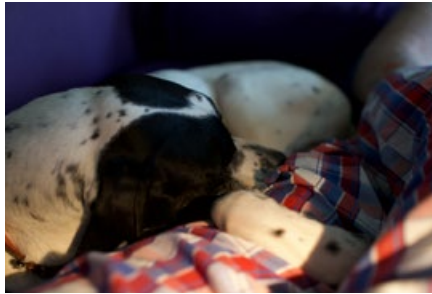


The Alternative Dog

Incorporating the Alternative Cat and the Honey's Newsletter

Winter 2020/21

A few words from Jonathan, Honey's founder



Darling, 127 in dog years, asleep on Jonathan's legs – evidence, not that it is really necessary – of the symbiotic relationship between man and dog...

I mention this because, to my immense joy, there's a pair of mistle thrushes living in a holly bush next to our house and their song is, indeed, full of 'Some blessed Hope'. Each of our dogs reacts to the birds in a different way. Darling, who is 127 in dog years and selectively deaf (she can hear the rattle of a Beautiful Joe's tin from several hundred yards but not a loud instruction in the same room to get off the couch) ignores them. Elsa, a nervous ninny, gives them a wide berth because once, when she went to investigate, they started diving and swooping at her. Cosmo, who is as brave as a lion, always meanders over and despite their vociferous objections lingers as if he hasn't a care in the world, although I know from his ears that this is bravado and he is secretly scared of being attacked.

The interaction between different species fascinates me – none more so than the relationship between dogs and humans. It is my belief that we all speak dog better than we think we do. We may not be fluent; that would require actually being a dog. But if we went to live in a dogs-only world, we'd be pretty good at understanding what they're saying. We can tell a nervous yip from a menacing growl, a bark that says *hello* from a bark that says *get lost*. We understand dogs and they understand us. Not perfectly, but well enough for us to form extremely close bonds.

In fact, I can think of five characteristics that dogs and humans share:

1. We are both social beings. We are territorial and protective of our families – especially our young. We greet each other after a period of separation. We display negative emotions when hurt by or angry with a friend or relative. We like spending time together.
2. We consider the other species as family members. Dogs treat their close human companions as family, humans treat their close canine companions the same way. Each species is capable of expressing remorse and unconditional love.
3. We are mentally attuned to each other. Dogs are extraordinarily attentive to human emotions; they know when their human family members are happy or sad, angry or jealous. Experiments show that dogs and wolves can read human body language astutely. Domesticated dogs can locate hidden food by watching the direction of our eyes. When dogs are not treated with affection by their human family members, they can become sad, depressed and even go off food. Dogs respond negatively to being left alone and respond positively when you bond with them. In all these respects they are like humans.
4. We share a symbiotic relationship. We developed our close domestic ties over 100,000 years ago. Some scientists believe that our evolutionary success is due to some extent from help from dogs. After all, we trust dogs to guard our property and even our children. Dogs have been known to sacrifice themselves to protect their human families. Humans, in turn, provide warmth, food, companionship and yes, love to dogs. It is believed that dependence on dogs to protect us has caused the parts of the human brain responsible for sensing danger has shrunk due to lack of use, reducing the human ability to sense danger.
5. Dogs also secrete the 'love' hormone, oxytocin and so do we humans. This is the hormone that makes both species crave companionship and build families.

All of which goes a long way to explaining why they provide us with such comfort and also why it is so important to look after them to the very best of our ability.

As usual, I set out to write an introduction to the newsletter and have ended up going off on a tangent. Hopefully, you will find plenty in the following pages to interest you.

Finally, I want to thank you, as ever, for your wonderful support and custom. We do not take it for granted. If I can ever be of service or if you have an idea, comment or complaint my personal email is js@jonathanself.com and I would be delighted to hear from you. Thank you, again.

Season's Greetings and a Happy and Healthy 2021!

Jonathan (Self)
Honey's Founder

Jonathan (Self)
Honey's Founder

In this issue



A Measure of Dogs

An extract from photographer Libby Hall's memoir describing all the dogs in her life.



A Medieval Dog's Dinner

Dr. Kathleen Walker-Meikle describes how dogs were pampered and fed during the Middle Ages



Training tips from Tina Edwards

Tina, a highly experienced behaviourist, has just joined the Honey's team.



Looking after older animals

The second part of Dr. Vicky Simon's series on how to care for geriatric dogs.



The Honey's Ethical Gift Guide

Looking for a present to give an ethical dog? Look no further.

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HONEY'S NEWS



Season's Greetings from all of us at Honey's

The two most notable recent events at Honey's HQ are not what you would describe as exciting!

First, we took delivery of a new piece of filling equipment. It's the machine that puts our food into our sausage-like wrappers. Watching it is quite mesmerising for perhaps two, or at an absolute push, three minutes. Then the novelty palls. The machine it replaced was made in 1989, so no one can say we haven't had good value from it. The new machine is more efficient and will, we hope, further reduce our carbon footprint.

Second, we had an opportunity to re-design our cardboard boxes. We have used the lovely drawings we commissioned for our new website and if we say so ourselves the new boxes look jolly smart.

Speaking of the website, by the time you read this it should be up and running. It has tons and tons of extra information and also offers online ordering. We see online ordering as a service we need to provide, but the truth is we are hoping that everyone will still choose to ring us up. This is partly because we are a chatty bunch and partly because we like to know about the dogs we feed (and their human companions). In our experience, a five-minute conversation is worth a dozen emails.

Incidentally, if you do decide to order online, due to pesky GDPR rules the website won't recognise you as an existing Honey's customer until you tell us (by means of words or barks) that you want to be recognised.



Free draw winner: the horse feed is on us

In the last issue, we held a draw for £100 of horse feed from Simple Systems (www.simplesystemshorsefeeds.co.uk) – the Honey's of the equine world. Thank you to everyone who entered. Congratulations to the winner: Lesley Cope.



Honey's Health Team – at your service!

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. Please just call or email. All part of the Honey's service.

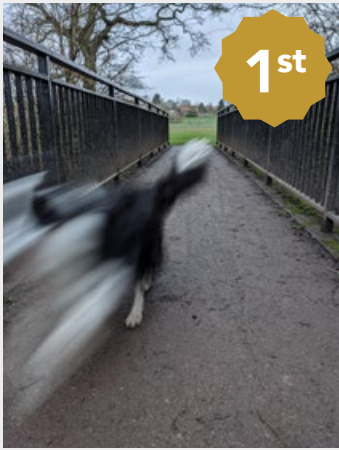


"Good boy, and I should know."



Photo competition: win a month's worth of food

The new Honey's Competition is simplicity itself: submit a picture of your dog with either a bowl of Honey's food or together with a Honey's box. First prize is one month of free Honey's (to the value of your most recent order) and there are 3 runner-up prizes of either 6 packets of Beautiful Joe's or bones or biscuits to the same value. Rules? Barely any. You can submit up to three photographs and the judges' (appointed by Honey's) decision, no matter how unartistic, will be final. Please email your entry to competition@honeysrealdogfood.com before 15th January 2021 or post it to Honey's Photo Competition, Darling's House, Salisbury Road, Pewsey SN9 5PZ.



Competition winners

In the last issue we held an Out-of-Focus Dog Photograph Competition and were delighted with all the many entries. The winner and some of the runners-up are shown here. Thank you to everyone who took part.

First prize: Skye James



Molly Ross



Oscar Hughes



Jessie Fleetham



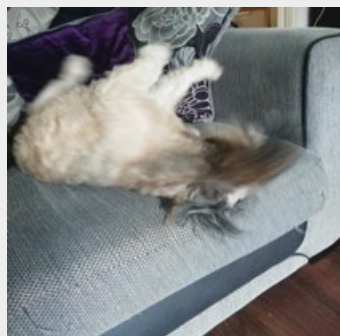
Bernie Legge



Jet Carcary



Reuben Fordham



Rex Levers

On the farm

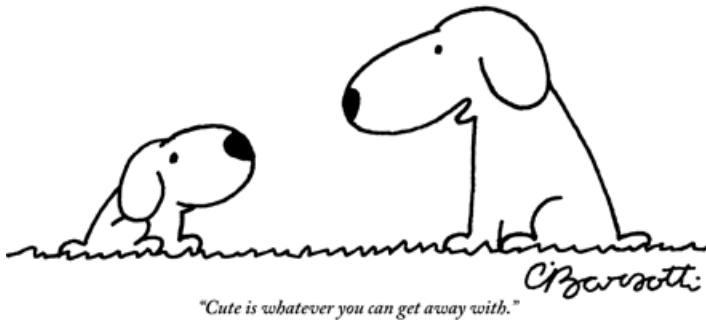
Sigh and deeper sigh! At the time of writing this, we still can't make our usual farm visits, but we have high hopes that in the new year we will be back on track. In the meantime, we asked some of our producers to send us photos of their land and livestock. We continue to support smaller, mixed farms (where the emphasis is on biodiversity and high standards of animal welfare).





Benson Powell by Tracey Rich

This fantastic portrait of Benson Powell, a two-and-a-half-year-old (and extremely gorgeous) cockapoo who lives in Kent was taken by the canine and wildlife photographer, Tracey Rich, as a prize in a draw we held earlier this year. Tracey is a long-standing Honey's customer and can be reached (if you want to commission her) on 07769 580148 or via her website www.traceyrich.com. Benson, by the way, is a visiting therapy dog to a local mental health unit where he delights the patients.



This charming canine portrait was created by the equally charming Evie Rose, whose family have been much valued Honey's customers for many years. Evie got the idea of creating digital portraits after losing her 16-year-old Vizla, Hector and has started a business called Top Dog Creative. If you are interested in seeing more of her fantastic work visit Instagram @tdcreative101 or Facebook @topdogcreative101. Her email is: topdogcreative101@gmail.com



Honey's Dog(s) of the Month

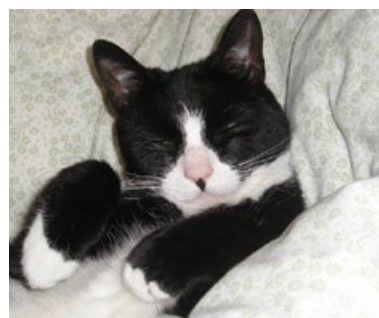
We are in love with Teilo (named after the Welsh saint), Cadoc and Mabli Wagner. Teilo was a rescue – a tiny staffie x collie puppy found in the lane behind their house in 2008 – and the family's first dog. He is wise and gentle and deeply loyal. There were no plans to add to the canine numbers but after collecting a cocker spaniel puppy for a friend, the Wagners fell in love with the breed and Mabli (named after Saint Mabli... you may be detecting a theme here) came into their lives. Mabli is devoted to Teilo. Teilo wants the toy Mabli has – Mabli gives it up; Teilo wants to the bone Mabli has – Mabli gives it up. Mabli's favourite pastime is hiding shoes. Cadoc, a springer spaniel, is the baby! Described by the family as 'A lockdown whirlwind bundle of energy and without a doubt the naughtiest dog we've had.' Cadoc is also named after a Welsh saint although, apparently, he is in no shape or form saintly!



