

# sojos

by *Sojourner Farms*

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## **Recall sends pet owners searching for homemade pet food.**

MINNEAPOLIS, MN. — April 10, 2007 — The recent pet food recall has left pet owners confused and searching for alternatives to traditional pet food. Fearing that large-brand pet food companies value profits over the health and safety of their pets, an extraordinary number of pet owners are now considering homemade pet food – attempting to take back control of the way they feed their cats and dogs. Since news of the recall broke, Google has shown that hundreds of thousands of people have been searching the term ‘homemade pet food’ online. And books on making homemade pet food have been flying off of store shelves.

The belief is that homemade pet food allows pet owners to feed superior quality ingredients, while giving them peace of mind in knowing exactly what is going into their pet’s dish. The challenge for many is finding a diet that is safe, reliable, affordable, and convenient. Mission accomplished with Sojourner Farms Natural Pet Food Company, which has been providing pet owners with an easy way to make homemade pet food since 1985.

“Since the contamination scare began, sales of our products have exploded, hits on our internet site ([www.sojos.com](http://www.sojos.com)) have increased ten-fold, and our phones are ringing off the hook,” says Maggie Johnson, co-owner of Sojourner Farms. “Since we don’t cook, process, or extrude our pet food mix, people can literally see each ingredient and feel good knowing exactly what they are feeding their pets.” With Sojourner Farms, pet owners simply combine meat and water with one of their pre-mixes and presto ... they’ve got a fresh, homemade pet food in minutes.

With large pet food companies reeling from the recall on co-packed products, the timing couldn’t be better for a company like Sojourner Farms who manufactures all of their food on-site in their own facility. Another factor that has sent recall-weary consumers into the arms of companies like Sojourner Farms is the company’s commitment to using only human-quality ingredients – meaning they use suppliers that follow human-grade testing protocols to ensure that each ingredient is safe and healthy, free of contamination. “It has been a great relief for our customers to know that we don’t use any feed-grade ingredients, by-products, or chemicals in our products, and that all of our grains are locally grown in the Midwest,” says Johnson. “And, considering that the recent high-profile recall is due to contaminated wheat gluten and corn, people feel safe knowing that all of our dog food is wheat and corn free.”

With an impressive ingredient list that includes simple foods like rolled oats, barley, ground pecans, kelp and parsley, Sojourner Farms’ pet foods resemble something one could whip up in their own kitchen. Fortunately for concerned pet owners, this company is around to make sure they don’t have to.

Sojourner Farms is committed to the health and well-being of companion animals everywhere. For more information please contact Sojourner Farms at [www.sojos.com](http://www.sojos.com) or (888) 867-6567.

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