

# How to save his life!

**The Facts you should know to  
add 5 years to your dog's life  
for just 46 cents a day.**



### Zac's Story 1993-2003



Zac entered the world as a black Labrador crossed with a Staffie, so he had the Labrador looks but he was very short (about knee height). We got him at about 6 weeks old from a lady in Kelso, and we wanted him to be company for our other dog (CC) who used to get out and do lots of sightseeing (if you know what I mean).

Well he worked a charm, he was fantastic company for CC, and the pair both jumped the fence and went sightseeing together. We had a 4 foot high fence, so we made it 6 foot high. They started to dig under the fence. We put concrete into the ground, so they started jumping again. We could not believe the overweight short Labrador could jump a 6 foot fence. He used to jump as high as he could, and then claw the rest of the way.

We tried all sorts of gadgets like tethering runs, electric collars, even a dog trainer. We build a cubby house for them with solid roof, floor and walls. Eventually a combination of an electric fence and old age prevented his escapes. Finally he seemed satisfied to stay home and play with our 3 small children.

When Zac was about 8yrs old he started to have difficulty walking. We only had 2 steps into the house and he struggled with both of them. When he got up from a lay down he started yelping in pain, and took quite a few minutes to stop limping. He was going downhill real fast, so we took him to the vet and prepared ourselves for the worst.

The vet gave him an injection to help with his sore joints but he would need them on a regular basis to be effective. We didn't want that for him. Then the vet told us about some dog foods that were very helpful with joint problems, as well as other health issues. She said it costs a bit more but you only use a small amount. We decided it was worth trying a bag, for Zac's sake, and prove her wrong.

The bag she gave us was called Iams for large dogs, and we fed Zac the small amount the bag said. After 3 weeks on this new food, the vet phoned up to see how he was going. Zac had started jumping that 6 foot fence again, from a dog that could hardly walk. He no longer yelped when getting up, and those stairs –were a joke. We had just experienced the difference a dog food can have to our beloved Zac.

Zac passed away some 3 years later, after what can only be described as a second lease on life. He taught us a very valuable lesson, of how important it is to choose a healthy diet for your dog, and we would like to share that lesson with you today.

### ***Why should you read this book?***

1. **Did you know** that feeding your dog a better quality dog food can add up to 5 years to his life? That's 35 doggie years. Isn't that worth a quick read?  
(Go straight to page 5)
2. **Would you like to know** the best places to buy dog food, and how to work out if they have your dog's health as their No.1 goal?  
(Go straight to page 18)
3. **Did you know** there are heaps of items on your dinner plate right now that can be very harmful if you feed them to your dog? It may even kill them. Are you about to give your dog your leftovers?  
(Go straight to page 7)
4. **Do you have a fussy dog** that just won't eat anything? Frustrated with buying food that they won't eat and throwing your money down the sink?  
(Go straight to page 8)
5. **Did you know** there are over 1700 different dog foods available today? How can you choose which ones are good and which ones to avoid?  
(Go straight to page 6)
6. **Do you love your dog?** Do you consider them a member of your family? Let's face it they are better behaved and less stressful than children.  
(Go straight to page 16)
7. **Would you like** a bunch of strategies to help you save hundreds of dollars on your dog food bill each year? Save over 30% instantly.  
(Go straight to page 16)
8. **How would you like** to be able to feed the world's leading dog food for the same or even less money than you are spending right now?  
(Go straight to page 15)
9. **What do real vets recommend** and sell? Want to know what brands you will find in real vet surgeries? 95% of Australian vets sell this one brand.  
(Go straight to page 13)



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### ***Will you choose a healthy diet for your dog?***

When it comes to choosing the best dog food for your best friend, there are so many options to choose from. A walk down the pet food aisle of the supermarket or pet store can be quite daunting with wall to wall options and so many promises.

The pet food industry has some very close similarities with the people food industry, so I will use the people food industry to help show you some points.

