

## Benefits of BARF!

- ✓ **Eliminate Skin Problems!** (Antibiotics and cortisone shots may be a thing of the past!)
- ✓ **Produces a Shiny, Lustrous and Healthy Coat!**
- ✓ **Eliminate Tartar!** (Save \$\$\$ on dental surgery)
- ✓ **Reduce Ear Infections!**
- ✓ **Boost Energy!** (Older dogs have more zest for life.)
- ✓ **Lose Unwanted Fat!** (Chronically overweight dogs gain muscle mass and trim down, safely)
- ✓ **Strengthens Immune System!** (Scooting and anal sac problems disappear; dogs are more resilient)
- ✓ **Live a Longer, Healthier Life!**
- ✓ **Helps Reduce Degenerative Diseases**



## *pet health* “CONFIDENTIAL”

the secrets of BARF  
and how to switch your pet  
to a healthy raw diet



### Did you really say “BARF”?

**D**You bet! The word BARF stands for Biologically Appropriate Raw Foods or Bones and Raw Food.

If you're just learning about the BARF diet and want to know how feeding raw foods can reverse health conditions and numerous other pet problems, you're in the right place.

One of the best things you can do for your dog is to put him or her on a BARF diet. Now, we expect you to be skeptical, most new Barfers are. You probably have many unanswered questions and that's okay too!

In fact, everyone who has switched their dog to BARF knows how fabulous this diet really is and in time you will too. So, if you're sitting on the fence, not sure if BARF is right for you, then let us tell you MORE!!!

Because, we're convinced that once you see all the problems your dog has struggled with for his entire life disappear once and for all, you'll be amazed too!

Pet problems like skin disorders, allergies, bad breath, decaying teeth, anal sac build-up and other pet challenges will be gone when your dog eats the kind of foods he was made to eat – the BARF Raw Food diet.

And, what's really amazing, with BARF you'll see some of these changes within days!

Of course, all animals are different and so the changes do vary from pet to pet, but the indisputable truth is: your pet's health will most definitely improve once you switch them to a diet that their bodies were designed to eat – the BARF diet.

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# Have You Lost Faith in Commercially Prepared Kibble, Canned & Semi-Moist Foods?

**We don't blame you!** With the recent tainted pet food scandal (Feb. 2008), more and more pet owners have become concerned about the health and nutrition of their pets.

The numerous pet food recalls and the deaths of cats and dogs have destroyed the trust of commercial pet food and thousands of pet owners have turned to healthier, more natural alternatives, including BARF.

The BARF diet is about feeding your dog his evolutionary living diet – raw food, which is what his body is designed to eat. As we have seen, the further we stray from this natural diet to modern grain based dry kibble diets, the more health problems we see in our pets today.

However, by making a simple change and switching your dog's food from processed to raw, you can reverse the problems, improve your dog's health and give him or her a longer, healthier life.

The important thing is to feed your pet a living diet so that the enzymes can properly do their job. Natural, raw and healthy foods that contain:

**NO Filler!**

**NO Preservatives!**

**NO Chemicals!**

**NO Coloring!**

**NO Grain!**

**NO Heat Processing**

You know the old saying "We are what we eat!" Well it's the same for our dogs.

When you give them the right foods they'll have the living enzymes to digest, absorb and prosper!

Years ago there were never so many different kinds of animal diseases. Have you ever wondered: **What's changed? Where did we go wrong?**

The answer is in the food and what we feed our pets today.



## You have taken the first step toward improving your dog's health and lifespan. Now let's get your pet switched over to the raw diet as soon as possible!

What's the best way to get started on the diet? How do I switch my pet over to a new diet and what should I expect in the process?

You may be asking yourself these questions if you're new to raw feeding and you are not alone. These are some of our most frequently asked questions.

There are several ways to start your pet on our natural raw BARF diet. You may even come up with your own way depending on your pet's health and general condition – after all no one knows your pet like you! However, here at Barf World we recommend the following guidelines.

## KEEP READING!

**INSIDE SECRETS**



# 3

## Important Things to Consider Before You Begin Feeding Raw

Are You Ready?

