



Your pet nutrition destination





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WHY FEED RAW?

There are so many reasons why you should feed your pet a raw diet, or at least add raw into their diet, but they all boil down to one easy thing: *it's just the best thing you can do for your best friend!*

Raw food has been shown to help with almost every aspect of your pet's life, from their gut health and persistent tummy issues, to allergies that don't seem to go away, to just helping your pet be as active and healthy as possible.

It is the closest food we have to what dogs and cats would be eating in the wild, with a wide variety of options that can easily fit into your lifestyle and budget.

Raw food can feel very overwhelming at the beginning with all of the proteins and brands. However, once you get started it is very manageable. We are very passionate about pet nutrition and are happy to help in any way we can to make it a smooth transition for you and your pets.

In this booklet, we'll talk all about feeding raw, and how changing your pet's diet can vastly improve your pet's quality of life.

HOW TO FEED RAW

To thaw the frozen food, simply place it into a container and let it thaw in the fridge. To prepare freeze dried food, add water, broth or goat milk and let rehydrate before feeding. *Do not microwave or cook the food.*

Our pets are just like us in that they have taste and texture preferences, so try variety in their diet and see what they like best. Some pets hesitate due to texture and consistency, so try squishing the food or cutting it into smaller chunks if they seem unsure at first. Don't be afraid to try different brands and different proteins! We love and encourage rotational feeding here at Treat Play Love.

Your pet will drink dramatically less water since they receive 70% moisture or more in raw food, so do not be concerned if you notice them drinking less water. Their stool will also be dramatically smaller and very firm.



**TRUE LOVE IS
GIVING UP 99% OF
YOUR FREEZER
SPACE TO YOUR
PETS**

**MY PROFESSIONAL PEERS
ARE THE ONLY GROUP OF
HEALTHCARE PROVIDERS
THAT SAY OUR PATIENTS
SHOULD EAT MORE
PROCESSED FOOD AND
LESS FRESH FOOD.**

**- DR. KAREN BECKER,
VETERINARIAN**

RAW FOOD MYTHS

Raw food is unsafe, and full of bacteria

False!

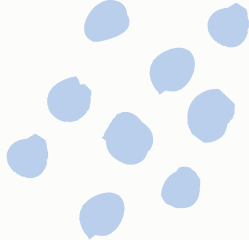
Dogs & cats bodies are built differently than a human's. Their highly acidic stomachs and short intestinal tracts help them process bacteria without getting sick. Raw is as close to biologically appropriate as you can get. Raw is not a new fad. We have just become accustomed to living with a "scoop and dump" mentality that prioritizes kibble. But is it really safer? Within a seven year time period, kibble has been recalled **75 times** more than raw.

Raw food is way too much work, and too difficult to fit into my lifestyle

False!

While raw food takes a bit more prep than dry kibble, which you can scoop and pour, it is not nearly as hard as you think. We can get you started!

KIBBLE MYTHS



Kibble cleans pet's teeth as they eat

False!

Kibble is made largely out of carbohydrates, which creates plaque. This myth can cause very real damage to your pet's dental health.

Cats need dry food to be healthy

False!

Eating dry food alone is very harmful for cats. Cats in the wild get almost all of their hydration from what they eat. Most cats today suffer from extreme dehydration that causes very serious health issues.

Dogs need to eat grains to have a healthy diet

False!

Dogs actually don't need grains in their diets at all! Grains are often just used to bulk out food to lower costs, not to improve your dog's health.



THAT'S GOOD
TO KNOW!

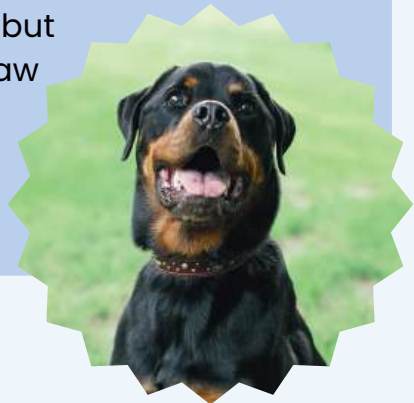
PERSONAL STORIES

We have met so many people who have had incredible success with their pets eating raw, many of whom are our staff members. Here are a few of their stories!

