

The Alternative Dog

Incorporating the Honey's Newsletter

Spring 2020

A few words from Jonathan, Honey's founder



Elsa making herself comfortable on my legs. Everyone says there will be huge changes as a result of the health crisis, one of which is that our dogs have finally achieved their goal of sleeping in our bed!

Recently, I have found myself thinking repeatedly of something the poet, Ellen Bass, wrote about her dog: 'Every time I look at him, the wide head resting on outstretched paws, joy does another lap around the racetrack of my heart. Even in sleep when I turn over to ease my bad hip, I'm suffused with contentment.' I don't have a bad hip, as it happens, but of late I have been waking frequently in the small hours – apprehensive and anxious – and when I do, I find the presence of our four-legged family members (even when they are snoring) suffuses me with contentment.

In these extremely distressing times – when the whole world is in a state of turmoil and people everywhere are suffering – I don't believe anything can be quite so comforting as the company of dogs. They are such fantastic companions: sensitive, grounding and, above all else, loving. Plus, of course, they provide a wonderful distraction from the worry that we are all feeling. Thank heavens for our dogs!

Apropos of which, I propose to say very little about the current health crisis (you'll find a statement regarding Honey's policy overleaf) except to wish you, your family and friends the very best. It is no exaggeration to say that everyone here at Honey's is thinking of you. If there is any way in which we can help, please don't hesitate to get in touch.

There are a lot of people that I would also like to thank. The Honey's team, our producers (never did our policy of sourcing locally ever seem as sensible), our suppliers and, of course, all the public workers – especially the health workers – whose efforts are more appreciated than I can properly express.

Many Honey's projects have been put on the back burner over the last few weeks as focus on looking after our team and customers. Nevertheless, we have managed some progress towards reducing our carbon footprint, developing a non-meat range of dog food and launching our new website. We hope to be able to tell you more in the next issue of the *Alternative Dog*.

In the meantime, thank you, as ever, for your wonderful support and please stay safe.

Jonathan

Jonathan (Self)
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

PPS I can't resist adding a few lines from one of my favourite poems ('Verse for a Certain Dog' by Dorothy Parker)

'Whatever is, is good' - your gracious creed.
You wear your joy of living like a crown.
Love lights your simplest act, your every deed.
(Drop it, I tell you – put that kitten down!)
You are God's kindest gift of all – a friend.
Your shining loyalty unflecked by doubt,
You ask but leave to follow to the end.
(Couldn't you wait until I took you out?)

Inside this issue:



Competition: win free food for a month

All you have to do is send us a photo of your dog resting on some furniture!



What's in a smell?

Dr Tracey Rich reveals the inner workings of your dog's nose.



DIY tips

How to save up to 33% on your feeding costs by making your own food.



The Animal Cancer Trust

Dr. Vicki J Adams Explains the work of this wonderful charity.



Wishing you the very best

A message from the Honey's team during this difficult time.

Plus: The Dogs in the Stars, an update from our Health Team, competition winners, the latest Directory of Everything and more besides.



01672 620 260
info@honeysrealdogfood.com
www.honeysrealdogfood.com



Wishing you the very best

We wish all our customers the very best during this extremely difficult time. If there is any way in which we can be of assistance, please do let us know. Our current priorities are (i) staff health and wellbeing and (ii) ensuring that we are able to continue feeding all our four-legged customers. As the situation seems to change on an almost daily basis it is difficult to know quite what the position will be when you read this. But we can assure you that:

- We have put in place a range of measures to protect and care for our team.
- As it currently stands, we are hopeful that we will avoid any disruption to our supplies.

With regard to making our food, we are in a fortunate position. All our ingredients come from UK producers and many are located a short drive from Honey's HQ. Plus, we keep relatively high levels of stock in our freezers. However, we prepare all our food by hand, which is a relatively time-consuming process. For this reason, we placed some modest restrictions on order size early on in the health crisis and this should stand us in good stead going forward.

It clearly can't be business as usual at Honey's or anywhere else, but we are hoping to keep as close to business as usual as is practicable.

Thank you, as ever, both for your understanding and your wonderful support, which is greatly appreciated.

Once again, our very warmest regards and best wishes at this extremely testing time.

As a food business that works to human food standards, Honey's has always observed the highest levels of hygiene. We did not have to make many changes in order to follow the government's advice regarding hand washing etc... We have put social distancing in place and everyone who can is now working remotely.



"It is not done well, but one is surprised to find it done at all."



Photo Competition!

FREE HONEY'S FOR A MONTH!

The prize in our new competition is one month of free food (in the form of a £200 credit on your account).

All you have to do to enter is email us a photo of your dog asleep on the furniture.

Double the prize!

We will double the prize if you have also written a review for Trustpilot (see below) – so you could win a £400 credit.

We are also giving 10 runner up prizes of our treats or biscuits to the value of £20 each.

Closing date: June 12th 2020. Email your entry to: info@honeysrealdogfood.com putting the words: Photo Competition in the subject line.

Competition rules

All you have to do is send us a photograph of your dog on a piece of furniture. Don't forget to write your name and address on your entry if you are posting it to us. 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 June 12th 2020. Rush your brilliant entry to: Honey's Competition, Darling's House, Salisbury Road, Pewsey SN9 5PZ or email it to info@honeysrealdogfood.com



Beautiful treats for beautiful words

We are hoping that you will be able to find, literally, five minutes to give Honey's a review on the website: Trustpilot.

Not only will we be extremely grateful (we need to up our game online and we know it) but we'll express our gratitude in a tangible way.

As a reviewer you will receive your choice of thank you, being (i) two packets of Beautiful Joe's, or (ii) two packets of biscuits, or (iii) free delivery on your next order.