- **Are you really ready to make the switch?** Many people want to make the switch to raw but are still afraid of feeding a raw diet. Hopefully you've made up your mind to give your pet a new lease on life by feeding raw. Sometimes it is hard for pet owners to make a 100% switch. You may have questions or fears about nutrition or your vet doesn't support raw. Whatever the reason, please understand that only partially switching to raw will bring you only partial results. You cannot expect the same results from a 50/50 approach to this diet than from a totally raw feeding program.
- **What have you been feeding your pet up to now?** If your pet has some experience eating a variety of home produced foods, both cooked and raw they usually accept the BARF diet easily and there is much less likelihood of gastrointestinal upset. With kibble-fed pets the change is much more dramatic for their system. Keep this in mind when considering if you should make the rapid or slow switch to raw.
- **Should I use the rapid or slow switch method?** Most of the time, the switch to raw can be done quickly and will be trouble free. Although it is natural to think the slow switch might be better, the rapid switch is usually the best in most circumstances.

START NOW!

## The Rapid Switch – Just Do It!

This is the simplest way to make the switch. You simply go ahead and do it! Yesterday you fed your pet kibble, canned or semi-moist foods. Today you begin to feed the BARF Diet patties or nuggets. The general experience and consensus is, that the rapid switch is the preferred, simplest, most trouble free and most successful method for dogs particularly young and healthy dogs with a relatively normal gastrointestinal system.

The rapid switch may not be appropriate with pets that are older, or for pets with digestive problems or impaired immune systems. Many older pets that have been kibble fed all their lives (and some younger ones for that matter) cannot tolerate both raw food and kibble together in their digestive tract. This combination can result in diarrhea or vomiting or both. In this case we recommend the slow switch.

## Steps To Follow

- **First Day Fast** – Yes, do fast your pet the first day to allow the body to cleanse itself of toxins and to make your pet very eager for their meal the next day. Don't worry – fasting not only clears the body of toxins but it gives your pets organs a much-needed rest for 24 hours. You are doing them a favor – remember this, even if they try to make you feel guilty!
- **You might notice symptoms of diarrhea or vomiting.** These are temporary and normal in the detoxification process. There is no need to be alarmed if this occurs initially as your pet's digestive system adapts to the change. If you've ever done a one day fast yourself you may have experienced similar conditions.
- **We recommend supplementation with E-BARF Plus supplement** for the first 30 days to strengthen the immune system and help to maximize the digestive process.
- **Feed the recommended amounts of food** – don't worry if your dog gobbles it up and still seems hungry (and they will, in most cases, gobble it up!). Please follow the recommended feeding guidelines on our Easy Feeding Chart. Post a copy near your freezer or refrigerator for easy reference.
- **Take your dog for a walk!** Play with your pet – no matter how good the food, the ultimate ingredient is love. With the barf diet, proper exercise and lots of love your pet will be the happiest and healthiest dog in the world!
- **Call Us – Write Us – E-mail Us.** We would love to know how you are doing and if you have any questions or problems we are here for you! You can always reach us at 1-866-282-2273.



## The Slow Switch – Be Patient

We do recommend this for pets with compromised immune systems or sensitivity to dramatic changes in diets. The raw meat should be introduced slowly to prevent major detoxification symptoms and gradually wean your dog from previous dry, canned or semi-moist foods. This can take longer for some dogs than for others.

This is not an exact science. Don't worry if your portions are not perfect in size and volume – just follow the general outline and you will have success. Remember our goal is slow and gradual introduction so don't get too hung up on exactness in the process.

*Impressive*



### Steps to Follow

- Day 1:** Fast your pet to allow the body to cleanse itself of toxins and to make your pet eager for the next day's meal.
- Day 2:** Feed 90% of the old food diet for the morning meal and 10% of the raw diet in the evening. In other words if you feed two cups of kibble per day (one at each meal) then feed 90% of that amount in the morning and a small amount of raw food (10% of diet) in the evening. This first day the evening meal is very light.

**NOTE:** Because the digestion time is different for processed diets and raw meat diets we suggest you separate the feedings and feed the raw meat in the evening and the old diet in the morning.

