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A Pet Care Magazine

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Publisher's Note

Dear Readers,

The word love is tossed around a lot when we talk about dog-human relationship. What we don't talk a lot about is the bond between the pet and the pet parent.

Building a bond with your dog can be a little difficult particularly if your pet has a past life that wasn't very pleasant. There are ways you can intensify your connection with your dog. Positive reinforcement training is all about consolidating the bond with your pet.

Chances are that you can take your dog's loyalty and companionship for granted.

Let me just ask you, when was the last time you really just sat with your dog and just focussed on him? Petting him in his preferred spots, telling him your secrets? No smartphone, no T V — just you and him? Your dog observes and appreciates a little "you and him" time.

Most often, we are so absorbed in things we like, and tend to forget that our dog is a living being with his own likes and dislikes. If your dog doesn't like to have his belly rubbed but loves ear scratches, you must respect that. Your dog will place more trust in you if he knows you are not going to force him to do something he doesn't like and your bond will grow even deeper.

But at times, you would also have to do stuff that your dog hates. If you have to do something your dog hates, like a bath, try to work it turning it into a positive experience. Try using toys, treats, and a gradual introduction to make the event more entertaining.

Play is really important. Dogs adore that time with you and it actually strengthens your bond with him. Playing with your dog is a priceless part of your relationship with them and moreover, playing together on a daily basis will help both of you stay healthy both physically and emotionally.

You must have heard the famous saying "the way to a man's heart is through his stomach" and likewise the way to a dog's heart is also through his stomach. Making healthy, tasty food for your dog shows you care for him. You can choose to cook for your dog or simply concentrate on providing the best diet in the most delicious way possible.

You must know, building a strong bond with your dog takes time, trust and patience. If you feel that you are not there yet, or would like your relationship to be stronger, pick one of the suggestions above and give it a try. Break a leg!

Linda Brady Hawke



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My Constant **BUZOO**

I have always been a dog person. My first interaction with one was soon after I was born. My grandparents dog Dexter (an Indian Spitz) was very attached to my mother, after sensing that she's pregnant - would sleep by her feet, became more protective and stay close by her side and I also had a unique & special relationship, where he would bark or run to mom when I would cry if she wasn't around.

I grew up from being a toddler to a teenager with Princy and Pixie (German Shepherds) who have a special place in my heart. Buzoo entered in my life in 2015 & everything changed thereafter. He was 3 years old & I was in 3rd year of my law college - had decided to change my career line and not pursue a career in law after completion of the course.



It was a turning point in my life and Buzoo has always been there for me. I graduated, did the Professional Dog Training Course from Mumbai in 2018, trained Buzoo when he was 5.5 years old and broke the stereotype that dogs cannot be trained beyond a certain age.

I started Just Pawsible in November 2018 in Surat after training Buzoo. Today I am Surat's first and only Certified Dog Trainer, also a Pet Baker.

Together as a team, Buzoo and I conduct Animal Assisted Activities (AAA) (which is basically a casual meet and greet that involves a therapy animal visiting people) in Preschools, Schools and Co-working spaces to create awareness on how to greet a dog, myths, responsibilities of getting home a pet, pets as a therapy, animals that are working across the globe as therapy animals - the difference it is making, lastly to aid healing + distress and for recreation. I truly believe, #HoSaktaHaiItsPawsible

Buzoo has taught me valuable lessons and made me a better person.

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might be considered senior by 8-10 years of age. Genetics, nutrition, environment, exercise all of these play a role in how fast your dog reaches seniorhood.

What are some of the things to expect as your dog ages? Your dog may develop arthritis or other degenerative diseases that cause him to slow down. Like all senior dogs also may get tired easily. He may not be able to walk as far or play as long. He may tire more easily with a simple game of fetch which he would love to play in his younger days. He may have difficulty getting up or finding a comfortable position to sleep in. He may become reluctant to go up and down stairs or have difficulty getting into and out of the car. It may be difficult to control his bowel movement for a longer duration. He may be losing some weight.

HOW TO CARE FOR YOUR SENIOR PET

Senior dogs or dogs around 8 to 10 years and plus have different needs and care requirements than those of a much younger dog. But how do you know when your dog is considered to be a senior or reaching his retirement years?

It really depends on the individual dog breed. In general, giant or large breed dogs age faster than smaller

breed dogs. A Great Dane or Saint Bernard or similar large breed dogs are considered to be senior by roughly 5-6 years old, whereas a Chihuahua or Pomeranian or a Lhasa Apso and similar smaller breeds would likely only be middle-aged then, and probably not considered a senior until 10-11 years. Medium breed dogs fall somewhere in between. A Golden Retriever or a Labrador Retriever

Without proper care, dental disease is very common and can pose a serious problem, particularly for older pets. You may be surprised to learn that veterinarians find evidence of dental disease in many pets as early as 2-3 years of age. If nothing is done to care for your dog's teeth like by getting them cleaned or frequent brushing or giving them specially designed chewsticks to remove the tartar, then



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by the time your dog is a senior, he may even lose some teeth. Dental disease can be painful, causing your dog to avoid or have difficulty eating his meals. This may result in weight loss and an unkempt hair coat.

Senior Dogs also frequently suffer from kidney, liver and heart disease. Especially flat snout dogs like pugs, bulldogs and so on suffer from heart disease and respiratory issues in the later years.

Some Senior dogs may have an issue with weight gain as they tire easily, they are not having a very active lifestyle and thus they gain weight. Then they may develop hind leg problems like arthritis. These are some of the major health issues of senior pets.

As a responsible pet parent, what can you do for your senior pet to make their retirement years magical and healthy?

Schedule regular visits with your veterinarian. A regular blood test once in six months is advisable, so to understand the internal health of your senior dog.

Remember it's much cheaper to prevent disease than to cure it.

Feed your older dog less but good quality food. Generally, we prefer fresh home-cooked meals of chicken, rice and dog-friendly vegetables and add a little bit of turmeric so that



they get a diet of protein and fiber with little carbs.

You may add a few essential oils like salmon oil or olive oil too. You can choose the number of meals as per your dog's age and daily requirements.

Take care of your pet's oral health. Frequent brushing with a finger brush and pet-friendly toothpaste will keep the tartar away. In case, you cannot brush then consider giving them dental chewsticks and toys to keep their teeth clean. One trick is to add a little bit of coriander in their diet to keep their breath fresh.

Regular walks will help your senior pet to remain lean and will keep his joints and muscles healthy. Walking is the best exercise for your pets. It helps them to meet new people and other furry friends on their walks. Walking helps them to sniff around and enjoy some fresh air.

Provide your older dogs with some special care at home. Like some dogs with hind leg issues can slip on the tiled floor at home. Provide them with anti-slip rugs in places they roam

around the most. A nice comfortable and cozy bed to sleep in because in the golden years they spent most of their time sleeping and resting.

And above all, lots of cuddles and love is all they need in their retirement years. Nothing tells your dog that you love them than a nice belly rub. A nice massage will make them feel relaxed, especially dogs with joint pains. Physical contact is more important than ever as your pet ages. It makes them feel loved and cared for. As they themselves are trying to adjust with the different issues of aging, maximise every opportunity of bonding with your pet.

We understand as much as you would love to spend time and care for senior pets, but due to the demanding lifestyle and genuine problems sometimes families are not able to look after their aging pets' needs. Looking at the need of the hour and for the love of these four-legged pooches, we have built a cozy and comfortable retirement home for pets, where your special furbaby will be loved, and cared by us. Do call us to know more about our Pet Oldage programme. We will be happy to assist you.



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DOG OWNERS MUST KNOW ABOUT RABIES

By Rana Atheya*



Human beings have always been afraid of the unknown. Whether it was lightning or thunder thousands of years ago, or smallpox in the last century, ignorance of factual information has always led to myths, rumours and irrational fears. At the same time, ignorance of precautions has led to many tragic deaths.

This small piece of communication from The Welfare of Stray Dogs (WSD) attempts to demystify the dreaded and misunderstood disease called rabies, in an easy question-answer format. We would be grateful if you could share this information with your friends.

WHAT EXACTLY IS RABIES AND WHAT PART OF THE BODY DOES IT AFFECT? (RABIES SYMPTOMS)

Rabies is a fatal viral disease which affects the central nervous system. It causes inflammation of the brain leading to death.

HOW IS RABIES SPREAD? (RABIES VACCINATION SCHEDULE)

It is transmitted when infected saliva enters broken skin. This means through the bite of a rabies affected animal, or through its lick on an existing cut or wound. The disease is not airborne and has very rarely been spread by aerosols. It can be spread by all warmblooded animals (especially

mammals), but for humans, dogs are the most important source of this infection.

IS IT CURABLE?

Once the symptoms are developed it is not curable. However, it can be successfully prevented by prompt post-exposure treatment.

WHAT IS THE DURATION OF THE DISEASE?

