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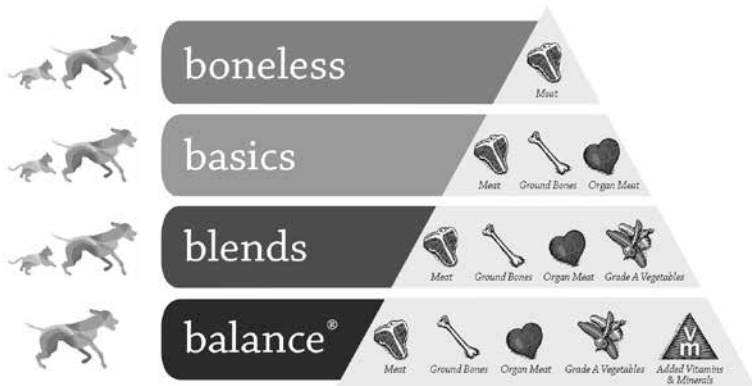
BEGINNINGS

Getting Your Dog And Cat
Started On A Raw Diet
by Melinda Miller

Honoring Your Cat's Natural Diet
by Terri Grow

www.bravopetfoods.com

Bravo Offers A Variety of Raw Diet Products to Meet The Dietary Needs of Your Cat or Dog



Frozen Raw Diet Product Choices

boneless Nothing but red meat or fish for those who'd rather customize their pet's diet from scratch.

basics A medley of meat, bone and/or organs for pet parents to customize from there.

blends A four-part, limited ingredient formula that can be individually supplemented to suit.

balance[®] Complete and balanced dinners containing every essential nutrient a pet needs.

Prefer the convenience of freeze dried?



Bravo also offers a line of freeze dried raw diet products, Bravo Homestyle Complete Dinners for Dogs. These dinners feature raw, freeze dried meat or poultry as the #1 ingredient. So now you can serve your canine companion the natural goodness of a Bravo raw, grain free diet in a whole new way. All you do is add water and stir to make a healthy, highly nourishing meal dogs love.

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Welcome to Bravo Beginnings[©]



This booklet was written by two of the leading experts in pet nutrition and raw diets for cats and dogs. If you are a dog owner, we recommend you read *Getting Your Dog and Cat Started On a Raw Food Diet* by Melinda Miller. If you are a cat owner, we recommend you read *Honoring Your Cat's Natural Diet* by Terri Grow.

If you plan on feeding a raw diet to both a cat and a dog, read the entire booklet. There is some necessary overlap from section to section, but it is all useful information. For more information about Bravo frozen and freeze dried raw diet products, Bravo natural freeze dried and dry roasted treats, and Bravo all-natural bones and chews, visit our website, bravopetfoods.com.

Beginnings - Getting Your Dog and Cat Started On a Raw Food Diet By Melinda Miller

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Beginnings for Cats - Honoring Your Cat's Natural Diet by Terri Grow

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Beginnings

Getting Your Dog and Cat Started On a Raw Food Diet

By Melinda Miller

Why Feed Raw Food Diets?

More and more professionals in the world of dogs and cats (breeders, veterinarians, breed ring handlers, sports competitors) are advocating a second look at what we feed our animals. Why? Because there is a growing belief that dogs and cats need a raw, natural ancestral diet made from whole foods in order to be healthy and have long lives.

What Should Companion Carnivores Eat?

Proper nutrition is vital to good health. In nature, it is whole foods that truly nourish both people and animals. If your animals are to thrive, they need the live enzymes, phytochemicals, antioxidants, and unadulterated amino acids, vitamins and minerals that a raw food diet can provide. Because many commercial pet foods are highly processed, at extreme temperatures, they are devoid of many of the building blocks of good health, and contain artificial colors, flavors and preservatives. While commercial pet foods may sustain life, unlike raw diets, they do not contain the life-enhancing nutrition that promotes health.

Cats and dogs are carnivores, or meat-eaters. Yet most dry commercial pet foods are at least 50% (or more) grain because the carbohydrates are needed to hold the food together. But as *The Merck Veterinary Manual* tells us, dogs and cats have “no dietary requirement for carbohydrates.” Does it make sense to feed our carnivores a diet that contains at least 50% of a substance they don’t even need? Additionally, carbohydrates are metabolized by the body to glucose (sugar) which is known to feed cancers, diabetes and other disorders that now plague our companion animals. If grains and vegetables were primary nutrient sources, you’d see cats and dogs stalking ears of corn and heads of wheat.

Raw diets simulate the menu that nature intended carnivores to eat. When a carnivore eats an herbivore such as a rabbit, the carnivore eats some meat, some bone, some organ meats (liver, heart, kidney, etc.), and some green vegetation contained in the herbivore’s digestive tract. That’s nature’s perfect meal - the meal raw diets replicate.



Are Raw Diets Safe?

Dogs and cats are NOT humans. They have a very different digestive tract and process. For example, we can eat all the onion we want without harm, but some dogs can get anemic from a single, small portion of them. We can eat a pound of baker's chocolate and merely get fat or nauseous, while dogs can die from even a lesser amount. We can get very sick from raw meat, while our pets thrive on it as their natural diet. Again, they are NOT human. Dogs and cats have a much shorter digestive system than we do, which means that foods are processed quickly - before harmful bacteria have a chance to multiply and cause problems. Also, carnivores have a very high level of acidity in their digestive systems. This high acidity, which allows them to process the nutrients in raw meats and bones, is also hostile to bacteria. We've all seen dogs eat true garbage (rotten foods, decaying squirrel carcasses, etc.) without any ill effects. Nature did not evolve carnivores to eat a diet that would kill them. We aren't suggesting you feed spoiled, contaminated foods. A raw food diet consists of good quality, meats and bones - from sources that offer top quality meat, poultry, organs and vegetables that have been inspected and properly handled - these are the only ingredients used by Bravo.

Protect the Health of Your Animals

A high-quality, raw food diet can provide the nutrients that will help ensure that your animals lead long and healthy lives. Some animals with existing health problems, when switched to a raw food diet, may experience an improvement in their conditions. Healthy animals on a raw diet are likely to avoid some of the illnesses that are now becoming common in our companion animals. Lifetime picky eaters, when given the diet designed by nature, may suddenly turn into chow hounds. Raw diets, for almost every animal, significantly reduce, or even eliminate the need for veterinary dental work. While you are spared the cost of that dental work, your animal will not be subject to the risks of the associated anesthesia.

