



**Carnivora**™  
pure and simple

Puppy



*a guide to caring for your*  
**NEW Family Member**

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***Congratulations!*** You've finally found the puppy of your dreams! For some people, acquiring a pet is like bringing home a new baby. A healthy, happy dog adds a dimension of excitement, activity, and pleasure to any family circle. Like a child, a dog must be given the best in health care and nutrition—beginning on the day the new puppy first enters your home.

## **BRINGING Puppy HOME**

You'll want to keep in mind that moving into a new home will be an abrupt change for your puppy. Take time to ease him into his new routine. Change can produce stress, and it isn't unusual for a new puppy not to eat for the first 24 hours. Beginning eating is a good indication that he's adjusting to his new surroundings. Puppies "fresh from the nest" also may be vocal (whine, whimper, bark) for the first while. After all, until now they've been with their littermates and mom since birth!

During the first few days, concentrate on house-training. Make time for socialization, play, and bonding by spending "quality time" together. It is important always to know where the puppy is and what he's doing. The first 48 hours are especially significant because the puppy's initial impressions are often lasting ones. And remember it's much easier to teach good habits in the first place than it is to later try to change undesirable ones! Raising your puppy to achieve his full potential takes insight, patience, and compassion. Be assured, however, that your efforts will pay many dividends over the years to come, as your puppy gives you back hundredfold all that you give to him.

## **HOUSEHOLD Rules**

It's important to start establishing some household rules as soon as your new puppy joins the family. An eight- or nine-week-old puppy is not too young to learn. By starting when the pup is young, you will stop bad habits before they start. When deciding what rules you want to establish, consider your puppy as the adult dog she will grow up to be. You may not mind the puppy on the couch now, but will you want her on the furniture when she is full grown and shedding? Additional rules might include off-limits for the kids' toys, the plants, and the laundry basket. She'll need to be told and/or shown what is permissible for her and what is not. You must be very clear with your communication, while at the same time provide alternatives to undesirable behaviours.

In order for your pup to develop into a family asset, you yourself must assume the leadership role since dogs are first and foremost pack animals. Clear and consistent rules form the basis for effective training and socialization of your new puppy.

## **FORMING the Family Pack**

Dogs are members of the *canid* family, a group that also includes (to name just three) wolves, coyotes, and foxes. In the wild most canids are pack animals, and many of the pack animal instincts remain present in domestic dogs today.

The process by which a newborn pack animal is transformed into a full-fledged member of the group is referred to as subordination. With dogs, this process begins shortly after the third week of life and continues throughout early development. Subordination has been occurring for thousands of years, but only recently have researchers come to understand how it functions.

The normal healthy puppy is pushy. His tendency is to advance as far as possible within the social order of the pack. This social order exists because in order to survive, the pack must from time to time replace its leaders and there must be potential leaders capable of filling those roles when that time arrives.

Most pack members learn to control their own pushy or dominant behaviors because in Nature the pack has only two leaders—one male and one female. Understanding subordination is one of the keys to successful puppy raising, because you must establish yourself as pack leader and maintain that position throughout your dog's life. These relationships are arrived at on an individual basis, so you must establish the leadership role for yourself.

## **PUPPIES are IMPRESSIONABLE**

A young pup is continually learning about her new environment. Every situation into which she is placed, every person she meets, every pleasant or unpleasant incident in her early life—all can have lasting effects.

Researchers have found that completely isolating a puppy from human contact between the third and sixteenth weeks of age will lead to the pup's having a fear of people. Puppies that are isolated will run from people if they can. If prevented from escaping, they will huddle and snap at people who try to touch them.

If they are to develop into good companions, puppies at an early age must be regularly handled by people. Dogs that are uncomfortable with humans are difficult to train and may develop into "fear biters." Puppies that have very little early human contact also may grow up to be extremely shy dogs. Responsible breeders take the time to properly socialize their pups before they release them to their new homes. Then it's up to you as the new owner to carry on with socialization activities to enable your new pup to reach her maximum potential.

## SOCIALIZATION

Guard against isolating your puppy for prolonged periods of time. Destructive digging, chewing, and scratching often occur because he is spending too much time alone. Puppies are highly social animals and need social contact for proper development. In Nature, canine cubs are virtually never alone. Good socializing activities include:

- Exposing your pup to all types of people—boys and girls, women and men, young and old, the disabled, etc.
- Introducing your pup to as many new situations as possible, making sure that those are happy and positive
- Getting your pup used to being in crowds or places where there is a lot of activity

When using discipline, make sure it is appropriate to the pup's temperament. Use only the degree of discipline sufficient for getting the message across. Take your puppy to an obedience class that encourages only positive methods.

## CRATE *Training*

Many new owners are uncomfortable at the prospect of crating their new puppies. However, dogs both wild and domestic are den animals. They like to nap in places that resemble a den, such as under a table. There may be times during your puppy's life when she will have to be crated, and a little training will ensure that during those times in her crate she will feel comfortable and secure.

When introduced to a crate early, most puppies adapt to it with little trouble. The use of a crate is an excellent way to combat a variety of potential problems in the home, and is extremely helpful for house-training. And even after your pup is house-trained and familiar with her new surroundings, you'll find that you may want to restrict her to her crate when no one is around to watch her because a pup will generally cause

some mischief if left unattended. If your puppy can't get into trouble, she won't be able to form destructive habits. The crate also is invaluable for transportation in the car, for public transit, and during sickness.

If you take the time to introduce the crate properly, you'll find that your pup will come to prefer it for sleeping and for times when she is left alone. However, if your pup is to be left for an extended period, a crate isn't recommended. In this case, you should provide either an outdoor kennel that includes water, shelter, and a place for her to eliminate, or else a collapsible wire barrier called an "exercise pen" that can be used to create an enclosed safe place indoors. If you can schedule your absences so that your pup is not alone for more than three hours at a time, it is appropriate to use the crate. As she grows, she'll be able to wait longer without eliminating. Except for overnight sleeping, regular crate confinement approaching eight hours is not recommended for puppies under 18 weeks of age.

Although many breeders introduce their pups to the crate before the dogs leave the kennel, you can also do this yourself when you bring your new pup home. You should choose a crate that will be big enough so that your pup can lie comfortably on her side as well as stand, sit, and turn around without difficulty. To encourage the pup to first enter the crate, at feeding time place her bowl inside the crate and leave the door open. Another approach is to place small pieces of food inside the crate between feedings while the pup is watching, again leaving the door open for her to enter.

If possible, keep the crate in your bedroom at night. By doing this, you'll provide overnight social contact and easily be able to hear your pup's "messages," e.g., vocalizing when she needs to eliminate.

