

Presence of Shark Meat in Cat Food Across Price Ranges

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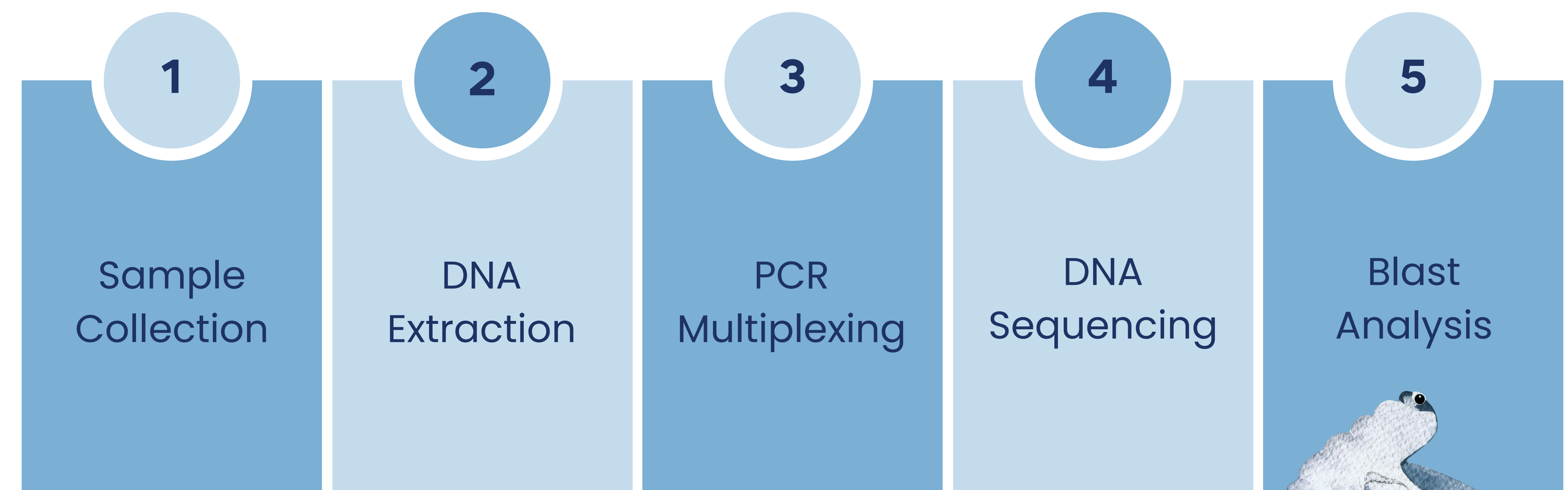


