

# BARF World News

## AARF - All About Raw Foods

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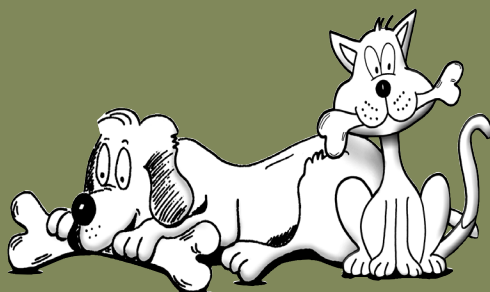
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## Special Interest Article

### THANK YOU DR. POTTENGER! A TRUE PIONEER IN THE STUDY OF RAW FEEDING!



No early scientific studies on raw feeding? You must not have read *Pottenger's Cats!* Anyone interested in studies on raw food feeding must not miss this book! This is without a doubt the earliest validated, published study on raw feeding using felines which is not only fascinating but thought-provoking. We are so grateful that this early scientific research has been made available as many critics of BARF or biologically appropriate raw food (feeding) claim we lack such evidence to support our beliefs and claims. While this book is widely discussed in "human" raw food circles it has been overlooked (or ignored) in the area of animal nutrition.

*"Conceptual visualization in scientific research is rare. Francis M. Pottenger, Jr. had such vision. Dedicated to the cause of preventing chronic illness, he made significant contributions to the understanding of the role nutrition plays in maintaining good health."*

*From the Preface of Pottenger's Cats by Harvey E. Billig, Jr. M.D. F.I.C.S., F.A.C.S.M.*

Dr. Pottenger could not possibly have known how interesting and important his study would become to BARF advocates as his original intent of the study was for research on the therapeutic use of adrenal hormones in asthmatic patients. In reality he ended up conducting a ten year feeding experiment to study the effects of heat-processed food on cats between the years 1932 and 1942 as he searched for a way to improve and maximize the health of his lab animals.

Prior to the study he was experiencing a very high rate of mortality among his lab cats undergoing adrenalectomies. Dr. Pottenger was feeding his laboratory cats a diet of market grade raw milk, cod liver oil and cooked meat scraps which included liver, tripe, sweetbreads, brains, heart and muscle. However, even with a diet so rich in nutrition his cats did not thrive. The cats also showed lack of reproductive abilities and kittens were born with skeletal deformities as well as malfunctions of certain organs.

*continued on page 2*

*Special Interest Article, continued*

As the need for cats increased so did the need for food. The supply of cooked scraps as a food source was insufficient so the doctor instead ordered raw meat scraps including the viscera, muscle and bone from a nearby meat packing facility. This raw product was fed to a segregated group of cats. Miraculously within a few months the group appeared in better health than the cats being fed the cooked product and kittens were more active. Even more interesting, their mortality rate decreased during various procedures.

Because the results of this unintended experiment in feeding were so astounding, Dr. Pottenger decided to do a proper and controlled experiment.

To our knowledge his is the only experiment of this kind to date.

Dr. Pottenger was interested in finding out what actually caused the significant health differences in the two groups, but he was also interested in relating his study to human nutrition as well.

This study lasted ten years and a four generation study of 900 cats was made. Half of the cats were fed raw meat and milk while the other half were fed cooked meat and pasteurized milk. The pathological and chemical findings were under the control of Dr. Pottenger in consultation with Alvin G. Foord, M.D., professor of pathology at the University of Southern California and pathologist at the Huntington Memorial Hospital, Pasadena. It has been documented that the studies met all scientific standards of the day and protocol in the experiment was observed at all times.

*"If a dog will not come to you after having looked you in the face, you should go home and examine your conscience."*

Woodrow Wilson

### More Information on the Study

*"Dr. Pottenger found that only diets containing raw milk and raw meat produced optimum health. Cats on all the raw diet had good bone structure and density, wide palates with plenty of space for teeth, shiny fur, and freedom from parasites and disease. They produced with ease and were gentle and easy to handle.*

*Cooking the meat or substituting heat processed milk for raw resulted in heterogeneous reproduction and physical degeneration, increasing with each generation. Kittens of third generation cats failed to survive six months. Vermin and parasites abounded. Skin diseases and allergies increased from an incidence of five percent in normal cats to over ninety percent in third generation. Bones became soft and pliable; calcium and phosphorus content diminished. The cats suffered from adverse personality changes. Females became more aggressive while males became docile. The cats suffered from hypothyroidism and most of the degenerative diseases encountered in human medicine. They died out completely by the fourth generation.*