## **HOUSE** *Training*

Successful house-training of your new puppy depends on several key factors:

- Your understanding of why and when he eliminates
- Consistent feeding and elimination times
- Establishing a single outside elimination area
- Catching him "in the act"
- Confining him when you're gone or when you can't watch him
- Proper diet, because poor nutrition will hinder house-training

In all cases, the pup depends on you to provide the routine that establishes good elimination habits. Start him out right and stick to the schedule—you'll find he'll learn quickly and easily. Scheduling mealtimes is the way to get started.

Your puppy should be fed several times a day, rather than having constant access to food. By scheduling the feedings, you'll be able to establish digestive regularity and therefore be able to anticipate when your puppy is likely to defecate. Some other mealtime tips:

- Allow your puppy ample time to eat.
- Feed at approximately the same time each day.
- Expect your puppy to need to eliminate within 10 to 20 minutes after eating. Never crate him after feeding until he's been given an opportunity to eliminate first.

Do not leave a puppy unattended with free access to the rooms of the house. Always use the same word when teaching your dog to eliminate, e.g., "Outside?" The word you choose must always be spoken in a pleasant tone of voice. For the pup to learn that eliminating in the house is not acceptable, he must be caught in the act.

When you see your pup starting to eliminate inside, stop him by simply saying "No" in an unemotional but firm tone without shouting or even raising your voice, and immediately take the pup to his outside area. As soon as you're outside, praise him and tell him he's a "Good dog!" Even if he doesn't eliminate, praise him in his outside area. Remember, each time he eliminates in the house and you don't catch him in the act, YOU have made the mistake and you are increasing the odds that the same thing will happen again. Never rub a pup's nose in his mistake. He cannot make an association with this abusive form of punishment.

## CHEWING

Puppies are curious chewing machines. Their inherent tendency to investigate their surroundings is very strong. Evolution encourages wild canine cubs to use their mouths to learn about their environment, as well as to find additional food sources. This tendency is still very much present in today's domestic dog, even though she's usually adequately provided with food. Your success in preventing chewing problems depends on how effectively you can channel your pup toward acceptable chewing items. The two distinct periods when excessive chewing is likely to occur are during

teething (around three months of age) and during the time when the permanent teeth become set in the jaw (between six and twelve months). To train your pup away from inappropriate chewing:

1. Never leave the pup unattended unless she's restricted to a damage-proof area.
2. When the pup begins to chew something she shouldn't, simply tell her "No," remove the object, and immediately replace it with an appropriate one.
3. In addition to putting away obvious favourite "chewables" such as shoes and socks, also keep all potentially harmful objects and substances such as pins, electrical cords, household cleaners, insecticides, and poisonous plants (these include Boston ivy, dieffenbachia, English ivy, pothos, umbrella plant, mistletoe, daffodil, poinsettia) well out of reach. Be particularly careful that anti-freeze (in bottles, pans, pails, etc.) is not accessible to your dog, because dogs like its sweet taste and ingesting even a small amount can be fatal. Make sure the outdoor area is safe as well.
4. Purchase pet toys that are safe and the right size for the pup. In other words, don't give a Great Dane pup a toy suitable for a pug! Keep children's toys away from the puppy.

## BARKING

Your understanding of why your dog barks when he does will help you in controlling what can otherwise become a frustrating and annoying behavioral problem. Barking, howling, and whining are the sounds a dog uses to communicate. For example, when separated from the pack, wolf pups (as well as older pack members) will whine, bark, and howl to increase their chances of rejoining the pack. Similarly, a young pup may bark or whine when separated from you at night or when you are away from it.

Another characteristic shared by the domestic dog and the wolf is barking to signal an intrusion into the territory. This is not an altogether undesirable trait, as many people want to be notified if something unusual is happening on their property. However, continual barking at any small disturbance is annoying. If he's outside and barking at people passing by, either move him to another area or do not allow him outside unattended.

## **JUMPING Up**

Most normal puppies will try to jump up on people they greet, a tendency derived from the pup's wolf ancestry. Wolf cubs begin leaving their dens around the third week of age, at which time they are fed by older pack members who regurgitate partially digested food for them. Such feeding is initiated when the young pups jump up and nip at and lick the adults' muzzles. After weaning, greeting older pack members by licking their muzzles becomes the normal way for pups and other pack members to greet superiors. Some owners will not be bothered by their pups' jumping up, but for those who would prefer to avoid it, teaching an alternative is a good idea.

The following training should help in discouraging your pup from jumping up. Squat down when greeting your pup. Allow her to lick you, if you're so inclined. Never praise or pet the pup while she's jumping up or immediately after. At an early age you can teach the pup to sit to receive praise or you can teach the pup to overcome jumping up by using a piece of food held in front of you. As she jumps up for the food, tell her "Off" and then "Sit." When she obeys, praise her. The effort of training this exercise while the pup is young will reap benefits when she matures.

## ***The RECALL***

Of everything you can teach your dog, coming reliably when called is probably the most important lesson. Too many pets are injured or killed by cars, even when accompanied by their owners, because of poor recall habits. The best time to begin the recall is during puppyhood. Not only are behaviors learned during this time long remembered, but this is also a time when the puppy has a natural tendency to stay close to the adults within "his pack."

Before you begin, it is useful to know why some puppy owners fail in teaching their dogs to come reliably on command.

First, the dog must NEVER be punished when he comes to you, no matter what he's done. Remember that dogs learn by associating their immediate actions with the results those actions produce. From the dog's point of view, he's learning NOT to come if he's disciplined after coming to you, since the action of coming results in an immediate negative experience.

Second, many people get into the habit of repeating the recall command repeatedly until the puppy finally comes. What they inadvertently are training him to do is to

ignore them. Instead, follow the guidelines for recall training as listed at the bottom of this section, using a single recall command.

A third problem in recall training is that people are often inconsistent in their approach to the recall. Sometimes they use one word to call the dog and at other times they use another. Sometimes they praise the dog for coming and sometimes they ignore him. *Consistency is important in teaching a dog to come.*

Finally, NEVER call your dog to you then immediately do something he finds unpleasant, such as giving medication, nail clipping, etc. If you must do something he won't like, go and get him before proceeding.

Not surprisingly, effective recall training begins with the call to dinner! The steps below will guide you through teaching your dog to come when called.

