

The Alternative Dog

Incorporating the Honey's Newsletter

Summer 2020

A few words from Jonathan, Honey's founder



Me with my new best friend (I had Beautiful Joe's in my pocket!) on a farm visit not long before the lockdown... happy days.

'I would rather be on my farm,' said George Washington, 'than be emperor of the world.' How I agree with him. I have dabbled with farming on and off all my adult life. My first real job was selling warm water udder washers to small scale dairy farmers. I have tried my hand at cattle farming, pig farming and market gardening and have kept bees, sheep (much smarter than you would think... there are sheep on the Yorkshire Moors which have taught themselves to roll eight feet across hoof-proof metal cattle grids and back again in order to raid village gardens), goats, horses (how do you lead a horse to water? With carrots) and chickens. None of these ventures have ever produced much of a financial return. It has been more a case of what Emily Whaley described as:

Early to bed, early to rise;
Work like hell and fertilize.

Nevertheless, I love farming. I love to watch plants grow. I love to live in the presence of animals. I love to work outside. I even love the weather (having reached an age when all weather is good weather).

I mention all of this because one lockdown annoyance is that we have had to stop Honey's farm visits. To be candid, as we have been dealing with most of our producers for a decade or more, the visits rarely hold much in the way of surprises. But our roots (sorry, sorry) are in farming. It is as much a part of Honey's DNA as the dogs (sometimes as many as a dozen) that you would have found in our offices had you visited us before the current health crisis reduced us to a skeleton staff. Normally, we include details of a farm visit in our newsletter and (when we remember) post them on Facebook. For the last issue we included photographs sent to us by some of our farmers, but this time around I didn't have the heart to ask. Hopefully, before too long, it will be safe to venture (sorry, sorry, again) back into the field.

Switching the subject very slightly, I just want to apologise to our four-legged customers if, occasionally, we don't have a particular flavour you had set your lovely doggy heart on. If there is a drawback to only buying the highest possible quality of British ingredients: supplies are limited. Limited because the food industry has made life for small scale, ethical farmers something of a nightmare meaning there isn't that much available. Limited because everything is seasonal. The problem even extends to game. For example, over the last 20 years the wild rabbit population has fallen by 60%. A major reason for this is loss of habitat. We are extremely fussy about the rabbit we will take, and frankly during the short window when it is available, we struggle to get much of it. Not, I hasten to add, that I am complaining. At a time when so many people are going through so much worry, hardship and pain, not being able to get our paws on rabbit is a very minor inconvenience.

It is now, more or less, a year since we started producing what I would describe as a proper, regular newsletter and I would like to thank everyone who has taken the time to write to me about it and also to enter our competitions. Hopefully, this issue will have at least one or two items of interest, but I would especially like to draw your attention to our '100 Canine Care Packages'. These are ready and waiting to be sent out to people who our customers feel have been adversely affected by the pandemic – perhaps someone stuck at home or a frontline worker.

As usual, I would like to close my own letter by thanking you for your wonderful support, which is more appreciated than I feel I can properly say without coming over as gushy. If I can ever be of assistance my personal email is js@jonathanself.com

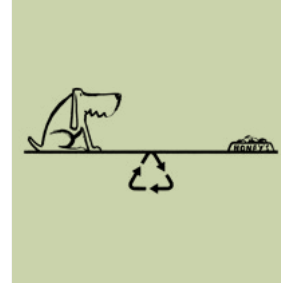
Jonathan

Jonathan (Self)
Honey's Founder

PS I have been re-reading Milan Kundera and came across this brilliant quote, which made me smile: 'To sit with a dog on a hillside on a glorious afternoon is to be back in Eden, where doing nothing was not boring — it was peace.' I hope you are able to manage something similar.

PPS VERY EXCITING NEWS. Now we are carbon neutral!

Inside this issue:



Now we are carbon neutral

How we have further improved our environmental footprint.



Socialising a puppy during lockdown

Denise Fenzi, the leading behaviourist, offers advice.



Canine Thyroidism made easy

Insights from Dr. Jean Dodds, the world's top expert.



How does your dog smell?

With his nose, of course. Please enter our joke competition.



Free Canine Care Packages

Nominate someone to receive one of 100 packages.


Honey's
REAL DOG FOOD

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www.honeysrealdogfood.com



That-Which-Shall-Not-Be-Mentioned Update

The logistics of artisanal dog food production are surprisingly complicated. Take our ingredients. At the best of times, since we only buy from British farmers, our supplies are subject to the vagaries of the weather and politics. For example, before the current health crisis our main vegetable grower was suffering the effects of a miserably wet spring, a shortage of pickers (an unexpected consequence of Brexit) and lack of clarity about future government subsidies. When the lockdown came, essential sector or not, all our producers faced other issues, from the closure of the restaurant trade (meaning a huge loss of business) to a complete lack of transport.

Getting our paws on the only sort (i.e. highest possible quality) of ingredients we are willing to buy has, therefore, not been without interest in recent months. Plus, there have been all sorts of other problems to solve, such as obtaining personal protective equipment for our team and making sure our couriers didn't let us down due to pressure of other work.