Honey's Cat(s) of the Month

These two stunningly beautiful cats, Rocky and Lily, a brother and sister, live with the McDougall family. Lily is six years old and had terrible health issues when she was a kitten. She stopped eating, her intestines stopped working and she developed anorexia. After a long and gruelling operation at the Dick Veterinary animal hospital in Roslin near Edinburgh, she was nursed back to health (with the help of Honey's food!) and is now – as you can see from the photograph – looking fantastic. She also shares her home with Freesia, Veronica and Dolly.

We love Felix!



We so loved this photo of Felix Allen from Hertfordshire that we had to include it in this issue! We are also sending him a special present for being so gorgeous.

Looking after older animals: part two



Dr Vicky Simon

In the second of her articles on looking after older animals, Dr Vicky Simon looks at treating two common problems: incontinence and 'doggy dementia'. The dog in the picture is Vicky's parents' beloved Hector, who is 12.

Incontinence

Unfortunately, incontinence is not restricted to older dogs, although it is more common amongst them. Many younger bitches can develop urinary incontinence after spaying, although most bitches develop it in middle or older age. It is related to the loss of the oestrogen leading

to, what vets refer to as, Urinary Sphincter Mechanism Incompetence. In other words, a weak urinary sphincter! This type of incontinence can respond well to oestrogen supplementation if severe, but if mild or caught early, good results can be found by treating it with homeopathy and/or herbs. If the condition progresses, there are conventional drug options available to help keep the sphincter tight and remove distress all round.

The most common sign of incontinence is when owners notice a small wet patch where the dog has been lying. Over time this can develop into a whole puddle of urine if left untreated. When they are lying down, they are most relaxed, hence why the sphincter can also overly relax itself. Affected animals will commonly lick their vulva (or penis in male dogs, yes, they can become incontinent too!) more than normal, and may develop inflammation there, especially if a long-coated breed where the urine can wet the fur and irritate the underlying skin. Some incontinent dogs will also dribble a little urine either when they need to go to the toilet, or after they have finished. Incontinence is less common in male dogs, and is more likely to be caused by a disease, such as of the prostate or bladder.

Some dogs find being incontinent very distressing, as they know they are not supposed to urinate in the house. So, however frustrating it might sometimes seem to you, be sure never to tell them off, as they can literally do nothing to stop it themselves. To reduce the amount of cleaning up I advise using puppy or incontinence pads and/or old towels on their bedding. Dogs that like to keep themselves very clean may appreciate regular trimming of the fur around their backend, and regular washing if need be.

Although poor action of the urinary sphincter is the most common cause of incontinence in older dogs you should always get a urine sample performed on any new case together with blood tests if recommended, as there are other possible causes. These include: urinary stones or crystals, urinary tract infections, bladder tumours, spinal cord disease, and overflow incontinence (where increased drinking leads to excess urine, such as with Cushing's disease, diabetes and kidney issues).

Canine Cognitive Dysfunction Syndrome (CCDS)

Often referred to as 'Doggy Dementia', Canine Cognitive Dysfunction Syndrome (CCDS) is becoming increasingly common in our ageing pet populations. Symptoms are extremely variable and can include:

- Disorientation, including standing and staring, not recognising food/drink or remembering where it is and getting 'stuck' behind furniture or in corners.
- Urinating or defaecating in the house, even after they have just been outside.
- Altered interactions with humans and/or other animals. Friendly dogs may become cranky, aggressive, or disinterested in interacting with people or other animals (and occasionally the opposite, where they forget they hate other dogs!). Anxiety levels may begin to increase, and many dogs will be less enthusiastic when greeting visitors or returning family members.
- Sleep/wake cycle disturbances, such as sleeping all day and being awake at night, an inability to fully settle and sleep, and/or getting up

numerous times before settling again.

- Repetitive or restless movements and/or sounds including aimless wandering or pacing and whining or barking more than usual or at nothing.
- Decreased activity levels and less interest in life.

It can be a particularly distressing condition for the human members of the family as it can be like suddenly having a different dog. It can also bring home the sad fact that your beloved dog is getting older.

However, on the plus side, this is a condition that I have seen amazing results with when using herbs and homeopathy. Herbs in particular can work in various ways to help improve the symptoms of cognitive decline, including calming the patient and helping them to relax, improving blood flow to the brain, and decreasing their responses to stress. Some conventional vets also stock various supplements that can help slow this decline and manage the symptoms.

It is important to remember that the change can be as scary for your dog as for you. Try to keep the house calm and quiet to minimise stress. It also helps to maintain a good routine as this can help many dogs. If your dog keeps getting stuck somewhere or paces endlessly to exhaustion, then shut a few doors to restrict them to a few 'safe' rooms. Allow them space when they need it, but offer attention and affection when they need that, too. Frustrating it might be at times, try not to get annoyed with your dog, as they cannot help themselves.



Dr. Vicky Simon BVetMed VetMFHom MRCVS is based in Taunton, Somerset. Her website is www.holisticvetvicky.co.uk. You can email her holisticvetvicky@gmail.com or call her on 01984 624999.

A Measure of Dogs

Libby Hall



Libby Hall with Woolly, her grandmother's dog, c.1948

Libby Hall began collecting photographs of dogs in 1966, saving unwanted pictures from being discarded into dustbins or thrown on bonfires. Now her collection is one of the most famous and distinguished in the world, and with her several books of photographs she has attracted what the *Telegraph Magazine* called a 'cult following'. In 2019, she published *A Measure of Dogs*, which she describes as 'an autobiography told through the lives of her dogs'. Very kindly, Libby has given us permission to publish an extract from the book. We have chosen the story of Chloe, but it could have been any of the other dogs she writes about with a warmth and level of feeling that every dog lover will relate to. *A Measure of Dogs* is available from Blurb (www.blurb.co.uk/bookstore).

Libby's preface to 'A Measure of Dogs'

From my very first beginnings...

... a dog's face was as firmly imprinted on my mind as the faces of my parents. Like Lorenz's goslings hatching out and finding Lorenz, I arrived to find the face of our Dachshund. In this photograph, my father holds me in one arm and our dog Kirstie in the other. Kirstie and I are studying each other intently. A life without talks has, from the start, been inconceivable to me.

When many years later, a beloved dog of ours was dying, my husband said to the vet: 'We measure out our lives in the lives of our dogs'. Mine has been a good life measured out in dogs.

Chloe

Then, in June 1967 the Dogless years ended and I have lived with at least one dog ever since.

Before we had even moved into our new house, I had bought a puppy from a cage outside a pet shop. What an appalling admission to make now. But I, like many others in 1967, knew no better. At least then, at least in Hackney, the puppies for sale were not 'pedigrees'. They hadn't come from the evil puppy farms we were yet to learn about. Chloe and her littermates for mongrels. Healthy and happy and undoubtedly from a mother that had puppies 'by accident'. I can't remember how much Chloe cost, but I know it was so little that the expense wasn't a consideration.

At the time I was waiting to move from my flat in Abbey Road to our new house. I was going back and forth to do work on the house before we moved in. I had walked over to shops in Stoke Newington about a mile away to buy something or other that was needed for work on the house. I had no intention of buying a dog. But the moment I saw Chloe and her siblings – black and white as Chester had been – I realised: '*I can't have a dog again now*'. I can't remember why I chose Chloe from the others. I remember them all being roly-poly and falling over each other. I certainly didn't think I needed to buy the puppy out of pity for its fate. I only thought I needed to buy the puppy because *I wanted one!*

I walked home with my puppy held in my arms. She was totally motionless. By the time we arrived home I had begun to fear I had somehow bought and ill and dying puppy. I put her gently down on

the grass in the garden: she instantly sprang up and went wild with free excitement. Tearing around the garden, rushing back to me, leaping and chewing and yelping. And that is how long she remained throughout growing up. A joyous soul who expected to love and to be loved by every dog and person she met. And so she almost always was.

Chloe grew up to be quite a sober and sensible bitch – though a wanton one when she was in heat. Before we could get her spayed, and before there were middle-class fences separating our low-walled East End gardens, Chloe had a litter of eleven puppies that were obviously fathered by several different dogs. One of those puppies grew up with our neighbours and turned into a spectacularly handsome dog, with a shiny horse-chestnut coloured short coat and the build of our Labrador. We were sad when after several years that family moved away and we lost touch with such a handsome son of Chloe's.

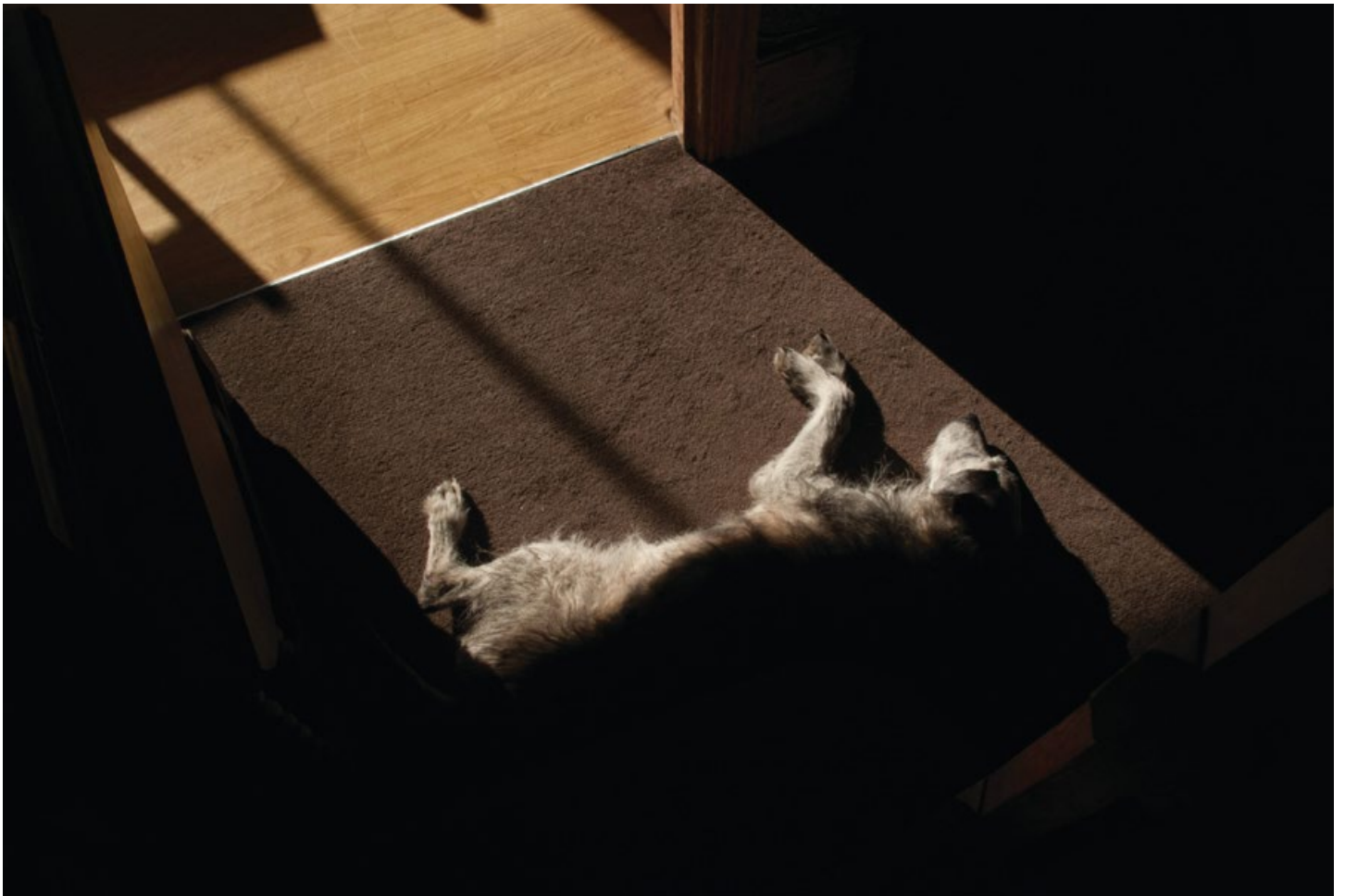
Though everyone in our household was working, we mostly all worked shifts – in the BBC, in Fleet Street, in a hospital... so Chloe was rarely left at home alone all day, and she soon had a canine companion. A friend who was living with us at the time brought home a dog from Battersea, she called 'Sage'. Sage was a gentle creature who immediately decided to defer to Chloe in all things and so they were fine friends. Sage is the only dog I've ever known who used her front paws like a primate. She would sit up and hold things between her paws, or she would grasp your hand with her paws. It was a sweet trait.