Let Bravo provide you and your animals with the benefits of raw food diets in a convenient and affordable form. Here's what pet owners see in their Bravo raw-fed pets:

- Shinier, healthier skin and coats
- Increased mobility in older animals
- Reduction of allergy symptoms
- Harder, smaller, less smelly stools
- Better weight control
- Cleaner teeth and fresh breath
- Improved digestion
- More energy and stamina
- Decrease in abnormal hyperactivity
- Reduced need for veterinary dental work



Some Raw Diet Basics

While variety is the key to outstanding health when feeding a raw diet, during the first 10 days of transition, it is best to stick with just **one** type of meat/bone. Most dogs do well with either chicken or turkey. Lamb is naturally higher in fat than poultry and may cause loose stools during the initial transition, so we recommend that you wait until after the transition period to introduce lamb into the diet.

After the transition is complete, gradually begin to introduce other meats, vegetables and extras. Most dogs will do well with chicken and turkey as the foundation of the diet for 3 or 4 days a week. On the other days, feed some beef, lamb, and fish (canned mackerel, or fresh fish if your dogs like it). About once every 10 days, feed one meal of an “exotic” meat such as rabbit or pork. Small amounts of cottage cheese and raw eggs can also be fed once or twice a week if your animals like them. Ultimately, it is a wide variety of meats, bones and vegetables that will provide your dog with robust health and youthful vitality.

If you want to feed your own vegetables, be sure they are MUSHED in a food processor or juicer. Dogs and cats do not produce the enzyme (cellulase) needed to digest the cell walls (cellulose) that make up fruits and vegetables. By “mushing” the vegetables, you are breaking down the cell walls so that your animals have access to the nutrients they contain.

If you are not feeding the Bravo Blends (ground meat, ground bone, ground organs, ground vegetables) or Bravo Balance (we add a vitamin and mineral supplement to the Blend), then be sure to feed small amounts of organs (heart, liver, kidney) 2-3 times a week.

From day 5 onward, every 3 to 5 days, provide your dog with a recreational bone such as a raw neck bone, knuckle bone or a raw marrow bone (the long leg shank bone filled with pasty marrow). If feeding marrow bones, scoop the majority of the marrow out of the bone for the first few times. The marrow is rich and fatty and can cause stomach upset for some dogs. If your dog has a weight problem, continue to scoop the marrow out before giving him the bone.

These recreational bones provide physical and mental stimulation, and also provide significant dental benefits. Dogs with even severe tartar often have nearly white teeth after just a few weeks of bone-chewing.



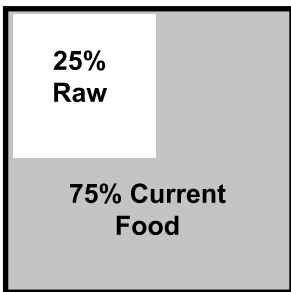
Making The Transition to A Raw Diet

Preparation for making the transition:

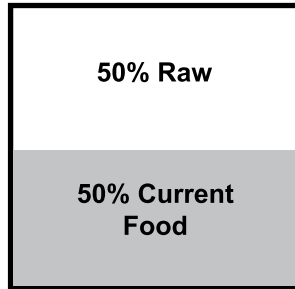
For dogs — The day before you begin feeding raw meats: add some probiotics (acidophilus) and digestive enzymes to the dog's normal food.

The Transition:

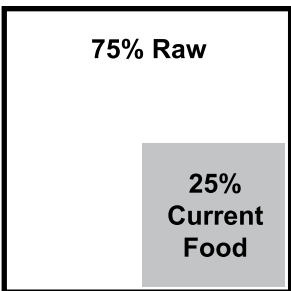
While **Bravo** is an ideal feeding program, any sudden change in food can disrupt your pet's digestive system. A gradual change in foods over 10 days is best because it allows your animal's system time to adjust comfortably without upset. Follow the plan below and your pet should have an easy transition to a Bravo raw diet?



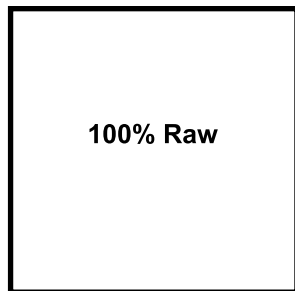
For days 1-3



For days 4-6



For days 7-9



Day 10 and after



Dental cleanings (and the risks of the associated anesthesia) are often eliminated for bone-chewing dogs.

Caution: If your dog is an aggressive chewer, do not feed marrow bones. Because marrow bones do not “give,” it is possible for very aggressive chewers to fracture a tooth. These dogs will do better with knuckle or neck bones. Bravo offers a variety of bones and chew products that are ideal for this use.

Your animal is an individual. Respect what his body tells you - just like us, there will be some foods that he loves, and some foods that will upset his system. Eliminate, especially in the beginning, any foods that seem to trouble him. They can be added back, experimentally, as his system regains overall health.

The transition plan we’ve outlined works well with most animals, but if your dog or cat seems upset by the change in diet, go a little slower. There is the rare animal that is unable to tolerate a transition diet that contains both kibble and raw foods. This may be due to a difference in digestive processes for carbohydrate-laden kibbles vs. quick-digesting meats. These animals may do better with a “cold turkey” switch, that is, a complete change from the existing diet to the raw diet. For more about transitioning your cat to a raw diet see, *Introducing Your Cat to Raw Foods* on page 26.

Advice on Supplements - Required Supplements:

1. **Essential Fatty Acids (EFAs)** - begin using after the diet transition is complete and continue using on a daily basis. Flaxseed oil or fish body oil such as salmon oil (not cod liver oil) provide the necessary EFAs. Oils labeled “cold-pressed” are preferable if available. Flaxseed oil and fish body oil should be stored in a cool, dry place away from sunlight or refrigerated.

Which to use: While either is fine, we recommend fish body oil instead of flaxseed oil because there are some reports of dogs becoming “itchy” from flaxseed oil. This is most likely due to the fact that the body must convert the substances in flaxseed oil (a vegetable source) into a usable form, while fish oil (an animal source) is a primary form of the nutrients, so no conversion is necessary. Studies have shown that the conversion process does not always go smoothly. Regardless, either is fine to use. If you elect to use flaxseed oil, and your dog shows signs of itchiness when you add it to the diet, you can always switch to fish body oil. However, if your dog has severe skin conditions and allergies of any kind, fish body



oil is the preferred source of EFAs, and may help alleviate some of the associated symptoms. NOTE: Cats MUST have fish oil. (See page 22-23)

If you use a capsule form of EFAs, any of the following are acceptable ways to administer them: some dogs will eat them if they are just mixed into the food; some dogs will eat them as a treat; or simply give them like a pill; or – poke a hole in one end with a pin and squeeze the liquid onto food.

