

# UNDER THE CHRISTMAS TREATS...

Add Bradley's Bowl to your pet's Christmas stocking...naturally.

Liver Krisps from Bradley's Bowl are the all natural, all Aussie treat with no additives, no preservatives and no artificial flavours.



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**Natural Ingredients**  
**Low Allergy Formulas**  
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dying or diseased animals—as well as meat and bone sourced from generally inedible proteins or fats. Avoid meat meal and bone meal. You'd be amazed of what pet food and treat manufacturers can get away with and have. It's why there have been so many pet poisonings overseas.

You don't want tallow or rendered fat which is what comes from a soup of fats that are broken down by chemicals and high heat and can easily be rancid or otherwise unhealthy.

Treats should contain no artificial colours. Colours are for tricking humans into believing the food is more natural, pets don't need to see nor can they, in most instances, perceive colour in treats.

Same goes for artificial flavours and preservatives, the latter, like colours, often referred to by numbers rather than words. And if you can't pronounce the ingredients, it's best to avoid them unless you're a food scientist. Here are examples of what to avoid right off the bat: BHT, BHA, Ethoxyquin, sodium nitrate, calcium propionate and potassium sorbate.

Beware of products labeled with words like 'humectant' which is a compound used to retain moisture and prevent discoloration. While vegetable glycerin is fine, other glycerins may be petrochemical based. And stay totally away from propylene glycol which is used in antifreeze.

Avoid imported products, especially if you don't know and totally trust the brand. It may appear to have Aussie packaging, an Aussie flag, local lingo and an Australian company's name, but the ingredients may have come from an unpronounceable company in Mongolia or the chicken has been processed and dried in China. You often don't know, especially if the packaging says assembled in Australia or made in Australia from local and imported products.

## Trusting Your Treatmaker

In the five years we've produced this magazine, we've learned a lot through our research but also by conversations with some of the great people who make pet treats—from the women at the market stalls to contract manufacturers who make their own brand and others for clients as well as some of the multinational pet brands. Some of them can be somewhat rabid in their beliefs on ingredients and processes but it comes with the territory.

We've seen a lot of eager, good meaning people fail at this, mostly because they don't realise how much work is involved, how important portion control is, how expensive the best ingredients can be, how vital good packaging and canny marketing is and how easy it is to lose money doling out samples.

But we've also seen devoted treatmakers last the distance and continually produce a consistent, high quality product. Several have been advertisers with us, but it's their quality and distribution that given them longevity in dog treat years. Among these are Sassy Treats, Four Paws Bakery, Chew Chew, Dog e Treats, Baliz Woof Woof, Delibones, Delicious Delights for Decadent Dogs, Dogon Ezy, Bradley's Bowl, Naturalicious and Jollie among others.

A new local treat line that is interesting is Lickables which include liver, roo and fish biscuits in a pouch that are light and crunchy. On encountering them, I thought they were from overseas but their quality and consistency drives our dogs wild and they are easily divided up into smaller portions from their cube portions.

One that is about to come in from overseas is Fruitables (not related to the aboveable) which have been imported by online stores due to their popularity but will shortly be available through pet stores. They combine pumpkin as a base with blueberry, banana, cranberry and apple as well as grain. I recently sampled them at the Pet Expo and found them delicious and was rapt to find that the company also made them in bird treats with berries and papaya.

Ziwi Peak is a New Zealand brand of note that uses dried venison lamb, beef, fish and even green-lipped mussel in their pouch treats for both dogs and cats. They're proving to be a hit in pet stores here and they export all over the world.

## Alternatives

While you may want to give that handcrafted, bone-shaped snack item or the pup-cake to appease your pet and assuage your own guilt, there are better alternatives. Some of the most healthy and cost effective ones are right out of your fridge's fruit and vegetable crisper! With the exception of grapes and macadamia nuts, which should never be fed to dogs, fruits are great mini-snacks for dogs that depending on their tastes, can prove to be healthy and convenient.

While some dogs don't take to citrus, slices of apple, pear, banana, stone fruit and melon have proven to be favourites with our hounds. What better way to share treats than to share fruit—you can have some and it makes your pet