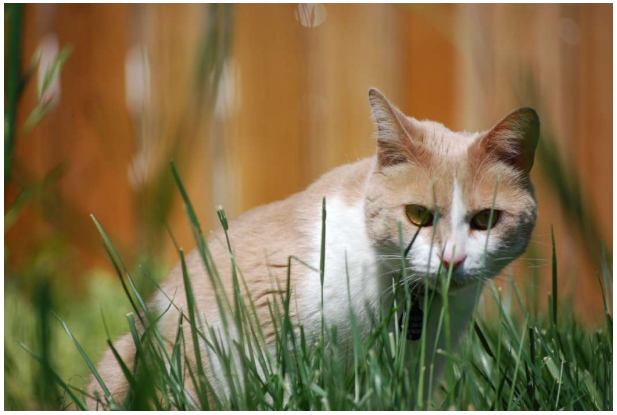
Introduction

Adequate nutrition throughout all life-stages helps prevent disease and improve quality of life

Goal: Provide adequate energy and nutrients to sustain life

- prevent **nutritional pathology (diet related)**



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Introduction

- All pets need a feeding plan
- How to choose?
  - Assess nutritional status
  - Identify risks
  - If needed, provide recommendations

Diet must be:

- Nutritious (complete & balanced + adequate for individual)
- Safe
- Consumed by pet

Diet

Amounts

Feeding method

- Not one best feeding plan for all
- Multiple options can be **adequate**

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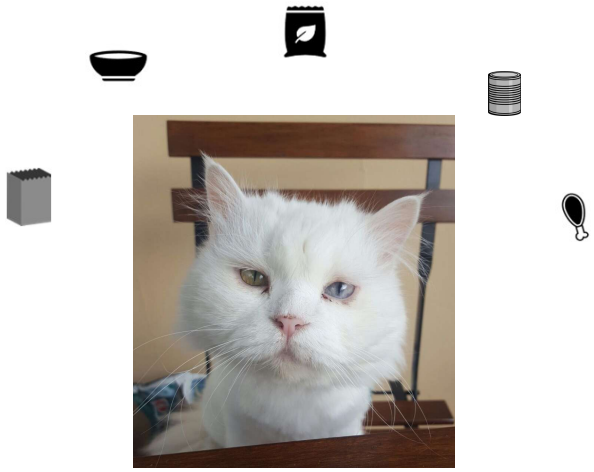

+ market diversification

Natural
Organic
Vegetarian
Grain free
Raw
…

- Multiple commercial options
  - Lifestage
  - Lifestyle
  - Breed
  - Sensitivities
  - Physical form/textures

- Pet caretakers want what's best
  - Want information to navigate available choices
  - Information is readily available → quality?

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In cooperation with

Timely Topics in Nutrition

Pet feeding practices of dog and cat owners in the United States and Australia

Dorothy P. Laflamme, DVM, PhD, DACVN; Sarah K. Abood, DVM, PhD, DACVN; Andrea J. Fascetti, VMD, PhD, DACVN, DACVIM; Linda M. Fleeman, BVSc, PhD; Lisa M. Freeman, DVM, PhD, DACVN; Kathryn E. Michel, DVM, MS, DACVN; Cassondra Bauer, BS; Brona L. E. Kemp, BVSc; Janine R. Van Doren, DVM; Kristina N. Willoughby, VMD

Veterinary team must be a trusted source of reliable information on pet nutrition

Up to date on feeding options

(2008)
≈54% pet owners in USA/Australia search for advice from veterinary team

Table 4—Primary sources* of information about pet care obtained by dog and cat owners.

	Pet health care		Pet nutrition		All other pet care	
Source	Dog	Cat	Dog	Cat	Dog	Cat
Family and friends	118	122	123	102	155	139
Media	59	43	57	41	82	46
Internet	49	40	48	30	59	47
Pet paraprofessionals†	40	6	36	9	44	10
Veterinarians	536	356	414	291	372	256
Veterinary clinic staff	41	23	33	20	30	10
Pet store staff	19	10	27	15	32	21
Other	7	11	23	19	13	21
None	13	19	64	53	55	38

*Primary sources refer to those indicated as the first or second choice among the options provided. †Pet paraprofessionals include breeders, trainers, and groomers.

