



THE NATURAL ALTERNATIVE



[WWW.FARMFOOD.CO.UK](http://WWW.FARMFOOD.CO.UK)

# Farm Food UK

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## **The history of the Farm Food Company and its Products**

### **1982 Farm Food HE dogfood**

In 1982 Mr. Gerrit de Weerd (a consultant in the field of animal feed and animal health in the Netherlands and abroad) was asked to put together a dogfood that could be used as a neutral food in a scientific research on dogfood. He composed a high quality dogfood with a pressed pellet; based on beef from Dutch milk cows; without any chemical additives like antioxidants, artificial colourings, flavourings or aroma's, emulsifiers or preservatives. A complete, healthy and clean dogfood for every dog of any age, any breed and any condition. The research was completed after two years and the production of this "all life stage" trialfood was supposed to stop.

However, after the research period during the year of 1984, several breeders insisted that this dogfood should stay available since the results they saw on their dogs were overwhelmingly good and beyond belief. Farm Food HE was born. For several years the popularity of the dogfood grew mainly through verbal advertising. Enthusiast dog owners, breeders, instructors and trainers stood at the cradle of Farm Food HE. The basic composition nowadays is for the most part identical to that of twenty years ago. The formula has proven itself repeatedly. Naturally the product is in the course of time improved by own and scientific insights.

### **1996 Farm Food Rawhide® dogchews**

In 1996 there were so many requests for a healthy chew that could safely be given in combination with Farm Food HE that Farm Food went looking for precisely that. A production plant was found in South America where they started making Farm Food Rawhide® dogchews. Chews consisting of the inner layer of the skin of cattle raised for meat production. Again a product that is guaranteed without any additives or chemical substances and free of heavy metals. But it is not just a safe chew: Farm Food Rawhide® works like a toothbrush while being chewed. Through scraping the teeth and furthermore through collagen that is being released which resolves the dental plaque.

### **2001 Main focus on petfood market**

Until 2001 Farm Food HE and Farm Food Rawhide® existed next to the consulting work Gerrit de Weerd did. But by then the decision was made to focus mainly on the petfood market. From then on Farm Food grew substantially. Every year we reach an increase in sales of approximately 30 to 40%.

### **2005 Farm Food No.1 puppy-kittenmilk powder**

2005 is the year in which Farm Food No.1 puppy-kittenmilk powder was introduced. A totally new concept among puppy milk and milk-replacing products for all (small) mammals as it is a milk based on full-cream goat's milk instead of on skimmed cow milk which has been made unfit for human consumption. This has a stunning effect! Out of our dog-specialty it was initially meant for puppy's in particular, but as it was soon very obvious that it is extremely suitable for all other (small) mammals we do not want to restrict its use.

### **2008 Farm Food Fresh deep-frozen, holistic dogfood**

Farm Food Fresh is introduced in 2008. During the dogfood-investigation in 1982/83 it became clear a regular addition of raw meat with a lot of unwashed tripe to the dogs meal was very positive on the total health of the dogs. The positive influence was not depending on which brand of dry food was fed. Therefore is, from the beginning of Farm Food, our standard advice to give the dogs from time to time a bit of raw meat (with a lot of green, unwashed tripe) as an addition to the dry food. From the beginning of Farm Food (1984) till 2008 all kind of on the market available frozen products were used in our advice. Since a few years the overall quality of these products did decrease and we got more and more complaints about the products we advised our Farm Food HE clients. Therefore we decided to produce these type of food by ourselves and Farm Food Fresh was born. In the mean time it got clear this was a good decision!

### **Farm Food Company today**

Farm Food is a family business. Gerrit built the company together with his wife and their two sons. Nowadays there are ten people working with the Farm Food Company. They are supported by another five people that help out whenever necessary. Production and distribution are contracted out. Naturally the main focus has always been the Dutch market. Since a couple of years we work to expand the market outside the Netherlands with the most important motivation: make Farm Food Products available in other countries for conscious dog owners that want nothing but the best for their pets. To achieve this we are still looking for distributors and wholesalers in several European countries. For the UK, please contact the addresses on page 2 of this brochure.