RUGER'S STORY

Ruger, our Rottweiler, dealt with digestive issues early in life. We had tried a variety of foods and had him allergy tested. He frequently had diarrhea and would vomit shortly after every meal. He was extremely gassy. His teeth had also suffered from the frequent bile. Ruger was repeatedly at the vet and it was always the same treatment – antinausea meds and bland diet for 3 days, which only fixed the issue for a couple of days and then we were back to the same problems again. It was just putting a bandaid on the problem and not offering us a solution. We decided to switch to a raw diet. Almost immediately, the issues resolved. No more vomiting. No more gassiness. Ruger has now passed away, but all of our current dogs eat a raw diet and all of our future dogs will as well.

- Kelly, owner of TPL



JOLINE'S STORY

Jo was found as a stray back in Minneapolis, where I used to live. She was a year old, and what she had been eating before she was found was a total mystery. As I had never had a cat before, it was all a learning curve for me. She started eating high quality kibble from our local shop, what I thought was best at the time. But as we grew older together I learned more and more about how important it is for cats to eat wet food, and how dangerous it is for them to eat a completely dry diet. I decided to make the switch, but was scared because she was a pretty picky eater and worried it would be a struggle to change her mind. We started with cans, and after a while she didn't care about the dry food at all. Then one day I nervously set down her bowl with some raw food from TPL, fully expecting her to turn her nose up and walk away. But to my delight and surprise, she licked the bowl clean! She now eats a completely raw diet, and it's the best decision I have ever made on her behalf. It took a while to learn that she likes poultry best, followed by red meats, and that she hates raw fish – but it's completely worth it. She is the healthiest cat and each check up all we get are compliments on her: how soft her coat is, how hydrated she is, and how perfect her weight is. Even if the switch seems daunting at first, our cats deserve the effort.

– Lauren, TPL's former resident cat person



PEPPER'S STORY

Pepper has struggled with skin, ear and eye allergy issues since he was 2 years old. His entire body becomes covered in hive type bumps which then break open, ooze, scab over and fall off, leaving sores and bald patches. He has raw red areas where he doesn't have hair on his belly, armpits and around his bum which he would continually lick. He had chronic ear infections, gunky irritated eyes and would have sneezing fits and would rub his nose raw on the carpet. He was on a steady stream of antibiotics, steroids, prescription shampoo, and Apoquel. The only thing that seemed to ease the irritation were the steroids, but once the treatment stopped, it seemed to flair back up with a vengeance. The steroids and the antibiotics caused him to have chronic diarrhea and vomiting. He was prescribed anti-nausea medication and a probiotic. It seemed like every treatment just ended up creating more health issues. We tried changing diet to limited ingredient diets but the allergies appeared to be triggered more by the environment than by his food. When he was only 3 years old, a vet said that there wasn't much more they could do and that we may end up putting him to sleep because he would continue to worsen and become stinky. I was heartbroken someone would say that and was completely broke from all the vet bills; but mostly I felt so defeated, angry and frustrated.



FUN FACT:
84% OF THE
IMMUNE SYSTEM IS
BASED
IN THE GUT

When Pepper was 6 years old, we discovered Treat Play Love for the first time. We went there the next Saturday and discussed his allergy concerns and switched him over to better kibble that year. There was minor improvement with his gut health but he still continued to struggle with his skin issues. I had never tried raw food and was completely intimidated by it but I finally took the plunge and went for it. My biggest regret is not trying it sooner. Pepper is now a completely different dog. It took months of detox and almost a full year for his gut health to recover from all of the toxic medicines that completely destroyed his immune system and gut health. It was a long road but as a senior he has a full healthy coat of velvety soft fur, tons of feisty energy and hasn't had a single skin, ear or eye infection since. The amount of money I spend on his raw food is nothing compared to the amount I was spending on his vet bills and medications with no positive results. His health and quality of life is priceless to me and he has never been healthier or happier.