Our first priority throughout this has been to make sure that our own team stayed safe and well. To this end, we have more or less emptied our offices, reduced the total number of people on site at any time and introduced strict social distancing procedures in the kitchen and packing areas. As we always operated to extremely high hygiene standards not much change was required on that front, apart from the issuing of face masks.

After our team, the next priority has been making sure that, to misquote the Postman's Oath (sounds like a trendy beer): 'Neither snow nor rain nor heat nor gloom of night nor pandemic stays these dog food couriers from the swift completion of their appointed rounds.' In short, making sure that the dog food got through. Which, by and large, it has.

Sometimes, we feel that we may overdue the thanks at Honey's, but in this case it isn't possible. Huge thanks are owed to our team (for their sterling efforts), our customers (for their patience and loyalty) and our suppliers (for their support). Thank you!

If you have any questions about our COVID-19 (there, we mentioned it) policies, or anything else, just email Jonathan at his personal email which is js@jonathanself.com



"Is this a private joke or can anyone join in?"

Honey's Competition: The Jokes Are On Us

Do you have a favourite dog joke? Two? Three? Then please enter it (or them) in our latest competition. It couldn't be simpler:

- Write out your favourite canine-themed joke or jokes. You can enter up to three.
- Email your entry to hahaha@honeysrealdogfood.com before the 1st September 2020.
- If you are not into email then please post your entry to Honey's Joke Competition, Darling's House, Salisbury Road, Pewsey SN9 5PZ.

The prize? First prize is one month of free Honey's (to the value of your most recent order). 10 runner-up prizes of either 4 packets of Beautiful Joe's or bones or biscuits to the same value.

Rules? Barely any. No jokes, please, that would cause the judges to blush. The judges' (appointed by Honey's decision, no matter how unamusing, will be final. One entry per person.

Let the ribaldry begin!



Dave soon realised it was going to be a tough gig.



Overwhelming TrustPilot response

In the last issue of the *Alternative Dog* we asked readers to review Honey's on TrustPilot. It is no exaggeration to say that we were overwhelmed by the response. Not only did dozens of you take the time to write about us, but you said the kindest things. We hope we have thanked everyone personally, but if we have overlooked you please let our founder (js@jonathanself.com) know, as we would like to acknowledge your good deed with a few extra treats or similar. And for those we have already thanked... thank you, again!



Nominate a dog loving friend or neighbour for one of 100 Canine Care Packages

That-Which-Shall-Not-Be-Mentioned has left many people prisoners in their own homes and others enduring an almost impossible level of work stress.

If you know a dog lover who is having a tricky time of it as a result of COVID-19 – perhaps an older person, who can't go out, or an NHS worker, who has been on the frontline – then please nominate them for one of our special FREE CANINE CARE PACKAGES:

Each package contains:

- Handwritten greetings card
- 2 x packets of Beautiful Joe's
- A snazzy Beautiful Joe's tin
- 1 x bar of lovely Montezuma chocolate
- 1 x Honey's Natural Feeding Handbook
- Copies of our recent newsletter

We have made up 100 Canine Care Packages and we will be sending them out on a first come, first served basis.

If you would like to nominate someone, please email: care@honeysrealdogfood.com with the following information:

- Name, address (including postcode) of your nominee
- Their dog's (or dogs') names
- Reason to cheer them up in a single sentence
- Your name (so we can handwrite it in the card)

We are limiting this to 100 care packages, not out of meanness, but because they are very time consuming to make up and we are short-pawed at the moment.



"Don't wag!"

A good idea...

A huge thanks to Misha and Indie's Mum for this idea: 'I thought you might be interested in another way to use the white inserts that keep the food cool. I use them in the garden to have as pads to kneel on. The builder we have here uses them and the gardener does as well and I think anyone can use them to kneel on for whatever work you might need to do outside! Doubling them up is even better.'



Now we are Carbon Neutral

We believe that we are the first British raw dog food company (and one of only a handful of pet food companies in the world) to become Carbon Neutral.

To achieve this we signed a special pledge and sent it to the Executive Secretary of the United Nations Framework on Climate Change secretariat, in Bonn, Germany.

This pledge requires us to monitor and measure our greenhouse gas emissions, reduce them and compensate any remaining emissions by offsetting, including through use of Certified Emission Reductions (CERs).

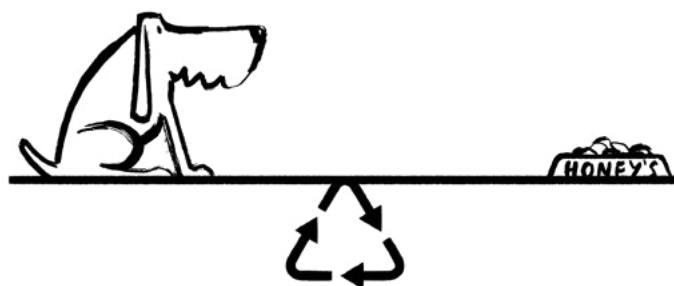
What have we actually done?

