

A brown dog with floppy ears is looking directly at the camera. In the foreground, a pair of hands holds a light green bowl filled with raw food. The food includes two large pieces of red meat, two long raw bones, a halved soft-boiled egg with a bright orange yolk, and a pile of green, leafy vegetables. The background is a plain, light-colored surface.

Raw Food

STARTERS GUIDE

**BY STORM'S RAW
EMPORIUM LTD**

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A close-up photograph of a dog, likely a Jack Russell Terrier, lying on green grass and eating a large piece of raw meat. The meat is pink and red, with some green herbs visible. The dog's head is in the foreground, and its body extends into the background. A yellow rectangular box is overlaid on the top half of the image, containing the chapter title.

CHAPTER

01

Why Raw?

Why Raw?

Are you looking for a healthier and more natural alternative to traditional dog food?

Raw food diets for dogs are based on carnivores and what they should eat that is similar to what their ancestors ate in the wild.

Whilst your dog is many generations away from a wild animal, we know from our own diets that highly processed food can have a negative impact on our health. It is reasonable to believe that our companion animal will benefit from a more natural feeding approach.



Benefit's of Raw

We believe that a raw, natural diet is best for our dogs - benefiting everything from their coat and teeth to their overall well-being.

- Improved Digestion.
- More Manageable Poo.
- Shinniner and Healthier Coat.
- Stronger Teeth and better dental hygiene.
- More stable energy and less hyperactivity.
- Reduction of allergies and intolerances.
- Less flatulence.
- Increased vitality in older dogs.
- Reduction in inflammatory issues such as skin conditions or joint inflammation.
- Highly palatable, great for even the fussiest of pets.
- Low-fat options to help manage weight loss.



CHAPTER

02

What is raw?



What is raw?

When feeding raw you are looking to achieve 80.10.10 ratio for the meat part and up to an additional 20% in extras. This does not need to be balanced every meal.

Let's break it down. I use a 5 part approach.

1. Meat
2. Bone
3. Offal
4. Veg/Nuts/Seeds (optional and personal preference)
5. Oil



The meat, bone and offal are vital for a raw diet. Most manufacturers do the hard work for you and if you use a “complete” meal the hard work is already done for you.

However, if you want to try DIY or have a greater understanding of how a raw meal is made up, keep reading.



What is Meat ?

There are a few things to think about when deciding what is muscle meat and what is offal as this is not the same as what would be classed as offal in human meat. If it moves it is meat and if it doesn't it is offal, so the heart and lungs are classed as meat and the kidney, liver, spleen and brain are offal.

Meat /Fish can come from any source from the usual to the exotic.

Examples of muscle meat

Heart .
Tongue
Cheek
Skirt
Off cuts
Lung
Diaphragm

GREEN TRIPE
Trachea
Gizzards
Brisket (stewing meat)
Penis
Fillet



Fish is a great addition to the dog bowl and should be added 2/3 times a week.

Oily fish is the best kind of fish to add to the bowl. This is high in Omega 3 which is vital to support joint health. Not all dogs like fish, so it is important to try adding it in different ways. You can add minced fish, whole fish or even frozen.

Great fish to add are

Mackerel

Sardines

Herring

Trout

I avoid large amounts of salmon as this is high in heavy metals and toxins, a little in their diet goes a long way.



What is Offal ?

Offal is important to most dogs. Offal is rich in minerals and vitamins that are not as easily available in muscle meat. However, it is higher in Purine and Phosphorus. For breeds that are prone to UTIs, and bladder stones such as Dalmatians it is best to limit the amount feed.

Examples of Offal

5% liver (no more than 5%
but essential)

Kidney

Spleen

Pancreas

Brain



What is Bone?

Bone is the dog's main source of calcium, they are also high in glucosamine and chondroitin which are the building blocks of joint health.

Raw meaty bones are great for helping your dog clean their teeth.

With bone, you need to remember there is meat on them too so we may need to do a bit of working out as to the percentage of meat to bone to get the ratio close.

