

# Honey's Newsletter

## Art & Health Issue!



### A few words from Jonathan (Honey's founder)

Despite the warm weather over the summer, it has been one long fiesta for the slugs inhabiting our vegetable garden. Initially, the traditional beer and cider traps seemed to work, although I did hate performing the little slug funerals. Then, perhaps under the influence of a temperance preacher slug or maybe because they are smarter than they look, the slugs seemed to swear off the demon drink in order to devote themselves entirely to the pleasures of my raised beds.

At one point, despairing for my soft fruit, I decided to experiment with a small quantity of slug pellets. That night I dreamt birds and other wee beasties were eating the pellets and dying horrible deaths. The next morning found me on my hands and knees picking the poison pills out of the mud. After that, fearing that I had missed even one, I erected nets to keep the wildlife out.

As things stand it is business as usual for the slugs and the kitchen garden looks like a sort of vegetable prison. A side effect of this is that Darling, our English pointer, who harvests her own peas and digs up her own carrots, has been forced to render unto the slugs that which the slugs believe to be rightfully theirs. Several times a day she goes and points at her favourite vegetables in the hope that I will remove the net and give her the instruction to flush them out. Because, happily, Darling, loves raw vegetables. Even if she didn't, I am afraid I am the sort of parent who would make her eat her spinach. Why? Vegetables offer health benefits to dogs that can't be found in meat, including:

- Prebiotics (fibre), the indigestible plant fibres that feed important little bugs that live in your dog's gut;
- Chlorophyll, the green pigment in plants that makes your dog's cells healthy and detoxifies his liver and digestive system as well as protecting against cancer;
- Carotenoids, the important antioxidants that protect your dog from aging and disease;
- Lycopene, another powerful antioxidant that can play a role in preventing and slowing cancer;
- Lutein, another antioxidant that's known to protect the eyes, skin and heart;
- Flavonoids or bioflavonoids, which regulate cell signaling and have antioxidant, anti-inflammatory and anti-cancer properties.
- Other vitamins phytonutrients, prebiotics, probiotics, vitamins and minerals too numerous to list here; and
- Fibre to help regulate bowel movements.

Dogs can thrive on an all meat diet, but there is a real and valuable role for vegetables, which is why you will find them in many of the Honey's formulas. What you won't find, though, is any supplements. There are certain instances when our Health Team may recommend adding a food-based supplement (but never, ever anything synthetic) to counter a specific medical issue. However, in the majority of cases, our food contains everything your dog needs for optimum health. Moreover, because we only use natural ingredients you can be certain it offers the highest possible level of bioavailability.

Enough about vegetables. At the top of the page you will see I have handwritten the words 'Art & Health Issue'. The art bit is to be found on the back page in the form of an Art Competition with prizes just for entering and a short piece by me about dogs in art. The health bit includes a description of our Health Team and the work it does; an article by Dr Lise Hansen on titre testing; and an introduction to CAM4animals, a campaign to save complementary and alternative medicine, which is facing a very severe threat.

What of Honey's news? The main topics of conversation at Honey's HQ over the last few weeks have been our packaging, our new lamb flavoured treats and our cat food – and Nathaniel provides an update on all three in his report (overleaf).

One other quick point: please don't forget to put your name in for our free book draw. We have ten copies of Dr Lise Hansen's *The Complete Book of Cat and Dog Health* to give away.

Finally, on behalf of all of us at Honey's thank you, thank you for your support and custom.

Jonathan

Honey's Founder

PS Please don't hesitate to get in touch if I can help with anything. My personal, non-work email is: [js@jonathanself.com](mailto:js@jonathanself.com)

Inside this issue:



### Art competition. Everyone a winner!

Great prizes including books, art kits and £100 vouchers.



### All about titre testing

How to avoid potentially dangerous vaccinations by Dr Lise Hansen.



### Free book give away

We are giving away 10 copies of Dr Lise Hansen's *The Complete Book of Cat and Dog Health*

**Plus: How we are making our packaging more environmental; all about our Health Team; the latest farm visit; product development and the latest threat to complementary and alternative veterinary medicine...**

**Honey's**  
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## The news from Honey's

Before I say anything else, I'd like to thank everyone (beloved customers – both the two and four legged variety – and my colleagues – again the two and four legged variety) for their wonderful support since I took over as managing

director. I am having an extremely busy (and enjoyable) time. Below I have just summarised the key projects I have been working on over the last few weeks.

### Making our packaging more environmental

The Great Honey's Packaging Plan is making good progress. Our goal is to make our packaging significantly more environmentally friendly and to do so quickly. We are not interested, for example, in issuing one of those 'plastic free by 2035' type promises beloved of so many businesses. Indeed, what we are aiming for is a major improvement by the end of this year, or by very early next year at the latest.