Dosage:

- Fish body oil (NOT cod liver oil) capsules - 500mg to 1000mg per 10 lb. of pet; **OR**
- Liquid salmon oil – 1/2 teaspoon per 10 lb. of pet; **OR**
- Flaxseed oil – 1 tablespoon per 25 lb. of pet

- 2. A high quality vitamin/mineral supplement** – Begin using after the first week of the transition and continue using on a daily basis. Be sure the product has trace minerals, not just vitamins. Use at 1.5 times the labeled dose. Note a vitamin/mineral supplement should not be necessary for our Balance and Homestyle Complete lines of complete and balanced products which contain the needed supplements. We do recommend you add a fish oil supplement to both for optimal nutrition.

Recommended Supplements:

1. Digestive enzymes – these are good to use daily for the first 4 to 6 weeks on a raw diet, but can be continued permanently if needed. Digestive enzymes aid in the digestion of foods and the subsequent nutrient absorption. These are important during the transition stage of the diet because the dog's system needs time to begin producing the enzymes required for digesting raw foods.

Some brands are made specifically for animals and these are best to use. However, any human mixture that contains at least amylase, protease, lipase and cellulase is fine.

If using an animal-specific formula, feed according to the directions on the container. If using a human formula, use one capsule once a day (twist capsule open and pour/mix into food).

2. Probiotics – to be used daily for at least 4 - 6 weeks, but good to use on a permanent daily basis. Probiotics are essentially “good bacteria” that balance and neutralize “bad bacteria.” By doing so, they promote effective digestion and a healthy digestive tract. Even in kibble-fed dogs,



the regular use of probiotics can help reduce/eliminate coat and skin problems, gas and bloating, and bad breath.

There are several animal-specific probiotics, but you can also use human acidophilus *Plus* mixtures – any mix containing all or some of the following: L. Acidophilus, L. Bulgaricus, B. Bifidum and B. Longum. The best brands are in the cooler section. Store in your refrigerator at home.

If using an animal-specific formula, feed according to the directions on the container. If using a human formula, use one capsule once a day (twist capsule open and pour/mix into food).

3. Vitamin E (any mixed tocopherol blend) – 200 iu per 50 lb. of dog. Begin using 2 weeks after the diet transition is complete and use on a permanent basis, 2 or 3 times a week. Vitamin E ensures that the Omega-3 EFAs are completely metabolized. Since we are supplementing with EFAs, we should also supplement with Vitamin E.

Why Supplements are Necessary

Many people question the need for supplements since a natural, raw diet is supposed to be providing all the nutrients that are lost in the processing of commercial foods. While this is true, we also have to account for the following:

1. We are only able to approximate a wild diet, so supplements fill in the typical “gaps.”
2. Vegetables and grain today are often grown in soils that are largely depleted of nutrients. So the vegetables we feed, and the grains that are fed to the poultry, beef and lamb we feed to our animals in the form of meat, are also lacking in these nutrients, because they cannot be absorbed from the soils. The vitamin/mineral supplements, especially, provide the trace minerals that would be transferred in food if the soils weren't depleted.
3. The flaxseed oil and/or fish oil are rich sources of Omega-3 essential fatty acids (EFAs). Wild carnivores obtain the Omega-3s in several ways. Omega-3s are concentrated in organs like the eyes and brain, parts of the animal that are not typically available for us to feed. Additionally, Omega-3s are found in natural grasses, so the meat of grass-fed animals, such as wild deer and other herbivores, are rich in Omega-3s. Carnivores feeding on those herbivores thus obtain the necessary Omega-3 fatty acids. But the meat animals we feed



are almost exclusively raised on grains, which are high in Omega-6 fatty acids, and severely lacking in the Omega-3s. Fish body oil or flaxseed oil supplementation provides the Omega-3s needed for healthy skin, coats and proper brain and joint cellular function.

4. Vitamin E: Adequate levels of Vitamin E help ensure that the Omega-3s are completely metabolized.

Foods to Avoid

1. Onions – in some dogs and cats, even very small amounts of onion, in any form (cooked, raw or dehydrated) can cause a form of hemolytic anemia.
2. Chocolate – especially baker's chocolate. The theobromine in chocolate can be toxic to dogs.
3. Yeast – in any form. Many dogs do not tolerate yeast very well and it can lead to, or exacerbate, certain health problems.
4. White potatoes – feed sparingly. Never feed raw white potatoes with sprouts or green skins. If the potatoes are sprouted or have green skins, either pare them or cook them before using.
5. Grains – dogs and cats were not meant to be grain eaters. They are carnivores. Veterinary nutritionists agree that they do not have a need for carbohydrates. Unlike humans, carbohydrates are not a source of energy (except in excessive sprint activities like greyhound racing). Dogs and cats derive their energy from fats and protein. In addition, grains break down into sugars in the body and sugars feed unhealthy conditions like cancer, obesity, diabetes, and some skin problems.
6. Grapes (and raisins) – almost all forms of grapes are dangerous for dogs, whether in the just-picked fresh form or as raisins. They are highly toxic and can cause acute renal (kidney) failure and death. So do not leave fresh grapes or raisins on a counter where your dog might find and eat them. A single grape or two may not cause a problem, but if you suspect your dog has eaten grapes, get them to a vet immediately.
7. Dairy products – milk and its derivatives are not natural foods for adult animals. Most dogs (and many cats) do not digest them well. Plain yogurt and cottage cheese are exceptions to this. But if you are feeding yogurt for the natural probiotics, be aware that the amount of probiotics in yogurt is so small that huge portions of it



must be consumed to gain probiotic benefit. It is more efficient to use a probiotic supplement.

8. Pacific Northwest Salmon/Trout – these carry a parasite that can be transmitted when the fish is fed raw, which causes severe illness. If you're not sure where it's from, don't buy it.

Tips, Tricks, and General Information

1. Water consumption on a raw diet normally decreases because of the high moisture content in the raw foods, so do not become alarmed if your dog begins drinking less.
2. One side effect of a raw diet will be quickly apparent – a large reduction in stool as well as a significant reduction in stool odor. Stool from dogs on raw diets tend to be harder and smaller. The stool will often be light colored, even chalky white. This is normal and it is a result of increased calcium content and increased food digestibility – the animal is actually utilizing most of what it eats. Some dogs will strain slightly at the hard stool. This is fine, even beneficial, as the hard stool tend to naturally express the dog's anal glands [stool from kibble fed dogs are smellier and larger because large amounts of the kibble contents cannot be utilized by the dog's system, so this undigested matter is expelled as rancid stool].

Sometimes there will be a variation in the consistency of stool. The stool may go from very hard to very soft, from day to day, or even in the course of one elimination. This is also normal. A raw diet contains a lot of variety. What goes in must come out, so it is natural to see this variety reflected in the stool. Different foods will produce different types of stool [kibble produces consistent stool because you are feeding one thing – so you get out what you have put in. The uniform stool, the same size and consistency every day, are really as unnatural as the kibble itself]. Remember, with raw diets it is VARIETY IN, VARIETY OUT.