### The following diets were the basis of the study:

**The Meat Study:** two diets were used  
**Diet A: Healthy**

*1/3 Raw Milk, Cod Liver Oil, 2/3 Raw Meat*

**Diet B: Deficient**

*1/3 Raw Milk, Cod Liver Oil, 2/3 Cooked Meat*

**The Milk Study:** five diets were used.

**Diet A: Healthy**

*1/3 Raw Meat, Cod Liver Oil, 2/3 Raw Milk*

**Diet B: Deficient**

*1/3 Raw Meat, Cod Liver Oil,  
2/3 Pasteurized Milk*

**Diet C: Deficient**

*1/3 Raw Meat, Cod Liver Oil,  
2/3 Evaporated Milk*

**Diet D: Deficient**

*1/3 Raw Meat, Cod Liver Oil,  
2/3 Sweetened Condensed Milk*

### Diet E: Deficient

*Raw Metabolized, Vitamin D Milk,  
(E1: Milk from cows on dry feed,  
E2: Milk from cows on green feed)*

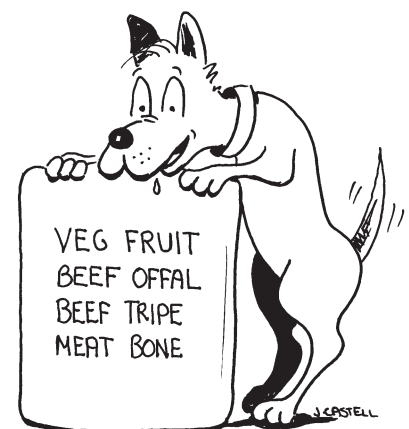
*Degeneration proceeded more quickly on Diets C and D. Diet E1 produced unexpected results—rickets and early death of male kittens.*

*The changes in facial structure and onset of degenerative disease that Pottenger observed in cats on deficient diets paralleled human degeneration that Dr. Price found in tribes and villages that had abandoned traditional foods.*

*Dr. Pottenger tried to return degenerating cats to health. He found that it took four generations on raw meat and raw milk to bring the kittens of second-generation degenerating cats back to normal. This experiment could not occur with third-generation degenerating cats because they did not live long enough to reproduce."*

*("About Francis M. Pottenger, Jr., M.D." Price-Pottenger Nutrition Foundation). ○*

Part One of *Pottenger's Cats* is devoted to the Pottenger Cat Study, Part Two and Three explore human nutrition and diet as it was understood at that time. You can obtain *Pottenger's Cats—A Study in Nutrition - Francis M. Pottenger, Jr., M.D.* from: Price-Pottenger Nutrition Foundation in La Mesa, CA. Telephone: (1-800-366-3748) or visit their website at [www.PRICE-POTTENGER.ORG](http://www.PRICE-POTTENGER.ORG)



## Our Super Drop Shipping Distributor of the Month—Bonnie Rubin

### WOW! Are we proud to have Bonnie Rubin as part of our BARF World family!

Bonnie is Vice President of Natural Pet Systems, Inc. dba John's Natural Dog Training Company. Bonnie and her husband John started their company 15 years ago in an effort to help owners train their dogs without using fear, pain, compliance or food-based methods. Along the way they discovered that a vital part to effectively training dogs was ensuring that their guardians were educated in proper diet nutrition for the beloved companions.

Their research and experience indicated that a poor or improper diet was a contributing factor to poor canine behavior and health. After reading Dr. Billinghurst's books, and extensively researching the BARF diet and other raw feeding literature, Bonnie and John not only began feeding their own dogs in this manner but also incorporated this lifestyle and philosophy into their training programs. They have experienced first hand the positive effects of a Raw Food lifestyle as their own dogs have shown greatly improved energy, health and vitality.

Bonnie previously worked in the banking industry as Branch and Item Processing Manager for 13 years. Her role as Vice President for Natural Pet Systems, Inc. involves product research, marketing, advertising and website design and management.