# FARM FOOD HE<sup>®</sup>

COMPLETE "ALL LIFE STAGE" DOGFOOD



NATURAL HOLISTIC  
- Premium Press -

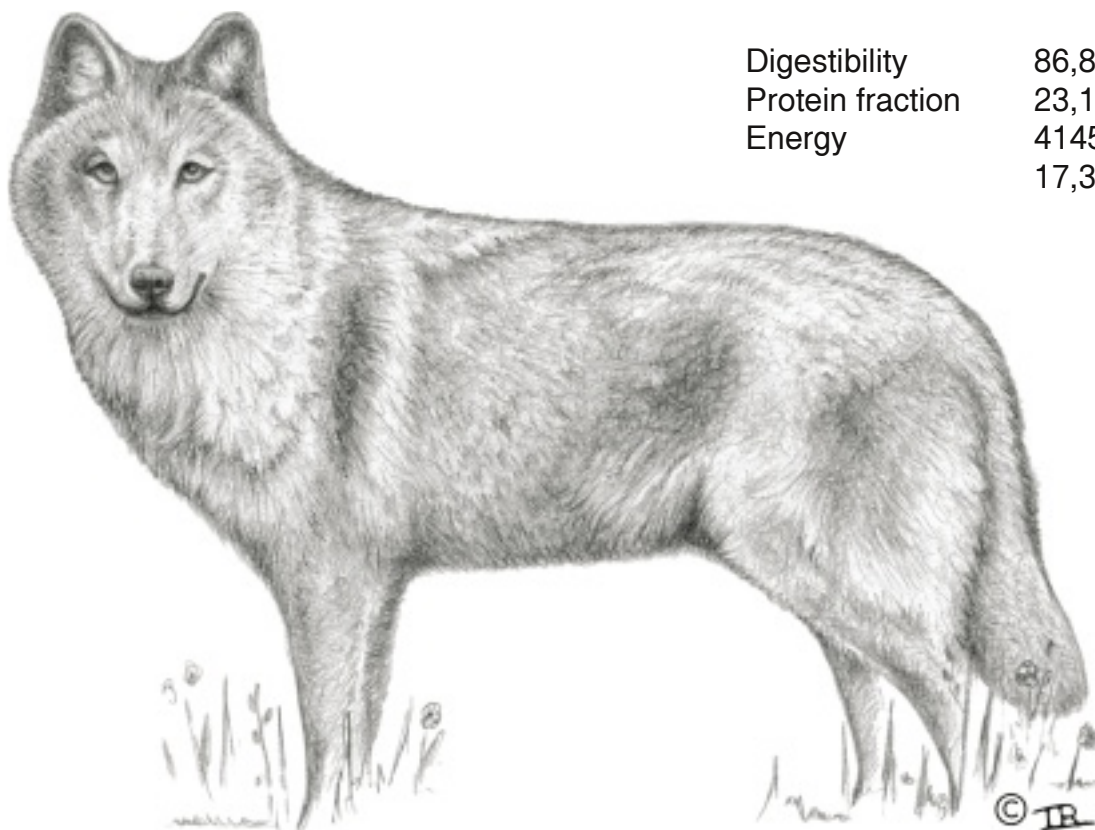
## Ingredients Farm Food HE

Dutch beef-meal, haemoglobin powder, beef-fat (melted at maximum 90° Celsius), composition of vegetable oils and lecithin, precooked bread-grains (corn and wheat), precooked rice, brewer's yeast, inuline minerals, trace-elements and vitamins.

Farm Food HE does not contain any chicken, chicken products, preservatives, chemical antioxidants, colourings, aromatic substances and/or flavourings.

## Analysis Farm Food HE, contents per kilogram:

Proteins	23,0	%	Vitamin A	12.500	IE
Fat	14,0	%	Vitamin D-3	1.250	IE
Cellulose	2,0	%	Vitamin E	100	mg/kg
Ash max.	6,0	%	Vitamin K-1	3	mg
Moisture max.	8,0	%	Vitamin B-1	12,5	mg
Carbohydrates	47,0	%	Vitamin B-2	12	mg
Calcium	1,0	%	Vitamin B-3	50	mg
Phosphorus	0,8	%	Vitamin B-4	9	mg
Sodium	0,16	%	Vitamin B-5	52	mg
Potassium	0,6	%	Vitamin B-6	7,3	mg
Magnesium	0,145	%	Vitamin B-12	35	mcg
Copper	6,0	mg	Vitamin C	100	mg/kg
Manganese	28,0	mg	Biotin (Vit.H)	230	mcg
Iron	100,0	mg	Choline	1250	mg
Zinc	60,0	mg	Iodine	1,2	mg
Cobalt	2,2	mg			
Selenium	0,2	mg			



Digestibility	86,83 %
Protein fraction	23,16 %
Energy	4145 Kcal/kg
	17,35 Mj/kg

# COMPLETE "ALL LIFE STAGE" DOGFOOD

## THE NATURAL, HOLISTIC ALTERNATIVE

Farm Food HE contains no chemical substances such as: antioxidants, preservatives, colourings, fragrances, taste substances and contains no binders.

Farm Food HE is a premium quality food suitable for every breed of dog, irrespective of age and/or performance. Farm HE satisfies largely the directives as noted in the nutrient requirements for Dogs of the Commission on Animal Nutrition. Farm Food HE distinguishes itself by the high purity of the raw materials used, resulting in a high biological value of endosperms and a high digestibility (87%).

Farm Food HE distinguishes itself also by the fact that it has been pressed (at max. 75° C) and has not been extruded. The use of a low temperature during production prevents the ingredients from damage or nutrient loss due to excess heating.

The constant composition, the high purity of the ingredients and the low production temperature ensures together that the metabolism of the dog is as little as possible charged. Because of this the health of the dog is strongly promoted, which is among other things clearly visible in the quality of the fur and stools.

Farm Food HE contains the correct quantity and proportion of Omega-3 and Omega-6 fats. Farm Food HE also contains a maintenance dosage of Glucosamine and Chondroitine thus helping to promote supple joints.

### The dog and its metabolism

Our domestic dogbreeds may be many and various, they still have at least one thing in common with their ancestor the wolf: their metabolism! In our domestic dogs its function is still the same as it was in primeval times. (please read the information "Dogfood at present days" on page 8)

In their natural surroundings all kind of wild dogs, from small to tall and from young to old, eat from the same prey according to their need of energy at that moment. Our principle "dogs first" is the basis of the Farm Food Philosophy: one type of food for all dogs regardless of their size and age. In the various stages of their life our dogs need, like their wild relatives, more or less food, but certainly not another food. It is by perfect constitution and high quality that Farm Food HE makes an optimal offer!

### Premium, pressed pellets

Farm Food HE consist of pressed pellets which has many advantages. (please read the information "Why pressed pellets" on page 10)

Farm Food HE is available in two pellet sizes:

- Regular pellets suitable for every dog; available in bags of 4 kilos and 15 kilos;
- Mini pellets (made for small dogs and puppies); available in bags of 4 kilos.

