



HoneyPie Enterprises, LLC

Fresh, Home-Made Dog Treats and Meals



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Importance of Choosing a Healthy Dog Food

- As pet owners you want the best for your dog
- The process of choosing a quality food can be difficult..even exhausting
- Strolling down any pet food aisle can be daunting
 - Each option promising different things
 - Makes it difficult to know which one will offer your dog the most benefits.
- Despite the confusion, it is imperative to choose the healthiest food possible for your dog.



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Dog Diet and Nutrition Basics

- The right kind of diet, complete with needed nutrition, will have a variety of benefits such as boosting the immune system and fighting off certain ailments
- Dog food in the grocery store
 - Generic or store brand – usually not considered among the best foods for your dog
 - Many times, these brands are full of ingredients that are lower in quality and inexpensive
 - Generally provide a cheaper alternative to other brands
- Generic meat ingredients without a specific species named is not a good thing to feed your dog
 - Avoid phrases like “meat by-products” or “meat and bone meal”
 - Look for brands that can list the animal that they use, such as “chicken meal” or “beef”
 - **Avoid any brand that lists corn as the main ingredient**

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Dog Diet and Nutrition Basics

- **Best way to avoid generic products and ingredients**
 - **Buy Premium and Healthy grades of dog food**
 - **Avoid obscure listings like:**
 - **Potato product**
 - **Rice or peanut hulls**
 - **Grape pomace**
- **Why do our dogs willing to eat meat byproducts and rice hulls?**
 - **They get “tricked”**
 - **Chemicals are added to create a pleasing color and aroma**
 - **Coloring agents**
 - **Drying agents**
 - **Texturizers**

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Dog Diet and Nutrition Basics

➤ Proteins

➤ Very important part of any diet

➤ Allows continued growth and development of key systems, such as the immune system

➤ Amino acids are ingested as protein

➤ A deficiency in any of the amino acids can result in illness and death

➤ Dogs need 22 amino acids, 12 of which they can produce on their own. These essential amino acids are necessary for the health of your dog

➤ Arinine, histidine, isoleucine, leucine, lysine, methionine, phenylalanine, threonine, tryptophan and valine

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Dog Diet and Nutrition Basics

➤ Proteins

➤ The quality of the protein needs to be taken into consideration to make sure the dog is receiving the amount needed.

➤ Not enough that the dog food has some protein “source”

➤ The quality of the protein is referred to as the “biological value”

➤ Highest value – egg (100)

➤ Beef – value of 78

➤ Bone meal – value of 50

➤ Dogs with special protein requirements will require different food

➤ On average, the Premium brands have better protein quality

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Dog Diet and Nutrition Basics

➤ Carbohydrates

- Dogs can convert large amounts of carbs into the same kind of energy they receive from proteins
- When in the form of digestible carbohydrates a healthy diet high in carbs is not necessarily a bad thing
 - Dogs are unable to meet the protein requirements of wild canines
 - Substituting energy requirements with the use of carbs is a healthy alternative
- Having a higher carb count also benefits the manufacturer and the consumer
 - Carbs are easily found and the cost is significantly less than for proteins
 - The texture and shape of dry dog food is created from carbs
 - Without carbs there would be no dry dog food

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Dog Diet and Nutrition Basics

- **Carbohydrates (continued)**
 - **Carbs give the dogs energy but if the energy is not expended, the remainder of the carbs turn to fat.**
 - **Therefore, your dog must exercise to get rid of the excess carbs**
 - **Indigestion is another culprit of too many carbs**
 - **Some symptoms:**
 - **Bloating**
 - **Gas**
 - **Diarrhea**
 - **Premium foods and a healthy lifestyle (read "Exercise") should eliminate most problems**

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Dog Diet and Nutrition Basics

➤ Fats

- This is a necessary ingredient for both dogs and humans
- Fats play a key role in several aspects of the dog's diet and health:
 - Allow the dog to store food
 - Increase the palatability of the food
 - Help the skin to remain healthy
 - Keep the coat healthy
 - Help with kidney function
 - Assist in temperature regulation
- Fats from vitamins F, D, E, A and K help with hormones
- Omega 3 and Omega 6 help with their response to swelling and inflammation