We began the project by studying our existing packaging. This has led to several interesting discoveries, being:

- **The plastic we are using now is actually 100% recyclable.** Our supplier didn't realise this! It is not yet widely recyclable but we are going to set up a trial system (see below).
- **Our packaging uses very little plastic. For example, 500g of our food requires just c. 2g of recyclable plastic.** Note: the non-recyclable, tear-off film on a 500g tray requires half as much and that is before taking into account the environmental cost of the tray itself.
- **Our packaging uses 20% less freezer space than a tub holding the same quantity of food.** It also freezes down much faster. The result is that it requires much less energy.

As a result of this research we have started work on a possible group recycling scheme, which I hope to trial this autumn. The challenge with this is that packaging used for raw meat poses a potential health hazard, since it could spread harmful bacteria. So, part of the trial will be testing different ways to send washed, used packaging, safely through the post.

We have been testing other options, beginning with compostable tubs and pouches. So far these have proved less than ideal. Some have leaked, others haven't broken down as promised. It is difficult to identify the source of the materials being used (was rainforest cleared to grow the crops they are made from?) and we worry they will leach harmful chemicals into the soil/watercourse. Cleaning compostable containers (you can't put meat into a compost) is also trickier than it looks and uses a great deal of hot water and washing up liquid if one is going to do it properly. Anyway, we have by no means rejected compostable packaging, but so far it isn't turning out to be as good as we hoped or as advertised. This is why we are also running tests on other types of recyclable packaging.

As we explained in our last newsletter, we want to make the right decision. There's no point in making a decision that makes us look good, but which is really no improvement on what we are currently doing.

### Lamb is on the menu

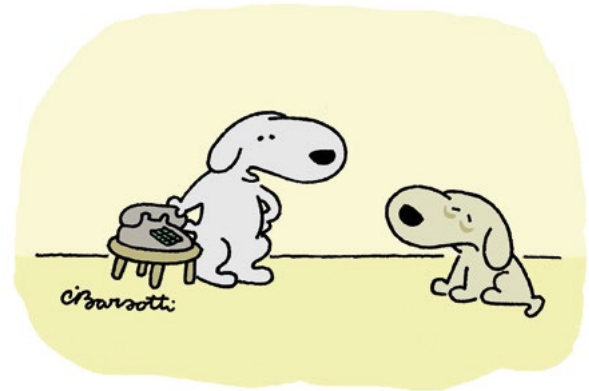
Last month Tom, who is in charge of the Beautiful Joe's drying rooms, successfully prepared a trial run of our new 100% lamb treats and we sent out samples to a number of different guinea-dogs to see whether they would meet with canine approval. They did! We are going to start building up stock and hope to launch our lamb treats by the end of the year. The only thing holding us back is packaging because we want to make Beautiful Joe's packaging more environmentally friendly, too.

### Good mews

We also trialled our new cat food recipes last month. Cats are, as we all know, very discerning about what they will and won't eat and we are happy to report that the initial Pottenger's Wild & Organic flavours were met with universal approval. Perhaps you won't be surprised to hear that the next stage is deciding on environmentally-friendly packaging.

### Last but not least...

Finally, I just want to add that Honey's is a small business and if I can help in any way please don't hesitate to get in touch with me direct. My email is nat.self@darlingsrealpetfood.com



"HE SAID EAT SOME GRASS AND CALL HIM IN THE MORNING."

## Introducing the Honey's Health Team

Honey's is, so far as we know, the only raw dog food producer in the world to employ a dedicated Health Team, the services of which are made available, free of charge, to customers and non-customers alike.

We provide this facility by investing the money that other businesses of our size would probably spend on advertising and marketing and we have never regretted our decision because a) it is very satisfying when we can make a difference to the dogs we are asked to help and b) it provides us with a unique and invaluable level of in-house knowledge.

The team itself consists of a range of experts including nutritionists, veterinary nurses and veterinary surgeons. It is supplemented by a Complex Case Manager (Ruth) who looks after dogs with long term health issues that need close and regular monitoring, and other experts who care for senior dogs, puppies and, as it were, more portly pooches.

So, how does the Health Team operate? Although, we do sometimes get random inquiries, generally speaking most people who contact us have been referred either by an existing customer or a canine professional (such as a vet). We may be contacted by email or telephone. The first stage is, of course, to build up a detailed picture of the health issue or issues along with information about the patient and the treatment (if any) to date. In some instance, we may ask for test results or even suggest certain tests. Once we feel we have a clear idea of the problem we will provide recommendations. This may be immediately (where the case is straight forward) or take a few days (where we may feel we should confer). Our recommendations will focus on diet but may include other suggestions. We do not, and this may surprise you, automatically recommend Honey's own food or even raw feeding. Our Health Team is completely independent in this respect and will always propose what they feel is best for the dog. If it is felt that a home prepared diet is best we will provide recipes and a diet plan.

What sort of health issues does the Health Team deal with? There is no canine health condition that we haven't been consulted about over the last decade, but, naturally, there is more emphasis on complaints where diet is likely to make a real difference. Below we have provided details of one or two case histories but we have tackled everything from alopecia to allergies, from cancer to constipation and from diarrhoea to diabetes.