See your veterinarian if your dog has diarrhea, (remember a little bit of soft stool is NOT diarrhea) or if your dog has been trying constantly for hours to pass stool but can't.

3. Some dogs, when starting on a raw diet, will experience occasional vomiting of small pieces of bone. This is normal in the first few days, as their systems must learn to accommodate the digestion of bone.
4. Some dogs will also go through a period of "detoxification." The nutrients provided by the fresh foods allow the body to rebuild healthy systems.



The stronger, healthier system begins ridding itself of various toxins that have accumulated in the body. Signs of detoxification may include slightly loose, mucous-covered stool, slightly goopy eyes, draining ears, minor rashes or increased itchiness. Many dogs will not experience any of these signs, and those that do will normally complete “detox” within a week or two. Dogs that have been on steroids, antibiotics, or other long-term drugs, may experience prolonged detoxification periods. You should always consult with a veterinarian if you believe your dog is manifesting severe problems connected to the diet change.

5. If your dog is scheduled for surgery, eliminate the essential fatty acid supplements (flaxseed or fish body oil) at least 10 days before the surgery. The Omega-3 EFAs in these oils reduce blood coagulation, and thus increase bleeding. As increased bleeding is not desired during surgery, it is best to cut out the EFAs during the pre-op and post-op periods.
6. About vegetables – If your dog’s stool appear to be extremely hard on a regular basis, try adding extra veggies as they will tend to loosen the stool. Each dog has a different tolerance for veggies.

For each 50 lb. of dog, try starting with 1/4 cup per serving and if the stool does not become loose, increase that amount to 1/2 cup. If the 1/2 cup causes loose stool, then reduce the amount.

If your dog needs to lose weight, and can tolerate extra veggies, significantly increase the amount of veggies while reducing the amount of meat in the diet. Your dog will feel full, but will be eating fewer calories and will thus lose weight.

7. Keep some **canned pumpkin** (no syrup, no additives – just plain canned pumpkin) on hand. If your dog gets loose stools or gets very hard stools, canned pumpkin will usually correct both of these problems, i.e. – it will firm up loose stools and/or it will soften very hard stools.
8. Do not get in the habit of feeding lots of raw meat without bone. Plain meat is very high in phosphorous. In order to keep their calcium/ phosphorous levels balanced, dogs and cats must have a source of calcium. It is the bone in the diet that provides the calcium. Bravo frozen raw diets, Blends, Balance®, Basics and Homestyle Compete freeze dried products have the bone conveniently ground in for you.
9. Raw diets can be adjusted to suit the dietary needs of dogs with medical conditions (liver, kidney, or heart disease, cancer, etc.), but you should seek the advice of a qualified animal nutritionist and/or a veterinarian before starting such dogs on a raw diet.



Raw diets, properly adjusted to an animal's individual condition, have been known to provide significant improvements in the animal's health, but, again, seek qualified counseling before a raw diet is begun.

10. Try to feed meals at room temperature. While the GI system can handle very cold and frozen foods, it functions more efficiently with warm food.

Safe Handling Tips

While all Bravo products are made with fresh whole ingredients produced under strict food safety guidelines, like any fresh meat or poultry product, common sense sanitary habits are always recommended.

1. Wash everything the meat touches including counter tops, bowls, utensils, and hands with hot soapy water as soon as possible after handling.
2. Keep raw diet foods in the freezer, move the amount you need for daily use to the refrigerator to defrost.
3. Store in containers separated from foods for human consumption.
4. Use defrosted foods within 1-2 days, but if it smells bad, believe your nose . . . DON'T USE IT. If your pet has eaten the food well for several days and then rejects it. THROW IT OUT. Trust your pet's nose over yours.
5. If your pet is dealing with a health issue and you are concerned with introducing raw foods, but like the idea of fresh foods, lightly cook the food. As your pet's health improves, reduce the cooking time and slowly introduce as 100% raw.

Thawing and Re-freezing Tips

1. Thaw any bulk meats in the refrigerator and divide into individual meals. Once it is soft enough to handle (there should still be ice crystals in the center of the meat), immediately portion it out and re-freeze.
2. If you need to thaw the meat quickly, thaw on the counter top but bag it and re-freeze it. To further speed up the thawing process, you can "bathe" the chub or E-Z Peel Patty package in a bowl of cold water.
3. After thawing you can divide it into meal size portions, put those portions into plastic bags and refreeze the individual meal bags for later use. BUT be sure place the portions in a bag or container so the meat juices don't



leak out. Again, be sure there are still ice crystals in the center of the portions you refreeze.

4. **Microwaving:** While we recommend against microwaving, when you do find it necessary, be sure to set the power level at 30% or less and microwave for periods of a minute or less, repeating until the meat is just thawed. It is important that you not let the meat temperature get too high so that the bone does not cook and harden.

For more about how to properly store, defrost and handle our products, go to bravopetfoods.com and view the video series.

How Much to Feed

It's important to realize that every animal has a unique metabolism. House mates, Dandy, a 3-year-old Jack Russell Terrier, and Barney, a 4-year-old Newfoundland, both eat the exact same amount of food everyday despite their huge size difference. It is also important to know that metabolism changes with age, size, frame type, state of health and activity level. With all that in mind, you will need to monitor your animal to find an ideal maintenance diet. But we have these basic guidelines to help you:

1. **THE BEST METHOD:** Begin feeding the same amount of food you are currently feeding. If you are feeding one cup of kibble per meal, feed one cup of raw diet per meal. In 7 to 10 days, do a "rib check" (SEE next page for details), and adjust the amount up or down as indicated by your animal's condition. If your animal is overweight, feed LESS. If your animal is "ribby" or underweight, feed MORE.
2. For a mature dog, feed him approximately 20 calories per pound of his total body weight. For a 50 lb. dog, this means feeding 1,000 calories of food per day. This amount can be fed in a single meal or divided into multiple meals. See our packages for the calorie content and portion accordingly. If our package indicates the food contains 50 kcals (kcals are the same as calories) per ounce and you want to feed 1,000 calories per day, feed 20 ounces of raw diet (1,000/50). The formula of 20 calories per pound of body weight is the same for both dogs and cats. See the *Feeding Guidelines* information on our website for more information on how to adjust the feeding amount for life stage (puppy/kitten, adult dog or cat, weight, or pregnancy) and weight goal. Always seek the advice of a qualified animal nutritionist or veterinarian for feeding advice for a special needs dog or cat with a chronic or severe health issue.



Weight Management

Obesity is the number one health problem among dogs; nearly 60% of adult dogs are overweight. As with people, obesity leads to a wide variety of health problems that can seriously affect the quality and length of your dog's life. As the physique of each dog is different, no one weight can be said to be proper for a specific breed or size of dog. To tell if your dog is at a proper weight, practice the following weight management tests on a biweekly basis. Make adjustments to his diet as needed.