Speaking of websites we think Bonnie's website, [www.barfproducts.com](http://www.barfproducts.com) is great. It is well thought out and easy to



Bonnie Rubin

access and place an order. But even more important is Bonnie's helpful nature. Bonnie likes the human touch and is personable and helpful over the phone. In a world where everyone is very

busy, Bonnie always makes time and is exceptional on follow-up and taking care of details. It's no wonder she has such a loyal following and her business is growing rapidly. She's taken advantage of our drop ship program as it is easy as well as profitable for her. Bonnie encourages her first time customers to buy The BARF Diet book as it is an easy and quick way to learn the basics of BARF. It is helpful in explaining a lot of the questions newcomers have to the world of raw foods.

Thanks again Bonnie, we are very proud to have you on our team! ☺

For more information on Natural Pet Systems and John's Natural Dog Training Company you can reach Bonnie at (866) 437-7738.

*"If you don't have a dog—at least one—there is not necessarily anything wrong with you—but there may be something wrong with your life."*

*Vincent Van Gough*

### Are you interested in becoming a BARF World distributor?

Please visit our website at [www.barfworld.com](http://www.barfworld.com) to explore the opportunities available. Joining us as a distributor means becoming part of our family. The BARF World family is all about making a difference, having fun and creating opportunities for everyone. You are invited to join us in the exciting journey forward. ☺

## YOU CAN QUOTE ME!

### Compliments to a BARF World Distributor

Hello,

I am a customer of Rahman "Rock" Hilton, of RSH LLC. I have been a customer for almost two years and I wanted to give you some feedback on Rock.

Rock has provided incredible service. He is always willing to make a delivery, even on short notice (when I am forgetful!). He always anticipates my needs and makes sure he has ample product for me. I am feeding three Dobermans, and as you can imagine—that's a lot of BARF!

He has informed me of the benefits of becoming a distributor or using the drop shipment option—but I am not able to accommodate such a large order (or be home to receive it!). He also helped me become a member of BARFWorld—and I enjoy the newsletters and the nice discount.

He always keeps me informed of the latest products, and has even offered to allow me to try a couple of them risk-free.

As a customer spending approximately \$500.00 a month on special dog food, I have very high expectations for customer service. Rock has NEVER given me a reason to even consider not continuing with him.

You are welcome to use this testimonial for any purpose you desire. Please consider recognizing Rock for his incredible service.

*Diane Lussier*

*"If there are no dogs in heaven, then when I die I want to go where they went"*

*Will Rogers*

## More BARF Success Stories

Hello,

I want to tell you about my BARF experience in the hopes that it will inspire others.

About 6 months ago, my fiancé and I started looking for a puppy. Many of the breeders we contacted spoke about the benefits of a BARF diet. We asked for more information, and they referred us to barfworld.com. I ordered Give Your Dog A Bone and The BARF Diet. After reading both books, I was sold on the benefits of this diet, and only needed to convince my fiancé that it was worth a shot.

Let me give you a little background. We have a 10 year old Great Pyrenees (named Storm). He was starting to show his age; moving slower, having a little trouble with stairs, and he couldn't get up into the back of our SUV anymore. He was also starting to develop some skin problems. He had dry patches that he was always biting at, which gave him hotspots.

Our German Shepherd (Ace) is 9 years old. He has pancreatic insufficiency. That simply means that his body doesn't absorb the nutrition from his food. In essence, he was constantly starving. His medicine, which wasn't really helping, was

costing us \$120 each month. Even on the medicine, he was going to the bathroom in the house at least twice a day. We would wake up to a mess and come home to a mess. He was only 46 pounds at his lowest point. His fur was coming out in clumps, his ears were bothering him, he had lost his energy, and he just looked sad. It was at the point where we were worried we'd have to make the decision about his quality of life.

We also got a puppy in January. He's a German Shepherd mix (Wolfie).

Six weeks ago, my fiancé and I decided to try the BARF diet with our dogs. The way we saw it, since Ace was sick anyway, a change in diet might help. We were willing to try anything. We went out and bought some chicken legs and yogurt and some red meat. We started with the chicken. Storm seemed skeptical at first, but once he bit into the meat, he was fine. Ace gobbled up every last bit! We were amazed the dogs could chew the bones without any problems. I was watching them closely because I was afraid Ace would swallow one (he usually gulps his food down). That night, we checked on the dogs a few times, hoping the food didn't disagree with their stomachs. Both dogs were fine.