**Please remember the Health Team is at your service. If there is any way you feel we may be able to help please don't hesitate to contact us. And if you know anyone with a poorly dog, do put them in touch. You can rest assured we will look after them.**

### Health Team Case History: Sasha





Sasha, a 9-year-old Labrador, had allowed her weight to creep up to a very unhealthy 40kg and as a result was suffering from all sorts of persistent and unpleasant complaints including an abnormal gait, joint stiffness and joint pain. Even a five minute walk left her exhausted and unhappy. Sasha's diet was kibble based. After consultation we set a target weight of 25kg and switched her to Honey's Lean recipes combined with our Out of Season Working Dog Food Chicken recipe. We felt that sudden weight loss would not be healthy and planned a four-month feeding programme, to be monitored every 14 days. Sasha achieved her target weight after 16 weeks, but we carried on monitoring it for a further six weeks. The one-year review showed a much happier and healthier Sasha. Despite being 10-years-old she was full of energy and free from her earlier health issues.

## Health Team Case History: Lucy



Lucy, a 10-year-old Collie/Springer had been suffering from idiopathic epilepsy (since 2013) and also incontinence. She was on a great deal of medication, but nothing seemed to be working and she was suffering from frequent fits. Her diet was kibble. A change of diet does not always alleviate the symptoms of idiopathic epilepsy and its introduction must be carefully managed. However, in 2017 we started the slow process of switching Lucy to Honey's. Her vet's support was vital as it is important to monitor bromine levels during and after transition. Our recommendation was low glutamate meats and lower fat, as Lucy's medication can have a long-term effect on the liver. Since Lucy switched to raw there has been only one fit (she ate some apple crumble!) and her medication has been dramatically reduced. She is a happy, lively dog once more.

## Health Team Case History: George



George, a 6-year-old, kibble-fed, German Shepherd, had had an incident of bloat (also known as gastric torsion, gastric dilatation-volvulus, or GDV), a condition in which the stomach twists or flips over on itself and air is trapped causing food to ferment, which in turn creates further gases. It is a serious condition that can result in death and as it can occur again, prevention of future incidents is vital. The causes of bloat are various including diet, eating quickly and stress. A dry food, kibble or processed food diet is definitely not to be recommended. Instead, we suggested switching George to a raw food diet, which has been shown to improve the chances of preventing a recurrence, as well as smaller, more frequent meals and a special bowl to slow down eating. George is now 9 and to date there have been no further incidents.

# Farm visit

We have lost track of the number of farm visits we have made over the years to Creedy Carver in Crediton, Devon, but they have been supplying us with free range poultry from their family run farm for almost a decade. The Colemans have always been extremely innovative when it comes to welfare. For example, they came up with the idea of asking other farmers to home their chickens in unused woodland and on recently ploughed fields, so as to give the birds natural nutrition and plenty of space. Incidentally, in 2003 James was named NFU National Young Farmer of the Year and in 2013 he was asked to bring his ducks to the Foreign Office in order to showcase the best products the UK has to offer.



Ducks and, in particular, the new Creedy Carver luxury duck ponds, which would not be out of place in a luxury hotel (well, a luxury hotel for ducks), were the main reason for our recent visit. Doubtless singing: 'Morning has broken like the first morning, Blackbird has spoken like the first bird' to themselves, Nat and Guy arrived at the farm at 6am. Typically (because it always seems to happen on farm visits even in the middle of summer) it was raining hard.



Anyway, they had a complete tour of the farm, reporting back that the baby ducklings were housed in a lovely, warm barn, where they lived on specially prepared food that James makes himself. Once they are aged between 15 and 18 days old (it depends on the weather) they are moved out to one of the 'grown-up' barns, which in turn gives them access to paddocks and the all-important water. The paddocks are rotated every 5 weeks and have a 4-week break to help the grass regenerate. Each duck has a minimum of 3-4 metres of space (which is four times what the regulations demand). The ponds are, apparently, any duck's dream. In short: Nat and Guy say that all the ducks they met looked extremely happy and clearly it was not just because of the wet weather!





# Our new range of thank you gifts...

Thank you very much for your referrals. Do remember, we are happy to provide raw feeding and health advice to anyone who contacts us, even if they never, ever plan to become a customer. If someone you have recommended does become a customer, however, we would like to say thank you with one of the new selection of gifts shown below. For this reason, please don't forget to tell us the names of any new customers you introduce to Honey's (just to be on safe side you could ask them to let us know, too).



Two personalised dog tags



10 packets of Beautiful Joe's treats + Tin



Our original Superdog Cape/Towel Thingie



A personalised dog bowl



Two free shipping vouchers

For more information see the separate leaflet enclosed with this newsletter.