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Communication issues

- Clients won't always follow diet recommendations from the VHCT (Veterinary Health Care Team)
- Important to build trust → <u>good communication skills</u>

Sources of resistance

- Not communicating benefit to the pet
  - Focus on what and how vs why
- Perception of financial motivations
- Making recommendations without all the information
  - Incomplete understanding of client's perception and knowledge
  - Reco might not align with their goals
  - *Not addressing their specific concerns*

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Client concerns: ingredients

I am worried this diet includes cheap fillers

- The wording implies that these are ingredients added only to reduce the cost of the food without providing any nutritional value
- Perception from misleading advertising
- Usually applied to starch sources, more specifically cereals

- Cereals provide starch (source of energy)
  - Not essential
  - Protein sparing effect
  - Moderate calorie effect
  - Technological benefits
- They also provide:
  - Essential nutrients (AA, EFA, vitamins, minerals)
  - Fibre

Cereals are valuable ingredients providing multiple benefits

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Client concerns: ingredients

I don’t want to feed a diet that includes by-products

- By products: secondary products obtained in addition to the principal product
- Animal by products exclude “noble cuts”
  - CULTURAL
- Highly regulated
- Can be very nutritious
- Upcycling
- Quality of both products and by products is **variable**

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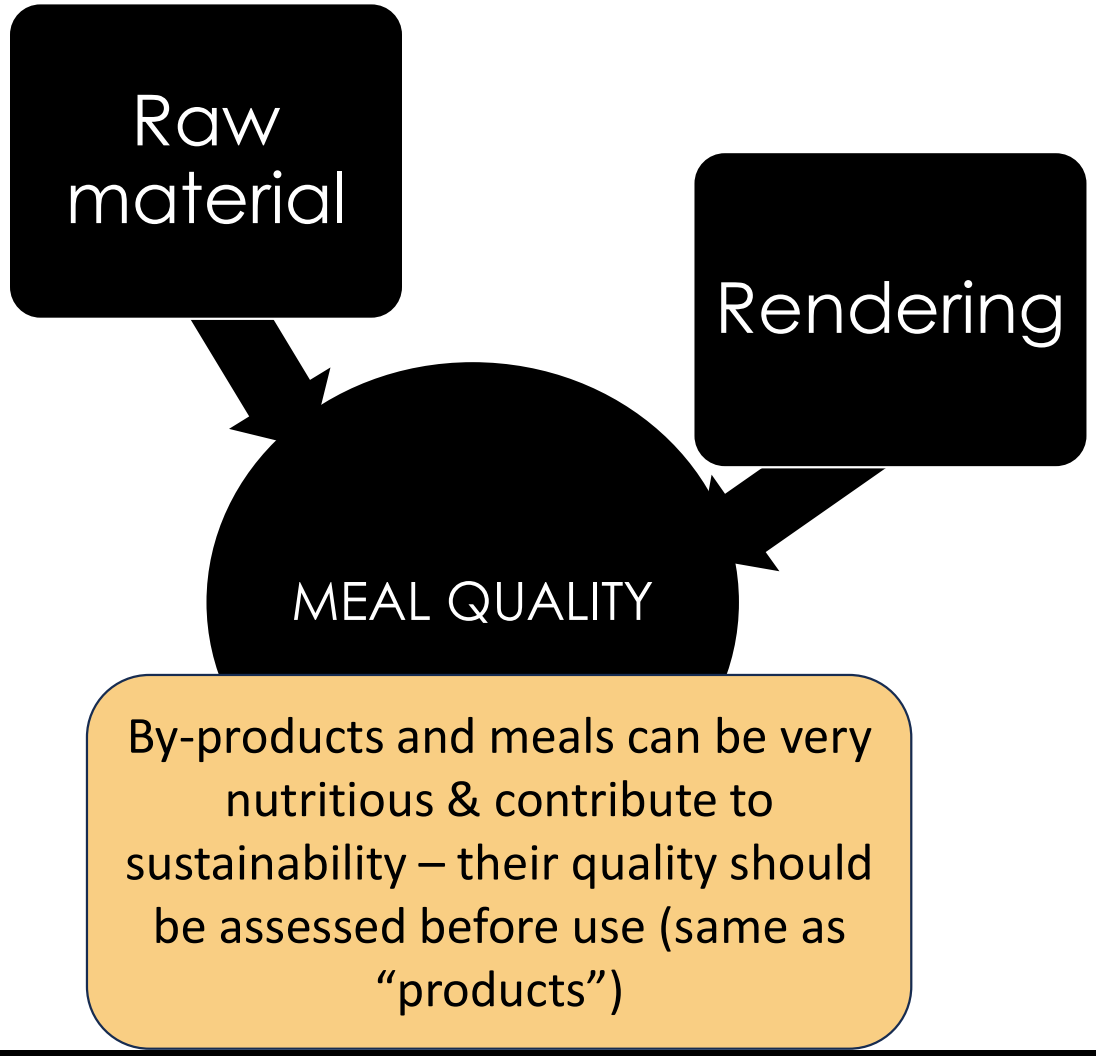
- Products and by-products can be provided as **meals**
- Many positives:
  - High protein concentration
  - Microbiological safety
  - Cost
- Quality can be affected
  - Nutrients, digestibility
  - Supplier
  - Take into account during manufacture