- **The rib check** – a quick and easy way to tell if your dog is at the right weight.
 1. With your dog standing in a normal manner and you standing next to him:
 - Place your thumbs on the middle of your dog's backbone and let the fingers of each hand spread down and across his rib cage on both sides.
 - If you can't feel the ribs easily (without pushing) your dog is probably overweight. If you can easily feel each rib with deep depressions between each rib, your dog is probably a bit thin. If you can easily feel just the outline of each rib, your dog is probably at just the right weight.

- **The overhead check**
 1. Looking down at your dog from overhead, see if you can notice a waist behind the ribs.
 2. Most dogs at a healthy weight should have an hourglass figure.
 3. If your dog doesn't have an hourglass figure, he is probably too heavy.

- **The profile check**
 1. Examine your dog's profile from the side.
 2. Does he have a clearly defined underline (abdomen) slightly tucked up behind the rib cage?
 3. If there is no tuck-up, your dog is probably overweight.

If your dog is overweight:

1. Cut out all snacks from his daily diet.
2. Cut each meal portion by 10% - 15%.
3. If you are worried about your dog feeling hungry because of the reduced rations, increase the amount of vegetables he is getting. These add bulk without adding many calories.



Melinda Miller's Suggested Reading List

Below are resources for natural feeding and natural rearing.

Natural Nutrition for Dogs and Cats

Kymythy Schultze

K9 Kitchen: Your Dog's Diet

Susan K. Johnson - www.switchingtoraw.com

The BARF Diet

Dr. Ian Billinghurst, B.V. Sc.- Give Your Dog A Bone / Grow Your Pups With Bones

Raw Meaty Bones

Tom Lonsdale, DVM - www.rawmeatybones.com

The Complete Herbal Handbook for Dogs and Cats

Juliette de Bairacli Levy

Dr. Pitcairns Complete Guide To Natural Health For Dogs and Cats

Richard Pitcairn, DVM

The Nature of Animal Healing

Martin Goldstein, DVM

Homeopathic Care for Cats and Dogs

Don Hamilton, DVM

Unless otherwise indicated, these books are all available from www.dogwise.com, 800.776.2665.



Beginnings for Cats Honoring Your Cat's Natural Diet

by Terri Grow

About the author



Terri Symonds Grow brings a distinctive combination of experience, knowledge and advocacy to feline health and wellness. With 20 years in the pet industry and the experience as the owner of an internationally recognized holistic pet store, Grow often writes and speaks on pet health, nutrition and well-being. She has worked with veterinarians, pet guardians, trainers, shelters and manufacturers on canine and feline diets, herbal therapies, and nutritional supplements. Her passion of advancing species specific diets and raw foods for cats has helped spur a new movement within the industry. She is certified

in Traditional Chinese Herbology with advanced studies in nutrition and complementary therapies for behavioral and chronic health issues. Grow is an affiliate member of the American Holistic Veterinary Medical Association and the Veterinary Botanical Medical Association.

Raw Food Diets Aren't New for Cats



Today's domestic cat evolved from the African Wild Cat

Your cat is an obligate carnivore - an animal whose body relies on readily available nutrients found only in animal tissue. He evolved from an ancestral wildcat and has changed little through evolution. In the wild, his prey would be rodents such as mice or voles, small birds, young rabbits, reptiles and even a selection of bugs - a diet rich in meat, organs and fat, and very few, if any, carbohydrates. So how is it our cats are offered foods that are the complete opposite of the diet their body requires - foods made primarily from grains and starches with minimal meat proteins?



Until the early 1990s our cats were treated as small dogs. For decades, pet food manufacturers used existing dog food formulas with a bit of tweaking to try and meet the essential nutrient requirements of cats - ignoring their unique metabolic needs. Even veterinarians, trained and exercising species appropriate care in zoos, admit once they entered small

animal practice, the commercially prepared one-size fits all bag-of-food became the prescribed food of choice. It wasn't until the late 1990s, when progressive veterinarians and owners looked back through feline evolution, that ancestral-based, raw food diets were developed to meet this carnivore's needs. While cats thrived on these ancestral-based raw food diets with fresh meats, organs and bone, they proved to be challenging for cat owners and their veterinarians because of complexity, availability and convenience - until now.

The Benefits of a Raw Diet for Cats

Unlike dogs, who do very well on a balanced diet of meat proteins, vegetables and minimal to, yes, even moderate amounts of grains, cats as obligate carnivores have lost the ability to synthesize certain nutrients on their own. A cat's diet must have readily available sources of select amino acids, vitamins and minerals only found in diets rich in meat sourced proteins, organs and fats.



To produce the canned and dry foods so convenient to us, these foods are often highly processed then combined with additives and preservatives, damaging and reducing the nutritional benefits. Dry foods, in particular, are usually cooked at high temperatures, decreasing the biological value of the protein and destroying other nutrients in the process. Nutrients which are then added back in to rebalance the overly-processed foods.

Many of us accustomed to depending on the “complete and balanced” labeling of commercial foods are unaware of how naturally complete and balanced nutrients can be in fresh foods. Fresh and frozen foods made from fresh ingredients offer superior nutrition and contain scads more nutrients, as well as more bioavailable vitamins and minerals.

A great example is liver – an organ many omnivores (species that eat both plants and animals) avoid, but liver offers superior nutrition for carnivores. Liver is an exceptionally nutrient-dense food as it is an excellent source of Vitamin B12 – particularly important to cats, Vitamin A, copper, folate, riboflavin (B2), and selenium; a very good source of zinc, Vitamin C, protein, niacin (B3), and phosphorus; and a good source of Vitamin B5, Vitamin B6 and iron. More importantly, these nutrients are in forms the cat can readily use and when raw, the most digestible and at the highest concentrations. In a well-balanced raw diet blend (such as Bravo Blends, Bravo Basic and Bravo Boneless diets), fresh liver and other organs are proportioned for optimal nutrition.

Feline Nutrition Basics

When reduced to the basics, there are only six classes of nutrients: water, protein, fats, carbohydrates, vitamins and minerals. Only protein, fats and carbohydrates can be used for energy and water is the most important nutrient for all species.

As a desert evolved animal, cats have a low thirst drive and rely heavily on the moisture in their foods for hydration. This suggests foods need to offer a moisture content similar to that of wild prey (60-80%), not that of dry kibble (9-11%). Cats, who predominantly eat dry food, can become dehydrated and because of this low thirst response, may never rehydrate to healthy levels. What this means is that cats do not develop “thirst” like humans and do not rehydrate as well from drinking as dogs or humans.

Raw foods mimic the water content of fresh prey.