– Becky, long time staff of TPL



BEFORE



AFTER

GUS' STORY

When we adopted Gus, he was a year old and grew up on kibble. His first time in our backyard he took a HUGE poop that stunk up the entire yard. It was so bad that I gagged. I didn't transition him to raw, I immediately fed it to him and he loved it. The next poop was already smaller and I could barely smell it. Why? Because he was able to digest most of his food and his body was immediately able to absorb what it needed. There wasn't a bunch of filler that just came out the backside.

Fast forward a few months and Gus had an unfortunate incident with a toy and got an obstruction. While he didn't need major surgery, he still had to spend the night at the vet. While there, he got to eat a "Rx" canned food for easy digestion. When we picked him up, I declined on taking the extra cans because I didn't like the ingredients. Once again, his first poop in the backyard after getting home was rank. I immediately got him back on raw and his next poop was back to normal....smaller and very little smell.

- Karen, longtime staff of TPL



FUN FACT:

*90% OF PETS' HEALTH
PROBLEMS ARE DUE TO
WHAT THEY ARE BEING FED*

BEING PROACTIVE, NOT REACTIVE

We all know fresh is best. We also know that not everyone can feed completely raw. We strive to help everyone add some fresh to their bowl.

Raw benefits include improved digestion, healthier skin and shinier coat, cleaner teeth, better stools (half the water intake and half the stool), stronger immunity, less allergies and sensitivities, savings on vet bills, and best of all...a happier, healthier, and longer living pet! Who wouldn't want that?

We're truly passionate about nutrition and the well-being of your pets because, to us, they're family! We want to do everything possible to help your furry friend live a long and happy life.

THE COST OF FEEDING RAW

While the cost per pound of raw is higher than kibble, adding fresh and healthy food to your pet's bowl will save you a lot of money over their lifetime. Some of the top reasons that pets see their veterinarians (according to the AVMA) are skin allergies, ear infections, dental issues, and digestive issues. These are all conditions that can be improved, if not avoided entirely, by feeding a raw diet. So be proactive and start working on those issues from the inside out!



**PAY FOR HEALTH OR PAY
TO REPAIR HEALTH**

*20 YEARS AGO, 1 IN 20 DOGS DIED OF CANCER.
TODAY, THAT STATISTIC IS 1.65 OF 2.*

ALL ABOUT RAW AND FRESH TOPPERS

Goat milk

The universal milk full of probiotics and great for hydration.

Raw goat milk delivers over 200 species of live active probiotics in their natural environment.

Raw goat milk provides prebiotics- the nutrients required for probiotics to thrive.

Raw goat milk populates the digestive system with probiotics, 100 times better than pills or powders.

Raw goat milk requires very little work from pet's digestive apparatus.

Raw goat milk absorbs into the body within 20 minutes of drinking.

Raw goat milk contains all enzymes needed for digestion, perfect for pets who are lactose intolerant.

Bone broth

Full of hydration, great for skin & coat.

Bone broth is full of collagen and great for your pet's skin & coat.

It is also a great hydration boost for dogs and cats.

Bone broth is created using a very low simmer to keep the ingredients as close to raw as possible.

Raw additions

Protein boosting superfood.

For extra boosts of protein, consider using a protein topper, like the frozen organs and necks, or an all protein topper.

Pureed toppers

Pureed vegetables, fruits, and pumpkin that help a variety of issues.

Pureed vegetable toppers give a vital boost of fiber, provide a range of vitamins and minerals key to supporting your dog's health at the cellular level. It can also help dogs who eat grass or dogs that are on a diet feel fuller.