To begin with, we asked our external environmental experts (a specialist environmental consultancy, Ryeden, and a separate carbon guru: Dr Simon Forsythe) to work out how much carbon we were responsible for producing.

Then we worked hard to reduce it wherever possible.

Next, we 'offset' the unavoidable carbon usage by purchasing Gold Standard Carbon Credits, the scheme created by the World Wildlife Fund (WWF) in 2003 and widely accepted as the highest standard available.

Finally, we committed to further reducing our carbon footprint going forward. You may have read adverse comments about carbon offsetting in the media. The main criticisms are twofold. First, the whole idea of carbon credits (whereby carbon production is offset by environmental schemes such as the planting of trees) does nothing to discourage polluters – it is merely a relatively low cost sop to their consciences. Second, the schemes themselves, are often not that effective in reducing carbon.



These are valid points. However, at Honey's we believe that it is better to take positive action than to sit around bemoaning the fact that what we are doing is not perfect. We are not complacent and we have chosen the best scheme available in the world.

Over the last few months, Jonathan has been in discussions with the trustees of a not-for-profit organisation called The Rainforest Trust, which raises around £50m a year and invests it in conserving rainforest. What we like about the Rainforest Trust is that it works with local NGOs and creates employment so that poachers and others have an alternative source of income. Anyway, we intend to top up our purchase of carbon credits with a donation to one or more of the Rainforest Trust projects.

If you would like to know more about Carbon Neutrality (as it were), there is lots of information on the UN Climate Change website. The Rainforest Trust website is also well worth a visit www.rainforesttrust.com

Photo Competition Winners

Our last competition asked entrants to submit a photo of their four-legged family members sitting or lying on a piece of furniture. We received over 300 entries, more than any other competition we have ever run, and choosing the winners has been something of a nightmare. There wasn't a single dog that didn't deserve to win. With extreme difficulty we have chosen an overall winner, who receives a double prize as they were also kind enough to review us on Trust Pilot and 10 runners up, who receive £20 worth of Beautiful Joe's.



1st Prize Winner: Harvey Cope



Runner up: Humphrey Holbrook



Runner up: Freddy Appleby



Runner up: Finley Phelan



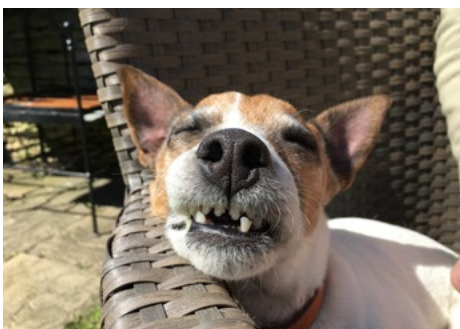
Runner up: Flynn Gerrard



Runner up: Phoebe Gasparello



Runner up: Sam Overton



Runner up: Buzz Welch



Runner up: Aggie, Lily, Pippi and Zorra Pedwell



Runner up: Cassie Land



Why we need dogs!

By Hannah Walton

We were sent this lovely essay by Hannah, the daughter of one of our customers, and she has very kindly said we could publish it. Hannah is planning to study creative writing at university and is working on her first novel.

The best comfort often comes from our fellow four-legged friends, who are blissfully unaware of the horrible situation surrounding us at the moment. Apart from possibly having one less walk a day, and one less trip to the groomers (which they are unlikely to complain about), their life pretty much trots on as usual. I am sure I speak for every dog lover in the world, when I say that those puppy eyes, those heavy paws suddenly landing on you, and that comforting warm cuddle evoke a real sense of peace. In a nutshell, all of your problems suddenly seem significantly smaller. Here are just five ways in which my dog, Tuppence, brings cheer to my life.

1. By exercise. Thanks to Tuppence, even during the lockdown, my Mum and I were able to get out for a walk every day. Tuppence spent much of it sticking his nose into rabbit holes. Each walk was different. A different sky. A different flow in the river. A different birdsong. Everything looked so beautiful. It was easy to convince myself that nothing was really wrong with the world. I have my dog to thank for that!

2. By vocal repertoire. All dogs have their own unique way of talking! We have worked out that Tuppence understands approximately 100 words and phrases. Dogs really are more intelligent than we give them credit for. Sometimes you just need to someone who listens, without given a strong opinion or contradiction.

3. By providing company. Having a fluffy, peaceful, sleeping, consistent companion by my side, really helps me to get into the correct mindset. When distraction comes my way, the slight shuffle or nose-nudge reminds me of where I am and what I am doing; my focus returns, and I proceed more effectively with the task. Tuppence also enjoys keeping my mum company whilst she does the cooking or the gardening! The extra digging up of a carrot, or the 'cleaning' up of a dropped piece of peel is so very helpful!

4. By making us responsible. Dogs need to be fed, walked and entertained every day, often at the most inconvenient of times! Learning to compromise and 'fit in' with my dog's schedule has helped me develop my responsible side! Despite all the change, Tuppence's routine always stay the same, and that's a comfort.