Sage and Chloe could get into the garden through a dog flap and, with those low brick walls, Chloe often came home with treasures. She was an obsessional burier. We would frequently find stale chapatis buried under cushions that had been given to Chloe by the Sikh family whose garden backed onto ours. This determination to bury things could be very funny. Once, in the front room, which had a smooth lino floor, I found a piece of dry toast that Chloe had tried to hide under a pile of fluffy dust. It looked like a silent comment on our house keeping skills.

We never taught any of our dogs tricks but Chloe by chance worked out a trick of her own that meant people she met on our walks would smile or say 'ahh' or ask if she was 'taking herself for a walk'. Her lead was a thick, short braided one. She was quickly trained to walk more or less to heel and so she carried her lead in her mouth. Because of the way people reacted Chloe learned to walk with self-important pride and was reluctant to relinquish the lead when we needed to move through traffic. I don't know why we never got round to taking a snapshot of Chloe with her lead. I wish we had. In fact, I have almost no photographs of Chloe as a grown-up. Taking photographs at home seems to have come and gone in waves. There are some coloured snapshots but none of them really good enough to reproduce now. But that doesn't mean Chloe, with her sweet-smelling soft black and white coat, her gentle tongue for greeting you with a kiss, and her quiet dignity as she grew older, is not engraved in my mind.



Chloe, a joyous soul who expected to love and be loved by every dog and person she met.



Libby says of Pip (a rescue): ‘I know the little Pipster will be my final dog. There couldn’t be a sweeter dog to end with. It has been a fine life – this life measured out in the lives of my dogs.’



Libby and her husband Tony found Pembury in Pembury Road the day Princess Diana died and after searching for his original family, took him in.



A Measure of Dogs is available from Blurb (www.blurb.co.uk/bookstore).

Other books by Libby Hall include: *Prince and Others* (2000), *Prince and Other Dogs II* (2002), *Postcard Dogs* (2004), *Postcard Cats* (2005) and *These Were our Dogs* (2007) all published by Bloomsbury.

Please note we made donations to two of Libby’s favourite charities Compassion in World Farming and The Mayhew Animal Home in exchange for the rights to this serialisation.

A Medieval Dog's Dinner

We tend to think that domesticated dogs ate a more natural diet of raw meat, raw bones and table scraps from the time they began to live with humans. But for a brief period during the Middle Ages, it became fashionable amongst smarter dog lovers to feed them a completely unnatural diet. We asked Dr. Kathleen Walker-Meikle, a Welcome Trust research fellow, and author of several books, including *The Dog Book: Dogs of Historical Distinction* (Bloomsbury) and *Medieval Dogs* (The British Library) to tell us about a Medieval Dog's Dinner.

Some sophisticated medieval dog lovers disapproved of feeding raw meat and table scraps to their hounds. It was a period when many books were published on good manners and courtesy and these frequently decried the habit of letting dogs roam around under the table begging for food or even, if petite, standing on the table itself, although all admitted that it was difficult to keep them away.

The thirteenth-century Dominican Albertus Magnus claimed that the very worst sort of dog was the type that would pretend to be on guard but station themselves craftily near the 'generous hand of the master'. Albertus had a great deal to say about canine care and recommended feeding a thin dog copious lashing of butter. He believed that lethargic hounds should be fed oat bread to pep them up.

Indeed, bread was the main staple for some medieval dogs. Accounts list *panes pro canibus* (bread for the dogs) in the accounts of wealthy households. Puppies would be first given a mixture of whey and milk, and be weaned on softened bread, before moving onto bread as their main meal. The bread was normally made with wheat although other grains, such as barley, might also be used. Porridge was also regularly on the menu, made from oats, bran, or barley, with the occasional addition of peas. Quantities per dog might vary, the dogs of Robert Mitford, Bishop of Chichester, were given at least two loaves of bread a day. The mid-fourteenth century accounts of John de Multon of Frampton, Lincoln, include an entry for both 'my lady's dog', clearly a pet, and the household's hunting hounds. The 1265 household roll of Eleanor de Montfort, Countess of Leicester, is packed with entries for all the household dogs, including the dogs of her sons Henry and Guy along with her own pet dogs, who in addition were treated to milk.



A Hunter Attending to Kennelled Dogs, about 1430 - 1440,

There is even a mention of feeding dogs bread in Geoffrey Chaucer's *The Canterbury Tales* when the worldly Prioress is described as having "

*Of smale houndes hadde she that she fedde
With roasted flesh, or milk and wastel-breed*

Wastel-bread, incidentally, was made of the finest flour available, so her dogs were eating bread rolls that normally only appeared on a rich man's table. A Benedictine nun, the prioress was forbidden from eating meat by the rules of her order, but she clearly was cheerfully ignoring this, and treating them to steak and milk. Nuns and monks were great pet keepers, taking their dogs even into regular divine services, and ignoring the copious episcopal injunctions against the practice.

What of hunting hounds? They, too, would be fed bread daily in their kennels, and usually only eat meat at the end of a successful hunt. In his popular fourteenth-century *Book of the Chase*, Gaston Fébus, Count

of Foix, recommended that hounds only be rewarded in the field with the *curée*, after the quarry had been killed and ritually dismembered. The *curée* signalled the end of the hunt, and it was the moment when the hounds would feast on skin, blood, carcass pieces, and sliced intestines, all laid out on the skin of the slain beast, while hunting horns would continually sound.

Gaston Fébus warned against giving the hounds the meat of the *curée* later on in their kennels, as they might associate that location with tasty meat treats, and then would break off in the middle of the hunt to return home for food. If they were not keen on eating their usual bread diet in their kennels, Fébus suggested as a cure to give them finely cut up meat in broth or goat's milk, but only in small portions. If sick, hunting hounds in the kennels might be given some offal or blood to restore their spirits. The French royal hunting accounts of 1398 detail payments such as 'for eight sheep's' plucks from Jehan le Masqueur, butcher, to give to several disheartened hounds who will not eat bread', 'for four trips brought in the market to give to several sick hounds', and 'To Le Magneur,

butcher, for 8 pints of pig's blood for strengthening the bean brother for the hounds'. When healthy, these hounds usually subsisted on a diet of wheat bread and salted bean broth.

Feeding your dogs was completely acceptable but stuffing them with food until they grew obese while at the same neglecting one's charitable duties was criticised by ecclesiastical authorities. The stereotypical pet dog in medieval sermons was fat and spoiled. For the fourteenth-century Dominican preacher John Bromyard the situation was dire, with indulged pets refusing to eat anything but the best, with their owners only caring about their portly pet's wellbeing and ignoring the famished poor:

The wealthy provide for their dogs more readily than for the poor, more abundantly and more delicately too; so that, where the poor are so famished that they would greedily devour bran-bread, dogs are squeamish at the sight of wafer-bread, and spurn what is offered to them, trampling it under their feet. They must be offered the daintiest flesh, the first and choicest produce of every dish. If glutted, they refuse it, then, as though they were infirm, there is a wailing over them.

In the same vein, when William Alnwick, Bishop of Lincoln, visited Daventry Priory in 1442, he was aghast to find that the monks were feeding their dogs all the table scraps, which in his opinion should have been destined for beggars and others in need of alms. When Geoffrey de la Tour-Landry, a French nobleman, wrote in the 1370s a manual of instruction for his daughters, he included a story exemplifying how pet owners should not be uncharitable towards people. He recounted how a lady had two little dogs whom she adored and fed them every day with meat and bread soaked in milk. A friar informed her that it was not fitting that her dogs were 'so large and fat' while the poor were so thin.



She refused to change her behaviour and as punishment, on her death bed she was visited by two little demonic black dogs, who licked her mouth until it was as black as coal. The woman's uncharitable behaviour was then compared with praiseworthy noble ladies, which the author thought were more suitable exemplars for his daughters.

The main criticism in all these sources was not against feeding or even affection

towards pet dogs, but inappropriate food combined with the affluent owners' neglect of their Christian duty to care for the poor. And although medieval iconography is replete with well-rounded canine specimens, some authors advised that feeding your dogs beyond the usual bread loaf diet could also be detrimental to their health.

Finally, you might even be fed by your dog, at least if you were a saint! St. Simon Stock (1164-1265) was helpfully given food by his foraging dog when he decided to live in a forest in Kent. St Roch, the patron saint of plague, was exiled from a town and wandered hungry in a forest. Luckily, he found a friendly dog carrying a loaf of bread in his mouth. The dog generously offered the bread to St Roch and thoughtfully licked his buboes (swollen lymph nodes). The dog's original owner was a noble named Gothard, and the dog would amble into the dining hall each day and discreetly remove a loaf of bread from the table, which was then destined for St Roch.

There have been many changes over the centuries in what we consider proper food for dogs, but one constant has always been that owners are keen to feed their dogs and on occasion, spoil them!