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Dog Diet and Nutrition Basics

- **Fats (continued)**
 - **Ideally, dry dog food needs 5% to 13% fat.**
 - **Fats can be harmful if the pet is not receiving enough exercise**
 - **Fats contain twice the calories of both carbs and proteins**
 - **However, a fat free dog food is not a healthy alternative**
 - **Will rob your dog of the benefits of a healthy amount of fat**
 - **Premium dog foods typically have the purest form of Fats and fatty acids**

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Dog Diet and Nutrition Basics

➤ Calories

- Used to measure energy
- Gained from food intake through protein, carbs and fats
- As with humans, dogs require a certain amount of calorie intake every day
 - Depends heavily on the type of dog and its living situation
 - More active dog – more calories
 - Less active dog – less calories
- General guideline:
 - A dog will need 25 cal/pound each day to maintain a healthy weight
- Stay away from “refined sugar”, like corn syrup
 - These calories are harder to burn
 - Found in lower quality dog foods
- Right kind of sugars found from plant products
 - Premium dog foods are the best source

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Reading a Dog Food Label

- **Product Name – can be misleading**
 - **If an ingredient is listed, say for example “Beef Dog Chow”**
 - **The beef must be at least 95% of the total weight if there is no water required for processing**
 - **Or at least 70% when water is included**
 - **For dry kibble: 95% of the weight needs to contain beef**
 - **When the title contains words such as “dinner, formula, nuggets” and other similar words**
 - **The ingredient named must be at least 25% of the weight**
 - **For example: Lamb Dinner – 25% of the total weight must be lamb**

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Reading a Dog Food Label

➤ Examples:

➤ **Lamb Dinner Ingredients:** *Corn, meat and bone meal, wheat, lamb*

➤ The main ingredients are really the corn and meat and bone meal

➤ Not a very healthy meal

➤ **Premium Lamb Dinner Ingredients:** *Lamb, ground rice, ground yellow corn....*

➤ A more desirable meal and one that your dog can eat and digest properly!

➤ **Natural Dog Food:** means there are no artificial colors, preservatives or flavors

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Figuring Out The Calorie Content

- **Use this formula:**
 - **Multiply the carbs by 4.2kcal (kilocalories) per gram**
 - **Multiply the protein by 5.65**
 - **Multiply the fat by 94 kcal/gram**
 - **Add together to get the calorie content**
- **Can be stated 3 different ways:**
 - **Gross Energy – the amount of energy on an “as fed” basis**
 - **Digestible Energy – the amount of energy available to the dog after the amount lost in feces has been subtracted**
 - **Metabolizable Energy – the amount of energy available after the amount lost to feces, urine and gaseous products have been subtracted.**
 - **This is the most common value used and is usually seen abbreviated as ME.**
 - **This is the number you want to use when comparing dog foods**
 - **The higher number – more energy metabolized**

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Top 12 Commercial Dog Foods

- **Champion Pet Foods - Orijen Adult**
- **Artemis Company – Martemis Maximal Dog**
- **Petcurean – Go Natural Grain Free Canine**
- **Nature’s Variety – Instinct Chicken Meal Formula**
- **Canine Daviar – Venison and Split Pea Adult Dinner**
- **Blue Buffalo Company – Blue Wilderness**
- **Now! – Grain Free Adult Food Formula**
- **Wild & Natural Dry – Canid Formula**
- **Wellness – Core Original Formula**
- **Dogswell Vitality Chicken Sweet Potato**
- **SoJo’s – Europa Grain-Free Dog Food Mix**
- **Wellness – 95% Chicken**

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Other Choice – Homemade Foods

- Making food at home
- Using a company to make the food for you!
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Are pet foods/treats regulated?