## Honey's Dog Of The Month: Smudge



This is Smudge (aka Smudgy or Mudge) a Whippet/Parsons Jack Russell cross and Honey's most senior dog! Fifteen and a half years ago he was adopted by his human family as a 6 month old puppy, which makes him the grand old age of 16! As a puppy, Smudge was thrown from a car window abandoned and subsequently taken to Newbury Dog's Trust. He was quickly rehomed but sadly unsuccessfully and found himself back at the Dog's Trust...but then he was spotted by the "Clare" family who fell hopelessly in love! For the past 4 years Smudge has spent

his days happily sleeping on his bed in Honey's office. He does his best to acknowledge his human and canine friends but this can be quite tiring. Apart from a morning walk, a lunchtime stroll and something tasty to eat, his days are very sedate! For years Smudge liked nothing more than running through woods in pursuit of a scent or sprinting along a beach! His gentle personality made him the perfect "patient" for his human sister to practice bandaging skills during her Veterinary nurse training providing there were no fireworks or thunderstorms in ear shot! Smudge is now deaf so scary noises no longer bother him however this does provide new challenges for Sue but sign language and a few tasty treats are proving successful!



## An urgent fight for animal health rights

'A great many things keep happening,' remarked the sixth-century Bishop of Tours in the introduction to his *History of the World*, 'some of them good, some of them bad.'

He could have been describing the state of British veterinary medicine.

One of the good things that has happened is that a growing number of vets have been questioning the way in which they treat their patients. To offer just two examples, many vets now accept that there are risks associated with over vaccination and that domesticated animals need to eat a species appropriate diet. Even more importantly, there is much greater acceptance of complementary and alternative medicines (CAM) such as homeopathy, chiropractic, acupuncture, herbalism and osteopathy plus all the other body works such as Bowen Therapy, and Galen Myotherapy.

One of the bad things that has happened is that the bodies representing the profession are, for the most part, not open to change. Worse, there are clear signs of ignorance and determined efforts to stop progress. The actions of the Royal College of Veterinary Surgeons (RCVS) are typical of the problem. In November 2017, the RCVS changed their position statement on complementary and alternative medicines (CAM) including homeopathy. In effect, the RCVS banned the use of alternative therapies because although these therapies are allowed, they must be used only if conventional treatment is given before or alongside.

As you may imagine, there was something of an outcry to this, not least from the animal loving public. A petition attracted some 22,000 signatories and two protest marches were organised to the RCVS Headquarters.

Then in January 2018 CAM4animals was formed with a view to providing a professional, reasoned and passionate voice for animal guardians, farmers, vets and CAM practitioners. In a nutshell, CAM4animals is campaigning for the recognition of the role of CAM in sensible and fully integrated veterinary healthcare. Its supporters are not against drugs and conventional medicine, but simply wish to protect access to alternatives and to support the appropriate use of complementary therapies. The organisation also wants to encourage new vets and nurses to consider holistic health options as an add-on to their veterinary qualifications.

One of the actions CAM4animals has carried out is an audit of the evidence used by the RCVS to ban alternative modalities. It found that the RCVS had relied on flawed documents and a series of social media posts. All of their 'research' related to homeopathy, and no research at all was done on any of the other CAM included in their statement.

There are many reasons to be worried about the attack on CAM, not least the over use of antibiotics with its consequent risks to both animal and human health.

In effect, we now have a crisis in veterinary medicine mirroring that in human healthcare. The factors driving the two are similar, with big pharma dominating the market, which severely inhibits access to what are often safer and frequently cheaper alternatives. This is exacerbated by conglomerates such as Vets Now and CVS Group which are aggressively buying up independent vet practices further increasing the pressure to push certain drugs and brands of food.

It could also be said that veterinary medicine is losing its ability to cope with major issues such as the problems inherent in overprescribing, and the often polluting and unsustainable lifestyle that animals (like humans) are exposed to. Just recently an assault has started on those owners who choose to feed their dogs raw food. This has been brought into public focus recently by the same group of vets who supported the banning of alternative veterinary medicines or therapies.

There are potentially serious animal welfare implications to the RCVS's position statement. Ultimately, animals will be denied gentler alternatives which have no toxic or adverse effects. Some animals are entirely reliant on alternative modalities due to their inability to cope with harsher drug treatment options. Our ability to optimise our animal's health, our own health and that of the environment we all live in is at real risk of being compromised.



If you would like to know more about the

vitaly important campaign work being done by CAM4animals and – maybe – to support it, please visit their website: [www.cam4animals.co.uk](http://www.cam4animals.co.uk)

# Has your dog had his titre test yet?



Lise Hansen DVM MRCVS CertIAVH PCH is qualified as a veterinary surgeon and a homeopath. She has also undertaken training in acupuncture for animals.

New research is currently leading to big changes in bespoke animal health care. Vaccination is one area where recent years have seen a complete shift in the recommended approach as titre testing has made repeated vaccinations redundant.

*The Complete Book of Cat and Dog Health* is a new book written by veterinary surgeon Dr Lise Hansen. Along with other aspects of modern pet health the topic of vaccination and titre testing is covered in depth. Lise here shares with us the main points everyone responsible for the health of a dog should be aware of.