5. By providing love. Affectionate. Unconditional. A dog never hides his/her feelings of devotion; if he/she wants to hug you, he/she will hug you. If he/she wants to play a game of ball with you, he/she will find a way to make sure that he/she cannot be ignored. Love is, without doubt, the most important of my five points, because love and loyalty, from anyone, is what helps us get through the tough times.



Honey's Dog of the Month

Hi, my name is Karrie. I am fourteen now and although my body seems to know it, my mind doesn't. I still love to roll around and play as much as I can and although my eyesight isn't too good, I can hear a treat drop to the floor and sniff out food from a hundred paces. I live, by the way, with Amba (more or less a puppy at only 2), Crocky (actually, a very nice cat), four hens, my Mum and my dad... and I love them all.

I have always adored getting wet! I used to leap off river banks (causing my parents a certain amount of worry) and swim and swim just for the fun of it. Nowadays, sadly, I restrict myself to muddy puddles and the garden hose. I may have lost a certain amount of energy but I have not lost my appetite! I adore my food, in fact I adore anyone's food – if Crocky the cat wants his tea he is well advised to eat it quickly. If anyone in the house drops so much as a crumb, I am on it. I consider it part of my cleaning up duty.

What else can I tell you? My tail never stops wagging. I am extremely sociable. We often holiday in a motorhome and my idea of heaven is lying outside the van and saying hello to all the people who walk past. Apparently, when I doze off my legs twitch because I am dreaming of chasing rabbits and birds, but I don't entirely believe that! I may be getting on a bit but I am actually planning to live another fourteen years. I will be perfectly happy as long as I am properly fed. Mum knows what I like!



Worried about your dog's health?

Please remember the Honey's Health Team (which includes vets, vet nurses, nutritionists and other experts) is here to help you. All you have to do is call or email. The service is completely free.



Georgie Welch, the talented animal sculptor (and Honey's customer) tells us about her work...

I have been drawing and sculpting animals – and especially horses and dogs – for over 25 years. It is not a process that can be rushed. The most important part of my work is to spend time with the dog so that I can really get to know him or her and understand their special relationship with their most cherished person. It is important to capture not just how they look, but their personality and character. I use two techniques – sometimes I sit quietly, sometimes I play with them. It is important for my subject to feel comfortable with me and to trust me. I love dogs, of course, and I think this really helps.

As a sculptor sense of touch is obviously vital and in this regard dogs are wonderful because they love to be stroked and petted. At a certain point I will start sketching and then modelling. Some clients want drawings, others bronze sculptures. If the latter, clay or wax is modelled onto an armature which is essentially the core or skeleton of each sculpture. Once completed a mould is made and bronze cast, created either as a one off or very limited edition. Early in my career I worked alongside an animal physiotherapist and this is a great help to my work.

Dogs and horses never cease to amaze me. I recently read that Medical Detection Dogs are being trained to smell Covid19, they are already detecting certain cancers, malaria and Parkinson's. We have much to learn from them. Some look up for inspiration to their God: I look down to my heel to my Dogs and they allow me to look into the centre of their souls. We have three canine companions, all Honey's fed, and all happy dogs that accompany us in the studio. Studio visits can be arranged by appointment and if you would like to discuss a commission or be invited to my next exhibition please do get in touch.

Web: www.georgiewelch.com
Email: georgiewelchsculptor@gmail.com

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



Jean Dodds

Canine Thyroid Disorders Simplified

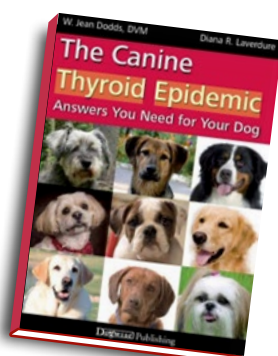
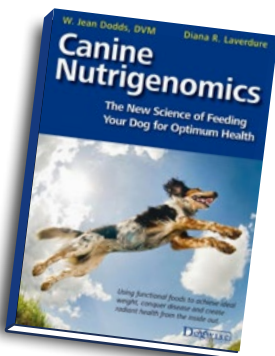
Jean Dodds DVM is one of America's best known holistic vets. She is the founder of Hemopet, the first non-profit national animal blood bank, and invented NutriScan,

a food sensitivity and intolerance diagnostic test for dogs, cats and horses. She is the author of 'The Canine Thyroid Epidemic' and 'Canine Nutrigenomics: Foods that Heal Your Dog'

Hypothyroidism is the most common endocrine disorder of dogs, and up to 90% of cases result from an autoimmune disease that progressively destroys the thyroid gland over a period of 12-18 months (autoimmune thyroiditis). Because this form of thyroid disease is heritable, it has significant genetic implications for breeding stock. Once more than 70% of the gland is destroyed by this process, classical clinical signs of hypothyroidism appear (weight gain, hair loss and skin disease, recurring infections and cold intolerance). Accurate diagnosis of the early stages of thyroid dysfunction and autoimmune thyroiditis offers important genetic and clinical options for prompt intervention and case management.

