



# RAW ADVISOR

Nutritional training package

# Natures Menu Raw Advisor

## Introduction

More and more, pet owners are beginning to understand that what they put into their pets reflects what they see on the outside with regards to overall health, vitality, energy (whether in excess or sometimes, not enough) and behavioural tendencies.

With this increase in understanding, raw pet food is finding a significant place within the pet food market and is ever growing in popularity.

Curiosity about raw feeding is continually increasing and pet owners are looking for safe and correct guidance. Pet experts play a vital role in educating the general public about safe raw feeding. There is now significant demand for knowledge and understanding about raw feeding from reputable and responsible raw producers.

By completing our first level of education 'The Raw Advisor', you will learn about the principles of raw feeding, how to advise customers on safe practice and handling techniques, be able to answer questions on health and safety, and provide extensive knowledge about the entire Natures Menu range. We hope you enjoy the course.



Natures Menu: Veterinary Division

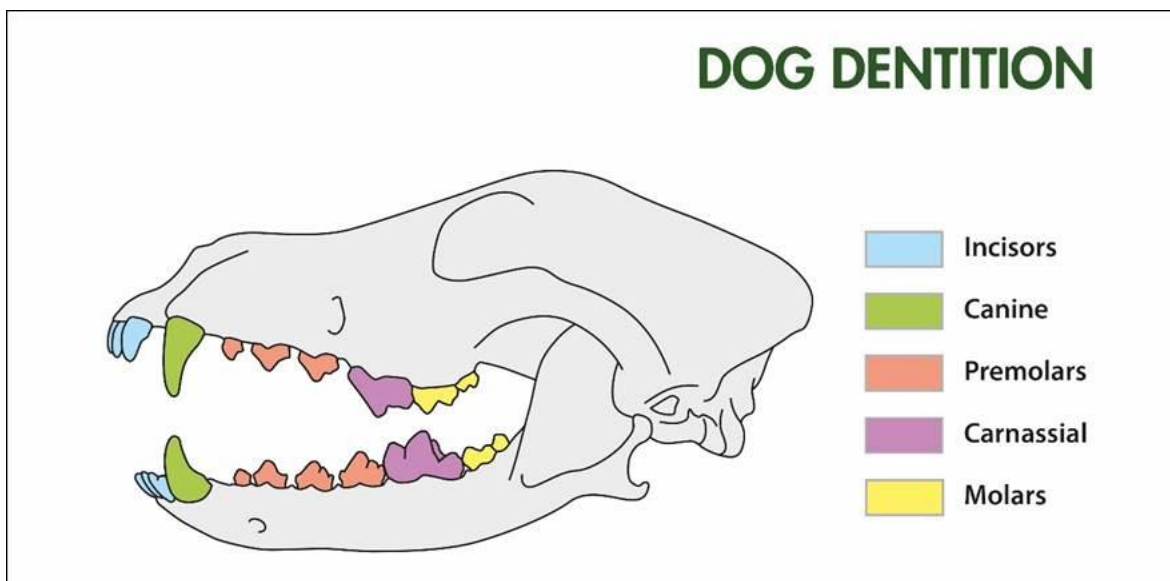
## Reported Benefits of Feeding a Raw Diet

At Natures Menu, we receive numerous **testimonials** from customers every day informing us of their various experiences of feeding our foods. Unfortunately, due to raw feeding being a relatively new concept, there is **little financial backing** to perform substantial research into whether these benefits are purely subjective or scientific facts. As a company with **over 40 years’ experience** supplying raw food for dogs, we have a substantial collection of direct customer testimonials describing the benefits they have experienced and seen. As mentioned, due to the lack of research currently available, we can only **theorise** as to why these occurrences are so common amongst owners who choose to switch their dogs over to a raw diet. In time, Natures Menu hopes to support more in-depth, professional research projects, which may help to substantiate the claims made by so many customers and raw food producers on a more scientific basis.

The below table lists our most commonly reported benefits and Natures Menu’s own theories as to why they may occur so frequently:

Reported benefit	Why could this be?
<b><i>Fresher breath</i></b>	<p>? Raw diets are free from added sugars, artificial colourings and artificial preservatives which are often associated with ‘feeding’ bacteria within the mouth causing tartar build up, leading to bad breath</p>
<b><i>Cleaner teeth</i></b>	<p>? Raw diets are free from added sugars, artificial colourings and artificial preservatives which are often associated with ‘feeding’ bacteria within the mouth causing tartar build up, leading to plaque deposits</p> <p>? Minced bone within raw foods (Natures Menu foods contain ~4% in most raw meals) which could act as an abrasive against the tooth surface when moved around the mouth by the tongue. This is possibly similar to the effect of bicarbonate of soda found in human toothpaste</p> <p>? Some raw feeders choose to feed whole, meaty bones which are thought to mechanically clean the teeth by allowing the dog to use the dentition as a carnivore is designed to i.e. nibbling by the incisors, grinding by the molars &amp; carnassials and tearing by the canines (<i>see fig 1</i>)</p>

Fig 1:



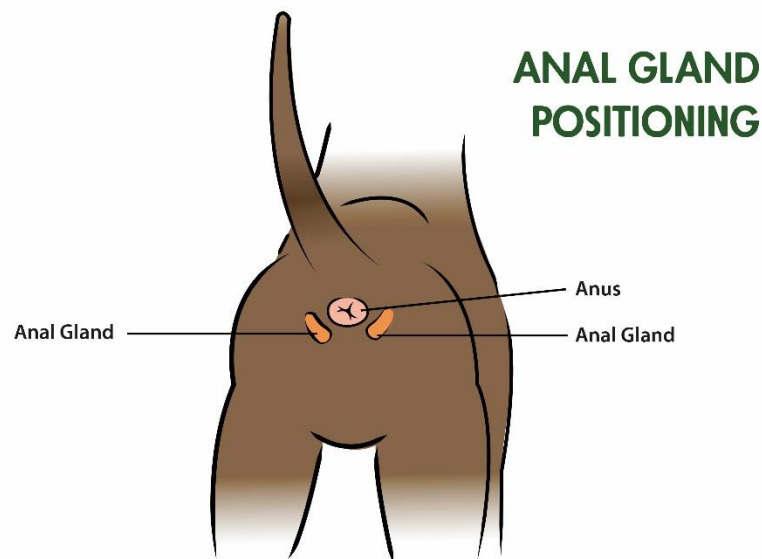
<b><i>Less faecal volume and passed less often</i></b>	? By providing a diet that is predominantly highly digestible raw meat, there will be less 'waste' and therefore, less faecal output and volume
<b><i>Improved stool consistency – firmer, easier to pick up, less smelly</i></b>	? A supposedly highly digestible diet will reduce stool volume as well as making the faeces harder due to less undigested or partially digested material being expelled. This in turn makes the faeces easier to pick up due to the firmer texture and less odorous due to decreased waste matter content
<b><i>Anal gland improvement</i></b>	? Providing a diet which contains potentially highly digestible ingredients means there will be less 'waste' and therefore, less faecal output and volume. The stools passed are firmer due to less 'waste' material content  ? Feeding a food type that often contains minced bone or allowing a dog to consume whole bones, helps to form firmer, drier faeces. Due to their firmness, when passed through the anus, they will push against the anal wall where the anal glands are located, gently squeezing them to release their contents onto the stool as naturally intended ( <i>see note 1</i> )
<b><i>Shiny, glossy coat</i></b>	? Natural sources of digestible essential fatty acids (EFAs) occur within the ingredients used, which help to maintain skin and coat condition

<b><i>Improved skin condition/reduction of allergy symptoms</i></b>	<p>? Natural sources of essential fatty acids (EFAs) occur in digestible formats in raw meats. These can help to supplement the skin keeping it healthy and able to regenerate efficiently</p>
<b><i>Increased palatability</i></b>	<p>? Fresh, raw meats in a wide range of textures and flavours, allowing customers to choose specifically what their dog prefers and options to mix proteins on a daily basis to help provide variety</p> <p>? Fresh, moist ingredients are generally more palatable than dry, highly processed foods and smell more enticing</p>
<b><i>Improved digestion</i></b>	<p>? Natural, fresh ingredients, minimally processed, which are potentially easily digested by most dogs. Many owners notice an improvement in stool consistency and a reduction in faecal volume which is perceived to relate to improved overall digestion</p>
<b><i>Less flatulence</i></b>	<p>? Raw food is often free from ingredients such as maize, corn, starch, excess carbohydrates and soy which can be less digestible for some dogs. These ingredients can ferment in the digestive tract, causing a buildup of air which is then expelled as flatulence</p>
<b><i>Stable energy levels</i></b>	<p>? Raw foods are minimally processed and generally only contain natural ingredients. Due to them being frozen in presentation, there is no requirement to add artificial preservatives to increase shelf life. In addition, raw food has no requirement for the addition of sugars or artificial colourings, which could be linked to hyperactivity. A raw diet is thought to release energy at a steady rate throughout the day</p>
<b><i>Improved weight control</i></b>	<p>? High protein and reduced carbohydrate levels naturally occurring in raw diets can help to improve weight control.</p> <p>? Raw diets contain little carbohydrate which can be attributed to weight gain in dogs as they have no nutritional requirement for these nutrients. When fed in excess, they can contribute to unnecessary weight gain</p>

Pet parents who have dogs that suffer from chronic issues relating to anything listed in the table, may benefit from switching their pet over to a raw diet. However, veterinary attention should be sought if symptoms are persistent or causing continuous discomfort.