## THE NATURAL, HOLISTIC ALTERNATIVE



## Dogfood at present day's

### Phase 1

The most fascinating theories are set up about the descent of our dogs. Whether our dogs are descended from wolves, jackals or wild dogs, one thing is certain: the ancestors of our present dogs were wild animals that lived on what the environment had to offer. Their menu consisted of prey (herbivores), dead animals (carrions), wild fruit, nuts, rootstocks, intestine contents and excrements of herbivores. The most important condition to survive was (next to sufficient food sources) having a well developed instinct to determine whether nutrients were good and necessary or unnecessary and even harmful. In other words: The innate instinct to choose from different food sources.

### Phase 2

When the dog was domesticated at first nothing changed in the food pattern. The dog could walk around the farmyard freely and choose from the different food sources: remains of food, slaughter litter (like intestines), dead animals, excrements and other things the dog instinctively knew he needed. Whenever the offer of food was too low he would catch a wild rabbit or an old chicken from the neighbours. All singular products whereof the dog could choose freely; which can be described as: Farm Food! Important was the dog's innate quality to determine the difference between needed and not needed and also to choose from good and bad. Therefore he put together his own menu and got all the nutrients he needed. (Maybe this is the background of the fairy-tail that mongrels are stronger dogs than purebred dogs: because they often have the possibility to scratch and therefore choose a part of their food source, or at least fill up their shortage.)

### Phase 3

The more the dog was domesticated the less was left of his natural food pattern. His daily meal was being prepared for him, he could no longer choose his food. The big disadvantage of this was that he often got too much of one and not enough of the other source. In the course of time a lot of scientific research has been completed on the feeding needs of dogs and the necessary constitution of the menu. As a result of which commercial food was born. For the composition of this nourishment people had the option to choose from the available food sources and had to dose this in a way that corresponded with the dog's total needs. In a way as the above described farm food. However because of the competition between the different manufacturers a great danger does arise: dog foods could be composed with singular (cheap) products. Dogs from 'phase I or II' would stay clear of those products! Often chemical aromatic substance and/or flavouring is added to overcome that disadvantage. For the human eye colouring is added, for example to make it look like the colour of meat.



## Dogfood at present day's

When the food is also extruded (to increase the digestibility of the raw material) there is the risk the proteins, vitamins and fats are damaged. There also appears a mixture of odours and flavours, which makes it impossible for the dog to smell and taste each ingredient. For the dog it is very unnatural to smell and taste only the mixture and it is possible that this will bring about a food dislike. To make the food last longer without decay, chemical antioxidants and preservatives are added which can have a bad influence on the total metabolism of the dog. This is initially seen in skin and coat problems.

### Conclusion

The above mentioned makes it clear that it is important to be extremely selective when putting together a dog food, especially when it comes to the raw material that is being used. These raw materials must be selected at first by their negative quality instead of their positive. This is to prevent negative substances to end up in the daily menu. This is also why it is important to keep up high demands to every single raw material. As a matter of fact the dogs from 'phase 1 and 2' would love to eat all raw materials used in a single form as well. Only the raw materials used for human consumption answers to these high demands because they have to answer to very high demands about quality and purity (which, by the way, does not mean that all products used for human consumption are also suitable for dogs).

Besides the choice of the raw materials it is obvious that it is also of vital importance that the proportions of the used nutrients and other substances match the daily needs of the dog. Because of this you would have to be absolutely sure that the nutrients in the food can indeed be taken up by the dogs body and it must be prevented that the production process has a bad influence on the absorption of the nutrients. When people give their dog a food that answers all of the above they are back at the pattern of 'phase 1 and 2', the so called "FARM FOOD". The dog will flourish and will show this through his skin and coat, his zest of life and his total health.

When pure materials (suitable for human consumption) are being used, this brings about a food that is high in energy. The dog requires a lot less food to satisfy his needs. Therefore he has to deal with a lot less filling which is very good for the total health and wellbeing of the dog.

The fact that this dog food is not the cheapest available will not surprise anyone. However when comparing the food costs per day the difference is nil. On the contrary, taking the health of the dogs in consideration too.

In present days it is up to the owners to choose the best food for their dogs!  
Thinking of the best intends for dogs, we brought into being the slogan: "Dogs First!"



## Why pressed pellets?

As you probably know there are two different production methods of dry dogfood. Expanding/extruding and pressing/pelleting. The biggest difference between these two forms is the absolute temperature during the production. During expanding/extruding the temperature rises to far above 100° Celsius thanks to the pressure and added heat. Because of that the food is so to speak “baked” and the hard crispy pellets arise. During pressing/pelleting the temperature does not rise above 75° Celsius.

In the early days of expanding the motivation to do so was to increase the digestibility of the carbohydrates (grains). But nowadays it is possible to pre-cook the grains in advance and because the digestibility of the other raw material (proteins, fats, vitamins, minerals and trace elements) will not be increased by expanding or extruding, this production method has become unnecessary and can even be judged negatively!

As mentioned above the temperature rises enormously during expanding/extruding. It is well-known out of human food, this has negative consequences to certain raw materials. The fats are especially sensitive of heating over 100° Celsius, as well as certain vitamins (like B complex). When fats are being baked (above 100° Celsius) many free fatty acids arise whom have a negative influence on the metabolism (liver). This is the cause of many skin and coat problems. This fat alteration does not occur as a result of pressing.

In addition to the above there are also other important reasons why we as Farm Food prefer pressing above expanding/extruding. Like the fact that with a good, pressed pellet the nutrients are being released more evenly. This is because the pellet dissolves slowly from the outside inwards. An expanded or extruded pellet on the other hand will absorb gastric juice and fall apart after a certain time at once. Next to the fact that a pressed pellet will not ‘float’ that much, this slow dissolving is also an important reason why a good pressed dogfood reduces the chance of a bloat (Gastric Dilation-volvulus syndrome).



