

The Alternative Dog

Incorporating the Honey's Newsletter

Winter/Spring 2020

A few words from Jonathan (Honey's founder)



Brave Elsa

There was a young vixen sitting in a pool of pale sunshine in the middle of the path. Elsa, who could not be described as a brave dog, gave her an extremely wide berth, sprinted a short distance ahead and stopped to see what I would do. I slowed my pace until I was about ten feet away from the fox, which observed me with interest but no sign of fear. I took a few Beautiful Joe's treats from my pocket and dropped them on the grass in front of me. The fox sniffed, pushed back her ears, crept forwards and angled her head so that she could pick them up without taking her eyes off me. Holding them carefully in her mouth, she got up, made slowly for a gap in the hedge and vanished.

Once Elsa was absolutely certain the coast was clear, she began rushing backwards and forwards, barking loudly. 'There was a fox. Leave it to me. I'll catch and kill it. Don't try to stop me. I said, *don't try to stop me.*' I gave her my most withering look. She as good as blushed and suddenly became intensely interested in a clump of hogweed. Leaving aside birds, over the last year I have seen the following wild animals at relatively close quarters: rabbits, hares, squirrels, foxes, seals, an otter, a pair of lizards, a frog, a rat, a pine marten and a hedgehog.

Each of these encounters has been thrilling and strangely emotional. Trying to analyse why this should be I have come to the conclusion that it is because each of these creatures also saw me. We shared a connection. Mostly it was a rather brief connection, resulting in their flight. But on several occasions, as with the vixen, it was a slightly longer connection, resulting in something altogether deeper: a moment of mutual acknowledgement and, I believe, understanding.

Those of us who are fortunate to actually live with other species (not just dogs and cats but everything from rabbits to horses and from sheep to, umm, teenagers) know that quite intense non-verbal communication is possible between humans and animals. At its simplest, this could be an animal telling us, without words or gestures, how it feels or what it wants. At a more complex level it may involve the sharing of stories or ideas. When Darling, our pointer, was lost many years ago, an animal communicator located in a different country told us exactly where to look for her (over 20 miles from our home) and was right. As Hamlet remarked: 'There are more things in heaven and Earth, Horatio, / Than are dreamt of in your philosophy.'

Anyway, this is all a rather roundabout way of explaining why this issue of *The Alternative Dog* contains two articles about animal communication. One by someone who claims to be able to hold deep conversations with animals, the other by a scientist. I would be very interested to hear about your own thoughts and experiences. For my own part I veer between cynicism and belief.

What of Honey's news? We are slowly making progress on all fronts (our new website, cat food, new lamb flavoured treats &c.) but most of our efforts in the last few weeks have been directed to minimising our environmental footprint. There have been some disappointments (we have been trying to work out a way to use less cardboard with minimal success) but also some successes. In particular, we are hoping to trial a scheme that would see customers who live close to each other share a single delivery address (see overleaf for more details).

One other quick point: we have two free draws (win a free photography session in one and a book of poetry in the other) and also a competition (£300 of book tokens and free treats for everyone who enters). I do hope you will participate.

Finally, as ever, I would like to thank you for your support and custom, which is never taken for granted and greatly appreciated.

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.

Inside this issue:



Talking to animals

Two animal communication experts explain how to have meaningful conversations with your dog.



Win a free photoshoot

Free prize draw for a professional photoshoot of your canine family members together with a framed print.



Farm animal welfare

Philip Lymbery, Chief Executive of Compassion in World Farming thanks Honey's customers and discusses farm animal welfare.



How to cure an itchy dog

Dr Lise Hansen on why dogs suffer from itching and how to cure the problem.



Competition: £300 of book tokens to be won

Tell us about your favourite piece of dog writing. Every entrant wins a prize!

Plus: How to wean puppies, an update from our Health Team, Competition Winners, a special poetry book, the latest Directory of Everything and much more besides...

Honey's
REAL DOG FOOD

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



The Honey's Team

Towards the end of last year, the entire Honey's team gathered together for its annual staff coffee morning. As many members of the team work from home we don't get together that often as a group. We spent about an hour discussing business stuff and the rest of the time (happily) gossiping.

Art competition winners!

We are delighted to announce the results of last year's Art Competition. The three winners each received £100 Honey's vouchers and all the entrants earned themselves a thank you for entering prize. The winners were chosen by a company-wide vote.



0-12 age group: Millie (aged 5), who painted a portrait of Polly.



12-18 age group: Leigh (aged 12), who painted a portrait of May.



18+ age group: Sue (age unknown!), who painted a portrait of Lawrie.

Thank you to everyone who entered. There is a new competition on page ten.

The winner of our Pickpocket Forager (www.pickpocketforagers.com) free draw was Merlin (whose Mum is Sarah). The winner of our Luxury Collar (supplied by www.pet-edition.com) was Minnie the Minx (whose Mum is Lynn). Heartiest congratulations to both.