Our next level course, the ‘Raw Expert’, contains several scientific references which help the reader to understand more about nutritional requirements and how a raw diet could potentially help alleviate some common issues seen in pet dogs. Further information about this course can be found at the end of the ‘Raw Advisor’ notes.

*Note 1: Anal glands, or sacs, are normally positioned at approximately 4 o'clock and 8 o'clock just inside the wall of a dogs' anus. These glands naturally fill with a thin, creamy liquid, usually light brown in colour. This then coats the faeces when it passes through the anal opening with the dog's own scent, hence dogs enjoy sniffing other dog's faeces when out on a walk as they can obtain huge amounts of information from the scent itself. If the faeces passed are too soft, they will not exert the pressure required against the anal wall to express the glands. The glands may then become overly full, painful and sometimes result in an infection or rupture, requiring veterinary treatment. Some dogs require their anal glands to be expressed manually by a veterinary professional which is often unpleasant and leaves a strong, fishy smell on the dogs' coat and in the surrounding environment. Anal glands may also be released if they are overly full during periods of stress, excitement, or relaxation at home, again causing the offensive odour to be released. A change in diet can often help to improve faecal consistency, meaning anal glands are emptied naturally rather than manually, saving on time, cost of veterinary intervention and stress. Please note that some dogs may have their anal glands positioned incorrectly anatomically and in these cases, dietary changes may not help to improve the condition and veterinary advice should be sought.*



We always enjoy hearing about success stories, so whether you have seen appetite improve in a picky Pekingese or witnessed successful weight loss in a chubby Chow Chow, we'd love to hear their story! Please encourage owners to contact us with their before and after pictures, and a brief testimonial so we can share their story.

## Vets and Raw

Sadly, Natures Menu hear all too often about veterinary staff warning against feeding a raw diet and the risks associated with bacteria, parasites and nutritional balance. Usually, this is from many years of only experiencing and treating the bad side of raw feeding which, when fed irresponsibly, can have devastating effects on animal and human health. Vets and nurses are trained to be critical and because raw feeding is a relatively new concept increasing in popularity, the lack of scientific knowledge behind the diet can be a big issue when trying to defend it. Understandably, veterinary professionals are wary of encouraging a type of food they are unfamiliar with and often opt for what they feel is the best and safest option in their opinion. Natures Menu are here to help, and we pride ourselves on offering free education to vets and nurses, which carefully guides them through responsible raw feeding, together with outlining the safety and legislative regulations which are enforced to help prevent against human and pet illness. We also provide through our courses, where possible, scientific references to enable participants to look deeper into the subject if required.

Please remember, veterinary staff do not hold a grudge against anyone or any business in particular however, if you work with or hear of a practice who are advising against raw feeding, why not challenge yourself to go and speak with them directly to understand their concerns? You never know, you may be able to explain the facts to them there and then! If not and you are unable to reassure their concerns, we are always happy to help and assist where possible by providing all the information they require to pass onto their raw feeding clients, who may also be customers of your own.

Should you be challenged with a customer whose pet is suffering from a diagnosed medical condition, please ask the owner to contact us directly to discuss the best options for their pet. Many prescription medications and treatment regimes can affect appetite, so professional advice regarding diet should be sought for serious conditions. In addition, some ingredients are not recommended for pets suffering from certain medical issues and therefore careful management of these cases is required.

## Development and Quality Control

Our recipes and formulations are designed using a panel of experts. These include veterinary surgeons, veterinary nurses, pet food consultants and independent pet food experts. Our raw complete foods are independently tested to ensure they conform to the European Pet Food Nutritional Guidelines (FEDIAF).



We also have an internal quality control inspection process where all recipes produced are defrosted and inspected on a daily basis to ensure continuity in appearance, texture, flavour and smell.

## Making the transition to raw

At Natures Menu, we understand that **every animal is an individual** and making a change to a pet's diet can be a daunting process. Our unique transition guide is intended to keep dietary changes as smooth as possible, but we recognise that it may not suit everyone, which is why we have a specialist team of experts ready to give advice (see 'How to Contact' us later).

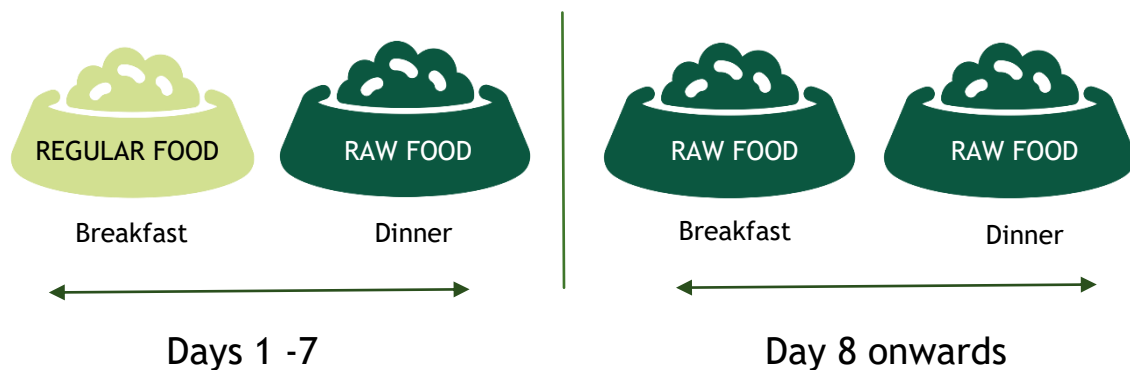
### Dogs

- Gradually transition to RAW over 7 days
- Divide daily ration into 50% raw and 50% previous food
- Always feed in alternating separate meals, avoid mixing if possible
- Ideally meals are about 12 hours apart
- From day 8 feed 100% raw ration

While many healthy dogs can cope without a transition period, we recommend the above method to allow the body time to:

- ✓ Adjust digestive enzyme release
- ✓ Alter stomach pH
- ✓ Adapt intestinal microbiome ('friendly' bacteria)
- ✓ Expel toxins and promote healthy metabolism

We advise avoiding mixing a raw diet with the previous food in the same bowl, as they may have very different requirements for optimal digestion.





For dogs and puppies fed more than twice per day, our slower transition can be implemented to fit with their normal regime as follows;



Please note, if easier for the pet parent to change morning meals to raw over afternoon/evening meals, these can be substituted instead for both transition methods. The above graphics are for guidance only and should be adapted to suit the individual pet's feeding regime.

Some fussier, more suspicious dogs fed processed foods for many years may require a slower transition as described in method 2 for cats (see later).

## Drinking

Once dogs are transitioned to a raw diet, many owners notice that their dogs are **not visiting their water bowls** nearly as much as they were when they were eating dry food. This is perfectly normal and can be compared to humans eating a juicy apple to a packet of dry crackers - after one of these, a drink is definitely going to be required! **Raw food diets contain around 70 - 80% moisture**, compared to **dry foods which contain approximately 4 - 8% moisture**. Dogs may drink significantly less from their water bowls when moved to a raw diet due to their thirst drive being reduced from obtaining a large amount of their moisture requirement direct from the diet. If a dog is noted to be drinking significantly more than normal or general habits change dramatically, veterinary attention should be sought.