All you have to do is:

- visit www.trustpilot.com,
- sign up as a reviewer (it takes about a minute),
- search for Honey's Real Dog Food,
- write a few words about us, and
- let us know you have posted a review.

The last step is especially important as we won't know you have reviewed us if you don't tell us (reviews are generally anonymous).

A huge, in advance, thank you.

Health Team Case History: Baron

A quick reminder that Honey's Health Team is at your service and also at the service of your family and friends. Our vets, vet nurses and nutritionists are happy to offer unlimited advice and information free of charge and there is no need to be a customer. All part of the Honey's service. Below is a recent case history (suitably illustrated) of the adorable Baron!

There is no doubt that Baron, although barely three years old, has had an extremely eventful life. He is, as you can see from the photographs, a Bernese Mountain Dog and he was rescued from a 'kill' shelter in Bosnia aged 9 months, fostered for 9 months in Slovenia, and then adopted by Elizabeth Martin here in the UK.

When he was first fostered, Baron weighed just 16kg and although he had put on weight before his emigration, he suffered from very bad skin and damaged back legs. He is a completely different dog today. He is a good weight, his skin has completely healed, his fur is shiny and luxurious and his bag legs (although not 100%) no longer give him trouble. Best of all he is as happy as he is healthy!

There is no doubt that the initial boost to his health occurred in Slovenia and must be given to his fosterer there, Mojca (who manages the website for the BMD Club of Slovenia) who a) switched him to a DIY raw diet and b) made use of homeopathy as well as supplements such as coconut oil, turmeric pills and kelp. Nor would his new life have been possible without Sandra Gatward, the Rescue-Coordinator for the Bernese Mountain Dog Club of Great Britain, who found him his new home.

Once Baron arrived in the UK, Elizabeth switched him to Honey's. Slowly, but steadily, she managed to build him up. She is kind enough to say: 'Personally, I think it is the Honeys diet – and regular meals! – which have transformed him. He looks wonderful now, except for his legs. But he is such a happy dog, and very affectionate. I am so glad to have him!'



How one Honey's customer works towards a deeper understanding of animals and their issues



Krystyna Lawson, a Honey's customer, explains her work as a PSYCH-K therapist

'Animals like humans suffer with health and emotional issues, but unlike us are not able to verbalise this in a language we can understand. PSYCH-K is a complementary therapy that can be used, with the permission of your vet, alongside veterinary treatment. The process is a gateway to access the emotional, psychological and physical systems of the animal being tested. This process allows us to tune into the

underlying issues that the animal may be facing and take appropriate action. An animal maybe suffering from separation anxiety, fear of abandonment, fears resulting from previous events in the animal's life, and sometimes the animal is also tuning in and manifesting the owner's issues! For this reason, I also like to work with the owners as part of the therapy. The therapy is, perhaps, best explained, with a case history:

A dog (rescued through the Dogs Trust) was chewing all the fur off his back. He had undergone many tests for skin conditions, but nothing was apparent. The gentleman who rescued him sadly passed away and the dog was living with his son. The son had to travel a great deal for work and the dog sometimes had to be left with family members or in kennels. It became apparent was that each time he was left, his fear of abandonment was re-triggered. Using PSYCH-K techniques we worked with his issues with great success. We also switched him to a raw diet (Honey's).

PSYCH-K works on the principle that the health of all sentient beings is affected by their environment, diet and emotional state. My therapy practice which has been running for 20 years also includes many other therapies.

Based in Shropshire and Chester, I am available in person or via the Internet/telephone.'

Krystyna Lawson may be reached on 01743 790427 or through her website: www.theenergeticsengineer.com

On the farm

As we have had to cancel our farm visits for the foreseeable future, we asked some of our producers to send us photos of what was happening, as it were, in the field.



The work of the Animal Cancer Trust



Dr. Vicki J Adams BSc DVM MSc PhD
MRCVS, Veterinary Epidemiology
Consultant

If you have a companion animal who has received a cancer diagnosis then you may be interested to hear about the Animal Cancer Trust. Our aims as a charity are to:

- Provide education and information that help owners, the veterinary profession and all who care for our pets understand more about cancer and what treatments are possible.
- Facilitate ethical research and improve our understanding and treatment of cancer.
- Work with partners, at home and abroad, to pursue the fight against cancer in our pets.

If you visit our website (which we are in the process of improving) you will find lots of invaluable information including advice on how best to access oncology services.

At the moment we are working on our research and treatment strategy to ensure that veterinary oncology continues to deliver state of the art options for pets with cancer. Our most important aim is to play a major role in providing vital information to anyone who owns or works with companion animals so that they can understand more about the different cancer types and possible treatments. We hope that the information we provide on our website and Facebook pages will help pet owners through an encounter with cancer. We have an information leaflet with a separate donation slip that can be displayed and/or handed out to encourage owners to learn more about cancer in pets. ACT has a Facebook page where owners post to support each other, with moderation by us. The Facebook page runs a pet of the month contest and we encourage owners to post stories about their experience with cancer in their pets. We also have Twitter and Instagram accounts that are slowly growing followers.

Our intention is to provide accurate and understandable information for pet owners about the various tumour types, their diagnosis, treatment and prognosis. We emphasise the importance of early accurate diagnosis and an informed decision-making process that involves all members of the pet's family along with the veterinary practice team. The ACT website has many frequently asked questions (FAQs) with paragraph answers to help owners understand their pet's condition.

We would be very grateful for any support you can give to us. We are actively looking for new volunteers at the moment and we are always in need of funds. Thank you for any help you can offer.

Web: www.animalcancertrust.co.uk
Telephone: 07376 213 733
Email: info@animalcancertrust.co.uk

Honey's Dog of the Month: Monty



You may wonder why, if our dog of the month is called Monty, we are featuring a photograph of two different dogs called Bruce and Finlay. The answer lies in this lovely letter that we received from a longstanding Honey's customer.

