

THE Dish ON Nutrish

— THE JM DIET



WHY RAW?

Dogs are “opportunistic carnivores,” meaning they thrive with meat as the main part of their diet, but are able to consume plant material as well. Cats are “obligate carnivores,” meaning they need meat to survive. Manufactured raw pet foods provide high protein levels and optimal nutritional value. Raw food is also one of the best natural solutions for addressing health issues such as indigestion, obesity, dry skin and inflammation, urinary tract problems, and dental hygiene.

Why raw is the healthy biological choice

DENTAL HEALTH

Raw foods help prevent gum disease and tooth decay. Dogs and cats have naturally acidic saliva, which reduces plaque, harmful bacteria, tartar accumulation, and gum disease. The live enzymes found in raw food help maintain healthy flora, which is a fancy way of saying: it allows your pet’s saliva to keep doing its job! (It also helps you avoid costly dental trips to the veterinarian.)

STOMACH HEALTH

Dogs’ and cats’ stomach contents are highly acidic when meat is present, allowing for easier digestion. Eating a diet of only kibble lowers the acidity in your pet’s stomach, which can make it work harder to digest food. A raw diet allows a pet’s stomach to maintain healthy levels of acidity, helping to control bacteria in the gut and aiding in digestion.

INTESTINE HEALTH

Dogs’ and cats’ elastic stomachs connect to a very short intestinal tract. High-starch diets, like kibble, move through the intestine too quickly for their bodies to fully digest, which can cause stomach issues. Raw diets are digested almost completely which leads to a healthier gut, better digestion, less gas, and more compact stools.

IMPORTANT

Raw meats found in supermarkets contain bad bacteria and are not safe for animal consumption. Raw animal diets are manufactured through high-pressure processing (HPP), which kills bad bacteria to make it safe for your fur-baby to eat!

Is raw is right for your pet?

Remember, like humans, each pet is different and has their own individual dietary needs. Speak with a pet nutrition specialist or veterinary provider before making a change to your fur-baby’s diet. Our nutrition experts are here to help you find the right diet for your pet.

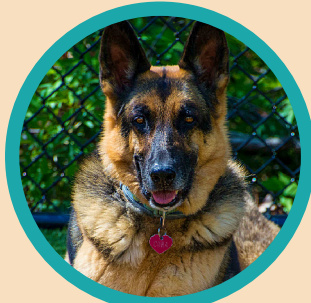


JM Pet Vet Clinic+

RAW FOOD CATEGORIES

Base Meals	Toppers and Mixers	Treats and Snacks
<p>These can provide a complete meal for your dog with all of the nutrients they need!</p> <ul style="list-style-type: none"> • Frozen nuggets, sliders, patties, chubs • Freeze-dried patties, nuggets 	<p>These can be added to a non-raw base (quality kibble, wet food), to add key nutrients to your dog's meal!</p> <ul style="list-style-type: none"> • Frozen bone broth, goat's milk • Freeze-dried patties, nuggets, dinner dust 	<p>These can be given outside of meal time, for training or a snack!</p> <ul style="list-style-type: none"> • Freeze-dried meatballs, patties, nuggets • Dehydrated jerky • Frozen raw marrow bones

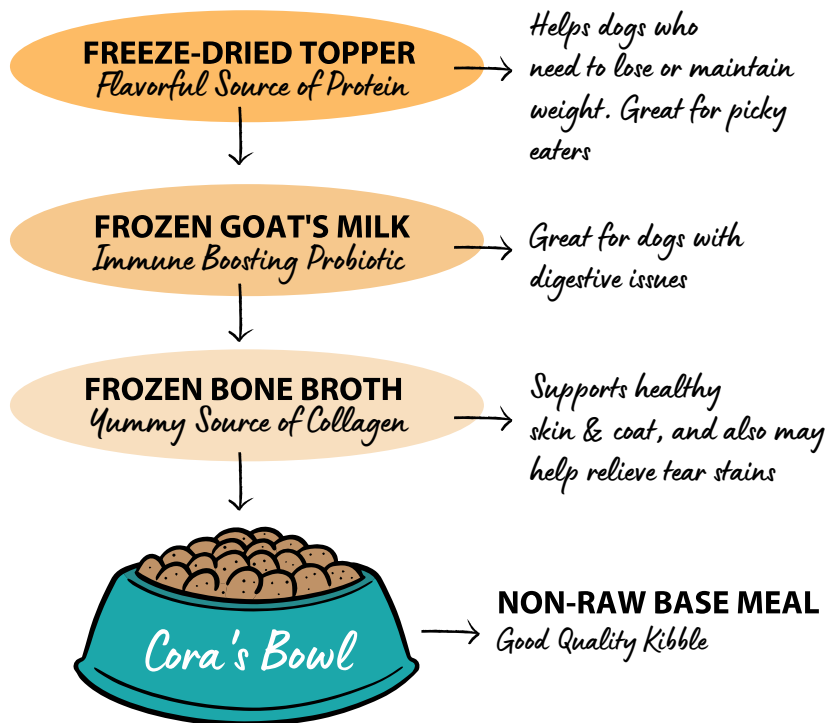
SOME OF OUR FAVORITE RAW BRANDS WE CARRY!



Meet Cora

Cora is a very healthy dog. She is already eating a quality kibble but she needs some extra support. She has a sensitive stomach and tends to be a picky eater. She also sometimes has itchy skin. Rather than switch to an entirely raw diet, Cora's mom would prefer to keep Cora on her kibble and add the benefits of raw food to her diet.

CORA'S MOM TOOK HER TO SPEAK TO OUR NUTRITION EXPERT AND TOGETHER THEY BUILT A HEALTHY BOWL FOR CORA.



**REMEMBER
RAW IS RAW!**

Any raw food that your dog doesn't eat within 30 minutes, throw it away - after that point, it can start to grow bad bacteria!