

RAW FOOD FOR DOGS

A guidebook to transitioning
your dog to a Totally Raw diet.





Congratulations on deciding to feed your canine companion a raw natural diet...

It's easy! This guidebook will help you transition your dog to a Totally Raw diet. Woof!

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WHY RAW

Nature knows best. Raw, species-appropriate food is the natural diet for dogs. A variety of meat, bone and organs are the building blocks of a balanced diet.

Enjoy peace of mind knowing that your pet is receiving superior nutrition that results in better dental health, shinier coat, and improved immune function.

BENEFITS OF A TOTALLY RAW DIET



A Better Start



Healthy
Teeth and Gums



Healthy Digestion



Luxurious and
Shiny Coat

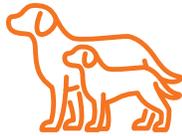


Reduced/Eliminated
Allergies



Hydration
Through Food

WHY RAW



A Better Start

Puppies need the best nutrition possible for a long, happy, healthy life. A Totally Raw, natural diet lets them develop naturally by encouraging slow, even growth with healthy bone and muscle development.



Healthy Teeth and Gums

By three years of age, 75% of dogs have some form periodontal disease. This condition is entirely preventable. Dental disease can severely impact other bodily systems, including kidneys, liver and heart. A Totally Raw diet which includes raw meaty bones keeps teeth clean and healthy. Also, no more bad breath and expensive veterinary dental visits!



Healthy Digestion

Natural, raw food is highly bioavailable*. With no fillers, grains or chemical preservatives, a Totally Raw diet is highly digestible and full of readily absorbed nutrients. All of our formulas have a limited ingredient list, perfect for pets with allergies and sensitivities. High digestibility also means less than half the poop production. No chemical preservatives mean the poop quickly biodegrades and fertilizes the lawn.



Luxurious and Shiny Coat

A clean, luxurious coat is the hallmark of a Totally Raw fed pet. A raw, natural diet provides your dog with unaltered omega fatty acids and amino acids that are essential to healthy skin and a shiny coat with less shedding. When consuming a processed food diet, dogs will rid themselves of toxins through the largest organ in the body – their skin. The result is a greasy, grimy coat that requires regular cleaning.



Reduced/Eliminated Allergies

Many pets suffer from allergies and food sensitivities due to inappropriate ingredients such as grains, dyes, fillers and preservatives found in commercial kibble. Removing the allergen is the simple solution to overcome allergies and food sensitivities. This is easy to accomplish as Totally Raw has a limited ingredient list. If your dog is one of the few that are allergic to specific animal proteins, a raw, natural diet is the best way to control which proteins your dog consumes.



Hydration Through Food

Your dog needs appropriate hydration to stay healthy. Drinking water is only part of that equation. Eighty percent of your pet's hydration should come from food. A natural diet contains over 75% moisture which is essential for your dog's liver and kidneys to function properly. Dogs fed a dry kibble diet do not get this vital form of food-based hydration and are actually in a constant state of dehydration, even if they are drinking water regularly.

**The bioavailability of an ingredient is how digestible and usable the ingredient is for your dog's system. Processing by cooking, added fillers and chemicals to make commercial dog food changes the digestibility.*

THE TOTALLY RAW LINEUP

Feeding a balanced, natural diet is the best way to keep your dog healthy and thriving. There are four components to the Totally Raw Lineup and they are actually quite simple.

Main Meals

Ground Dinners provide a complete balanced blend of muscle meat, organs and bone, custom made for a dog's digestive system.

Most ground patties contain one protein, which makes food allergies or sensitivities easier to identify and avoid.

Balanced Blends (Surf, Turf and Landlover) contain multiple proteins with the added benefit of natural supplements. Once your dog has transitioned to Totally Raw try adding blends into your weekly rotation.

TIP: Just like in human nutrition, no one food is perfect. A variety ensures they are getting everything their body needs.

IMPORTANT INFO ABOUT RAW DOG FOOD

Read the label. Not all raw dog food is created equal. Unfortunately, some raw manufacturers add fruits and vegetables as fillers. Although a small amount of plant matter can be a beneficial aspect of a raw diet, any more than 10% can be problematic.

Treats

Healthy treats are an essential aspect of your dog's nutrition. Treats are great for training, but they should also provide nutrients that aid in your dog's overall health. Our patented low-temperature dehydration method is used to retain all those wonderful nutrients.

Totally Raw has a wide variety of [single-ingredient treats](#) available. Your dog will love them! Here is just a few:

Willies & Hoofers Chews – Clean teeth and fresh breath.

Chicken Feet – Joint health and issues.

Capelin & Fish Skinnies – Rich, glossy coat, Omega 3 Oil.

Chicken Hearts & Beef Liver – High in iron, vitamins, and minerals.