Free draw: 10 poetry books to give away

How true it is that we little know what the other half is up to. For years, we have been in regular communication with dozens of complementary and alternative vets without realising that they were also highly accomplished poets. Now, with the help of Dr. Ilse Pedler, they have got together and produced a beautiful and touching anthology: *Giving Voice*. In it they explore their own experiences and the human-animal bond. We love the book so much that we have bought ten copies to give away. Sale proceeds, incidentally, are shared by the BAHVS and CAM4Animals. All you have to do to enter the draw is email us, putting 'Free Poetry Book' in the subject line. Draw closes 10th April. If you want to buy a copy direct, visit the BAHVS website: www.bahvs.com



Become a box buddy!

We have received a very interesting idea from a valued Honey's customer: set up 'box buddy' scheme, whereby people who live close to each other order together to save on separate deliveries to separate people on separate days. The aim, of course, being to reduce overall vehicle movements.

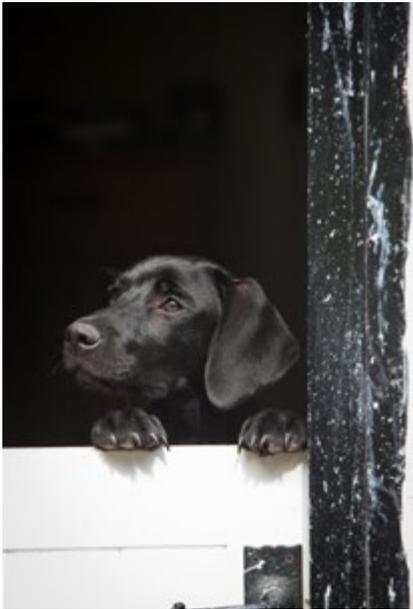
We are dead keen but, annoyingly, due to pesky data protection laws, we can't take as active a role in setting up such a scheme as we would like.

If the idea appeals to you (or if you have another idea as to how we can further improve our carbon/environmental footprint) would you be good enough to get in touch with Jonathan direct. He says that if he gets a response from two people living close to each other he will, with their permission, put them in touch with each other.



Win a free photoshoot

Free prize draw: win a professional photoshoot of your canine family members together with a framed print.



Would you like to have a professional photoshoot one or more of your canine family members?

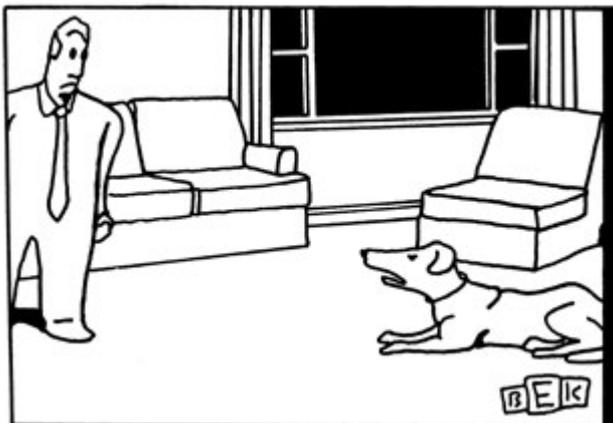
As the prize in our special *The Alternative Dog Free Draw* we are offering a half-day session with one of the UK's leading animal and wildlife photographers – Tracey Rich – together with a beautiful framed print of your favourite image. (If you want other images these can be ordered at cost).

To enter all you have to do is email us with the words: 'Free Photoshoot Draw' in the subject line. Draw closes 10th April.

If you are looking for a really accomplished canine photographer and you don't want to wait for the draw, then you could book Tracey off your own bat. She has agreed to offer Honey's customers a very special rate of £125 plus travel, to include a single print.

Incidentally, Tracey is not only a photographer but also has a doctorate in zoology. We have been feeding her adorable English Cocker Spaniels, Moo and Nora, for many years.

You can see more of Tracey's work by visiting www.traceyrich.com



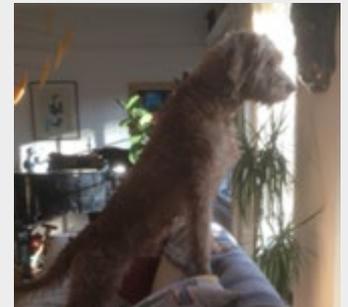
"Why don't you just say it? You think I do nothing all day."



Health Team Case History: Sasha

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... above is a photograph of the adorable Sasha!

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



Honey's Dog of the Month

Just before Christmas we had a bit of a courier cock-up, with the result that Nat, our managing director, took to the road himself to make deliveries. Only one customer was at home when he called: Roger's Dad. Nat fell in love with Roger, which is why he (Roger not Nat) is our Dog of the Month...

Roger, a Wirehaired Vizsla named after Roger Federer (his Mum is Swiss and a bit of a fan) is a wonderfully kind, alert, inquisitive, strong, beautiful and loving dog. He is rather protective of his territory so will bark A LOT and loudly when people come to the house. He is uber social and hates being on his own in a room, so will follow members of the family around, even if they are just getting up to make a cup of tea. Roger is not allowed upstairs, except in the morning when he joins his Mum and Dad for breakfast in bed (it's a dog's life!). However, he is in the fortunate position of having beds (and sofas) in every room downstairs. Being highly intelligent and keen to please, he was easy to train and has an excellent recall – pretty much fool proof, even when chasing pheasants! From being the cherished baby of the family, Roger now has to compete for affection with three little people who create occasional whirlwinds of chaos. On the upside this means he gets lots of treats plus whatever gets dropped from the table or highchair. He loves the three little ones, and they love their Rogi. Actually, everyone does!