- Regulated by the State of Florida Dept. of Agriculture
 - Provide nutrition labels for review each quarter
 - Pay annual fee each year based on the amount (in weight) sold
- American Association of Feed Controls (AAFCO)
 - AAFCO is a voluntary organization comprised largely of regulatory officials who have responsibility for enforcing their state's laws and regulations concerning the safety of animal feeds.
 - Unlike the FDA, AAFCO has no regulatory authority
 - Most states (including Florida) follow its recommended regulations on pet feeds
 - In 2007, the Center for Veterinary Medicine at the FDA formalized its relationship with AAFCO in identifying feed ingredients.



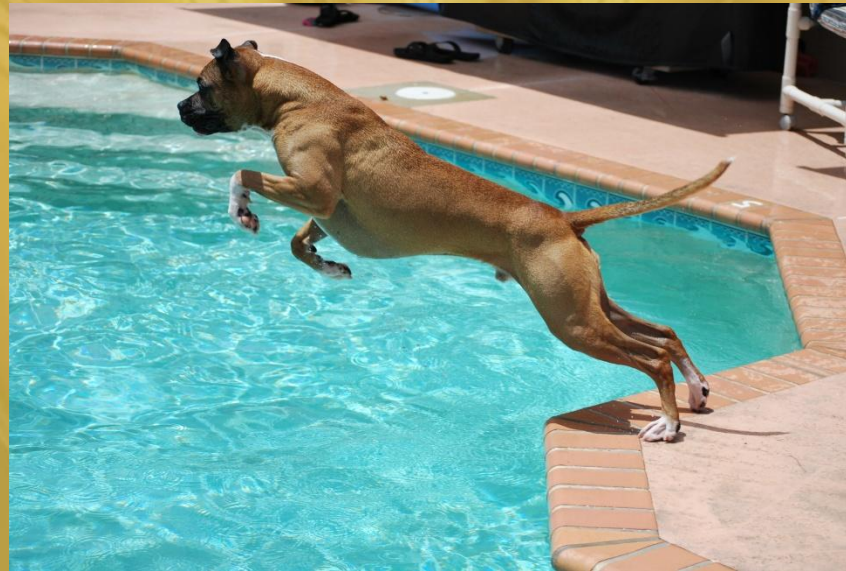
Ask Yourself A Question?

Would you eat a dinner that contains sweeteners, color additives, chemicals and animal by-products?

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Many commercial pet foods contain human food-industry by-products and ingredients considered unfit or unsafe for human consumption.

As a result some dog nutritionists and veterinarians question the nutritional value of the commercial pet foods after repeated processing.



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Many commercial pet foods contain artificial preservatives like BHA and BHT that has been linked to cancer of the bladder and stomach and thyroid gland.

Ethoxyquin is a recognized hazardous chemical which is highly toxic but some manufacturers put into pet foods to prevent rancidity.

Many pet food manufacturers have recently phased out BHA and BHT and now use 'mixed tocopherols', which is a claimed source or form of vitamin E, citric acid, beta-carotene and rosemary extract as preservatives.

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When healthy pets are fed a wholesome, balanced diet, they will absorb what nutrients they need. An unbalanced, high-cereal content diet can lead to unbalanced physiology, nutrient excesses and deficiencies leading to obesity and other health problems.



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**HoneyPie Enterprises, LLC
always recommends that a
pet owner consult with their
veterinarian if their pet has
a genetic predisposition for
nutrient-related disease or
other pre-existing medical
condition.**

**We recommend that the pet
owner transition to any new
food gradually.**

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HoneyPie Pet Meals

- **No Preservatives**
- **Fresh ingredients**
 - Fish, beef, chicken, duck, liver
 - Fresh vegetables – carrots, green beans, peas
 - Fresh carbohydrates – rice, sweet potatoes, white potatoes, pasta
- **Provide a balanced diet**
- **Include a multi-vitamin (Pet Tabs)**
- **Organic ingredients** *(on request)*
- **Gluten-free ingredients** *(on request)*
- **Nutritional labels included**





Thank You!!