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Client concerns: ingredients

This is a low quality diet because the first ingredient is not meat

- Feed material declaration includes raw material in descending order of (fresh) weight, % not mandatory
- Individual vs categories
- Name or location of ingredient → no info on quality or nutritional profile
- Location on list can be gamed
  - Moisture
  - Portioning

Meat and Animal Derivatives (48%, including 4% Chicken),Cereals (including 4% Cooked Rice),Oils and Fats (including 1% Sunflower Oil),Minerals,Derivatives of Vegetable Origin,Vegetable Protein Extracts

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A COMPLETE PET FOOD FOR ADULT DOGS
COMPOSITION: Turkey (80%), Peas (5%), Sweet Potato (4%), Carrots (4%), Apples (4%), Spinach (1%) Yucca Extract, Green Tea Extract, Dicalcium Phosphate. **ADDITIVES PER KG:** Nutritional Additives: Vitamins: Vitamin A 1,000IU, Vitamin D 100IU, Vitamin E 14mg. **TRACE ELEMENTS:** Zinc sulphate monohydrate 50.1mg, (Zn 18.3mg); Ferrous sulphate monohydrate 20mg, (Fe 6mg); Copper (II) Sulphate pentahydrate 7.2mg (Cu 1.8mg), Calcium iodate anhydrous 0.4mg (I 0.26mg); Selenised yeast inactivated 8.6 mg (Se 0.02mg). **ANALYTICAL CONSTITUENTS:** Protein 13%; Crude Fat 9%; Crude Ash 3%; Crude Fibre 1%; Moisture 68%.
Products may contain small bone pieces 4g/100g may be present.

Nutrients ≠ Ingredients

Meat ≠ Protein

80 g turkey per 100 g food

Turkey can have 10-20% protein (15% average) [if breast: 30%]

80 g turkey ≈ 12 g protein

If we used a meal (60-65% protein):

$$\frac{12\ g\ protein}{100\ g\ food}\ x\ \frac{100\ g\ meal}{60\ g\ protein} = {}^{20\ g\ meal}/_{100\ g\ food}$$

Diets can have good nutritional profile and quality with or without meat as the first ingredient

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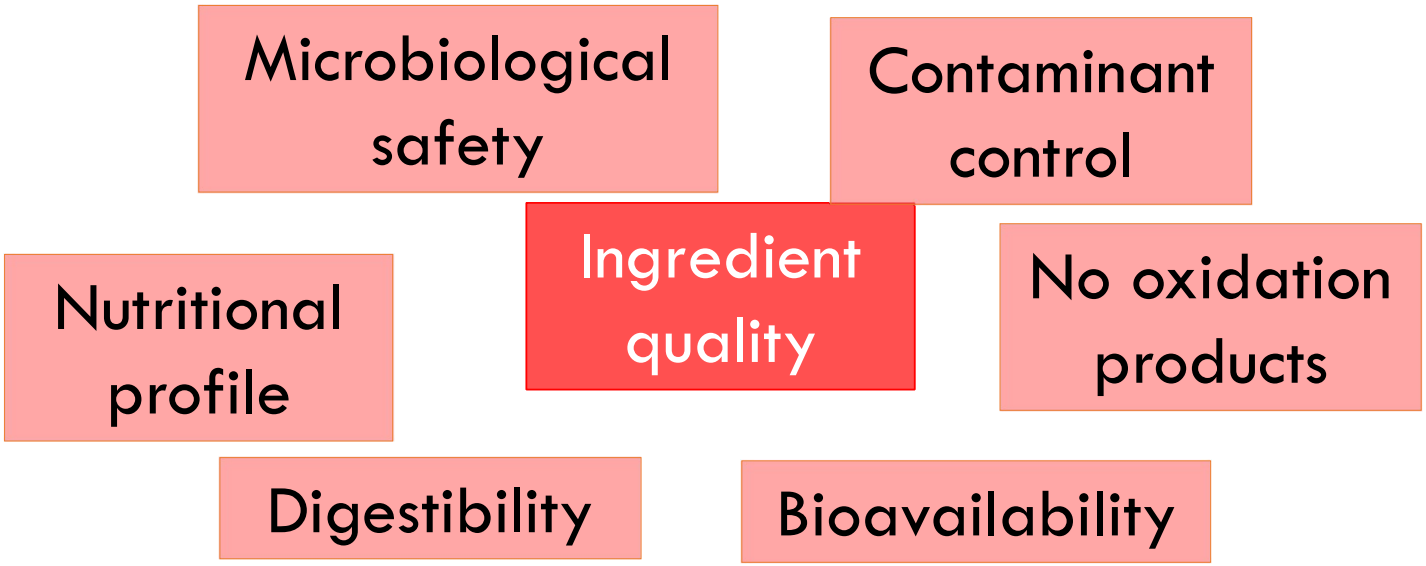
What affects the quality of an **ingredient**