Farm Visit: Great Grove Poultry

Great Grove Poultry near Caston in Norfolk is our idea of the perfect, free range producer.

The farm is small, just 35 acres.

It is run by a single family, the Childerhouses, who have been farming there for generations.

It is traditional, too, by which we mean there is nothing modern about it: just the original farmhouse, a few barns, a few fields and woodland.

Best of all, it is quiet and peaceful, ensuring that turkeys and geese being raised there enjoy a stress-free, natural existence.

They are never shut up and each of the separate flocks (they keep 15 different breeds) can wander at will with plenty of clean water and shelter, if and when they want it.

The Childerhouses believe that it is better for their birds to peck and scratch for their food and to eat berries from the trees, although they do supplement this with a cereal-based diet of wheat and oats.

Unlike many producers they allow their birds plenty of time to grow to maturity.

There is always stiff competition at Honey's HQ to be part of our annual trip to Great Grove Poultry as the farm is so beautiful and the Childerhouses are so hospitable.

Our most recent visit, just before Christmas, took place on a cold, dry, crisp day. Despite the fact that the family were clearly flat out dealing with last minute orders they couldn't have been more welcoming.

As we said at the beginning of this short description, Great Grove Poultry are our idea of the perfect, free range producer.

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



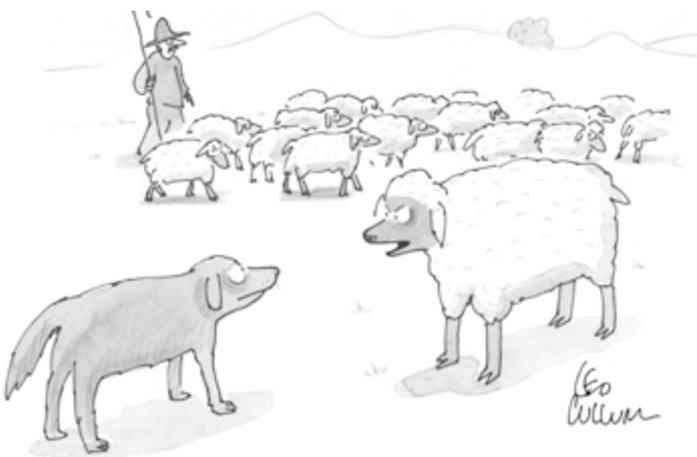
10 packets of Beautiful Joe's treats + Tin



A personalised dog bowl



Two free shipping vouchers



"We're giving you our complete cooperation - there's no need to bark at us!"



Photography by Richard Dunwoody

Thank you and farm animal welfare update

Philip Lymbery, Chief Executive of Compassion in World Farming

Firstly, before I write about a particularly important aspect of our work, I would like to thank all the Honey's staff and customers for your help and support over the last nine years. Honey's annual charitable donation to Compassion in World Farming is hugely appreciated. We are not a big charity, but we endeavour to punch above our weight, and we are proud of the differences we are able to make to farm animals around the world. Without donations such as yours, we simply couldn't achieve our aims. Thank you.

If you asked the average person in the street, whether British farm animals are still kept in cages, what would they say? I am willing to bet that the vast majority believe that the UK's standards of animal welfare are too high for cages; but they'd be wrong – millions of our farm animals here in the UK are subjected to cage cruelty.



(available on our website), filmed in Spring 2019, revealed the gruelling conditions typical of pig farms all over the UK.

This situation is not helped by misleading pack brands and images. Today, many millions of pounds are spent on designing engaging packaging suggestive of happy farm animals in pretty farmyards and in buttercup fields. Brands and language is used to market the products under terms like 'farm fresh' and 'country fresh', in an attempt to convey a romantic 'Old MacDonald's' farm image so it is hard for customers to understand the life of the animal behind the plastic box and to make an informed purchase choice.

Tragically, across the world today, billions of animals are farmed in cages. That includes pigs, hens, rabbits, ducks and quail – all subjected to cage cruelty. Sows are forced to nurse their piglets in crates, rabbits and quail endure their whole lives in barren cages, and ducks and geese are caged for force feeding to produce *foie gras*. These systems confine, restrict, and prevent animals from expressing their natural behaviours.

In Europe alone, hundreds of millions of animals are forced to spend most, if not all, of their lives in cages.

That's why in 2019, here at Compassion in World Farming, we set ourselves an enormous challenge: to mobilise over a million people across a Continent to sign a European Citizens Initiative (ECI), calling on the European Commission to ban all cages for EU farm animals. It was a hugely ambitious objective and I did wonder at times if we would make the target of a full one million.



Yet, I need not have worried.