In the modern world we all now have a good understanding of healthy food (fruit and veg, fresh meat, dairy) and junk food (processed foods, macca's, pie 'n' chips). If we largely have a healthy diet with occasional junk food, we can expect to have a largely healthy body. If we reverse these diets and have mostly junk food and occasional healthy food, we can expect health problems like obesity, diabetes, high cholesterol and blood pressure etc.

It is fair to say that if we live on junk food we will most likely die earlier and spend a lot more time (& money) at the doctors.

The same applies to dog food. There is healthy food and there is junk food. If we have a healthy diet, we will have a healthy happy dog that lives longer and needs less visits to vet. If we feed junk food all the time, we can expect our dog to live a shorter life, filled with health problems and vet visits.

Recent studies have shown us that dogs on very high quality food can live up to 5 years longer. Yes, that's right. I said 5 years. That's 35 doggie years.

### **Would you give your dog the opportunity to live 5 more years?**

Which option do you think is in the best interest for your dog? The healthy one of course. Here's the big question though, Does your dog get to make that choice for himself, or are you choosing it for him?

We choose for them, so we have to choose a healthy lifestyle for them.



### ***Why is it so hard to figure out?***

If you go to the pet food section of any supermarket you will find an entire isle (even more) full of dog food options. Even if you go to a pet store, you are faced with an entire shop full of different options. So many products and even more promises. This product will do this, that one does something else. The list is endless.

**Did you know that there are over 1700 different types of dog food available?**  
(Now that's just scary)

One of the reasons it can be so difficult to choose the best pet food is the fact those pet food manufacturers have easily recognized what a big industry pet food products represent. Therefore, a tremendous amount of marketing has gone into the industry.

This makes it all the more confusing.

In addition, pet manufacturers spend a large amount of energy on producing different types of products. Not only must you choose between different brands, but you must also choose among different types of pet food products, including dry, canned and semi-moist foods. As if that were not enough, there are also many food products that are highly targeted, such as gourmet foods, premium foods and senior foods.

**For example:** Even though there is a grocery isle full of different types of food, the majority of them are made by 2 massive worldwide companies. In fact, they are not even dog food companies; they are grocery companies and produce the majority of the products you see on the shelves.

These two companies also produce very high quality dog foods, but they don't put them on the supermarket shelves and they don't advertise them on your TV.  
(mmmm....isn't that interesting?)



### ***Dangers on your dinner plate!***

OK we have all done this one. We have just finished the family meal and the dog is pulling sadder faces than Oliver Twist. “Please sir, may I have some more?”

Down goes the plate and within seconds the plate is so clean, we could almost put it in the cupboard without washing up. I said almost.

There are a few dangers to be careful of here. First of all, which parts did you leave? If you are health conscious, you probably cut the fat off your steak – guess what the dog gets – all the fat. Very yummy, we all know where the flavour is, but pancreatitis or a heart attack later on.

The second danger is the cooked bones. Dogs love bones, but they shouldn't eat cooked bones. They can splinter when they are cooked and then you are in trouble. Chicken bones are particularly bad for this.

The third danger on the dinner plate is the difference between people food and dog food. We assume that if we can eat it, it must be ok for our dog. However, there are a lot of preservatives that are used in people food that dogs have difficulty digesting. There are also products used in cooking like baking soda, onions, dairy products, avocados, yeast and broccoli that can be very harmful.

The fourth danger of table scraps and possibly the most common is the habit that it forms with the dog (and the owner). If your dog gets in the habit of getting a yummy fatty interesting feed at the table, he may not want to return to his bowl for normal dog food. This is particularly important for those fussy eaters. It is a bit like giving kids' ice-cream and then asking them to eat some salad or fruit.

Other dangers around the house are chocolate – in fact anything with cocoa in it. That includes cakes, icing, and biscuits. Apples, peaches plums & apricots – particularly the seeds, leaves and stems. Coffee is a no no, along with cigarettes, alcohol and drugs. We don't need our dogs going off the rails too!