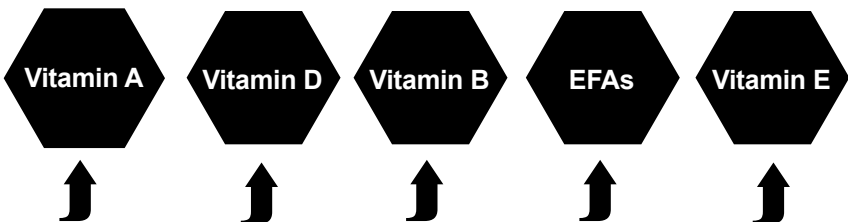


Cats need higher levels of protein (29%) when compared to dogs (12%), but the level isn't the only factor, all proteins are not created equal. Protein sources differ widely in their biologic value and bioavailability, meaning the quality, digestibility and utilization of the protein. Cats also require additional amino acids, the building blocks of proteins and metabolism, which can vary by type of protein and as a result of the cooking process. Taurine and arginine, two of the amino acids cats cannot synthesize, are readily available in raw meats and organs.

Fat is a good thing for cats. It's a great source of energy, aids in nutrient utilization and metabolic regulation, plus it improves food palatability. Diets rich in animal tissue are high in fats and essential fatty acids (EFAs), especially readily available arachidonic acid and linoleic acid. While plant sources offer beneficial EFAs, cats cannot efficiently convert these to needed nutrients and came to rely on eating herbivores (species that only eat plants), such as mice, that could make the conversions. As well, EFAs are damaged or destroyed in the cooking process and must be added to canned or sprayed on commercial dry foods.

While cats can use carbohydrates fairly well, they have no dietary requirement. Their physiology reflects their adaption to a low intake of carbohydrates – teeth to shred and tear, not chew; no salivary amylase and low activities of intestinal and pancreatic amylase to break down carbohydrates; along with a short colon that limits digestibility and use of starches and fibers. For cats to be able to use carbohydrates, they must be cooked or pureed to a “pre-digested” consistency, such as they would be digested and then consumed in the cat's prey.

Vitamin and mineral needs are also unique to cats, compared to dogs and humans. They require very high levels of B vitamins and have special needs for Vitamins A and D. Unlike dogs, cats cannot convert beta-carotene to Vitamin A and require a preformed version from an animal source. And unlike humans, cats cannot synthesize Vitamin D, but usually meet their needs if eating a carnivorous diet. It's also important to remember vitamins and minerals work synergistically and caution needs to be observed with adding high levels of supplements.





Not All Raw Foods Are Created Equal

Considering the special nutrition needs of cats, it's apparent natural food sources can offer the most beneficial nutrients through species-appropriate diets. Clearly, a meat-based, fresh, raw diet offers readily available nutrition for your domestic carnivore. But not all raw foods are created equal. For the feline, this can be a key factor in acceptance, digestibility, and utilization.

Often promoted as higher in protein, care needs to be taken with a meat or poultry based diet to make sure the meat protein to veggies ratio is proper for your cat. As we've discussed, cats have no dietary need for carbohydrates, but can use a small amount as an energy source. However, a number of cats cannot tolerate any type of vegetable or grain. This is why Bravo offers a variety of blends and a range of single meat proteins to meet your cat's needs. But if you are choosing raw foods for your cat with digestive or health conditions, consider starting with one of many single 100% all-meat proteins such as Bravo Boneless or Bravo Basics formulas (please be sure to add your preferred supplements - see below - to these formulas.) For the best long-term nutritional balance, offer a variety of meat and poultry proteins from options in the Bravo Blends product line. Introduce them slowly until your cat's digestive tract is well-trained for a food marathon!

Recommended Supplements

Today's raw diets are designed to imitate a natural "wild" diet. However, over-farming practices, soil depletion, transportation and even production (minimal as it is) can affect the ingredients in raw foods. Therefore it is recommended to supplement for the most fragile of nutrients to assure proper levels.

1. Essential fatty acids (EFAs) are found in select plants, grasses and seeds and the animals that forage on them. To assure your cat receives appropriate levels of Omega-3, Bravo recommends you also include an alternative source of EFAs, such as fish oil, in your pet's diet.

Fish body oil (salmon, sardine or anchovy oil) is one of the most bioavailable for our felines. Many other Omega-3s, such as flaxseed oil, cannot not be converted or used by cats.

2. Vitamin E is needed to ensure metabolism of the Omega-3s. Plus it helps prevent oxidation. Capsules in liquid or dry form are available.



3. Digestive enzymes and probiotics aid in the digestion and absorption of nutrients and can be helpful in transitioning to raw foods. Because they can also be useful for skin and coat problems, bad breath, vomiting and diarrhea, digestive enzymes and probiotics may be beneficial for long term use, especially for animals with a history of digestion issues. Animal specific formulas are preferred.
4. A low-potency, vitamin/mineral helps fill in the gaps, especially with trace minerals. Fresh foods can be deficient in vitamins and minerals because the grasses the animals graze or the soil where the vegetables are grown are vitamin and mineral depleted. At the same time, cats suffering from digestive issues may need additional supplements to boost levels. Feline specific supplements are balanced for a cat's metabolic needs and are often more palatable.

Optional Supplements

1. Because cats need high levels of Vitamin B, including a B-50 Complex will help ensure your cat's optimum levels.
2. Even though Taurine is at its highest levels in raw meats, it is recommended to add up to 500mg per day to prevent any deficiencies.
3. A good glandular supplement (capsule preferred) that contains thymus, spleen, kidney, and pancreas can be beneficial based on the concept that ingesting the glandulars of a certain gland strengthens the corresponding gland.
4. Psyllium husk powder can be added as a form of fiber, where in the wild a cat's natural form of fiber would be fur and feathers. The psyllium powder MUST be added to water (1 part psyllium powder to 24 parts water) prior to mixing with food, otherwise it will lead to constipation.

Feline Nutrition - Myth or Fact

Myth #1: Your cat's digestion has changed and adapted to eat the commercial dry foods recommended today.

Fact: Of the domesticated animals, the cat has changed the least from his ancestor, the African wildcat, and is still an obligate carnivore requiring high meat proteins and fats for its unique metabolism.



Myth #2: Feeding your cat meat will make him aggressive.

Fact: On the contrary, many owners report once they remove grain-laden foods, their cats become mellower and aggressive behaviors diminish.

Myth #3: Dry foods are better for dental care and a diet rich in soft foods will contribute to dental disease.

Fact: Most dry foods are swallowed whole with minimal chewing, not to mention the starchy film that can attach from carbohydrate heavy foods. Quality canned foods and raw foods reduce the carbohydrate rich environment thereby minimizing dental damaging bacteria.

Myth #4: Cats are fat and lazy by nature, especially after they are spayed or neutered.