Thanks to the support of 170 different organisations a staggering 1.6 million signatures were achieved. In October, I joined other NGO leaders, supporters and MEPs in Brussels to celebrate achieving a record-breaking European Citizens' Initiative (ECI) petition and inspiring a continent to stand up for an end to cages. This achievement has sent a resounding message to the European Commission that cage cruelty must stop.

It's important to remember that an ECI is not just another petition. It is more than that. It is a mass petition mechanism by which Europe's citizens call on the European Commission to propose legislation. One that puts a legal requirement on the Commission to respond.

Of course, now that the UK is set to leave Europe it is not clear to what extent the British government will support an end to cages, but it is to be hoped that they will see Brexit as an opportunity to improve all farm animal welfare.

Ending cage cruelty is only one of our targets, our work is very varied but fundamentally, our aim is to campaign peacefully to end all factory farming practices. There are however, still many challenges we have to face if we are to realise our vision of a world where all farm animals are treated with compassion and respect and where cruel factory farming practices end.

Philip Lymbery is Chief Executive of the leading international farm animal welfare organisation, Compassion in World Farming. He is an award-winning author, ornithologist, photographer, naturalist and self-confessed animal advocate. www.philiplymbery.com



Honey's and Compassion in World Farming

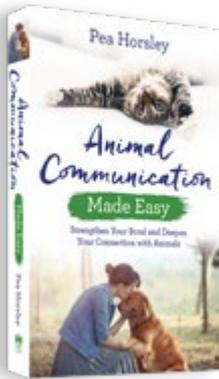
Honey's, on behalf of its customers, has donated 1% of annual sales to Compassion in World Farming since 2011. We chose the charity because (like Honey's) it was founded by a farmer who became horrified by the development of modern, intensive factory farming. We like the fact that the organisation works with the food and agricultural sector to improve practices, rewarding those who make positive changes. If you would like to learn more about Compassion's work (and maybe to further support it) visit www.ciwf.org.uk

Honey's does not support any industrial, intense or cruel farming practices. We visit all our producers to check they meet our animal welfare standards (which we publish). We use only free range, certified organic and wild meat.

A dog changed my life...

Pea Horsley

Pea Horsley first became interested in animal communication when she and her partner adopted a rescue dog, Morgan. Despite all the love, affection and care they gave him, he remained deeply depressed. Moreover, he didn't like the family cat, Texas, and Texas didn't like him. Pea, who was in the theatre, had heard about animal communication (although she was a sceptic) but knew very little about it and so went on a number of courses and found she had a natural gift for silent animal communication. She was able to help Morgan and Texas. Pea gave up the theatre and focussed on her gift full time. Here she tells us a little about what she does and offers some advice and tips.



Animal communication isn't a gift for the select few, it's based on deep intuition and we're all born intuitive. It may be that you're already aware that you can communicate with your dog. Or perhaps your dog is communicating with you but you're not so skilled in receiving from them - you know those moments when your dog is looking directly into your eyes and you know they're trying to tell you something but you're just not getting it.

Thankfully it's a natural ability we can all recover with practice and skilled guidance.

I know a lot is said about animals living in the moment, and to a large degree that is the truth, but there are also some animals who are stuck in their past experiences, locked in the trauma or confused the circumstances, and these animals need a bit of help to move on.



What is animal communication?

- Often people think that animal communication is based on reading an animal's body language. But it goes much deeper than this, it's a direct two-way (silent) conversation with another species.
- It's nothing new, we all have the ability to communicate with animals, we've just forgotten how.
- Animal communication is a non-verbal language across species. It's not based on language like French, German or Italian.
- It's the language of unconditional love, which means that everyone can do it.
- It's based on the transmission of electro-magnetic energy.
- Transmissions are sent and received information in the form of emotions, images, thoughts, physical sensations, smells and tastes, plus inner knowing.
- The more we listen to our intuition on a regular basis the easier it is to develop animal communication.

Some of the benefits of animal communication include:

- Understanding an animal's thoughts and feelings and working towards resolving concerns or conflicts.
- Understanding the cause of an animal's separation anxiety or unwanted behaviours and working with them to bring peace and calm.

- Finding lost animals and encouraging them to come home.
- Deepening your relationship with the animals you know and meet.
- Mediating between species within a home.
- Helping your animals understand your absence, holidays, moving home, relationship breakups and relocation

The truth is there is a tremendous power in being able to communicate with animals. It can help you, your animals and the species you encounter. It teaches you to become more aware, more connected and more respectful. As you gain a greater awareness of the interconnected web of life, it inspires you to protect and nourish the natural world.

I encourage you to communicate with your dog. You probably already have a wonderful bond and understanding, but when you start communicating with them using your intuition too, you will witness your relationship growing even deeper.



"It's good to talk."

Communication tips

Start by relaxing in the same space as your animal or holding their photograph, and wait to receive an impression from them in the form of an emotion, physical sensation, thought, image, smell or taste. Trust and go with what you're receiving through your senses.

1. Relax

Focused or yogic breathing will help you relax your body and your mind at the same time. Try noticing the air travelling in and out of your nostrils to help you reach a state of relaxation.