## Cats

Natures Menu do not currently offer a complete raw product for cats. However, we can provide some general advice on **transitioning cats to a new diet** as they are inherently more suspicious of new things than dogs and so require a much more gradual transition onto new food. Our **Epecially for Cats** range are a great, cat-friendly, cooked product and highly palatable (see details on products later). Our cans are fully complete and balanced and contain all the essential nutrients for cats to thrive. Although you do not need to feed any other diets alongside, we appreciate many owners like to mix feed or offer a wet meal at set times, leaving dry food down all day for their cats to 'graze'. **Alterations on advised feeding amounts should be taken into account for each type of food fed**, as these are often representative of feeding the particular diet as a 'sole' food. A slow introduction of our cans is advised to help avoid any digestive upset. This can be performed as follows;

**Method 1: Gradual introduction** (useful for cats already used to receiving wet food):

- Add a very small amount of the Natures Menu can, choosing a familiar flavour if possible, to your cats usual wet meal
- Mix thoroughly and over approximately 5-7 days, gradually increase the Natures Menu food and decrease the previous wet food



**Method 2: The 'two bowl technique'** (useful for highly fussy or suspicious cats, or if method 1 has not worked):

- Place a very small amount of the Natures Menu food in a **separate** bowl beside the normal food
- **Repeat** at every meal until they begin to show an interest, this often takes **1-2 weeks**
- **Slowly** reduce the previous food while increasing the volume of Natures Menu
- Be **patient**, it is normal for this process to take as long as **8 weeks**



Important points to remember:

- ✓ Cats prefer food **closer to room temperature** so try not to feed food straight from the fridge
- ✓ Try adding some hot water from the kettle (make sure you allow the water to cool before feeding) to **increase the temperature of the food** and release aromas
- ✓ Do not allow you cat to starve themselves, this can lead to **liver problems** in some cases
- ✓ Always try to vary flavours of foods given to prevent **latching on to one variety**
- ✓ **Be patient**, cats are highly suspicious of change

*Especially*  
**for cats**

## Feeding Guides

Natures Menu do not use the traditional method of 2-3% bodyweight to calculate raw food rations as this has no scientific support and appears to only be historic myth. Instead, we adhere to the [European Pet Food Guidelines](#) which are calculated according to the [energy and relative nutrient density](#) of the food being fed. It is important to remember than when studying or comparing feeding guides from various companies, they may be very different, and this can be due to several scientific reasons such as;

- The type of food in question i.e. raw, dry, wet or freeze dried
- The energy density of the specific food
- Digestibility of the specific food format
- Calorie content
- Moisture content

All of our complete and balanced raw recipes have their [own individual feeding guide](#) printed on pack. This again, relates to the calorie content of the recipe in question, for example, our [80/20 Rabbit with Superfoods Nuggets](#) will suggest feeding *more* per day when compared to our [80/20 Beef with Superfoods Nuggets](#) due to the calorie variation between the two products.

ADULT Dog Size	NUGGETS From - To	g TO FEED PER DAY From - To
1 - 5kg	6 - 18	90 - 305g
5 - 10kg	18 - 31	305 - 515g
10 - 25kg	31 - 61	515 - 1025g
25 - 45kg	61 - 94	1025 - 1595g
45kg+	94+	1595g+

*80/20 Rabbit with Superfoods*

*120kcal/100g*

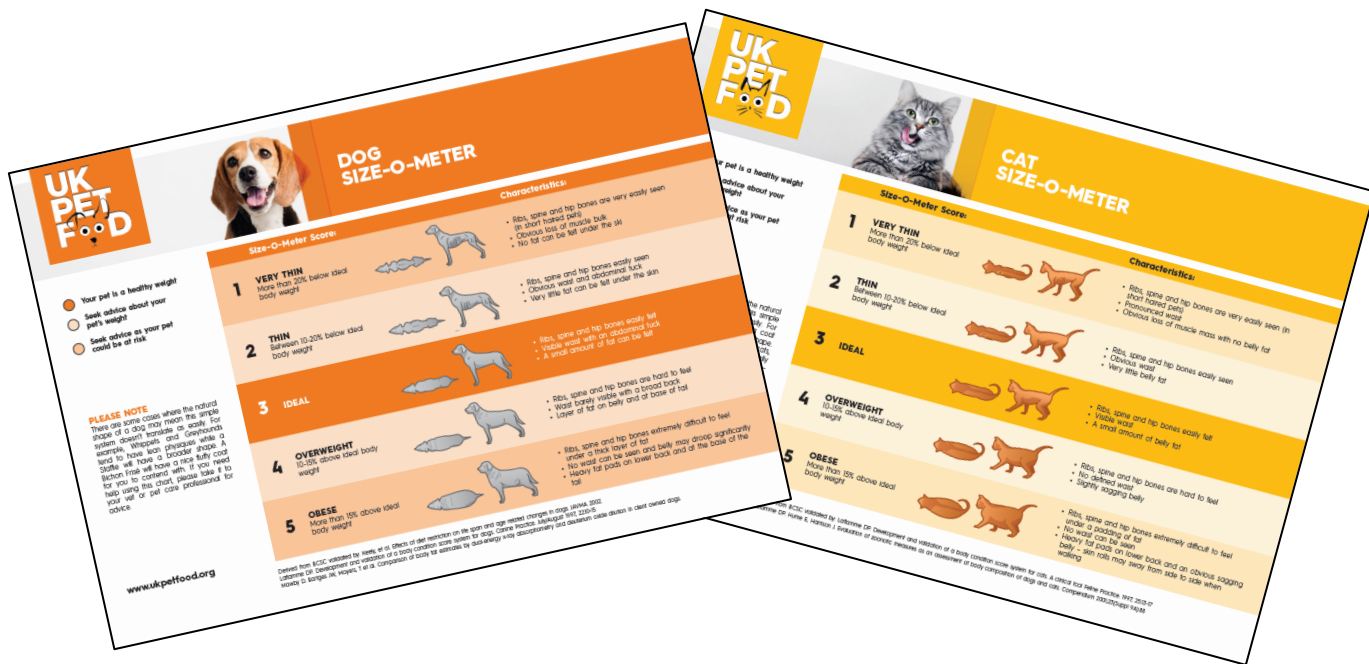
ADULT Dog Size	NUGGETS From - To	g TO FEED PER DAY From - To
1 - 5kg	4 - 14	65 - 225g
5 - 10kg	14 - 23	225 - 380g
10 - 25kg	23 - 45	380 - 755g
25 - 45kg	45 - 70	755 - 1175g
45kg+	70+	1175g+

*80/20 Beef with Superfoods*

*163kcal/100g*

For owners feeding a mix of flavours, an average feeding amount can be calculated and adjusted to suit the individual where appropriate.

If a pet is overweight, it is important to feed for the [desired weight](#), rather than the current weight to help achieve some loss. The amount of food should be [decreased gradually](#) to help prevent animals feeling overly hungry. For example, if a dog weighs 30kg and should ideally weigh 20kg, we would advise first feeding for a 28kg dog. Once achieved, then decrease to a 26kg daily amount until achieved and continue to decrease every few weeks until the weight is deemed healthy.



UK Pet Food have many handy factsheets which are free to download, including ‘Pet Size-o-Meters’ to help pet owners correctly identify if their pet is overweight, under weight or the correct size. See [www.ukpetfood.org](http://www.ukpetfood.org)

## Cat and dog nutritional requirements

Adult cats and dogs, as well as puppies and kittens, have very specific nutritional requirements and our complete and balanced foods are formulated to contain these species-specific requirements. It is **not** advisable for cats and dogs to be fed foods which have not been specifically formulated for them, as **serious nutritional deficiencies may occur** i.e. cats should not be exclusively fed dog food and dogs should not be exclusively fed cat food. The most notable nutritional difference is the cat’s essential dietary requirement for the amino acid **taurine** which is required for healthy reproduction, heart function, eyesight and hearing. Dogs require a lower amount of taurine in their diet, as unlike cats, they are able to synthesise it themselves from other amino acids.

Taurine is rich in ingredients such as fresh meat but is very **sensitive to high temperatures**. Therefore, our range of cat products requires us to add additional taurine to our recipes to ensure the food is nutritionally balanced.

As a member of UK Pet Food (previously PFMA), we ensure all of our complete and balanced foods are formulated to be within the European nutritional guidelines, known as the **FEDIAF Guidelines**. These guidelines have been designed through many years of scientific research and offer the very latest information on the ideal nutrient levels for companion animals during their various life stages.

## Puppies and Kittens

Our puppy and kitten ranges are **carefully balanced** to provide all the nutrients little paws require to grow and should **not** be supplemented unless directed by a veterinary surgeon.

For growing puppies, we would always recommend feeding a **complete and balanced specialised puppy food** to ensure all the vital nutrients, vitamins and minerals are fed within the correct levels at this important developmental stage.

Puppies and kittens should be fed our **specialist puppy and kitten food**, until approximately 12 months old.