For five weeks now, there has not been a single mess in the house. Storm is getting some of his youthful energy back and his hotspots are clearing up. Ace's coat is beautiful, he's putting on a little weight, and he looks happy again. We no longer have to give Ace his medicine, because he's getting all the nutrients he needs. The puppy is thriving. He eats some of the BARF patties and the rest of his diet revolves mainly around chicken wings, gizzards and hearts, some red meat, and yogurt. All three dogs eat outside, so the cleanup is minimal. It's just a matter of picking up any discarded recreational bones, or any leftover chicken bones.

Every day I recommend this diet to anyone who will listen. All my coworkers have heard about it from me and some have even tried it. Those who are brave enough to try it have come back with very positive results. I refer all of them to the barfworld.com website.

I don't know how to thank BARFworld enough. Because of this diet, our dogs are healthy, Ace is his old self, Storm is more active, and our puppy is happy.

*Sincerely,  
Katelyn D Gomes  
A Devoted BARFer for Life! ☺*

## Distributors Corner

### DISTRIBUTORS - ARE YOU MISSING OUT? Are You Taking Advantage of our "No Hassel Drop Ship Program"?

This is such a quick and easy way to service customers outside your normal delivery area. Just make the sale and leave the delivery up to BARF WORLD. This applies to frozen food shipments only.

### WORLD WIDE BARF ASSOCIATION 10% DISCOUNT IS COVERED

Don't forget that BARF World covers the 10% membership discount given on food purchases. ALL BARF World distributors should honor the 10% membership discount and BARF World will take of the repayment.

## Living Enzymes—Why Feeding Raw Makes Sense

At BARF World, we are frequently asked if a cooked diet will work. In good conscience we cannot recommend dry or cooked food and we continually try to help pet owners understand the benefits of active enzymes in our food and the vital role they play in digestion and the overall good health of your companion animal. Too often people point out the “WHY NOT” of raw feeding—we feel it is important to concentrate on the “WHY” and active, living enzymes are at the heart of the philosophy.

What are enzymes? (From the Greek *en* = in and *zyme* = blend)

Firstly, enzymes are protein molecules produced by living organisms and their function is primarily to act as biochemical catalysts—they assist other organic molecules to begin chemical reaction but they remain unaffected by these reactions thus allowing them to continue catalysis.

Another definition might be that enzymes are protein molecules that act like spark plugs in the body.

When we refer to “metabolism” we are talking about the biochemical activity which takes place continually in every living cell. New tissue replacing old and converting food to energy are two simple examples of the biochemical activities in the body. Because these functions do not just “happen” independently, they require a catalyst (living enzyme) to accelerate the biochemical reaction. There are two groups of enzymes, metabolic and digestive and we should look at the roles they play when animals digest foods.

**Digestive Enzymes**—Animals rely on certain digestive enzymes—salivary amylase, trypsin and chymotrypsin—whose primary function is the digestion of food and making nutrients available to the bodily processes that require them. Simply put, these digestive enzymes help to

break down proteins, carbohydrates and fats in foods while also absorbing nutrients, vitamins and minerals into the bloodstream.

Metabolic Enzymes act as catalysts in chemical reactions in every process of the body, even the participation of oxygen. Enzymes are needed in every muscle movement and are instrumental in repairing cells and tissues, building bones and even breathing.

Enzymes also exist naturally and abundantly in raw foods assisting in the digestive process as well as other body functions. Living enzymes are found in all raw fruits and vegetables and meats. Not only do they help in digesting foods but they also help to dissolve fats and cellulose, destroy toxins, they are scavengers of free radicals and they extract vitamins and nutrients from food. As you can see, enzymes are what make it all happen and without them the body could not survive.

