

Lets talk about raw food.



Healthy choices for pets don't have to be complicated.

We all know that fresh, whole foods are the best way for us to eat. This is also true for our pets. Dogs and cats do not thrive on fillers, artificial preservatives, colors, additives, chemicals, byproducts, or processed foods just like humans. Although a small amount of processed foods may not cause harm, our pets' bodies are not meant to consume a lifetime of highly processed kibble or canned diets. A diet based on biologically appropriate raw foods, that closely mimic what a pet would eat in the wild, will benefit all pets. By providing our dogs and cats with species appropriate, highly digestible food, our pets bodies are better able to assimilate nutrients in their diet and spend a lifetime thriving.

BENEFITS OF FEEDING RAW:

- Brighter, cleaner teeth and better breath
- Better digestion
- Less stool
- Optimal body weight
- Healthy skin and a shinier coat
- Healthier joints
- Improved and stabilized energy

HOW TO ADD RAW TO YOUR PET'S DIET:

Whether a pet is eating kibble, canned food, or a complete raw formula, any addition of high-quality animal proteins or fresh whole foods is beneficial. Some fresh food is certainly better than none!

Raw bones give dogs (and cats!) some neck-xercise* and keep teeth clean with a long-lasting chew. Marrow bones are great as a weekly treat while meaty necks are a great meal replacement a few times a week.

*Neck-xercise – vb. – an activity, such as chewing on a raw bone, that supports healthy neck and shoulder muscles.

Boost the food bowl by adding fresh, raw ingredients to their regular diet by topping their foods with freeze dried foods and treats, goat milk, frozen greens, or bone broth. Replacing just ½ of a pet's kibble diet with raw food can greatly increase their health and help them lose weight!

Raid your cupboards to add some raw with common household items like: whole raw eggs, frozen green beans, bananas (pro-tip: freeze it for a longer lasting treat!), fresh or frozen berries, whole sardines or mackerel. Just remember, not every human food is good for pets.

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Raw food offers three distinct nutritional advantages over processed food: enzymes, amino acids, and intracellular moisture.

Enzymes are a catalyst for all bio-chemical reactions in the body from cell growth to breaking down nutrients for digestion. The active enzymes in raw food keep your pets from having to draw on their own metabolic supply (which speeds up aging). Enzymes in raw food also help improve immune function, reduce inflammation, and assists in hormone regulation. Cooked foods and kibbles destroy these enzymes as they are denatured when heat is applied.

Amino acids are the building blocks for protein, which in turn build new cells in the body. Amino acids help repair damaged tissue, increases fat metabolism, and supports healthy heart, eyes, and brain function. Cooked proteins break up long chain amino acids which causes them to become much more difficult for the body to digest and the liver metabolize into energy.

Intracellular Moisture, also known as cytosol, is the liquid found inside cells and is the main transport system for cells. Naturally found intracellular moisture in raw meats, veggies, and fruits are the most efficient way for pets to absorb the moisture they need to maintain optimum health. Cooked foods lose their natural moisture and pets eating this type of diet will require a much larger amount of outside hydration. Dogs and cats do not drink water efficiently enough to make up for this moisture deficit.

What's *living* in your pet's bowl?