- Day 3-12:** Gradually increase the raw diet each day by 10% and decrease the old diet by 10% each day for these next 9 days. (Your morning meals will get less and less each day.)
- Day 13:** On the 13th day you should be feeding ONLY the BARF Diet Patties and you can begin to feed only BARF in the morning and evening. We advocate feeding your dog twice a day – once in the morning and once in the evening.

Suggestions: You can thaw a patty in your refrigerator until it can be divided into sections of 1/8, 1/4, or 1/2 depending on the size of your dog. Place in separate containers for feeding at the appropriate time. Remember – this is not an exact science so don't worry if you feed a bit more or less at one meal.

My dog, Cassie is a former show dog and comes from champion lineage. She developed scabby, dry, itchy skin as well as patches on her ears and throat. I thought I should change Cassie's diet. I started to supplement her kibble with BARF. **I began to see a dramatic improvement in her skin and coat condition.** Now that she's been on the BARF diet she no longer has those patches on her throat and ears and she has stopped itching!

– Cassie's owner, Pam U.  
from Lakewood, WA





## How much BARF should you feed your pet?

How much raw should you feed? You know what you've been feeding with kibble but how does that convert to raw patties or a raw diet? How much you feed is based on the weight of your dog and their lifestyle. It depends if your dog is a puppy, a performance dog or just a dog with normal level activity. Please refer to our handy feeding chart that clearly explains how much to feed.

### Patty Feeding

#### Daily Feeding Chart

	Puppy	Performance Dog	Average Dog
12LB	1 1/2 Patties	1 Patty	1/2 Patty
25LB	3 Patties	2 Patties	1 Patty
50 LB	6 Patties	4 Patties	2 Patties
100LB	12 Patties	8 Patties	4 Patties

### Nugget Feeding

#### Daily Feeding Chart

	Puppy	Performance Dog	Average Dog
12LB	3 Cups	2 Cups	1 Cup
25LB	6 Cups	4 Cups	2 Cups
50 LB	12 Cups	8 Cups	4 Cups

1 cup serving = approximately 15 nuggets

Please feed the amount shown on the chart. Do not overfeed your pet. You can feed your pet once or twice per day but do not exceed the total amount shown on the chart.

General Rule: When you first start to feed raw food, do not overfeed. It is better to spread out the feeding in smaller amounts than to do it all at once. And volume – just follow the general outline and you will have success. Remember our goal is slow and gradual introduction so don't get too hung up on exactness in the process.



Before being on the BARF Diet™, my vet suggested that Sheena come in for a dental cleaning, as she was developing tartar build-up. I was hesitant to get her teeth cleaned by the vet because I worried about the use of anesthesia, especially for such a minor procedure. Now that's she's been eating the BARF Diet™, **her breath is fresher, her teeth are much cleaner and the tarter build-up has greatly improved.** Sheena has been on the BARF Diet™ for about a year now and believe me, she doesn't act like a 10-year-old dog. She has the attitude and look of a younger, happier dog!

– Sheena's owner, Joanne F,  
from Massapequa Park, NY



# TAKE CONTROL!

## Challenges and How to Overcome Them

You may face certain challenges or problems when you switch your pet to the raw diet. Don't despair or worry – it is ALL WORTH IT! Knowing and recognizing normal switching problems is more than half the battle and you'll learn here how to overcome them.

### CHALLENGE # 1 INSTANT TUMMY UPSET AND DIARRHEA

It's not unlikely that you will see a little bit of diarrhea due to the sudden change in diet. It is usually short-lived and not enough to cause dehydration. Your pet should still be active, happy and ready for the next meal. However here are some suggestions and guidelines for this challenge.

**CALL YOUR VET:** If your pet is running a fever, has frequent diarrhea, is dehydrated or lethargic, your pet may have a bowel infection.