But here’s the catch—as soon as food is cooked the active nutrients and naturally occurring enzymes are destroyed or their effectiveness is severely reduced. Enzymes are completely destroyed at 130°F. and they start to die at 105°F. In some cases when high-protein foods are cooked at high temperatures the protein itself may even be destroyed. The body must then activate its own enzymatic system to break down the food, thus taking enzymes away from other important and vital catalytic functions to compensate. Cooked food is much harder to digest, less absorbent and what is absorbed is less assimilable. In short, the animal’s body works more for less. Assuming this is true, overtime, if this continues, the health of other organs will be compromised. This theory is presented in *Enzyme Nutrition*, by Dr. Edward Howell (Avery Publishing, 1985). Not only does Dr. Howell

believe that the enzymes in raw foods aid significantly in digestion but that our actual health and longevity are at risk if we must continually use up or steal enzymes to compensate when cooked foods are eaten.

Alternatively when food is frozen the food enzymes are not destroyed or inactivated but rather they are just slowed down. Enzymes maintain a certain level of activity during freezing and they can reactivate when thawing occurs. Frozen fruits and vegetables are normally steamed or blanched) to inactivate enzymes prior to freezing in order to prevent color and flavor change without loss of nutrient value. Therefore, cooking will inactivate and kill enzymes (depending on temperature and cooking method used) but the freezing process only temporarily inactivates or slows down the enzymatic activity.

Once people understand the critical role that enzymes play in achieving optimum health and their natural availability in raw foods they become very comfortable feeding raw diets to their pets. Eating raw food accelerates the digestive process and allows the pancreas and other organs to work less to aid in the process. When you feed raw you are helping your animal in an effective and natural way and not robbing enzymes from other organs which could ultimately compromise these organs over time. At BARF World we use only the finest raw ingredients thereby assuring your pet of robust health. ○

*“The dog has seldom been successful in pulling man up to its level of sagacity, but man has frequently dragged a dog down to his.”*

*James Thurber*

Be sure  
to join the  
World Wide BARF  
Association  
and enjoy  
great savings  
and benefits.

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## About Our Organization

At BARF World our business is preserving and improving the lives of pets and animals. We do this by delivering a quick, easy and effective way to feed your animals the healthiest, most natural and nutritious raw food diet on the market today. We have tried to create something for everyone—the complete patty diet which is convenient, time-saving and easy to use and our mince line which provides a reliable source of protein and well-ground bone for use by creative ‘home-BARFERS’. We offer supplements, Omega Oils, and plain good old-fashioned experience in the area of animal nutrition and raw food diets.

BARF World is a small company with a loyal team of employees that works hard everyday to serve you, our customers. We know that you have a choice and can take

your business elsewhere if we do not perform. We recognize that ultimately you are the “boss” hence our almost fanatic dedication to excellent customer service. We feed BARF diets to our pets and “walk our talk.” We expect reasonable profits but only from work that satisfies our customer needs and benefits those we serve. Our ability to continue research, meet our responsibilities and continue to expand the great philosophy of raw food diets depends on maintaining a financial position that allows us to achieve this. Our diets are affordable to the end-user and provide excellent opportunities and margins for our distributors.

Thank you for your support, for considering our products and for joining our efforts to return pets to their evolutionary diet—one dog at a time! ☺

*“The average Dog is a nicer person than the average person”*

*Andrew A. Rooney*

## Recommended Reading

*Pottenger’s Cats - A Study in Nutrition.*  
Francis M. Pottenger, Jr., M.D.

*A fascinating study showing the comparison of healthy cats fed raw roods and those on cooked diets.*

*Dogs Don’t Bite When a Growl Will Do.* Matt Weinstein and Luke Barber

*What your dog can teach you about living a Happy Life.*

*We thing you will love this book! Insightful, entertaining and it will open your mind. We’ve used a few quotes from the chapter headings throughout this newsletter.*

*Zingermans Guide to Giving Great Service.*  
Ari Weinsweig

*This is a great read and will make you think twice (maybe thrice) about how you are treating your customers!*

## Think on these things

*“Progress is a nice word. But change is its motivator. And change has its enemies.”*

*Robert Kennedy, U.S. Senator*

*“One of the things my parents have taught me is never to listen to other people’s expectations. You should live your own life and live up to your own expectations.”*

*Tiger Woods, Golfer*

*“Luck is not chance: it’s toil. Fortune’s expensive smile is earned.”*

*Emily Dickinson, Poet*

*“We must dare to think “unthinkable” thoughts. We must learn to explore all the options and possibilities that confront us in a complex and rapidly changing world. We must learn to welcome and not fear the voices of dissent.”*

*J. William Fulbright, educator, legislator*