The “incubation period” is roughly 10 days to 1 year. It depends on several factors including the site of entry of the virus into the body. Generally the closer the bite is to the brain, the quicker the progress of the disease. Once clinical signs appear the

THE DOG IS HYPER EXCITABLE AND AGGRESSIVE, BITING EVEN IMAGINARY OBJECTS. IN THE “DUMB” FORM, DOGS SHOW IN COORDINATION LEADING TO PARALYSIS, AND WANT TO HIDE IN DARK PLACES. IN BOTH FORMS, THERE ARE CHANGES IN THE VOICE AND INABILITY TO SWALLOW.



disease progresses rapidly to death, generally within 5 to 7 days.

WHAT ARE THE SIGNS?

First there are vague, non-specific signs such as fever, nausea or pain. Thereafter, canine rabies can take one of two forms: “furious” rabies or “dumb” rabies. In the “furious” form there is great restlessness, abnormal behaviour, salivation, weakness of the back legs and paralysis. The dog is hyper excitable and aggressive, biting even imaginary objects. In the “dumb” form, dogs show in coordination leading to paralysis, and want to hide in dark places. In both forms, there are changes in the voice and inability to swallow. In the last state, paralysis causes respiratory failure, leading to coma and death.

DOES A DOG SHOWING THESE SIGNS DEFINITELY HAVE RABIES?

Not necessarily. Of course, if all the signs are present there is a strong possibility of rabies. However, certain

neurological or other disorders can also show several of these symptoms. Salivation can be caused by foreign bodies or ulcers in the mouth, or even by poisoning. People also tend to interpret provoked biting as rabid behaviour. Hence diagnoses should be carried out only by experts.

HOW IS RABIES DIAGNOSED?

Either clinically or by laboratory examination. For clinical diagnoses the veterinarian looks for a combination of symptoms, at the animal’s history and habits, its attitude towards its owner (in the case of pets) and towards other dogs. Laboratory examination of brain tissue is carried out after death. Blood test (i.e. ELISA) can be carried out on living animals but are not commonly performed. Please remember that a lay person is not qualified to diagnose rabies and may cause much harm by attempting to do so.

IS IT TRUE RABID DOGS CANNOT BEAR THE SIGHT OF WATER?

No; it is more a case of being unable to drink water due to painful spasms and paralysis of the muscles, which assist swallowing. This condition also causes salivation, since the dog cannot swallow his saliva.

DO ALL STRAY DOGS CARRY RABIES?

No. However, they are very vulnerable, since many of them are still unvaccinated and unlikely to get postexposure vaccination after a bite.

CAN PET DOGS GET RABIES? SHOULD THEY BE VACCINATED?

Yes! Unvaccinated pets who roam freely are at very high risk. Official sources indicate that about half of human rabies deaths are caused by the bites of pets. Pet dogs should be vaccinated every year.

WHAT ABOUT CATS?

Pet cats should also be vaccinated every year. Neither pet dogs nor cats should be allowed to roam freely.

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IF I AM BITTEN OR LICKED BY AN ANIMAL SUSPECTED OF RABIES, WHAT SHOULD I DO?

Act quickly, (A) As soon as possible, wash the wound for at least 10 minutes with soap and water. The importance of washing cannot be overemphasised. It removes 94.4% of the viral particles. (b) Next, disinfect the wound with Dettol, Cetavelon, Betadine or spirit. (c) Consult a doctor and start your post-exposure vaccination course. If any unknown dog makes an unprovoked attack, take the full course. If a known dog makes a provoked attack, take 3 vaccinations at least. In either case, the dog should be observed for at least 14 days. This is because in dogs, death generally occurs within 10 to 12 days after the virus reaches the salivary glands. If the animal shows no signs within this period it is more or less safe to assume that he will not have transmitted rabies.

CAN AN ANIMAL WHO SHOWS NO SIGNS OF RABIES TRANSMIT THE DISEASE?

In real life it is extremely unlikely that a dog who shows no signs will

transmit the disease. There is a "carrying" stage called the incubation period, from the time when the virus enters the body and starts multiplying, up to the time it reaches the brain and the animal starts showing signs. Transmission during this period has



CALL THE MUNICIPAL DOG SQUAD AND ASK THEM TO CATCH THE DOG IMMEDIATELY AND ISOLATE IT FOR OBSERVATION. PLEASE DO NOT ATTEMPT TO TOUCH IT OR KILL IT.

been very rarely observed and only under laboratory conditions.

CAN PUPPIES BE BORN WITH RABIES OR GET IT THROUGH THEIR MOTHER'S MILK?

They cannot be born with it, but the virus could be found in the mother's milk. However, puppies of a rabid bitch are at higher risk through their mother's licks and bites.

IF I AM BITTEN BY A RABID ANIMAL WILL I DEFINITELY GET RABIES?

No. In fact, human beings have relatively low susceptibility to rabies. According to statistics, on an average only 1.5-20% of people who have been bitten by proven rabid animals and received no postexposure treatment die from rabies. However, please do not ever neglect your post-exposure treatment. With rabies, you should not take a chance!

WHAT IS THE RATE OF HUMAN RABIES DEATHS IN INDIA?

The rate is estimated to be 1.7 – 3.3 per 1,00,000 inhabitants (about 25,000 - 30,000 deaths per annum). In Mumbai, there were about 50 deaths a year until 1992. The deaths have considerably dropped by 2001, largely due to the implementation of mass vaccination as a preventive measure.

WHAT SHOULD I DO IF I SEE A RABID-LOOKING STRAY DOG?

Call the Municipal Dog Squad and ask them to catch the dog immediately and isolate it for observation. Please do not attempt to touch it or kill it.



* I have a Golden Retriever called Bella. I have always lived with pets since I was born. My father was a professor in veterinary sciences. I write to share my experience of pet keeping. Now I run DogSpot.in

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By **Drishti Brahmania***

“**H**emp is the miracle plant of our time! Everyone should know how it will affect not only our lives but our pets.”

Hemp for pets is a fascinating topic, especially considering its incalculable benefits. But even though it has such an impressive array of advantages, pet owners are often oblivious to this amazing natural herb... and fair enough, it's been illegal and misportrayed for so long! But this is no longer the case, so we want to help spread the word of how everything on this planet can benefit from hemp – not just humans.

Let's start by answering the million-dollar question upfront. Is hemp marijuana? No! Hemp is not marijuana.

HEMP VS MARIJUANA

Hemp and marijuana are different varieties of the same plant species *Cannabis Sativa L.* It's like how dogs and wolves are different breeds of *Canis Lupis*. They are related but differ in scientific make-up and how they

are cultivated or bred. For example, hemp is made to grow upward like bamboo (10-15' high) specifically for its stalks and seeds which are used for textiles, food, paper, body care products, plastics and building materials. That's why it's most often referred to as “industrial hemp”.

Marijuana, on the other hand, is grown out like a bush to cultivate the leaves and cannabis flowers used for medicinal and recreational purposes.

The unique molecular compounds contained in the two plants differentiate them. Both contain cannabinoids (used for medical purposes) and THC (a psychoactive ingredient used for recreational drugs). Marijuana is low in CBD and high in THC (5-10%) the compound used in drugs. Hemp, on the other hand, is high in CBD and low in THC (3-1.5%).

WHY IS HEMP GOOD FOR YOU AND YOUR PET?

Of the 3 million-plus edible plants in the world, no other plant source

compares with the nutritional value of hemp seeds. Called the “complete protein” they have the ideal ratios of essential oils and amino acids needed to ward off immune type diseases and they are the highest source in the plant kingdom of essential fatty acids responsible for the lustre in skin, hair, eyes, and even thought processes.

The seeds can be used to derive hemp seed oil, hemp protein powder, hemp meal and hemp hearts that have a variety of benefits!

IS IT LEGAL?

Hemp Seed Oil is legal in India, however CBD oil which is gaining popularity is still illegal. The two are different as hemp seed oil comes from cold-pressing hemp seeds, and CBD oil is derived from its leaves, stem and flowers.

HEMP PRODUCTS WORLDWIDE POPULARITY

Hemp, in particular, is gaining traction in the pet industry. It's an all-natural, grain-free, gluten-free

source of omega 3 and omega 6 fatty acids, and compared to other oils, hemp oil offers the lowest level of saturated fats. Hemp also contains natural antioxidants, is very high in protein and acts as a natural anti-inflammatory agent. CBD products are taking the world by storm due to its various anxiety and health-related benefits.

Pet-and-animal product sales are estimated to reach USD 125 million by 2022, representing a 5-year CAGR of 57%, among the fastest-growing sectors in the CBD market.

BENEFITS OF HEMP SEED OIL

Most dog foods are like “fast foods” for humans - without all the nutrients and only made to taste good. Hemp seed oil is better than fish or flax seed-based oils because it naturally has the perfect Omega 6 to Omega 3 ratio (3:1) of fatty acids which your dog needs.