## The jury is in

The World Small Animal Veterinary Association (WSAVA) has issued clear and detailed scientific guidelines informing dog carers and veterinary staff on the safe and correct use of vaccines for dogs and cats. It is worth noting that these guidelines aim to *minimise* the number of vaccines given to each animal while still ensuring maximum protection. It is a huge step forward for the health of our dogs that these guidelines now exist, so that we can use vaccines in a way that is based on independent expert advice rather than on mere assumption or commercial interest - and it falls to every vet to follow them. Unfortunately you may still encounter veterinary practices that have not yet updated their protocols, indeed some still refer to 'the annual vaccination' - a truly outdated concept.

## Core and non-core vaccines

The WSAVA guidelines divide dog vaccines into two groups: *core* and *non-core*.

The core vaccines are those against parvovirus, distemper and adenovirus, given together in one shot. Once a puppy has been successfully immunised, he will, in virtually all cases require no boosters. Ever. The core vaccines have been shown to provide life-long protection in 98% of dogs. It is this ongoing protection that can now be tested through a titre test.

The non-core vaccines frequently given to dogs are those against kennel cough and leptospirosis. The WSAVA states that a main reason for publishing the guidelines is to minimise the use of these vaccines. They are classified as non-core because, in the case of most dogs, the benefits do *not* outweigh the risks connected with these vaccines. If given, they need to be repeated annually, but the point to remember is that for the average pet dog it is the expert recommendation that they should not be given at all.



This dog looks worried for a reason! Titre testing can make vaccination unnecessary.

## Titre testing - the answer to (almost) everything

A titre test is a cheap, easy and simple way to check if your dog or cat remains protected by the last core vaccine, whenever this was given. Your vet or veterinary nurse will take a small blood sample, which is then checked for specific antibodies. Your vet may send the sample to a lab, of course, but the test can now be done using a simple test kit, and takes just half an hour, so more and more veterinary practices offer this as an in-house service, which greatly reduces the cost.

The presence or absence of antibodies against a given disease provides a clear yes/no answer to the question of whether or not the animal is protected. There is no degree of protection, it is an easy, all-or-nothing situation. An animal who tests positive is protected, and will gain nothing from further vaccines. Revaccinating an adult dog or cat without first checking for antibodies exposes the animal to unnecessary risk, and simply makes no sense.

## Is titre testing reliable?

In the past, experts have discussed what level of antibodies constitutes protective levels, and advocates of the status quo approach to vaccination have tried to cast doubt on the reliability of titre testing (old habits die hard, and vaccination is, undeniably, big business). This doubt has now been settled, and today experts agree that titre testing (including the use of in-house titre test kits) is, as the chair of the WSAVA's Vaccination Guideline Group puts it, 'the new revolutionary tool in veterinary medicine.'

The WSAVA stresses that titre testing is not only reliable, it constitutes a higher standard of veterinary practice. This is not just a matter of striving to reduce the incidence of vaccine side effects; rather, it reflects a core principle of good medicine: that we should never perform a procedure (in this case a vaccination) without first establishing that it is indicated and in the patient's best interest. I would even go so far as to recommend using a pet clinic's adherence to WSAVA vaccination guidelines (including the use of in-house titre testing) as an easy way to tell the good from the bad. Good medicine is just good medicine.

## So, having read this, what can you do today?

If your dog is five months or older and has never had a titre test, it is overdue. Get the test done at a veterinary clinic that has the equipment to offer in-house testing. This not only reduces the cost, it also ensures that the vet is able to advise on the basis of the test result. This is not always the case when the sample is sent to a lab and a vet who is not yet familiar with titre testing (they sadly still do exist) is then asked to interpret the test result.

Take 15 minutes to sit down and call the five nearest veterinary clinics. Simply ask if they offer 'in-house titre testing to check for lasting immunity following vaccination'. Most of us have several clinics available within an hour's travel. If you live in a remote area and your local vets are a bit old fashioned, you may have to make a day trip of it or maybe time the test to coincide with your holiday plans. Just get it done.

The current vaccination guidelines can be found in their entirety at [www.wsava.org](http://www.wsava.org)



## The Complete Book of Cat & Dog Health Out in October 2019

If you only buy one book about cat or dog health this should be it. It is comprehensive, easy to read and practical. What makes it particularly indispensable, however, is the advice it contains on treating your dog holistically. Dr Hansen, who is widely recognised as one of Europe's leading small animal vets, explains the options clearly and succinctly. She considers prevention as well as cure and brings to bear all her many years of experience. If you want to ensure that your dog or cat enjoys optimum health then *The Complete Book of Dog & Cat Health* will show you how. Published by Hubble & Hattie ([www.hubbleandhattie.com](http://www.hubbleandhattie.com)) a lovely firm!