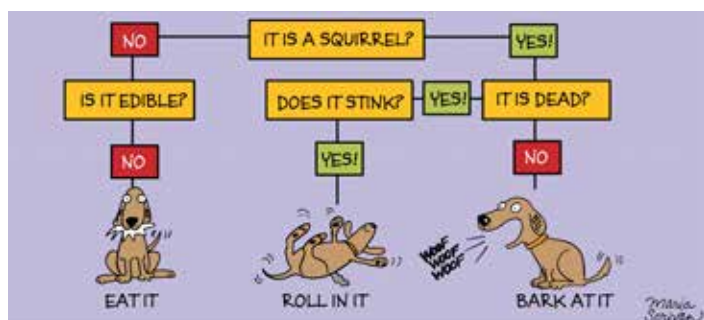
'In 2014, my daughter rescued a sad looking, slightly shabby, 12-year-old Wheaton Scottie called Monty who had had a tough life being

shuttled from one foster home to another. Monty stole my heart. We went everywhere together and I actually purchased a caravan so that I could take him away on long weekends. One frosty morning he slipped on the ice on my back step and hurt himself badly enough to require a visit to the local vet. I felt he was too old for an operation but with the help of healing energy he got better. In 2017, when my usual groomer failed to show up, I took Monty to the vet to have his nails clipped and – at the same time, without asking me – the vet vaccinated him. Monty became ill almost immediately – so ill that I had to say goodbye to him about a week later. I was devastated. It is no exaggeration to say I suffered from PTSD. A year later, reluctantly because I still missed Monty, I took in two male Scotties (the nearest to a Wheaton Scottie I could find). The question of vaccines came up and my panic levels went through the roof. I was worried I would lose them as I had lost Monty. I did my research and found a wonderful holistic veterinary practitioner who suggested that I Titre test the boys and also that I raw feed them. A species appropriate diet helps keep the immune system topped up. So far (I test them every year) my boys are 100% immune. I was introduced to Honey's Real Dog food and my boys are happy with healthy, shiny, coats and noses. I wish I had known about Titre testing and raw food six years ago because maybe my Monty would have had a better chance and a better end. I do not advocate the 'no vaccine' approach, as I am not a vet. However, I would advise anyone interested in taking a more holistic method to speak to Honey's team, who are experts in their field of dog nutrition.'

Thank you for such a lovely letter from all of us at Honey's. The two Scotties are, of course, Bruce and Finlay, shown here.

Attention Vets!

The Animal Cancer Trust is currently recruiting veterinary practices to join our Cancer Alert Practice (CAP) programme - designed to help support owners whose pets have recently been diagnosed with cancer. Please contact us to learn about becoming a Cancer Alert Practice.



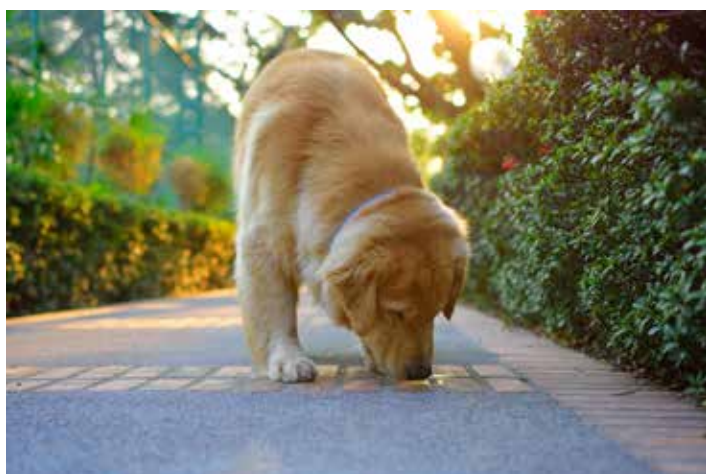
What's in a smell? Your dog's nose knows.



Dr Tracey Rich, zoologist and wildlife photographer

We all know that a dog's sense of smell is incredible and far superior to our own, with over 300 million scent receptors in its nose compared to our paltry 6 million. Which is why dogs have been trained and employed to help us in countless ways for as long as anyone can remember. To offer just a few examples: bloodhounds track criminals, medical detection dogs predict the onset of seizures and cancer, police dogs find trafficked animals and illegal contraband, canine 'surveyors' identify dry rot and gun dogs flush game.

Yet despite the many ways in which we are able employ a dog's sense of smell, we still know very little about how scent communication in animals actually works. This is because it's hard to detect, it's highly sophisticated and, as our own reliance on scent communication is under researched and often misunderstood, we find it difficult to understand.



Scent is an area of communication in the animal world (used by everything from insects to fish and from reptiles to birds) that is absolutely critical for sending messages between and within species - it's a bit like the very first natural Internet. Together with other forms of communication such as vision, hearing, taste and touch, it is a way of learning about the place we live in, and whom we share it with. It is remarkably versatile, too, serving to help in the search for the essentials of life (food and mates, for example) as well as to perform more complex tasks such as synchronising and repressing reproduction, to signal aggression and family bonding.

Any form of communication requires a sender and receiver and the objective is to create a response. The most obvious form of this is seen in dogs where a male dog will 'mark' another dogs' scent mark. The dog's long muzzle facilitates the separation of breath and smell at the same time, a kind of radar, monitoring the environment constantly. They have a specialist part of the brain dedicated to decoding smells. A dog can sieve out smells in the same way that whales sieve krill from the sea. The 'computer' that makes sense of these signals is the Jacobson organ, which some scientists consider to be so powerful that they refer to it as 'a second brain'. Responses to signals are often seen as specific behaviours and assist to tease out the information from a scent. The most obvious of which you will have seen in horses as they curl their top lips – the Flehmen response, which draws the scent through the Jacobson organ.