1. First, choose a single appropriate word or phrase then always say it the same way and in the same tone of voice. Begin by calling the puppy in a distinct and happy tone of voice just before feeding. Praise him lavishly while he approaches, then give him his meal.
2. For the first several days, call him to you in this way only at feeding times. Remember to praise while he's coming—don't wait until he gets to you.
3. After he responds immediately by coming to feed on just one command, begin calling him to you at times other than feeding. Praise him while he's coming and immediately give him a food reward when he arrives, but on these "non-mealtime" occasions don't show him the food reward beforehand.
4. During the first week or two try to call him only when indoors or in a confined area such as a backyard—distractions in these places should be at a minimum, so the pup will be more likely to respond.
5. Continue to work with the puppy in a confined area, except now try calling when he's distracted. If he doesn't respond immediately, go over to him, get his attention, then call again while moving away from him, making sure he receives praise and a food reward when he responds.
6. Don't allow your puppy to run free in an open area until he's fully trained to come to you when you call.

# **YOUR PUP'S WELLNESS**

Routine care is a critical component in ensuring the well-being of your pup. Checkups on a regular basis, not just when problems arise, will help enable your pup to enjoy a long, healthy life. Problems detected early have a better chance of being corrected.

It is frustrating for veterinarians to see developing conditions that could have been prevented or at least minimized by early detection and correction. Don't wait for serious illness to occur—watch for signs of unwellness before they develop into illness!

Begin your wellness assessment with regular grooming. Grooming not only helps you establish a physical bond with your puppy but also gives you a chance to look and feel for changes and abnormalities such as sores, lumps, parasites, changes in coat texture, etc. Grooming on a regular basis will give you the opportunity to become familiar with your pup's body, and by doing so you will become attuned to subtle changes that may be important to report to your veterinarian. And if you suspect that your pup is unwell, your observations can play an important part in helping your veterinarian to care for her.

The following sections will guide you through the basic steps in routine grooming care of your dog.

## **Foot Care**

Care of your dog's feet is very important, but the initial problem a pet owner faces is that the majority of pups dislike having their feet touched and very often the puppy wins this battle! If your puppy puts up a fuss about having his nails trimmed, it may be helpful to have someone hold him for you. Offering food rewards can also help to redirect his attention, while some pups are easier to handle after being exercised.

Although trimming dogs' nails may leave some owners squeamish because, as anyone who has trimmed canine nails knows, there are times when the trimmed nail may bleed, don't neglect this important grooming task! Bleeding can be stopped by packing the nail end with cauterizing powder (available at pet supply stores). If your pup has white nails, the trimming job will be easier because you will be able to see the pink "quick" (the soft flesh below the nail) and stop trimming just ahead of it. If your pup has black nails, the trick is to trim just a little at a time watching for the whitened spot that signals the beginning of the quick, and stop trimming just before

that point. If your pup has dewclaws (rudimentary claws located partway up the legs of some dogs), trim these too because if left unattended they can grow so long that they curl into the dog's legs.

Regarding nail trimmers, guillotine-style dog nail trimmers require that the dog's nail be inserted through a hole in the top of the trimmer. As the handles are squeezed together the blade comes down and cuts through the nail. Guillotine-style trimmers have a cutting blade that must be changed frequently to maintain a nice clean cut.

Pliers-style dog nail trimmers work like pruning shears. The two notched blades surround and cut through the nail as the handles are squeezed together. Some people like this style because they can see exactly where the blade will cut through the nail. If you have a large dog, this type of trimmer works great on thick nails.

The style you choose for your puppy nail-trimming tool is a matter of personal preference. If the clipper is the correct size, it will get the job done. Just remember to keep the trimmer sharp so that it makes a fast-clean cut. A dull clipper can pinch the nail, causing discomfort to your puppy.

## **Ear Care**

Your pup's ears should be cleaned weekly. The best way to do this is with a cotton ball saturated with water or equal amounts of water and apple cider vinegar. Thoroughly clean the underside of the ear flap and into only the upper portion of the ear canal.

## **Eye Care**

Note first whether the eyes are bright and clear of discharge. A bit of brown substance at the inner corner of the eye is normal, and this should be removed. Any unusual discharge or appearance of irritation in the eye may indicate that veterinary care is needed. Often the onset of an illness can be observed and treated early if you are alert to noticing dullness in your pup's expression.

## **Brushing and Combing**

Regular brushing is recommended to ensure your pup maintains a healthy and trouble-free coat. Weekly brushing removes dirt and debris, gets rid of knots and tangles, and helps promote new hair growth. The ever-popular slicker brush can be used on most coat types. Bristle brushes work best on smooth, short coats. Pin brushes are great for the overall care of medium- and long-haired coats.

Combing removes mats and tangles that brushing may have missed. When choosing a comb, consider the size of the comb's teeth and the spacing between the teeth. For long-haired breeds and those with heavy undercoats, select a large-tooth comb with wide spaces between the teeth. Fine-tooth combs work best on short-haired breeds and those with thin undercoats.

## **When to Notify the Vet**

### **ACUTE EMERGENCIES**

- Sudden vomiting and/or diarrhea, accompanied by a change in behavior
- Sudden loss of co-ordination or balance and/or a staggering, unsteady gait
- Sudden onset of rapid labored breathing; inability to "get air"
- Bloating (swelling) of the abdomen accompanied by retching (attempts to vomit)
- Drooling, slobbering, or foaming at the mouth
- Swelling of the head, face, and/or limb(s)
- Collapse (fainting); seizure (convulsion)
- Bulging eyeball(s)

### **SIGNS OF POTENTIALLY SERIOUS ILLNESSSS**

- Fever (over 103 degrees F / 39.4 degrees C), loss of appetite, remaining in bed
- Vomiting and or diarrhea that persists
- Vomiting of blood or brown fecal-smelling material
- Bloody diarrhea
- Thick mucus or pus-like discharge from the eyes and/or nose
- Coughing for more than 24 hours
- Excessive (unusual) thirst
- Arched back, painful tucked-up abdomen
- Straining to urinate, painful and/or difficult urination, unusually frequent urination
- Gagging, pawing at mouth
- Blinking, squinting, pawing at eyes

## **Environmental Dangers**

- Electricity potentially poses a serious threat to dogs, so make sure nose-level electrical outlets have cover plates.
- Poisonous substances including cleaning supplies, paint, gasoline, anti-freeze, etc. should be stored in a spot inaccessible to the dog. See also the listing of several poisonous common houseplants in the earlier section on “Chewing” (page 5).
- Extreme weather can be dangerous for your dog. Heatstroke is potentially fatal and can happen not only to a dog left in a car but also to one left in a yard without proper shade. In all environments, and most especially during hot weather, a constant supply of cool, clear water must be available to your dog. Outdoor dogs can also suffer if left outside in frigid temperatures.