### SOLUTIONS

- You can **remove your dog from the diet** (short 12 hour fast) to give the bowels a chance to rest and time to settle down. Then reintroduce the raw food in a series of smaller meals to break the fast.
- If you are not already using **E-BARF Plus**, we suggest that you add it to the diet according to the label instructions.
- If you don't have any E-BARF Plus handy, **a probiotic such as yogurt or kefir** can be added as a treatment at this time. Normally we suggest a heaping teaspoon of yogurt or kefir or every 5 pounds of animal weight. For example, if your dog weighs 20 pounds then add 4 teaspoons of yogurt or kefir.
- **Your pet's digestive system** may not be able to cope with a mixture of raw and processed foods (if you are doing the slow switch). Be sure not to mix raw and processed foods together and feed at the same time. They should be fed separately at different meal times during the switching process.
- **Keep the meals consistent** – don't introduce a new variety of protein every day and do things gradually and slowly. Use common sense – see how your dog is doing on a particular protein and then gradually, once stools are firm and solid introduce the next variety.

### CHALLENGE # 2 – INSTANT TUMMY UPSET AND VOMITING

Your pet may vomit when fed the BARF diet for the following reasons:

- Your pet may have an allergy to the protein being served in the diet.
- Your pet may have intolerance to one or more of the ingredients in our diet
- Your pet may not be able to tolerate fatty meat such as lamb.
- It may simply be a matter of temperature variation – i.e. the food may be too cold and is better served at room temperature.
- If your pet is being treated with antibiotics or steroids or has been currently treated in this manner the antibiotics/steroids may have an adverse effect and cause vomiting.

### SOLUTIONS

- Do not continue to feed the specific protein that may be causing the problem. **Switch to another variety.** For example, you may be feeding a beef patty so switch to a chicken patty. Do not feed the combo diet as it contains all the proteins.
- Your pet may have **intolerance to other ingredients** in our diet, although generally we do not find this to be a common occurrence. Check to be sure your pet is not allergic to egg or any of the other ingredients listed.
- It may be that your pet cannot tolerate a fatty protein, **try switching to the chicken variety.** Do not feed combo diet as it does contain lamb and pork. If your pet has been or is being treated with antibiotics or steroids, E-BARF Plus should be used to regulate and rebuild the bacterial flora in the gut. Please visit our website at [www.barfworld.com](http://www.barfworld.com) to learn more about E-BARF Plus.

**CALL YOUR VET if vomiting persists and your pet has not eaten for 12 hours. Constant vomiting can cause an electrolyte imbalance and dehydration.**



### CHALLENGE # 3 – REFUSAL TO EAT

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Younger and more active dogs as well as larger breed dogs often readily accept raw food on the spot. No problem. However smaller breeds may be more finicky eaters and turn their noses up at the raw food you hoped they would love.

What you must **not** do is feed the old dry kibble or canned food diet they are used to. Often pet owners with the best of intention will leave “just a little kibble” out with the raw food just to make sure the dog gets something to eat and doesn’t starve if they don’t initially like the raw diet. Don’t do this. Remove the kibble completely.

### SOLUTIONS

- **Be patient.** Getting your pet to eat raw may take time. You must not give in just because they want the old food back. The old food most likely had chemicals, flavor enhancements, and fat sprays added in an effort to make it more palatable. You will be victorious if you just stick to your guns.
- **Warm the food** – we didn’t say cook it! But you could soak in hot water (place the patty in a ziplock bag first) just to take the chill off. You can even microwave it for a few seconds but don’t cook it. This may help your pet accept the raw patty.
- **Add a little human food to the patty** – just a little. You can get creative here and then gradually use less of the human food until it is not needed.
- **Don’t give up.** Work at it. You will be successful and your pet will be healthy again.
- **Quick Trick: Sprinkle some powdered garlic on the food** – it can work miracles.

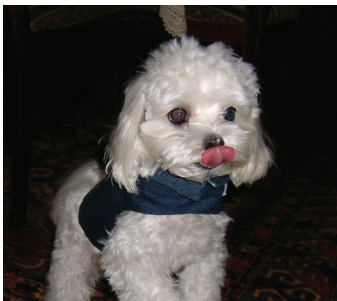
### CHALLENGE # 4 – LOVE AT FIRST SIGHT BUT THEY’VE LOST INTEREST!