One of the reasons for communicating via scent is to change another individual's behaviour. This might be a physical change, to bring a female into season for example, or for navigation, to find mates or to avoid enemies. A single scent mark can contain a huge amount of information, it's almost like a regular social media post, telling the recipient everything you want to know, much that you don't and allowing the recipient to make deductions. The sort of information a mark transmit could include: reproductive status, diet, recency of visit, whether alone or with another and so forth. The recipient not only receives information but is also able

to make deductions: the marker is bigger than me, eating better food than me, healthier than me, maybe even having more fun than me... not, in some respects, unlike the effect of social media

A unique quality of scent is that it is deposited and remains in the environment. In other words, it allows species to communicate without both having to be in the same place at the same time. In this way, it can help to avoid conflicts and allow animals to assess whether there are benefits to meeting each other.



Scents are frequently combined with visual reference points (think lamp posts), and may be accompanied by visual marks such as scratches from claws. Have you ever seen your dog scuffing the ground with their back feet? Sites to mark may be chosen for specific qualities. This ensures the signal reaches the intended recipient; surface texture, height, local environmental conditions and their effects on surface bacteria are also essential to the message. The timing of mark is key to the message too:

scent mark chemistry changes over time and therefore the message and meaning changes too. For example – scent is used by ring tailed lemurs to waft threats at competitors in a 'stink fight' which backs up aggressive posturing face to face but scent left on clothing. As many dog lovers know, a well-worn item of clothing, can be a huge reassurance to dogs suffering from separation anxiety, although the effect wears off over time.

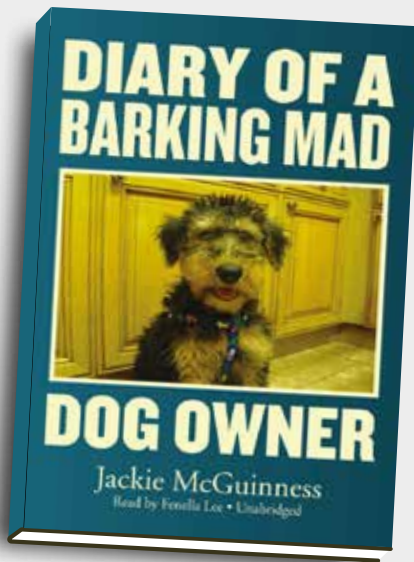
In short, the traditional view of territorial scent marking – that animals scent mark as a 'keep out' warning to others – is an over simplification. The mix of messages left in the environment are like an over-crowded noticeboard of varying importance to the receiver, all with best before and sell by dates on them, the messages can change depending on who receives them, how they receive them (what detection equipment they have), when they receive them (the environmental conditions where they are deposited) and how important that message is to them at the time.

Depositing scent in the environment and at specific locations lends itself neatly to navigation, the gradient of scent that wafts from a scent mark means that again other animals can use this to pinpoint, with great accuracy, the scents' origin and navigate towards or away from it. This is obvious in fish migrations and recent research has even shown that birds have a sense of smell and use this for navigational purposes. Trails of scent are left all over the environment and can take the form of expensively produced glandular secretions such as musk, to urine and faeces, a physiologically cheap but effective alternative.



However, it's not always the intended recipient that can take advantage of these signals. It's also known that predators can eavesdrop on scent mark conversations too, to locate prey and maximize their chances of a kill, for example kestrels are able to 'see' the ultraviolet signals of rodent urine trails and are able to locate well-used areas. At the ultimate extreme, reproduction can be curtailed completely in the case of mole rats whose lifestyles are akin to a beehive with just one queen able to reproduce at any one time.

So, as you can see, the world of animal smells is a vast and complex one ... a world-wide natural web. Next time your faithful friend stops suddenly fixated on sniffing a blade of grass, they are just checking their Instagram feed and being noseey!



Diary of a Barking Mad Dog Owner

One of the entries in our last competition ('tell us about your favourite piece of dog writing') was from Jackie McGuinness who, after describing some of the books she loved (including *The Art of Racing in the Rain*, *Greyfriars Bobby* and *To Aire is Divine* – the latter published by the Airedale Rescue group) mentioned, more or less

in passing, that she had written a book herself. It is called *Diary of a Barking Mad Dog Owner* and it starts with the arrival of two new Airedale puppies in 1995. We ordered it immediately from Amazon but it only arrived as we were going to press so we haven't had time to read the whole book, but we've really enjoyed the first couple of chapters and are happy to recommend it. Jackie is one of the competition winners... details of the others and their entries are on page 8.

Ask Honey's

Q. Is it safe to give my dog CBD Oil and, if it is, what are the benefits?

Cannabidiol, or CBD oil, is extracted from the flowers and leaves of industrial hemp plants, which contain only traces of tetrahydrocannabinol, or THC as it is commonly known, the chemical that gets you high and makes cannabis a classified drug. Although research into CBD oil is still in its infancy, it is being touted as an elixir for both humans and dogs that may help with everything from eczema to arthritis and from anxiety to insomnia.

Does it work for dogs? We don't know yet but we do know some of its effects with humans. According to Harvard Health:

'The strongest scientific evidence is for its effectiveness in treating childhood epilepsy syndromes, which typically don't respond to antiseizure medications. In numerous studies, CBD was able to reduce the number of seizures, and in some cases it was able to stop them altogether. CBD is commonly used to address anxiety, and for patients who suffer through the misery of insomnia, studies suggest that CBD may help with both falling asleep and staying asleep. CBD may also offer an option for treating different types of chronic pain. A study from the *European Journal of Pain* showed, using an animal model, CBD applied on the skin could help lower pain and inflammation due to arthritis. Another study demonstrated the mechanism by which CBD inhibits inflammatory and neuropathic pain, two of the most difficult types of chronic pain to treat. More study in humans is needed in this area to substantiate the claims of CBD proponents about pain control.'