Examples of Bones

Wings – chicken, duck

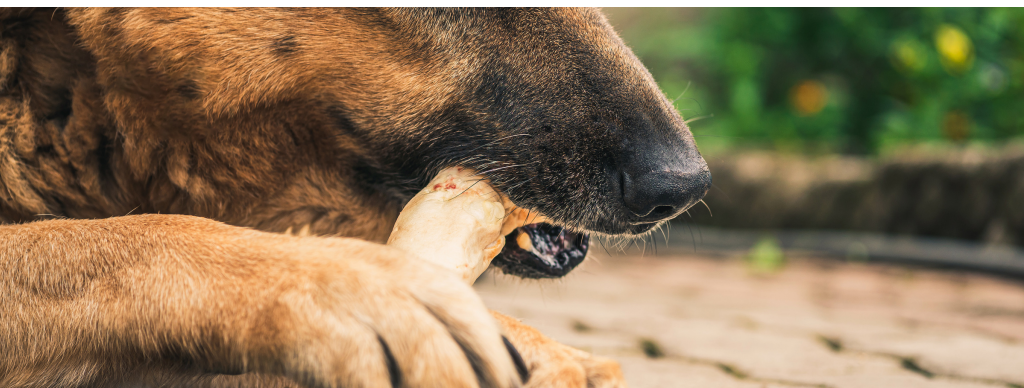
Ribs - lamb, pork, venison, emu, kangaroo

Carcass - chicken, rabbit, duck, pheasant,

Neck - duck, chicken, venison, turkey, goat, lamb

AVOID WEIGHT-BEARING BONES FROM LARGE ANIMALS

No leg or knuckle bones from large animals.



Vegs to add or not?

This is a personal choice, there is some benefit to adding them to the dog's diet however not all dogs are tolerant or like veg, it is not essential though. This guide will give you the starting point if you would like to add veg.

This should be in addition to the raw meat allowance and should be no more than 20% of their diet.

Dogs are omnivorous carnivores, they cannot process raw veg in the same way as humans and need a little help before you add it. If you feed a whole carrot it will come out the same way it went in and they will have limited nutrition intake from them. However, if you do a bit of work for them by breaking down the outer layer they will then benefit from the extra vitamins.



There are a few ways you can start the processing of veg.

1. Lightly steam- easy and simple not cooking it to death, Al dente is what you are looking for. It's also a great way of using up your leftovers.

2. Blitz- just whizz up the raw veg in a food processor or similar, this breaks down the outer layer.

3. Fermented- think sauerkraut. This takes a bit of time and patience but it's worth it as not only does it add veg to the diet it's a natural pro-biotic. I have more information on our website if you would like to know more.



What veg to add?

Start with veg that grows above the ground, root vegetables tend to be more of a carbohydrate.

Dogs do not process carbohydrates so avoid potatoes and the like.

Green veg is best as this is full of vitamins and minerals.

- Cabbage
- Kale
- Beans
- Broccoli
- Spinach
- Cucumber
- Chard

DO NOT feed Onions as these are poisonous to dogs and should never be fed.



What fruit to add?

Start with berries, these are great for training too. Full of all sorts of goodies and natural anti-oxidants.

Here is my go-to list.

- Blackberries
- Strawberries
- Blueberries
- Raspberries
- Banana
- Apple (no core or seeds as this contains cyanide)
- Melon
- Pineapple
- Coconut
- Watermelon



Nuts and Seeds

There are many benefits to Nuts and seeds. Not only do they add extra vitamins and minerals they also help with worming and bulking out the food to help with anal glands.

Again these need a little work before feeding as with veg if you put them in whole they will come out whole. Chopping and soaking them is best, soaking will remove any chemicals on the outside and get them ready for your dog's stomach they only need to be soaked for about 30 minutes.

Here is a list that I keep in my clipboard.

- Sunflower
- Pumpkin
- Chia
- Almond
- Walnut
- Hazel
- Sprouting seeds



I personally believe all dogs benefit from adding a good omega-3 oil to their diet. Dog's diets contain a lot of omega 6 and therefore need a bit of help to balance out the omega 6 to 3 ratio and the easiest and simplest way to add this is to add oil.