### ***Managing the Temperamental or Fussy Eater***

In some cases, dogs are not that much different from people. There are some people who will eat practically anything that is put in front of them. Then, there are some people who are decidedly finicky, fussy eaters.

Dogs are the same way.

Some dogs are very temperamental when it comes to eating. When a dog will not eat, it can be extremely frustrating. You may also find yourself worrying that your pet is not receiving adequate nutrition and may become ill if he does not begin eating soon.

The first step is to take your pet to his or her vet to rule out any possible medical problems. Illness can contribute to an animal having little desire to eat. In some cases, with puppies, a lack of appetite could be due to swollen gums. This commonly occurs between four and six months and will pass after awhile.

Once possible medical problems have been ruled out, there are some techniques you can use to help manage dogs that are simply fussy eaters.

First, it is important to make sure that you are feeding your dog at the same time every day. Consistency is critical. Observe your dog and if he does not eat the food you have provided within about fifteen minutes, pick it up and take it away. The food should not be left out. Generally, after doing this a few times your dog will be ready to eat when food is put out.

Avoid hovering over your dog when you feed him.

Go and occupy yourself with some other task. This not only gives your dog privacy in which to eat, which may be necessary, but it also lets your dog know that you are not concerned about the matter. If you continually hover over him, you may be unconsciously giving the matter more attention than it needs.

Once the allotted amount of time has passed in which you think the food should be left out, about fifteen minutes, take up the food. When feeding time comes around again, make sure you provide your dog with fresh food.

It is also important to make sure that your dog has a quiet area in which to eat.

Is your dog shy?

If that is the case, it could be that your dog needs to feel as though he or she has a safe place in which they can eat. This is often the case with animals that have





come from shelters. Good options include a porch or even a kennel. The feeding area should also be free from such distractions as people walking in and out. The goal is to create an area in which your pet can eat in peace and feel safe about it.

You may find that this is all that is needed to encourage your dog to begin eating with no problems.

Additionally, you should make sure that you consistently provide your dog with the same type of food. Many pet owners often constantly change the type of food that is offered. This can be a big mistake because it allows your dog to continually change his mind about the type of food he likes.

**There are more ideas for fussy eaters in the feeding tips section**

OK, so we have decided that we want to take a healthy approach to our dog diet and extend his lifespan by up to 5 years. We also can see that a healthy diet will provide a healthier dog with less need for vet bills and medications. We have also seen how difficult it is to choose with so many options available to us and the manufacturers and supermarkets more concerned about their profits than your dogs health.

**Now I am going to show you the easy ways to:**

- Identify what your dog needs in his diet
- Understand the different types and qualities
- See what the real vets recommend
- Find the best places to buy your dog food
- Use strategies to save you money
- See summaries of healthiest foods



### ***What your dog needs in his diet***

When choosing healthy dog food for your pet, it is important to understand that your pet requires specific ratios of proteins, carbohydrates and fats in order to be healthy and achieve adequate levels of development and growth.

When your pet is fed foods that contain either too little or too many nutrients and your dog's health could be in danger. Many of the foods that are available on your grocery store shelves often contain numerous preservatives. Therefore, it is imperative that you educate yourself about what should be present in the ideal food in order to keep your beloved pet in good health and in shape.

### **Protein**

One of the most important types of nutrients that your dog needs to be healthy is protein. Ideally, your dog's food should contain a ratio of protein that is around 18-28 %. Proteins are important to your dog's health because they contain amino acids. Amino acids are an integral part of muscle development in dogs as well as antibody regulation. Some of the best sources of protein include soy beans, fish and meat.

### **Carbohydrates**

Your dog also needs healthy levels of carbohydrates. In order for your dog to be healthy, he needs between 40% and 60% carbohydrates from his food. Carbohydrates include sugar and starches. These items are transferred into energy which your dog can use. When carb levels are too high in pet food, they are often stored as fat. This can result in obesity as well as other health problems such as digestive issues. Excellent sources of carbohydrates include sweet potatoes and oats.