Painted oak sculpture of St Roch, early 16th century, Normandy.



A 13th century Limoges medallion, depicting a servant with a hound.



The Alternative Dog Gift Guide



Rudy the Reindeer. From a range of environmentally friendly 'eco' toys. £7.95. www.greenandwilds.co.uk



ADD Orange Collar. Made from Indian cotton and vegan leather. £18. From the Koko Collective, which makes eco-friendly accessories for pets (and people). www.kokocollective.co.uk



Yellow Vegan Lead. Available in other colours and sizes. From £21. By Collars of Sweden home of stylish, ethical accessories for stylish, ethical pups. www.collarofsweden.com



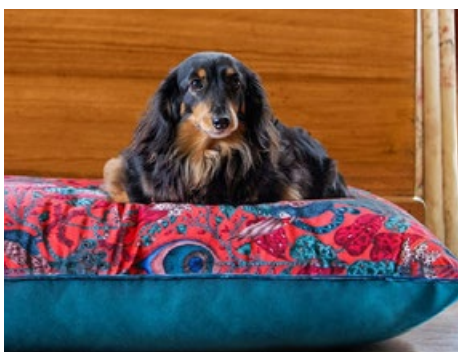
Red Heritage Terrier Brooch. One of a huge selection from Stockwell Ceramics. Hand made in Cornwall. £14. www.stockwellceramics.com



The Big New Yorker Book of Dogs. Features dog articles, dog fiction, dog humour, dog poems, dog cartoons and more besides from the magazine's archives. Only available second hand. £9. www.amazon.co.uk



Dog Friendly Magazine. Dedicated to dog-friendly accommodation and places to visit across the UK. A perfect gift for the dog-obsessed. £19.95/year. www.dogfriendly.co.uk



Velvet bed. Wide choice of fantastic colours. The Lounging Hound believes in sustainability, ecology and transparency. From £110. www.thelounginghound.com



Dr. Zig's Peanut Butter Bubbles. Strange but fun, these peanut butter-scented eco-friendly bubbles are vegan and single-use plastic free. £28.99. www.drzigs.com



Natural Antibacterial Dog Bowl. Sustainably sourced from British trees, and suitable for wet and dry dog food. For environmentally conscious pet owners. £30. www.thewoodlifeproject.com



Architect Merino Dog Pullover. Handknitted in wool but also available in (believe it or not) cashmere. From an eye-watering £94. This is luxury! www.mungoandmaud.com



Smart Wool Bandana. Huge selection in organic and eco-friendly British fabrics from a small company that puts sustainability first. £20. www.hettie.co.uk



Aesop's Animal Wash. Mild for skin and fur. Mint and citrus scent. Deodorising in addition to being vegan and cruelty-free. £32. www.aesop.com



The Wickedbone! Whatever next? Interactive, hi-tech chew toy made from strong but soft materials. One of the office dogs couldn't be parted from it! 9 play modes. Australian! £61. <https://store.cheerble.com/products/wickedbone/>



Good Dog/Bad Dog Mug Set. From a marvellous selection of dog themed, British made mugs. £11.50. www.countryandhome.co.uk



Classic Red Kong. The gold standard of dog toys. Provides constant mental and physical stimulation. From £8. www.kongcompany.com



Personalised dog stamp. With your dog's name. In collaboration with Debbie Kendall of 'The Enlightened Hound'. £22. www.englishstamp.com



Wildwash PRO Shampoo. From a completely natural, cruelty free range developed and made in the UK. One bottle provides up to 20 washes. £14.95 www.wildwash.co.uk



Handmade crochet key ring with your dog's face. Created from a photo. £35. Found in Not On The High Street which has lots of other dog gifts. www.notonthehighstreet.com



Training tips from Tina Edwards



Tina Edwards

We recently welcomed Tina Edwards to the Honey's Customer Care Team. Tina is an extremely experienced raw feeder and was also a very successful canine behaviourist for over 15 years, working with Bark Busters. In the first of a short series of articles for *The Alternative Dog*, we asked her to offer training tips to deal with unwanted behaviours. In this issue she tackles the core secrets of success, getting your dog to come back and lead pulling.

How to achieve success

Successful training depends on a real understanding of canine behaviour and a strong, loving and consistent relationship between dog and human. Other important factors include:

- Realising that a dog is unable to see the world through human eyes, but humans can look at the world from a dog's point of view.
- Remembering that dogs have evolved from wolves and still have many instinctive behaviours from that time.
- There must be a strong respectful bond from human to dog and dog to human. This comes from understanding your dog's needs and any anxieties, the body language displayed, any vocalisations and the confidence levels of the dog and human.
- Providing your dog with a safe cosy space of his own.
- Good quality food (preferably raw, of course!) in the correct amounts for age, size and levels of activity.
- Plenty of mental as well as physical exercise involving interaction between human and dog, so games, of which there are numerous, that are fun for both of you and keep the dog's focus on you.
- NEVER, ever using physical methods, such as yanking, use of electric or spray collars, check chain or the (yet to be banned in England) horrible prong collar.
- Anticipating what may go wrong and deciding how you will deal with it in advance.
- Seeking out professional behaviour help, so that you can fully enjoy having your dog with you in any situation.



The importance of the right equipment

A bad workman blames his tools, of course, but actually when it comes to training a dog the right equipment plays a crucial role.

Collar/Harness

A well-fitted harness with a back and chest ring for a lead, or a headcollar where the lead is fixed to two reins at the back of the neck rather than at the side of the face or under the chin, is often preferable to a collar, particularly if the dog is prone to pulling. Injury can be caused to the trachea or neck vertebrae by unsuitable equipment. However, it's a good idea to get a puppy used to a lightweight collar, snugly fitting and adjusted as the pup grows, and remove it at night for safety. Please remember, though, that it is a legal requirement for your dog to have an identity tag showing your contact details when out in public. A collar can be used for that purpose or a tag attached to the harness or head collar.

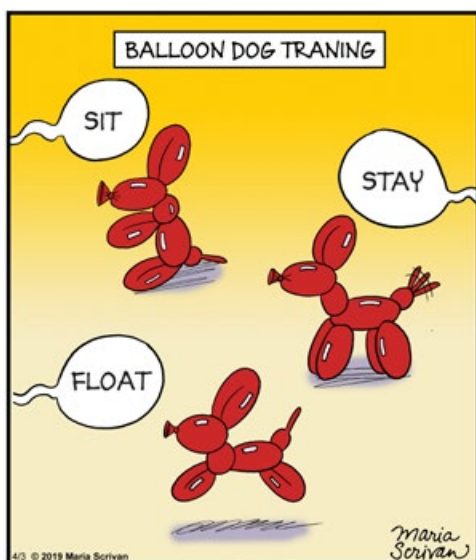


"First you have to earn their trust."

Leads

Although they are very popular extendable leads may cause or exacerbate all sorts of problems. They cannot be used to teach a dog to walk on a loose lead, where the dog chooses to stay at the owner's side, nor help to teach a dog to be safe off lead and respond to recall. They have also been known to cause nasty injuries to dog's legs, human hands and may allow dogs to rush into the road, with unthinkable consequences.

The safest lead to use in an urban area or around roads or lanes, is a flat, soft cotton, non-stretch lead around 2 metres in length. This can then be used as a training aid rather than just used to restrict/control the dog. An 8 metre, lightweight fixed-length lead is a great way to teach a pup recall or assess a rehomed dog in safety.



Recall

With a puppy, get him or her used to their collar or harness and 2 metre lead then add a long 8 metre lead to your daily training sessions. See below on some lead tips.

If you have an anxious rehomed dog, let them settle for a couple of weeks without any pressure, then take it as slowly as needed.

Let your puppy or adult dog get used to dragging the lead in your garden first, so that he is not fearful of it following him.

Undertake training in a safe, enclosed space if there is any risk of your dog making a run for it!

Choose a recall word. I recommend something short, such as: 'come' or 'here'. Use your dog's name to get his attention, then immediately use the recall word with a tasty treat to encourage the dog to come. At the same time use lavish verbal praise and encouragement all the time he is coming towards you, then when he gets to you, the treat and lots of fuss and cuddles too.

Keep training sessions short, 3-5 minutes several times a day is a good idea, and always end on a positive outcome. If your dog becomes bored or is too interested in something else to respond to your call, a gentle tug on the lead to show him the direction he should be coming is useful and when he starts to move in your direction, lots of excited praise. It sometimes helps to run away to get him to follow you too.

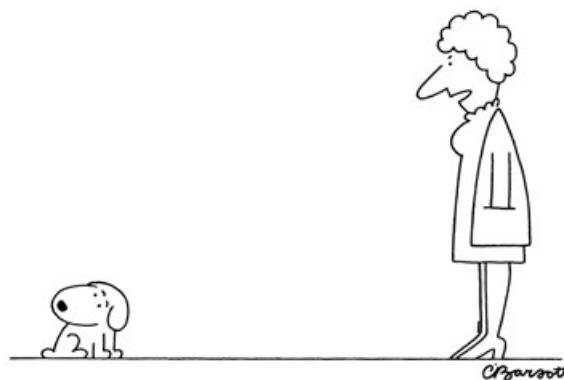
Over time, reduce the number of times a treat is given, (it's important to train the brain, not just the stomach!) but give lots of fuss and cuddles. One of my own dogs now responds to the word 'cuddles' and rushes back for them!

Pulling on the lead

When I had finished training my two German Shepherds, they chose to stay with me. I often see owners who are being walked by their dogs and long to stop my car to speak to them but realise unsolicited advice may not be taken kindly! No matter what size your dog, walks are far more pleasant and enjoyable when a dog isn't pulling you along. It is also not pleasant to take a straining, choking and panting dog for a walk!

The core secret of success is to ensure that your dog's attention is on you. It's important that you are more interesting than anything else including other people, dogs, animals and even delightful smells. This doesn't mean that your dog cannot interact with other people, dogs or be allowed to sniff when on lead, but it must be your decision. The system I recommend is as follows:

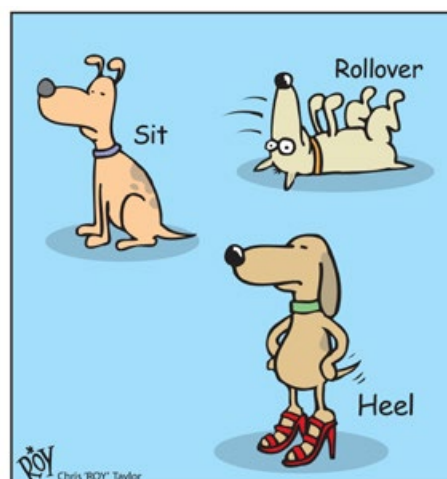
- You will not be 'going for a walk' – you are teaching!
- Daily teaching is essential to rehearse the behaviour that you want. You should be able to achieve good leadwork within 10/14 days.
- Keep sessions short as they are very intense for both of you. Ten or fifteen minutes twice a day, plus playtime in a garden will be sufficient exercise for this teaching programme.
- You must concentrate on the dog as much as the dog needs to concentrate on you!