Here is a quick reason why to balance; Omega 6 is inflammatory, which means if your dog has a high omega 6 diet they are more likely to be suffering from an inflammatory issue such as Arthritis, skin issues, IBS and more. Omega 3 is anti-inflammatory, however, too much in their diet can cause issues too, hence the reason for balance.

Meat contains a higher ratio of Omega 6 so adding an oil will help balance this.



There are a few different types of oil you can add.

- Fish oil; there are many different types available, You need to think about where the fish came from, have they taken on any chemicals in the water? The quality of fish can vary greatly.
- Coconut oil - I love this product for skin and it has loads of great benefits but not for balancing your dog's diet as it is very low in Omega 3.
- Hemp oil;(deleted) Currently I don't know enough about this one to advise, it is relatively new to the dog world. It is high in omega 3.
- Flaxseed oil; is a fairly consistent product which contains very few chemicals if you use a good quality product. There are limited allergens and it is a more sustainable product than fish oil



CHAPTER

03

*How Much to
feed?*



How Much to feed?

Using your own judgement, you can adjust where needed to increase or decrease amounts to suit your dog's ideal weight. This is a guide - your dog is an individual with individual needs, so keep breed, metabolism and exercise level in mind.

Adult dogs should be fed 2 - 3% of their current weight or ideal body weight.

Puppies

It's important to feed based on the puppy's current weight and activity level. If they do not have the right amount of food, it can cause growth issues and if they are getting too much this can cause joint problems. Body condition is the best way of checking.

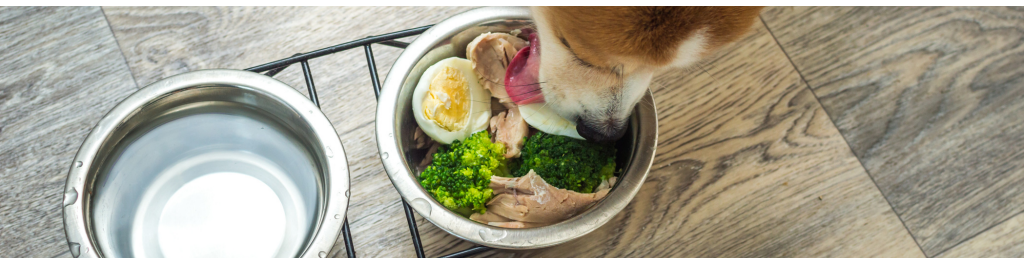
2 - 4 months = 10 - 8% of current body weight

4 - 6 months = 8 - 6% of current body weight

6 - 8 months = 6 - 4 % of current body weight

8 - 12 months = 4 - 3 % of current body weight

12 month plus move to the adult feeding 2-3% of current body weight



CHAPTER

04

Getting Started



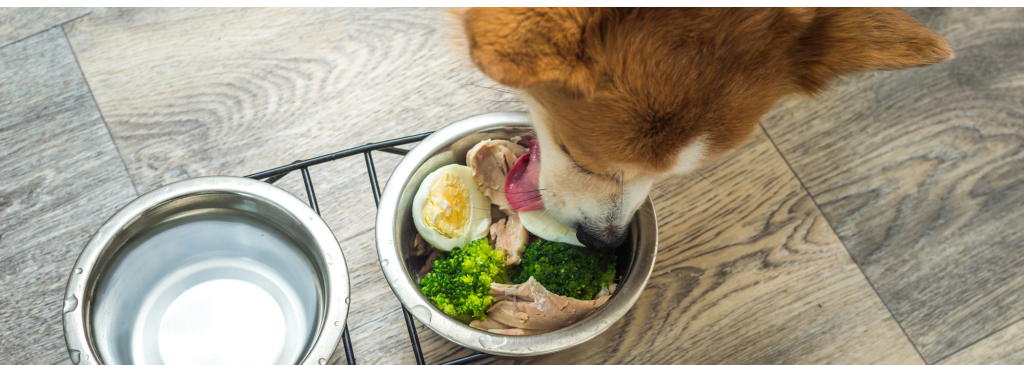
Getting started

Now that we have covered the basics, let's keep it simple to start your raw feeding journey.