To illustrate the above mentioned,  
we encourage you to do the next amusing and clarifying experiment:

1. Take an amount of Farm Food HE  
and an equal amount (in weight) of an expanded/extruded dogfood
2. Put each food into a different glass
3. Fill each glass with hand warm water
4. Add a splash of vinegar to imitate the hydrochloric acid
5. Wait a while and you will see what can happen in the dogs stomach

Now you know one of the reasons why we press our dogfood  
instead of expanding or extruding it!

## Feeding advice

### **Why only one sort of feed for all dogs?**

When working with the NRC-norms in the preparation of dogfood the food is suitable for ALL dogs, no matter what age or circumstance. Dogs eat as much as they need to fulfil their NEED OF ENERGY, so when dogs eat a good composed dogfood they automatically get all nutrients in the right quantities and proportions in their system. Young dogs, lactating bitches and dogs that need to perform eat MORE than the average adult dog; that is how they fulfil their total need for different nutrients. The same applies to older dogs that do not have to achieve anything: they eat LESS than the average adult dog. Dogs have very short bowels compared to their body size. That is why the food needs to contain a lot of energy by kilo dry material to prevent the metabolism from being badly influenced by a surplus of encumbrance substances. The more high-grade fat in the food, the more energy in the dry material of the food. Complete fresh-meat-food (Farm Food Fresh) contains more energy by kilo dry material than Farm Food HE due to the amount of fat.

### **Why complete fresh-meat-food (Farm Food Fresh) next to Farm Food HE?**

ALL dry food undergo a certain heating during production (Farm Food HE circa 72° Celsius). Because of this bacteria in the raw material are being destroyed. In spite of the fact that it is never scientifically proved we have the experience that for a good build up and conservation of the intestinal flora these lost bacteria are necessary. This is why we advise so called "fresh meat days". By fresh-meat we mean the deep-frozen complete fresh meat with at least 60% unwashed tripe. (e.g. Farm Food Fresh). This contains all necessary bacteria and bacterial spores. As you would understand it is necessary to give this fresh-meat raw to gain the desired effect. Therefore cooking, heating or defrosting in the microwave is absolutely undesirable! When a dog has had a intestinal-infection and/or antibiotic-cure, it is to recommend to feed him fresh-meat with tripe (Farm Food Fresh: Tripe & Heart Complete) a couple of days. The intestinal flora can restore itself in a natural way. 100 grams of Farm Food HE corresponds with about 200 grams of Farm Food Fresh Complete.

### **Feeding advise**

How much food does one give a day? As much as the dog wants or as much as the owner feels is good for his dog? The experience taught us that not all dogs are able to moderate when they can eat unlimited. Small breeds can usually eat as much as they want during their growing stage, but when they are grown up they can easily grow to fat. Big breeds sometimes grow to fast when they can eat all they want which could cause abnormalities. However when they are grown up their need of feed is usually determined by their need for energy and this depends highly on their performances. At all times: "feed with your eyes" (look at your dogs condition), because there is not one dog equal to the other. The quantities named in the feeding recommendation list are meant as starting-point to determine the need of the dog. Make sure, there is always enough fresh, clean (drinking) water available!

#### **Quantity of Farm Food HE for each kilo bodyweight a day**

Dogs Weight (actual)	Pups to Junior (till about 6 months)	Junior to Adult (till about 15 months)	Adult Dogs	Pregnant, lactating and working dogs
1 - 5 kilos	42 gram	31 gram	20 gram	According their need
5 - 10 kilos	32 gram	23 gram	15 gram	
10 - 20 kilos	26 gram	19 gram	12 gram	
20 - 30 kilos	23 gram	17 gram	11 gram	
30 - 40 kilos	22 gram	16 gram	10 gram	
40 - 50 kilos		15 gram	9 gram	
50 kilos and more			8 gram	

**At all times: Feed with your eyes, since no dog is equal to another!**

## **How to switch from your current food to FARM FOOD HE**

Because your current food is most likely an extruded product (if put in water it floats) and Farm Food HE a pressed product (in water it drops to the bottom), therefore we advise you strongly not to mix Farm Food HE with your current food. The difference between the pressed Farm Food HE product and an extruded product is not only in composition but also in the overall digestion process. The extruded food sucks itself full in the stomach of the dog, expands and falls apart entirely. Farm Food HE however, falls apart slowly and settles at the bottom of the stomach.

Switching to Farm Food HE can be done in 3 different ways, depending on the condition of the intestinal flora of your dog (s).

### **1. The most common, the "Farm Food" Method.**

This is the most safe and health-enhancing method, which we also advise if the dog often has loose stools or diarrhea. Loose stools is usually a sign that the intestinal flora is in need of a "maintenance" and needs to be rebuilt before Farm Food HE shall be tolerated by the dog. When you finish your current dry food, you can start with giving the dog at least 5 days in succession just Farm Food Fresh, Tripe & Heart Complete. You should give the "fresh meat" (after defrosting) at room temperature. Farm Food Fresh should not be defrosted in the microwave because the microwave destroys all the good ingredients (including the much needed bacteria) of the fresh meat. After these 5 days "fresh meat" you can start giving Farm Food HE to the dog. Then follow directions as described in our dietary-advice. If Farm Food Fresh Tripe & Heart Complete is hard to purchase in your area you can also change 20% of the Farm Food HE with the double amount of raw unwashed tripe.