"Yes, I'm talking to you. I believe you're the only Sparky in the house."

- Use your 2 metre lead in one hand across your body with the other hand down the lead towards your dog. This is to ensure two points of safety.
- Start with your dog at your side with a loose lead "J" shape to where it's attached to the dog.
- Watch your dog ALL the time (do glance up occasionally, to avoid lampposts, trees or other hazards!).
- During the exercise, do not stop, keep moving all the time.
- Start walking, not too fast, with your eyes on the top of your dog's head.
- Aim to keep your dog's front toes at your heel.
- If the dog begins to sneak forward, immediately turn to walk in the opposite direction, but you MUST let the lead slip through your hand and not yank the dog. The idea is for your dog to notice your change of direction and choose to follow. If he doesn't notice, he will have 2 metres to do so or a little tug when you get to the end.
- Vary the number of steps that you take in any direction and don't always wait for your dog to sneak ahead.
- No words are needed (wild canines don't get commands from the pack leader to keep up!) but as he gets back to your side a quiet word of praise is good.
- Once you have done this a few times you will find that your dog is paying attention to you as you seem to have become very unpredictable!
- Once you have assessed that your dog is paying attention you can add other fun things to keep his attention like zig zags, serpentine, squares, diamonds, circles and so forth.
- Once the session is complete, loads of cuddles, fusses and even kisses if appropriate!

Tina has now retired as a canine behaviourist, but she recommends her former colleagues at Bark Busters. We know most of them well, as they are all committed raw feeders! www.barkbusters.co.uk or 0808 100 4071. We would welcome other articles on any aspect of canine behaviour or care from any professional reading this newsletter.



The importance of words...

A special message from Jonathan, Honey's founder

'No one ever told me that grief felt so like fear. I am not afraid, but the sensation is like being afraid. The same fluttering in the stomach, the same restlessness, the yawning.' When C. S. Lewis lost his wife, he filled four school exercise books with his thoughts and later published them as *A Grief Observed*. Over the years this short, deeply moving essay about love, life, death, loss and faith has provided me with a great deal of comfort. Not for its discussion of religion, but because it describes the sensation of grief. There is a great deal of consolation to be had from knowing that others have been through what one has been through oneself.

The loss of a dog, cat or other non-human family member is often devastating. Some friends and relatives understand this, others don't. I have been deeply touched on occasion by unexpected condolence messages on the loss of one of my dogs, and hurt, too, by diffidence and even callous comments made by people with an 'it was only a dog' attitude.

One thing that I have always found helpful is to write about those I have lost. It is heartening to record what made them so wonderful, to set out their characteristics, to describe different incidents and events and habits. Which is why, of course, we have launched an Obituary Column in *The Alternative Dog*. When I appealed for contributions in the last issue I wasn't sure how many people would be interested and I was pleased to receive the four notices printed here. I am hoping very much to receive more and to make it a regular feature. Please note, it doesn't matter when the loss occurred.

As you may not know how to start I have jotted down some tips below. Finally, I will be happy to dedicate a tree in a Woodland Trust forest to any Honey's fed dog that has been lost whether in the past or the future if you want to get in touch with me personally. You will receive a special certificate from Woodland Trust, incidentally, telling you where the tree has been planted. My email is js@jonathanself.com or a letter to the office will (eventually) reach me. I have set aside enough money to plant 100 trees.

Finally, if you have lost a loved dog or other relative, please accept my heartfelt condolences. You are not alone!

With very warmest regards,

Jonathan

An aide-memoire for obituary writers...

1. Begin at the beginning

It often helps to start by writing down the general facts. When and where was your dog born? What were the key incidents in their life? How and when did you lose them?

2. How did they come into your life?

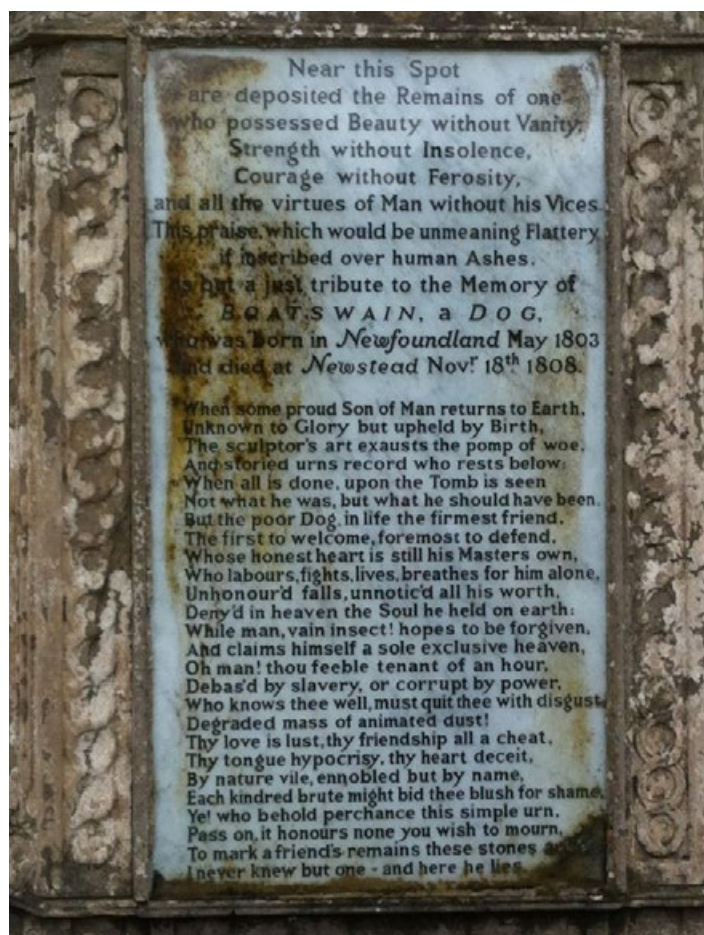
How did you find your dog? Or did they find you? What were the early days, weeks, months like? Humans and dogs can form extremely close bonds. Sometimes it happens instantly, sometimes over time. Anatole France said: 'Until one has loved an animal, a part of one's soul remains unawakened.' How your relationship formed and deepened with your dog will be a key part of their life story.

3. Who else was important to them?

Who were the important people (including dogs and other species, of course) in your dog's life? It could be interesting to ask other people to provide you with their impressions and stories.

4. What made your dog so special?

Dogs have extraordinarily distinct characters and personalities. There is no such thing as a boring dog! What made your dog so unique and special? Was there some trait they had, some little quirk? It may help to think of the different places you went together and shared experiences.



Inscription on the Monument to a Newfoundland Dog

Near this Spot
are deposited the Remains of one
who possessed Beauty without Vanity,
Strength without Insolence,
Courage without Ferocity,
and all the virtues of Man without his Vices.
This praise, which would be unmeaning Flattery
if inscribed over human Ashes,
is but a just tribute to the Memory of
BOATSWAIN, a DOG,
who was born in Newfoundland May 1803
and died at Newstead Nov^r 18th 1808.

Lord Byron



Epitaph to a Dog

His friends he loved. His fellest
earthly foes
– Cats –
I believe he did but feign to hate.
My hand will miss the insinuated
nose,
Mine eyes that tail that wagged
contempt at Fate.

Sir William Watson

In Memoriam



**HUXLEY LEWIS
2006 - 2020**

Huxley arrived at our home by chance in 2014 when he was nearly eight years old. He belonged to our eldest son Tom, who had been given the opportunity to work abroad for a while. Huxley was

Tom's rock and helped him through a difficult period of his life. Huxley was, therefore, very precious. He settled in with us very quickly. We could tell he was a very special dog, he had a vulnerability about him, he followed me like a shadow, he was always by my side. We had fabulous countryside walks every day, he loved chasing squirrels and rabbits but never managed to catch them! At first, Huxley wasn't great with other dogs, but with plenty of love and patience he made so many doggy friends! He was a local celebrity, such a character, everybody knew and loved him. He would stand still and howl like a wolf when he heard an ambulance or police siren! He adored his Honey's dog food, fresh vegetables and berries which we are sure contributed to him living to the age of fourteen even though he had bowel cancer.

We are so thankful that we had the chance to share a part of our lives with such a special little boy. He brought us joy each and every day of his life. He made us laugh when we were out on our walks.....every day was an adventure! He also brought a peaceful calmness into our home. He laid alongside me when I practised my daily yoga and gave me a feeling of tranquillity, that not even music could do. There was something uniquely special about Huxley, we adored him.



**ALFIE WALTON
2006 - 2020**

We were devastated to lose Alfie as it all happened very quickly – he was running miles in the woods on Wednesday but gone by Saturday so totally out of

the blue. He had a tumour which we didn't know about and it ruptured so there was nothing anyone could do, but it has been an awful shock which we are still reeling from even though it was 14 weeks ago.

Alfie came to us 5 years ago from Romania, where he lived as a street dog. He had been rescued by the Pallady kill shelter. He didn't want to eat (Honey's changed that), go out, or engage with us in any way and it took many months to gain his trust. However, over the five years he grew into a beautiful, funny boy with a big loving heart and we were truly honoured to share his life. According to his passport Alfie would have been 14 just 2 months after he died, but he almost lived his life in reverse and got younger each year - his coat grew glossy, his eyes were brighter, his skin got better, he was definitely happier - good food was definitely a game changer for him. Alfie was a special soul who taught us an awful lot and his legacy goes on with our other two rescues from Serbia and Romania and a memorial fund that we have set up to help another street dog like him.

I have sometimes thought of the final cause of dogs having such short lives and I am quite satisfied it is in compassion to the human race; for if we suffer so much in losing a dog after an acquaintance of ten or twelve years, what would it be if they were to live double that time?
– Sir Walter Scott



**RALPHY NICHOLS
2006 - 2020**

Ralphy was truly my very best friend and equally the most grounded, loyal and wise companion I could have ever had wished for. He was the reason why I left my

job in a pet care centre and started up my own doggy day care business. He was my prince who became my king, an absolute angel. I miss him terribly. My heart is very heavy without him, and the loss of him has left a very big void.

In 2006 he was brought into the veterinary practice where I worked in a little cardboard box. He was to be euthanised, for no particular reason, other than that the person who was supposed to be looking after him didn't want him. I was the first person in the practice to see him, and at that moment I knew he was meant for me. I lifted him out and without hesitation said: 'He's coming home with me.' We never looked back.

An unusual thing happened one day in a park a few weeks later. A lady I didn't know came up to me and said: he will always protect you, he will be your guardian.' She was not wrong. He was my shadow and was never much more than a nose away behind me.