The Omega-3 and Omega 6 contained in hemp seed oil act as super nutrients. The perfect balance of the

two is crucial for the overall health of your dog. Their most important role is in treating inflammation.

Chronic inflammation is responsible for multiple health issues in dogs, including arthritis, liver or kidney disease, cancer, pain, IBD, among other problems. Using hemp oil alleviates inflammation and also treats chronic inflammation.

Hemp seed oil moisturizes a dog's skin and fur correctly because it is herbal and has virtually no side effects like fish oil - but it must be administered in the right quantities. Hemp seed oil prevents dog's skin disorders such as dry nose, dog acne, dog eczema, dog rash and dog dandruff.

Hemp seed oil can enhance blood circulation and stimulate a dog's cognitive thinking. Plus, it can thicken its fur texture and lessen shedding. Again, because hemp oil is extracted from the “industrial hemp” plant there are no psychoactive reactors.

Hemp seed oil works by reducing inflammation and decreasing nerve-related pain. There's a study showing that GLA in hemp seeds reduces arthritis symptoms by 25%. This is one of the major hemp seed oil benefits for dogs.

Research now shows GLA-rich diets can inhibit the growth of cancerous tumours. These diets modulate inflammation and boost immune function. GLA in hemp seed oil also promotes cancer cell death (apoptosis).

POTENTIAL RISKS

While generally considered safe, here are some side effects to be aware of. Because of the high-fat content – even though it's the good kind – it may cause diarrhoea. Start with approximately 1 tsp per day and work your way up to the recommended 2 tablespoon serving. As of 2011 hemp seeds were not known to interact with common medications – but consult your physician before introducing them into your diet.

WILL HEMP SEED OIL GET MY PET HIGH?

No. Hemp seed oil will not get your pet high. The psychoactive chemical in Cannabis that gives the sensation of being “high” is THC (Tetrahydrocannabinol). With that said, there's virtually no THC in hemp seed oil. Therefore, our furry friends would have to get into a lot of hemp to get high – just like humans!

All in all, hemp seed oil for pets is not just safe – but highly beneficial as well.



* Founder Happy Puppy Organics

ME & MY FURRY FRIEND CONTEST

TOP 10 WINNERS

Congratulation



1

Pet Parent Name:
Priyanka Purswani
Pet Name: Tuffy
City: Valsad, Gujarat
Number of Likes
Instagram: 1218
facebook: 35



2

Pet Parent Name:
Priyanka Shankla
Pet Name: Mac
City: Coimbatore, Tamil Nadu
Number of Likes
Instagram: 878
facebook: 7



3

Pet Parent Name:
Hamsika and Sairam
Pet Name: Zara
City: Mumbai
Number of Likes
Instagram: 720
facebook: 9



4

Pet Parent Name:
Hooman
Pet Name: Chloe
City: Pune
Number of Likes
Instagram: 712
facebook: 3



5

Pet Parent Name:
Shankar
Pet Name: Sasha
City: Bangalore
Number of Likes
Instagram: 483
facebook: 5



6

Pet Parent Name:
Mukul Maithani
Pet Name: Bruno
City: Dehradun
Number of Likes
Instagram: 466
facebook: 5



7

Pet Parent Name:
Madhvi Mathur
Pet Name: Perrie
City: Udaipur, Rajasthan
Number of Likes
Instagram: 437
facebook: 27



8

Pet Parent Name:
Pragati Gadade
Pet Name: Rocky
City: Mumbai
Number of Likes
Instagram: 446
facebook: 5



9

Pet Parent Name:
Shreya
Pet Name: Toffiee
City: Bangalore
Number of Likes
Instagram: 434
facebook: 6



10

Pet Parent Name:
Sarika Patkotwar
Pet Name: Tiger (Labrador)
and Simba (German Shepherd)
City: Pune
Number of Likes
Instagram: 345
facebook: 56



CIPS Assisting China Pet Industry on Post-Virus Rebound

The impact of the novel coronavirus to China Pet industry is affecting every business and professional. Since the outbreak, China International Pet Show (CIPS) has rolled out a series of measures to minimize the negative effects and assist China Pet Industry.

According to the first-hand information from CIPS, the whole industry is rolling back to normal production gradually. Most factories have already backed to normal production, with disinfection and personal protection measures applied to the workers.

Although affected by this epidemic, 75 percent of the Chinese exhibitors failed to make the trip to Global Pet Expo. (GPE) this February in Orlando, CIPS launched the live streaming show on GPE. It is the very first live streaming show for international pet exhibitions in China pet industry. CIPS is the exclusive official agent in China and organizer of the largest national pavilion on GPE.

Over 10,000 Chinese pet industry professionals viewed the show with Ms. Yang Cheng, CIPS Chairwoman, through two sessions of the online live streaming show she did on GPE. The whole industry applauded Ms. Cheng for her professional insights and talks on trends, products, and potential business opportunities. The live broadcast was extended from one hour to three hours until midnight in China. Viewers had questions asked and interacted with Ms. Cheng. She also interviewed three Chinese exhibitors, who commented on their fruitful time on GPE as well as the organizers and international partners of CIPS on GPE.

As the epidemic drove the world into chaos, China's efforts to contain the novel coronavirus have made a big difference. CIPS is taking various measures to assist the industry to control losses and rebound back to normal.

On February 24, CIPS held an online conference with



China Pet Industry Committee of China Entry & Exit Inspection and Quarantine Association and National Pet Industry Technology Innovation Alliance. The China Pet Industry Online Collaboration Conference gathered almost 500 leading enterprises' representatives from manufacturers, distributors, healthcare, education, training and partner associations. Thirty-two speakers shared their opinions and experiences on risk control and recovery measures. After the conference, CIPS started to design and implant online training classes through its CIPS Online University, which provides a free professional training class since 2019. CIPS is planning China Aqua Online Post-Virus Recovery Conference on March 18 with the China Fisheries Association.

On February 5, CIPS and China North Veterinary Congress (CNVC) called out a donation for virus stricken Hubei province and launched an initiative to have vet consultation online. Within one month, nearly 800 hospitals received a free online diagnosis program and started to offer this service to pet owners.

CIPS uses its database and marketing channels to help its exhibitors reaching out to more potential clients. With the slow-down in the first quarter of 2020, buyers are accumulating bigger orders to be placed on CIPS in November. Both exhibitors and buyers express their confidence on the more fruitful show this year on CIPS.

With 24 years of development, China International Pet Show (CIPS) has become the sole international B2B trade platform in Asia. CIPS 2020, to be held on Nov. 12th - 15th in Guangzhou China is expected to have 1500 exhibitors in 130,000 square meter show space, pooling over 80,000 buyers from over 120 countries. The event is counted as the most efficient platform for both domestic and international trade, and the yearly global gathering for pet professionals to look for products, trends, innovation, ideas and partners.



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SUMMER CARE FOR CATS!!!



By **Dr. Irfan Ahmed***

Cats love the sunny and warm weather as we do. At times temperature gets extreme and may cause serious issues with cats; here are a few steps that can keep your cat safe and comfortable through higher temperature.

As humans, Cats are also at risk of dehydration and heatstroke; these are serious conditions that can lead to illness and even death.

WATER

Make sure your cat has plenty of freshwater. Replacing the water a few times a day can encourage your cat to drink, and placing multiple earthen bowls around the house and garden will ensure that water is within easy reach.

SHADE

Most cats will enjoy a snooze in the sunshine and then retire to a shady spot when they get too hot. Ensure your cat has a few cool and shady spots to retreat to around the house and garden. Also, don't be surprised if you find your cat lying on the tiles on the kitchen floor or the bathroom. Tiles and materials such as porcelain keep cool and so cats will gravitate towards them when they are a little too hot.

AIR CIRCULATION

Opening the windows to let in a breeze can help provide a cool area to rest. Get a small box fan and set it on the floor or near an open window. If your cat gets too hot, they will appreciate the breeze blowing

through their fur to keep cool. If your house is not air-conditioned during the summer heat, try putting a frozen water bottle in front of the fan.

Elevate your cat's bed. Cloth-covered plastic frames with short legs will allow your cat to sleep in comfort during hot weather, and the air passing under the bed will help your cat cool.

CREATE A RETREAT

Cats are clever when it comes to comfort and they will seek out places such as the bath or sink as these often stay cool even when it's hot outside. You could also try creating a cool and darkened indoor retreat for them to sleep in and feel safe. A top tip is to

place a cardboard box on its side and position it somewhere cool and quiet in the house, such as behind a chair or on a cool surface like a wooden floor. Line it with a breathable natural fabric such as a cotton towel.

