

Good NEWS

Spring '00

For You and Your Pet



Dear fellow pet lover,

This newsletter is dedicated to what **you** can do to help prevent some alarmingly common diseases from affecting your pet. You should know that the cancer rate among our pets has been steadily rising, along with the incidence of arthritis, liver problems, kidney disease, diabetes, and gastrointestinal disorders. There is mounting evidence that many of these diseases are the fallout from feeding our pets unnatural and inadequate diets. Pet food companies use slick advertisements that depend upon the lack of consumer knowledge to convince the public that they know how to best feed our pets. I am going to tell you that these giant pet food companies are more concerned about their financial statements than the health of your pet. They are no different than the numerous fast food chains selling you convenience, not healthy food! Do you ever wonder how our canine and feline friends survived before us humans thought it

would be a good idea to just feed them bags of processed, pre-packaged dry foods? Well, now there is an alternative to feeding these overly processed and unhealthy diets to our pets. You can prepare fast, inexpensive home cooked meals from easy new recipes developed by Dr. Donald Strombeck DVM, one of my professors at U.C. Davis. Most of what follows about commercially prepared pet foods has been the result of the findings in his newly published book; Home Prepared Dog and Cat Diets—the healthful alternative.

About fifty years ago, prior to the advent of modern day pet foods, pets were fed the left-overs from home cooked "people food". These dogs and cats were not seen to suffer from any nutritional deficiencies and in fact were healthier than our sophisticated, scientifically fed pets are today. In this era of modern day conveniences, perhaps common sense should prevail over technology...

Dedicated to your pet's health and happiness,
Paula Terifaj DVM

The Truth about Commercial Pet Foods

It may surprise and hopefully shock you to know that the so called "premium" pet foods you buy are made from cheap, low quality protein sources and cereal products that are not part of a dog or cats natural diet. These popular name brand pet foods are then cooked by an unnatural process called extrusion, making it difficult for most pets to digest it properly. Poor digestion can result in excess gas production, intermittent vomiting, loose stools and a poor haircoat. Even more alarming is that these companies are allowed to use meat products that are frequently

contaminated by bacteria. Many of these bacteria can produce toxins that are not destroyed by the cooking process and can make your pet sick. Believe it or not, foods that get rejected for human consumption (diseased meats and spoiled grains) are routinely sold off to the pet food industry and fertilizer companies. That's right folks, many of you have been buying expensive bags of fertilizer! So get ready to throw those bags into the compost pile where they belong...



Well, I've been feeding XYZ to Fido and Boots for years and they seem to be doing all right on the stuff. Do I really need to change?

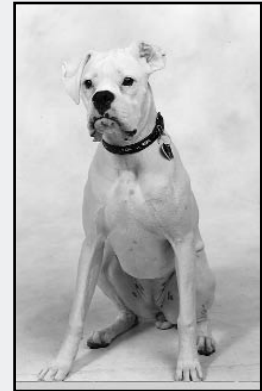
There is a difference between surviving and thriving! It can take years to develop many of the common problems and degenerative diseases seen in our pets today. It is far more difficult to treat problems than to prevent them in the first place! My goal is to give you information that may protect your pocket book (drugs and veterinary care are a lot more expensive

than any diet you can feed your pet) and save you from the emotional stress we all suffer from when dealing with a sick pet. So, I encourage you to take some action now and not to wait until your pet develops a problem. I like to think of nutrition as something that I can do to protect the health of my pet, sort of like an insurance policy.

Are you saying that all commercial pet foods are bad?

No doubt that some are better than others, but for you as the consumer, it is difficult for you to appreciate the differences just by reading the list of ingredients. Certainly you want to avoid those that list by-products, contain fillers, use corn or other cereals and add chemicals as preservatives. However, remember that you are not going to know the true quality of these ingredients because, as I told you, these companies buy low quality food sources. They do this because there is no governmental regulation that requires the pet food industry to meet minimum standards for the protection of our pets and as a result they can enjoy bigger profit margins. Therefore, there is a safety issue in feeding it to your pet, which you cannot judge. Also remember that the cooking process that is used, called extrusion, results in an overly processed product that lowers the nutrient value and can make it difficult for our pets to digest. Surly, we can do better than this for the welfare of our pets!

As an alternative to feeding these diets to your pets, two years ago, I introduced the Flint River Ranch diet. For all the reasons I have just listed, Flint River Ranch is the only commercially prepared diet that I can recommend. For more information on Flint River Ranch, see the enclosed flyer.



As a side note: some dogs had difficulty adjusting to their original puppy and adult formula. They now offer a new formula called Lamb and Millet. So, if your pet experienced problems with their original formula, which contained wheat flour (good for us humans but not some dogs), or if your pet suffers from dietary intolerance's (intermittent vomiting, gas, loose stool, allergies) you may want to try their new formula. But always check with your Vet first. These signs can also be due to other medical problems!