Over the years he became my very best friend. We lived on a farm in the country, he had a perfect life... especially for a non-working Collie! He liked to be part of the action and the centre of everything. He was fearless, happy, strong, affectionate, gentle and proud. Everyone loved him, he was such a sweet boy. He greeted dogs and people with such openness that no one ever rejected him. His favourite route to the heart was to sit up against someone's leg, lean in and look up into their eyes. Always a winner.

He had an old, all-knowing soul, that even when the day came for him to be put to sleep, he retained his dignity and pride and communicated to me, that the time was right. As difficult and upsetting the decision was, I knew it was right for him, and I owed him that much. I miss him deeply, I hope with every fibre of my being I will hold him in my arms again but I know he is not in pain, and he will be waiting for me somewhere, happy, healthy, young and free.

He was more than one in a million that is for sure.

If having a soul means being able to feel love and loyalty and gratitude, then animals are better off than a lot of humans.
– James Herriot

Dogs come into our lives to teach us about love, they depart to teach us about loss. A new dog never replaces an old dog, it merely expands the heart. If you have loved many dogs your heart is very big.
– Erica Jong



**FRANK PETERS
2011 - 2020**

Frank was our beloved bobtail flashy red boxer. He gave us over 9 years of pure joy (29.04.2011 - 17.09.2020). Born in Dorset but he lived with us in a beautiful village in rural East Kent from 8 weeks old. He loved life to the fullest and particularly loved walking in the orchards and fields near his Kent home and holidays in Cornwall on the beach swimming in the sea. Frank was loyal, funny and a gentle giant. He loved his human family and especially the children. He was extremely patient with them, even the time when Ellie dressed him up or regularly tucked him up in bed covered in blankets. We miss our big lad terribly.



Not the least hard thing to bear when they go from us, these quiet friends, is that they carry away with them so many years of our own lives.

– John Galsworthy



Why the dogs come first

Suzanne Duckett



Photo by Circe Hamilton

Health and wellbeing have shot to the top of our priorities these days, but for me it always has been for my whole family, especially — or perhaps more so — for our two dogs, Rosco and Ruben, French bulldog twin brothers. I've been a health writer with a special interest in integrative medicine that combines modern and more complementary therapies for more than two decades, so ensuring that my precious pooches get the best of the best in this world is a (pricey) no-brainer. I put as much effort and care into their wellbeing as I do my child's. More, actually, because they're far more high-maintenance.

They weren't even a year old when I consulted an 'intuitive coach' — a psychic to you and me — who doesn't just converse with the dead, but who can apparently tap into your dog's psyche and hear their thoughts, feelings and ailments too. She was a friend and so it was for a bit of fun and life experience! She told me Rosco was complaining of a sore tummy and that Ruben was sick of his brother crowding him and wanted his own space. She also said both were desperate for more individual time with me, so we now try to work in separate walks on their own. As mad as hiring a dog psychic sounds, these two behavioural aspects have really played out with them in later life. She was right.

As well as the dog psychic, we invested in a top dog behaviourist — Oli Juste — in the early days to ensure that they were well-behaved boys (fighting at my daughter's school sports day wasn't a good look and immediately reduced the amount of acceptances to play dates at our house). Rosco and Ruben are generally very obedient now. Interestingly the skills were quite transferable to the child of the house, my now 12-year-old daughter, too. Walk in the opposite direction if they go wandering off, they'll soon turn round and follow you (you are their primary feeder, they're not stupid); always set them up for success in situations rather than taking mindless risks and then shout at them for messing up afterwards; reward with healthy treats and lots of hair ruffling. Job's a good'un all round, even if my daughter does remind me not to do the last because she is not actually my third dog.

Then there's their physical healthcare, too. I use a local vet in southwest London for the urgent health issues, but just like the humans in my family we top up with complementary treatments and a second opinion from holistic experts for the dogs. Rosco has seasonal top-ups of acupuncture to strengthen his system. I have an arsenal of homeopathic remedies for their upset stomachs, plus a calming tincture (chamomilla) for when they get stressed.

Rosco also gets a daily dose of CBD oil (Receptra Pet or Charlotte's Web) to help with the possible epilepsy (it's also said to be effective in treating chronic or occasional pain, skin irritation and chronic anxiety or stress).

And then most important of all, of course, is what we feed them. We've been feeding Honey's since they were puppies. The food comes with advice from a doggie dietician, who suggested adding the still-trending coconut oil to Rosco's diet because there is evidence to show that medium chain triglycerides (MCTs) such as those in coconut oil could help to reduce his seizures (this has to be balanced against the fat content of the oil).

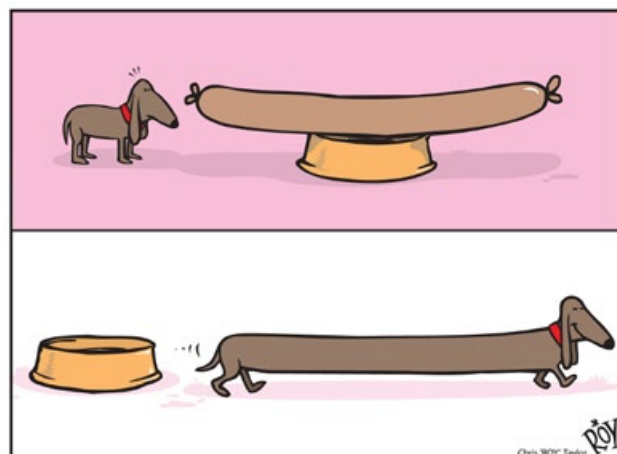
Leaving French bulldogs alone for long is not an option; they pine terribly. Would you leave a needy child alone? No you wouldn't, so I don't leave my needy canines alone either. They come to my office (near home) and join us on as many of our expeditions as possible.

The point is: we adore them and will do what it takes to keep Rosco and Ruben healthy and happy for as long as possible. Dogs are depression-proofers in every sense — they're worth every penny.

Suzanne is launching self-care and beauty boxes (for humans) at the moment and has plans to launch one for dogs, too. You can learn more by visiting: Instagram @thisistheantidote



Photo by Circe Hamilton



Interview: Dr Ingrid Anderson



Dr Ingrid Anderson

Ingrid Anderson has recently established a new homeopathic veterinary practice in Surrey.

Did you grow up with animals...?

I grew up in South Africa, surrounded by animals. My first pet was an amazing snow white cat called...Snowy. He let me dress him up in my dolls' clothes and push him around in a pram. My most exciting pet was Monty, a tiny baby vervet monkey we found jumping around in the big trees in our front garden! Sadly, when he got a little older he started to bite me and had to be rehabilitated and returned to the wild.

When did you know you wanted to be a vet?

I wanted to be a vet almost as soon as I knew the job existed. Pets play such a vital role in our lives and deserve the best possible health care.



"I seem to have missed the cup."

What was your introduction to homeopathy?

My husband introduced me to homeopathy and I found it very useful but what really persuaded me that it was a course worth pursuing was the way it helped my new born son's severe reflux. The doctors wanted to prescribe very strong drugs – drugs I would never have prescribed for an animal in my care – and so I consulted a homeopath who found the perfect remedy. I signed up for the VetMFHom during maternity leave, feeling very excited. The 'first do no harm' part of the Hippocratic Oath has always been extremely important to me and I felt that studying homeopathy would truly allow me to practice as gently as possible, for my patients, and for the environment.

Where did you study and how long did it take?

I have done 13 years of tertiary education! Six years full-time in vet school in South Africa. Two years part-time to complete my GP Certificate in Small Animal Medicine and five years part-time to obtain my VetMFHom. I plan to train in Acupuncture next. This has been delayed by the effects of Covid 19.

Do you specialise in any particular species?

I specialise in dogs, cats and other pets because I love them so much! Pets are so important for our health and wellbeing and are part of our families.

What do you think the biggest challenges facing the veterinary profession are?

The profession has had a tendency in the past to over prescribe and/or over treat the animals in their care. So, a big challenge is to change the

perception of how best to care for the animals we are responsible for. Vets also need to consider how to reduce the negative impact treatment can have on the environment - especially the antiparasitics, antibiotics and waste – single use plastic being a particular problem. These issues are even more challenging when one considers that the vast majority of vet practices belong to corporate chains with ever increasing financial targets to reach. I also worry about the mental health of the vets who work very long hours, with huge expectations from employers, corporate bosses and clients.

How is your new practice going?

I offer homeopathy consultations and treatments for pets. These are home visits only. It is going very well so far and I love it. There seems to be a good demand for holistic veterinary care. I left a conventional practice where I had worked for over 13 years and I was happy and appreciative that my plans were so well received by my colleagues and clients, who have all been hugely supportive.

How are you managing during the pandemic?

I hope to be able to continue doing home visits safely. Technology is wonderful and has been indispensable this year, but a remote consultation is not the same as seeing a patient move, interact with others and then examine them using all my senses to be able to diagnose and treat them successfully.



Do you have a favourite animal book or film?

At the moment I love the Harry Potter books that I am reading for the third time, this time aloud to my seven year old son who loves them as much as I do. I so enjoy the magical world JK Rowling created with her astounding imagination and attention to detail.

Do you have a favourite animal 'hero'?

All dogs. Dogs make amazing doctors and nurses - able to sense an impending seizure, or hypoglycaemic episode in a sleeping child with DM1, detect diseases through smell such as very early stages of cancer and even Covid 19. Years ago my aunt's little black cocker spaniel sniffed and licked her calf endlessly after she had orthopaedic surgery, alerting her to the presence of a deep vein thrombosis, and very likely saved her life! And of course, just being in the company of any pet is so therapeutic!

If you would like a consultation with Ingrid Anderson she can be reached via <https://andersonvet.co.uk> or by calling 01372 702 002.





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A huge thank you to the wonderful establishments that stock Beautiful Joe's. With their help we have now donated over £400,000 of treats to canine rescue centres. As these establishments are supporting something we believe in, we hope you will support them with your custom.

You buy one – we give one

In case you aren't familiar with Beautiful Joe's, they are a mouthwatering treat made from pure, air-dried, pasture fed ox liver. It is no exaggeration to say that dogs go mad for them! Every time we sell a packet, we donate the same quantity to a rescue centre. The rescue centres give them as a treat to their residents and also use them for training. If you would like to learn more visit www.beautifuljoes.com

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07860 319563

Liberty London

Regent St, London, W1B 5AH
www.libertylondon.com
020 3893 3062

If you need an excuse to visit one of London's most stylish shops here it is: Liberty now stock Beautiful Joe's. We could tell you where to find them but much more fun to wander around searching for them.

Mr & Mrs Small

New Cavendish St., Marylebone,
W1G 9TT
www.mrandmrssmall.co.uk

With Milk London

Phillip Lane, South Tottenham,
London
Facebook: with MilkLDN

Pack and Clowder

18 Chatsworth Rd, London, E5 0LP
www.packandclowder.co.uk
Tel. 020 3302 7170

Pack and Clowder, offers a wonderful selection of everything from beds to bow ties for dogs and cats. Barclay (the rescue dog) and Jackie welcomes all visitors including those with four paws!