GROOMING

Brush your cat often. A well-groomed tangle-free coat will help to keep your cat cool. If your cat has long fur, consider professional clipping to help ease their suffering during summer. White and light-coloured cats also have very pale skin and can be subject to sunburn. Talk to your veterinarian about whether giving your cat a clip could help to keep them cool in the hot weather. Another option is to have only the tummy clipped, which offers sun protection as well as cooling.

You may also want to try taking a damp washcloth or paper towel and stroking your cat with it. Most cats don't mind a little bit of moisture on their fur, especially when they notice how it can cool them off. In fact, one of the ways cats cool themselves down is by grooming, which is nothing more than wetting their fur with saliva rather than water.

ICE

If you're going to be away all day put

IF YOUR CAT HAS LONG FUR, CONSIDER PROFESSIONAL CLIPPING TO HELP EASE THEIR SUFFERING DURING SUMMER. WHITE AND LIGHT-COLOURED CATS ALSO HAVE VERY PALE SKIN AND CAN BE SUBJECT TO SUNBURN. TALK TO YOUR VETERINARIAN ABOUT WHETHER GIVING YOUR CAT A CLIP COULD HELP TO KEEP THEM COOL IN THE HOT WEATHER.

three or four ice cubes into your cat's water bowl before you head out.

Fill a small drink bottle with cold water and leave it in the freezer overnight. In the morning, wrap the bottle in a towel and put it in your cat's favourite lounging spot. Don't fill the bottle to the top, as the water expands when it freezes and may pop the bottle open.

SAFETY

Always check rooms facing the sun

and garages before shutting doors. Cats can find their way inside if they are looking for a shady spot to cool down in, and it is best to avoid trapping them inside as they could become dehydrated.

Ensure that your cat is microchipped so that if it ends up locked in someone else's shed or wanders off, you can both be reunited as quickly as possible.

HEATSTROKE

Symptoms of heatstroke include excessive panting; lethargy; drooling; fever; vomiting; collapse or unconsciousness. If you are worried about your cat or suspect they are suffering from heatstroke, please call the vet.

The warmest part of a cat's body is their tummies, the pads of their paws, their armpits, under their chin and on the outside of their ears. Although most cats hate getting wet, try dampening a cloth with cold water and gently stroking your cat with it from their head and down their back.

* Dr. Irfan Ahmed is a Cat Behaviour Consultant. He also runs Mallikas Cattery - a Cat Boarding Service in Bangalore.



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Orange Pet Nutrition, in its present format, is an organization with a basket of world class pet foods.

Creature Companion Magazine had an opportunity to sit down with Mr Bharat Pittie, Director of Orange Pet Nutrition formerly known as Bharat International. Amongst other things, he dwelled upon his strategy, vision for the company and the growth and challenges of the Indian Pet Industry. He, presently, deals in all kinds of high quality pet food for dogs, cats, birds and small animals.



BHARAT INTERNATIONAL DECIDED TO CHANGE ITS NAME TO ORANGE PET NUTRITION. WHAT WAS THE MAIN REASON BEHIND THAT?

We want to be known as a brand that provides nutrition to pets and not just a trading company run by one person. That convinced me to change the name to Orange Pet Nutrition. The brand must resonate in the pet owner's head. We want to move ahead and think of where we want ourselves to be in the next ten years.

HOW HAS YOUR STRATEGY CHANGED OVER TIME FROM BEING A SINGLE BRAND COMPANY?

We have evolved from being a one-brand company to being a multiple brand entity. We are, of late, importing a lot of brands for dogs, cats, birds and small animals. We consider ourselves as a big distribution house. We have grown as a firm that has a huge appetite for world-class brands along with a strong distribution channel in pan India. We have opened an office and warehouse of 5000 sq. ft. in Delhi. We are catering to the northern part of India from Delhi. In Kolkata, we have a warehouse facility of 3500 sq ft to cater to West Bengal, Sikkim

and all six sisters. Pune centre addresses the needs of all western states. This, in short, makes us an attractive company to work with for any international brands.

WHAT IS YOUR BASKET OF PET FOOD NOW?

We have 'Arden Grange', 'Taste of the Wild' and 'Fidele'. 'Fidele' is a medium-priced pet food brand, which is most popular in the B and C class towns as it is not an expensive diet. The thought behind 'Fidele' is to offer a good diet at a reasonable price. It is on par with some of the existing leading brands in the market.

The other brand that we have is 'Arden Grange' - a premium pet food. We are providing a competitive alternative brand to pet owners. In the last 2-3 years, we have seen that there has been a big change in the grain-free market whereby a lot of pet owners started to think of giving free of grain diet to pets. So, we have brought in one more brand on top of it that is 'Taste of the Wild' which is a US brand.

FIDELE SEEMS TO BE AN INTERESTING NAME. HOW DID THIS COME OUT?

Fidele means loyal in French. So, we

thought that it would be an apt name for a dog food brand that relates to its attributes.

HOW LONG HAS 'FIDELE' BEEN IN THE MARKET? HOW IS IT DOING?

'Fidele' has been there in the pet food market for the last five years. It is steadily growing. It takes time and effort to create your own brand and to sell is an uphill task. Besides, we have to work on the other brands as well and do justice to them.

HOW HAS PET OWNERS' BUYING HABITS EVOLVED?

Let me share my own experience. I had a dog while I was growing up, my mother never used to let my dog come into the house in the first few months. But with time he started living in the house and became a part of our life.

There is a growing global trend to consider pets as part of the family. More and more often, animals are included in family events and become important to all members of the family. Ten years back, pets were being used as status symbols, they used to keep dogs to guard their house. But now, they have become part of the family.

THE RETAIL INDUSTRY IN INDIA IS GROWING. PET SPECIALTY RETAIL CHAINS ARE COMING UP WITH MULTIPLE STORES. HOW DOES THIS IMPACT THE DYNAMICS OF BUSINESS?

Yes, it has impacted to a certain extent. Chains are still small in number. In pan India, we have 5,000 retailers that stock products for pets. Out of that if you consider a chain which is having 40 shops it is still very small. But yes they are well organized stores selling the most expensive brands and are growing at a healthy pace. It is a good sign for the industry. It helps to organise the sector better.

The pet speciality retail chains can grow faster because they are plugging the gap that existed in the industry. This whole new look and feel has brought about a change in the way pet owners engage with pet shops now.

YOU FOCUS A LOT ON SMALL ANIMALS AND BIRDS, UNLIKE OTHER COMPANIES. ANY PARTICULAR REASON?

We realised that there is a big gap in the bird and small animal market. Fight for the right place under the sun is going on and will go on but we have to be realistic about the existing pet food market for dogs and cats. Our venture on small animals and birds gives us the first-mover advantage. The smaller and manageable pets even with less maintenance has fuelled the growth. We have brands like Versalage, Vitapol and Zupreme. Zupreme deals with pelleted food like dog food. They are one of the first companies in the world who started with extruded diet for birds. Otherwise, it was seeds mostly. Verse Laga is a leader in avian nutrition

and is the most preferred brand by avian hobbyist and has the most extensive range for all types of pets. In India still a lot of consumers feed their birds seed diets and this is a predominantly a trend all over Asia & Europe.

In the US, the extruded diet is very big for birds as it has all the ingredients mixed in one pellet. So, even if the bird is eating one pellet, it is getting all the essential nutrients required for its growth. A lot of bird farms and institutes would prefer this kind of a diet.

WHICH PART OF INDIA HAS MORE POPULATION OF SMALL ANIMALS LIKE BIRDS, HAMSTERS, ETC.?

There are more birds in East and South India because it has more of a subtropical climate. For hamsters, guinea pigs and rabbits, it is really scattered, you can't really say anything. Bird is the biggest category out of small animals. It has not grown here, in India, but in other places, I see it is really big. In India, the small animal market is there but is not as big, like dogs and cats.

A LOT OF BRAND REPRESENTATIVES COME HERE TO TALK AND EDUCATE STORE OWNERS, VETS AND BREEDERS. THIS IS AN ONGOING ACTIVITY AND I PERSONALLY FEEL THAT WE TRY TO EDUCATE PEOPLE NOT ONLY AT THE STORE LEVEL BUT THOSE WHO ARE RELATED TO THE PET INDUSTRY.

WHAT KIND OF SUPPORT DO YOU GET FROM THE BRANDS TO INCREASE THEIR FOCUS IN THE INDIAN MARKET? DO YOU GET PEOPLE TO COME AND SPEAK TO THE PET STORES, VETERINARIANS AND THE PET OWNERS?

Yes! A lot of brand representatives come here to talk and educate store owners, vets and breeders. This is an ongoing activity and I personally feel that we try to educate people not only at the store level but those who are related to the pet industry. We try to educate pet owners about dog behaviour and how one can change it. We did a roadshow six months back with two dog trainers based in South India. We also took them to around 12 cities and organised talks for the pet owners. We also have experts from abroad who come and teach pet owners.