## Specific puppy nutrition

Natures Menu do not advise that homemade diets are fed to dogs under 12 months of age. This is due to the **delicate balance of nutrients, vitamins and minerals which are required for growth and development**. Studies have shown that achieving a complete and balanced food through homemade recipes is almost impossible and therefore, we suggest that dogs should be fully mature before owners embark on homemade meals. Supplementation of diets for growing dogs is also not advised as often **excesses of nutrients can be as detrimental as deficiencies**. Many health problems related to nutrient insufficiencies may not become evident until several years later.

## Puppy Weaning

Puppy weaning usually starts when the pups are about 3-4 weeks old, but the breeder should decide when they wish to introduce solid food. The puppies should still be feeding from their mother at this stage, so the new food may not be consumed completely. For the first few days/weeks, the puppies will most likely experiment with the new substance by sniffing it, licking it, stomping in it and generally making quite a mess!



Our puppy raw food options, as well as our Puppy Cans and Pouches, are suitable to use as a weaning product when moving litters of pups onto solid foods. This process is called ‘weaning’ and can be easily achieved using any of our specialist puppy products. The puppy food should be thoroughly defrosted (where appropriate) and mixed with warm water to bring the overall temperature up to body temperature which helps with palatability, due to the mother’s milk being naturally warm. Mix enough water to make the food into a soup consistency and offer fresh meals several times during the day. As the puppies begin to get used to the new texture and start to consume more and more, the amount of water can slowly be reduced until the food is readily accepted.



## Kitten Weaning

Kitten weaning is very similar to puppy weaning and should begin at about the same age. Currently, we do not manufacture a complete raw food suitable for kittens or cats, but owners can use our kitten cans (see product details later) to wean their litter and adopt the same methods as for puppies by adding warm water to increase the temperature.

*Owners should seek immediate veterinary advice if they are experiencing any problems with weaning. Accurate recording of individual puppies/kittens’ weight is highly recommended to be carried out daily by the owner to ensure equal weight gain.*

## Bacteria and Raw Food

Essentially, there will **always** be some **bacteria on raw food**, just as there would be on your own raw meat when you handle it at home. It is important to remember that **all pet foods will have some bacteria** present, even processed dry kibble/biscuits, dried natural treats (such as rabbit ears and chicken feet) and canned/pouch foods.

In this section, we will guide you through some safety techniques of handling raw pet food, safe storage and detail how Natures Menu strive to ensure our raw products are as safe as possible to feed to dogs without using harsh processing techniques or chemicals.

Please note that regulations stipulated for safe **human (raw) food** are different to those detailed for **raw pet food**. Many producers/suppliers do not have such stringent testing regimes for meat intended for human consumption as this is **usually cooked**, removing bacterial and parasitic concerns. If meats are sourced from outside the pet food industry to be fed raw to pets in the home, such as from butchers, direct from slaughterhouses or local shoots, these meats may **potentially have an increased bacterial risk** over those intended solely for pets due to reduced safety measures. Our meat supplies are generally **overspill** from the human food industry meaning meat cuts which are **human grade** have been **sold to the pet food industry as excess**. The testing set in place for raw pet food happens once the raw material is delivered and accepted, after quality checks have been completed for use in the facility.



*Natures Menu's head office and manufacturing facility in Snetterton, Norfolk, UK*



## Safety through manufacturing

Following years of production experience, Natures Menu have implemented many safety precautions to make our raw food as safe as possible to feed. Our multi-million pound facility situated in Norfolk, not only aims to produce safe raw pet food for our customers and pets, but also to keep our production staff as safe as possible.



Our facility allows us to accept deliveries of vast quantities of raw meat and store in our specialised freezer warehouse until ready for use. Fresh vegetables and fruit are also delivered daily and stored frozen.

Our factory floor is kept hygienically clean with a full-time, dedicated hygiene team working in-house to ensure high standards of cleanliness are met. Upon entering the factory, staff are required to dress

appropriately including the removal of any jewellery, nail varnish or excessive make-up to prevent cross contamination. They are then required to wear a hair net, a bump hat (coloured in relation to the area in which the staff member works), a beard snood where appropriate, with overalls, ear defenders and wellington boots dedicated to inside factory wear only. Aprons and masks are also worn where appropriate. Hands and boots are washed before entry and key fobs allow different workers access to limited areas of the factory, again, to help prevent any cross contamination.

Changing and washing facilities are available for staff when leaving the premises and all PPE is either disposed of or left on site for cleaning. Non-production staff and visitors have separate PPE which must be worn on entering our facility to easily identify them.



## Accreditations

As a DEFRA registered manufacturer, we must abide by many regulations enforced by governmental bodies and Trading Standards, which includes regular testing for salmonella and ensuring the permitted legislative guidance is adhered to. It is also a legal requirement that all raw pet food must be made from human grade meat.

Not only do Natures Menu abide by the regulations stipulated by DEFRA and the Animal Plant Health Agency (APHA), we have also adopted additional safety procedures such as voluntarily testing for other bacteria, implementing a freezing protocol (see 'Parasites') and using the 'UK Pet Food Guidelines for the Manufacture of Raw Food'. As a member of UK Pet Food, we also follow FEDIAF guidelines, such as the 'Guide to Good Practice for the Manufacture of Safe Pet Food', 'Nutritional Guidelines' (as detailed under *Nutritional Requirements* section) and the 'Code of Good Labelling Practice for Pet Food'.

Our facility has also been awarded additional accreditations such as SALSA - Safe and Local Supplier Approval and, with our highly skilled production team, has passed the UK Pet Food: Raw Pet Food Certification Scheme. This scheme covers the production and trading of raw pet food and aims to encourage best practice, raise practiced standards throughout the sector, and gain earned recognition with the enforcement authorities. Natures Menu are UK Pet Food: Raw Pet Food Certified and the organisation have designed a useful poster to help explain the scheme which can be found on the next page.





# RAW PET FOOD CERTIFICATION

A world-leading certification scheme for commercial raw pet food producers to support the safe production of raw pet food. Expertly delivered by independent certification body Kiwa.

## Ensuring the safety of products intended for our pets

<p>Registered and approved raw pet food manufacturing sites</p> 	<p>Approved suppliers and supplier assurance procedures for all ingredients</p> 
<p>Appropriate plant design and maintenance</p> 	<p>Safe product formulation. Precise recipes and production methods</p> 
<p>Quality management systems in place including HACCP</p> 	<p>Safe handling of ingredients and finished products</p> 
<p>Full traceability systems and record keeping</p> 	<p>Quality checks throughout the process</p> 
<p>Programme of internal auditing</p> 	<p>Microbiological testing and analysis</p> 
<p>Staff training including personal hygiene and use of protective clothing</p> 	<p>Compliant labelling and product communication</p> 

For more information on UK Pet Food please scan the QR code opposite.

[www.ukpetfood.org](http://www.ukpetfood.org)



## General Health and Safety

The handling of raw meat is known to be of concern, whether this be intended for human or animal consumption. Hygiene rules are well documented around the preparation and handling of meat intended for human food and the [UK government website](#) covers some important points about preparation and handling.

- ✓ Ideally, store raw meat in a separate fridge. If this is not possible, always store below any ready-to-eat food to help prevent bacteria spreading/contaminating other foods
- ✓ Use separate utensils for chopping/mixing raw meat and always ensure they are thoroughly cleaned after each use
- ✓ Never wash raw meat, especially chicken, under running water as this can potentially splash harmful bacteria onto work surfaces, utensils, sinks and draining boards
- ✓ Always thoroughly wash your hands with hot water and soap following contact with any raw meat
- ✓ Thoroughly wipe down/disinfect areas which may have come into contact with the raw meat

These same rules should apply when people decide to feed a raw diet to their pet. Care should be taken with handling and serving, as well as a cautious approach to defrosting.

In addition to the human food precautions, when using raw pet food, Natures Menu also recommends adopting the following safety tips;

- ✓ Always keep raw pet food frozen until ready for defrost and use
- ✓ Always use any defrosted raw pet food within 24hours
- ✓ Never refreeze defrosted pet food
- ✓ Where possible, feed animals on a wipe clean surface or mat
- ✓ Use dedicated preparation mats (and utensils) denoted for meats, vegetables and a separate one for raw pet food
- ✓ Avoid using wooden chopping boards as these can harbour potentially dangerous bacteria in scratches or cracks
- ✓ Feed raw meaty bones (where appropriate) preferably outside or alternatively, on a wipe clean surface, matt, old towel or in a contained washable area

UK Pet Food have produced an illustrated factsheet on 'Handling Commercial Raw Pet Food Safely'. All factsheets can be viewed and downloaded for free at [www.ukpetfood.org](http://www.ukpetfood.org).

