

[x Back to Iams Home Page](#)



- [Our Dog & Cat Foods](#)
- [New Puppy? New Kitten?](#)
- [About Dogs](#)
- [About Cats](#)
- [About Iams Company](#)
- [Questions and Answers](#)
- [Talk to Us](#)
- [Register With Us](#)
- [Search Iams Now](#)
- [Veterinarians](#)
- [Breeders](#)
- [Vet Students](#)
- [Site Map Index](#)

## About IAMS COMPANY

[History/Facts](#) | [About R&D](#) | [Customer Service](#) | [Iams in the News](#)

### IAMS in the News

#### Independent Review Board Reports on Iams Quality

*–Panel of Veterinarians, Breeders, Nutritionists and Pet Specialty Retailers Assess The Iams Company's Quality Claims–*

DAYTON, OH – May 17 2000 – An independent panel of veterinarians, breeders, research nutritionists and pet specialty store owners released a report today on The Iams Company's quality. A PDF version is available [here](#). Detailed information on [Iams quality](#) is also available.

The seven-member panel – known as the Iams Quality Review Board – met at the company's Leipsic, OH plant on April 19, 2000 to observe and report on quality assurance programs and procedures, and to evaluate Eukanuba® and Iams® Dog & Cat Foods. The group reviewed the manufacturing process and analyzed ingredient lists against product samples obtained at different time intervals between April 1999 and current production. Led by professional facilitator James C. Poole, the board also reviewed the research behind a patented carbohydrate blend recently developed by Iams.

"Since January, a number of veterinarians, breeders and consumers have asked if we will maintain the premium quality of our products now that we are expanding our distribution," said Dan Carey, DVM, director of technical communications for Iams R&D. "The answer, of course, is an emphatic 'Yes.' But we think it's important to back that up with the perspectives of independent industry experts."

Board members include Alice Jeromin, DVM, a pet dermatology specialist from Cleveland, OH; Don Williams, cat breeder, show judge and president of the Cat Fanciers Association; Steven Hansen, DVM, Senior Vice President with the ASPCA; Jim Corbin, PhD, research nutritionist and Professor Emeritus in Animal Science at the University of Illinois; Vicki Seiler, professional handler, dog breeder and kennel owner from Vandalia, OH; Jim Measday, owner of New Jersey Pet Supply in East Hanover, NJ; and Dick Waugh, owner of Pets n' Stuff in Denver, CO.

The Board's report was compiled by members and the facilitator during and after the day-long session on April 19. The full report is available in [PDF format](#). Hard copies are available by calling Iams Customer Service at 800/863-4267.

"Quality is the cornerstone of everything we do at Iams, and the number one responsibility of every employee," said Dave Bechtel, Director of Quality at Iams. "Since joining forces with Procter & Gamble last year, we've continued to focus on quality in every aspect of our business, and have been granted the resources necessary to make even deeper investments in this area. Compromising quality is simply not an option."

#### About The Iams Company

For more than 50 years, The Iams Company has enhanced the health and well-being of dogs and cats by providing world-class quality foods. For information on pet care and nutrition, or for a copy of the Iams Quality Review Board report, call the Iams pet professionals at 1-800-863-4267.

[About Dogs](#) | [About Iams](#) | [Questions & Answers](#) | [Talk to Us](#) | [Register](#) | [Search](#) | [Veterinarians](#) | [Breeders](#) | [Vet Students](#) | [Sitemap](#)

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