Although thyroid dysfunction is the most frequently recognized endocrine disorder of pet animals, it is often difficult to make a definitive diagnosis. As the thyroid gland regulates metabolism of all body cellular functions, reduced thyroid function can produce a wide range of clinical and behavioral manifestations. Many of these clinical signs mimic those resulting from other causes and so recognition of the condition and interpretation of thyroid function tests can be problematic.

An association between aberrant behavior and thyroid dysfunction has been documented in dogs, akin to the parallel situation in people. Typical clinical signs include: unprovoked aggression towards other animals and/or people (especially children), sudden onset of seizure disorder in adulthood, disorientation, moodiness, erratic temperament, periods of hyperactivity, hypo-attentiveness, depression, fearfulness and phobias, anxiety, submissiveness, passivity, compulsiveness, and irritability. After episodes, most of the animals appear to come out of a trance like state, and are unaware of their bizarre behavior.



Diagnostic Thyroid Profiles

Veterinarians commonly are confused about which tests are necessary to accurately diagnose thyroid dysfunction in the dog and cat. They may assume that the reference ranges provided by veterinary laboratories are finite and apply to all breeds and breed types, when toy and small breeds have higher basal thyroid levels, and large or giant breeds and sighthounds have lower basal levels. Further, age and physiological circumstances play a role too. For example, veterinarians are generally unaware that the thyroid reference ranges on laboratory reports pertain to adults, and not to very young, adolescent (higher basal levels) or geriatric animals (lower basal levels). These reference ranges are intended as general guidelines and may not apply to those that are athletic performers; under general anesthesia; undergoing sex hormonal change; pregnant or nursing mothers; obese ill or recovering from illness, or taking specific drugs that might have some influence on thyroid function (e.g. corticosteroids, phenobarbital, potentiated sulfonamides, dietary

soy and soy phytoestrogens, insulin, narcotic analgesics, salicylates, tricyclic antidepressants, furosemide, phenylbutazone).

Daily diurnal rhythm fluctuations and the presence of circulating thyroid autoantibodies also change basal thyroid levels. However, knowledge of these variables that affect thyroid function and circulating levels of thyroid hormones does not preclude their measurement. It is especially frustrating when a veterinarian tells the client that thyroid profiles cannot be measured accurately because the patient is receiving drugs such as corticosteroids or anticonvulsants. As long as the effects of these drugs are taken into account, there is no reason to avoid measuring thyroid function, especially when thyroid dysfunction may be an important underlying component of the patient's clinical problem.

While diagnosing thyroid dysfunction in companion animals can be particularly frustrating, especially when used for wellness screening of potential breeding stock, veterinarians may fail to appreciate that a simple total T4 test is usually nondiagnostic. In fact, the in-office testing of T4 has recently been shown to produce unreliable results in 52% of dogs and 62% of cats, and therefore should not be used even as a general diagnostic screening test. **Complete thyroid profiling is the most accurate and correct way to diagnose thyroid dysfunction** when coupled with clinical information about the animal.

A complete baseline thyroid profile is measured and typically includes total T4, total T3, free T4, free T3, and should include the TgAA (thyroglobulin autoantibody). The TgAA assay is especially important in screening breeding stock for heritable autoimmune thyroid disease. The cTSH (thyroid stimulating hormone) assay may also be included, although this test in dogs is poorly predictive of thyroid dysfunction compared to the parallel assay in people, because the dog has a more active alternate thyroid regulatory pathway through growth hormone.

The normal reference ranges for thyroid analytes of healthy adult animals tend to be similar for most breeds of dogs and mixed breeds. Exceptions are the sighthound and giant breed types of dogs which have lower basal levels. Similarly, because young animals are still growing and adolescents are maturing, optimal thyroid levels are expected to be in the upper half of the reference ranges. For geriatric animals, basal metabolism is usually slowing down, and so optimal thyroid levels are likely to be closer to midrange or even slightly lower.

Management and Treatment

Regarding treatment of thyroid disease, the most common confusion is whether the therapy should be given once or twice daily. In the dog, thyroid medication is best given twice daily, even though the label directions which have been the same for many years may indicate once daily dosing. The reason that twice daily dosing is needed is to match the 12-16 hours physiological half-life of thyroxine in the dog.

The second important point is that thyroxine binds to calcium or soy in foods, so this medication should always be given at least an hour before or three hours after any food or treat containing calcium or soy to ensure absorption. Some drug labels state it can be given with meals; this is incorrect. Physicians know this but it is rarely taught to veterinarians.

Monitoring of thyroid therapy should be performed at 4-6 hours post dose, and at that time the T4 and free T4 values should be in the upper third to 25% above the laboratory's normal reference range. Rechecking thyroid profiles on animals receiving thyroid medication is best achieved by performing the complete profile and is essential for those animals with autoimmune thyroiditis to determine whether the autoantibodies present are waning. If the client has financial constraints and the case is not thyroiditis, a post-pill T4 and freeT4 will usually suffice.