**UK  
PET  
FOOD**

# HYGIENE & HANDLING ADVICE FOR COMMERCIALLY PREPARED RAW PET FOOD, FROM FREEZER TO BOWL

**YOUR DOG'S RAW FOOD**



**YOUR ROAST DINNER**



## FREEZER



Read information on the product packaging for freezing directions



## DEFROST

Defrost in an airtight, leak-proof container at the bottom of the fridge. Keep for up to 3 days after defrosting. Never refreeze.



## PREPARING



Wash your hands with hot water and disinfectant soap after handling raw meat and its packaging.

## MEALTIME



## AFTER THE MEAL

Remove and carefully dispose of any uneaten raw pet food, soon as your pet has finished eating.



Clear away the plates and remove all leftovers.



## KEEPING IT CLEAN

Immediately after each use, wash and disinfect all surfaces, dishes and utensils that have been in contact with raw food.



For more information and guidance please visit [www.ukpetfood.org](http://www.ukpetfood.org) or simply scan the QR code opposite



## Safe Handling of Raw Food

As mentioned, contact with any raw meat products can raise safety concerns in relation to potentially harmful bacteria, so the less direct contact humans have with the product, the better.

At Natures Menu, we have produced a range of products which can be safely stored and defrosted with a **minimum amount of handling**, no matter the size of the dog being fed. Our raw nugget formulas are formed into small blocks weighing approximately 17g each and then packaged into 1kg & 500g bags (see *Natures Menu Range* later for full details). Providing these are stored correctly, the nuggets remain separated within the bag allowing the corner to be snipped and the required number of nuggets **poured directly into a dog's bowl**. The bowl should then be covered and placed in the fridge to defrost overnight or alternatively, the bowl can be left covered at room temperature for 1-2 hours to facilitate defrosting. **Once defrosted, the bowl can be offered directly to the dog with no direct contact with the food required by the owner.** However, we still advise to always wash hands and utensils thoroughly following handling and preparation.

For larger dogs, we provide 60/40 Complete & Balanced 300g Blocks. These can be defrosted in the same way as the nuggets - by placing directly in a bowl, covering and defrosting until ready to feed. See later for full descriptions of all raw options available from Natures Menu.



## Parasites

With all raw meats fit for human consumption, there is a legal limit of parasites which can be passed through into the human food chain. For humans, the risks associated with these parasites are eliminated through **correct cooking techniques**. However, as we make pet food which is **intended to be fed raw**, a freezing protocol is in place for all raw materials which is scientifically proven to be effective against parasites.

Raw materials are frozen for at least **10 days at -18°C** and placed into frozen storage upon arrival at our facility.

This protocol has also been proven to be **highly effective** at destroying the campylobacter bacterium. This bacterium is commonly found on raw poultry and is responsible for the hospitalisation of hundreds of humans annually following the consumption of undercooked chicken - particularly common during the barbeque season!

**Remember, freezing does not kill all bacteria found on raw meat.**



*Natures Menu does not recommend sourcing of raw meats from non-pet food specialists due to the potential increased risk of bacteria*

## Natures Menu Range

Natures Menu provides 2 complete and balanced adult raw ranges for customers to choose from, depending on specific requirements and needs, and a range of complete raw puppy nuggets. The following section will provide you with basic information about the ranges and points of difference to help you discuss which options are best suited to your customers.

The ranges within the Natures Menu raw portfolio are grouped as the following;

- 80/20 Complete and Balanced Raw Nuggets
- 80/20 Puppy Complete & Balanced Raw Nuggets
- 60/40 Complete & Balanced Raw Nuggets and 300g Blocks
- Ready to mix
- Treats

### Complete & Balanced



### Complete & Balanced Puppy



### Complete & Balanced



### Ready to mix



### Treats





## Natures Menu 80/20 Complete & Balanced

Our 80/20 complete and balanced raw range of products are made from 80% meat and offal\* with 20% fruits, vegetables and superfoods. All of the 80/20 raw recipes are **no grain, no gluten recipes** and include **single, novel protein** (meat) options, which can be useful for dogs suffering from potential dietary related issues. Even our single protein options are complete and balanced, so offering all the nutrients required but feeding a minimal amount of ingredients to help alleviate or identify sensitivities.

Our 80/20 raw nuggets weigh approximately 17g/nugget. Nuggets are a great option for easy raw feeding as they can be counted into the dog's bowl, defrosted overnight in the fridge and fed the following day. Alternatively, the nuggets will defrost in approximately 2 hours if left in a covered container at room temperature.

All recipes are available in 1kg nugget bags which contain approximately 58 nuggets. A selection of 80/20 nugget recipes are also available as 500g bags containing approximately 29 nuggets per pack.

All recipes will contain an average of **4% minced bone**, excluding the 80/20 Beef with Superfoods which is bone free.



*Nugget representation of 60/40 and 80/20 complete & balanced recipes*

*\*some 80/20 recipes are offal free*

## 80/20 single protein options



From left to right;

- Turkey with Superfoods
- Duck with Superfoods
- Beef with Superfoods
- Rabbit with Superfoods
- Lamb with Superfoods
- Venison with Superfoods
- Chicken with Superfoods



Frozen products

## 80/20 mixed protein options



From left to right;

- Salmon & Chicken with Superfoods
- Goose & Turkey with Superfoods

## Natures Menu 80/20 Puppy Complete and Balanced

We have several recipes which are especially formulated for growing puppies. All contain 80% meat and offal\* with a special blend of tasty vegetables or brown rice. With grain and no grain choices, puppy parents can choose to feed a selection of flavours or stick to one recipe option. Suitable to be fed from weaning to 12months of age.

Feeding guides are detailed on each pack and relate to the expected adult body weight of the puppy in question. If customers are unsure of their puppy's expected adult weight, advice from their local veterinary practice should be sought.

Our 80/20 puppy raw nuggets weigh approximately 17g/nugget. Nuggets are a great option for easy raw feeding as they can be counted into the pup's bowl, defrosted and fed.

All recipes are available in 1kg nugget bags which contain approximately 58 nuggets. A selection of 80/20 puppy nugget recipes are also available as 500g bags containing approximately 29 nuggets per pack.

All of our raw puppy nuggets are made from boneless meats\* meaning they have a no bone content to help ease delicate tummies onto their new food. Enriched with prebiotics, they are sure to get young tails wagging!



80/20 Puppy Beef



80/20 Puppy Chicken, salmon & brown rice



80/20 Puppy Turkey & fish

\* With products containing fish, although every effort is made to make these products bone free, some small fish bones may still be present



Frozen products

## Natures Menu 60/40 Complete & Balanced

Our 60/40 recipes provide everything a dog requires in simple, easy to use formats and are formulated using 60% meat and offal with 40% vegetables and brown rice. There are several recipes to choose from and customers can mix and match, feeding a variety of flavours/proteins to help with palatability and keep meals exciting. All 60/40 raw recipes contain chicken and rice.

Our 60/40 raw range is presented in a **nugget format**, weighing approximately 17g/nugget, and 4 recipes available as **300g complete blocks** (purchased as 12 x single flavours or as a multipack), which are easier for large breed dogs or multidog households. Nuggets are a great option for easy raw feeding as they can be counted into the dog's bowl, defrosted overnight in the fridge and fed the following day. Alternatively, the nuggets will defrost in approximately 2 hours if left in a covered container at room temperature.

All recipes are available in 1kg nugget bags which contain approximately 58 nuggets. A selection of 60/40 nugget recipes are also available as 500g bags containing approximately 29 nuggets per pack. In addition, all recipes will contain an average of 4% **minced bone**, excluding our 60/40 Beef & Chicken which is made using bone free meats.



Nuggets, left to right;

- 60/40 Tripe, chicken, heart, liver & salmon with vegetables & brown rice
- 60/40 Fish & chicken with vegetables & brown rice
- 60/40 Chicken with salmon, vegetables & brown rice
- 60/40 Lamb with chicken, vegetables and brown rice
- 60/40 Tripe & chicken with vegetables and brown rice
- 60/40 Beef & chicken with vegetables and brown rice



Frozen products



300g Blocks, left to right;

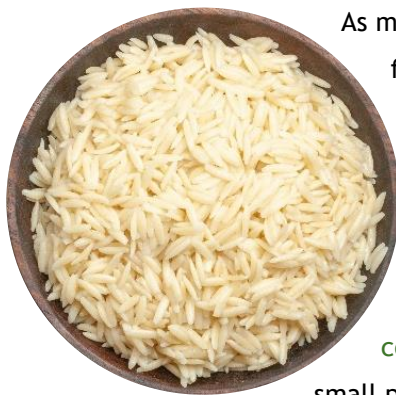
- 60/40 Chicken with salmon, brown rice & vegetables
- 60/40 Lamb with chicken, brown rice & vegetables
- 60/40 Tripe & chicken with brown rice & vegetables
- 60/40 Beef & chicken with brown rice & vegetables



*Frozen products*

## Rice

Although technically dogs have no nutritional requirement for carbohydrate intake, it can prove useful as an **additional source of energy** for high energy dogs, active dogs, working dogs or those who struggle to maintain weight.