## ***Food Forms THE FOUNDATION of HEALTH***

Proper nutrition is the foundation of your new puppy’s health. As a pet owner you will invest thousands of dollars feeding your pet over its lifetime, so you need to have a good understanding of what you should feed your dog, and why.

Prior to the commercialization of pet foods, people fed their pets table scraps, leftovers, and/or meat scraps (sometimes purchased especially for pets). In addition, pets were generally allowed to hunt and forage for themselves. A balanced diet was achieved over time, rather than “per meal.” Heat-processed, grain-based pet foods were born out of a call for convenience approximately 80 years ago. Since the advent of this latter type of product, pet owners and veterinarians have observed and documented significant changes in the health of companion pets.

Since the advent of commercially produced pet foods, these types of diets have been implicated in a wide range of pet health disorders including obesity, food intolerance, inflammatory bowel disease, chronic ear infections, cystitis (bladder inflammation), bladder and kidney stones, heart diseases, pancreatitis, hyper and hypothyroidism, hip dysplasia, cancer, bloat, and diabetes. Consequently, it is critical that you as a caregiver make wise and informed decisions about what you will feed to your new puppy. The food you put into your puppy’s bowl daily effectively will either heal or harm.

The question of what to feed and what not to feed is far from simple. The continuing onslaught of new pet foods makes it increasingly difficult to discern marketing truths from marketing myths. Pet owners are faced with not only numerous product choices but also a wide range of product claims, and only some of these are true.

The pet food industry is a multi-billion-dollar business for good reason. Clever marketing campaigns target pet owners like yourself to make sure you know not only their products' names but their many purported benefits as well! Pet food advertisements now have invaded the Internet, television, and almost every type of popular magazine (not just those designated for veterinary clinics and pet supply stores).

Pet food companies contribute millions of dollars in financial assistance to major universities and institutions conducting the majority of pet food nutritional research. Due to a void in the curricula of veterinary colleges, the same pet food companies are invited to address and educate students on pet nutrition. This represents an exclusive opportunity for businesses to inform and influence students about their own "pet prescription diets" including which foods to recommend for treating specific conditions and diseases. In many cases the education provided by companies represents the largest ratio of the nutritional education that students will receive while attending veterinary college.

Pet owners turn most often to veterinarians for advice and information about all aspects of their pets' health including nutrition, and they trust that advice. The educational process outlined above arguably leads to the concern that many veterinarians may be limited in their nutritional knowledge, and that what they have learned comes from the biased perspectives of pet food companies.

While holistic veterinarians are aware of the importance of a Species Appropriate<sup>TM</sup> diet for optimum pet health, conventional veterinarians most often take the view that dogs are omnivores so therefore can be maintained on a grain-based diet. They hold this belief in spite of scientific proof that dogs have not evolved a physiological requirement for carbohydrates.

## **UNDERSTANDING *Biological Adaption***

The term "biological adaptation" may sound complicated and highly scientific. However, understanding it is the foundation to understanding the basis of sound nutrition for your pet. The biological adaptation of your pet should guide you in all the nutritional decisions you will face during your pet's lifetime.

To explain, herbivores (e.g., cattle, rabbits, horses, sheep) are equipped to handle an exclusively raw leaf/grass diet. Granivores (primarily birds) thrive mostly on the raw grains of various grasses. Carnivores (e.g., cats, wolves, coyotes) eat primarily raw meat. The foods and influences to which a species is biologically adapted are those deemed "natural" to its character by the evolution of its biological heritage over millions of years. In simplest terms this means that, for example, carnivores have become adapted to eating other animals. Non-carnivorous animals, on the other hand, have adapted to eating vegetable matter for food.

Like all other creatures in Nature, dogs inherently are provided with the tools and conditions required to maintain their own health. As well, species naturally and intuitively limit themselves to the foods for which they are specifically adapted (Species Appropriate™). As a result, we can conclude that dogs and all other animals are intended to consume the diets to which they are naturally physiologically adapted, to live in an optimally healthy state.

Contrary to popular belief, domestication has not significantly altered dogs' biological adaptations, internal makeup, or natural needs. The only expert that should be relied upon to decide what foods are best is the carnivore's own body—in other words, anatomy and physiology should decree whether any food is either appropriate or detrimental. Despite the fact that some dogs today may have acquired "a taste for" the manufactured heat-processed products coming out of the "traditional" pet food industry, your decisions regarding your puppy's natural diet should not rely on the claims of modern marketing but rather on the scientific facts of the pup's biological, biochemical, anatomical, and physiological features.

If it is your goal to achieve the highest possible level of health for your pet, you must respect its natural biological heritage. We would never expect cattle or horses to thrive on anything except green feed, as this is their adaptation. These creatures cannot be fed contrary to their natures if the desire is to maintain a healthful state. This fact is equally true for dogs. Food is animals' most immediate contact with Nature, and it must be suited to the body to prevent physiological breakdown.

The needs of dogs are most fully and completely met so long as their biological needs are fulfilled. While a dog can be a scavenger when forced, its body cannot in the long term adapt to foods that have been radically altered from their natural forms. Inevitably, major health deterioration will result.

Nature conveniently provides everything that all species require to live in consummate health. By using Nature's original food "packages," lifelong optimum health can be achieved.

## FEEDING *Puppies*

### Nature's Menu

The natural feeding habits of wild canids involve many factors, and published research has provided some interesting information that can be used to help understand the developmental and nutritional patterns of wild pups. Larger canids such as the wolf typically prey on ungulates such as moose, caribou, elk, and deer as the mainstays of their diet. Any remains from the wolves' feedings become valuable food for coyote, fox, and other scavengers. Smaller game animals such as beaver, hare, and (to a lesser extent) rodents and wild birds also are consumed by wild canids, and they also eat a very limited amount of plant material. It appears that the stomach contents of large prey are left unconsumed by most wild canids.

The diet of the opportunistic coyote is somewhat more diverse than that of the wolf, consisting of some larger prey such as deer and virtually every small animal from rabbits to rodents, along with an assortment of vegetation depending on the region and the season. Foxes' prey are somewhat smaller than that of the coyote and wolf, comprising mainly rabbit, rodents, wild birds, and insects, and they also consume some vegetation. While the size of prey may change according to the size of the canid predator, the nutrition principle doesn't: the wild canid menu consists mostly of whole animal consumption. If the prey is shared with a pack, various components of the whole animal carcass will be consumed over a period of time. The same prey animals supply nourishment for the young to the old, the only difference being whether the food is completely ingested by the adults or regurgitated for feeding to pups.