If thyroxine treatment is stopped for any reason, retesting the patient should wait for at least 6 weeks to allow the pituitary -thyroid axis to return to its basal capacity before therapy was given,

See "The Canine Thyroid Epidemic", by W. Jean Dodds, DVM, and Diana R Laverdure (DogWise Publishing, Wenatchee, WA, 2011).
www.hemopet.org



Socialising puppies – even in lockdown!

By Denise Fenzi

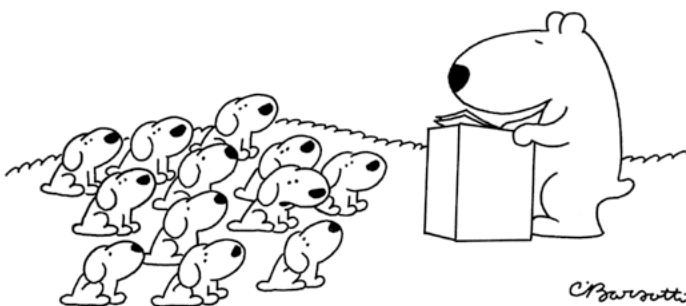


We asked Denise Fenzi, famous for her gentle approach to dog training, and author of over nine books, to offer some advice on socialising puppies...

With many of us staying home these days, many people have considered getting a puppy. Of course, the very first question that comes to mind is: 'How will I socialise them? Will they become shy or aggressive if they are unable to directly interact with strangers?'

I recently brought a new puppy home and I have found some huge advantages to raising a puppy under quarantine! Not only do I have a new little buddy to keep me busy at home, but I have also discovered that I don't have to worry about shielding him from overly enthusiastic people who are bound and determined to pet my puppy, regardless of his opinion (or mine!) on the matter.

Let's start by re-defining socialisation as exposure rather than interaction. People often think of socialisation as being interactions with new dogs and people. Unfortunately, plenty of dogs end up so well socialised that they make a nuisance of themselves. They're hyper-greeters who cannot function if they are not allowed to interact with every dog and person they see. No greeting? They scream, whine, and pull frantically on their leashes towards the object of their desire - and show lots of frustration at being held back. We taught them to do it by encouraging interactions with every dog and person they encountered!



"Today's lecture is on loyalty."

However, they don't typically do this with horses, cars, or loud noises, mostly because we don't socialise our puppies to these things. Specifically, there is no expectation of interaction with the other. Instead, we use patience, and allow the dog's natural curiosity and ability to gather information from a distance to allow them to habituate and feel safe at their own pace.

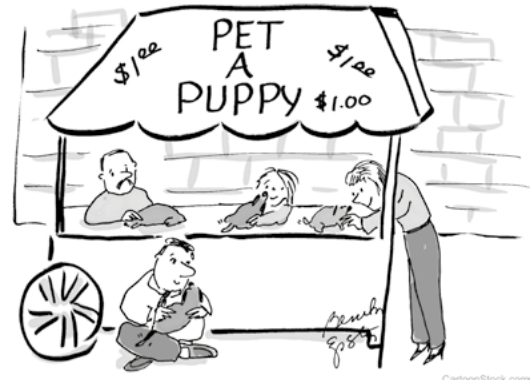
This is exactly how socialisation should happen with everything - people and dogs included. Using this approach, think about exposing your young dog or puppy to a variety of confidence-building situations that will serve them well for life, but without a need for direct interaction.

As a guide to this plan, think about your dog's senses.

What does your dog see? Take them places you need to go and sit in the car with your dog to watch the world go by! Watch the people entering shops, the dogs, trees, birds and other animals - whatever you know that your dog might encounter as an adult. Sitting in your car with your dog can be a fantastic way to experience the visual world.

What does your dog hear? The Hoover? Traffic? Noisy neighbours?

Be sure the sound is far enough away that the dog makes a positive association; we don't want to scare them. It's always okay to comfort your dog or move further away if they appear worried or distressed - same as you would with a toddler who was nervous of a sight or sound.



What does your dog feel? Consider surfaces that your dog might be exposed to. Put down towels, carpets, and empty boxes to let your dog explore! Hide treats in, on, and around those surfaces to add to the fun. When you leave your house for exercise, make a point of walking over asphalt, cement, grass, and dirt. In all cases, you'll want to make the experience fun and playful for your dog, so be generous with your personal play and praise as you navigate new surfaces.

What does your dog taste? Try out a variety of treats, bones and foods for your dog! Give them interactive toys filled with their own food - not only does it keep them busy while you do other things, but it also exposes their mouth to both different textures of toys as well as the food itself.

As far as people and dogs, well, this is a great time to allow your dog to observe without interacting so they can gain confidence in the presence of other people and dogs without feeling the need to be petted by every random stranger. You may also find it quite helpful to cheerfully call out friendly greetings to people who pass you on the street. That allows your dog a chance to observe your comfort with the stranger and begin to use you as a source of information; if Mum or Dad says it's okay, then it must be okay.

Remember, exposure with a positive outcome is what matters, and that positive outcome can come from you.