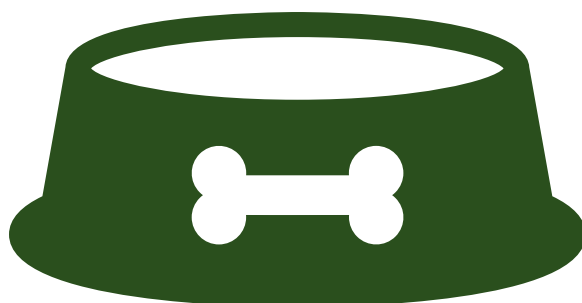
As mentioned, due to the lack of research, there is no proven correct way of feeding a raw food diet and therefore, as a company, **Natures Menu prefers to offer choice to customers** rather than dictating a certain way for them to feed. Brown rice is known to have a medium glycaemic index meaning there should be no sudden releases of energy/sugars into the blood stream.

As raw feeders, **we believe that a small amount of grain would be consumed naturally** as dogs forage human waste and eat the carcasses of small prey such as rabbits and other cadavers. Some people however, prefer to remove all grain from the diet (and this can also be necessary for specific dietary reasons), therefore, our **80/20 Complete & Balanced range** may be more suited to these pet parents.

## Bone Content

Minced bone is included in many of our raw options as a potential nutritional benefit and to help firm faeces. It is also perceived by some to have beneficial effects on the teeth (see 'Potential Benefits'). The majority of our Complete & Balanced raw options will contain on average 4% minced bone labelled on pack as 'Product may contain approximately 4g/100g of small bone pieces' on packaging. For example, 1kg worth of food contains approximately 40g of minced bone = 4% total. Following years of experience, we have found as raw food producers that higher bone amounts contained within food can often cause faeces to become too hard causing discomfort on expulsion, or in more serious cases, severe constipation. By keeping our foods at approximately 4% minced bone, we can be assured that this lower level will suit the vast majority of dogs but also allows for customers to increase bone consumption without causing potential harm by feeding whole bones as treats (see later for information on whole bones and chews).

However, some dogs are unable to tolerate any bone content at all for various reasons such as an overly sensitive digestive tract, possible medications effecting digestive efficiency, post-surgery or they are unable to pass firmer faeces due to arthritis or muscle weakness. For these dogs, we provide some complete foods which are bone free: 80/20 Beef with Superfoods nuggets, 60/40 Chicken & Beef with vegetables and brown rice nuggets and 300g block, and all 80/20 Complete & Balanced Puppy raw nuggets.



## Natures Menu Ready to Mix

The Ready to mix range is made up of individual ingredients which are all complementary, meaning they are **not** designed to be fed alone and **require** a combination of several ingredients to help contribute to a complete and balanced diet.

This range includes:

- 400g pure meats
- Freeflow minces
- Mighty Mixer range
- Meaty bones, chews & chunks



Our 400g pure meats and Freeflow minces are made by grinding meat, offal\* and bone. We have an average of **6% bone content** in these products, excluding **Beef Freeflow** and **Beef Mince**, **Tripe Freeflow** and **Tripe Mince**. These particular products are all **bone free** due to beef bones being too dense to safely mince and tripe being made from the first and/or second stomach of a ruminant animal.



To view our full range of Ready to mix products, please go to [www.naturesmenu.co.uk](http://www.naturesmenu.co.uk)

*\*some recipes are offal free*

We suggest that our Ready to mix products are prepared with fruit, vegetables and healthy carbohydrates, such as brown rice. We also recommend adding a good quality vitamin and mineral supplement.

Suggested additional ingredients may include;

- Peas
- Green beans
- Apples
- Swede
- Carrots
- Cooked brown rice
- Rolled oats
- Sweet potato
- Blueberries
- Raspberries
- Cranberries
- Spinach
- Redcurrants
- Blackberries



Natures Menu believe there is **no right or wrong way of feeding a raw diet** and the decision of how to feed is ultimately down to the owner. Carbohydrates can play an important role in the diet of some dogs, especially if they struggle to maintain weight i.e. working dogs. However, it is important if an owner chooses to feed carbs that an **easily digestible** format is used (see list above) to help prevent digestive upset.

It is also important to ensure customers use fruits and vegetables that are suitable. **Dogs are unable to digest cellulose** (found in plant cells), so the vegetables and fruit must be broken down via **grinding, juicing or finely chopping** to allow the dog to obtain the optimal nutritional value.

As mentioned, it is ultimately an owner's decision on how they wish to feed, but as pet-professionals, it is our responsibility to provide advice and guidance on how best to approach a homemade diet. **Knowledge and experience** are highly recommended before embarking on homemade diets and for new raw feeders or puppy owners, we would recommend they start with our complete and balanced ready-made range to ensure they can fit a raw diet into their lifestyle. Once they have established a routine, they may wish to progress onto making their own recipe combinations.

**We strongly advise puppies and kittens are fed our complete & balanced puppy or kitten food during this important developmental stage. This will ensure all vitamins and minerals are accounted for in their daily diet to support growth, cell development and bone structure.**



Multivitamin supplements should also be added to homemade diets to ensure all micro and macro nutrients are accounted for. A small, simple deficiency or excess in just one single vitamin can have serious detrimental effects on health **which may not become apparent until much later in life**. There are several multivitamin supplements which are available to purchase over the counter and come in all presentations such as tablets, capsules, powders and liquids. Owners should investigate the options available and choose which they feel suits their pet the best.



## Mix Feeding

The subject of mixing raw food with dry food can be very opinionated and it is difficult to ascertain if there is a right or wrong answer. There are several scientific studies which can be found on the internet which give **conflicting opinions** as to which is digested faster or more efficiently. So, in truth, no one really knows the ‘correct’ answer and most statements are only **opinion-based**, which may not reflect all types of pets, types of food or feeding regimes.

At Natures Menu, we believe **every pet is an individual** and owners will generally have a good understanding of what is best for their own pet’s requirements.



In general, we do not recommend that a dry food is mixed with a raw food as it may compromise digestion in more sensitive pets. However, there are still many owners who chose to mix feed their pets and if this suits them as an individual, there is no reason to contradict otherwise. Should owners be mix feeding and report issues such as **loose stools**, **malformed faeces**, occasional **vomiting**, **diarrhoea** or **mucousy stools**, it should be suggested to feed the two elements of raw and dry in separate meals, roughly 10-12 hours apart, to understand if it is a digestive problem due to the mixed food formats.

Should customers enquire about feeding a suitable dry food with a raw food, our **Mixer biscuits** are often a great accompaniment as a topper, as part of a homemade diet, or as a treat.

Our range of **cans and pouches** (see later) are safe to be mixed with defrosted raw food as a topper or to help increase appetite and should not compromise digestion. The cans and pouches can also be mixed with dry foods, however, it is important to remember that our ranges of cooked cans and pouches are all **complete foods** and adjustments should be made to portions to ensure no additional weight gain.

With regards to mix feeding proteins (meats/flavours), we do encourage variety where possible. If dogs can tolerate a **selection of meats**, we advise to mix the sources either each meal or throughout the weeks’ ration to help keep mealtimes interesting. If pets suffer from various allergies or intolerances to particular meats/proteins, these varieties should be avoided, and customers should be aware of which products/flavour combinations best suit their pet.

## Treats - Raw Bones & Chews

Our raw meaty bones & chews range include bone-free options and a range of meaty bones for owners to choose from. They can provide excellent mental and behavioural stimulation and many dogs can find the action of chewing calming and comforting due to the release of natural, relaxing endorphins in the brain. Bones and chews can be fed alongside our complete and balanced raw nuggets or home prepared meals as a treat. Raw bones always have lots of questions surrounding them which we will attempt to answer to help you advise customers appropriately.