### **Fats**

Believe it or not, your dog does actually need some levels of fat in order to be healthy. One of the main reasons that your dog needs fat is the fact that it works to keep his skin healthy. Fat can also be beneficial in assisting with health problems such as blood clotting and inflammation. Ideal sources of fat include meat, fish and vegetable oil.

Of course, you will want to make sure that your pet does not receive too much fat, because that can be unhealthy as well. Healthy dog food should contain about 9-17% fat.



### **Vitamins and Minerals**

Dogs also need vitamins and minerals in order to remain healthy. Healthy dog foods should be rich in minerals and vitamins in order to assist the dogs development as well as his ability to fight diseases. Numerous vitamins and minerals are needed and each one is essential to good health. Vitamin A, for example, is imperative for your dog's vision as well as for the healthy development of teeth and bones.

Vitamin D is critical for calcium absorption while Vitamin E provides anti-oxidant properties that can assist your pet's body in eliminating toxins. Minerals such as magnesium and calcium are also important as they assist in the development of strong bones and teeth. These minerals are also important for your dog's heart health, as well.

### **Salt**

Salt is an essential part of a dog's diet, but only in low quantities. Less than 1% salt is healthy. If salt is not listed in the ingredients, it has less than 1%. Products with higher levels of salt are using it for taste. The higher the salt, the more your dog will eat (like peanuts or chips at a party).

Choosing healthy dog food for your pet will not only help him to enjoy a more active and healthier lifestyle, but it can also help to prolong his life as well. When a dog is fed a healthy dog food that is well-balanced with all of the elements he needs, it can actually increase his lifespan by as much as 134%.

### ***What types of foods are available?***

Dog foods basically come in 3 forms. Canned food or sausage rolls, Fresh or frozen dog meat, and dry food.

**Canned Foods** – Most canned foods contain 80% water. Should you pay for water? Secondly they are very low in nutrition i.e. 6% protein, so you need to feed your dog 3 times as much canned food compared to dry food. This becomes very expensive and you have to keep going back to buy more. I wonder why the supermarkets have

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so much canned food? Also, bigger dogs cannot eat enough canned food to fill their nutritional requirements. They just get diarrhoea.

**Sausage Rolls** – Sausage rolls are usually a blend of low quality meat by products like offal and cook it and mix with fillers like pasta or rice. Again these are usually very low nutritionally, and expensive as you have to feed a lot of them. But they do come in nice appetising packaging.

**Fresh or Frozen Dog Meat** – Dog meat that is produced for the dog industry are usually very healthy, high in protein and low in fat. There are no preservatives added as they do not agree with your dog's stomach. These meats need to be frozen to be stored. Good quality meat is only part of the dog's diet and needs vitamins, minerals and fibre to complete the meal. It also gets quite expensive.

**Danger:** If you buy Pet Mince from a people butcher, you can be sure it will be all the awful bits that you won't eat. It will also be mostly fat and a very good chance of having people preservatives in it.

**Dry Foods** – Dry foods are made by combining Meats, Cereals, Vitamins and Minerals, Fats and Oils. They are cooked and produced into a baked biscuit that is generally a lot higher in nutrition than canned food and very economical to feed. Dry food is also very good at cleaning dog's teeth and preventing gingivitis and bad breath. With dry food we have the ability to put everything that a dog needs and all stages of their life, and deliver it into an easy to use complete diet.

**Just because we can do it, does not mean that we do do it!**

(Remember those grocery companies again – they want you to buy a bag of this and a can of that. Even though they can and do put it all into the one product.)

You may have guessed that I am a fan of dry food. But let me tell you something here. Not all dry food is created equal. There are good quality dry foods, and there is very poor quality dry food.

A good quality product is one that uses the latest research and knowledge to produce the best possible product using the best ingredients available. These ingredients and processes are often more expensive, but quality will not be substituted for economy.