WAYS TO FEED RAW

The world of raw pet food can feel very overwhelming at first – there are so many options and it can be hard to know the right way to do it! The best thing we can do is add some life to the bowl.

HERE ARE 4 EASY WAYS TO INCORPORATE MORE FRESH FOOD INTO YOUR PET'S DIET!



A FRESH TOPPER

Adding a fresh topper to kibble is always better than nothing, and there are so many options! You can add a splash of goat milk, a bit of bone broth, or a puree of fresh veggies into their bowl on top of their kibble.



A FREEZE DRIED TOPPER

If you want to add raw food into their diet, but aren't able to use the frozen food, freeze dried works great! Reduce the amount of kibble you feed them and add the rehydrated freeze dried food on top.



A RAW FOOD TOPPER

Take it a step further and you can replace the freeze dried topper with a frozen raw food topper instead! Any of the full and complete diets can be thawed and added on top of kibble for a healthy boost of protein and hydration.



A FULL RAW DIET

Of course, at the end of this spectrum there is the full raw diet, and there are lots of ways you can feed it to your animal to suit your lifestyle. There are patties, nuggets, bulk boxes, and more!

While a full raw diet is definitely the healthiest option, just adding a bit of fresh food to your pet's bowl can make a huge difference to their quality of life! Ask us how you can incorporate more fresh food into your pet's bowl, we love to talk about nutrition!



**THAT SOUNDS
DELICIOUS!**

RAW FOOD & DENTAL HEALTH

Teeth friendly raw additions:

Frozen Raw Necks

A healthy chew that is great for teeth

Frozen, raw necks are a great treat (or meal supplement) that are considered nature's floss!

Frozen Raw Marrow Bones

Super tough and great for chewing

Marrow bones are both super tough and great for enrichment. They keep teeth clean by removing plaque and scraping teeth. (Bonus: can also help ease anxiety.)

DID YOU KNOW:

**Dental disease is the
#1 illness affecting
pets today**

80% of dogs and 70% of
cats have signs of dental
disease by age 3

The myth that dry food keeps teeth clean because it scrapes tartar has been told for years. This would be the equivalent of a human eating a cracker and expecting it to clean our teeth. When dry food is eaten, it bursts into smaller chunks with no mechanical scraping effect.

In fact, dog saliva doesn't contain the enzyme amylase to break down the starch in kibble. Instead, the bacteria in your dog's mouth feed on the carbohydrates and sugars in starch and form plaque and tartar buildup. This buildup attracts even more bacteria, and when your dog's immune system tries to fight back against the excessive bacteria in their mouth, they get inflammation or gingivitis— the start of periodontal disease.

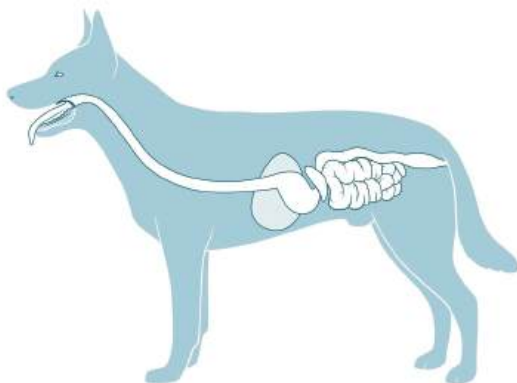
On the other hand, raw dog food is low in starch and contains natural live enzymes and good bacteria that help prevent tartar and plaque buildup.

RAW FOOD & DIGESTIVE ISSUES

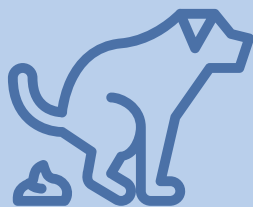
Raw food is the best thing you can do to help your pet's digestion. It can help reduce gas, inflammation, runny stools, and constipation. It is easy for your pets to digest and full of healthy bacteria that make the gastrointestinal system thrive. It also has much less carbohydrates than a traditional kibble, which can dramatically reduce these issues.