### **2. The "boarding house" Method.**

This method is often used in dog boarding houses where they serve Farm Food HE to the guests. You can apply this method when your dog has a good, dark stool. The 1st day you give one fourth (25%) of the daily amount Farm Food HE the dog normally should get. Furthermore, you give nothing, except a healthy chew (for example Farm Food Rawhide®). The 2nd day you give half (50%) of the normal daily amount Farm Food HE, the 3rd day you give three-quarters (75%) and the 4th day you give the full daily amount Farm Food HE according to the table in our dietary advice. By this method you allow the dogs stomach to get used to the lower filling, and the intestinal flora to the composition of Farm Food HE. It is recommended when using this method of switching to add, in the beginning, a little Farm Food Fresh Tripe & Heart Complete to the dry food.

### **3. The "Problem dog" Method.**

This method we recommend for dogs that have problems with their digestion. When you finish your current dry food, you can start the first day giving the dog Farm Food Fresh, Tripe & Heart Complete. Defrost the "fresh meat" at room temperature and immerse it a short period in just boiled hot water. Let cool before giving it to the dog! Divide the "fresh meat" in several (at least 4) meals per day. The more small meals the dog gets to eat, the better the digestion and intestinal tolerance. The 2nd or 3rd day you should give the "fresh meat" spread over several meals a day. When the stools have been of good quality for several days you can start with mixing a little Farm Food HE through the "fresh meat". Then you gradually replace more and more "fresh meat" with Farm Food HE. The 7th day you replace half of the "fresh meat" for Farm Food HE and on the 8th day you just provide Farm Food HE to the dog.

If Farm Food Fresh Tripe & Heart Complete is hard to purchase in your area you can also change 25% of each meal (5 times a day) of Farm Food HE with the double amount of raw unwashed tripe. You need to do this until the stools are at least 1 full week of good quality. Once the stools are good for a week you can start to reduce slowly the amount of tripe. However you need to keep adding raw unwashed tripe to the dry food on a regular basis in order to keep the intestinal flora in good condition. The ratio of Farm Food Fresh vs. Farm Food HE is about 2:1. So 200 grams of Farm Food Fresh is approximately equal to 100 grams FARM FOOD HE. This is a directive that applies only to Farm Food Fresh Complete.

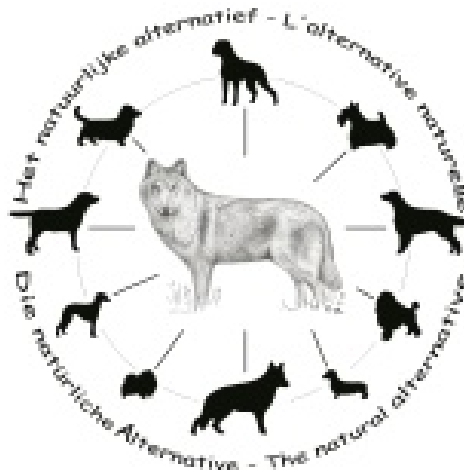
Postscript,

when you switch to Farm Food HE and you are not satisfied with the stools of your dog, remember that this is an indication that the intestinal flora is not in the desirable condition. Simply put, it means more help to rebuild the intestinal flora is needed. Replace (at each meal) for a long time 20% of Farm Food HE by Farm Food Fresh Tripe and Heart Complete or give a week-long Farm Fresh Food: Tripe & Heart Complete.



# FARM FOOD FRESH

DEEP-FROZEN, HOLISTIC DOGFOOD



## **Farm Food Fresh: More than just a meal**

During the formation of FF HE (pressed dry food for dogs) it became clear that regular “maintenance” with fresh meat based on raw unwashed tripe is necessary for maintaining a healthy intestinal flora. Dry food and other “heated” foods (canned or other products sustainable outside the refrigerator) are sterile. For this reason dry food is unable to supply the necessary bacteria needed to build and maintain a healthy intestinal flora.

A healthy intestinal flora is one of the main pillars under the overall health of your dog. When the intestinal flora is out of balance or too poor, health problems are unpreventable. Skin, fur and intestinal problems or allergies often find their origin in a disturbance of the intestinal flora. Therefore have we, of Farm Food, from the start of our company in 1984, advised that in addition to any dry food (including Farm Food HE) raw food with much unwashed tripe should be given to the dog.

Moreover, we have never hide the fact that giving a premium quality fresh meat product is a good and healthy way to feed your dog.

### **Therefore Farm Food Fresh**

Particularly for puppies, it is essential that their first solid food not only provides nutrients but that the diet also builds a healthy balanced intestinal flora. Therefore, we recommend that during the first few weeks, in addition to mother milk, only fresh meat is given. It is recommended to start with Farm Food Fresh Beef Complete and when the pups are 6 weeks then switch gradually to Farm Food Fresh Tripe & Heart Complete.

Also when you want to switch to another food (Farm Food HE for example) it is recommended to implement a feeding-programme to build up the intestinal flora first. This programme consists of giving 10 to 14 days only Farm Food Fresh Tripe & Heart Complete. This sets the fundament of your dogs health. After that it is then to implement a regular maintenance with Farm Food Fresh Tripe & Heart Complete. See also page 12 “How to switch from your current food to Farm Food HE”.

Farm Food Fresh Tripe & Heart Complete and Farm Food Fresh Beef Complete are of course suitable as a daily meal for your dog. The other products of Farm Food Fresh like the “Green Tripe” and “Beef” are excellent to use as an ingredient or supplement for your dogs home-prepared meal.

### **Ingredients and Analysis**

***Farm Food Fresh Tripe & Heart Complete:*** Composition: beeftripe, beefheart, beefmeat, beefliver, sheepfat, oils, vitamins, minerals and trace elements. Analysis: crude protein 14,5%, crude fat 15,5%, fibers 1,5%, ash 3%, moisture 63,5%, calcium 0,6%, phosphorus 0,48%. Addition per KG: Vitamine A 7000IE, Vitamine D 700IE, Vitamine E 50mg, Copper 3mg. Energy: 2061 Kcal/kg. Protein /energy share (protein fraction); 27,2%.