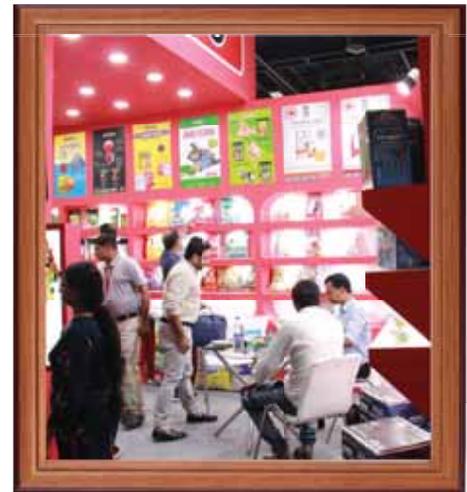
SO, YOU ARE TARGETING ALL OF THEM IN DIFFERENT WAYS?

Yes, indeed! We are also targeting pet owners online, participating in trade shows, ground shows, etc. We actively take part in all the events organized by FCI. In our sincere endeavours, we are making all efforts to reach out to the pet owners.

WHAT ARE YOUR PLANS FOR THE NEXT FIVE YEARS?

I would definitely like to bring in more brands as there is a lot of demand. Pet owners still have a steep choice in terms of brands. In the domestic market, customers don't have a lot of choices and I think there is still a lot of space in the market for more brands. In a period of over 10 years, there is going to be more and more brands. It is not about me or anybody else, it is about the entrepreneurs like me who will make this industry grow at its fastest.

Glimpses of IIPTF



At IIPTF, various pet brands exhibit their products. The major revenue generators for the pet industry are Pet Food, Grooming, Medicine and Supplements, Aquariums and Accessories.

Besides, there are new service provider such as pet relocation services, boarding centers, pet therapy specialists, mobile app companies and e-retailers converge at the event.

The Indian Pet Industry is growing at 25% CAGR. Pet population is growing at a rapid pace in the metros as well as in the small cities.

About IIPTF

IIPTF is South Asia's only pet trade fair, and India's largest pet event. An exhibition-cum-trade show dedicated to the pet vertical in India, IIPTF is a quality-driven event at par with international standards. IIPTF is a B2B (Business-to-Business) event that seeks to showcase an exhaustive range of pet products and pet-pertinent services from across India and overseas.

Aquagic

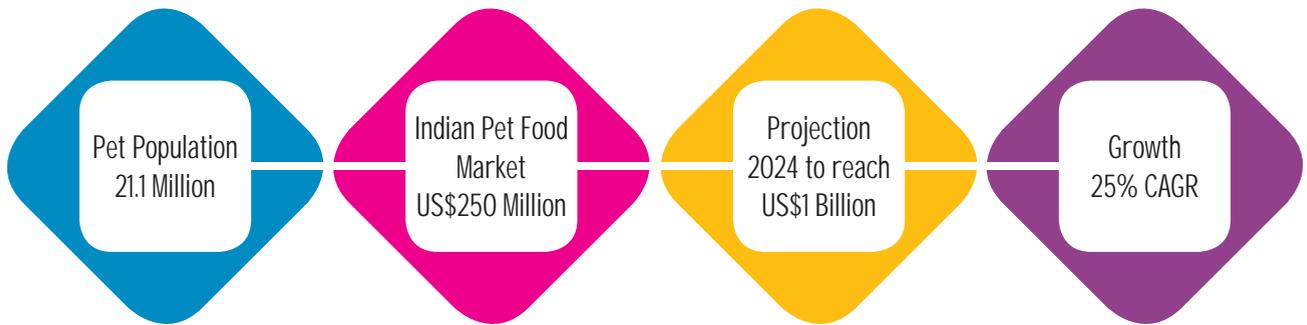
We have introduced Aquagic, the Magic of Aquarium after observing the healthy growth of fish keeping across India we have decided to give special focus to aquarium products, accessories and fish feed. There are a number of brands already selling in the Indian market. Aquarium keeping as a hobby or as a décor item is going to be big business in the coming years. This initiative has been supported by the All India Aquarists Welfare Association and Rajiv Sharma, an avid aquarium hobbyist.

About Creature Companion

Creature Companion is India's foremost pet care magazine. It was founded with the goal of providing pet lovers with vital information on pet care and related subjects, as well as, furnishing the domestic and international pet industries with important facts, trends and statistics about the Indian pet market.



Key Indicators of Indian Market



More than an Exhibition

INDIAN PET INDUSTRY DIALOGUE 2020



Indian Pet Industry Dialogue is a convergence of minds from India and abroad to deliberate on the state of the Indian Pet Industry. This is a first of its kind conference in India.

Industry professionals will share their experiences and understanding of the industry from both Indian and global perspectives. This will provide an opportunity to Indian and global players to interact in a friendly and productive environment.



GROOMING WORKSHOP

The Grooming Industry in India has been witnessing a tremendous growth.

Therefore, the Grooming Workshop for amateur and professional groomers is organised to impart them with new techniques; familiarise them with new equipment amongst others. This is a mixture of a live demo and a lecture. We receive a good response for this event every year.



AMAZING ANGELFISH

By Maddy Hargrove*

Angelfish have long been a staple of the aquarium hobby due to their elegant appearance and graceful movements, and with new varieties consistently becoming available, they make an excellent choice for many home aquarists.

I for one have always believed that angelfish truly deserve the common name that they were given. They have an aquatic angelic quality due to their soft flowing lines and graceful movements. Nothing can compare to the sight of angelfish in a tank with lighting casting a shimmering glow on their beautiful bodies. This species is gorgeous and relaxing to watch, and is a very popular part of our hobby.

Angelfish belong to the genus *Pterophyllum* in the Cichlidae family. It is likely that aquarium strains are

hybrids of different wild species, but they are generally considered to be *P. scalare*. This species is found throughout a very large range in South America and most of the Amazon River Basin.

ANGELFISH ARE EASY TO CARE FOR AND CAN LIVE UP TO 10 YEARS IN CAPTIVITY IF THEY ARE PROVIDED WITH PROPER AQUARIUM CONDITIONS. BECAUSE OF THEIR SHAPE, THIS SPECIES PREFERS TALL AQUARIUMS WITH A CAPACITY OF AT LEAST 20 GALLONS.

Although most cichlids are aggressive, angelfish are an exception to the rule. This fun-loving and peaceful species really shines when placed in a proper home aquarium. Their sheer size is enough to catch the eye of children who seem captivated by their every movement. Even people who are unfamiliar with the aquarium hobby can identify an angelfish by its majestic and unique shape because they have become a popular icon for tropical fish.

PHYSICAL ATTRIBUTES

Angelfish are unusually shaped for cichlids because they are laterally compressed, with round bodies and elongated triangular dorsal and anal fins. This unique diamond-shaped body allows them to hide and move easily among roots and plants. Their natural coloration includes dark vertical stripes, thought to provide camouflage like a zebra's stripes.

Angelfish are ambush predators that prey on small fish and invertebrates that they stalk in the plants.

AQUARIUM CARE

Angelfish are easy to care for and can live up to 10 years in captivity if they are provided with proper aquarium conditions. Because of their shape, this species prefers tall aquariums with a capacity of at least 20 gallons. However, if you want to keep several in a beautiful setup, I would highly recommend an aquarium that is 55 gallons or larger. Another advantage of purchasing a larger tank for your angelfish is that the increased space will offer a better feeling of security, and breeding parents will not be as quick to eat their eggs or hatched young.

Angelfish should be kept in a warm aquarium, with a temperature that remains around 78° to 80°F. Although they come originally from slightly acidic, fairly soft water, angels are quite adaptable to waters of various pH and hardness. Any tank decor should consist of smooth rocks and wood, as the fish can be injured by sharp objects.

Broadleaf aquatic plants such as Amazon swordplants *Echinodorus* spp. are great for an angelfish tank because they will allow them a nice natural surface to lay their eggs. Java moss, water sprite *Ceratopteris* spp., and Java fern are also good choices for an angelfish aquarium.

Angelfish will flourish if they are fed with a mixture of flake, live and frozen foods such as brine shrimp, mosquito larvae, and bloodworms. It should be noted that angelfish are gluttons and will gorge themselves on food, so stick with a strict feeding schedule unless you want your aquatic pets

to resemble floating basketballs with fins sticking out. Overfeeding also leads to health problems and water fouling.

When choosing tankmates for your angelfish, make sure that you pick non-aggressive species that will not nip at their large, flowing fins. Angelfish are generally peaceful, but can be very aggressive eaters and become territorial while breeding. A common choice is to stock a tank with just angelfish, either one variety or several, and perhaps some cory catfish to provide activity on the bottom.

HEALTH CONCERNS

Angelfish are hardy, and it is much better to concentrate on disease prevention than on diagnosing and treating illnesses. You can lower the chance of disease by doing frequent water changes and keeping the aquarium environment in top condition. And always quarantine new specimens before adding them to your established tanks.