With so much of your pet's immune system coming from the gut, it is vital to feed a species appropriate diet. Adding a probiotic can also help by having a positive effect on the skin, coat, and ears by reducing allergens and yeast.

**THE PH OF
A DOG'S
STOMACH
IS 1 VS PH
OF 4-6 IN
HUMANS**



RAW FOOD AND



Want to hear another bonus about feeding a raw diet? **POOP.**

Or more accurately...LESS poop, firmer poop, less stinky poop, and poop that breaks down quickly. Meat, organs and animal fat are almost completely digested by your pet and the amount of stool produced will represent between 2-7% of the food being eaten. Fruit and vegetables produce around 30-60% waste. Kibble produces 60-80% waste. This is because dogs are able to take a great deal of nutrition from meat, organs and animal fat but not from processed food. Your pet should also be expressing their own anal glands with firmer stool. If the stools are too soft, the anal glands do not express naturally.



WEIGHT & WEIGHT LOSS ON RAW

Why is pet weight such a big deal?

When asked, nearly one third of pet owners with overweight or obese animals said that they thought their pet was “normal, ideal, or thin”.

Over time this weight has the potential to cause health issues that can negatively impact the heart, liver, and joints; and contribute to diseases like diabetes.

**The 2022 Pet Obesity Prevalence Survey showed
an increase in overweight and obese dogs and**

cats, with

59%

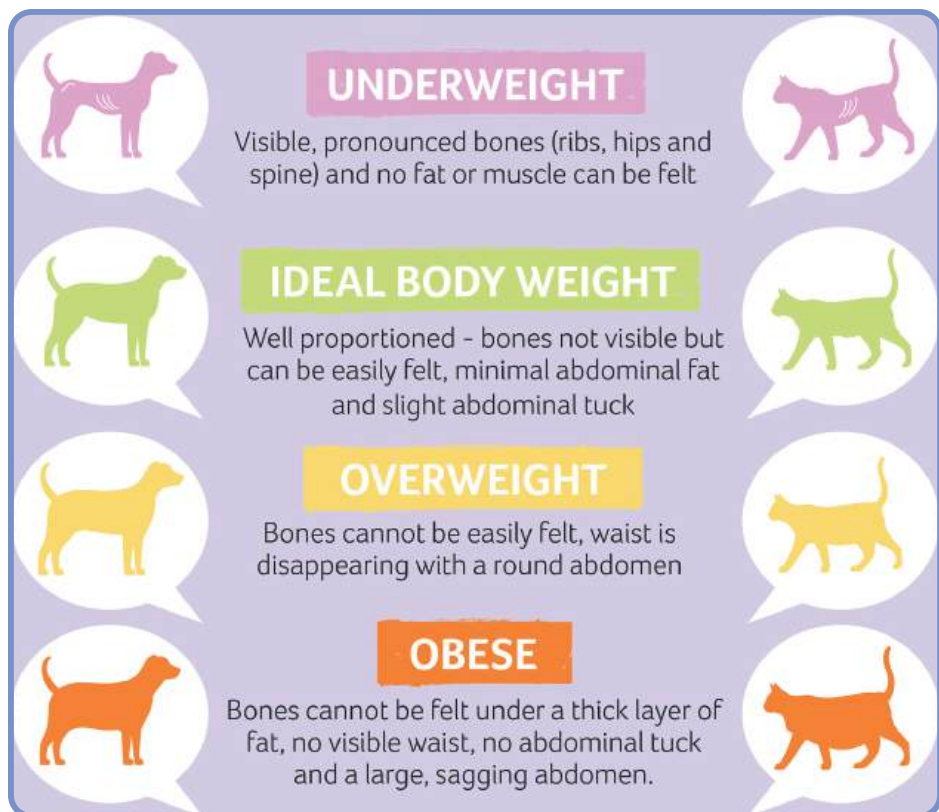
of dogs

&

61%

of cats

being classified as overweight or obese.