### Feeding of Wild Pups

In the wild, pups are at the centre of the pack's attention and care. Almost every member of the pack plays an active role in responding to their needs and is affected by the pups' positions within the pack. With large prey animals, pack members of all ranks and ages gather around the carcass and feed simultaneously with no status privilege apparent; however, if the prey is smaller, the dominant breeding pair may feed first and control when subordinates feed. Pups are subordinate both to parents and to older siblings, yet they are always fed preferentially by the parents and even by their older, dominant siblings. The parents both dominate older offspring

and restrict their food intake when food is scarce, feeding the pups instead. High-ranking pups are more assertive than their littermates in competing for food delivery by adults, and sometimes will accompany adults on foraging trips at an earlier age than do subordinates.

## **Feeding the New Puppy**

If you want your puppy to live a long and healthy life, you need to feed him the foods that he is designed to eat. Growing pups should be fed a quality and quantity of food that not only will support optimal health throughout growth but also will provide the dietary foundation for a lifetime of excellent health. Feeding for a plump body condition or fast growth should be avoided. Providing too much or the wrong foods early in life can lead to skeletal disorders that will affect a puppy throughout its entire life. Growing puppies should be kept lean and well muscled, with their ribs easily felt but not seen. Proper feeding should be carried out through portion-controlled feeding rather than through free-choice feeding. At the time when you bring your new puppy home from the breeder, two or three meals per day are usually enough.

## **Stages of Growth**

There are four recognized developmental stages in both wild and domestic canid pups, namely (1) the neonatal period, from birth to the age of eye opening, (2) the transition period, from the age of eye opening to 20 days, (3) the period of socialization, from 20 to about 77 days, and (4) the juvenile period, from 12 weeks to maturity. During each stage, a puppy's nutritional needs will evolve as she grows.

### **NEONATAL PERIOD**

During the neonatal period, pups are blind and deaf and have little, if any, sense of smell. They have poor ability to regulate their body temperature, but they possess a good sense of balance, taste, and touch. Their motor capabilities are limited to crawling, and upon contacting their mother's teats, they begin suckling. When pups during this period are rubbed on their undersides by their mother's tongue, they urinate and defecate. This behavioral interaction not only triggers the release of bodily wastes but also is thought to provide the beginnings of passive submission. The mother's all-important "first milk" or colostrum produced shortly after the litter's birth contains antibodies essential to the newborn pups. The milk that follows is rich in fat and protein, and contains immunoglobulins as well as other substances such as essential fatty acids that influence the development of the puppy. After weaning, milk is not an essential part of a pup's diet.

## **TRANSITION PERIOD**

The transition period begins when pups' eyes open, usually around the age of 11 to 15 days. Even when the eyes are fully open, pups see very poorly and are not able to perceive forms until weeks later. Hearing begins and teeth erupt from the 18th to the 21st days. During the transition period the abilities of the pups change rapidly, preparing them for a more adult life. In the wild, three-week-old pups are still dependant upon their mothers for nourishment but they begin to stand, growl, and chew.

## **SOCIALIZATION PERIOD**

Around the fourth week, the period of socialization begins. Play-fighting starts and helps establish dominance relationships among the littermates. Ideally, at this point the pups go to their new homes where they will immediately begin establishing emotional bonds with their new families.

With wild pups, emotional attachments grow amongst littermates and the adult members, bonds that become the basis for formation of the pack. At this stage, when an adult approaches the pups they swarm around it and sniff, nip, paw, and nuzzle its mouth. The adults seem to enjoy regurgitating food and letting the pups compete for it. Fresh offerings that are not consumed by pups either will be eaten again by the adult or will be cached. This weaning diet consists of nutrient-dense foods such as flesh meat, organs, sinew, connective tissue, and fat.

During the period of socialization wild pups learn to run, climb, jump, and play in most of the adult patterns. They explore a great deal and will gnaw on anything chewable including the leftover bones of prey animals brought near the den by the adults. At between eight to ten weeks, wolf pups are moved from the den to various "rendezvous sites" where they remain throughout the summer.

## **JUVENILE PERIOD**

This fourth stage begins at about the 12th week and continues until the onset of sexual maturity. During this time, wild canid adults continue to bring food to the pups or in the case of large carcasses they may move the pups to the prey. Hunting comes naturally to wild pups but is limited to pouncing on insects and pursuing small rodents such as mice. As well, researchers have found wild pups whose stomachs contain plant material.

Wild pups will eat a wide variety of bits and parts of whole prey animals depending on their status among littermates. The milk teeth are replaced between the ages of 16 and 26 weeks. Before that age the pups are not physically able to kill larger prey efficiently or at all, but by the time they develop teeth suitable for hunting, their physical ability to chase and capture food begins to change and the potential to catch various prey increases. During the middle of the juvenile period, physical growth and weight changes level off. The epiphyseal cartilage or growing point of the long leg bones closes at about one year of age, marking the end of skeletal growth and the beginning of adulthood.

## **The Inferior Diets of Most Pups**

The diets of most modern pups differ dramatically from that of wild pups. This is heat processed, devoid of many of the life-enhancing factors supplied by whole, raw foods. Puppy formulas comprise mostly grains and lack the high-quality biological protein provided by meat, meaty bones, and organs. Put simply, grains are a poor replacement for the rich nourishment present in a whole prey carcass. Although some dogs that eat heat-processed diets will live to old age, many more will experience some or several types of health problems by the time they are adolescents. The more resilient often will be affected somewhat later in life.

The nutritional deficiencies caused by the heat-processed kibble dog foods containing plant-origin products (rather than foods made with animal-origin nutrients) are becoming increasingly evident. Unarguably, many serious health problems in dogs have dietary sources. While some of the problems are caused directly by diet, to varying degrees all are affected by it including obesity, irritable bowel syndrome, pancreatitis, arthritis, heart disease, allergies, and cancer.

Poor-quality puppy foods often contain meat by-products that are sometimes of questionable quality and composition. Such by-products can include feathers, fecal material, feet, beaks, heads, and more, and are therefore an unpredictable source of meat protein. Though some of these pet food products may to some degree be nutritious, others are not, and this is of concern when such foods comprise the main protein source in the diet. Cooking meat at high temperatures creates carcinogenic (cancer-causing) toxins and destroys or changes the valuable but fragile heat-sensitive amino acids.

