

Are our products a complete food?



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See reverse for our answer.



Are your products a complete food is a question we are often asked. In order to be legally able to claim a pet food as complete it must be tested to match a list of nutrient quantities as specified by the likes of AAFCO (Association of American Feed Control Officials) as being suitable as a complete food for that particular species. We have not undertaken this testing so we are unable to make that claim on our packaging. This testing is important if you are making a pet food largely from ingredients that would not be the natural diet of your target customer, like grains and vegetables for cats and dogs. You would need to know how much protein and fat to add and which micronutrients would be needed to satisfy nutritional requirements. Unfortunately the guidelines are often nothing more than a box ticking exercise for many companies that produce non raw food types. They often use synthetic nutrients that are not biologically available to cats and dogs to satisfy the AAFCO requirements, like using flax seed oil to provide omega 3 fatty acids or using synthetic phosphorus to achieve the required calcium phosphorus ratio. Dogs and cats, like people are very adaptable and will still survive on diets that are less than perfect, however they will not enjoy optimum health and can suffer chronic disease over the long term.

We believe this testing is not relevant for us as we are making products from muscle, bone and organ that as closely as possible match the type of diet a cat or dog has evolved to eat, so quite naturally contain the macro and micro nutrients required for health and vitality. We have over two decades of experience feeding thousands of animals raw food for their entire lives and are constantly hearing success stories from our clients. We have total confidence in our products and methods. Feeding them what they evolved to eat and feeding a variety of our products will ensure completeness over time.

Although nowadays there is a lot of information on the internet about raw feeding there is more confusion than ever about what to feed. Similarly if you research the perfect human diet you will find a lot of wildly different opinions from vegan to carnivore. The opinions on raw feeding are perhaps not quite so wildly differing but nevertheless, you will find very firm opinions on things from people who are often just repeating something they read elsewhere on the internet or may not have really studied the topic long term. Don't get too concerned with potentially getting things slightly wrong, or trying to achieve the exact percentage of every nutrient in the exact ratio every meal. Your pets body is amazingly capable of extracting and storing what it needs from what's available in that meal. If there is too much of a particular nutrient in that meal it will just pass through, too little and the shortfall is made up from nutrients stored in the body. In a pack feeding situation, as is likely in the wild, not every dog or cat would get the perfect ratio of nutrients every meal, but rather would get completeness over time, similar to a typical human diet. Having said all that, our mixes are designed to approximate what a complete prey animal meal would contain and many of our clients have fed one mix over the entire life of their pet and it has enjoyed robust health and vitality.

'We are Raw Feeding'