



ON GREEN LIPPED MUSSEL

Introduction

Green Lipped Mussels (GLM), or *Perna canaliculus*, are the largest known saltwater bi-valve mussel in the world. They are indigenous to coastal New Zealand and have been a staple ingredient for the native Maori population of New Zealand for generations. Recent global demand has supported the innovation of aquacultural farming practices to protect the wild supply of GLM and make it a sustainable resource. After trialing different techniques, the most effective method was determined as the long-line method of cultivation, in which mussels are grown on suspended ropes in the ocean. This technique allows the mussels to be farmed utilizing only natural and environmentally friendly processes, while at the same time satisfying global demand for GLM from over 70 countries. New Zealand operates one of the strictest quality assurance programs for shellfish in the world, testing both the shellfish and the water in which it grows for biotoxins, bacteria and heavy metals. In fact, because of the New Zealand marine farmer's safe, sustainable and environmentally friendly practices, GLM has been named as one of the top two 'eco-friendly seafoods' in the world according to the International Conservation Organisation Blue Ocean Institute. For more information on GLM aquaculture in New Zealand, visit:

<http://www.aquaculture.org.nz/nz-greenshell-mussels/attributes/overview/>

What benefit does Green Lipped Mussel add to pet food?

Green Lipped Mussels provide the nutrition to help nourish healthy joints and promote general mobility. GLM contains a unique profile of omega-3 fatty acids not found in any other species, including high levels of Eicosatetraenoic Acid (ETA), which is an intermediate in the metabolism of ALA to EPA. Nutrients supplied by GLM include:

- Omega-3 fatty acids (ETA, EPA, DHA) which promote the natural rejuvenation of healthy joints
- Amino Acids like Glutamine and building blocks for cartilage, like Glucosamine and Chondroitin
- Vitamins such as Vitamin E and C and minerals like Zinc, Copper, and Manganese which act as antioxidants.

Together, these components provide the necessary nutrients for healthy joints.

How does nutrition affect joint health?

Joints are complex structures that enable the body to move, stretch, bend, and rotate. Nourishment is delivered to the joint via joint fluid, which helps lubricate the joint for ease in movement. By design, joints rely upon an intricate balance of strength, flexibility, and lubrication for proper range of motion and are continually employed during periods of both rest and activity. Complete and balanced nutrition ensures each component of the joint's anatomy receives the right nutrients necessary to execute normal cell regeneration and metabolic processes.

Acronyms

GLM - Green lipped mussels; ETA - Eicosatetraenoic acid; ALA - Alpha-linolenic acid; EPA - Eicosapentaenoic acid; DHA - Docosahexaenoic acid

GREENIES® JointCare Treats are based on the natural nutrition principles described in this article.

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