Many of these puppy foods contain rendered and rancid fats, and little or none of the omega-3 essential fatty acids that are readily available in a healthy Species Appropriate™ diet. The best fats for puppies to consume come from animals that have been naturally raised with little exposure to toxins and can therefore contribute naturally balanced omega-3 and omega-6 essential fatty acids to the diet. Docosahexaenoic acid (DHA) is one fatty acid that is especially significant for growth and development. DHA plays an important role in the normal development of the central nervous system and in retinal function in the eye of the newborn.

**If you don't feed what those companies claim to be "complete and balanced" pet foods, how do you feed a dog (or cat) a "balanced" diet?** While not every separate meal may meet the animal's entire range of nutritional requirements, feeding a variety of foods over a period of time does. This is the way all wild species have eaten for eons and the way pets ate before the advent of "complete and balanced" pet foods.

Herbicides, pesticides, hormones, and antibiotics present in the bodies of the feed animals are incorporated into heat-processed pet foods, creating toxic inputs for the puppy's liver, kidneys, and immune system. Artificial flavorings, dyes, and preservatives are added to create a palatable product and one that will remain stable for extended periods of time on grocery and pet store shelves. However, chemicals in pet foods have been associated with both physical and behavioral problems that may be related to the presence of (to list only some):

- Fat preservatives such as ethoxyquin, BHT, BHA, and propyl gallate
- Moisturizers such as tartaric acid, citric acid, calcium silicate, and sorbitol
- Stabilizers such as sodium nitrate and nitrite
- Mold retardants such as calcium and sodium propionate sorbic acids and sodium diacetate
- Coloring dyes that make pet foods more appealing to owners

No matter how "good" and nutritious a heat-processed pet food is claimed to be, it can never replace the nutritional excellence that fresh whole foods supply. The principles of correct nutrition for a growing puppy are really no different than those for a growing child. Wholesome natural food is truly the cornerstone for any healthy body.

## **Species-Appropriate™ Food for Pups**

The type of food a puppy is fed plays a major role both in how long he will live and in determining how healthy his body will remain throughout life. The food you feed your puppy can either strengthen him by providing the building blocks for optimal growth and disease resistance or injure him by introducing toxins to his various canine body systems. The single most effective way for you to ensure best health for your puppy is to choose a diet that provides him with all the essential nutrients in the most digestible and absorbable forms. That means your puppy needs to eat a Species Appropriate™ diet.

## **A Puppy Requires Raw Meat and Organs**

Puppies need protein to synthesize tissue for growth and to replace tissue that is broken down and lost from the body each day. And that amount is actually quite a bit, as they grow quickly! The protein in a puppy's food should be of high quality and very digestible. A variety of raw meat naturally fulfills this role and ensures that enough levels of amino acids (the building blocks of protein) will be absorbed for use in growth and development. Along with muscle meats, animal organs provide an enzyme-rich mixture of protein, B-complex vitamins, vitamins A and D, some vitamin C, and the fatty acids eicosapentaenoic acid (EPA), docosahexaenoic acid (DHA), and arachidonic acid (AA). Organs contain almost every important mineral that puppies need.

## **A Puppy Requires Bone and Cartilage**

Balanced calcium and phosphorus are vital for dogs' normal skeletal development, and because meat and organs contain little calcium, a puppy's diet must contain connective tissue from sources such as bones and cartilage. The most useful and beneficial way to provide these nutrients is by feeding fresh bone and cartilage together with raw meat. Besides calcium and phosphorus, bones also contain small amounts of other important and beneficial minerals such as copper, iodine, iron, magnesium, zinc, and manganese. Whether bones are fed in a ground form or whole, they are vital to a growing puppy's diet. Most domestic pups also miss out on the highly beneficial chewing exercise that whole bones offer. Chewing bones is a very important component of the exercise regime of pups, promoting healthy growth and contributing to disease-free bones and joints. Because natural bone provides all the calcium a growing pup requires, adding supplemental calcium is not recommended for pups that chew bones.

## **A Puppy's Diet Can Include Some Plant Matter**

Puppies lack salivary amylase, the enzyme responsible for initiating carbohydrate digestion. However, many pet owners and pet food manufacturers insist on adding vegetables or grains (both contain carbohydrates) to dog foods, claiming that wild canids would eat such foods when they consume the stomachs and intestines of their prey. However, this reasoning does not consider that the amount of vegetable matter in small prey is very little and that more often than not, the stomachs and intestines from large prey are not eaten.

So while puppies, like dogs, do not require carbohydrates, they do have a metabolic requirement for glucose. When a pup is fed a raw meat diet, metabolic pathways in the dog's liver and kidneys use proteins and fats to produce glucose through a process called gluconeogenesis. This glucose is then released into the bloodstream to be carried to the body's tissues. This way, a dog can maintain normal blood glucose levels and health even when fed a carbohydrate-free diet. Although largely meat-eaters, puppies can be fed some plant matter such as vegetables and fruits to provide vitamins, minerals, phytonutrients, and (if required) some fiber in the diet.

## **A Puppy Needs Vitamins and Minerals**

With a few exceptions, vitamin and mineral requirements for puppies are similar to those for adult dogs. Puppies are said to need approximately double the amount of vitamin E required by an adult. The more polyunsaturated fatty acids in the diet, the more vitamin E is required to protect against the destructive effects of free radicals. This requirement increases if the dietary fat is not fresh.

Regarding other such requirements, indoor puppies may not receive enough vitamin D through sunlight to meet nutritional requirements for efficient absorption of calcium. Iron is imperative for puppies. Puppies that are deficient in iron may be listless and lack normal coloration of gums if enough iron is not provided by the diet. There is no need to give dogs supplemental vitamin C, as it can be manufactured within the body from glucose.

A proper carnivore-appropriate puppy diet that incorporates a rotation of various animal foods will supply the necessary wide variety of vitamins and minerals. Any additional supplementation should serve to enhance the diet and must be carried out judiciously to ensure that toxicities or imbalances are not created.

## **A Puppy Requires Essential Fatty Acids**

Omega-3 and omega-6 essential fatty acids (EFAs) are vital to development of the puppy's nervous, immune, and inflammatory systems. One omega-3 EFA, docosahexaenoic acid (DHA), is the most abundant fatty acid in canine mothers' milk. Puppies cannot manufacture essential fatty acids in their bodies so they should continue to receive them in their diets after they are weaned. DHA is found in cold-water fish, fish oils, and animal organs such as kidneys and liver.

## **A Puppy's Immune System Needs Bacteria**

Dogs have always consumed a wide range of bacteria and puppies today do, too. The natural environment where a wild pup is born and then consumes its food is replete with bacteria, and the eating habits of puppies are not always sensible or hygienic. Puppies sniff and lick all sorts of unsanitary places. They are geared to chewing on retrieved buried bones, and to eating rotting and/or dead foods. They instinctively clean their private parts, which are home to all sorts of bacteria. Sometimes, to the disgust of pet owners, they will even eat their own stools. Bacteria are part of a puppy's life!