**FREE DRAW! We have 10 copies of Lise's book to give away. All you have to do is email or telephone by 15<sup>th</sup> November to enter.**



# Spot the dog

By Jonathan Self

If you love dogs and you are interested in art, you may like to know about a game I have invented, which I call: 'Spot the Dog'. The rules are simple. Visit any museum, gallery, place of worship or country house and look for works of art that incorporate, in some way, a dog or dogs. If you are playing a friendly match then give yourself a point for every dog you spot, even if another player spotted him or her first. If, on the other paw, you are participating in a championship then dogs can't be counted twice. The wise player photographs each dog spotted, as it is not unknown for games to end in acrimony and/or a steward's inquiry.

Incidentally, as a way of encouraging children to take an interest in art (or simply to stem the tide of complaint that can arise when younger members of the family suffer culture overload of the 'not another church' variety), 'Spot the Dog' cannot be beat. Moreover, the game has a scholarly side to it. No one really knows when humans and dogs actually decided to live together. An analysis of mitochondrial DNA suggests that the origin of dogs can be traced back 135,000 years and the oldest dog remains to be found so far (in southern Siberia) can be dated to 33,000 years ago. In the Chauvet Cave in France there exist 26,000-year-old bare footprints left by a small, torch-bearing child and, endearingly, the paw prints of his canine companion.



Double Portrait by Lucian Freud



Dog Painting 3 by David Hockney

What we can be certain of is that, ever since our early ancestors began to draw, paint and decorate, dogs have been as popular a subject as people. Indeed, there are prehistoric Somalian cave paintings of dogs that may be 12,000 years old, a Mesopotamian statue of a dog (now in the Louvre) that could be 5,000 years old and, in Tutankhamun's tomb, a relief panel in solid gold featuring a running, barking dog that is around 3,000 years old.

In the same way that dogs slowly and carefully insinuated themselves into our lives (and hearts), allowing us to believe in the process that we were 'domesticating' them, they insinuated themselves into our art.

From the beginning they have been accorded the same creative treatment as humans. That is to say, sometimes they are merely figures in the background, part of the general scene but not central to it. These are the dogs you see crouching under a table, lying on a mistress's bed or participating in a hunt. On other occasions, however, dogs take (and when one thinks of their personalities this isn't so surprising) centre stage. These are the dogs who were sculpted in Ancient Rome, celebrated by medieval craftsmen and had their portraits executed by famous Victorian painters.

Various themes run through the history of dog art, many of which can be traced back to ancient times. From the Greeks we get the idea of the dog as a loyal, faithful animal that never, ever deserts his master. This concept was made popular in the first instance by Homer who, in *The Odyssey*, writes of how, on Odysseus' return to Ithaca, only his old dog, Argos, recognises him. From the Romans, who kept three kinds of dogs - hunting dogs, guard dogs and companion dogs - we inherit a way of classifying all dog art.

Some of the best dog art appears in the most unlikely of places.

I remember looking up at the 12th century frescoed ceiling of the Panteon de los Reyes de la Basilica in the Colgiata de San Isidoro in Leon Spain and finding, to my surprise, that the most dominant element was a giant guard dog being fed by its owner under the watchful eyes of the archangel Gabriel. In fact, dogs are frequently featured in Christian art, appearing in endless visions (*The Vision of St Eustachius* by Durer, *The Vision of St Augustine* by Carpaccio &c.) as well as being present at major Biblical events (*The Nativity* by da Siena, *The Last Supper* by Lorenzetti &c.) and even in the margins of illuminated manuscripts (*The Book of Kells*, *The Rochester Bestiary*, &c.).



Miss Beatrice Townsend by John Singer Sargent

Another good source of material for 'Spot the Dog' participants are portraits. Ever since man first developed an urge to be immortalised in paint (or some other medium), he has included his four-legged companion in the resulting compositions. When the Duke of Mantua commissioned a portrait from Titian (c.1525) he decided to be shown petting his favourite dog. This served a second purpose, which was to tell the viewer what sort of a man the duke was. Dogs offer artists ample opportunity to highlight aspects of a subject's personality, add a narrative, explain their status or imply some emotion.

It says everything about the closeness that exists between men and dogs that the latter don't even need to be present to educate and entertain the former. All that is required is a picture. Percy Bysshe Shelley got it only half-right when he said: 'The psychological and moral comfort of a presence at once humble and understanding — this is the greatest benefit that the dog has bestowed upon man.' Another great benefit is that they have given us a great game to play.

## Honey's Art Competition

Great prizes. Everyone a winner.



For the love of dog, please ask any young person you know to draw or paint us a picture for our office walls. Or do one yourself. Everyone who sends us a picture will receive a little thank you package in their next order containing some art materials and a tiny edible something. And what we judge to be the best artist in each age category (0-11, 12-17, 18-105) will receive a copy of *The Book of the Dog: Dogs in Art*, an art set and £100 Honey's Voucher.



## Here are the rules (some of which are a bit silly):

The subject of your picture must be canine or, at a pinch, feline. You must be aged 105 or under to enter. We are afraid your entry will never, ever be returned because we are going to frame it and keep it in the office or, if you become famous, sell it for a fortune. Everyone who enters will be sent a little thank you present. There is no size restriction BUT please bear in mind we are planning to frame your entry so try and resist dog pictures made from bits of macaroni, porcelain sunflower seeds etc. Don't forget to write your name, address and whatever age you are willing to admit to, on the back of your entry.

