

FIESTA PET DELI

As We See It... More on the Natural Way

Our continuing commitment to bringing you informed commentary on achieving an optimum, healthy and long life for your pet has even more for you to digest today.

When we think of commercial pet foods today, with all the graphic packaging and commercials, we believe we are feeding our beloved pet a product that is really made from those fresh ingredients we see pictured.

Take a good look at that kibble you just poured in their dish. The product is probably a very hard, greasy, brown colored nugget. Does that look like anything that you would find in your kitchen or in nature?

Now take a deep breath and smell it. Does it smell like roast chicken or beef, smothered with baby carrots, new potatoes, and a tasty gravy?

When we talk about natural foods, there is nothing natural about kibble. The only animal on the planet that would take industrial waste products, develop special equipment to repro-

cess these wastes, add secret chemical flavoring sauces and call it a meal is man. Animals in a wild and natural setting, including man, do not eat processed food. The only animal in nature to cook any food is man.

The cooking process alone renders the food "dead". We destroy the live enzymes we need to digest the food, most of the vitamins we need, degrade proteins to worthless compounds, and change the essential fatty acids into cancer causing agents. We then attempt to improve these destroyed foods with man-made, synthetic chemical substitutes.

Why then, do we believe that feeding any animal, our precious dogs and cats, horses, parakeets, and hamsters, an artificially processed and prepared food to be in any form natural?

In nature, dogs and cats eat meats, fowl, and fish. Horses, rabbits, and deer eat natural grass. Nature has provided a system and a product, so unique, that every piece of raw fruit,



grass, meat and fish is packed full of the life giving nutrients that the body needs and that provides a guidance to lead that animal to the proper foods.

Next time you pour that rancid, stale, artificial, synthetic food into your pets' dish; ask yourself, would they feed you a meal like this if they were your caregiver?

Bill Piechocki and Diane Suddath are co-owners of Fiesta Pet Deli in Festival Flea Market

Mall at 2900 W. Sample Road, Pompano. Bill Piechocki has a degree in animal science and 40 years experience in the pet industry including working as a pet nutritionist. He has raised show dogs and also trained dogs. Dr. Diane Suddath has a DVM as well as master's degree in Parasitology and Public Health. She also served as a Veterinary Medical Officer for the FDA and USDA for 10 years. Currently she consults for the pharmaceutical, biotechnology and medical device industries. You can contact them at: 954-971-2500, petdeli@BioVanceAH.com or www.realfood4pets.com.