A poor quality product is one produced to a minimal cost price. The formula and ingredient change depending on price fluctuations. Quality procedures are by-passed for economic reasons. This produces a product that is cheaper than the others but not necessarily better for you or the dog.

(Have you ever noticed that junk food is often cheaper than healthy food?)

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### ***There are 4 types of Dry Food***

**Super Premium Foods** - These foods are the best you can buy for healthy happy dogs. They are highly concentrated food and contain all the extras for joints, coats, teeth & bones etc. They include brands like Eukanuba, Iams, Science Diet, Advance, Pro Plan.

**Premium Foods** - These are complete foods that are based on using quality ingredients. They are not as concentrated as super premium and contain some of the extras for healthy teeth, bones & coats. They include brands like Bonnie, Enduro, and Supercoat.

**Complete Basic Foods** - These are complete foods, but the recipe will change depending on the prices of ingredients. They are not as concentrated as premiums and don't contain any of the extras for healthy teeth, bones & coats. They include brands like Cobber, Country Kennel, Hypro, and Meaty Bites.

**Incomplete Basic Foods** - These are incomplete foods that need supplementing with meat products, The recipe will change depending on the prices of ingredients. They are usually the lowest concentration and don't contain any of the extras for healthy teeth, bones & coats. They are usually high in fat and salt. They include brands like Chum, Kennel Mix, most canned foods.

Guess which ones are the quality products and are the healthiest for your dog. Yes you guessed it, the **Super Premium Foods**. Guess what you are most likely to find on the supermarket shelf? **Incomplete Basic Foods**. Do you think they are interested in the health of your dog or the cash in your pocket?

Guess what products you will only find at the Vet Surgery **Super Premium Foods**. Now I don't mean Dr Harry Cooper on the TV – he is being paid by the grocery companies to recommend their products. No, I mean everyday vets across Australia, what they sell. 95% of vets recommend Eukanuba & Iams products.

### ***Do the Vet Test!***

This is a fun exercise to do. Pop into your local vet surgery and see what dog food they stock. Then go to the supermarket and see if you can find it. Good luck! Now do the opposite. If you buy food from the supermarket, go to your local vet, or any vet you like, and see if they have it on their shelves. Good Luck!

Now do you think the vet is interested in your dog's health or just your back pocket?  
(Well both, but your dog's health is their first priority)

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### ***Don't Super Premium Foods cost a lot of money?***

Hopefully by now, I have convinced you that feeding good quality food is a really great idea. Your dog will be healthier, happier and he can love you for a lot longer.

But I know you're concerned about your back pocket, and a lot of people get scared off when they see or hear the prices of some of these premium products. Yes they do cost a lot more to buy the bag, but because they are so concentrated you only feed a small amount so the bag lasts a lot longer than normal dry food.

Here is what a lot of people do – they buy a cheap bag of dry food and feed the dog. The dog doesn't eat it or it looks a bit boring, so we pick up a can or a sausage roll or some pet mince and add that. The dog seems to be happy (on junk food).

Then our well meaning friends and family start telling us to add other stuff to it. Like calcium powder for puppies, garlic powder for fleas, Sasha's blend or glucosamine for their joints, oils or fats for a shiny coat. The list goes on and on. And the cost increases significantly. I know lots of people who spend **\$3, \$4, \$5 per day**, and there dogs are still in poor condition and are ill.

So what I am proposing is that you put your entire dog food budget into the best dog food you can buy. If you cannot afford the best, get the second best. Instead of buying other ingredients, buy the product that has everything your dog needs, delivered to him in the exact quantities he needs, at the exact times of his life.

Now that does not mean that you never buy them a treat. Rather than giving unhealthy treats, use healthy treats like real meat (prepared for dogs), uncooked bones (roo tail bones are popular), snack bones etc. Understand that this is a treat and not to be replaced with his normal healthy diet.