WATER CHANGES

Angelfish are especially sensitive to poor water quality. They are also one of those fish that really, really respond to large, frequent water changes. Many commercial breeders

make 50-percent daily changes on their tanks and attribute spawning success and rapid growth of fry to this simple maintenance procedure.

ICH

Ich, also known as white spot disease because of the appearance of the parasites *Ichthyophthirius multifiliis* on infected fish, is the most common aquarium fish illness. It is usually easily treated with commercially available preparations, so it is a good idea to keep ich medication on hand, though hopefully you won't need it.

BREEDING

Angelfish form monogamous pairs. Eggs are generally laid on a vertical surface: a piece of wood, a flat leaf, or even the aquarium glass. Breeders often provide an artificial spawning site such as a piece of slate, a ceramic cone, or a vertical piece of plastic pipe.

As is the case with most cichlids, brood care is highly developed. The parents tend the eggs, and when they hatch, the parents hang their fry on vertical surfaces until they become free-swimming. Although experienced angelfish breeders can usually discriminate male from female visually, it isn't foolproof. Only during spawning you will be able to differentiate the male from the female



because the female has a thick, blunt breeding tube, and the male has a thin, more pointed breeding tube.

OBTAINING A PAIR

The best way to get compatible pairs is to start with six or more fish and raise them until they pair off. Often you will find that a pair has spawned and is keeping all the other fish in the tank at the far end from the spawning site. If you are attentive, you will be able to spot pairs before they spawn, with the two fish staying close together, sometimes chasing off other fish, and often hanging out in the same area of the aquarium.

Your angelfish will generally reach sexual maturity between the ages of 6 and 12 months, and can spawn every seven to ten days if the eggs are removed. When a pair is ready to spawn, they will choose a site and meticulously clean the surface. The female will then deposit a line of eggs. The male follows and fertilizes them. This process is repeated until the spawn—often several hundred eggs—is complete. Although some strains of angelfish have very poor parenting skills, in an ideal world, both parents will take turns maintaining a high rate of water circulation around the eggs by fanning them with their pectoral fins and mouthing them gently to

remove dirt or infertile eggs, which will turn white. After a few days, the eggs hatch, and the fry remain attached to the spawning substrate or to whatever surface their parents move them to. During this period, the fry do not eat and survive by consuming the remains of their yolk sacs. After about a week they become free-swimming, at which point they can take newly hatched brine shrimp and other similar-sized foods.

The best system for filtering a fry tank is to use a sponge filter, which will provide gentle water circulation. A sponge filter also will not suck in the fry the way more powerful filters can. Water quality is even more critical in a breeding tank, since even small amounts of dissolved wastes can be fatal to young fry.

FRY DIET

Millions of angelfish fry have been successfully raised on a diet of newly hatched brine shrimp. They should be fed three to four times per day until they are large enough to consume flake food and dried bloodworms. Once their bodies reach the size of a quarter, they can be fed the regular adult food.

VARIETIES

Many mutations have occurred in

domestic angelfish stocks and have been established into fixed strains. Some varieties of angelfish will breed true, meaning that if you pair two fish of the same variety, all the offspring will be of that type. Other varieties will produce a variety of types. And, if a fish with a dominant trait mates with a fish with the recessive variant of that trait, the offspring may all display the dominant trait.

The genetics of angelfish are fascinating and complex, but outside the scope of this introduction. We'll look at some of the more common varieties, but realize that there is much more to the breeding of various angelfish varieties.

SILVER

The silver angelfish sports the coloration of the wild angelfish. It has a silver body with red eyes. Three vertical black stripes adorn the side. These stripes fade or darken depending on the mood of the fish.

VEIL AND SUPER VEIL

The veiltail gene causes all of the finnage to be longer and more flowing. A fish with one veiltail gene is called a veiltail, and one with two has even more elaborate fins and is called a super veil. A veiltail bred to a standard fin will produce half of each type,



while a super veil bred to a standard will produce all veiltail offspring.

BLACK AND BLACK LACE

The first color mutation in captivity was the dark gene. A fish with one dark gene is called a black lace. The entire body is darkened, and there is a very attractive lace pattern in the fins. A fish with two dark genes is called a black, double black, or double dark angel and is nearly completely black, though faint barring can be seen in some strains or in the right light.

ZEBRA

The zebra angelfish is similar to the silver, but it has four to six vertical stripes. If a zebra has one dark gene, it is called a zebra lace and is a darkened version of the zebra, also with beautiful lacing on the fins. (A double dark zebra looks like a regular double dark.)

GOLD

Gold angelfish have no black markings, and the base color is a yellow-gold. They often have considerable yellow or orange markings on the face, head, and back.

MARBLE

In marble angelfish the silver and black markings are marbled rather than in stripes. The fish can be lightly or heavily marbled.

GOLD MARBLE

A different gene causes the gold marble coloration, which is a more gold than silver and has only a small amount black marbling compared to a regular marble angelfish.

BLUSHING

The blushing trait removes the dark bars and causes the gill covers to be translucent in young fish. The

ALBINO ANGELFISH LACK DARK PIGMENTS, BUT MAY RETAIN YELLOW OR RED PIGMENTS.

bright red gills showing through explain the “blushing” name. As the fish mature, their gill covers become opaque, however. A silver blushing is all-over silver with the red “cheeks,” and these often show considerable blue iridescence and are sometimes called blue angels or German blues. A gold blushing is all-over gold with the blushes.

PLATINUM ANGELS

The newest mutation in angelfish is the gene known officially as Philippine blue. Identified and established by Ken Kennedy in the Philippines, this trait can combine with other varieties in beautiful ways. A gold angel with two Philippine blue genes is called a platinum and is a spectacular blue-white fish with amazing iridescence. A black angel with two blue genes is called a pinoy angel, and a gold blushing angel with two blue genes is called a Paraiba.

These new types have caused quite a stir in the hobby, as they display traits heretofore not seen in angelfish and are truly gorgeous. A particularly popular strain is the pearlscale platinum, whose iridescent body looks positively metallic.

KOI AND SUNSET

A gold marble blushing is called a koi angelfish. Originally they had red-orange on their heads, but strains have been developed in which the red-orange pigment is displayed on the entire body and into the fins. A gold blushing fish with a prominent orange crown is called a sunset angel.

HALF-BLACK

In the half-black angel, the back half of the fish is solid black. The front half is like that of a silver. This trait can be affected by environmental conditions, so fish that are genetically half-blacks can appear as silvers if their rearing conditions were less than ideal.

PEARLSCALE

Pearlscale is a scale mutation and can occur on any color angelfish. It produces a finely crinkled tinfoil appearance to the scales and is much more visible on light fish than on darker ones. Most people prefer an albino pearlscale on a black pearlscale.

