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From an exceptional land of plenty - New Zealand - comes ZiwiPeak, a natural range of premium pet products with a unique real-meat composition to meet the dietary needs of cats and dogs, the way nature intended.

ZiwiPeak has developed an inspired range of 100% natural, ranch-raised foods and treats, containing only the purest New Zealand ingredients with no preservatives, colours, fillers, grains or added salt.

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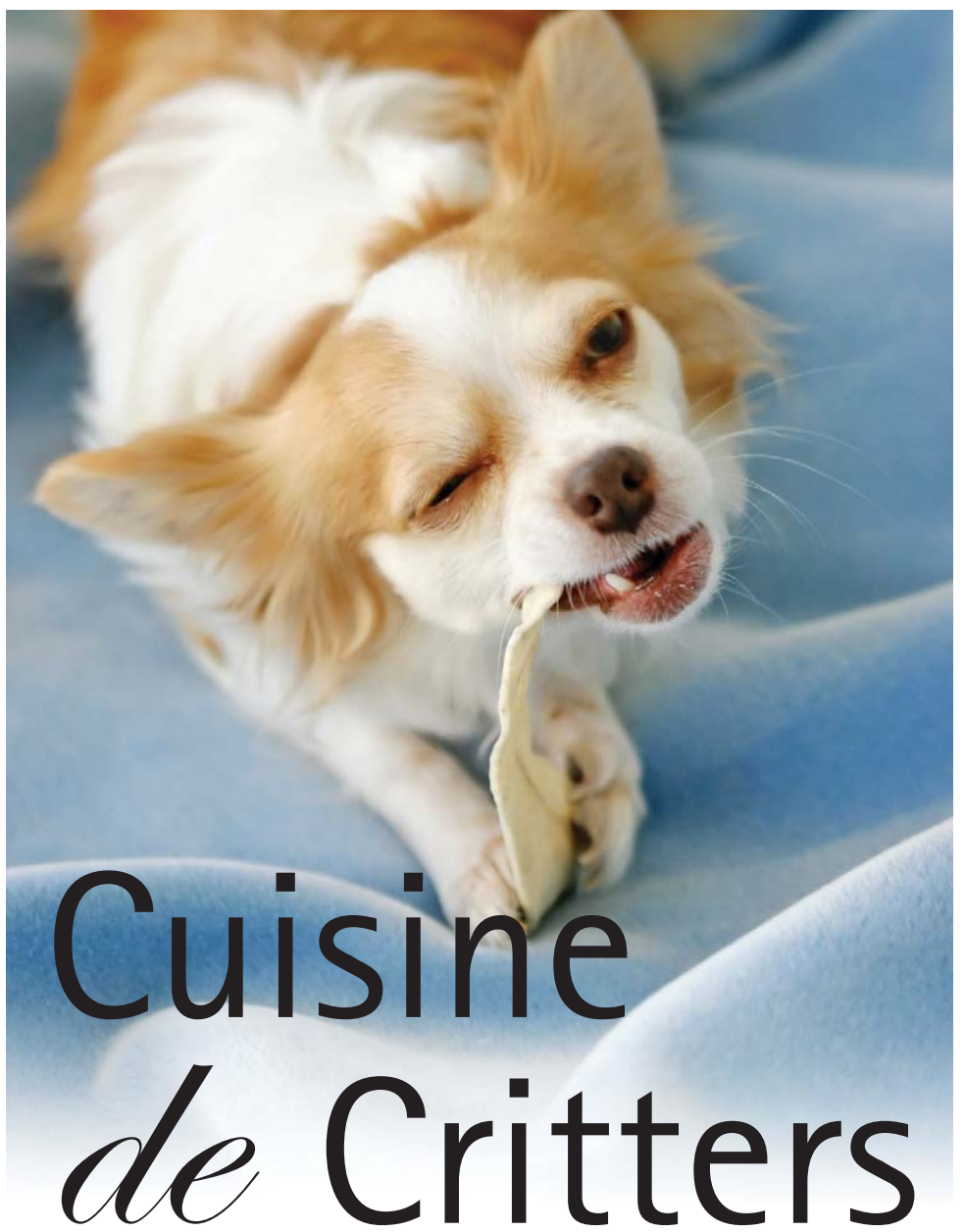


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NATURAL NEW ZEALAND PET NUTRITION



Cuisine de Critters

By Phil Tripp (Pet Chef)

Having attended the pet industry trade show at Sydney Showgrounds late October, a Pet Expo consumer show in early November at Rosehill Racecourse and preparing to go to the Global Pet Expo pet industry trade show in San Diego in late March, I've been amazed at the number of pet food products that have been unleashed on the market. It seems like a month doesn't go by that a new premium pet food springs up, a new boutique pet treat company comes to life or some new pet food product additive / supplement / nutraceutical is promoted.