Your dog loves the BARF diet, but after a week seems disenchanted and stops eating. He might sniff at the bowl, but then he walks away, almost disinterested in eating.

While this might appear strange it is totally understandable. Why? For the first time in his life your dog is not hungry. Not only that, he’s totally satisfied.

### SOLUTIONS

- **DO NOT PANIC AND RETURN TO OLD DIET.** This is a big mistake for many new to raw feeders. Prior to feeding a raw diet your pet may have always seemed hungry and begged for food. This is no longer the case. He is satisfied and no longer hungry. Just like you feel when you’ve eaten a satisfying, delicious meal.
- **The 12 or 24-hour fast** is a great solution. Your dog is not too hungry anyway. After this short fast your dog’s appetite will return. So, remove the food and wait this short time period out.
- **Alternate Variety** – this might also be an excellent time to introduce a new variety of the BARF diet – if you’ve been feeding chicken switch to beef or lamb or combo.



When we got Jay-Jay home he was about 4 months old, and he was very picky about what he wanted to eat from the very first day. We tried many different foods, but with little success. Somebody suggested that perhaps the BARF Diet would be good for him. We found a local supplier, bought the frozen chicken and the combo, and it was an instant success. Jay-Jay really enjoyed the food and he has been on the diet ever since. He is now almost five years old, very healthy and extremely social. He has no weight or teeth problems and it is obvious he enjoys life very much!

– Jay-Jay’s owners, Yoko and Knut M. from Rancho Palos Verdes, CA



## CHALLENGE # 5 – WEIGHT LOSS ON THE NEW DIET

If weight loss is one of your goals in switching your pet to raw you'll be happy to know that most pets do experience weight loss when they begin to eat a raw diet.

If your pet was of average size before switching to raw and now begins to look a little thin – don't worry. This also is normal. Usually after this initial period of weight loss your pet will return to a more normal body weight.

What causes the initial weight loss? It could be due to several reasons and much depends on your pet and his body condition but here are a few possibilities:

- Reduced sugar and starches in the diet – You are now feeding a really different diet, one that is totally different to the processed kibble you may have fed in the past. As a result your pet is most likely losing body fat.
- You may not be feeding enough – this can happen but if you are adhering to the feeding guidelines on our packaging this should not be the cause.
- There may not be enough fat in the diet you are feeding – this problem occurs more with home barfers who are not familiar with the principles of fat and where to get it from and how much your dog should have. With the BARF diet patties, we have carefully formulated and designed the patties to provide the proper fat necessary in the right amounts to your pet.

## SOLUTIONS

- Be sure you are feeding BARF Patties that have been **formulated and designed to meet all AAFCO regulations**. They are a complete and balanced diet for your pet.
- Check the **feeding guidelines** provided at [www.barfworld.com](http://www.barfworld.com) and also in this special report.
- **Call BARF World** if you have any concerns, questions or problems with the weight condition of your pet at **1-866-282-2273**. We will refer you to our nutrition specialist and he will help you through the process.



I have been feeding my soft-coated Wheaten Terriers BARF patties for over a year now and I am thrilled with the results. My first Wheaten, a female, would eat anything at all and never had digestive issues, but was always carrying a few extra pounds that we

couldn't lose. My male Wheaten would eat only a few things and that did not seem to include kibble. I tried so many different brands of kibble for him and he did not gain weight. I tried adding cheese, then home cooked supplements, then hand-made meatballs and still he did not gain weight. He was so thin that it was holding us back in the show ring. I was advised to try feeding a raw diet for both dogs but I resisted out of fear of germs and inconvenience. Then I heard a presentation on BARF frozen patties. I decided that since I had tried everything else I would try this and see. **To my amazement, both dogs loved the patties!**

**They had energy and stayed healthy and vibrant.** My female lost weight and my show male gained weight! I find it is easy to control their weight with the patties and I always know they will eat their meals. I am very impressed with the food. When people see my show male they often ask what I feed him and I proudly report BARF frozen patties – try them for your dogs, they will love them!

