



Enjoy this Q&A from Earthborn Holistic, our naming sponsor for the dog park at 324 NW 3rd Street in Downtown Evansville. Earthborn Holistic is a line of pet food products crafted exclusively by Midwestern Pet Foods.

How long has Midwestern Pet Foods been in Evansville?

[Midwestern Pet Foods](#), originally Nunn Milling Company, began milling fine flours and corn meal out of the 'Crossroads of America' in 1926. Operating out of Evansville, Indiana, the Nunn family business started making quality pet food under the Midwestern Pet Foods name in 1982. Now in its 4th generation of Nunn family leadership, Midwestern Pet Foods manufactures high-quality dry pet food and treats in four, company-owned kitchens across the United States.

Why did Midwestern Pet Foods decide to sponsor the dog park?

We're honored to be the naming sponsor of the dog park. Evansville has been home to our business for nearly 100 years. Family means everything to us, so it's important we have a hand in giving back to our Evansville family. We hope the Earthborn Holistic Dog Park will serve the community as a place to "Love Your Pet. Love Your Planet", our brand's motto.



Can you share a bit about the Earthborn Holistic brand?

At [Earthborn Holistic](#)®, it's our mission to feed pets as if they were our own. Earthborn Holistic offers 100% complete and balanced nutrition that's perfect for every paw – no matter the size, breed or age. Our on-staff nutritionist, backed by a team of vets, formulates every recipe to give pets what they need most. We manufacture our own dry pet food and treats [right here in the USA](#) in our family-owned kitchens.

The Earthborn Holistic motto is “Love Your Pet. Love Your Planet”. We love pets, just like you, but we really love our planet too. We plant trees around the world through our [UPCs for Trees](#) program, and all of our pet food and treat bags are 100% recyclable through our [Earthborn ReBorn](#) program, in partnership with TerraCycle.

What features of the dog park are you most excited about?

Accessibility is an important feature to any successful gathering place. We're excited to help provide a safe place for pets and people within walking distance to many Evansville residents and other downtown attractions, with equally easy visitor access from the Lloyd Expressway.



How many pet food products do you currently offer?

Earthborn Holistic has nutritious and delicious products for the whole family: quality dry kibble and wet foods too, for both [dogs](#) and [cats](#), and a variety of oven-baked biscuits and chewy soft treats for dogs. When searching for the perfect kibble, we have options to fit everyone's needs: [grain-free classics](#), [limited ingredient diets](#), and premium [grain-inclusive nutrition](#) packed with superfoods.

If your pet prefers something softer, take your pick from a variety of [wet foods](#). Our shreds and patés are perfect as a [tasty topper](#), mix-in, or complete meal. Each dinner is packed with hearty meats and wholesome fruits and veggies, blended in a variety of savory sauces and gravies.

And don't forget treats! We have [chewy soft treats](#) and [crunchy biscuits](#), both whole grain and grain-free, for any dog's delight. Packed with premium proteins, superfoods and savory bone broth for extra natural flavor.

What are some tips you'd offer pet owners for choosing the right pet food?

Whether you're trying to find the right food for a dog or cat, the process remains the same. Here are three important things to consider when choosing the best daily nutrition for your pet.

Age

Do you have a puppy, adult or senior dog? And the same question goes for our feline friends, do you have a kitten, adult or mature cat? Your pet's age will determine what nutrients they need during their specific stage of development. [Puppies](#) and kittens need recipes more suited for high energy and rapid growth, whereas, a senior dog may need more joint protection and heart care. Earthborn Holistic has recipes that support all life stages.

Activity Level

Pets that naturally have higher levels of energy, such as sporting dogs or high-drive breeds, need more protein and fat in their food. Dogs and cats that enjoy a slower life may fit better with a recipe formulated for adult maintenance. Earthborn Holistic even has recipe options for [weight control](#), if your dog's activity level doesn't currently support healthy weight management.

Allergies

To help make an informed decision, it's important to understand potential [food allergies in cats](#) and dogs. Our [website](#) has great resources for learning more about pet nutrition. When dealing with allergies, a general rule of thumb is the fewer ingredients the better. Earthborn Holistic Venture [limited ingredient recipes](#) are great for dogs & puppies with sensitivities. Easily digestible proteins such as Alaska pollock, rabbit & turkey, probiotics & other powerhouse ingredients like pumpkin, butternut squash & flaxseed provide holistic health benefits.