In just the dog food sector alone, the number of new products is staggering, but not compared to the US which is absolutely mind-boggling as you'll see later. US products and some from other countries are often introduced here, though they take a long time to get approved and have to pass a number of tests as well as quarantine restrictions to importing.

If you want to get ill, read up on how low end commercial, supermarket brands of dog food are made, or for a taste of malaise, actually read the ingredients! There is a vast difference between human grade food and pet grade products and without tipping you to the ugly side of dog food, the way it has been manufactured is shocking at times. It's no wonder that canny consumers are foregoing what were once populist brands and converting to premium and super-premium food options such as Science Diet, Supercoat, Nutrience, Purina Pro-Plan,

Advance and other high nutrient formulas. But there are other options too ranging from all meat extruded dry food to canned luxury foods.

Some of the more provocative US foods that aren't on the market here tout all sorts of attributes. Paul Newman, having introduced salad dressings, pasta sauces and popcorn, has now turned his hand to Newman's Own Organics with 'no antibiotics, hormones, chemical ingredients, artificial preservatives, colours or additives'. Makes you wonder what's in standard pet food. Evangers Super Premium is billed as People Food for Pets and claims to be hand packed with whole mackerel and chicken thighs that are 'bone edible'. There's Canine Caviar, Chicken Soup for the Pet Lovers Soul, Old Mother Hubbard Wellness Dry Dog Food, Bow Wow Breakfast cereal for Dogs (GrrNola or BarkFast Squares anyone?), truly a Breakfast of Chumpions. It gets ludicrous after awhile watching how branding and marketing are pandering to the status level of dog ownership.

Some brands also cater to the fear factor. Solid Gold Health Products ad campaign in US dog magazines stressed the problems with 'other' pet foods which included distasteful ingredients, mad cow potential, preservative and allergic reactions to additives. It also railed on about grains and a certain fungus, but few noticed. In December, more than two dozen dogs were certified as having died from aflatoxin poisoning from Diamond Pet Foods and as many more were critically ill, causing the recall of 19 brands of the company's foods from

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For more information on HARI Parrot Breeding and nutrition please visit, <http://www.pubnix.net/~mhagen/>



half of America. Aflatoxin is a naturally occurring toxic chemical by-product that attacks the liver from the growth of the fungus *Aspergillus flavus* on corn, peanuts and other crops. The fungus develops on crops during years with severe high temperature stress and drought.

From the US, Dick Van Patten (you remember him as the balding Dad with the bad comb-over, of TV series 'Eight is Enough') had his Natural Balance Organic Formula dry dog food introduced here as a super premium product last year. But what you may not know is that in the US, he's launched a line of canned foods that are so palatable, he scored PR points for eating them on TV talk shows with the hosts. Flavours include Hobo Chilli, Irish Stew, Chinese Take Out and Dumplings with Gravy. They're not yet available here, but even more amazing is that having started out with a humble dog food formula, he's also branched out into zoological formulas for Carnivores, Omnivores and Reptiles. He's even got a Potato and Duck formula for animals with food allergies.

An interesting character, his site has a lot of information on his products and we found a fascinating article on him in a Los Angeles free pet magazine like ours, The Pet Press (<http://www.thepetpress-la.com/articles/dickvanpatten.htm>). But I shuddered to see him dressed in a chef's hat, even though the marketing angle is strictly Yank. I must say, our dogs loved the samples.

RAW FOOD ROLF!

First off the proportions of the end product should be 60% raw meat-uncooked and fresh-30% raw grated vegies and 5% fruit plus 5% cooked or raw grain. For a small dog 1/2 to one cup is suitable, for a dog from 10-20 kilos a cup to cup and a half and for over 20 kilos 2 cups.

The meat should be fresh and if you want to try it with a fairly powerful food processor, see if it will grind up chicken necks, ribs, backbones or wingtips to add bone content. Otherwise, they can be fed on the side. You'll want to grind the meat into a mince which you could use a meat grinder for but you will probably have used the food processor already to do the vegetables.