– Dog handler of Soft-Coated Wheaten Terriers,  
Sandy R. from Boxford, MA





## CHALLENGE # 6 – WEIGHT GAIN ON THE NEW DIET

Your pet may initially lose weight but after several months seems to be putting weight on again. This normally does not happen with people feeding our formulated patties and we tend to see this more with people preparing the BARF diet from scratch at home. Here are some of the possible reasons:

- The protein being fed may be too fatty for your pet.
- You may not be adding enough leafy green veggies.
- Have you added some sugar or starch to the diet over above normal amounts?
- You may be over-feeding your pet.
- Be careful with TREATS – they can be the cause of the weight gain.

## SOLUTIONS

- We recognize that many raw feeders like to prepare the meals themselves at home for their pets, which is not only fabulous but also commendable in our world today. Be sure however that you **check how fatty your protein source is** and perhaps switch to a leaner cut of meat.
- **Bones**, while fabulous for your pet are also high in fat. Consider how many bones you are feeding on a regular basis and consider cutting back on these.
- **Check your ingredients** – don't slack off on the veggies and be sure there are adequate amounts of all components in the diet if you are making it yourself. You don't have to worry about this if you prefer to feed the premade patties.
- **Check the amount you are feeding** and be careful not to overfeed your pet. Many owners fear their pets are still hungry when in fact they have been adequately fed and are very satisfied. Don't judge your animal by your own eating style or habits.
- **GET LOTS OF EXERCISE** – WALK YOUR DOG – PLAY WITH YOUR DOG. We cannot stress this point enough. If your dog just lies around all day it will not require as much food. But if you exercise your pet you are stimulating the metabolism – allowing it to burn up energy. If you've become a bit lazy with your exercise routine – step up to the plate. Your dog needs regular exercise as much as you do. Just do it.

We have a 4 year old German Shepherd and a 17 year old Cockapoo and both of these healthy canines have either grown up on the BARF raw diet or spent much of their golden years benefiting from this excellent food. We chose BARF on the recommendation of a trusted friend, but time and experience has proven that the advice was solid. Our animals are healthy and happy in no small part due to the excellent nutrition they receive from this great food. We know how important a good diet is to the life and happiness of our animals and we give them the best we can to insure that they will be a part of our family for a long time. The only other things we add are love, exercise and excellent veterinary care when needed. Thank you BARF for providing excellent nutrition for Heidi and Dawg.

– Heidi and Dawg's owner, Norma S., from Cleveland, OH



## CHALLENGE # 7 – MY PET IS CONSTIPATED

This isn't always the most pleasant subject to discuss but it's critical to understand you dog's poop. If you've been feeding kibble or canned or any processed food you are no doubt used to seeing lots and lots of poop, which can be very smelly! Miraculously, when switching to BARF, your pet's stools become well formed, white in color with less odor and much less volume.

Constipation is possible because our diets are so nutritionally complete that all that is left in the stool is ash and fiber. This tends to make the stool firmer and reduces the odor.

### SOLUTIONS

- Add some **canned pumpkin** to the diet.
- Add some **additional fiber** with psyllium fiber – this is available in any grocery or health food store. Follow the directions according to the weight of the animal.
- Add more **fruits and veggies** to the diet.
- **Reduce the amount of bones** being fed to the dog for a short time until condition improves.

All of the above will help to regulate the intestinal mobility and create a peristaltic movement that will ease in the elimination process. **If the condition worsens CALL YOUR VET – there may be other problems such as a blockage that will need medical intervention.** However, normally the above solutions are sufficient to get things on track again.

## BEGIN TODAY!

Some people have second thoughts about feeding the raw diet and are sitting on the fence even after placing their first order for BARF diet patties. If this is you, and you're in some way worried or unsure about what to do and how to go about making the switch, pick up the phone and call us.

At BARF World we have over 30 years experience in feeding raw foods and we can help you. We will answer your questions and concerns. If you call outside of business hours or we are busy with other customers you may get our voice mail but **WE WILL CALL YOU BACK AS SOON AS POSSIBLE.** Call our toll free number – we are dedicated to serving you and helping you get your pet onto the raw diet as soon as possible.