There will be three categories: aged 11 or under, aged 12 to 17, and aged 18 to 105. The judges will be appointed by The Darling Experiment Limited and their decision - no matter how quirky - will be final. The closing date for the competition is 15<sup>th</sup> November 2019.

Rush your brilliant entry to: Honey's Art Competition, Darling's House, Salisbury Road, Pewsey SN9 5PZ



"All of my work deals with the theme of exclusion."



# The Honey's Directory of Everything



## Art competition! Everyone a winner!

For the love of dog, please ask any young person you know to draw or paint us a picture for our office walls. Or do one yourself. Everyone who sends us a picture will receive a little thank you package in their next order containing some art materials and a tiny edible something. And what we judge to be the best artist in each age category (0-11, 12-17, 18-105) will receive a copy of *The Book of the Dog: Dogs in Art*, an art set and £100 Honey's Voucher. Closing date 15th November 2019. Full details in our current newsletter or telephone or email us.



## A personalised Honey's Dog Bowl

A personalised Honey's Dog Bowl with your dog's name on the outside and Honey's on the inside. Price £22 for the medium and £24 for the large BUT free, of course, if you recommend a new customer who orders from us!



## Our original Superdog Cape/Towel Thingie

Is it as cape? Is it a towel? Either way, it is the perfect way to dry off a wet dog. It comes in four sizes but only one colour: black. Small £15. Medium £18. Large £21. X Large £25.50. XX Large £30. Matching towel £6.

We are very grateful for any new customers you introduce and have a small selection of gifts (As G B Stern said: 'Silent gratitude isn't very much use to anyone.') to offer you by way of thanks. Please ask for details.



## Good things come in small sizes – 250g to be precise

A quick reminder that almost every single formula we offer is available in 250g as well as 500g chubs (the rather silly name used for our sausage like packaging). Please do ask for smaller sizes if it would be more convenient for you.



## Please send us your photos!

We love to see pictures of our four-legged customers. Please email them to: [info@honeysrealdogfood.com](mailto:info@honeysrealdogfood.com) Thank you, thank you!



## Gift Hampers

Don't say it with flowers, say it with Honey's! Prices for Gift Hampers start at £45 including delivery. We'll be happy to include a personalised card, too, and lots of little extras (such as book and treats).

## %'s!

Each Honey's recipe has a different % of bone, offal and vegetable. To find the % that suits you best, please call!



"That's right - I'm talking to you"



## Beautiful Joe's Ethical Treats

We also make a pure liver treat called Beautiful Joe's. Every time we sell a packet we donate the same quantity to a dog rescue home nominated by our customers. The treats are hand made from 100% British, free-range, ox liver. Nothing is added – all we do is slowly dry the liver to lock in the flavour. If these treats were a liquid, we would call them Nectar of the Dogs. They lead to suspiciously perfect behaviour.

Offer	Cost	Save!
18 packets a month for the price of 12 + we give away 12 packets to dogs in need	£48.00	£24.00
12 packets a month for the price of 8 + we give away 8 packets to dogs in need	£32.00	£16.00
6 packets a month for the price of 4 + we give away 4 packets to dogs in need	£16.00	£8.00
5 packets + a tin + we give 5 packets away	£19.00	£3.50
1 packet	£4.00	
1 tin	£2.50	



"What? You want something? It has something to do with your food dish? Argh, I wish dogs could talk!"





## The Honey's Working Dog Food Range

You want choice? We have choice! We make six free range recipes and five wild recipes. Most can be ordered with and without vegetable, and come in two sizes – 250g and 500g.

Free range Working Dog Food	With Veg 250g	Without Veg 250g	With Veg 500g	Without Veg 500g
Free range Chicken	£1.08	£1.77	£2.15	£3.53
Free range Duck	£1.21	£1.77	£2.40	£3.53
Free range Pork	£1.33	£1.77	£2.65	£3.53
Free range Turkey	£1.21	£1.77	£2.40	£3.53
Free range Beef	£1.28	£1.54	£2.55	£3.08
Free range Lamb	£1.35	£1.54	£2.70	£3.08

Wild Working Dog Food	With Veg 250g	Without Veg 250g	With Veg 500g	Without Veg 500g
Rabbit	£2.05	£2.42	£4.00	£4.80
Game	£2.00	£2.27	£4.00	£4.50
Venison	£2.05	£2.42	£4.00	£4.80
Pheasant	£1.88	N/A	£3.75	N/A
Pigeon (NEW)	£2.50	£3.50	£5.00	£7.00

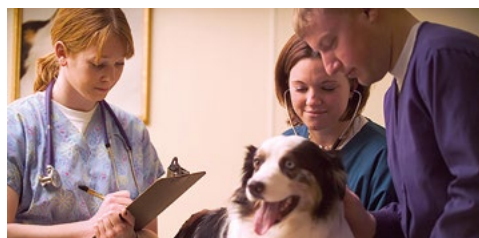
Please note that all our food - especially our 'wild' range - is seasonal. Although we keep as much stock as we can in our freezers we can't always guarantee availability.