As for vegetables, you'll want to use raw vegetables that are chopped extremely fine (less than a grain of rice as comparison) and use as many green and yellow/orange vegetables as possible. If you are using squash or pumpkin/sweet potatoes, best to cook them halfway to soften the rind and limit spinach or beet leaves because they are high in oxalic acid which is not best for the kidneys in large doses. Dark leafy green vegies, broccoli, carrots (with tops), turnips (with tops), zucchini, cauliflower, beans and peas (with pods) are all fine. Just make sure to thoroughly wash the vegetables to eliminate any insecticides or other chemicals that might be on them. As for cabbage, it

Eagle Pack is also a newish US pet food to Australia in both canned and dry versions which is branded 'holistic' made from chickens raised by Amish farmers. I'm not sure what that adds to the mix, but it's a kitsch marketing plug. From New Zealand, the Nutro brand has been introduced which also claims to be 'holistic' as well as having antioxidant ingredients-sounds like a pitch for health food for dogs and cats. They're both following the trend to 'organic and beyond' marketing.

An interesting newcomer to the Australian scene is also from across the Tasman. ZiwiPeak boasts ranch-raised meat that is free of hormones and antibiotics-such as air-dried venison, venison and seafood with wild caught fish, mussels for glucosamine and a Tripe Lamb/Venison combo in canned food. They also have a range of air-dried treats that like their foods are high protein without carb fillers. Because of its clean image, pet foods and supplements from New Zealand are making quite an impact around the world and this product was launched overseas before being brought across the Pond.

An interesting local choice we've come across that is handy and well thought out is the BARF patties that are the product of veterinary food scientist Dr Ian Billington. What makes this even more fascinating is that it's an Australian export overseas-BarfWorld in the US has licensed the formula and manufactures there as is done here. BARF is a somewhat unfortunate, yet catchy marketing moniker and stands for Bones And Raw Food, combing the

can make the hounds a little farty but I use it anyway. Also, a head of garlic goes in well, no need to peel.

Process the vegies in batches, using a bit of water if need to help make the end product fine. You can then add in the fruit ingredients which bananas and apples are great (just take out the seeds), pears, citrus that has had the rind removed, but no grapes or stonefruit seeds as they can be toxic.

As for the grains, I prefer cooked rye, brown rice, millet, quinoa, buckwheat or wheat and of course, dogs seem to relish oatmeal so whole oats would be fine. Process the grains to break them up.

As for additives, I've used flaxseed, soft cooked egg rather than raw egg (it's better because a substance in raw egg breaks down biotin), processed or cultured dairy products (cottage cheese, yoghurt, kefir and limited cheese) are fine but not pasteurised milk. I've also used spirulina and kelp/seaweed, nutritional yeast or brewers yeast (great for making dogs unpalatable to fleas) and glucosamine for older dogs. Some people also pulverise eggshells once they are washed.

If your dogs are like ours, they will rolf this down with great relish. Just make sure all the ingredients are well blended.

The next recipe is for the equine companion, but I find our dogs and parrots love chunks of them just the same. Use dark molasses if you can get it, probably from a health food store.

attributes of vegetables and fruit (which canines would normally get from eating the digestive tracts of herbivores and other caught animals), as well as ground bones and raw meat among other ingredients.

I was initially dubious of this combo, having suffered the email blast of an overseas zealot to this diet, but I'm happy to say that having overcome my doubts, I've used BARF patties as a convenient and nutritious additive to my dogs' varied diet. And if you look at the ingredients-finely ground beef bones, beef liver, whole egg, cultured kefir, broccoli, celery, spinach, carrot, ground flax seed, bok choy, dried alfalfa leaf powder, beef kidney, beef heart, unbleached beef tripe, apple, pear, grapefruit, orange, dried kelp powder, garlic, capsicum-it's an interesting array of nutrients.

We are sharing a recipe for a raw food dish first that you can prepare at home in a food processor and freeze any leftovers in ziplock bags for convenient meals at a later date (within a month preferably-label the bag).

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Horse Muffins

Ingredients:

- 1 1/2 cups bran
- 1 cup whole wheat flour
- 1 teaspoon baking soda
- 1 teaspoon baking powder
- 3/4 cup skimmed milk
- 1/2 cup molasses
- 2 tablespoons cooking oil
- 1 egg, beaten

Method:

Stir together bran, flour, soda, and baking powder. Mix together milk, molasses, oil and egg. Mix wet ingredients into dry ingredients. Bake in greased or paper lined muffin tins at 200 degrees for 15 minutes.

Add shredded carrots, apples, raisins or spices if you wish.

For further information on raw food diets, go to these sites:

<http://www.healthyvet.com>
<http://pet-grub.com>
<http://www.touchmoon.com>



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