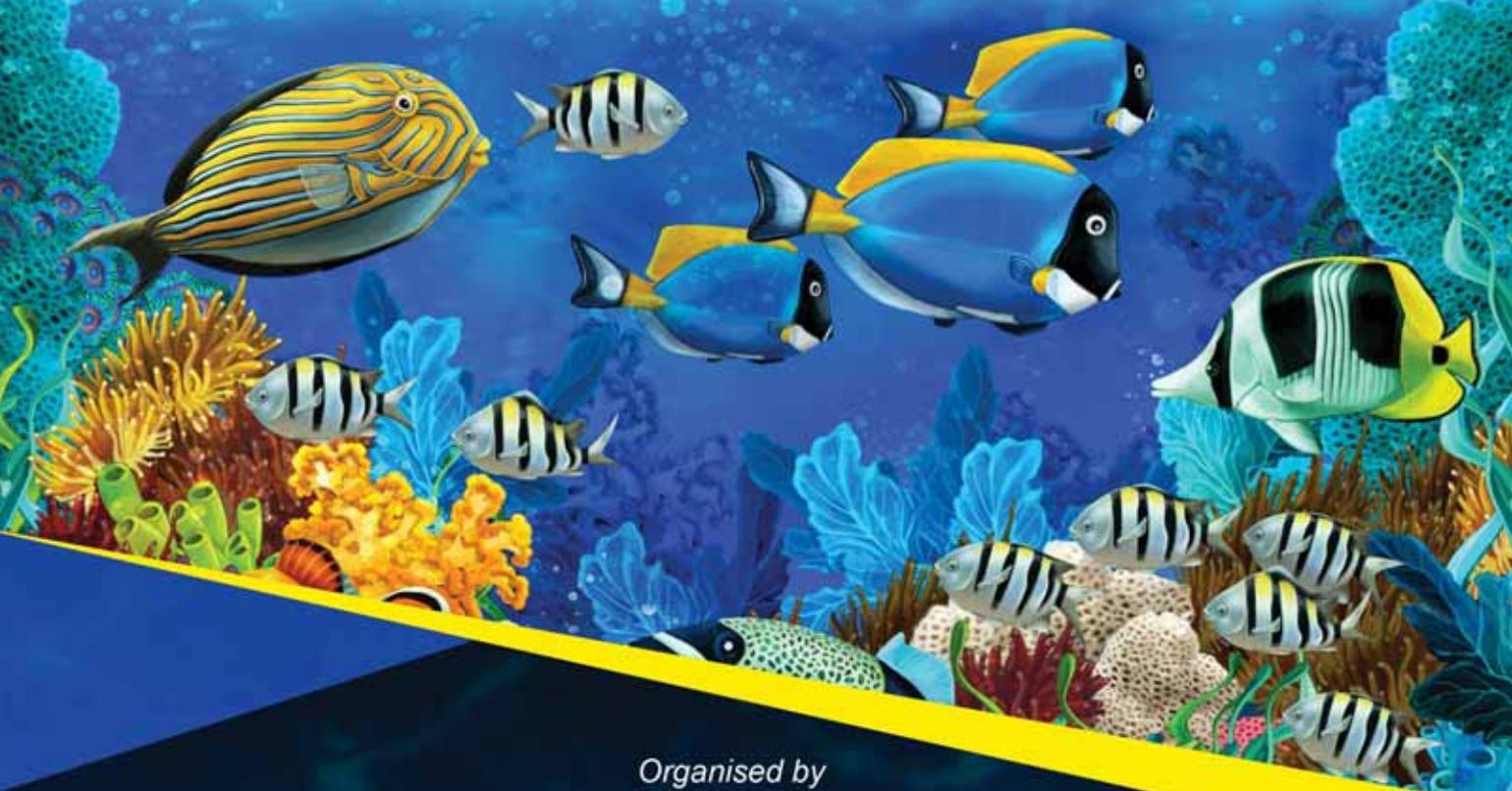
ALBINO

Albino angelfish lack dark pigments, but may retain yellow or red pigments. In the right light you will see a white-on-white effect that shows the bars. The eye pupils are pink/red as in all other types of albino animals. Albinos do not produce any dark pigments and therefore show a white to yellow body.

PLENTY TO CHOOSE FROM!

There are many different types of angelfish to choose from in addition to the varieties covered. No matter what your taste is in coloration or pattern, you will find an angelfish to suit you. Angelfish have fascinated hobbyists over the years, and will continue to do so as they majestically cruise through the waters of our home aquariums.

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CAN A FRESH FOOD DIET GIVE YOUR DOG BALANCED NUTRITION?

By **Sujata Bhattacharya***

Over the last few years, there has been a paradigm shift in the way pet parents look at dog food. A lot of education and debate on what should and should not be fed to dogs have given rise to many new dog food choices – one of them being Fresh Food for Dogs. While some pet parents believe in the power and benefit of Fresh Food for Dogs, others wonder if fresh food can give all the essential nutrients that their dog needs in the diet. Let's discuss this...

If there is one thing that we all agree upon, it's that our dogs are members of our family and they deserve nothing but the best. We want them to have a long and healthy life and food plays a very critical part in that.

When it comes to nutrition, dogs are just like us – the better they eat the healthier they are. Making the right food choices for your dog is one of your most important decisions as a pet parent.

With thousands of different food choices available in the market, choosing the right dog food is a tough call. Opinions about canine nutrition vary among experts; and many times they do not agree with each other, leaving the pet parents even more confused. This is because there is no one right answer to what is the best diet for dogs.



What might work for one dog might not work for the other, but it is universally accepted that a balanced, high-quality species-appropriate diet, rich in all the essential nutrients, that gets easily absorbed; will give your dog a long and healthy life.

THE RISING TREND OF FRESH DOG FOOD

With the large number of dogs suffering from food-related diseases like obesity, diabetes, pancreatitis and even cancer, pet parents are now more careful about what they feed their dogs. They shy away from Commercial pet food brands, which are made with feed-grade ingredients, are highly processed, and loaded with preservatives, colors and artificial flavoring.





VITAMINS ARE CARBON-BASED COMPOUNDS THAT ARE ESSENTIAL IN SMALL QUANTITIES FOR THE PROPER METABOLIC FUNCTION OF THE BODY.

is the most concentrated source of energy for your dog's body with releases twice as many calories as protein and carbohydrates. It provides omega-3 and omega-6 fatty acids to the body, which enables the absorption of fat-soluble vitamins, promotes a healthy nervous system, protects the internal organs and regulates the body temperature.

A normal, healthy dog needs about 10-15% fat in their diet. A low-fat diet can cause dry, itchy skin with a dull fur coat while a high-fat diet can lead to health issues like obesity, heart condition and pancreatitis.

Natural Sources of Fat for Dogs: Some common sources of fat in fresh dog food are chicken, fish oil, coconut oil, flaxseed oil, olive oil and hemp seed oil.

CARBOHYDRATES: Carbohydrates are the main source of glucose, which is the fuel of the body. Although carbohydrates are not an essential nutrient for your dog as they can synthesize glucose from dietary protein and fats also, a diet with healthy carbohydrates will supply the body with some important vitamins, minerals, anti-oxidants and promote overall good health.

The amount and quality of carbohydrates in the diet is very important, Steer clear of high glycemic carbohydrates like table scraps, etc.

Natural Sources of Carbohydrates for Dogs: Grains like rice, oats, barley and gluten-free grains like quinoa, amaranth are some common sources of carbohydrates for dogs. Pulses like peas, beans, chickpeas and some dog-friendly vegetables like sweet

Fresh Dog Food, on the other hand, is made with human-grade ingredients, requires minimal processing and devoid of preservatives and chemicals. Fresh dog food is more palatable and moisture-rich, with ingredients that you can see, making it a safer and healthier option.

The only cause of concern when shifting to a completely fresh food diet is whether it is enough to meet all the nutritional needs of your dog.

ESSENTIAL NUTRIENTS THAT ARE MUST IN YOUR DOG'S DIET

There are six major classes of nutrients that every dog needs for energy and functioning of their body: protein, fat, carbohydrates, vitamins, minerals and water. A fresh dog food diet should have the right amount of each of these.

PROTEIN: Protein is a very important part of a healthy, balanced canine diet. Protein has several functions in the body and is the

building block of the body. It builds and repairs muscles, grows new skin cells, builds muscle tissue, and more. Protein is essential in the making of hormones, enzymes, neurotransmitters and antibodies to keep the body functioning optimally. Protein also provides energy and keeps the immune system strong.

Proteins are made up of amino acids, and dogs require 22 essential amino acids to make the necessary proteins. A dog's body can make only half of these amino acids, and the rest must come from food. Make sure that your dog's diet is rich in high-quality protein as deficiencies of any of the essential amino acids over time can lead to health issues.

Natural Sources of Protein for Dogs: Animal protein is present in lean muscle meat, eggs and fish. Plant-based protein is found in beans and lentils.

FATS: Fats and oils are a necessary part of a balanced diet for dogs. Fat

potato, tapioca and potato are also good carbohydrate source.

VITAMINS: Vitamins are carbon-based compounds that are essential in small quantities for the proper metabolic function of the body. Vitamins are either fat-soluble which are stored in the fatty tissues and liver or water-soluble which are not stored by the body. As your dog's body cannot synthesize vitamins in sufficient quantity, so they must come through the diet.

Vitamins play a very critical role in regulating the calcium-phosphorous levels in the body, boost immunity, strengthens bones, keeps fur and skin healthy, maintains nervous system, enables blood clot and maintains organ health.



Natural Sources of Vitamins for Dogs: Organ meats, eggs, fatty fish, dairy products and some dog friendly fruits and vegetables add vitamins to dog's diet.

MINERALS: Like Vitamins, Minerals are also essential for life and proper metabolic functioning of the body. Iron, calcium, zinc, phosphorous, magnesium, sodium, selenium and

potassium are some of the essential minerals of the body.

The mineral requirement differs by age and activity levels of dogs and as your dog's body cannot synthesize minerals so food is the only source for it.

Natural Sources of Minerals for Dogs: Different food sources are rich in different minerals. A diet with a wide variety of food sources including high-quality meat, organ meat and dog-friendly plant-based food can give the body the required minerals.

WATER: Although mentioned at the end of this list, but water is the most critical component for life. Water makes up to 70-80 percent of your dog's lean body mass. Water has many functions including dissolving

and transporting nutrients to the cells, hydrolyzing proteins, vitamins, fats and carbohydrates for digestion, flushing out wastes and toxins, protecting the organs and nervous system, etc.

Dog's water requirement is dependent on the health, age, activity level and temperature. A fresh food diet is generally high in water content

keeping their additional water requirement less than those on a dry dog food diet.

Natural Sources of Water for Dogs: Besides the water content in the diet, fresh tap water is enough for most dogs.