***Farm Food Fresh Beef:*** Composition: beefmeat, beefheart, beeftripe, beefliver, sheepfat, oils, vitamins, minerals and trace elements. Analysis: crude protein 16%, crude fat 17,4%, fibers 0,6%, ash 3%, moisture 60%, calcium 0,6%, phosphorus 0,48%. Addition per KG: Vitamine A 7000IE, Vitamine D 700IE, Vitamine E 50mg, Copper 3mg. Energy: 2330 Kcal/kg. Protein /energy share (protein fraction); 27,3%.

***Farm Food Fresh Green Tripe (not complete):*** Composition: 100% green unwashed beeftripe.

***Farm Food Fresh Beef (not complete):*** Composition: 100% beef meat.

## **Benefits of Farm Food Fresh**

- All animal ingredients in Farm Food Fresh are from animals suitable for human consumption.
- Farm Food Fresh contains no chicken or other poultry.
- Farm Food Fresh contains no reticulum.
- Farm Food Fresh contains, apart from beefheart and beefliver, no organmeat.
- Farm Food Fresh Complete contains no grain with the exception of 2,5% rice.  
This to enhance the starch digestion capacity in pups and to maintain it in adult dogs.
- Farm Food Fresh is therefore gluten-free.
- Farm Food Fresh contains no bones.  
This to guarantee a controlled calcium/phosphorus intake when feeding the Tripe & Heart Complete and Beef Complete versions . The calcium/phosphorus intake level of the Green Tripe and Beef versions can be controlled this way.
- All added vitamins / trace elements in Farm Food Fresh are organic.
- Farm Food Fresh only contains pure and natural ingredients  
and contains therefore no artificial additions, like chemical antioxidants, preservatives, colourings, artificial fragrances or taste enhancing products.
- Farm Food Fresh contains no fillers and has therefore, in comparison, a high calory level.
- Farm Food Fresh contains no binders. This is the reason it is not produced in preshaped burgers or nuggets but packed in easy to handle portion cups or large and small sausages.

## **Detoxification of the body**

To detoxify means that the body receives the possibility to discharge all toxics stored in the body. This process can only take place when the liver is given a chance to “tidy up”. To achieve this less substances to process should be submitted. More liver capacity becomes available to start a detoxification. During this “tidy up” and some time afterwards, the dog will drink more than usual. The reason for this is that the released toxics have to leave the body through the kidneys. Therefore it is very important to have fresh water available for the dog at all times.

All this has nothing to do with “dead” or “living” food, just with the amount of toxics gathered in the liver that need to be processed, and how the liver, by new fresh natural food, can be stimulated to detoxify the body. A not well balanced food with a, for example, too high protein level shall not start a detoxification as the liver is too busy with breaking down superfluous proteins.

Often we notice, when a dog starts to detoxify after changing to Farm Food HE, extant skin problems increase and/or that a dog start to shed enormously. After some time this will be over and a complete new, better skin and fur will appear. That is a very positive development and shows that it was time to change to Farm Food HE.

Beside the changes mentioned above, it also can happen that dogs have more stools after changing to Farm Food HE. Often the stools have a kind of slimy film over them. This is a result of the fact that the intestines are also being cleaned from all substances that gathered in the large intestine in the course of time.

If a dog has, after switching to Farm Food HE, more stools than usual, then this also a sign that the intestinal flora is in a poor condition and a big rebuilt programme no excessive luxury. (Please see also “how to switch to Farm Food HE”)

## **- Guarantee -**

Farm Food guarantees that during the production of Farm Food Rawhide® no chemical substances nor heavy metals such as Chrome, Brome and Arsenic are being used.

It is guaranteed free of colourings, flavourings, aromatic substances and preservatives. Therefore Farm Food Rawhide® is the most healthy and save chew for dogs!

Farm Food Rawhide® is handmade in Brazil under HACCP-legislation  
We point out that there is no child labour involved in the production of Farm Food Rawhide®.

### **Ingredients Farm Food Rawhide®**

Dried hypodermic interstitial tissue (inner layer of the skin)  
from Brazilian cattle, raised for meat production.

### **Analysis Farm Food Rawhide®**

Protein	92,8 %
Fet	0,2 %
Fiber	0,4 %
Ash	0,2 %
Moisture	6,4 %





# FARM FOOD RAWHIDE<sup>®</sup>

THE BEST "TOOTHBRUSH" FOR YOUR DOGS



THE NATURAL ALTERNATIVE

Rawhide<sup>®</sup> is a protected trademark for Europe

## THE TASTEFUL, NATURAL "TOOTHBRUSH" FOR DOGS

### **Why Rawhide® dog chews?**

By nature, dogs have a great desire to chew on something. This is the only way for them to keep their teeth and molars clean. In nature, wolves and other canines chew on things such as their prey's skin or hide. This chewing on soft, tough material results in clean teeth and molars, and therefore healthy gums. For our domestic dogs, the best - or rather the only - substitute for "prey hide" are Rawhide® dog chews.

### **What are Rawhide® dog chews?**

Rawhide® dog chews are dried hypodermic interstitial tissue (inner layer of the skin) from cattle raised for meat production. This hypodermic interstitial tissue is very tough and solid.

### **Where do our clean, white Rawhide® dog chews come from?**

Our white Rawhide® chews come from Brazil and are made from the hides of cattle raised extensively for their meat. The production plant is full HACCP classified.