Fact: While a cat's energy requirements lower with altering, a cat can keep a lean, agile body. A proper carnivorous diet with regular exercise will help your cat avoid weight gain and the many diseases associated with obesity.

Myth #5: Raw foods are dangerous because of the risk of bacteria contamination.

Fact: A cat's digestive tract is hostile to bacteria. Unlike a human, a cat's (and dog's) digestive tract is short and acidic. Over thousands of years, it evolved to process and eliminate food quickly, not allowing much time for bacteria to multiply. While caution should to be taken with cats with weakened immune systems, the safety precautions as practiced by Bravo and the other leading brands of raw diet pet food should keep your pet safe. For more information, see *Safe Handling Tips* on page 28.

Myth #6: Raw food diets are not complete and balanced.

Fact: On the contrary, the whole fresh foods in a raw diet can offer more balanced nutrients in forms your cat can utilize. The Association of American Feed Control Officials (AAFCO) publishes a government standard for products to meet the complete and balanced designation. You can meet or exceed these standards yourself by feeding products from our Blends, Basics or Boneless product lines to which you add supplements. See *Recommended Supplements* on page 22 for more details.

Myth #7: Food must be left out for cats to graze on all day.

Fact: The grazing concept came from a cat's natural hunting patterns - a cat will hunt and eat up to 10 mice a day in the wild. The household cat does not expend this energy. Plus the only way you will convince a cat to give up processed dry foods for raw is to take it away. You will need to use hunger to your cat's benefit! Think about it—if you have access to a buffet all day, will you be hungry for your evening meal?



Myth #8: A cat that eats a raw food diet does not drink water.

Fact: While a raw food diet offers appropriate hydration, if water is available, a cat will drink. So, make sure fresh spring or filtered water is always available. And since cats prefer to drink away from where they eat, place water bowls in several locations in your home.

Raw Food Diets Used Therapeutically

Many of the most frequently diagnosed cat diseases are inflammatory in nature, such as arthritis (joint inflammation), cystitis (urinary tract inflammation), chronic kidney disease (deficiency and inflammation), irritable bowel (digestive tract inflammation) and even cancer. In humans and canines, diets high in grains and particularly grain gluten are inflammatory. Imagine the response these ingredients trigger in carnivores, whose bodies are not designed to handle loads of carbohydrates. Holistic veterinarians are now recommending moderate to high protein, low carbohydrate (minimal to no grains) raw diets as part of the integrative therapies for these diseases and more.

Many of Bravo's product formulas contain only single proteins. For example, the product formula is all turkey or all beef...so dogs and cats with food intolerances and sensitivities have a safe choice. Be sure to check the ingredient list on the package if your companion animal requires a single protein diet.

Managing Your Cat's Weight

The single most important health care doctrine is to know the proper weight for your cat. Just as with humans, obesity in cats is becoming epidemic. How sad for a cat, who is designed to be sleek and agile, to find it cannot jump, play or even bend to clean itself. Follow the feline body condition chart (available through your vet), and find your cat's shape. A cat's ideal physique should be well-proportioned with a waist indentation just behind the ribs. The ribs should be palpable with a slight fat covering and a slight abdominal fat pad. If the ribs and back-bone are visible with minimal muscle mass, most likely your cat is too thin. On the other hand, if your cat has a round abdomen, no waist, large fat deposits on the back, face and limbs, then he's on his way to obesity.

A weight loss program must be managed carefully and slowly with cats because of their specialized metabolism. Create a strategy with your veterinarian for a steady, slow weight loss plan - from a few ounces to a half pound a month. But, the first thing you will need to do is remove the never-ending bowl of dry food, reduce junk treats, and consider the benefits of a high protein, low carbohydrate raw food diet. And, instead of responding to your cat's request for attention with food, spend some time playing or hugging, a sure fire way to modify his eating habits!



Introducing Your Cat to Raw Foods

Don't be surprised if your cat rejects raw food initially. Raw foods are not enhanced with added flavorings to addict your cat, as some canned or dry foods. It's also important to understand that cats imprint on food texture, flavor, and smell at an early age - a good reason to introduce your kitten as soon as possible to a wide variety of foods and especially raw foods. Still, many a senior cat has taken to raw appreciatively. With patience, a few tricks and the opportunity to make hunger work for you, your cat will be on its way to a carnivorous lifestyle.

Begin with choosing your cat's favorite meat or poultry protein. Meaning, if your cat prefers chicken, then start with a chicken raw diet. As transition occurs, try different proteins to vary the diet and keep them interested. Care must be taken to not let your cat go without food for more than 24 hours without consulting your veterinarian. Use special caution with overweight cats that might refuse to eat: hepatic lipidosis (a condition in which fat accumulates in liver cells) can emerge in an overweight cat who has gone without food for as little as 24-48 hours.

Mimic fresh kill: As a predator, your cat's wired to appreciate foods at body temperature. So, make sure the food is warmed, not cooked. Warming also enhances the flavors, making it more palatable. To warm, place in a waterproof bath of warm water for a few minutes, then serve. Individually sealed Bravo Blend raw diet patties can be thawed in minutes to the temperature your cat prefers.

Bait and Switch: Use your cat's favorite canned food to disguise the raw initially. Start by mixing a small amount, maybe a teaspoon, of raw diet and mix it in. Over time increase by small amounts. This changeover can take months, so don't despair. Other cats prefer the raw as an appetizer. Try a small amount next to the canned food. If your cat goes for the raw first, don't be surprised if you get the "where has this been all my life" look.

Enticement: Because fresh raw foods do not have the addictive added flavorings, Bravo Bonus Bites® freeze-dried treats can be used as enticing condiments. Just crush and sprinkle liberally. Reduce slowly as your cat takes to the new food.

Don't forget these great enticements when introducing a new protein source, or if your cat is ill and in need of appetite encouragement.



Heat and serve: While not recommended with many commercial raw foods, Bravo Blends raw diet patties can be lightly cooked because of the fine grinding of the ingredients, almost mimicking pre-digestion. To lightly cook, place the patty in a pan with a small amount of no-salt butter or water. Heat only to discolor either side, leaving the center pink. This brings out the flavors and warms to an enticing temperature. Do Not Microwave. Gradually reduce the “cooking” process over time until you are serving fresh, raw foods.

How Much to Feed

With up to 50% of our cats being considered overweight, it's important not to overfeed. The preferred method of recommending how much food is by calorie content. For example an average ten pound, moderately active cat, uses 200-240 calories a day (20 kcals per pound of body weight). This is approximately one 5.5 oz can of food. (Don't be misled. Not all 5.5 oz cans are the same. The calorie contents can range from 185-240.) Some labels do not include the calorie count, so it is often recommended to feed approximately the same volume for the same weight - meaning 4-6 oz of raw food diet per day for a ten pound cat. Remember, each cat is different and metabolizes food differently. Plus, their metabolism can change with age, health and activity level. Start with what you are currently feeding, compare these to recommended volumes and monitor closely. There are *Feeding Guidelines* on the Bravo website, bravopetfoods.com with recommendations for cats at various weights and lifestages.