Pre-made 80.10.10 minces are a great place to start. The manufacturer has done all the calculations for you. This reduces any stress in trying to do the math and saves time. To add in my veg, nuts and seeds I use "Smartbarf". This is a dehydrated mix that is a full mix of all the extras.

For oil, I use "Green and Wild Salmon Oil" as this comes in small bottles that will not oxidise before I have finished the bottle and is ethically sourced. There are many other bits and pieces I add to my dog's bowls,

I choose extras based on their needs and age. I talk more about these on my blogs and facebook page.



Have you decided?



Have you worked out the amount to feed?



DIY or Pre-Made?

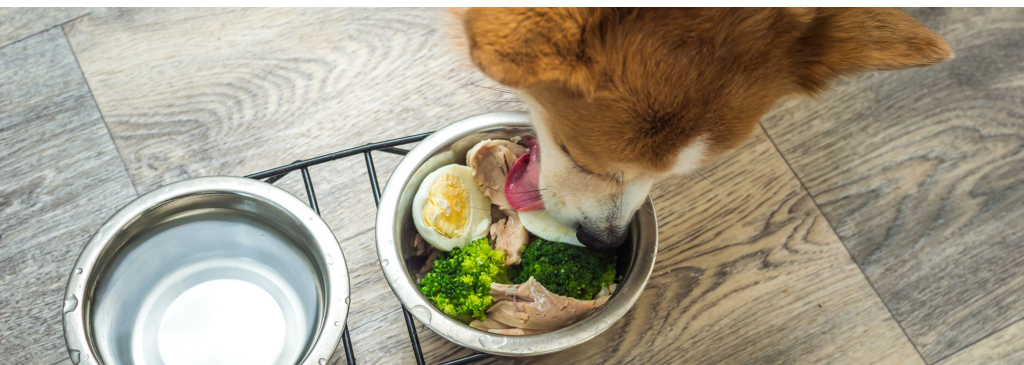


Veg, Fruit, Nuts and Seed?



Oil?

Once you have the answer to these questions
you are ready to start.



Shopping List



First 7 days of food. We recommend that you start with a week at a time and try a few different brands to check which works best for you and your dog.

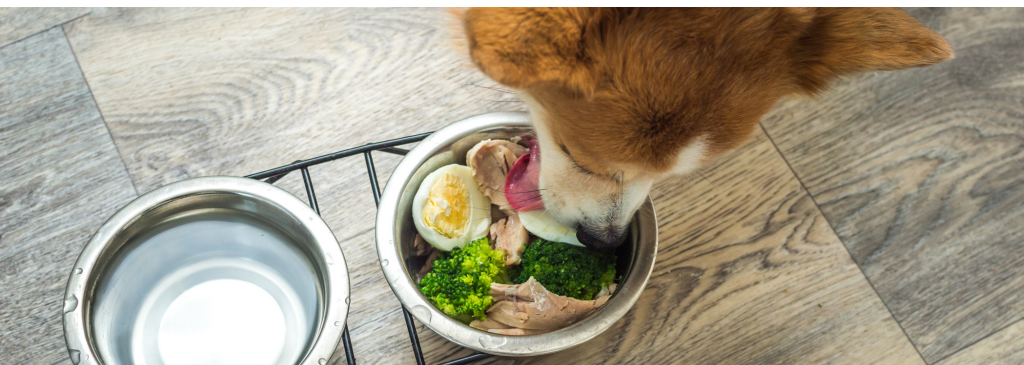


Smartbarf to get started if you are adding in the extras



Green and Wild Salmon oil

That's it! You will be on your way and don't forget we are here to help. Ask any question we want to make this as easy as possible for you.





Storms Raw Emporium

The Natural Choice

Thank You for taking the time to read our basic guide.

This guide is not a comprehensive guide and we are always willing to provide further support. Please get in touch if you have any further questions.

Thanks

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