Muddy Paws

450 Ewell Road, Surbiton, Surrey
KT6 7EL
020 8390 6284

Love My Human

308 Kings Rd, Chelsea, SW3 5UH
www.lovemymhuman.co.uk
020 7971 7338

Jenny Matthews (and her two adorable Tibetan Terriers) have created one of the best pet shops in the UK – maybe the world – in the heart of Chelsea. Worth a special trip.

Bird Dog Grooming

311C Lillie Road London, SW7 6LL
www.birddoggrooming.co.uk
0207 610 2674

Wolfe Vets

Chiswick High Rd, London,
W4 5RG
www.wolfevets.co.uk
02078 617 4477

About Dogs, Doggy Day Care

Mill Hill, London NW7 4BB
0203 686 9446

Celestial

34, Lordship Lane, Dulwich,
SE22 8HJ
020 8693 4059

Nathalie Mayfair

7 Hanover Square, London,
W1S 1HQ
www.nathaliemayfair.london
0203 146 0663

Albert's Dog Grooming & Care

Hoe Street, Walthamstow, E17 4RT
www.alberts.dog
07584 434959

Sift Bakes and Brews

5 Mortlake Terrace, Mortlake Rd,
Kew, TW9 3DT
www.siftbakesandbrews.co.uk

A Dog's Life

44 High St, Eton, Windsor SL4 6BL
www.adogslifeco.com
01753 865794

Home Barn Lifestyle

Little Marlow, Bucks, SL7 3RR
www.homebarnshop.co.uk
01628 474011

Motion Pet Rehab

31 High St, Lingfield, Surrey, RH7 6AA
www.motionpetrehab.co.uk
01342 837946

The Hambledon

Winchester, SO23 9ES
www.thehambledon.com
01962 890055

Salt Café

Portchester, PO16 9DR
www.saltcafe.co.uk
01329 248609

Dog-friendly Salt Cafe and The Beach Hut Cafe are nestled in different areas of Portsmouth Harbour and boast glorious sea views. If the tide is high you can watch the boats, yachts and water sports. At low water, the birdlife is captivating. And they sell Beautiful Joe's!

Barkened

132 High Street, Deal, Kent, CT14 6BE.
www.barkened.com

British Design British Made

64 High Street, Battle, East Sussex
www.britishdesignbritishmade.com
01424 777711

Gratitude Tree Grocers

9 Richardson Road, Hove,
East Sussex, BN3 5RB
www.gratitudetree.co.uk
01273 933910

reste

58 High Street, Hastings, TN34 3EN
www.reste.co.uk

An artisanal homeware and lifestyle store offering beautifully crafted household goods and accessories (and treats!) since 2015. Worth making a special journey!

The North

RE

Bishop's Yard, Corbridge,
Northumberland, NE45 5LA
www.re-foundobjects.com
01434 634567

A delightful and eclectic mix of the furniture and objects for the home. It's impossible to summarise the sheer range of items, but if you need a plaster Virgin Mary and a bottle of the best bubble bath in the world, this is the place to go!

Purple Hound

Market Place, Corbridge,
Northumberland
Facebook: Purple-Hound

B&V Trading

Sale Town Centre and Altrincham
Market, WA14 1SA
www.bandvtrading.com
07764581005

Hurrah for this independent, one-stop shop for dogs and their humans! Especially as they offer such a great range of environmentally friendly, handmade and socially responsible dog accessories.

The Whitby Bookshop

88 Church Street, Whitby, YO22 4BH
www.whitbybookshop.co.uk
01747 606202

Ginger and Browns

Blakemere Village, Northwich,
CW8 2EB
www.gingerandbrowns.co.uk
01606 215800

A wonderful pet shop, opened just four years ago with a fantastic range of products and great service. They were (rightly so) awarded UK Pet Retailer of the Year for 2020.

Scotland

Barker and Bone

North Berwick, EH39 4HH
www.barkerandbonenb.co.uk
01620 894417

Dog Days Emporium

Constitution St, Aberdeen
www.dogdayemporium.com
01224 634433

Elliott's Of Edinburgh
21 Sciennes Rd, Edinburgh,
EH9 1NX
www.elliottsedinburgh.com

Nose to Tail Dog Boutique
7 Mansefield Place, Banchory,
Scotland, AB31 5YN
www.nose2taildogboutique.co.uk

Quince & Cook
Princes St, Perth, PH2 8LI
www.quinceandcook.co.uk
01738 231600

South West

Ruff Life, Cornwall
St Andrews St, Ives, TR26 1AH
www.rufflifecornwall.com
01736 798453

Domestic Science
Days Mill, Nailsworth, GL6 0DU
www.domesticsciencehome.co.uk
01453 833123

Wolfpack Petwear
The Square, Beaminster, DT8 3AU
www.thecollectivewolf.com
01308 861374

Winston James Woof
Paul Street, Frome, BA11 1DT
www.winstonjameswoof.com
07762 259015

Paws In Padstow
Trevisker Garden Centre, PL28 8LD
www.pawsinpadstow.co.uk
01841 550988

The Doghouse Deli & Bar
Fore Street, Polperro, PL13 2QR
07710 953763

The Dog House, Groomers
Church Street, Helston, TR13 8TG
07986 047124

The Teacup Tearoom
Church Street, Mevagissey
PL26 6SP
www.teacuptearoom.com
07483 899359

The Midlands & East Anglia

Doddington At Home
Doddington, Lincoln LN6 4RU
www.doddingtonhall.com
01522 812512

Eric and Dolly's
Burnham Market, PE31 8HF
01328-730472

Company of Hounds
The Market Hall, Shrewsbury,
SY1 1HQ
www.companyofhounds.co.uk

Natural, handmade and unusual products for dogs and dog-lovers. Whether you have a wellie-wearing country hound or an urban hipster hound you will be delighted. Of special note: their subscription boxes.

Wag & Bone
127b High Street, Aldeburgh, IP15 5AR
www.wagandbone.dog
07773 329609

Clementine & Wood
1 Covingtons Yard, Turvey, MK43 8DD
07832 323207

Giffords Hall Vineyard
Bury St Edmunds, Suffolk, IP29 4EX
www.giffordshall.co.uk
01284 830 799

Woofers and Barkers
22 High Street, Holt, NR25 6BH
www.woofersandbarkers.co.uk
Tel:01263 711900

A unique range of practical, luxury and gift items for the most discerning of dogs – sourced with an emphasis on ethics and the environment – and available in the charming Holt boutique or online.

Wales

Wrights Food Emporium
Llanarthne, SA32 8JU
www.shop.wrightsfood.co.uk
01558 668929

Online

Aurora Pets
www.aurorapets.co.uk

If you (or rather your dog) is looking for a carefully curated selection of sophisticated, luxury items from all over the world... look no further!

Oli Juste, Dog Trainer
www.olijustedogtrainer.co.uk

Daisy's Pawfect Gifts
www.daisypawfectgifts.com

Reg & Bob
www.regandbob.com

Although Reg & Bon have stylish, elegant and entertaining items to please any dog they also cater for the active and the adventurous. Great online shop with lots of original products.

Ravi & Co.
www.raviandco.co.uk

Zoomadog
www.zoomadog.co.uk

The Little Pet Biscuit Co.
www.littlepetbiscuitcompany.co.uk

A small family-run business making natural, healthy dog biscuits by hand in West Sussex. A fantastic place to find high quality dog treats, chews and toys.

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

The Alternative Cat

Winning cats

In the last issue of *The Alternative Cat*, we asked readers to submit photos of their beloved feline family members. The winning cat is Harry Fenby, who receives free food for a month. The three runners-up are Snowy Longford, Tiger Lester and Geoffrey Patel, who each receive £20 vouchers. Thank you to everyone who took part. It was **not** easy choosing the winners.

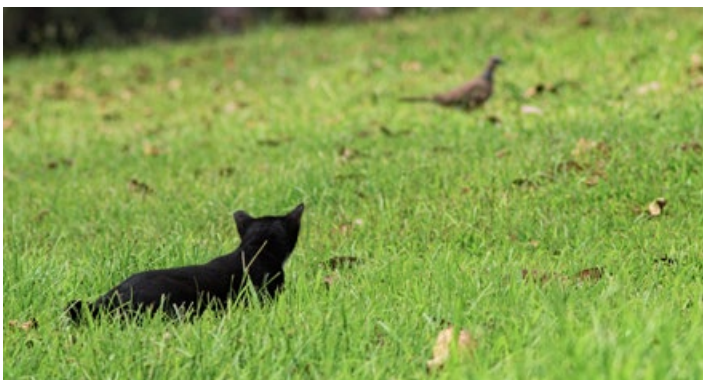


Harry Fenby, winner

Ask the (cat) expert

Q. How can I stop my beloved cat, Spike, from killing birds and small animals? I don't want to upset him but I hate seeing our local wild life being decimated (he is a very good hunter).

A. Members of the cat family are among nature's most successful predators. Predation was one of the traits (along with the purr, the snuggle, and the half-closed contented eyes) that made domestic cats such desirable companions during the earlier years of human existence. A good 'mouser' was highly prized for its ability to reduce the rodent population and the terrible damage mice and rats inflicted on stored grain and other food supplies.



Aside from keeping Spike indoors (which I suspect he would not enjoy), what can you do to give the unsuspecting birds a fighting chance? One approach is to attach a bell to his breakaway collar. Theoretically, the audible alert will warn of a fast-approaching object, giving his prey a few extra moments to elude capture. This technique has been suggested for many years, but its success has been called into question. In fact, two studies performed during the last decade found that cats wearing bells were just as successful in their hunting attempts as were bell-less cats.

But researchers at the University of Glasgow pointed out some shortcomings of these studies, and undertook a slightly different approach. One question they sought to answer: Does wearing a bell reduce the amount of prey a cat captures? Forty-one pet cats known to bring home prey were selected to take

part in the study. The cats came from a variety of rural and urban environments, and were currently wearing collars without bells. The study period for each cat lasted for two continuous months, and each cat wore the bell half the time. When wearing the bells, the 41 cats delivered a total of 82 mammals, 26 birds, and 10 amphibians; without the bells, they delivered 167 mammals, 48 birds, and 11 amphibians. These results were statistically significant, and at least during the timescale of the study, bell-equipped cats appeared to kill only half as many mammals and birds as they did when not wearing bells. There was no apparent impact on amphibian prey, though, presumably because the hapless frogs and toads either couldn't hear the high frequency bell sound, or they didn't associate the sound with impending doom.

So what about Spike? Placing a bell on his collar might impair his hunting success, but the only sure way to keep him from killing birds is to completely prevent his access to it, which, sadly, means keeping him indoors.