Your ultimate goal with socialisation should be a dog who shows confidence in a variety of situations, and acceptance of the presence of random people without necessarily needing to visit. This approach to socialisation emphasises exposure over interaction, and may well work better for you now than at any other time.

On balance, this is a good time for many people to consider adding to their canine family, but a few adaptations are necessary with our current restrictions. Focus on exposing all of your dog's senses to new possibilities to allow that growing brain as many positive experiences as possible.

When you have the occasional opportunity to allow your dog to interact with new people, go ahead and take it, but that does not need to be the focus of your socialisation efforts. As long as your dog is able to observe the world, including the people within it, you're likely to end up with a stable and well-adjusted adult who is comfortable in the world, but who has a strong preference for you as the primary playmate.

www.denisefenzi.com



A brief canine history of the world Alex Mulcahy

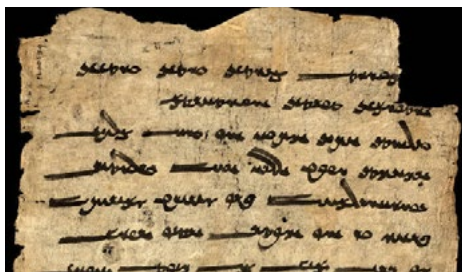
By Alex Mulcahy

When did dogs become man's best friend? Until recently, the oldest known canine remains were 5,000-years-old (they were of a sort of Siberian Husky). Then a discovery in the Goyet Caves in Belgium placed the date 36,500 years ago. Whenever it took place, here is a brief canine history of the world in ten objects and places.



1. Mesopotamia – The Collar

Although the Egyptians are widely credited with the invention of the dog collar, it probably originated in Mesopotamia. A golden pendant featuring a dog that looks very like a Saluki wearing a rather nifty, wide collar can be seen in the Louvre in Paris.



2. Persia – Zoroastrian scriptures

The early Persians are notable for their reverence of all things canine. Like the Mesopotamians, they bred dogs that looked like Saluki so perhaps Persia was the true place of origin for the Afghan Hound. The Avesta, the Zoroastrianism 'bible', stresses that if you don't treat dogs well you can forget any sort of afterlife. If you killed a dog your soul would spend eternity in the House of Lies.

3. India – Mahabharata

The reverence with which animals are regarded in ancient Indian tradition is well documented. Many of the gods were accompanied by dogs and prehistoric paintings of man's best friend can be found in the astounding Bhimbekta rock shelters of Madhya Pradesh. In the great cultural epic of *Mahabharata*, King Yudisthira is accompanied by a faithful companion on his great odyssey to the gates of paradise, where his friend reveals himself to be the god Vishnu, thus tying the dog to ancient Indian conception of the divine.



4. Egypt – Lead

The Egyptians may not have invented the collar, but they do seem to have invented the lead, which they fashioned from a single piece of stitched leather glued to a ring. The dog was linked to the god Anubis and at the temple of Anubis in Saqqara they were buried with great ceremony to ensure a safe passage to the afterlife.



5. Greece – The Spiked Collar

Spiked collars sound unkind, but they were invented by the ancient Greeks to protect dogs from attacks by wolves. Greek philosophers seem to have loved dogs. Diogenes for example, declared the dog the most virtuous of creatures for its carefree life and instinct for telling friend from foe. Dogs, he declared, neither agonised over the past nor fretted about the future but instead lived entirely in the moment. The word 'Cynic', in fact, derives from the ancient Greek word for 'dog-like'. When he was asked why he was called a dog, he replied: 'I fawn on those who give me anything, I yelp at those who refuse, and I set my teeth in rascals.'



6. Rome – Cave Canem

While the Romans may have kept a variety of animals as pets including cats, goats and caged birds, it was the dog who was held in highest regard. Dogs were cited in Roman law code as home guardians and protectors of the flock. Vigil wrote of them: 'Never, with dogs on guard, need you fear for your stalls a midnight thief.'

7. China – The Jade Amulet

The ancient Chinese viewed dogs as a gift from the divine, and their bodies were buried in front of cities in order to deter bad luck and disease. Jade amulets depicting dogs were extremely popular.



8. Mesoamerica – Popol Vuh

The ancient cultures of Mesoamerican civilization (the Mayan, Aztecs, and Tarascans, but you knew that) considered dogs as key to ensuring passage to the afterlife. They noted the dogs ability to swim, and thus deemed them to be the nominated navigators to allow souls to cross the expanse of water to the afterlife and netherworld of Xibalba.

9. Celtic and Norse Dogs – Tain Bó Flidhais

Various depictions of the dog in Celtic and Norse mythology demonstrate their association with protection, healing and the afterlife. Nehalennia, Celtic goddess of healing and good fortune is almost exclusively shown accompanied by dogs. The Irish Wolfhound was used by the Celts as a war dog, guardian and companion.

10. Middle Ages – Très Riches Heures

It was in the middle ages that dogs began to be considered in more modest terms and appreciated for how we see them today. Symbols of loyalty and faith, dogs experienced a surge in popularity during this period as companions of all people, from the common hunter to the sedentary aristocrat. In praise of their intelligence, Gaston, Comte de Foix wrote: 'I speak to my hounds as I would to a man... and they understand me and do as I wish better than any man of my household.'