You want me to cook for my pet...you're kidding right?

Not if there is a kitchen in your house! So, get out those pots and pans because I will show you fast and easy recipes that you can prepare in about 45 minutes, that will feed your pet all week long. And if you like chicken, fish and tofu, then get out an extra plate for yourself too because now, you and your special companion can dine together! Every evening my dog Rose lingers over her dish, enjoying a mixture of steamed brown rice, tofu and sardines. For breakfast she likes to snack on her Flint River Ranch kibble, but dinner is still her favorite meal. Watching her enjoy these healthy meals is all the reward I need for spending a little extra time in the

kitchen. I have enclosed sample recipes for the dog and cat, but here are many more to choose from. Just stop by the clinic for additional recipes and a chart to determine how much to feed each day.

If you understand the importance of avoiding the traditional pet food diets, but simply can't make the commitment to prepare home cooked meals, then I hope you will do the next best thing for your pet and start feeding one of the Flint River Ranch diets. Once you change your pets diet, be sure to check it's weight at least once a month to determine if you are feeding the right amount.



The Avid Microchip is here!

Using state of the art technology we can insert a small microchip under your pets skin that can immediately identify your pet. This system of permanent pet ID is replacing tattoos and pet tags as the most reliable way of finding lost pets. The animal shelters are now scanning all lost pets in hopes of being able to identify them and locate their owners. The insertion of the chip takes only a few seconds, and

most pets will allow us to insert the chip while they are busy eating a treat. The cost to insert the microchip and register the nine digit number into a national computerized database is only \$49. And that is a very small price to pay if you ever find that your pet is missing! So, the next time your pet needs to visit the doctor or see the groomer, we can make sure your pet will carry their own personal ID before they leave the clinic. Or just call us now to arrange a convenient time that you can stop by and get your pet chipped today. Please don't let your pet end up on a poster for missing pets!!!



Rose Productions Has Been Born

Yes, we have a new baby in the clinic! Rose A Lee has been working like a dog to get her new company off the ground. Rose was recently interviewed on Dog E Oprah and had this to say: When I am talking to people and listening to their problems, I can offer them a new perspective from a dogs

and stressed out their people are. We want the people we care about and love to have more fun, worry less and spend a little more time with us. So, my new company, Rose Productions, will offer our human friends a dogs wisdom in hopes that us dogs can show people that we have a lot more joy to offer than a simple lick on your face!

point of view. I often talk with my pals when I am playing over at the Dog E Daycare center next door, and many of them are also worried about how busy

Visit our new display of unique pet products and greeting cards designed by Rose herself. Available now!

WHAT'S NEXT???

A new WEB site. Look for us on the WEB next month...

DOG "E" DAYCARE IS A HOWLING SUCCESS !



We have received several testimonials from the owners of some happy dogs.

Chata has become a regular at Dog "E" Daycare. This eighteen pound black pug is smaller than many of her daycare buddies but

she's convinced she's ruler of the roost. A comment from her owner Jan McDaniel:

Chata just loves Dog "E" Daycare! She loves to "run with the big dogs". She gets to exercise and interact with other people and dogs which has helped with her socialization skills. When I pick her up after a day at Dog "E" Daycare, she is tired! She'll come home, eat and go to sleep! I think it has helped her " calm down" a bit. As a puppy, she was a little hyper and now she's actually able to rest a little! I'm pleased with the facility and the staff gives lots of TLC. I'm comfortable with Chata staying there when I travel because I know she is with friends and is able to exercise and have fun!

Jasmine, a friendly and outgoing female black lab, is also a regular visitor at Dog "E" Daycare. She asked her parents, Nancy and Eric Barthel to send us this letter:

Dear Dr. Terifaj,

I wanted to take the opportunity to thank you and the highly qualified staff of Dog "E" Daycare for such a wonderful place to "recharge my batteries."

As you know, I am a professional dog. The demands placed on me by my human companions can be quiet rigorous. Between barking for no reason at anyone who comes to the door, bolting out he front door at any chance I get and eating any and all unprotected food, I'm thoroughly exhausted by the end of the day.

That's why I like Dog "E" Daycare so much. Life there is so carefree! I can relax with my good friends Blue, Basie, Leroy and Sweet Pea, chase a ball if I want to or just nap quietly on the comfortable furniture.

Kudos to you and you r team of Canine Recreation Professionals for making my time at Dog "E" Daycare a refreshing part of my weekly routine!

Warmest personal regards,

Jasmine Barthel, PD

Professional Dog