

Tender & True Pet Nutrition



Tender & True is an independently owned company in the heart of the Midwest. We offer a variety of premium organic, Non-GMO, and humanely raised recipes for dogs and cats.

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Markets: Currently in the United States, Canada, and India but are interested in exploring additional markets

Products Offered

- Tender & True Premium Dog Jerky Treats
- Tender & True USDA Certified Organic Recipes
- Tender & True Animal Welfare Certified Brown Rice Recipes
- Tender & True Sustainable Seafood Certified Limited Ingredient Seafood Recipes



We know you demand the best ingredients for your pets and expect the utmost care for our environment. That's why, in October 2014, Tender & True changed the pet food industry forever. Pioneering the first pet food meeting USDA standards to be truly organic to farm to bowl and offering a full line of Global Animal Partnership (GAP) animal welfare certified pet food. GAP ensures that the farm animals used in our recipes have been raised in an environment that limits stress and provides an enhanced quality of life. This means they have been raised without the use of antibiotics or growth hormones, provided indoor and outdoor access, premium food and water, as well as space requirements: such as no cages, crates, or crowding.

We continued our search for sustainable and responsibly sourced ingredients by partnering with the Marine Stewardship Council (MSC) in 2015 to source only wild-caught fish for our dry and canned recipes. In 2019 we obtained NonGMO Project Verification on our premium USDA Certified Organic Chicken and USDA Certified Organic Turkey Jerky. We continue to blaze a trail of firsts, setting new standards in the industry for quality, excellence and care. With a focus on sustainability and animal welfare...we're what's next.