OK back to the money side. You may have noticed that different brands have different size bags, and different feeding quantities. This is to make it harder to compare products. We know how confusing it is, so have created a dog food comparing tool to make it easy to see what we are talking about.

On the next page is a chart that compares 10 of the most common foods from the best to the worst. This is based on feeding an average dog of 20kg. This would be cattle dogs, kelpies, staffies etc. If you have smaller dogs the costs will be less. If you have larger dogs the costs will be more. However the differences will be similar.

***Let's have a look now!***

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### Dog Food Comparison Chart

Brand	Food per day	Cost per Day	Quality Rating	Easy to pick up poo	Longer & healthier life	Relief from joint problems	Fewer Fleas & Ticks	Every 11 <sup>th</sup> bag for free
Eukanuba	170g	\$1.18	☺ ☺ ☺ ☺ ☺	Best	Best	Best	Yes	Yes
Iams	188g	\$1.10	☺ ☺ ☺ ☺	Very Good	Very Good	Very Good	Yes	Yes
Bonnie	327g	\$0.92	☺ ☺ ☺	Good	Good	No	Improved	No
Enduro	375g	\$1.01	☺ ☺ ☺	Good	Good	No	Improved	No
Supercoat	340g	\$1.30	☺ ☺ ☺	Good	Good	No	Improved	No
Pedigree	315g	\$0.85	☺ ☺ ☺	Good	Average	No	Average	No
Cobber	400g	\$0.72	☺ ☺	Average	Average	No	Average	No
Chum	480g	\$0.97	☺	Poor	Poor	No	Average	No
My Dog	1125g	\$5.01	☺	Poor	Poor	No	Average	No
VIP Roll	500g	\$0.95	☺	Poor	Poor	No	Average	No

Quality rating: 1 ☺ per following item.

- Consistent formula always used, no changing to cheap ingredients.
- Protein from chicken, fish, lamb; Fat from chicken, fish oil, corn oil and flax seed; and Fibre from sugar beet pulp.
- Low salt level < 1%, added to improve flavour and encourage dogs to eat more.
- Glucosamine, chondroitin, L-Carnitine for large breeds
- Stocked at most Vet surgeries accoss Australia.

**If you are not a charts person, that's OK.**

See how little you use in say 170g per day of Eukanuba (pronounced you-can-uba) compared to 1125g per day of My Dog. See how concentrated this stuff is. Next the cost per day. The best quality is not the cheapest, but it is also not the most expensive. Remember my friend spending \$3, \$4 or \$5 per day.

**You can feed the world's leading dog food for a lot less at \$1.18 per day!**

Now believe it or not, that is not the most important thing I want you to get from this chart. Nope. We know that the best dog food costs \$1.18 per day, now look at the cheapest, that would be Cobber on this list at 72 cents per day. How's your maths? \$1.18 minus 72 c = 46 cents. Even if you are feeding the cheapest food now, changing to the best will set you back 46 cents per day. That's \$3.22 per week. A cup of coffee, a cold beer on Friday, probably 1-2 cigarettes. Let me say that again!

**Swapping to the world's best dog food costs \$3.22 per week!**

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### ***Do you love your dog?***

I often ask people this question a couple of times. Why? Because people's words and people's actions are 2 different things. People tell me they love their dog. They are like a member of the family. They give us unconditional love and the occasional new hole in the garden. They keep us fit, and keep us company on lonely nights. They guard our houses, our utes even our kids. Surely, they deserve \$3.22.

**Please prove to them that you do love them!**

### ***10 Feeding Tips and Strategies to Save you \$\$\$***

**1. Find out how much your dog weighs.** The easiest way to do this is using your bathroom scales. Weigh yourself first (you don't have to tell anyone). Then pick up your best friend (your dog) and weigh both of you. Subtract your weight from the both weight to equal the dogs weight.