### **How are our clean, white Rawhide® dog chews made?**

The hides are split by machine. The outside layers are processed into leather (e.g. for your couch). The inner layers (hypodermic interstitial tissue) are washed and cut into pieces of the proper size. This material is folded into various shapes and then dried in an oven. One important aspect of our products is that in the production process no harmful substances are used. So we can guarantee a clean, pure and safe product.



### **Rawhide® dog chews are tough and solid.**

The saliva, produced while chewing, makes the Rawhide® dog chew softer and softer. Collagen is set free and dissolve plaque. Before it becomes so soft that small pieces can be bitten off, there has been also an intensive, grating contact between the Rawhide® dog chew and the dog's teeth. This way, Rawhide® dog chews functions as an effective, "appetising toothbrush". It is widely known that food remaining in the mouth not only causes bad breath, but also so-called dental plaque. In turn, this dental plaque is responsible for the tartar dreaded so much. Tartar can become so serious that it "affects" the gums as well, the result being sore teeth and/or molars and losing them.

### **That's why Rawhide® dogchews!**

A dog that starts chewing on Rawhide® dogchews early in its life, to satisfy its natural "chewing desire" in a natural way (instead of having to use shoes and/or furniture), will reward you for that by being a contented companion with a clean breath from a healthy mouth. (If an older dog has developed tartar, its teeth must first be scaled, of course, before the same results may be expected.) Besides the prevention of plaque, Rawhide® will help to prevent obesity. Because most of the dogs don't have to "work" for their dinner, they stay still (mental) hungry after their meal. Supplying your dog with a Rawhide® to chew on after their meal you fulfil their natural chewing need and still their (mental) hungry. In this way you prevent the dog for overeating and begging for more. Rawhide® is also very helpful in case the dog needs to loss weight.

## THE TASTEFUL, NATURAL “TOOTHBRUSH” FOR DOGS

### The Problem

For several years the most frequently seen problems with dogs in veterinary clinics are skin and coat problems. But in recent years the number of treatments necessary for dental problems has increased enormously! This is caused by dental plaque which can become mineralized to form a hard deposit called calculus. This damages the gums and can for instance result in tooth loss. Because of the growth of these dental problems it is necessary to start an effective and structural treatment.

### The Cure: FARM FOOD RAWHIDE®; “The tasteful, natural toothbrush”!

A structural treatment is found in Farm Food Rawhide® chews, made of hypodermic interstitial tissue, the inner layer of the hide from beef cattle. Farm Food Rawhide® is tough and fully digestible. While Farm Food Rawhide® is chewed and moistened, collagen is being released from the Rawhide®. This collagen resolves the plaque! At the same time the Rawhide® rubs the teeth and causes a thorough, visible cleaning of the teeth. Because of this purification Farm Food Rawhide® is also called “The tasteful, natural toothbrush”!



Farm Food RAWHIDE® is available in different sizes and shapes.

Make sure that the size of the Rawhide® fits the size and the jaw strength of the dog.

With Farm Food Rawhide® you will have the possibility to clean your dogs teeth in an easy, healthy and tasteful way. Besides this, your dog will get a fresh breath too. Through which you will prevent dental plaque and calculus to form. To prevent is always better than to cure!



**Farm Food Rawhide® is an European brand with a registered trademark which stands for a high premium quality.**

**The best and natural way to give your dog clean teeth and a fresh breath!**

## THE TASTEFUL, NATURAL “TOOTHBRUSH” FOR DOGS

### **FARM FOOD RAWHIDE®**

**is incomparable to other dogchews because of the following:**

**RAWHIDE® is made of fresh, examined and veterinary approved beef hides only.**

The production company is part of a large slaughterhouse. The hides are processed directly after the slaughter of the cows. This in contrast with a lot of anonymous chew-products.

**RAWHIDE® is fully digestible.**

Farm Food Rawhide is solely made of fully digestible hypodermic interstitial tissue. Therefore the dog can easily digest the complete Rawhide® with no trouble at all. Although Farm Food Rawhide® is fully digestible the nutritional value is almost zero.

**RAWHIDE® is absolutely clean and save.**

The hides are washed with hydrogen peroxide (H<sub>2</sub>O<sub>2</sub>); the absolute save way of cleaning. This is done to kill bacteria and to gain a product that does not become sticky nor smelly after chewing. The hydrogen peroxide will split into water (H<sub>2</sub>O) and oxygen (O<sub>2</sub>) during the process.

**RAWHIDE® does not contain any unknown substance.**

There are no chemical substances (such as chrome, bromine and arsenic) used before, during or after the production of Farm Food Rawhide®. Furthermore the decision has been made not to use any colouring to maintain a visual more appealing product. However colouring is known to be harmless, we believe it is wise not to use such unnecessary ingredients, because of the known negative influence of colouring on the behaviour of some children.

**RAWHIDE® does not cause allergic reactions.**

The above mentioned arguments make sure that allergic or intolerance reactions are unlikely to appear with Farm Food Rawhide®. This in contrast to many, anonymous chew-products. It is more and more proven that foodallergies are caused by impure, anonymous chewproducts. Farm Food Rawhide® can often been given to dogs that suffer from food-allergies without any problem assuming that it is not a beef allergy.

**RAWHIDE® is a heavy product in his kind.**

Because of the thickness of the used hides dogs will chew longer on the Farm Food Rawhide®. Compared to similar chews, with the same size, Farm Food Rawhide® is heavier thanks to the thickness of the skin. Some similar chews are puffed up to make them appear larger.