Other small but relevant studies have shown that CBD oil may shrink certain cancers, help with Irritable Bowel Disease, reduce inflammation and promote cardiovascular health.

What about side effects? In humans these can include nausea, fatigue and irritability. CBD can increase the level in your blood of the blood thinner coumadin, and it can raise levels of certain other medications in your blood by the exact same mechanism that grapefruit juice does.

Is it safe to give to your dog? Many vets feel that it is and there is plenty of anecdotal evidence of dogs enjoying mental and physical health benefits from taking it. Our advice would be to discuss it with your own vet.

Q. What do you recommend for an anxious dog? My rescue dog, John, has a phobia about home appliances such as hoovers, electric toothbrushes and food mixers. He becomes highly distressed and rushes around the house trying to escape.

Dogs express fear (which is a defence mechanism) in several ways. They may pace, whine, bark, cower, shake or – as in John's case – try to flee. If it is intense, persistent and irrational then it is described as a phobia. Here are some different ways you may be able to help John:

- Try and avoid comforting him (although it can be hard not to) as it could reinforce the behaviour.
- Try distraction using a reward. Ask John to perform a command or trick he knows and reward her if he does it.
- Try distraction using a fun game, treat-release toy or recreational bone to chew on.
- Increase your training programme when he isn't experiencing fear so that he is much more responsive to your requests... this should help when you are trying to distract him.
- There are various complementary and alternative medical options including Tellington Touch, massage and Homeopathy that may offer a solution.
- Lavender oil can have a calming effect. Put a few drops on John's collar or bedding.
- Some dogs are calmed by music.

The important thing is not to ignore the problem as it is likely to get worse. We would definitely recommend calling on the services of a good canine behaviourist.

Q. Any tips on providing inside exercise for my dog?

We asked around for tips and here were some of the suggestions that came back to us (some, perhaps, more practical than others!).

Run your dog up and down stairs. One way of doing this is to stand at the top of the stairs and throw the toy downstairs and ask your dog to fetch it.

Build an obstacle course using furniture, sheets, children's tunnels etc. and train your dog to complete it (hint: treats help!).

Hide treats around your home and make your dog work to find them.

Play indoor fetch.

Buy a small treadmill (often very cheap on eBay)... many dogs really take to them (never tie your dog to the equipment and keep it a slow, steady pace in case they fall off).

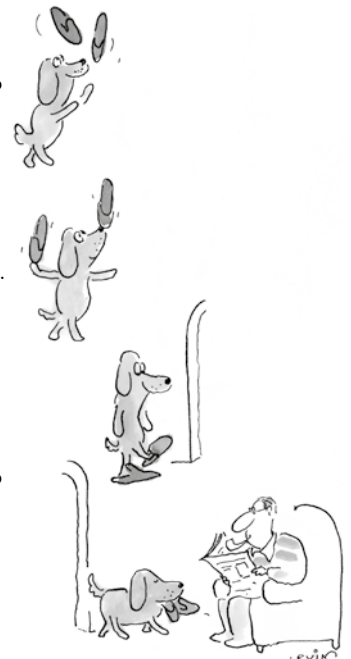
If your home is large enough... play hide and seek.

If your home is large enough... play fetch.

Teach your dog some tricks... good for mental and physical health.

Give your dog a marrow bone or a Kong... both will exercise his or her upper body and jaws and will stop them becoming bored.

Hope this helps.





"WHEREVER YOU LOOK, THERE'S MEDICAL MARIJUANA,
BUT NOT A WORD ABOUT VETERINARY MARIJUANA."

Q. Queenie – a small, mixed-breed dog with a lot of terrier in her – has developed the habit of guarding food. If one of our other dogs or members of the family approach her she becomes extremely aggressive. She hasn't bitten any of us yet, but I am afraid she will. What can I do?

Queenie is 'resource guarding' i.e. controlling access to food, objects, people and locations that are important to her by means of defensive body language or an actual display of aggression. It is usually caused by insecurity and an inability to cope well in a social situation, even with people and other dogs she knows. To be candid, we recommend calling in a behaviourist. However, here are a few tips that may also help:

- Don't punish her or be confrontational as it is likely to worsen the situation. The most important thing is to understand why she is behaving this way. She is scared and that is where the aggression is coming from. What you need to do is build her confidence.
- Change the physical location of where you feed her and also the time you feed her as it may stop her bodyclock from telling her when to get tense.
- Utilize the empty bowl method. Pick up her bowl and make it look like you are filling it with her food. Place the empty food bowl on the ground in front of her. Wait for her to investigate, see there is nothing there and look at you. As soon as she looks at you, praise her and add a bit of food into his bowl. After Queenie has finished eating the food wait for her to look at you again and add more food into her bowl. Repeat this until all the food has been eaten. Walk away from her bowl and then back and add a little more. This shows her that your approach and presence at his food bowl means she is going to get more food and you are a positive part of her feeding experience. Over time add more and more food until she eats with you standing next to her.

Q. Charlie (my cocker spaniel) and I have come to the conclusion that we are both a little overweight. I am going to try the keto diet... would it work for him?

The ketogenic diet is a high fat, low carbohydrate, adequate protein diet that in medicine is used primarily to treat difficult-to-control (refractory) epilepsy in children. The diet forces the body to burn fats rather than carbohydrates. Believe it or not, it can be dated back to ancient Greece. It is believed to have other health benefits for humans including weight loss. What about for dogs?