### How often should I feed raw meaty bones?

We recommend on average, approximately 1-3 times per week. This can vary depending on the pet, as each individual will have varying bone amounts they are able to tolerate. We would advise owners to check their pet's faeces on a regular basis. If they are very hard, dry and crumbly, this would indicate too much bone is being fed and constipation may occur. The amount of bone being fed should be reduced immediately.

### Do I remove any of my pet's meal if I'm feeding a bone or chew as a treat?

If a meaty chew or bone is fed in addition to the normal diet, then appropriate decreases should be accounted for to help prevent excessive weight gain. There is no set-rule for this and owners are advised to simply feed a little less if a large treat has been fed during the day. This will also be dependent on the size of the pet, as a raw duck wing to a Great Dane isn't going to have the same impact on overall calorie consumption as it would do feeding the same bone to a miniature Dachshund!

### Can I feed the bones and chews frozen?

We would advise to thoroughly defrost any raw bone or chew before feeding to help prevent stomach upset. Some animals prefer their bones and chews frozen, but it is the owner's decision if they prefer to feed them this way.

### My dog isn't on a raw diet, can I still feed raw bones and chews?

Natures Menu advise that dogs should be fed a 100% raw diet for a minimum of 4 weeks before introducing whole bones and chews. This helps ensure the digestive system will be fully adapted to digest the bony material entering the stomach. If raw bones and chews are fed to animals not on a raw diet, digestive upset may occur such as diarrhoea, vomiting or, more seriously, obstruction due to incomplete digestion.

### Will my dog always eat the whole bone?

Our denser bones such as beef ribs and marrow bones will generally be licked clean of meat and marrow, with the harder bone part being left for disposal. Some dogs will consume ribs and most will consume the softer bones such as duck, chicken or turkey based items. Again, this will differ according to each individual dog.

### How do I choose which bone to feed?

Natures Menu have produced an easy to follow 'Bone Guide' for customers to refer to when starting out feeding raw bones and chews. Whether the animal is 12 years old or 12 weeks old, we always recommend following our carefully designed staging system to gradually introduce bones & chews and slowly increase the density and difficulty of the chew. See the flowchart below and packaging for additional guidance.

## Natures Menu's Bone Guide

### Bone Free Chews



Minimum age recommendation = 12 weeks+

A great selection of bone free chews and chunks ideal for introducing raw treats to new dogs and puppies.

These products are only suitable for dogs that have been 100% raw fed for a minimum of 4 weeks.

### Beginner Bones



Minimum age recommendation = 20 weeks+

Soft, bird bones, easy to chew through and offering a seriously meaty snack.

These products are only suitable for dogs that have been 100% raw fed for a minimum of 4 weeks. Dogs should be exposed to bone-free chews before embarking on beginner bones to assess their suitability.

## Intermediate Bones



Minimum age recommendation = 8 months+

Slightly denser, tougher bird neck bones. These offer a meaty treat requiring careful positioning in the paws to allow proper chewing of the bone.

These products are only suitable for dogs that have been 100% raw fed for a minimum of 4 weeks. Dogs should be exposed to bone-free chews and beginner bones before embarking on intermediate bones to assess their suitability.

## Advanced Bones



Minimum age recommendation = 12 months+

Dense beef bones that offer a long-lasting, tough chew. Care should be taken not to allow dogs to chew for a prolonged period to prevent jaw-ache.

These products are only suitable for dogs that have been 100% raw fed for a minimum of 4 weeks. Dogs should be exposed to beginner and intermediate bones before embarking on advanced bones to assess their suitability.

## Additional information on bones and chews

- **Never feed cooked bones.** The cooking process removes the moisture content from the bone which leaves it very dry and brittle. Cooked bones can be difficult to digest and splinter, causing perforations to the digestive tract and serious illness, even death
- **Never cut or saw bones** - if this is deemed necessary, it is likely the incorrect bone has been selected and alternative options should be considered
- Never feed bones with **small children** present and feed **multidog households separately** - raw bones have a very high resource value and even the friendliest of dogs may find it necessary to guard their chew. Children should be kept away from a dog during **all** mealtimes, including during feeding of bones & chews
- **Never leave a dog unattended** with a bone, chew or chunk to prevent against accidental choking
- Always feed bones **appropriate to the animal's** age, size, breed and experience. Follow the Natures Menu Bone Guide
- Do not feed bones from the butcher/supermarket as their storage history is unknown and bacteria may be prevalent. Bones purchased from butchers are usually chopped, leaving ends very **rough and sharp** which may cause **damage to the mouth, tongue or throat**
- Always dispose of any uneaten material after **24 hours post defrost**
- It is the **owner's responsibility** to ensure safe practice when feeding meaty bones, chunks or chews
- **Be hygienic!** Always feed raw meaty bones or chews outside or on a wipe clean matt, old towel or dog bed which can be wiped, mopped or washed following consumption of the treat
- Do not allow raw meaty bones & chews to be consumed on **carpets or soft furnishings**



## Natures Menu Raw Freeze Dried Complete & Balanced

Freeze drying is a technique used for preserving perishable foods and enabling easier storage and transport at room temperature. It relies on a process called sublimation where under certain conditions, water can transform directly from its solid form (ice crystals) to its gaseous form. Following this process, using a partial vacuum, the water may then be easily removed from a product without altering the composition of the original foodstuff.

The freeze-drying process removes almost all the water content from the natural ingredients used, recognisable from our raw range, whilst locking in nutrients and flavour and remaining as natural as possible. **It's raw with no thaw!**

Natures Menu currently have 4 complete & balanced, single protein recipes to choose from, all of which can be fed straight from the pack with no defrosting or chilled storage required. Its raw freeze dried for extreme convenience, **making raw feeding available on the go, anywhere, any time!**

It's worth noting that customers may notice their dog drinking a little more when feeding freeze-dried food compared to feeding a raw diet. This is simply down to the low moisture content in freeze-dried and would be similar to us eating a juicy apple compared to 2 cream crackers - one will make us naturally more thirsty than the other.

Available in 250g and 120g and suitable for all adults dogs 12mths+.



## Natures Menu Cans and Pouches

We have several options in our cans and pouches range which can be used in place of raw, for when feeding frozen food is not practical e.g. on holidays, in kennels etc. They can also be fed as a single, complete diet on their own. As this range is cooked, our cans and pouches **do not require storing in a fridge** and should be kept in a cool, dark place. Once opened, we advise the remaining contents to be placed in a resealable container and stored in the fridge for **no longer than 1-2 days**.

All of our cans and pouches are made by placing the **raw material** into the can or pouch, sealing it and then cooking in a hot water bath, **locking all the goodness and flavour inside**. Our cans and pouches are all complete and balanced and do not require any additional ingredients to be fed alongside. We provide a range of options including no grain recipes, single protein options and grain inclusive recipes.

Our cans and pouches for dogs follow very similar (but not exact) recipes as our frozen ranges. Our **Original** can & pouch range is approximately **60% meat** (and offal), and our **Country Hunter** can & pouch range is made from **80% meat** (and offal), mixed with wholesome fruits, vegetables, and carbohydrates. Both ranges are available to purchase as single flavours or in multipacks.

Feeding guides for all our ambient products can be found on-pack. These amounts are calculated using the energy density of the food and it is safe to adjust the amount fed to suit an individual's requirements.

Most dogs will be fine to move onto our cans and pouches for short periods of time to tide over whilst away on holiday, or if owners have forgotten to defrost food. However, if customers are planning to switch from raw to our ambient products for several days, we would advise they try feeding the food in advance of the break for a few meals to **ensure the change suits the pet**. As mentioned, most dogs will not have any side effects of changing between our products, apart from the possibility of slightly softer stools due to the lack of bone content in the cooked items. This is to be expected and will return to normal once raw feeding resumes.





