extrapolate from home tests, PETA urges alliance with veterinary clinics where some patients could benefit from monitored intake of Iams special diets.

Lastly, Iams still conducts experiments on other species, such as funding a



Purdue University lab on muscle atrophy by taping the tails of mice to cage tops to suspend their back legs in the air. This study ended after pressure from PETA and the public. We agree with PETA that Iams ought to ban invasive or lethal experiments on ALL species. We advocate humane in-home studies that do not confine animals. If competitors can safely test their products cage- and cruelty-free, so can Iams.

**VIDEO FOOTAGE FROM PETA'S INVESTIGATION:** [iamscruelty.com/iams-video.asp](http://iamscruelty.com/iams-video.asp)

■ **8/28/08: WASHINGTON, DC (RUSHPRNEWS), USDA releases complaint stating the contract laboratory investigated by PETA in 2002 and 2003 — employed by pet-food manufacturer Iams — "has shown a lack of good faith."** The complaint alleges that government inspectors recorded violations at the contract laboratory from 2002 to 2005...including **FAILURE TO:** Give pain relief to sheep in painful experiments; Ensure personnel were trained to perform animal experiments; Provide veterinary care; Properly ventilate cat/dog housing; Keep animal facilities in good repair, resulting in injuries; Maintain comfortable temperatures; Provide animals space to move... [www.youtube.com/watch?v=uul4ouYLRBg](http://www.youtube.com/watch?v=uul4ouYLRBg)

■ **5/1/04 - 6/30/06: Iams awards Purdue University researchers Drs. Bruce Watkins and Kevin Hannon \$195,140 for the study, "The Influence of N-3 Polyunsaturated Fatty Acids (PUFA) on Musculoskeletal Atrophy During Unloading."** Mice undergo 7 days of induced hind-limb muscle atrophy. Researchers apply "a piece of surgical tape to the tail which is then used to lift their rear limbs slightly off the floor." After losing use of their hind legs, mice are killed.

■ **2005: Iams Funds Dr. Larry Arlian From Wright State University** to produce "Tyrophagus putrescentiae (TP) (the most common stored product mite) and either Acarus siro (AS) or Lepidoglyphus destructor (LD) antisera in rabbits..." 7/12/93, USDA files complaint against WSU citing Dr. Arlian, charging WSU with willful violations of the federal Animal Welfare Act.

■ **2004/2001: Iams Doublespeak.** In a 2004 annual shareholder proxy statement, Procter & Gamble, Iams' parent company, claims: "In some cases, Iams must use controlled kennel or cattery nutritional studies to confirm a significant new health benefit and its safety for dogs or cats... Suggestions in [PETA shareholder's] resolution, [to] end all controlled kennel or cattery feeding studies, would impede efforts to enhance the well-being of dogs and cats." However, Diane Hirakawa (senior vice president, Iams research & development division) states in 2001: "The lesson learned here is that kennel studies are not an appropriate way to test feeding guidelines because most kennels represent a high-stress...environment."

■ **Nov. 2002 - Oct. 2005: Iams funds University of Mississippi Medical Center's Dr. Roger B. Johnson to invoke gingivitis (a painful stage of periodontal disease) in 21 beagles.** As follow-up to a similar 1999 Iams-subsidized experiment, the dogs' gums are cut and sutured.

■ **1991-2003: IAMS-FUNDED INVASIVE ANIMAL EXPERIMENTS, as recorded in scientific journals.** Iams Recorded Studies: [uncaged.co.uk/iams01.htm](http://uncaged.co.uk/iams01.htm)

- Kidneys extracted from 31 older dogs to stimulate renal damage. Surviving dogs examined for 48 months, then killed and dissected. *University of Georgia and The Iams Company; Am J vet Res, Vol 55, No.9...*
- Stomachs of 16 German Shepherds repetitively cut to excise sections of intestines (Texas A&M University and The Iams Company; *JAVMA, Vol 204, No. 8...*)
- After the kidneys of 18 healthy beagle puppies are chemically damaged, they're fed trial diets and tubes are implanted into their penises. *Colorado State University and The Iams Company; AJVR, Vol 57, No.6...*
- Stomachs of 28 cats are laid open to let experimenters watch reactions to fiber ingestion. *University of Nebraska and The Iams Company; Nutrition Research, Vol 20, No.9...* And hundreds more studies, as recorded in veterinary journals. [www.kinshipcircle.org/columns\\_articles/0047.html](http://www.kinshipcircle.org/columns_articles/0047.html)