2. Consider Your Approach

All effective communication comes from an approach of neutrality: where there is no desire to change behaviour, criticise an action, or dominate in any way. Base all your communications on a solid foundation of unconditional love.

3. Be Present

Animals know when you are present with them or when you're distracted. Human beings suffer from a malady described by Buddhists as 'monkey mind' where our thoughts shift like monkeys swinging from tree to tree.

4. Be Still

How still do you feel inside? Do you spend much of your time feeling agitated? Connect with the different elements of nature until you feel your grounded connection with the earth. Fill your body with a sense of stillness.

Pea is the founder of Animal Thoughts, an international teacher, TEDx speaker, wild animal retreats facilitator and author of the best-selling book: *Animal Communication Made Easy*. Visit www.animalthoughts.com for more information.



Denise D. Cummins, PhD

Yes, your dog does understand you – and love you

Research shows that dogs have large vocabularies and stunning social intelligence. I'll never forget the day my daughter came home from school, looked at me somberly, and said: 'My teacher says you're wrong. Dogs don't understand us when we talk to them.

They only respond to tone of voice.' The problem with this very common view is that it has been disproven over and over again by careful research on canine intelligence.

Dog brains contain enormous vocabularies for human words

Researchers at the Max Planck Institute for Evolutionary Anthropology in Leipzig, Germany taught a border collie named Rico the meanings of 200 words. He could even use the process of elimination to figure out unfamiliar words: if he already knew the word 'ball', and his trainer showed him a ball and a stick and told him to get the 'stick', he would bring the stick. He could even remember new words even after a month of not hearing them. Another border collie named Chaser has learned a whopping 1,022 words.

But do they really 'know' what those words mean? When you tell your dog to sit, and the dog sits, is this evidence that the dog knows English?

Yes, it is.

We learn the meaning of words by associating them with objects, actions, and events. Children do this when they learn their first language. Adults do this when they learn a second language. That is the part of language learning that relies on simple association.

When you tell dogs to sit and they sit, they behavior shows us that they can do three things:

- They are capable of understanding the simple concept of sitting.
- They are capable of distinguishing the word 'sit' from other words.
- They are capable of connecting the word 'sit' to the concept of sitting.

This isn't rocket science, it isn't magic, and it isn't anthropomorphizing. It is just the way word learning works.

Where things get tough

You can't learn words for things you can't understand. So no dog will ever learn the words 'bacteria', 'economy' or 'atom'. Dogs may be able to hear the differences among these words, but the concepts these words represent are beyond a dog's conceptual capacity.

Moreover, the grammatical complexity of our sentences is too hard for dogs to fully grasp. What sets human language apart from communicative systems of other species is its grammatical complexity. Our languages consist of word categories (such as nouns, verbs, adjectives, adverbs, and prepositions). We communicate different ideas by changing word order or word endings. That gives us the power to describe events from the past, or even imaginary ones that never happened. The ability to dive into grammatical complexity emerges very early in child development, beginning in the second year of life and exploding with full force in the third year of life.

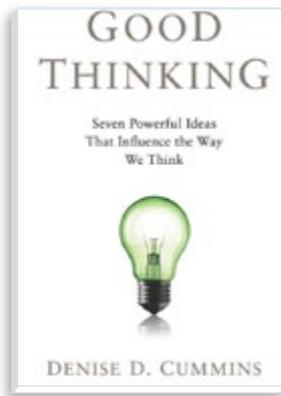
No nonhuman animal to date has demonstrated the ability to construct sentences with the level of grammatical complexity typical of a three-year-old human child. Why? We have monstrously large brains which gives us extraordinary intellectual power. Our brain is seven times larger than it should be given our body size.

But it isn't just overall intelligence that matters. Even individuals with low IQ, such as those with Down syndrome or Williams syndrome, can master the complexity of human language just fine. No, the key is the way the

human brain is genetically wired for communication.

The FOXP2 gene is present in most species, from reptiles to humans. Its primary function appears to be directing neural wiring that impacts communication. About 200,000 years ago a mutation of the FOXP2 gene appeared in hominins. This genetic mutation entirely replaced more primitive versions of the gene within 500 to 1,000 human generations—a mere 10,000 to 20,000 years, which is an eyeblink in evolutionary time. The consensus among scientists is that the FOXP2 gene has been the target of heavy selection during human evolution because it changed the way our brain was wired for communication.

Dogs have the more ancient form of this gene, which means that they can't master the grammatical complexity of human language. Their brains are smaller, which means they can't grasp the abstract concepts that humans readily grasp. But you can expect to communicate with them about concepts that are well within their mental capacity using simple language. They can understand you when you say, 'Sit', 'Bring me the small ball', 'No! Don't do that', and even 'I love you'.



Yes, your dog does love you

When a baby is born, both mother and baby are flooded with a hormone that promotes feelings of trust and emotional bonding. This hormone, called oxytocin, is also released whenever we have contact with someone we like.

This is true not just of humans, but of dogs as well. When dogs interact with their humans, both dog and human experience a surge in oxytocin. The pleasure circuitry of the brain also becomes active on both dogs and humans when they play or cuddle. We

love them, and they love us right back.