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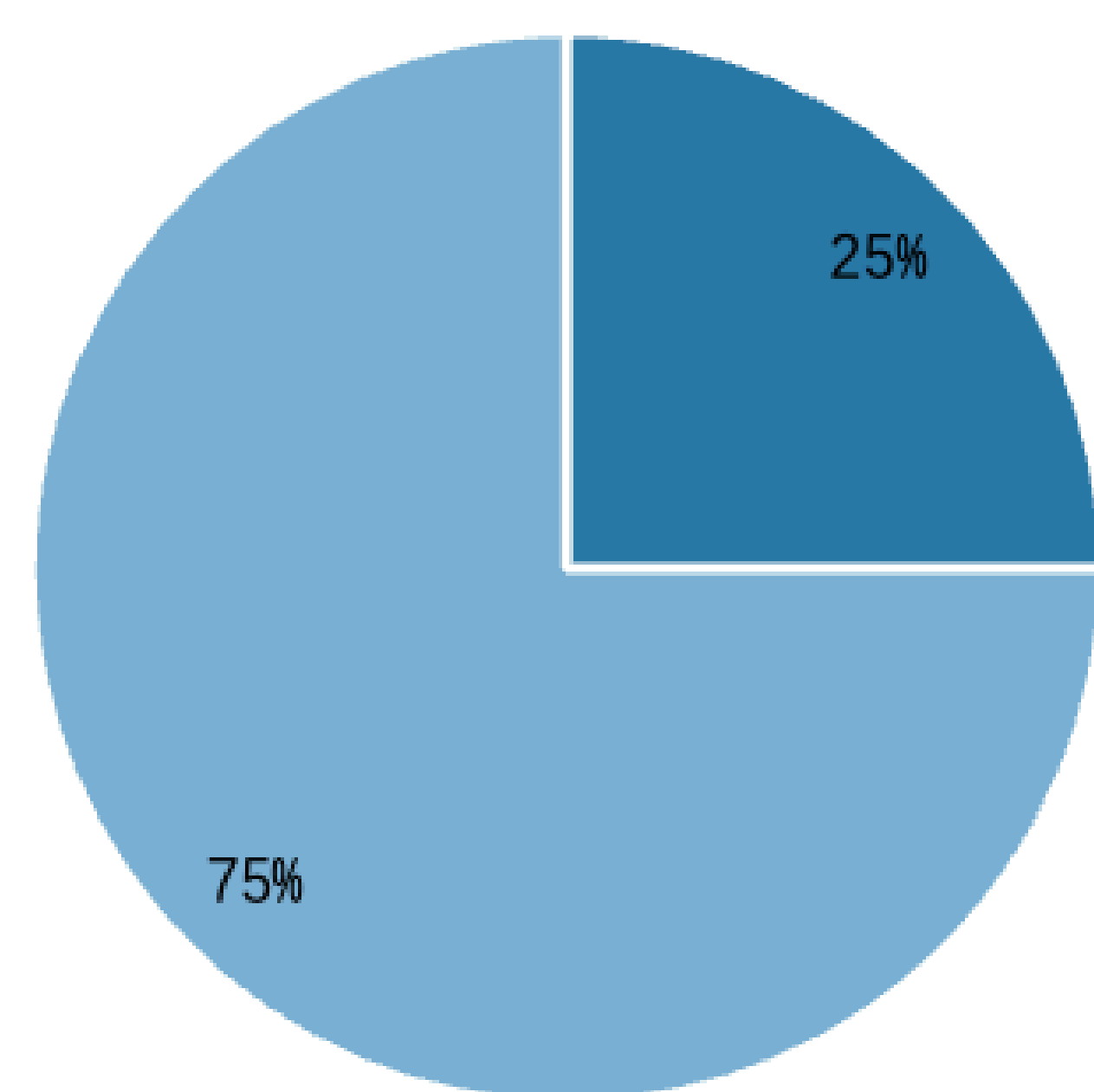
Background

- Seafood mislabeling involves the sale of a different species under a false name, leading to economic loss and health risks.
- Shark meat is commonly mislabeled in the pet food industry, often hidden in cat food products.
- DNA barcoding is used to identify specific shark species in cat food, revealing the extent of mislabeling.
- Cheaper cat food might contain more mislabeled shark meat, suggesting a link between price and mislabeling.
- Shark meat's low cost and high mislabeling rate make it a significant concern in both the food and pet industries.

Methods



Percentage of Different Price Cat Food's Presence of Shark Meat



■ High Price ■ Low Price

Results

Among 23 samples we sent to the Eaton Science for sequencing, only 4 samples give back the result defining that shark meat is present (2, 5, 6, 7). We therefore set the price line at \$0.5 per ounce. Price that is over 0.5\$ is considered as high price, lower than \$0.5 is considered as lower price. Sample 2 is Meow Mix (Tenders in sauce), which is \$0.27 per ounce (low price). Sample 5 is Fancy Feast (Appetizers), which is \$1.26 (high price). Sample 6 is Reveal (Whitefish recipe), which is \$0.31 (low price). Sample 7 is Friskies (Shreds with Ocean Whitefish and Tuna in sauce), which is \$0.14 (low price).

Conclusion

The result shows that 25% of the cat food that have shark meat is in high price range, while 75% of them is in low price range. This suggests that, despite using shark meat, most brands maintain a pricing strategy that targets cost-conscious consumers, with only 25% of such products being priced above the average.