If you are feeding Charlie a raw food diet – Honey's, in fact – you more or less have him on a keto diet already. However, maybe he is a bit too fond of his Honey's or not doing enough exercise. We suggest reducing the amount he eats, perhaps switching to our leaner recipes and maybe reducing the number and size of marrow bones he receives. If you contact us we will be happy to provide a personalised diet plan.

How to earn our eternal gratitude and a little thank you gift...

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).



A tree planted by Woodland Trust



Two personalised dog tags



Our original Superdog Cape/Towel Thingie



10 packets of Beautiful Joe's treats + Tin



A personalised dog bowl



Two free shipping vouchers



Book review competition winners

In the last issue of *the Alternative Dog* we asked readers to tell us about their favourite canine books and received dozens of fascinating entries and emails. With great difficulty we have chosen seven winners (there were only supposed to be six, but we had trouble deciding) – each of whom will receive a £50 book token. Thank you to everyone who entered.

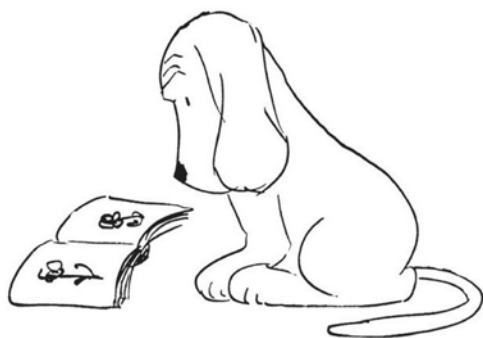
Three Legged Friends and Other Animals in a Vet's Life Sue Creaton

For animal lovers, Catlin Barber's book is a delight. I particularly like her description of a lurcher puppy called Ceilidh, who she rescued: 'A small projectile hurtled through the door and fell in a heap at my feet. He looked like a large, hairy spider'. Although other animals appear in the book, it is really about her six dogs.

John Bradshaw's new book: The Animals Among Us Stephen Pink

One of my favourite canine-themed books of all time is John Bradshaw's delightful *In Defence of Dogs*, in which he provides an overview of mankind's relationship with both dogs and wolves and in doing so tells us a great deal about ourselves. Anyway, as soon as his new book, *The Animals Among Us: The New Science of Anthrozoology* was published, I rushed out to buy a copy.

In a nutshell, the book provides a detailed history of the origin and nature of human-animal interaction and emotional bonding or, as Bradshaw calls it, 'anthrozoology'. His theories are quite interesting. For example, he believes that when humans became hairless (around a million years ago) we still retained a fondness for stroking fur and that 50,000 years ago areas of the human brain that analyse human and animal behaviour connected, allowing people to see animals as other people. One of the most interesting things Bradshaw says is that: 'If we are to ensure that the Earth remains habitable, we must convince everyone that the natural world is worth saving, and to do so we will have to reverse mankind's ever-increasing detachment from it... the emotional connection that owners feel for their animal companions has a crucial role to play in this.'



Thurber's Dogs Joanne Lee

No dog lover should be without a copy of James Thurber's book about dogs: *Thurber's Dogs*. He writes beautifully about all the dogs he has known and the book includes his wonderful cartoons.

Not a review: a poem! Susan Triefus

I'd like to recommend a poem to any Honey's customer who has recently lost a dog. It is *A Dog Has Died* by Pablo Neruda and as it is quite long (and I am a slow typist) I will only send you the first few lines:

*My dog has died.
I buried him in the garden
next to a rusted old machine.
Someday I'll join him right there,
but now he's gone with his shaggy coat,
his bad manners and his cold nose,
and I, the materialist, who never believed
in any promised heaven in the sky
for any human being,
I believe in a heaven I'll never enter.
Yes, I believe in a heaven for all dogdom
where my dog waits for my arrival
waving his fan-like tail in friendship.*

Anyway, I found it very comforting when I lost my beloved William.

101 Dalmations Nicholas Adams

'Like many other much-loved humans,' Dodie Smith says at the beginning of *101 Dalmations*, her 1956 classic, 'they believed that they owned their dogs, instead of realising that their dogs owned them.' When I told my grandchildren that I was going to read them this book they told me there was no point because they had seen the film. However, after the first chapter they admitted it was much more exciting. My favourite bit of the book has nothing to do with dogs, as it happens. Mr. Dearly, the main human character, had, apparently, done the government a great service and so 'had been let off his Income Tax for life' – if only!



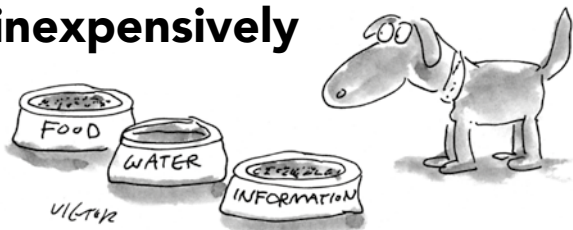
Hairy Maclary Clare Mcknight

Although not amongst the highbrow literary classics, *The Hairy Maclary* series of children's picture books, published by Penguin, are some of my favourites. I still have very fond memories of reading them to my two children, now 27 and 25! Written by Dame Linley Dodd they describe in rhyme, virtually every situation that our beloved dogs get themselves into. The illustrations are so perfectly observed and bring out all the quirky traits of the characters in the stories. Each breed of dog so accurately portrayed. Hairy Maclary from Donaldson's Dairy, Schnitzel von Krum with the very low tum (a dachshund of course), Hercules Morse, who's as big as a horse, Bottomly Potts all covered in spots (obviously a Dalmation) and Bltzer Maloney all skinny and bony, to name but a few of the wonderful characters.