Active Working Dog Food	500g
Free range Chicken	£2.15
Free range Duck	£2.40
Free range Beef	£2.55

## Certified Organic Dog Food

Certified Organic Dog Food	With Veg 250g	Without Veg 250g	With Veg 500g	Without Veg 500g
Pork	N/A	N/A	£4.75	N/A
Chicken	N/A	£2.77	£4.25	N/A
Turkey	N/A	N/A	£4.25	N/A
Beef	N/A	N/A	£4.80	N/A

Please note we also offer organic pork tails, pork belly ribs and pork heart.



## The Honey's Lean Recipe Range

Looking for something low in fat and/or low in protein? Our Lean range comes in four recipes.

Lean Dog Food	250g	500g
Lean, free range Lamb	£1.61	£3.20
Lean, free range Pork	£1.57	£3.15
Lean, free range Duck	£1.43	£2.85
Lean, free range Turkey	£1.43	£2.85
Washed Tripe & Ox Heart	N/A	£3.00



## Free range bones and wings

Looking for something that Fifi or Fido can get her or his teeth into? We offer a wide range of free range bones and wings. Bones are important for two reasons. Firstly, they provide vital nutrients including calcium, complex (good) fats and vitamins. Secondly, the actual chewing of the bones is what keeps a dog's teeth and gums healthy. Chewing and gnawing is also, believe it or not, excellent exercise and helps a dog to stay fit. We recommend giving your dog a fresh bone approximately once per week. Wings, on the other paw, are the perfect complete meal.

Free range bones and wings	
2 knuckle end pasture fed beef bones	£4.00
5 large pasture fed beef lollipop bones	£7.60
5 medium pasture fed beef lollipop bones	£7.60
2 medium pasture fed beef lollipop bones	£3.50
8 small pasture fed beef lollipop bones	£7.60
5kg of free range chicken wings	£15.50
1kg of 3 joint free range chicken wings	£3.60
1kg of free range duck wings	£4.25
1kg free range lamb ribs	£5.00

## DIY ingredients Save up to 33%

Why not make your own dog food using our ethically sourced ingredients? Not only can we supply you with wild, free range and organic 'makings', but we can also provide you with advice, recipes and support. We reckon that going the DIY route saves most of our customers between 25% and 33%.

Beef heart free range per 1kg	£3.50
Beef liver free range per 200g	£1.50
Beef tripe free range washed in water per 1kg	£4.75
Chicken carcass free range per kg	£3.50
Chicken necks free range x 10	£5.00
Duck carcass free range per kg	£4.00
Duck necks free range x 10	£7.50
Lamb heart free range per kilo	£4.90
Lamb trachea free range x 4	£3.50
Pork certified organic pig tails x 6	£3.00
Pork certified organic belly ribs (750g approx.)	£6.00
Pork certified organic heart per kg	£5.00
Pork free range tongue x 2	£2.75
Pork free range trotters x 2	£4.00

## Special DIY boxes Save even more

If you have the freezer space, why not take advantage of our special DIY boxes and save even more £££?

Special Offer Boxes – big savings!	
DIY taster box free range	£30.00
Duck carcass free range 14kg	£52.00
Chicken carcass free range 14kg	£45.00
Lamb ribs free range 9kg	£40.00

## Certified organic beef bone broth

Made using certified organic, grass-fed beef bones and filtered water with carrot, unrefined, unpasteurized and unfiltered apple cider vinegar aka 'with mother', thyme, turmeric and black pepper – all of which are also certified organic. 200ml £4.95. 500ml £9.95

## Handmade Biscuits

We used to make our handmade biscuits at home but we got fed up with having to stay up all night baking, so now a local baker produces them for us. We use only the finest ingredients (including wholewheat flour) and, as you would expect, we have no truck with preservatives, sugar, salt, colouring or other chemicals. 100g of natural bone shaped biscuits or cheesy hearts will cost you £2.99.



"I bark and I bark but I never feel like I effect real change."



## RAW PROOF

The results of our 24-month research investigation into a species-appropriate diet for dogs is now available. You can download a PDF from our website or ask us to send you a hard copy (free of charge).



## The Real Honey's Dog Food story

Do you know someone who is interested in switching to raw feeding? Would a copy of Jonathan's book help? Please ask for a FREE copy in your next order.



## The Lucky Dog Weightloss Plan

We have 200 copies to give away. Please ask for one to be added to your next order.

Our books are also available as FREE downloads on our website.



Phone: 01672 620 260

(Mon-Fri 9am-5pm)

Email: [info@honeysrealdogfood.com](mailto:info@honeysrealdogfood.com)

[www.honeysrealdogfood.com](http://www.honeysrealdogfood.com)