Range	Grain free	Single protein
Original Dog		
Original Puppy 400g can	Yes	No
Original Puppy 300g pouch	No	No
Original Chicken with Vegetables & Rice 300g pouch	No	Yes
Original Chicken with Duck, Rice & Vegetables 300g pouch	No	No
Original Turkey with Chicken, Rice & Vegetables 300g pouch	No	No
Original Beef with Tripe, Vegetables & Rice 300g pouch	No	No
Original Light 300g pouch	No	No
Original Senior 300g pouch	No	No
Original Chicken with Vegetables 400g can	Yes (contains cooked potato)	Yes
Original Beef with Chicken & Vegetables 400g can	Yes (contains cooked potato)	No
Original Lamb with Chicken, Vegetables & Rice 400g can	No	No
Original Chicken with Salmon, Vegetables & Rice 400g can	No	No



Range	Grain free	Single Protein
Country Hunter Dog		
Country Hunter Free Range Chicken 150g pouch	Yes	Yes
Country Hunter Succulent Duck 150g pouch	Yes	Yes
Country Hunter Grass-fed Beef 150g pouch	Yes	Yes
Country Hunter Farm Reared Turkey 150g pouch	Yes	Yes
Country Hunter Wild boar 600g & 400g can	Yes	Yes
Country Hunter Turkey 600g & 400g can	Yes	Yes
Country Hunter Pheasant & Goose 600g can	Yes	No
Country Hunter Chicken & Salmon 600g can	Yes	No
Country Hunter Duck and Turkey 600g & 400g can	Yes	Yes
Country Hunter Rabbit 600g can	Yes	Yes
Country Hunter Venison 600g & 400g can	Yes	Yes
Country Hunter Beef 600g can	Yes	Yes



Range	Grain Free	Single Protein
Especially for Cats		
Kitten Chicken 85g can	Yes	Yes
Adult Chicken with Turkey 85g can	Yes	No
Adult Beef & Chicken 85g can	Yes	No
Adult Chicken with Salmon & Tuna 85g can	Yes	No



*Adult range*



*For kittens*

## Treat Range

### Meaty Treats

Our **no grain**, real meaty treats for cats and dogs contain 95% real meat and are gently cooked to formulate a **semi-moist snack**. They are available in 2 tempting 60g resealable pack flavours for cats; **salmon & trout** and **chicken & liver**. For dogs, we have 60g or 120g resealable packs of **chicken**, **beef**, or **lamb & chicken** flavours, all deliciously irresistible! A smaller sized chicken Puppy Treat (60g), perfect for all training is also available, endorsed by Gwen Bailey's Puppy School. Meaty Treats are great all-purpose treats and are a **wonderful option for owners to hide medication in**. Please be aware that all meaty treats contain pork.



### Country Hunter Superfood Bars for dogs

Delicious, air-dried Superfood Bars made with the finest pieces of meat, naturally blended with a selection of superfoods for a healthy snack. A great addition to any diet as a tasty reward. Available in 5 delicious flavours and all **no grain** (excluding Salmon & White Fish bars due to the use of rice flour). These bars can be fed whole or easily broken into smaller pieces for training rewards, suitable for dogs 4 months and over. Available in 100g resealable packs. We also have **Chicken with Venison Puppy Bites** in 70g bags suitable to feed from 8 weeks onwards. Pre-cut into smaller pieces for ease of use with training.

- Salmon and White Fish with Cranberries & Kelp
- Duck with Carrot & Pumpkin Seeds
- Chicken with Coconut & Chia Seeds
- Beef with Spinach & Quinoa
- Turkey with Cranberries & Pumpkin
- Chicken with Venison Puppy Bites



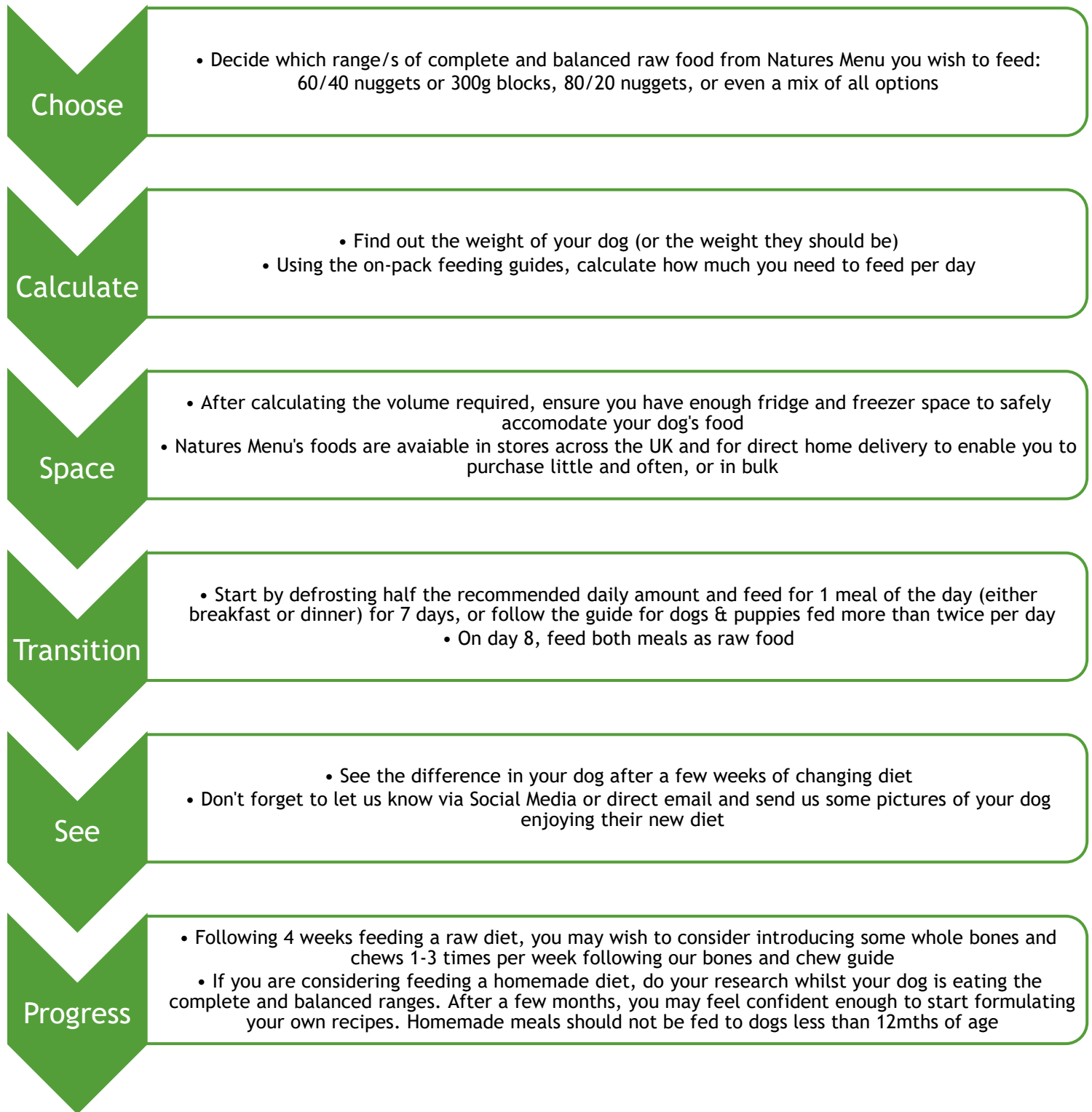
## What about teeth and feeding a dry food?

There is **no substantial evidence** to support that regular dry foods help to clean the teeth. The only types proven to do so are prescription foods such as Hill's T/D or Royal Canin Oral Care (others also available). In fact, many of our customers report to us that after switching to our complete wet food or raw food, their **pets' teeth appear cleaner and their breath smells fresher**. We feel this is most likely in relation to all of our recipes being **natural and not containing any artificial colours, preservatives, flavours, or added sugars**, which then feed the bacteria in the mouth, eventually causing plaque build-up and bad breath. Feeding raw bones or chews 1-3 times per week, alongside a raw diet, can also help to mechanically clean the teeth.



## Novice Raw Feeder Advice Map

Below you will find a quick guide summarising how to start a raw food diet.



## Contacting Natures Menu

There are several ways people can get in contact with Natures Menu. We have a team of fully trained, experienced sales staff on hand to help answer and direct all your questions relating to our company and products.



Website: [www.naturesmenu.co.uk](http://www.naturesmenu.co.uk)



Freephone: 0800 018 3770



Email: [info@naturesmenu.co.uk](mailto:info@naturesmenu.co.uk)



Social media: Facebook, Twitter, Instagram



Or try our Instant Chat facility on our website to speak directly with one of the Natures Menu team

Check out our YouTube channel for helpful videos and tips about raw feeding:

[www.youtube.com/user/naturesmenu](http://www.youtube.com/user/naturesmenu)

You have now completed the training manual for the Raw Advisor and we hope you have enjoyed learning about Natures Menu and raw feeding. Now it's time to take the quiz to become an official 'Raw Advisor'. A certificate of achievement and badge will be sent in the post within 4 weeks of successful completion.

## Why not become a Raw Expert?

Once you have successfully completed the Raw Advisor course, why not think about becoming a Raw Expert?

This advanced course is modular and looks deeper into subjects such as manufacture & legislation, basic nutrition and health & nutrition.

See website or contact us for more details.

Your feedback is important so please feel free to pass on any comments about this course you think we may find useful to help us develop our education opportunities.