Sleeping with Dogs Sandra Kisby

I was given this wonderful book *Sleeping With Dogs* by Brian Sewell - it may be that I loved it so much because it reflected MY feelings of how to train dogs - WITH LOVE AND PATIENCE. It also gave me confidence to follow my heart. I wrote to Brian Sewell to thank him for saving my sanity and my husband's ankles. He was terminally ill at this point but sent a long hand written letter back and apologised for it not being longer as very ill. He also said that my letter explaining Bertie's attitude and antics had made him chuckle which he hadn't done for a very long time. Shortly after Brian died but not before Bertie had sent him some spring flowers to say 'thank you' for writing such a wonderful, funny and helpful book about dogs.

DIY: How to make your own raw dog food – quickly, easily and inexpensively



A quick reminder that it is possible to make your own raw dog food – quickly, easily and inexpensively – and that Honey's is happy to show you how.

Why might you want to switch from Honey's own food? There are a number of possible reasons, including:

- To save money. Depending on what ingredients you use you could save as much as 33% and perhaps even more.
- To reduce packaging. Making your own food will reduce your consumption of packaging and, if you use locally sourced ingredients, reduce 'dog food miles', too.
- For your personal satisfaction. It is always nice to feel that one has made something oneself.

Our DIY service

We have always been happy to help anyone who asks switch to a raw food diet even if they never plan to become a customer.

We offer the following DIY service:

- We can provide tips, recipes and diet plans, which can be personalised, if necessary, to each dog you are feeding.
- We can also supply of all the ingredients you may require. These are the same ethically sourced ingredients we use ourselves i.e. 100% British, fresh, sourced as locally as possible and from free range, certified-organic and wild producers.

Many Honey's customers, by the way, combine DIY with our own, complete food.

Two important considerations

If you are thinking of making your own raw food, please remember:

1. Not all raw food diets are equal. A poor diet is always going to be a poor diet, regardless of whether the food is raw or processed. It is vital that your dog receives the nutrition he or she requires. Please don't hesitate to ask us for advice.
2. High quality meat and vegetables contain much, much more nutrition and will lead to a much, much healthier dog. By the same token, low quality meat and vegetable could harm your dog's health. We recommend using organic, wild and/or free range meat wherever possible. It has a much higher nutritional value and is worth the extra money.

A simple three-step plan

Our straightforward feeding plan for adult dogs is a summary of decades of experience and it rests on three basic ingredients:

1. raw meat
2. raw bone
3. raw vegetable



The plan itself can be distilled into three simple steps:

1. Take any meat (chicken, beef, lamb, pork, whatever) minced or diced.
2. Grate raw vegetables into it (anything but potato) so that it is roughly 2/3 meat and 1/3 vegetable (if you prefer, you can put the vegetable through a food processor).
3. Get some meaty bones from the butcher and give your dog one every day or two.

That's it.

Suitable raw ingredients to feed your dog

We will happily supply you with a detailed list of suitable ingredients and – if you decide to source ingredients locally – a shopping list to give your butcher. We can also recommend 'boosters' such as eggs and plant oils to provide extra nutrition.



Some useful tips

The easiest way to meet your dog's nutritional needs is to serve them meat, offal and vegetables in their bowl and give them raw, meaty bones on the side.

- There is no magic proportion when it comes to the percentage of meat, offal and vegetable. We recommend 2/3 meat and offal and 1/3 vegetable. Others will suggest that 90% meat and offal is better, with just 10% vegetable. Treat dogs as individuals and take their likes and dislikes into account.
- Any raw meat will do – beef, lamb, pork, chicken, rabbit, venison, tripe, squirrel – anything, in fact, so long as it comes from a reputable source.
- Grate in the vegetable or put it through your food mixer. Any vegetables will do, but not raw potatoes.
- Vegetables should always be fresh. Vegetables really begin to lose their nutritional value a week or so after they have been picked.
- Mix the ingredients up well, as some dogs have a small child's aversion to vegetables.
- Don't forget to buy your dog raw, meaty bones. These contain vital nutrients, ensure healthy teeth and keep their stools firm.
- If you are going to make your food up yourself, you will probably find it saves you a lot of time to prepare a decent supply in advance and freeze it. One good way to do this is to shape it into rough patties or hamburgers.



How much to serve

How much to serve will depend on the age, weight, gender and health of your dog. If you would like more detailed advice please get in touch with Honey's.

Typical 7-day DIY feeding plan for a healthy dog

- Raw lean muscle meat and organs
- Raw meaty bones
- Raw vegetables and fruit
- Boosters

Sunday <ul style="list-style-type: none">• Minced Chicken• Chicken carcass with no meat• Cabbage, broccoli and apple• Egg	Wednesday <ul style="list-style-type: none">• Beef Knuckle bone
Monday <ul style="list-style-type: none">• Cubed pork• Pork ribs• Carrot and cauliflower	Thursday <ul style="list-style-type: none">• Ox heart• Small marrow bone• Pumpkin, celery and blueberries• Hempseed oil
Tuesday <ul style="list-style-type: none">• Minced duck• Duck neck• Spinach mangetout and banana• Sardine	Friday <ul style="list-style-type: none">• Duck back and wings• Kale and red pepper
	Saturday <ul style="list-style-type: none">• Whole rabbit• Live yoghurt

Please don't hesitate to get in touch if we can help with any aspect of switching – partially or completely – to DIY. Do remember, we can also supply all the ingredients you may require.

The dogs in the stars

Jonathan Self

'We are born at a given moment,' according to Carl Jung, 'in a given place and, like vintage years of wine, we have the qualities of the year and of the season of which we are born. Astrology does not lay claim to anything more.' I quote the great Swiss psychoanalyst and dog lover, as justification for even considering the idea that there could be a connection between when your dog was born, its personality and even its future.