**RAWHIDE® does not smudge.**

Dogs can chew on Farm Food Rawhide® anywhere, normally without leaving any stains (only if the dog is a very fast chewer, saliva spots can occur). This is because the chews are very clean and without any colouring. Furthermore Farm Food Rawhide® will not become sticky. This is an advantage especially for dogs with long hair or a beard.





# FARM FOOD No.1<sup>®</sup>

COMPLETE PUPPY-KITTENMILK  
based on full-cream goat's milk



"MUM's" NATURAL, HOLISTIC ALTERNATIVE

The best in test!  
(prove it yourself)



## COMPLETE PUPPY-KITTENMILK POWDER

PATENT NO. 1029707

### **Farm Food No.1 is a complete, holistic milk feeding product for newborn mammals.**

Originally we developed Farm Food No.1 for puppy's, but since the results on other newborn mammals are also astonishing good we do not want to restrict its use. We are convinced that Farm Food No.1 is the best choice for puppies, kittens, rabbits, mice, rats, hedgehogs, chinchillas, bats, squirrels, etcetera that are unable to be (sufficiently) fed by their mother.

### **Farm Food No.1 is different to all others!**

Farm Food No.1 is based on full-cream goat's milk powder, instead of on skimmed cow's milk powder. We chose full-cream goat's milk because goat's milk is by nature much better for puppies than cow's milk. It is easier to digest and practically matches the mother's milk in its composition of amino acids and fatty acids.

### **Full-cream goat's milk is chosen because:**

It is not skimmed, therefore the fat in Farm Food No.1 exists mainly out of very easy to digest goat's milk fat; The protein in goat's milk has a much finer structure than the protein in cow's milk which also makes Farm Food No.1 a lot easier to digest; Goat's milk contains several substances (partly still unknown) that stimulate and protect the intestines. All this together makes Farm Food No.1 among other things very mild for the not entirely developed digestion-system of newly born puppies and other newly born mammals. We have seen that even in problem situations the newly born animals recover very quickly after they have had Farm Food No.1 to drink. Because the results are so stunning we have chosen to apply for a patent on our finding.

### **Farm Food No.1 is now available.**

Farm Food No.1 is always 'bleating'-fresh because the full goat's milk is especially spray-dried for Farm Food No.1. Therefore we can guarantee a long shelf life of at least 2 years. This makes it possible to have Farm Food No.1 in stock at all times, so that it is within reach in case of an emergency. Farm Food No.1 is available in barrels of 0,5 kg, 1,5 kg, 3 kg and in sachets of 100 grams (8 sachet's a pack). In the barrels is also enclosed a measuring spoon and a leaflet with extensive instructions for use.

### **BEST IN TESTS**

**Farm Food No.1 is being used by a lot of breeders and in several animal shelters.**

**In every individual test with Farm Food No.1 in comparison with what was used before, it is Farm Food No.1 that proves to be the best.**

**This applies to pups and kittens as well as to other newborn small mammals.**

## Ingredients Farm Food No.1

Full-cream goat's milk powder, whey powder (goat), animal fats, vegetable oils, vitamins, minerals and trace elements.

### Analysis Farm Food No.1

Crude protein	27%
Crude fat	28%
Crude cellulose	0%
Ash	5.7%
Fluid	3.2%
Calcium	11.0 gr/kg
Phosphorus	8.0 gr/kg
Potassium	8.6 gr/kg
Sodium	4.3 gr/kg
Magnesium	18.2 mg/kg
Manganese	8.0 mg/kg
Iron	55.8 mg/kg
Cobalt	0.5 mg/kg
Copper	12.0 mg/kg
Lysin	22.6 gr/kg
Zinc	80.0 mg/kg
Methionine	7.5 gr/kg
Selenium	0.1 mg/kg
Tryptophaan	3,7 gr/kg
Threonine	2.7 gr/kg
Taurin	45 mg

### Supplemented per kilo:

Vitamin A	20.000 IU
Vitamin D3	1.500 IU
Vitamin E	85 mg
Vitamin K-1	1.0 mg
Vitamin B-1 (thiamine)	10 mg
Vitamin B-2 (riboflavin)	4 mg
Vitamin B-3 (niacin)	50 mg
Vitamin B-5 (pantothenic acid)	7.5 mg
Vitamin B-6 (peridoxine)	3.6 mg
Vitamin B-12 (cobalamine)	0.1 mg
Vitamin C	52 mg
Biotin (Vit. H)	0.2 mg
Folic acid	1.0 mg
Choline	38.6 mg



## REMARKS REGARDING PUPBREEDING

### Changing over from puppy milk to solid foods

"Poor intestinal flora result in poor health" is a slogan that is becoming increasingly more important in our experience. We are seeing more and more diarrhoea and intestinal problems (not only with puppies) due to a lack of intestinal flora. Lack of intestinal flora refers to having an insufficient number of bacteria colonies in the intestines. Whenever this is the case, food is not broken down enough, resulting in decay and fermentation of the food in the large intestine, in turn, causing diarrhoea. Thus, the first requirement is to help establish stable intestinal flora at a very early stage.

### There are 3 facts that deserve extra attention!

- Puppies are born without any intestinal flora!
- These intestinal flora must form during puppyhood by ingesting (harmless) bacteria through food!
- All dry feed (also Farm Food HE) is sterile by definition and, therefore, does not contribute towards building intestinal flora!

Taking the above mentioned facts into consideration, we have been advising people for many years now that, in addition to providing nutrients, puppy food must be aimed towards building stable intestinal flora. Increasingly more breeders have started following our advice and can no longer be convinced otherwise. Experience shows that a combination of Farm Food Fresh: Tripe & Heart Complete and Farm Food HE provides the best result. See also [www.pupmilk.com](http://www.pupmilk.com)



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