Even just the scent of their human is enough to make a dog happy. Researchers scanned dogs' brains as they sniffed their humans' scents, the scents of unfamiliar humans, and the scents of familiar and unfamiliar dogs. They found that the reward centers of the brain became active only when the dogs sniffed their humans' scents. The study was published in the journal *Behavioural Processes* in 2015.

Dogs also feel intense compassion for human suffering. In another set of studies, researchers had people crawl inside a box and then cry out in distress as their dog sat outside the box. All dogs not only showed signs of distress, they also all opened the box to free their humans.

So, yes, your dog does understand you—and love you!

Denise D. Cummins, PhD, is a cognitive scientist, author, and elected Fellow of the Association for Psychological Science. Her most recent book is: 'Good Thinking: Seven Powerful Ideas That Influence the Way We Think.'

For more information visit: denisecummins.com.



"I understand your surprise. It's the way I feel when I hear people bark."



Fozzy, Neve, Letty and Wren enjoying their first proper raw bones.

It's a Dot's Life. Raw feeding for mums and puppies.

Despite the fact that there are often more dogs in our offices than people, until the end of last year we hadn't heard the pitter patter of little paws for some time.

So, when Dot became pregnant it was a cause for considerable celebration. And when she produced the most adorable litter of puppies - Fozzy, Neve, Letty and Wren - it is fair to say that everyone here at Honey's HQ was overjoyed.

It also served to remind us how important diet is at every stage of pregnancy from conception to weaning.

We thought, therefore, that it could be useful to provide a quick summary of how Dot and her puppies were cared for at every stage of the process from conception to weaning.

We'd also like to emphasise that our Health Team can offer advice on:

- How to increase the chances of a pregnancy.
- Diet, supplements and exercise for mums-to-be and new mums.
- General health.
- Weaning the new puppies.

Case History: Dot

Dot was weaned onto a Honey's raw diet herself and has been fed Honey's raw all her life. She was one of the stars of our previous video about puppies and bones, which is on our Facebook page. Toby, the sire of the puppies, is also raw fed.

Dot was titre tested and had a full medical prior to mating to check her immunity. We also checked that she was free from parasites.

No real diet changes were made in first 6 weeks of pregnancy. She was fed less liver and was given oily fish three times a week to increase the Omega 3 levels in her diet.

In the 7th week of pregnancy, we began to reduce the level of bone fed - no more raw meaty bones - and introduced some veg free which has a lower bone content than our Out of Season Working Dog food. Bitches have a vastly increased need for calcium during the whelping process, and this is provided by the body's own reserves.

Dot was also switched to three times daily feeding - this made it more comfortable for her in late pregnancy as there is less room for food as the puppies get bigger.

During weeks 8 and 9, Dot was switched to veg free food

Dot was switched back to her normal diet within two days of whelping, and quantities gradually increased over the first two weeks.

By the time the puppies were four weeks old, she was eating several times a day and just over 10% of bodyweight.

Top tips for mums and puppies

Mums and expectant mums require more food than other adult dogs. Apart from this, there is no difference in the way they should be fed.

Just before your mum-to-be (hopefully) comes into season you should start to slightly increase the amount of nutrition she receives. Reduce the amount of vegetable in her diet and give her more chicken wings and more eggs. If you are concerned that she may have trouble conceiving, consider supplements, such as cod liver oil, vitamin E, multi B, vitamin C and foods high in zinc. Don't add supplements without taking professional advice.

You want her to be increasing in weight as she comes to be mated because her body will respond by increasing hormone production. This in turn leads to greater fertility.

In the last three weeks of mum's term, you should aim to gradually increase the amount of food so that by week eight she is eating around a third more than usual. Feed it in several meals. Week 9: start reducing the amount of food very slightly.

Don't give any food with too much Vitamin A (such as cod liver oil) in the first five or six weeks of the pregnancy, as it can be dangerous to foetal health. Before the pregnancy and once mum is lactating, cod liver oil is valuable, however.

By and large if your new mum is on a well-balanced raw food diet then while she is feeding her puppies she can usually be given as much food as she feels like.

When you wean the puppies off their mother's milk, you should reduce the amount of food you are giving her. You want her body to register that milk is no longer required.

For the first three weeks of their lives, the puppies need nothing more than their mother's milk. Weaning should be a gradual process starting at three to four weeks and finishing at about eight weeks, assuming that mum's milk holds out.

At three weeks it is a good idea to offer puppies cut-up bits of chicken wing for them to lick and play with. It doesn't matter if they eat anything. You just want them to become familiar with the smell and taste.

You should slowly introduce solid food after the fourth week. After about six or seven weeks the puppies should be nearly weaned. They may still be drinking mum's milk, but it won't be their main source of nutrition.



*"It's a boy, and two girls,
then another boy, another girl, and three more boys"*

How to cure an itchy dog

Dr Lise Hansen



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

Do you know an itchy dog? I mean a *really* itchy dog. A dog with recurring hot spots or eczema or someone who seems obsessed with licking his paws till they bleed or who is constantly shaking his head and scratching at his ears?