There are, you won't be surprised to hear, plenty of astrologers who believe that reading the stars is not just for humans. Astrologer Linda Furiate, for example, says: 'Dogs do have a zodiac sign. In fact, all animals have a zodiac sign, meaning they all have a birth chart.' Do the signs mean the same thing in the animal kingdom? Another astrologer, Lisa Stardust (possibly not her birth name) believes: 'Sun signs are the same for ALL living creatures, no species is excluded.' What about star sign compatibility? Furiate says: 'I am a firm believer that a dog (or other pet) that has a compatible zodiac sign or birth chart similar to our own will be a pet that we experience a deep love and connection toward.'

The only clairvoyant I have ever resorted to in the past was Psychic Smith, aka the journalist Giles Smith, who wrote a column in the *Sunday Telegraph* for many years. You will get a feel for the sort of advice he offered from this example: 'Leo. Your lucky motor oil is Duckman's.' Although, perhaps, the best thing he ever wrote was: 'My apologies to all Scorpios for last week's misprint, the result of a transcription error. The entry should have read "fantastic luck ahead" and not as it appeared. Thank you for all those who wrote in. Both the offended and the disappointed.'

I will leave it to another famous dog lover, D H Lawrence, to have the final word: 'We need not feel ashamed of flirting with the zodiac. The zodiac is well worth flirting with.'

The 12 Dogs of the Zodiac by Pseudo-Psychic Self



Aries: Top dog

For the Aries Dog, life is an exciting, all-consuming challenge. Energetic and prone to accidents (being daring) the Aries Dog will never be a 'yes-dog', even after months of training. A warm-hearted creature who will prove to be an amusing, if time-consuming companion.

Taurus: Strong and silent

The Taurus Dog is strong, silent and determined. He or she may be led, but never driven. The Taurus Dog loves human companionship, appreciates comfort and responds well to pampering.

Gemini: Plenty to say

The Gemini Dog is restless, versatile and exuberant. He or she is easily able to communicate feelings and will soon have any human companion well-trained. This dog is, in essence, an eternal puppy. Dogs born under Gemini can be difficult to train, believing that they know what is best.

Cancer: Home loving

The Cancer Dog is probably the most patient and tenacious of the entire Zodiac. He or she is prone to deep extremes of emotion, and loves to be needed. They are home loving dogs and great nesters.



"YOU LIKE PEOPLE AND PEOPLE RESPOND TO THAT."

Leo: Very persuasive

The Leo Dog feels superior to other dogs, in fact, other species. They are confident, fearless and proud but also charismatic. He or she can be a little pompous but will make an affectionate and cheerful companion.

Virgo: Keen to help

The Virgo Dog is in his or her element living with humans and loves to be instructed. They can be hypochondriacal. They are curious and hard working – happy to perform chores and help out.

Libra: Loyalty personified

The Libra Dog is a firm believer in one house...one dog. The Libra Dog is not overly-emotional and remains totally impartial when arguments ensue. Amiable and appreciative, but not keen on being treated like a dog!

Scorpio: The perfect dog

There is a great strength of character hidden beneath the silky coat of the Scorpio Dog, who have the most expressive tails in the canine kingdom. They can love or hate with an equally passionate intensity and, if this dog is wronged in any way, then he or she will never forget.

Sagittarius: Half-dog, half-horse

The Sagittarius Dog is a complex character – part canine, part equine, with the good qualities of each. A vital creature who loves energetic exercise. Independent, determined, loyal and loving.

Capricorn: Socially adept

Diplomatic, socially adept and amenable the Capricorn Dog can be quite stubborn, but will not shirk hard work. Unlike most other canines, this dog understands that there must be authority if life is to be smooth and comfortable.

Aquarius: Truly your best friend

The Aquarius Dog is determined to unearth the truth about everything and everyone. He or she may possess a stubborn streak that can drive even the mildest of owners crazy.

Pisces: Deeply sensitive

The Pisces Dog has a complex personality. He or she is deeply sensitive and loyal – a good dog who wants to make others happy and to please. A water dog who loves rivers, lakes, ponds and the sea. The Pisces Dog is gentle, retiring and loving.

The Honey's Directory of Everything

Free treats! Free biscuits! Free delivery!

We are hoping that you will be able to find, literally, five minutes to give Honey's a review on the website: Trustpilot.

Not only will we be extremely grateful (we need to up our game online and we know it) but we'll express our gratitude in a tangible way.

As a reviewer you will receive your choice of thank you, being (i) two packets of Beautiful Joe's, or (ii) two packets of biscuits, or (iii) free delivery on your next order.

All you have to do is:

- visit www.trustpilot.com,
- sign up as a reviewer (it takes about a minute),
- search for Honey's Real Dog Food,
- write a few words about us, and
- let us know you have posted a review.

The last step is especially important as we won't know you have reviewed us if you don't tell us (reviews are generally anonymous).

A huge, in advance, thank you.



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 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!



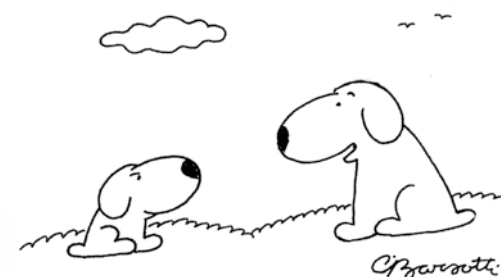
"YOU'RE LATE."



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	



"NO, I'M NOT FAKING IT, I'M REALLY HAPPY WHEN THEY COME HOME."



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.



"And only you can hear this whistle?"



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



REAL DOG FOOD

Phone: 01672 620 260
(Mon-Fri 9am-5pm)

Email: info@honeysrealdogfood.com
www.honeysrealdogfood.com



All Honey's literature is printed using vegetable based inks on FSC® approved paper. FSC stands for the Forest Stewardship Council.