WHY RAW

Bones

Your dog's natural diet should also include raw, meaty bones at least once a week. Bones are an excellent treat and keep teeth and gums clean and healthy.

BONE SAFETY

Always supervise your pet when they are chewing bones. Bones should be an appropriate size. A safe bone is too large to swallow whole.

Never give your dog cooked, smoked or weight-bearing bones. Cooked or smoked bones can splinter and be harmful to your dog's digestive system.

Weight-bearing bones of larger mammals (e.g. cow, lamb) are harder than canine teeth and will cause premature wear and possible dental fractures. With dental safety in mind, Totally Raw only provides non weight-bearing bones.



Supplements

Omega 3 Oil – Boosts the immune system, supports joint health and contributes to a healthy, shiny coat.

Kelp & Alfalfa – Contains essential vitamins and minerals to ensure a balanced diet and provide added nutrition.

Slippery Elm – #1 natural supplement used by Holistic Veterinarians. Treats numerous GI conditions as well as a topical use for various skin ailments.

Taurine – Supports cardiovascular and eye health.

4-In-One Joint Supplement – Four powerful ingredients to improve joint function, reduce inflammation.

TIP: Not all dogs enjoy fish. If your pet refuses mackerel, then supplement regularly with Omega 3 Oil and Kelp & Alfalfa.



RAW DINNERS: EASY AS ...

1

Today's Menu

Visit one of our stores for meals.

2

Easy Meal Prep

Thaw patty. *No microwaves.*

3

Dinner Time!

Watch your dog chow down.



TRANSITIONING

ADULT DOGS

Most adult dogs transition is quick and seamless with no Gastrointestinal (GI) symptoms. If GI symptoms occur, it is usually in the form of temporary diarrhea or vomiting. Providing Slippery Elm will be highly effective and soothing.

TIP: When transitioning your dog to a totally raw diet, it's best to start after an overnight fast.

For the first two weeks, limit the variety of proteins. Chicken and beef are great proteins to start with unless your dog has a known sensitivity. Feed Chicken Patties for two days, then Beef Patties for two days. Next, alternate daily between Chicken and Beef for ten days.

TIP: Always thaw patties. Very cold patties can cause vomiting and shivering in small dogs.

Never thaw or warm patties in the microwave. Microwaves alter fat molecules, making fats less digestible and harmful to your pet's long-term health. To warm the food, put the patty in a zip lock bag and submerge it in warm water for a few minutes.

On week three, start adding new proteins and Balanced Blends. Refer to our [Sample Monthly Menu](#) to explore all the protein options.

Once your dog has completely transitioned to a totally raw diet, we recommend a minimum rotation of three proteins. The more variety the better.

TIP: Wait to introduce mackerel and tripe until your dog has been eating raw for a few weeks. The lower bone content in mackerel and tripe (no bone) can lead to loose stool. Mixing other proteins with mackerel or tripe will help firm up the stool.



TRANSITIONING

14 DAY TRANSITION PLAN

Adult Menu 8 Months Old & Up



Totally Raw
PET FOOD

AND
Treatery
EST. 2003

DAY 1 Chicken Dinner	DAY 2 Chicken Dinner	DAY 3 Beef Dinner	DAY 4 Beef Dinner	DAY 5 Chicken Dinner	DAY 6 Beef Dinner	DAY 7 Chicken Dinner
DAY 8 Beef Dinner	DAY 9 Chicken Dinner	DAY 10 Beef Dinner	DAY 11 Chicken Dinner	DAY 12 Beef Dinner	DAY 13 Chicken Dinner	DAY 14 Beef Dinner

TIP: Regularly add new proteins into the diet. Each protein has a unique nutritional profile. Just like with human nutrition, variety is essential to a well rounded, balanced diet.

For more information or to develop a specific diet plan for your pet, please contact us:

totallyrawdoggfood.ca or info@totallyrawdoggfood.ca





PUPPIES

Puppies are ready to eat a raw diet. They haven't gone through the challenging digestive adjustments necessary to adapt to a processed diet. As such, there is little transition needed; they can simply start eating raw.

Start your pup with two proteins (e.g., beef and chicken) for the first few days of transition. New proteins can be added to the diet within the first week.

Introduce new proteins regularly. You can use the [Sample Meal Plan](#) as a guide. As with adult dogs, we recommend a regular rotation of at least three different proteins.

Young pups may need their food slightly warmed. Do not feed very cold patties as they can bring down the pups core temperature and cause shivering.

TIP: To warm the food, put the patty in a zip lock bag and submerge it in warm water for a few minutes. Never microwave dog food.

Pups should be offered recreational bones such as beef or pork neck bones after eight weeks of age. Bones are an excellent outlet for their need to chew.

Pups will not be able to consume whole bones until they have adult teeth and stronger jaws. Chewing and pulling off the meat will help exercise jaws — and keep them busy.