If you do, you are certainly not alone. Chronic allergic skin disease is one of the biggest health problems in dogs today. No one really knows why. Maybe because we have been burdening our dogs' immune systems through too frequent vaccinations, maybe because of the highly processed kibble diets,

maybe because of in-breeding. The truth is probably a combination of all the above and more factors.

If you know an itchy dog, you already know all this of course. You know that medication will help the itch but the price will be high – both in veterinary fees, medicines, side-effects and ultimately, maybe, life expectancy.

Do you know that homeopathic treatment in many cases can achieve, what vets who practice only conventional medicine are taught is impossible? If you ask me to pick one condition where homeopathy excels as the obvious treatment of choice, this is definitely it. Individualised homeopathic treatment can often completely and permanently cure even the most chronic cases of allergic skin disease.

It has been one of the most gratifying experiences of my working life to experience the relief, and sometimes the surprise and even anger expressed by the carers at the last consultation with me, when a dog who has been at the end of the road after years of symptomatic drug treatments is cured within months of starting homeopathic treatment.

As one emotional and irate owner said to me very recently after his dog was cured by a homeopathic remedy: 'Why was I never told this was possible? Where can I go to shout about this?' Writing my book was my way of shouting about this. Because people who know itchy dogs deserve to know. Not all allergic dogs will be cured by seeing a homeopathic vet, but very many will.

There you have it. Seeing a vet trained in classical homeopathy is, without comparison, your best chance of finding a lasting cure for your itchy dog. Make this your new year resolution. Don't accept that allergy is a problem that requires life-long symptomatic treatment. Look up www.bahvs.com and book an appointment with a vet near you to make 2020 the year the itching stopped. On behalf of your dog: Thank you!



"I really appreciate this..."

Medical science is not yet able to fully explain why some dogs (and some people) suffer from allergies. Perhaps, the bigger problem is that conventional medical science also doesn't have a safe and effective way to treat allergies. Dogs, unlike people, don't often respond to over-the-counter medications such as antihistamines. As a consequence, dogs suffering from allergic skin problems very easily end up on heavy immuno-suppressive medications such as corticosteroids (Prednisolone), cyclosporine (Atopica) or oclactinib (Apoquell). These medicines are purely symptomatic treatment as they do nothing to cure the underlying allergic condition, meaning that in many cases, the treatment is expected to be long-term, probably lifelong. This is a sad and immensely frustrating situation for everyone involved: the owner, the vet and, I am sure, for the dog.

After working 25 years as a vet in small animal practice I can think of no other condition that seems so fraught with misunderstandings and frustration. It was, in fact, one of my main reasons for writing the newly published book (*The Complete Book of Cat and Dog Health*) to shed some light on the myriad of myths and misunderstandings when it comes to dogs and allergies - the use of allergy testing, the role of diet, of supplements and of symptomatic drug treatments.

Putting a dog on long-term immuno-suppressive medication thinking the problem is solved, is like solving your financial problems by taking out a large bank loan – it makes everything feel better in the short term, but there will be a price to pay unless you use the time to find a sustainable long-term solution. I certainly don't know a veterinary colleague who wouldn't agree that the lack of a long-term solution makes these true heart-sink patients for the well-meaning conventional vet who is presented with a pink-skinned itchy puppy knowing that she has no cure to offer, only on-going symptomatic treatment.



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

Competition: Tell us about your favourite piece of dog writing

£300 of book tokens and unlimited free treats to be won!



What is your favourite piece of writing that involves a dog? Is it a poem? A novel? A non-fiction book?

Tell us about it in as few or as many words as you like – maybe including a quote or two – and you could win one of six £50 book

tokens. Everyone who enters, by the way, will receive a free packet of Beautiful Joe's in with their next order.

Don't worry, incidentally, if you are no great scribe yourself. It is your recommendations and opinions the judges are interested in, not your grammar or spelling. All ages are welcome to enter.

You can email or post your entry and the closing date is Friday 10th April.

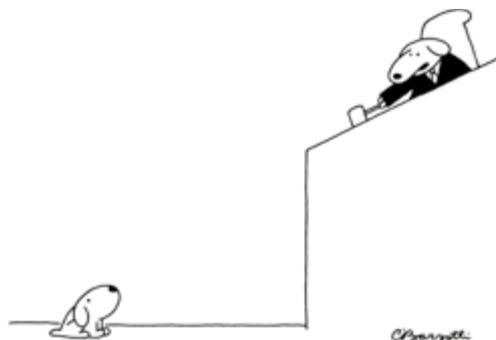
Writers have, of course, had a long-standing love affair with dogs.

Perhaps this isn't so surprising when one considers that dogs have been a part of the human history since long before the written word. The Natufian Grave in Israel, which is around 14,000 years old, contains an elderly man who chose to be buried with a puppy. In southern France, the 26,000-year-old footprints of a young child walking beside a dog have been preserved in the earth of the Chauvet Cave.