10 Canine Heroes *Nicholas Adams*

By Nicholas Adams

Trakr, a German Shepherd, was responsible for discovering the last survivor of the 9/11 attacks on the World Trade Centre long after it was thought to be pointless. La China, of mixed parentage, rescued an abandoned baby in an Argentinian field and began to raise it with her own litter of puppies. Judy, an English pointer, warned of air attacks during WWII saving thousands of lives, before becoming a POW, where she smuggled food to starving prisoners. Paris, a boxer from Cornwall, without any training, collects rubbish and deposits it in the recycling bin. There are so many stories about dogs finding, saving, protecting and helping people – even the environment – that trying to compile a list of the world's all-time canine heroes is impossible. Here, however, are ten worthy candidates.

10. Oberkassel

Oberkassel is the name of the dog given by the German workers in Bonn who discovered a 14,000 year old grave in which a man, a woman and a dog had been buried together as a family unit. There were other objects including something that may have been a toy for the dog. Oberkassel has claim to be the oldest canine hero...



9. Manics

A German Shepherd, whose name translates to 'paw', Manics became a vital force in Hungarian rescue, thanks to his ability to locate earthquake survivors and alert fellow rescuers. If he found someone dead beneath the rubble, he would lay down quietly; when detecting someone still alive, he would stand, bark and wag his tail.

8. Soter

The year was 465BC when the Persians attacked the ancient city of Corinth. The stealthy invaders killed the guard dogs roaming the streets in order to stop them barking out a warning. They had no such luck with Soter, who managed to alert the city's inhabitants. His courage was rewarded by the citizens with a silver collar adorned with the inscription 'To Soter, defender and saviour of Corinth', and they built a statute to honour him.



7. Swansea Jack

Swansea Jack, a Newfoundland dog of unerring vigilance, saved a total of 27 people from drowning, by responding to cries for help from the water and pulling those in difficulty to safety at the dockside. His first rescue was that of a 12-year old boy in June of 1931 and he won many awards for his bravery.



6. Togo

The Great Race of Mercy took place in 1925 to ensure the small town of Nome, Alaska could be saved from the developing diphtheria epidemic. Thanks to the bravery of 150 sled dogs, the town received a supply of antitoxin serum in a transport mission that covered 674 miles in just over five days. Togo lead the pack across an incredible stretch of 260 miles of the mission, which inspired a nation-wide inoculation campaign.

5. Moustache

Moustache, a barbet, took an active part in the French Revolutionary and Napoleonic Wars. His exploits include the detection and cornering of an Austrian spy at the Battle of Austerlitz in 1805 and returning a French flag to camp, despite losing a leg whilst under artillery fire. Moustache received a medal for his dedication and courage.



4. Gander

Gander joined the Royal Rifles of Canada in 1941 and participated in many engagements, not least the Battle of Hong Kong. He saved the lives of many, many soldiers and died in action, bravely running away with a live grenade in his mouth so as to protect his unit. There is a statue to him in his hometown in Newfoundland.



3. Smoky

Smoky, a tiny and fearless Yorkshire Terrier, was found by Corporal Bill Wynne in the jungles of New Guinea and accompanied him on countless missions. She is credited with helping to build an airbase (she pulled telegraph wire through a 70-foot pipe that was eight inches in diameter) and consoling injured troops in hospitals with her tricks. Smoky was able to walk a tightrope whilst blindfolded!

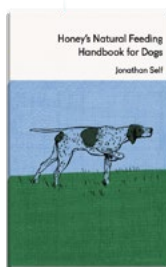
2. Mkombozi

Mkombozi is another baby-rescuing dog. She seems to have been searching for food in Nairobi, Kenya, when she came across a baby wrapped in an old shawl. She carried the baby back to where she was nursing her own puppies in a shed and its cries were heard by local children. The cries of the baby were overhead by a nearby woman and her children. After the baby had been adopted, their hero was dubbed 'Mkombozi', which is Swahili for 'saviour', and she was adopted by the local animal rescue centre.



**1. Your very own
four-legged hero!**

The Honey's Directory of Everything



Free books. Free advice. Free goodies.

If you know a dog lover who is interested in switching to a raw diet or who has a dog with health issues do, please, put them in touch. We don't mind if they never, ever plan to become a customer. Indeed, we are happy to provide advice, support and even recipes. The most important thing is to do the best for their dogs. Also, if you would like free copies of our books to pass on or sell as a fundraiser for a good cause, all you have to do is ask. If someone you refer to us does decide to order (and they will be under no pressure to do so) we will, of course, say thank you in a tangible way – just let us know. Finally, a huge thank you for any referrals or introductions, which are greatly appreciated.



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!



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.



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!



"Still, a brisk walk can be just as effective."



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	



"Mine's still in bed."

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.



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.



"Remember, the enemy of your enemy is your friend"



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.

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