Q. How can I stop my cat from scratching my furniture. It is no exaggeration to say that my home is in tatters...

Many owners complain that their cats scratch furniture and carpets, chew on fabric, or munch on houseplants. These destructive behaviours not only destroy valuable items, but may also harm a cat's health. These behaviours are usually part of normal investigation and play and, fortunately, can most commonly be managed with an appropriate plan and patience.

Cats that scratch your favourite sofa or expensive curtains are not on a mission to destroy your home, but rather wish to satisfy certain needs. Scratching is largely a marking behaviour that deposits scent from special glands on the cat's paws into his territory and removes the translucent covering, or sheath, from the claws. The scratch marks and claw sheaths left behind may also be displays of confidence.

Because scratching is an innate behaviour like grooming or burying waste, it can be difficult to stop. However, cats can be taught to scratch on more appropriate objects like scratching posts. The following three tactics will help you redirect your cat's scratching behaviour:

Identify scratching preferences

To find out what your cat prefers to scratch on, observe her carefully. Does she prefer carpets, drapes, wood, or some other surface? Does

she scratch vertically, with her paws stretched out above her head, or does she prefer horizontal surfaces? Once you have figured out your cat's preferred target materials and orientation, you can buy a scratching post that suits her needs.

Provide items that match scratching preference

Scratching posts of all shapes, sizes, and textures are available at most pet stores. A carpet-covered post would be a good choice for cats that scratch carpets. If your cat prefers couches and other nubby surfaces, choose a post covered in sisal or some other rope-like material. The scratching post should also match your cat's preferred scratching orientation. A cat that climbs and scratches on carpets would probably prefer a post tall enough for a long stretch, such as those that mount on a wall or door. However, a cat that likes the horizontal motion of scratching on a carpet might be more likely to use a flattened cardboard box, or a log placed on its side. Redirect your cat's scratching behaviour by placing the post next to an area your cat likes to scratch. It can then be gradually moved to a location of your choice. If your cat scratches in several locations, provide a post near each one. Take your cat to the new scratching post and reward her with treats, strokes, and praise for using it. You can also entice your cat with treats or catnip placed on or around the post. Do not discard the used scratching post when it looks ragged and worn—that means the post is well used and is serving its intended purpose!

Make unacceptable targets unavailable or less attractive

The only guaranteed way to stop your cat from scratching a given area or object is to restrict access. However, if this is not practical, there are booby traps you can set up to discourage scratching. Build a tower of plastic cups that topples over when bumped to startle your cat when she begins to scratch. Covering items with blankets, sheets of plastic, or double-sided tape may also deter scratching. A more expensive tactic is an indoor fence that delivers a mild, harmless shock when your cat crosses a boundary.



"What kind of mischief are you into now?"

Q. Why does my cat lick itself so much? What can I do to stop her?

A. Licking comes naturally to cats (typically they can spend between 30 and 50 percent of their day grooming themselves) but sometimes this normal grooming urge crosses the line into obsessive behaviour. If your cat's licking seems excessive in frequency or duration, don't ignore the problem.

Cats will lick when an area of their body is itchy or painful. If pain is the issue, the licking is focused on the painful area, like in cases of disc disease or anal sac impaction. With itchy diseases, however, the licking is more widespread.

The area being licked gives a clue as to the cause, which can include anything from parasites in kittens to neurological diseases in older cats. Interestingly, cats with pollen or food allergies may lick their backs, abdomens or other areas of the body.

Licking that causes excessive numbers of hairballs hair loss is abnormal. However, as long as the licking doesn't break the skin's surface, no infection will occur. If the cat gets more passionate about licking

and abrades the skin surface with its rough tongue, infection can occur. Infection will intensify the licking and a vicious cycle will be set up, resulting in a serious infection. The solution to is to identify the underlying cause and correct it.

Excessive licking does not always stem from a physical health problem; the behaviour can occasionally have a psychological cause. Cats like consistency and predictability, and change can be stressful. A recent move, the addition or loss of another pet in the home, or even a change of schedule can cause anxiety in cats. Licking – which in such cases is considered a 'displacement behaviour' — may calm and comfort a cat, but it can sometimes become habitual if the source of the problem is not properly identified and addressed. Make sure you introduce change slowly, always leave your cat a safe, private place to tuck themselves away and give them attention. A cuddle or play can really help to relieve the stress.

Competition: win one month's food

For this issue's competition we would like to know what your favourite cat poem is. No more. No less. The prize is a month of free food for your favourite feline family member. Our favourite poem is *The Naming of Cats* by T. S. Eliot – reproduced below. The usual Honey's rules apply. Please send your entry by 15 January 2021 to: catpoem@honeysrealdogfood.com

Ho, ho!

A man walks into a bar with a cat and dog. They all sit down and the bartender says 'What can I get you?' The dog looks squarely at the bartender and says 'I'll take a Vodka, the guy will take a water, and the cat will take a Scotch.' The bartender, in shocks, says to the dog, 'This is AMAZING! You're a dog that can talk...' The guy looks at the bartender, and says, 'Don't be fooled, the cat is a ventriloquist.'

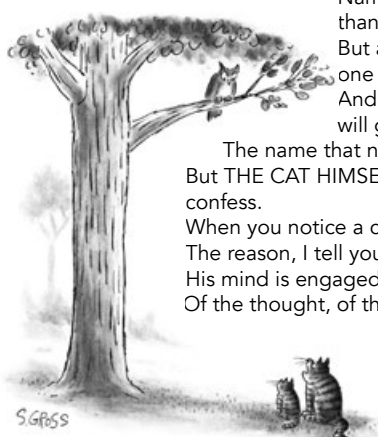
Thank you, Judy Evans

The Naming of Cats is a difficult matter,
It isn't just one of your holiday games;
You may think at first I'm as mad as a hatter
When I tell you, a cat must have THREE DIFFERENT NAMES.
First of all, there's the name that the family use daily,
Such as Peter, Augustus, Alonzo or James,
Such as Victor or Jonathan, George or Bill Bailey--
All of them sensible everyday names.
There are fancier names if you think they sound sweeter,
Some for the gentlemen, some for the dames:
Such as Plato, Admetus, Electra, Demeter--
But all of them sensible everyday names.
But I tell you, a cat needs a name that's particular,
A name that's peculiar, and more dignified,
Else how can he keep up his tail perpendicular,
Or spread out his whiskers, or cherish his pride?
Of names of this kind, I can give you a quorum,
Such as Munkustrap, Quaxo, or Coricopat,
Such as Bombalurina, or else Jellylorum--

Names that never belong to more
than one cat.
But above and beyond there's still
one name left over,
And that is the name that you never
will guess;

The name that no human research can discover--
But THE CAT HIMSELF KNOWS, and will never
confess.

When you notice a cat in profound meditation,
The reason, I tell you, is always the same:
His mind is engaged in a rapt contemplation
Of the thought, of the thought, of the thought of his
name:
His ineffable effable
Effanineffable
Deep and inscrutable singular
Name.



*"Owing to an impetuous act of your Great-Great-Aunt
Pumpkin's, we now have owls in the family."*

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!



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	



"There's one thing about Ben, you'll never catch him begging."

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
Pasture fed Beef	£1.28	£1.54	£2.55	£3.08
Pasture fed 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
Pasture fed 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, pasture fed 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 pasture fed 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 pasture fed per 1kg	£3.50
Beef liver pasture fed per 200g	£1.50
Beef tripe pasture fed 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 pasture fed per kilo	£4.90
Lamb trachea pasture fed 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 pasture fed 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.



RAW PROOF

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



The Real Honey's Dog Food story

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



The Lucky Dog Weightloss Plan

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

Our books are also available as FREE downloads on our website



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

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



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



Honey's Environmental & Ethical Report 2020

We thought it would be valuable to summarise Honey's key environmental and ethical challenges and achievements over the last year.

Many of our plans in this area have had to be postponed due to the pandemic. To offer just three examples: the company working on new packaging options for us was unable to make any progress; we had to stop work on a range of complete vegetarian and vegan food; and we had to cancel farm visits.

On the other hand, given the general state of the world, we did manage a few notable achievements including becoming carbon neutral and the rollout of our 100% recyclable packaging scheme. Jonathan, our founder, was also elected as a trustee of the Rainforest Trust, which to date has saved over 24 million acres of tropical forest. For the first time, we took the time to add up the value of the treats we had given away to canine rescue centres and it came to over £400,000, which was gratifying.

There is a very interesting book called *Winners Take All: The Elite Charade of Changing the World* by Anand Giridharadas, which is heavily critical of businesses trying to make a difference. In fairness, the author is really gunning for multinationals and plutocrats. Nevertheless, he has a good point: many businesses, large and small, are quick to trumpet small and meaningless achievements and to 'virtue signal' their activities.

At Honey's we take a different approach. We are in business. As a business it is unavoidable that we use the world's resources and cause a certain amount of harm. We are less concerned with what we have achieved than what we need to achieve. We won't make any operational change unless it is clearly going to be of benefit (this is why we aren't yet using compostable packaging or wool for insulation). We aim to be transparent with all our stakeholders: customers, colleagues and suppliers.

Finally, if there is something you feel we could be doing better, please let us know.

Honey's approach to ethical issues



Canine welfare

We offer free health and nutritional advice to anyone, even if they never plan to become a customer. We provide free books, fact sheets and other information to anyone who asks.



Farm animal welfare

We only buy British raised free range, pasture fed, certified organic and wild meat. We visit our producers to make sure they meet our own standards of farm animal welfare.



Charitable work

No charity that approaches us is ever turned away. We donate 1% of sales to Compassion in World Farming. For every packet of treats we sell we donate the same quantity to a rescue centre (£400,000 donations to date). Our founder, Jonathan, works on a pro-bono basis for the Rainforest Trust, of which he is a trustee. We support a large number of other not for profit organisations.

Honey's approach to environmental issues



Packaging

Our packaging is 100% recyclable. We use packaging that takes up 20% less space in a freezer than a tub and weighs 90% less.



Professional advice

We use two external resources to advise us: a specialist environmental consultancy, Ryeden, and a separate carbon expert: Dr Simon Forsythe.



ISO 14001

Honey's is, so far as we know, the first raw dog food producer in the world to have achieved ISO 14001 certification – the international standard for environmental management. We implemented our environmental management system (EMS) in 2013 and use it to ensure that we are measuring and minimising our environmental footprint.



Carbon neutral

In 2020 we became the first raw dog food producer in the UK to become carbon neutral.



Members of 1% for the Planet

In 2019 we joined 1% for the Planet – a global movement inspiring businesses and individuals to support environmental solutions through memberships and everyday actions.



Dog Food Miles

All our ingredients are British. Wherever possible we use local producers. We keep dog food miles to a minimum.



Print

We are working to reduce the amount of paperwork we create at Honey's. All our literature is printed using vegetable-based inks on Forest Stewardship Council approved paper and is fully recyclable.



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