Raw food is much lower in carbohydrates, fats, and fillers; meaning that it is much easier to lose and maintain weight when feeding raw than kibble. By reducing the amount of kibble you feed and replacing it with raw, or switching to an all raw diet, you can make huge strides in your pet's overall health and weight!



**CONSIDER USING A
FOOD CALCULATOR TO
DETERMINE HOW
MUCH TO FEED YOUR
PETS!**

This allows for more control, even when you change proteins or mix it with dry food.

WHY YOU SHOULD NOT FREE FEED YOUR PETS

Meals can be used as valuable training opportunities for life skills.

Appetite is an important indicator of health, and hard to track when animals are being free fed.

Easily track how much your pet is eating to ensure that it's an appropriate amount.

When food is always available, it makes food less appealing – and it becomes harder to find food that they will eat right away resulting in a “picky eater.”

Meals are more hygienic and prevent unwanted pests.

Meal manners for multi pet households.

The dishes may not be cleaned often enough, and can become a breeding ground for bacteria.



WHY FEEDING CATS RAW IS SO IMPORTANT

Cats are obligate carnivores, which means that they need roughly 90% of their diet to be meat. Cats, even more than dogs, need high quality whole protein to make up the bulk of their diets. Raw food is perfect for this, and more and more studies and veterinarians back this up.

Cats can be picky eaters and are imprint feeders. They get very used to eating the same food and struggle to change. However, with enough time and a slow transition, any cat can change their ways to a healthier diet.

It may take more time than dogs to transition cats to eating a raw diet, and you may need to experiment with texture and temperature. Some cats like it a bit warmer than dogs, so letting the food warm up slightly out of the fridge may help. Others like a smooth texture, so consider smooching the food with a spoon to create a puree.

DID YOU KNOW:

Cats get 60–75% of their daily hydration from what they eat

Eating only dry food causes cats to have major issues with dehydration. This can create serious and persistent health issues.



DCM (DILATED CARDIOMYOPATHY) & GRAIN FREE FOODS



As of December 2022, the FDA released their final review of the “possible” link between DCM and heart issues with feeding a grain free diet and found NO LINK and NO EVIDENCE that points to any link.

Simply put, no cause and effect data to suggest that DCM is caused by grain free or “boutique” diets exists. DCM is likely multi-factorial (dietary, metabolic, genetic, infection, etc.) The FDA has stated this much.

The DCM scare and debacle began in a blog, not a peer-reviewed study, and had no supporting data. The blog even stated that the claims may be bogus in the post. However, fear and misinformation are easy to spread.

The golden retriever study was improperly handled, and lead to many false conclusions, many vets have pointed to flaws in the study. This study was published by veterinarians who had worked for Hill’s, Nestle Purina, and Royal Canin, clearly a clear conflict of interest.

In September 2020 Kansas State University admitted that they oversimplified the data.

We never want to minimize the very painful experience of DCM, and it’s impact on many owners and their beloved dogs, but the data does not support the grain free theory.

THE TRUTH ABOUT “PRESCRIPTION” DIETS

“Prescription” diets contain no medications.

“Prescription” diets were meant as a temporary food and not to be lifelong. Because of this, they are not always balanced and complete diets.

“Prescription” diets are not regulated the same way as other foods.

There are currently class action lawsuits against “prescription” diets because of how they are marketed and misleading to consumers.

Over the counter foods that make health claims are subjected to FDA regulations and enforcement. However, the FDA practices enforcement discretion when dealing with “prescription” diets. Meaning that the FDA has not reviewed or verified the health claims.