TRANSITION PERIOD

For both adults and puppies, we recommend a 100% raw dog. If that is not possible, some raw is better than no raw.

Digestive Adjustments

When you introduce your dog to a natural diet, the digestive system might take a few days to adjust. Although most dogs transition seamlessly, some may experience temporary GI symptoms (e.g., diarrhea).

TIP: Slippery Elm can help with the transition period to reduce or even eliminate any gastrointestinal issues. Limiting the variety of proteins in the beginning, will also help your dog adjust to natural feeding more quickly. You can also reduce the daily amount fed by half for a day or two if necessary.

Purging Toxins

Toxins build up in your dog's system as a result of eating a commercial processed diet. The elimination of toxins can include symptoms such as eye discharge, excess ear wax, and soft, loose stool. This is a temporary period that will be followed by a much improved, healthier version of your pet.

TRANSITIONING

Still Hungry

Most dogs absolutely love eating raw. For some dogs that means they want to eat more than they should. Please refer to the Golden Rule: if your dog is skinny feed more and heavy feed less. Don't leave it up to your dog to decide.

Fussy Eater

Although most dogs take to raw immediately, some don't initially recognize a natural diet as food. In this case, a quick sear in a frypan is often enough to pique your dog's interest in natural food. Decrease the sear over a few days until you are providing the patties totally raw.

You can also try mixing a small amount of raw in with a food your pet enjoys. As your dog becomes accustomed to raw, increase raw and decrease the other food until you are feeding totally raw.

Poop

One of the first things you will notice is your dog's poop size. Dogs that eat a raw diet produce significantly less poop than a kibble fed dog.

Raw food does not contain bulky, indigestible fillers and preservatives. It is highly digestible and waste quickly turns white and biodegrades.

As an added bonus, your raw fed dog's poop will help fertilize the lawn!



GOLDEN RULES

If your dog looks/feels too thin, feed him more. If he looks/feels too heavy, feed less.

TIP: Ideal Weight: You will be able to feel a light covering of fat on your dog's ribs. Hip bones should not be protruding. You should be able to observe a visible waist and abdominal tuck.

There is no mathematical formula that can determine the ideal food intake for your pet. A good starting point is a the [Meal Calculator](#).

Metabolism, breed, activity level, and age will all factor into daily meal requirements.

The Meal Calculator will take into consideration the age of your pet i.e., pup or adult, present weight, etc. Usually, the adult daily amount is approximately 2% of your dog's body weight. So, if your dog is 50 pounds, feed one pound of raw food (two patties).

Keep in mind, every meal does not have to be the same size. In the natural world, dogs would never get portioned daily food rations.



Feeding Variables

Size: Smaller breeds often require a higher ratio of food to body size than larger breeds.

Seasonal: In winter dogs expend more calories to keep warm. In summer, they will require more calories for keeping cool (panting).

Activity: If your dog is expending more energy, meal portion size can be increased. If your pet is inactive, feed less. Always observe your pets weight and adjust the daily intake if necessary.

Breed: There can be considerable variations in food consumption required even within the same breed. When in doubt, refer to the first Golden Rule.



OUR STORY

IT BEGAN WITH DAISY

In the Summer of 2000, our nine-month-old German Shepherd, Daisy, was diagnosed with a malignant tumour. Daisy had persistent health problems since she was a very young puppy, including being severely underweight. She was immediately scheduled for surgery and the tumour was successfully removed. We struggled to understand why she was chronically ill. We began researching diet and the relationship to canine cancer and other chronic health issues.

After educating ourselves on natural nutrition and the commercial pet food industry, we no longer believed a processed food diet could be a healthy diet. Using local ingredients we created a balanced raw food diet for Daisy. Daisy's cancer went into remission and never returned. Soon after, Daisy was a new dog. She achieved a healthy weight, her coat became thick and luxurious, her energy increased and her teeth and gums were clean and healthy. Daisy lived a long, happy and healthy life.

Daisy's raw food diet eventually evolved into Totally Raw Pet Food. Totally Raw was created out of necessity because we wanted the best for Daisy. Our mission is to share that with you.

WHO WE ARE

We believe in the power of raw. Our products have just the natural good stuff — no preservatives or additives — so pets can play harder and live longer.

Established in 2003, Totally Raw Pet Food has more than 17 years' experience researching and developing raw pet foods. All of our products are made in the Maritimes using quality Canadian ingredients. We are Atlantic Canada's largest producer and distributor of high-quality, raw pet foods, dehydrated treats and natural supplements.

We are passionate about the quality of our ingredients. That's why we make all products in-house at our state-of-the-art food production facilities located in Dartmouth, Nova Scotia. Our facilities use industrial food processing equipment so you can count on consistent, nutritious, safe products. Our knowledgeable staff are passionate about your pets' wellbeing.

We're here for you. Visit us at one of our four [retail locations](#) or check out the [map](#) to find a retailer in your area.



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