Shortcuts to Making Home-Prepared

Want to try your hand at home-prepared raw, but not quite into grinding your own? Bravo offers an extensive range of plain ground meats (Bravo Boneless products) and meats plus bone and/or organ meats (Bravo Basics) for the foundation of simple home-prepared diets. Learn about these products and your choices at bravopetfoods.com. From novel proteins such as dressed, ground rabbit to the natural sources of feline specific vitamins and minerals available in the ground Bravo Basics, Bravo can get you mixing a fresh, raw diet quickly and easily. Just meat or poultry proteins, organs, and your choice of additional supplements. NO vegetables, NO fruits for your carnivore.

The Recipe is Simple: 100% pure meat + bone + organ meats.

See *Recommended Supplements* (page 22) for a list of those needed and optional supplements when using Bravo's single source proteins. In addition you will need to add a calcium source if you are using one of the Bravo Boneless formula ground meats. Dosage varies on the type of calcium, so make sure you check the label.



Safe Handling Tips

While all Bravo products are made with fresh whole ingredients produced under strict food safety guidelines, like any fresh meat or poultry product, common sense sanitary habits are always recommended.

1. Wash everything the meat touches including counter tops, bowls, utensils, and hands with hot soapy water as soon as possible after handling.
2. Keep raw diet foods in the freezer, move the amount you need for daily use to the refrigerator to defrost.
3. Store in containers separated from foods for human consumption.
4. Use defrosted foods within 1-2 days, but if it smells bad, believe your nose . . . DON'T USE IT. If your pet has eaten the food well for several days and then rejects it. THROW IT OUT. Trust your pet's nose over yours.
5. If your pet is dealing with a health issue and you are concerned with introducing raw foods, but like the idea of fresh foods, lightly cook the food. As your pet's health improves, reduce the cooking time and slowly introduce as 100% raw.

Thawing and Re-freezing Tips

1. Thaw any bulk meats in the refrigerator and divide into individual meals. Once it is soft enough to handle (there should still be ice crystals in the center of the meat), immediately portion it out and re-freeze.
2. If you need to thaw the meat quickly, thaw on the counter top but bag it and re-freeze it. To further speed up the thawing process, you can "bathe" the chub or E-Z Peel Patty package in a bowl of cold water.
3. After thawing you can divide it into meal size portions, put those portions into plastic bags and refreeze the individual meal bags for later use. BUT be sure place the portions in a bag or container so the meat juices don't leak out. Again, be sure there are still ice crystals in the center of the portions you refreeze.
4. Microwaving: While we recommend against microwaving, when you do find it necessary, be sure to set the power level at 30% or less and microwave for periods of a minute or less, repeating until the meat is just thawed. It is important that you not let the meat temperature get too high so that the bone does not cook and harden.



The Other End of the Story

One of the first changes you may notice with your cat eating raw foods is a change in bowel movements. Stool are smaller with less odor and may be different consistencies. Color will vary, based on content, i.e. more calcium from bones and the stool may be chalky white. Too much organ meat and the stool will be dark. Some cats eliminate less, such as every other day. This is because your cat is digesting and using more of the food he's eating. Urination may also increase - your cat is now getting healthier levels of water because of the saturation in raw foods. Discuss any prolonged changes with your veterinarian.

What Bravo Products are Best for My Cat?

Bravo fresh frozen raw food diets offer a wide variety of formulas, single meat proteins to meet your cat's needs. The following are Bravo's top recommended feeding choices for your cat.

Note: When feeding any of the Bravo Blends, Basics or Boneless, please add supplements to you cat's diet.

1. **Bravo Blends** – Chicken, Turkey, Beef, Lamb and Duck Blend
2. **Bravo Basic** – Rabbit, Turkey, Chicken, Duck
3. **Bravo Boneless** – Salmon, Venison

Terri Grow's Suggested Reading List

www.wisefeline.com - Terri Grow's online site and store offering herbal therapies, holistic health care advice, and lifestyle nourishments – exclusively for cats.

www.catinfo.org - Hosted by Dr. Lisa Pierson, veterinarian and feline nutrition advocate

www.catnutrition.org - Hosted by Anne Jablonski, feline health advocate

Natural Nutrition for Cats - Kymythy Schultze, C.N., C.N.C.

Your Cat: Simple New Secrets to a Longer, Stronger Life - Elizabeth Hodgkins, D.V.M., Esq., and founder of www.yourdiabeticcat.com

The Natural Cat: The Comprehensive Guide to Optimum Care- Anitra Frazier with Norma Eckroate

Raising Cats Naturally: How to Care for Your Cat the Way Nature Intended - Michelle T. Bernard

The Household Carnivore: How to Feed Your Cat a Raw Diet - Susan Collins

Bravo!



Our Story

We are a leader in frozen raw and freeze dried pet foods and treats, Bravo is a family-owned business. Our parent company has been providing premium meats and poultry to fine dining establishments throughout New England since 1942. Leveraging our expertise, we pioneered the raw pet food category in 2002 by introducing Bravo Blends.



Today, Bravo offers more than 125 different products for dogs and cats. Our commitment to making good happen for pets, parents and our retailer/distributor partners is as steadfast as ever.

Bravo Cares!...*Make Good Happen*®!

You're probably wondering what our slogan *make good happen* means. Here at Bravo, it's all about what we've been promising for decades. Since the Bogner family started Manchester Packing Company in 1942, we've strived to

provide only the highest quality meats and poultry to fine dining establishments throughout the Northeast. And we're proud to say we still get compliments about how good our products are.

That same promise is behind every Bravo pet food and treat we make. We use nothing but the best, most nutritious ingredients and prepare them according to strict safety standards. So you can feel good that you're feeding safe, healthy, great-tasting dinners and treats to help your pet live a long and happy life.

We Believe...

Pets are family! Dogs and cats provide us with comfort, love, friendship and fun. These important family members deserve the best food we can give them. This is the give back that helps our pets live long, happy, healthy lives.

Quality Counts!

Every ingredient in a Bravo raw diet product or in a Bravo treat is carefully selected for quality and freshness.

Simple is Better!

We know that when it comes to sound nutrition...less is more. Our products are made from fresh ingredients and frozen to preserve that freshness. We do not add antibiotics, hormones or any kind of artificial color or flavoring. To understand the difference, simply compare the ingredient list on any other pet food to a Bravo label.



We welcome your questions and comments at
www.bravopetfoods.com

or
Email us at info@bravopetfoods.com

or
Call us toll free at 866-922-9222