Dogs are mentioned in Babylonian tablets, Egyptian texts and the bible. 'The domestic animal that is most faithful to man,' wrote Pliny the Elder two thousand years ago, 'is the dog.' A sentiment that has appeared in literature ever since. In the twelfth century, for example, Gerald of Wales wrote: 'A dog, of all animals, is most attached to man, and most easily distinguishes him; sometimes, when deprived of his master, he refuses to live.' George Crabbe, writing six centuries later, also put it well when he penned the lines:

*With eye upraised, his master's looks to scan,
The joy, the solace and the aid of man;
The rich man's guardian, and the poor man's friend,
The only creature faithful to the end.*

It wasn't really until the nineteenth century, however, that dog literature can really have been said to have taken off. No one knows how many books about dogs have been published since then. The late Clifford Hubbard, who lived in Wales had a personal collection of 40,000 and the Kennel Club Library claims to have even more. One thing is certain, however, if you want to read about dogs there is plenty to choose from. As Groucho Marx pointed out: 'Outside of a dog, a book is a man's best friend. Inside of a dog it's too dark to read.'



"Not guilty. If they hadn't read Safire yet, Safire shouldn't have been on the floor."

Jonathan's favourite writing about dogs...

We lived in a very doggie household growing up and my late mother always chose to read dog-themed classics to us at bedtime: *The Hundred and One Dalmations*, *White Fang*, *Lassie* and *The Incredible Journey*, amongst others. When she ran out of titles, she introduced books in which dogs played a less central but nevertheless crucial role, such as *Three Men in a Boat* (Montmorency), *David Copperfield* (Jip), and *Peter Pan* (Nana).

Inspired by this literary canine diet, I progressed to all sorts of other fictional dogs (some rather simple souls, such as Scamper from *The Secret Seven*, others more complicated, such as Chekhov's *Kashtanka*) as well dogs who featured in poems (including William Cowper's poems about Beau, Thomas Hardy's *Last Words to a Dumb Friend* and Dorothy Parker's *Verse for a Certain Dog* which closes: 'Couldn't you wait until I took you out?'). I also discovered real-life dogs of letters (such as Emile Zola's description of a mad dog he rescued) and a somewhat specialist genre: epitaphs about dogs.

Come to man's estate, I developed a taste for non-fiction books about all things canine, from the soppy but moving *Marley & Me* to John Bradshaw's fantastic *In Defence of Dogs*. Then, of course, I started on books about canine health and diet... a subject on which I have much to say, as you can imagine.

It is difficult, therefore, to choose just one piece of favourite writing about dogs, but if I was forced to, I think it would probably be the quote below from Jerome K Jerome's *Idle Thoughts of an Idle Fellow*. Why? Because it summarises what is so great about dogs and it is funny at the same time!

Dogs are much superior to human beings as companions. They do not quarrel or argue with you. They never talk about themselves but listen to you while you talk about yourself, and keep up an appearance of being interested in the conversation. They never make stupid remarks. They never observe to Miss Brown across a dinner-table that they always understood she was very sweet on Mr. Jones (who has just married Miss Robinson). They never mistake your wife's cousin for her husband and fancy that you are the father-in-law. And they never ask a young author with fourteen tragedies, sixteen comedies, seven farces, and a couple of burlesques in his desk why he doesn't write a play. They never say unkind things. They never tell us of our faults, 'merely for our own good.' They do not at inconvenient moments mildly remind us of our past follies and mistakes. They do not say, 'Oh, yes, a lot of use you are if you are ever really wanted' sarcastic like. They never inform us, like our *inamoratas* sometimes do, that we are not nearly so nice as we used to be. We are always the same to them.

Competition rules (some of which are a bit silly):

All you have to do is tell us about a piece of dog writing you like. You can include quotes. Don't worry about spelling or grammar. Your entry can be any length. You can be any age (children's entries very welcome). Everyone who enters will be sent a packet of Beautiful Joe's in with their next order. *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 10th April 2020.

Rush your brilliant entry to: Honey's Competition, Darling's House, Salisbury Road, Pewsey SN9 5PZ or email it to info@honeysrealdogfood.com

The Honey's Directory of Everything



Plant a (free) tree and make a dog happy!

We have added a new thank you present for anyone who recommends a new customer to Honey's: a tree planted in your name (or, perhaps, a dog's name) in one of the Woodland Trust's woods.

The UK's woodland cover has now fallen to just 13%, which is extremely low when you consider that the European average is 37%. The Woodland Trust is working hard to reverse this decline and has planted a staggering 43m trees since it was founded in 1972. This year, by the way, it should have offset some 18,000 tonnes of carbon.

Woodland Trust will provide full details of where your tree has been planted (we will try and choose a wood near where you live) together with a thank you certificate and other information. We can have this emailed or posted to you, as you prefer.



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!



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	



"Mush, mush, mush!"



The Honey's Working Dog Food Range

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

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

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

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

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

Certified Organic Dog Food

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

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



The Honey's Lean Recipe Range

Looking for something low in fat and/or low in protein?

Our Lean range comes in four recipes.

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



Free range bones and wings

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

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

DIY ingredients Save up to 33%

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

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

Special DIY boxes Save even more

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

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

Certified organic beef bone broth

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

Handmade Biscuits

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



"I thought we swore never to go to bed angry"



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.