The newborn puppy's defenses against harmful bacteria are primarily nonspecific innate immunity and passively acquired maternal antibodies. As the puppy develops, its body provides numerous defense mechanisms to successfully deal with bacteria. Good nutrition is essential to the development and maintenance of a strong and healthy immune system in your puppy. Nutritional deficiencies may be responsible for health problems, because it is easier for bacteria (or viruses) to take hold when important nutrients are absent from the diet. When functioning properly, the immune system can effectively fight organisms such as harmful bacteria.

By eating a raw diet, puppies also are consuming small amounts of bacteria, but this doesn't mean that the puppy will get sick. A strong immune system provides a puppy with powerful natural defenses. Conversely, a puppy with a weakened immune system is vulnerable to illnesses and bacterial overgrowth.

## **A Puppy Needs Appropriate Amounts of Food**

Keeping a puppy lean throughout the period of development is key. Overfeeding damages developing cartilage and growth plates and also promotes bone disorders, premature closure of growth plates, and weak bone structure. The puppy that consumes too many calories for his energy requirements and becomes overweight also faces increased risk for skeletal problems such as arthritis and hip dysplasia.

It is important to watch your puppy's weight and ensure that his food intake matches his energy requirements.

There is a misconception that diets high in fat and protein may cause orthopedic problems, especially in large-breed puppies. To the contrary, studies show that orthopedic problems are more often a result of obesity stemming from a lack of exercise and from being fed an inappropriate volume of food, rather than from the consumption of fat and protein.

## A Puppy Also Needs Appropriate Exercise

Big or small, all puppies need daily activity to maintain a healthy attitude and to burn off excess energy and calories. However, not all exercise is good exercise! The type and duration must be appropriate to the size and age of the pup and may be critical to the future quality of its life. Large and giant breeds take time to mature and while their bodies are undergoing this process, their skeletons have a lot of body mass to uphold. In young growing pups, skeletal bones initially develop from cartilage that is gradually converted into hard bone. Good muscle tone is important for supporting the pup's framework during this process of ossification. Wild pups are kept close to home during the critical growth and development periods of their lives. Pack and littermate interactions and general playing fulfill most of their daily exercise requirements until they have sufficiently physically matured to hunt with the adult members.

While animal research has shown that low- to moderate-intensity exercise has positive effects on bone development, high-intensity exercise may compromise bone development. Certainly, providing just the right amount of exercise can be challenging when you have a puppy that is highly active! While small breeds can obtain much of their "free" exercise requirements within the confines of the home and yard, large breeds may need to be taken to a larger and safe area outside of the home or yard in order to enable sufficient free exercise that the puppy can initiate and end on her own. Daily exercise may involve the games that most young puppies instinctually know and enjoy—chasing a bird or insect, wrestling with a favourite toy, playing tag or tug with humans or other canine family members, pouncing on leaves, or ambushing a misplaced slipper. Providing an outside area for digging offers another opportunity for a puppy to exercise in a completely natural way. A large, meaty recreational bone provides excellent natural exercise for a puppy's entire body and also encourages proper development of the jaws and forefront. The actions of ripping and pulling the meat from the bone make for a satisfying workout that will leave a puppy happily tired.

Puppies can be taken on walks but if walks are too long, muscles will tire, causing stress on developing bones. When heading out on a walk, remember that your puppy must be able to make the return trip home without tiring. Large and giant breeds should not receive excessive exercise. "Road work" (bringing your dog when you are jogging or cycling) as well as repeated ball-fetching and the jumping exercises that are part of canine sports such as obedience or agility training should not be undertaken until the second year, when your pup's long bone growth has ended. Both large- and small-breed puppies should be discouraged from jumping off furniture such as sofas, or from laps.

The most important point to remember is that the puppy can and should be allowed to cease activity when it wants. However, prolonged inactivity such as extended crate or kennel time is just as unhealthy as over-exercising puppies. For best toning of muscles and healthy skeletal development, the ideal is simply normal appropriate activity.

## **THE CARNIVORA™ *Puppy* FEEDING PLAN: FEEDING is SIMPLE!**

### **1. WHOLE ANIMAL PATTIES**

The foundation of the Carnivora™ Feeding-for-Health Program is based on Whole Animal Patties that contain meat, bones, organs, and other healthy visceral tissues: in other words, everything whole animals offer. Carnivora™ Whole Animal Patties will provide your puppy with complete nutrition for best health.

### **2. CHICKEN MEATY BONE PATTIES**

Chicken Meaty Bone Patties are an additional source of digestible and absorbable calcium and co-factors required by the puppy skeletal system. Ideally these patties should be rotated with the Whole Animal Patties in your puppy's diet.

### **3. SUPPLEMENTS AND "EXTRAS"**

Wild canids instinctively forage for foods and even for natural "medicines" from soil, plants, tree bark, and the droppings of grazing animals. However, very few domesticated dogs have access to natural habitats where Earth's foods are readily available for their inherent needs. Carnivora™ EarthOrigins and EarthGreens are food-based supplements that can fill in those nutritional gaps.

"Extras" might include raw eggs or a small portion of extra organ meat two to three times a week, raw pulverized vegetables/fruits as desired, and occasionally a small percentage of healthy table scraps.

## **How Much to Feed**

Every puppy has its own particular requirements when it comes to the question of how much to feed. Feeding guidelines should be used only as a starting point, then adjusted as the puppy's overall condition is determined after being fed the raw meat diet for a week or two.

Your pup's ribs should be barely visible, and easily felt upon palpation. If a puppy is overweight, its ribs will not be visible and an overlying layer of fat can be felt. A healthy puppy is lean and athletic! If your puppy is losing weight, simply increase the amount fed. If it shows signs of becoming overweight, then adjust by decreasing the amount fed.

## **Switching Your Puppy to a Raw Diet**

If your puppy has been weaned onto a raw diet by its breeder, you are one of the lucky puppy owners! If not, you will want to give your pup a few days to adjust to its new surroundings before making the change to a new diet. A quick transition is easy and is appropriate for most puppies. This is done simply by replacing the previous diet with Carnivora™, beginning this feeding at the first meal of the day (this allows for a 12-hour fast prior to making the switch).

Integrating the new diet can also be done slowly over a period of from several days to several weeks. Begin by adding a small amount of Carnivora™ to the pup's current diet. Each day decrease the quantity of the previous diet and increase the proportion of Carnivora™ Whole Animal Patties. Progress only as rapidly as your puppy demonstrates acceptance and watch for digestive or stool irregularities.