Proper nutrition is one of the basic needs of your dog and many canine nutritionists believe that high quality, balanced fresh food diet made with real ingredients is the best diet for most dogs.

The only downside of fresh food is when it is prepared at home and is not nutritionally balanced. An inappropriate dog diet, when fed over a long period can lead to many health conditions.

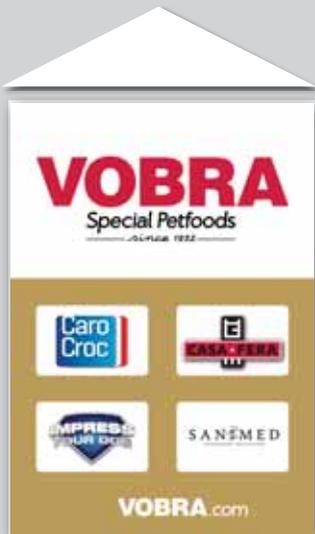
Canine nutrition is not a simple science that can be mastered with some Google searches. If you plan to prepare the meals for your furry, make sure that you have complete and comprehensive knowledge of canine nutrition. Read extensively, talk to vets and nutritionists and start thinking of ingredients in terms of their nutritional value.

Alternatively, choose a Fresh Dog Food supplier in your city. They have the knowledge and expertise to make the right diet plan for your dog, customized to your dog's unique requirements. With subscription plans and weekly delivery of portioned meals, it not just makes life simpler for you but your dog also enjoys the benefits of a healthy and balanced fresh food diet!

* Author is Founder FurrMeals Pet Food



Dr A C Beynen was professor of Veterinary Nutrition at the Faculty of Veterinary Medicine, Utrecht University, The Netherlands in the period of 1993-2007.



Resveratrol for dogs

Resveratrol is often touted as the key substance that renders moderate consumption of red wine heart healthy. The compound comes from grape skin and seeds during wine making. Resveratrol also acts as (conjoint) eye catcher for few nutritional supplements, treats and complete foods for dogs. In those products, resveratrol's plant carriers are (extracts from) Japanese knotweed, grape skin or seed.

Under test tube conditions, resveratrol's polyphenol structure can act as chain-breaking antioxidant: by taking out free radicals, resveratrol obstructs propagation of autoxidation chain reactions. Going a step further, resveratrol is thought to protect the canine body against oxidative damage by free radicals, thereby lowering the risks of cancer and heart disease, and supporting longevity. However, there is no evidence that intake of resveratrol affects any canine disease.

In dogs fed regular, commercial foods, resveratrol may not be detectable in blood. After high intakes in experimental settings, resveratrol appeared in blood in measurable amounts and likely was adequately converted, and then excreted with urine and bile. However, very high intakes, more than 4.8 g per day, lowered food intake and body weight in junior, 8-kg Beagle dogs. Some dogs may be (hyper)sensitive to toxicity of fresh and dried grapes, but resveratrol is not involved.

Commercial, alimantal pet products featuring resveratrol may not achieve appreciable contents of the alleged beneficial compound in dogs' blood, which undermines credibility of the health claims. More directly to the point, there is no scientific substantiation for the claims. Admittedly, a canine study of longevity, with dietary resveratrol as the only variable, is near impracticable. Three studies in mice show that resveratrol does not extend life span (1-3).

ANTIOXIDATIVE CAPACITY

Resveratrol is a polyphenol stilbene. It consists of an ethylene moiety with a di-hydroxylated and mono-hydroxylated phenyl group as substituents on either of the methylene ends. In trans-resveratrol, the two phenyl rings are located on the opposite sides of ethylene's double bond.

Phenolic compounds belong to an antioxidant type that can eliminate free radicals. As a hydroxyl group tends to release electrons towards the ring, its proton and one electron are connected with the unpaired

electron of a free radical. In the process, the radical is neutralized, and thus inactivated, while the phenol is converted into a relatively unreactive radical stabilized by its circular flow of electrons. The concept of hydrogen-atom transfer may hold for resveratrol's in-vitro antioxidative capacity (4, 5), but it does not necessarily work in-vivo, after oral intake.

ABSORPTION AND METABOLISM

Dogs absorb ingested trans-resveratrol (glucoside), followed by glucuronidation and sulfation, probably in their intestine (6) and

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1. FACIAL AND JAW STRUCTURES



A dog's muzzle type can affect how it picks up kibble.

- **MESOCEPHALIC**

Muzzle longer than it is wide

Beagle, Cocker Spaniel, Labrador Retriever, German Shepherd, Golden Retriever

- **BRACHYCEPHALIC**

Short muzzle broad head

Beagle, Cocker Spaniel, Labrador Retriever, German Shepherd, Golden Retriever

2. BONES AND JOINTS



Pure breed dogs' bones and joints are affected in different ways.

- **DOGS WITH SHORTER LEGS**

- **DOGS WITH SHORTER LEGS**

Dachshunds put mechanical stress on the spine

- **POWERFUL AND ACTIVE DOGS**

Boxers put pressure on their bones and joints

3. SKIN TYPES



It is necessary to take an individualized approach to healthy skin care.

- **SENSITIVE SKIN**

German Shepherd and West Highland White Terrier's skin need greater care

- **WRINKLED AND FOLDED SKIN**

Pug and English Bulldog's skin traps more moisture and heat than other breeds

4. DISTINCTIVE COATS



From colour to texture, there's more to a coat than meets the eye.

- **CURLY COATS**

Poodle

- **CONTINUOUSLY GROWING COATS**

Shih Tzu

- **WATER-RESISTANT COATS**

Labrador Retriever

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- **TEXTURE**

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- **DENSITY**

Adapted to each breed's rate of ingestion

11 UNIQUE BREED FORMULAS, AND A REASON FOR EVERY ONE.

liver (7). Canine urine was found to contain resveratrol sulfate only (8). Mechanistic and quantitative aspects of absorption, urinary and biliary excretion are all unknown.

Dogs given trans-resveratrol at oral doses of 200, 600 or 1200 mg/kg body weight.day (mg/kg bw.d) showed dose-dependent, maximum plasma concentrations of resveratrol and conjugates after about 3 hours of dosing (9). Total levels comprised free, sulfated and glucuronidated resveratrol in an approximate ratio of 6:24:70. After 13 weeks of daily administration, just before dosing, total plasma level for the lowest resveratrol dose was about 55 ng/ml (10). Resveratrol sulfate most convincingly approached a dose-dependent, steady-state concentration.

RESVERATROL INTAKE

Regular dog foods probably supply negligible resveratrol as its content in grains and animal products may be undetectable. In blood from 12-h fasted dogs fed on a commercial dry food, resveratrol (free plus glucuronidated) was not measurable, or lower than 5 ng/ml (11).

Grape skin and seed, knotweed leaf and root, respectively, may hold 3.5 and 5.9 mg, and 3.3 and 6.8 g trans-



resveratrol/kg dry matter (12, 13). Dietary dry matter with 1% grape skin or knotweed root would provide 0.5 µg or 1.0 mg resveratrol/kg bw.d for an adult dog. By comparison, five commercial resveratrol supplements recommend dosages between 0.37 and 15 mg/kg bw.d.

EFFECTS IN DOGS

In a 3-day study, six dogs received trans-resveratrol orally (200 mg/kg bw.d) or no supplementation (14). Just prior to dosing, on day 0, and 4 hours post-dosing (day 3) blood samples were taken. Phagocytic and oxidative-burst function of polymorphonuclear cells were assessed with aid of ingested, labeled bacteria and a fluorogenic, reducing substrate. Oral resveratrol increased phagocytosis and decreased oxidative burst. The latter effect also occurred upon incubation of canine blood with resveratrol (15).

The resveratrol-induced, opposite effects on oxidative-burst and phago-

cytic function seem physiologically contradictory, but diminished oxidative burst corroborates resveratrol's antioxidative capacity. Either way, in young, healthy dogs, oral resveratrol (3.5 mg/kg bw.d for 2-4 weeks) did not improve cognitive function as tested with radial-arm maze trials (16).

SAFETY

In a 28- (17) and 90-day (9) toxicity study with dogs, the no-adverse-effect level of resveratrol was 1000 and 600 mg/kg bw.d. In the longer-lasting study, 1200 mg produced decreases in food intake and body weight.

GRAPE TOXICOSIS

Red and white grapes, and their dried products, currants, raisins and sultanas, can cause acute gastrointestinal and renal toxicosis in dogs (18). The estimated poisonous intakes include as little of 4 fresh grapes up to 30 g fruit dry matter/kg bw, whereas many dogs are invulnerable. The highest, owner-reported toxic dose may equal 1.3 mg resveratrol/kg bw (cf. 13). Initial toxicity signs are vomiting, followed by anorexia, lethargy and diarrhea. The toxic principle is unknown.

* List of references is available on request from the author (beynen@freeler.nl)

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