For Example: I weigh 80kg and we both (dog & I) weigh 105kg.  
 $105\text{kg} - 80\text{kg} = 25\text{kg}$ . My dog weighs 25kg.

If you don't have bathroom scales or your dog is too big to pick up, you can see if your pet food store or vet has scales that you can use.

Knowing what your dog weighs is very important. The amount of food he needs is based on how much he weighs. Also, worming tablets, frontline, heartworm tablets etc are all measured on how much your dog weighs.

**2. Measure out how much food your dog needs.** All foods have a recommended feeding guide based on the weight and age of the dog. It is usually measured in cups or grams. Sounds easy enough but how many different size cups do you have in your kitchen, and are your kitchen scales accurate? When you use a cup, make sure it is 250ml. You might be surprised at how small a standard cup really is. Pick a cup and use that just for your dog food.

If you don't have a cup, you can usually get one from your pet food store.

Measuring your dog's food is very important. You need to know how much your dog should be eating. If you feed too much, your best friend will gain weight and you will be wasting money. If you don't feed enough, your dog will lose weight and be hungry. Hungry dogs will go searching for food and will eat



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more next time you feed them (more on this is regular meals).

**3. Keep lots of clean, fresh and cool water available all the times.** Your dog needs access to lots of good water all the time, but especially when they are eating. Dry dog foods are designed to be eaten with water. The water helps to soften the food and start the digestion process. Also, the food swells up when water is added, triggering the stomach to say when it is full.

**4. Feed your dog one regular meal per day** (puppies need 2-3 meals per day). Decide on a time of the day (say 7am) as the feeding time for your dog. Feed your dog only at this time and allow 10 -15 minutes to eat all his food. Older dogs may take more time, younger ones less. Once finished remove the bowl and any food left over. Establish the habit of feeding once per day when they will eat all of their food.

This allows you to monitor their eating habits. Not eating is the first sign of lots of problems so it is important to know if that happens. Dogs that are able to graze all day long could have a problem that cannot be detected as quickly. This is also particularly effective strategy for dogs that like to stray, as they will always be there at 7am to get fed.

**5. Remove leftovers.** Food that is left out will attract flies & ants, at the least. Cane toads will also appear for a free feed as well as birds and chooks. The neighbourhood strays will be happy for a feed hurting your back pocket.

**6. Reduce the amount competition your dog faces to get fed.** If you have more than one dog to feed, feed them at the same time, but in separate locations. The best of friends will be more aggressive if they feel they have to compete for food. They will also eat more than they need to in case they lose the next battle. Make sure the neighbour's dogs and cats are not around to compete with yours for food.

**7. Buy 10 get 1 FREE.** Eukanuba & Iams dog foods have a rewards program for feeding your dog their highest quality products. After buying 10 bags of food, your next bag is absolutely free. This is a great program, but trying to keep track of receipts and then send it in to claim that bag, can be tricky. At Citifarm @ Kelso and Len's Feed Shed, they take care of all that for you. They keep record of your purchases and give you the free bag. They put the receipts together and claim it from the pet food company. It's brilliant.

**8. Worm your dog every 3 months.** There is nothing that dogs love to more



than eating someone else's poo and licking each other's butts is how they say Hello! So it is so important to keep up with intestinal worms. Untreated worms make your dog feel real crook and you don't want to be feeding the worms as well as the dog. Not all wormers are the same and many claim to be all wormers and don't do all worms. Drontal is considered the best in the industry and Canine Allwormer is a generic brand doing the same job. These tablets or yummy chews need to be given every 3 months (more for puppies).

**9. Dogs love bones** because they are tasty and they keep them occupied. Dogs will spend ages licking, chewing & breaking them up, as well as hiding them in the garden for a rainy day. Taken straight from the freezer, they make a great ice block on a hot summers day. Be careful though, you should not feed cooked bones (particularly chicken) as they become brittle and can splinter and hurt your dog. Roo tail bones are very popular, so popular they can sometimes be hard to get hold of.