WHAT TO EXPECT WHEN YOU START FEEDING RAW

LESS ROOM IN THE FREEZER FOR ICE CREAM

NO MORE FRITO FEET SMELL

SUFFER FROM MAJOR FREEZER ENVY.

WHO DOESN'T WANT A WALK-IN?

SENIOR PETS ACTING LIKE PUPPIES AND KITTENS

DISAPPEARING POO. WHERE HAS IT GONE?

BLINDING COAT SHINE

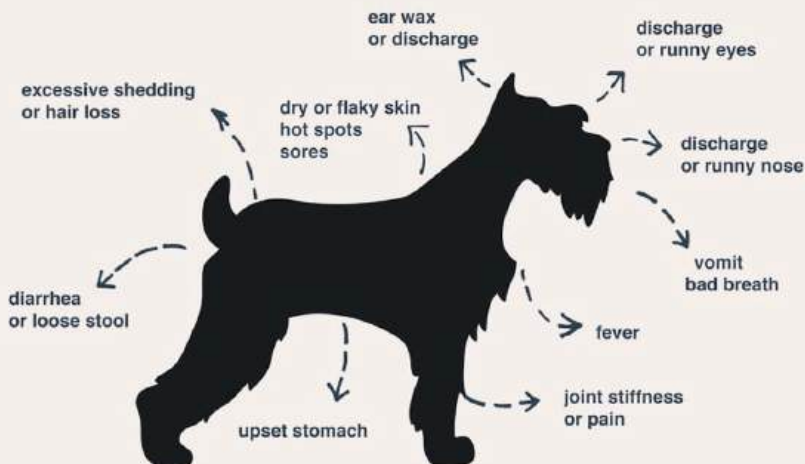


DETOX

WHAT TO EXPECT IN TRANSITIONING TO RAW



Observe. Don't panic. Allow the body to purge toxins. Some symptoms may occur, some may intensify. This is a temporary necessary phase that could last for days or weeks.



DAY 7



Bad bacteria starts to die, and good bacteria starts to regenerate.



Body eliminates toxins.



Healing crisis, symptoms appear or worsen.

Food Energetics

a quick guide to warming and cooling proteins

Hot

Does your pet...

...prefer to snuggle under the blankets?

...lay belly up in the hot sun or lounge by the fire indoors?

...seem dull or slow to move?

...shiver often?

...suffer from sore joints or arthritis?

...have dandruff or dry nose or foot pads?

Try hot proteins like:

Venison

Lamb

Kangaroo

Trout

Warming

Does your pet...

...seek out warmer places for a nap?

...show general weakness or fatigue?

...display a generally poor appetite?

Try warming proteins like:

Turkey

Chicken

Pheasant

Neutral

Does your pet...

...play regularly?

...rest comfortably in any situation?

...pay close attention to his/her surroundings?

...rarely pant or shiver indoors?

Try neutral proteins like:

Beef

Pork

Bison

Salmon

Quail

Mackerel

Cooling

Does your pet...

...seek out a cool place to sleep?

...sit in a snowbank or refuse to come inside?

...pant frequently?

...suffer from itchiness, allergies or food sensitivities?

Try cooling proteins like:

Duck

Rabbit

Minnows

Cod

Whitefish

Sardines

TIP: Rotate proteins with the seasons.

Try warming proteins in the winter and cooling proteins in the summer!



THE END!

**Questions that weren't
answered? Concerns?**

Come into the store,
give us a call, or send
us a message! We are
happy to help or send
you in the right
direction.

***WE ARE YOUR PET
NUTRITION DESTINATION!***







INTERESTED IN LEARNING MORE?

COME BY AND TALK TO US!

10 am - 7pm
Monday to Friday

10 am - 6pm
Saturday

WHERE TO FIND US:

1905 S Washington St B
Grand Forks, ND 58201

CALL US AT:

(701) 772-0556

FOLLOW US AT:

@gfttreatplaylove

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www.gfttreatplaylove.com
