

PET CORNER

As We See It... Reality Check... An Update

Last week, we did something a little different, we taped our first radio interview in many years and I was drawn to reminiscing our basics, fundamental goals and mission. As the moderator asked her list of questions, we were drawn back to the same questions and answers we have been giving since starting this quest, but now with an added twist.

Almost three years ago, we began this journey to arm you, your pets' caregiver with questions, answers, ideas, and solutions to the challenges we all face with providing for our four-legged, furry family members. It's amazing after speaking personally with thousands of you, having countless conversations with and training sessions with your veterinarians, there is still so much to do.

A major question raised was concerning the role that commercial, prepared pet foods play in what is now considered "normal" pet food allergies. Why does my vet tell me to "feed this specific diet when, first, my pet will not eat it, and then, the symptoms come back after six months?" At that moment, I could only describe how the food industry really works, how many use the waste from human food production to make pet foods and then generate great profits by selling us "garbage". Again, our interviewer asked why we do what we do, why use USDA graded meats, why follow good manufacturing practices, and why is it so important?

The answer to this question really came back to life on my email inbox late Friday night. After all the evening news shows were over, as we



entered to "we don't watch the news week-ends", Mars Foods, a Division of Master Foods, owners of such favorite national brands as Pedigree Pet Foods, NutroMax, Royal Canin, and maker of other foods like Ol'Roy from Walmart announced yet another round of recalls because of contaminated pet foods. By the way, this is the second in the last thirty days. I'm sure you did not see this in the newspaper or on the evening news because this time China is not the one at fault, it is because of the actions of one of our largest multi-national food companies.

After over a year of non-stop recalls, market withdrawals, and discontinued products by the major pet food companies, you would think that the majority of veterinarians would start looking at the healthy, biologically natural foods and diets that should be given to your pets. Instead, most act as a business, putting 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 insist 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.

Combined, we have some

sixty years of combined experience in caring for your pet. When I add the staff and support staff, that experience extends eons beyond. Our passion is finding solutions to the every day challenges you and your pets face, because, we have faced those same challenges.

As we close, the questions we received on the radio showed us how much is still to be done, how confused and misled we are by slick marketing and greedy businesses. It has shown us how what we do is not the solution, but the start of a humane journey. And that, my pet loving friends, is how we see it!

Editor's Note: As with human medicine, there are alternative choices for consumers to make in the care of animals. Education about traditional approaches and alternatives approaches is the responsible course to take in that process.

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