**10. Chocolate should never be fed to dogs as it can be fatal.** This means chocolate cakes, cookies, icing, cocoa etc. The richer the chocolate worse it is. Keep these for the people not the pets. Other problem foods include avocado, pear pips, the kernels of plums, peaches and apricots, apple core pips, potato peelings, rhubarb leaves, mouldy/spoiled foods, alcohol, coffee, cigarettes (no smoking dogs), raisins, grapes, yeast, hops, broccoli.

### ***Where to buy your Dog Food?***

Here are a few points you should consider when you need to buy dog food.

- Is Pet Food their core business? Now I don't mean having one aisle, I mean is the entire shop full of animal food. That way you know you are dealing with a Pet Food Specialist.
- Do they offer the Eukanuba & Iams 11<sup>th</sup> bag free? Not all stores can offer this, and some keep the free bag instead of passing it on.
- Do they guarantee that you will be happy with your purchase? What if your dog doesn't eat the food you buy? Can you exchange it or get a refund?
- Did they ask you about your dog? What breed, age and weight? Are they just giving you what is on special or are they interested in the health of your beloved Friend.
- Do they have a VIP Customer program that puts cash back into your pocket?
- Do they load the bags into your car for you? Do they have a delivery service to your pantry, or do they just leave it at the front gate?
- What is their philosophy? Is it just to make a profit or to improve pet's lives?

## The truth about Dog Food

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### **Let me tell you about the place I shop at.**

They are referred to as the best dog food store in Queensland.  
This is their mission statement:

***Our mission in life is to "Improve the lives of animals on this planet." Our purpose is to help your dog live his/her life to the fullest. We actually want the best for your dog. And we know one thing for certain; behind every great dog is a great owner.***

Sound like the type of people you would trust with the health of your dog.

Check out their guarantee and service:

### **Your peace of mind is guaranteed!**

**Dog Food - for fussy dogs** - if your dog doesn't love the food you buy, you can simply return the unused portion and we'll happily refund your money or exchange your purchase for another one!

**Your dog food will be loaded in your car for you** - it takes a little more time, but we are very happy to take your food out to your car.

**Delivery to your pantry?** - if you don't have time to drop in, simply phone or email your order through and our friendly delivery driver will drop it right where you need it. He will even open the bag or feed your dog for you if you like.

And their pledge to you and your dog:

***We will not cut corners and we will not compromise the quality of service, products and education. If you love your dog as much as we do, come in to see us today.***

They have two stores in Townsville, so if you are in the area, or even if you're not, I suggest you talk about your dog's future with these guys.

Citifarm @ Kelso  
3/1463 Riverway Dr  
Kelso, Qld, 4814  
Ph 4789 3868  
Email: [ctfarm@bigpond.net.au](mailto:ctfarm@bigpond.net.au)  
Web: [www.citifarm.com.au](http://www.citifarm.com.au)



Len's Feed Shed  
1 Mt Kulburn Dr  
Jensen, Qld, 4818  
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Web: [www.lensfeedshed.com.au](http://www.lensfeedshed.com.au)



## The truth about Dog Food

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### **Conclusion:**

Choosing the right food for your dog is tremendously important. Unlike humans, dogs do not have the ability to review health information on their own and choose the healthiest food on their own.

Our beloved friends rely on us to do what is right for them and feed them the healthiest foods that will allow them to live the healthiest, longest life possible.

You now have the right information, know the right products, where to get them and how the best way to use them. What will you do now? Delete this book or throw it away. Or take action on behalf of your dog.

**Please take action on behalf of your dog!**

**Make the decision today that you will choose healthy food for your dog!**

**Drop into the shops today to pick up a healthy bag of food.**

All the best for now,  
David & Roslyn.

P.S. If you have family or friends who would benefit from seeing this book, please feel free to forward this to them.

**P.P.S. If you have any questions or concerns about your dog's diet, please call or email today.**

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When in doubt, always check with your Vet.