If your puppy readily accepts the change to the Carnivora™ diet without any resistance or problems, then discontinue the old diet. However, if he refuses the new diet, you will first want to be certain that the food is being offered at room temperature. Appetite also can be encouraged by offering lightly cooked Carnivora™ Whole Animal Patties to which have been added small portions of the raw patties. With each consecutive meal, gradually increase the proportion of raw patty while decreasing the amount of cooked until your puppy is accepting his new diet totally raw.

# Puppy's CARNIVORA™ MENU

## Whole Animal 8oz Patties – Feeding Guidelines

Weight of Pet	Normal Energy Daily	Moderate Energy	High Energy & Moms
10 lb	3.2 oz 1/2 patty	4.8 oz 1/2 patty	6.4 oz 3/4 patty
25 lb	8 oz 1 patties	12 oz 1 1/2 patties	16 oz 2 patties
50 lb	16 oz 2 patties	24 oz 3 patties	32 oz 4 patties
100 lb	32 oz 4 patties	48 oz 6 patties	64 oz 8 patties

## Puppy – Weekly Sample Menu

Weekday	Morning	Evening	Optional Vegetables
Monday	Red Meat Whole Animal Patty	Chicken Meaty Bone Patty	Feed Vegetables 'n' Fruit, Beef Green Tripe, Offal or Supplements as desired.
Tuesday	Red Meat Whole Animal Patty	Red Meat Whole Animal Patty	Vegetables 'n' Fruit, and Green Tripe are not essential but can be fed to dogs with each meal, once a day, several times a week or not at all. Beef Offal can be fed as a separate meal, mixed with Vegetables 'n' Fruit or Beef Green Tripe.
Wednesday	Red Meat Whole Animal Patty	Chicken Meaty Bone Patty	
Thursday	Red Meat Whole Animal Patty	Red Meat Whole Animal Patty	
Friday	Red Meat Whole Animal Patty	Chicken Meaty Bone Patty	
Saturday	Red Meat Whole Animal Patty	Red Meat Whole Animal Patty	
Sunday	Red Meat Whole Animal Patty	Chicken Meaty Bone Patty	

## **What are PIXIES?**

### **Beef, Chicken, Pork, Goat, Turkey, Bison and Kangaroo**

Pixies are convenient 2oz fresh frozen patties perfect for cats and small dogs. Each of the flavours is species specific – meaning the food is not mixed with a variety of species. There is nothing else added. What's on the label *is* the food.

## **NEW Pixies Minis 2oz Patties – Feeding Guidelines**

Weight of Pet	Normal Energy Daily	Moderate Energy	High Energy & Moms
2.5 lb	0.8 oz 1/2 patty	1.2 oz 1 1/4 patty	1.6 oz 3 1/4 patty
5 lb	1.6 oz 3/4 patty	2.4 oz 1 1/4 patties	3.2 oz 1 1/2 patties
7.5 lb	2.4 oz 1 1/4 patties	3.6 oz 1 3/4 patties	4.8 oz 2 1/2 patties
10 lb	3.2 oz 1 1/2 patties	4.8 oz 2 1/2 patties	6.4 oz 3 1/4 patties
12.5 lb	4.0 oz 2 patties	6.0 oz 3 patties	8.0 oz 4 patties
15 lb	4.8 oz 2 1/2 patties	7.2 oz 3 1/2 patties	9.6 oz 4 3/4 patties
17.5 lb	5.6 oz 2 3/4 patties	8.4 oz 4 1/4 patties	11.2 oz 5 1/2 patties
	6.4 oz 3 1/4 patties	9.6 oz 4 3/4 patties	12.8 oz 6 1/2 patties

\*Please note that Kangaroo is the only Pixie patty that is NOT a Whole Animal Diet. It does not contain bones or organs. It is designed as an alternative protein for occasional supplemental feeding once or twice a week in your red meat rotation to provide variety in your pet's diet.

# TROUBLESHOOTING *at a* GLANCE

## Vomiting?

- Vomits food immediately after eating? Pup may have eaten too quickly or may possibly have a food allergy.
- Vomiting several hours after eating? Change to lower-fat meat and meaty bones.
- Vomiting bile early in the morning? Stomach is probably empty, so provide a bedtime snack.
- Vomiting repeatedly? Stop further feeding for 12-24 hours and ensure that your pet is hydrated (is drinking water). This behavior possibly requires a call to the vet.

## Mucus in Stools?

Mucus in your dog's stools can be a normal reaction to a change in diet, but it can also be the result of intestinal irritation. Selecting a lower-fat Whole Animal Patty may help resolve the problem.

## Stool Too Soft?

Remove excess fat/skin from meaty bones. Choose meaty bones with higher bone-to-meat ratio and increase meaty bone content of the diet.

## Stool Too Hard?

Hard, dry, crumbly stools, difficult defecation, or constipation are conditions that require extra meat and/or organs or canned pumpkin (available in grocery stores).

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You're off to the right start! Reading this booklet is a great beginning for you to acquire the knowledge you need to properly care for your new family member.

*Enjoy your new puppy!*

Congratulations, and welcome to the wonderful world of pet companionship.

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# Congratulations! on your NEW puppy

Save \$2.00



Present this coupon to your local participating Carnivora™ retailer and receive \$2.00 off your next purchase of Carnivora™ Whole Animal patties.

Limit one product per coupon. Offer valid in Canada only.

Dear Retailer: Carnivora™ will reimburse the net cost value paid by the retailer on the purchase of the product specified.



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Save \$2.00

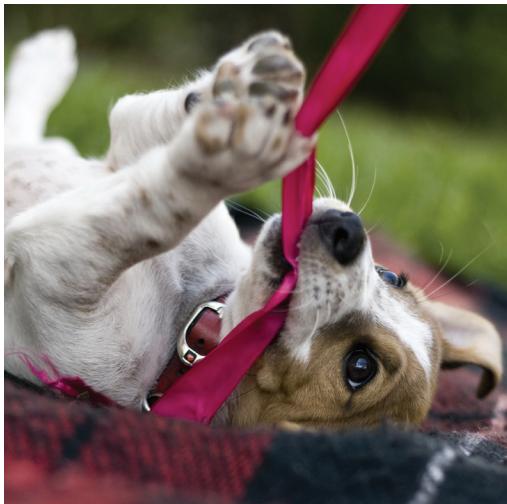


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CANADA'S #1 RAW FEEDING RESOURCE

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