

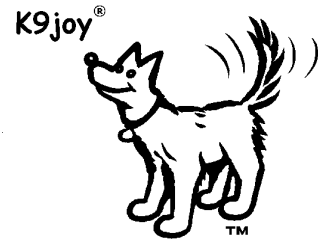
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SEMINAR:

"FACTS ABOUT DOG FOOD, DISEASE, GENETICS, MIS- INFORMATION, AND PROFITS"

Exposing the Commercial Treason against Canis Lupus Familiaris

Overall frame:

Evening (half-day) seminar of 3½ hours duration, sometimes more....

Preconditions:

Anyone who is interested in learning about WHY and HOW commercial interests can get away with making consumers believe that a carnivore should live on a diet that consists of at least 65% grain products, instead of a natural diet that is appropriate for the species....

It is recommended that participants have attended "NATURAL FOOD AND NUTRITION FOR DOGS" or have acquired the knowledge presented in that seminar through other channels, as this seminar will *not* deal with questions on *how* a natural diet is supposed to be put together... that knowledge will be taken for granted.

Objective:

To give the student such an understanding of the rationale for a natural feeding and the claims of the commercial interests related to "pet food" that he/she can judge the quality of information that is published – and understand its limitations.

To enable the student to understand that feeding a natural feeding is not only a matter of individual dog owners' choice, but most definitely also a matter of responsible breeding.



Contents:

- **Important conclusions regarding the natural diet of the wolf and the feeding of our domesticated dogs:**
 - Why *desired* food, in Nature, must be *healthy* food
 - How synthetic food sources completely mess with this...
 - How conditioning play a devastating role too...
- **The domestication process and its influence on our dogs**
- **The history of “pet food”...**
- **How food and genetics are related and influence each other:**
 - Reversible genetic changes resulting from inappropriate food
 - How inappropriate food can mask genetic problems
 - How genetic problems can be associated with desired changes
 - Why genetic testing on healthy natural food is paramount for sound breeding and for avoiding extinction...
- **Conflicts of interest, scaremonger, and money-makers...**
 - The veterinarian’s ethical dilemma
 - How research is conducted and presented to the public...
 - How decisions are made in multinational corporations
 - How government becomes part of this....
 - Why the “free press” is not so free after all...
 - What the kennel clubs’ stake is in this...
- **How deceit and fraud can be legal...**
 - Rules for labeling
 - How nutritional requirements are established...
 - Who regulates what is called “a balanced diet”?
 - How commercial food testing is done...
- **Some important diseases that are caused by non-adequate diets**
- **Dealing with skeptics - and enemies...**
 - The standards for misinformation – how the tactics work – and how they can be revealed as the bluff they are
 - “Nature is right, by default” – putting the burden of proof where it belongs, instead of accepting to “prove gravity”...
 - Retaining the right to *think* and use logic...
- **Working with your vet**
 - Who is boss – you or your vet?
 - Crucial information your vet needs from you...
 - The concept of “Completed Staff Work”
 - How to deal with non-cooperative vets...
 - Understanding your vet’s ethical dilemma and his/her dependency on his Trade Union for a livelihood



Good reasons for being alert...

Did you know that diet choices influence the genes? And that a wrong diet actually both can and will destroy the gene-pool of the species and make it go extinct?

Did you know that the wolf's natural diet contains less than 1% carbohydrates, compared to minimum 65% in all kibble products?

Did you ever wonder why a wolf can and will eat some 15-20% of its body weight in a single meal, whereas very few dogs will eat more than about 1%, maximum 2%, of their body weight, when being served kibble, when no scientist can tell the difference between the wolf's gastrointestinal system and that of a dog of similar size?

Did you know that, despite all laws and regulations, it is still very possible indeed for a manufacturer of "pet food" to preserve the food with dangerous chemicals and still write on the label "Preserved with Vitamin E and C", without breaking any laws?!

Did you know that "raw protein" can be 100% indigestible and have a nutritional value of ZERO?

Did you know that there is a "feather meal industry" that supplies feathers, made into powder, exclusively to the pet food industry as "raw protein"?

When you read the labels of "pet food" and add up the percentages claimed, you rarely get more than 30%. Do you know what the remaining 70% are?

Did you know that there exists "pet food" labeled "lamb and rice meal" that actually contains no lamb meat whatsoever? Legally!

Did you know that a maximum of 10% of the price of the commons brands of "pet food" is spent on buying ingredients? That means that, for every \$10 you spend on such products, you only get food for less than \$1...

Did you know that a veterinarian, who practices in North America, can get his license to practice revoked by the veterinary association and thus his livelihood destroyed, for reasons that are exclusively controlled by the association and not subject to recourse or public scrutiny, except by the vet starting litigation against the association?

Did you know that HD (hip Dysplasia) is 100% avoidable through diligent feeding?

Did you know that the "pet food" industry in North America makes a yearly gross profit of \$50,000,000,000? Fifty BILLION dollars!



What you get out of this seminar:

The seminars aims at making you understand why you cannot take the “public information” at face value. Although that information might not be legally “false”, it nevertheless constitutes such a minor fraction of the truth that most people are led directly to outright wrong conclusions, when they use it at par value.

After this seminar, you will know enough about the health problems associated with a non-adequate commercial diet that you can assist your vet in making good recommendations for your dog if it should get sick, for other reasons than those related to incompetent feeding.

The seminar will focus on giving you some very specific knowledge about how genetics are influenced by diet, how diseases can be provoked or obscured by diet, how consumers (and even vets!) are subject to serious and deliberate misinformation from commercial interests who have no other objective than their own profit. You will understand how the diet issue cannot be resolved in just one generation, but has to be considered over the course of as many generations as it took to create the genetic problems we experience today...

You will get to understand how all this “unbelievable” misinformation is both possible and for real – and you will learn some strategies for how to deal with it and remain sane. You will particularly be able to guide yourself in regards to diet for your dog, also in situations where your vet might be seriously biased in his/her diagnosis or recommendations, and might try to influence you to make unhealthy decisions for your dog.

What your dog will get out of it:

For your dog, there will be one very important result: You will never betray it in regards to the food it needs and deserves!

What your vet will get out of it...

Your vet will get a client that can (and hopefully will) help him/her with useful information in regards to extending the best possible health care to your dog, and possibly also trigger an interest in doing so to other dogs too.

Some vets might be ticked off by clients who actually know what they are talking about – but from this seminar, you will know enough to be able to judge your vet on this, and to make some healthy decisions about WHOM you actually want as your vet...