

As We See It... More Reality Checks

I was reminded early this week how important it is to review and educate our customers and clients on the basics of common sense healthy choices for our pets. You may recall our last conversation in which we took veterinarians and their staffs to task over repeating the mantra drummed forth by the major pet food companies following the never-ending parade of recalls.

Earlier this week, a good client's pet suffered a health event, a bout of diarrhea. Her regular holistic vet was not in the office so she was seen by an associate who practices conventional medicine. After doing a battery of tests including X-rays, at a cost of over \$900.00, the presumed condition was gas bubbles in the stomach. The cause of this was stated to be the fresh food diet that her regular holistic vet recommends. The associate "prescribed" an unnatural, over priced commercial

processed food that only they sell. At the supermarket, this is called the house brand.

The point here is that the associate vet contradicted his colleague and the clients nutritionist, causing the client great confusion over the welfare of her pet. While the vet has the right to express their opinion, as we all do, they have an obligation to their clients to base their recommendations on factual, scientific information. The facts here were thrown out the window for the sole purpose of selling the client a bag of dog food.

The resulting confusion of the conflicting claims made by the pet food companies, veterinarians, nutritionists, trainers, and other pet caregivers has pet owners in a quandary. Who should they believe, the vet who is trained in prescribing drugs and surgery, the pet food company who's purpose is to sell products and make shareholders profits, or those who actually work regularly

with the pet and their owners to provide products, and services to make the pets life better? This reminds me of a similar situation from 50 or so years ago. When tobacco companies made similar claims, doctors were actually agreeing with these claims and a lot of innocent consumers were misled and harmed.

I'm asking all of you who own and care for pets to consider what we published before and that is:

After years of non-stop recalls, market withdrawals, discontinued products, false advertising claims and corrections by the major pet food companies, you would think that YOUR veterinarian would start looking at the healthy, biologically natural foods and diets that are available for your pets. Instead, as a business, they put profit first. No matter how much they seem to care, how "nice and compassionate" they seem to be with your pet, if they recommend or in-



sist that you feed these products that are subject to recall after recall, killing thousands of trusting, loving, dependent pets, you really have to question the truth, honesty, and professionalism of these vets.

There is a reason why so many pets don't eat their kibble. They instinctively know it's un-natural and unhealthy. While some may argue that our pets have evolved to eat

dry food, evolution does not occur in 50 or so years. If so, we would have evolved to the benefits of tobacco.

As we see it, again shining the light through the smoky dark clouds of pet food claims.

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