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Client concerns: processing

- Conventional: extruded, retorting
- Homemade style
- Raw (frozen, freeze dried)
- Others

- No consensus on what highly/ultra processed foods are → marketing term
- Some studies analysing advance glycation products
  - Role in health?
  - inconsistent results
- Raw diets: specific risks

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- Bones
- Nutritional adequacy (home prepared)
- Microbiological safety

Of the 196 raw pet food samples analyzed, 15 were positive for *Salmonella* and 32 were positive for *L. monocytogenes* (see Table 1).

Table 1: Number and type of pet food samples that tested positive for *Salmonella* and *Listeria monocytogenes* (Years 1 & 2)

Type of Pet Food Sample	No. samples tested	No. positive for *Salmonella*	No. positive for *L. monocytogenes*
Raw pet food	196	15	32
Dry exotic pet food*	190	0	0
Jerky-type treats†	190	0	0
Semi-moist dog food‡	120	0	0
Semi-moist cat food‡	120	0	0
Dry dog food§	120	0	0
Dry cat food§	120	1	0

* Non-cat and non-dog food, such as dry pellets for hamsters, gerbils, rabbits, amphibians, and birds.
† Included chicken jerky product, pig ears, and bully stick-type products.
‡ Typically packaged in pouches for retail sale, such as (1) pouched dog and cat food; and (2) food treats shaped like bacon, fish, pork chops, and burgers.
§ Included pellet- or kibble-type food typically packaged in bags for retail sale.

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WSAVA Global Nutrition Committee

WSAVA Global Nutrition Committee:
Raw Meat Based Diets For Pets

What are raw meat based foods?

- Foods based on meat, bones, and offal (organ meats) that have not been cooked.
- These diets tend to be higher in fat, lower in carbohydrates, and can be highly digestible but raw foods (similar to cooked foods) are not all equal! They vary in ingredients, energy content, and nutritional profile.

Are raw meat-based foods healthier than dry or canned pet food?

- There is no evidence that raw meat-based diets provide health benefits over commercial or balanced homemade cooked diets.
- High fat, low fiber diets (raw, but also cooked) may be well tolerated by many pets, but others will show gastrointestinal problems, such as diarrhoea, or even pancreatitis.
- There is growing evidence that feeding raw meat can be a health risk both for the pet and the owner.

It is important for the practitioner to know when their patients are fed raw meat based diets, as nutritionally imbalanced or contaminated diets may lead to health issues or contribute to clinical signs of disease.

Risks

Raw meat-based diets have a high risk of bacterial contamination

- Raw meat can harbour various bacteria, including pathogens. A food-borne infection can be serious and even fatal (e.g. E. coli, Salmonella spp, Yersinia, Campylobacter spp, Listeria monocytogenes, Mycobacterium bovis) for pets and people.
- Pet carers and other people in the household can be infected by handling the food or the pet's stools. Individuals with a compromised immune system are more at risk (e.g. small children, pregnant people, the elderly and individuals with illnesses or on certain medications), even if they are not actively feeding the pet.
- Some bacteria found in raw meat-based products can be antibiotic resistant. Studies have found an association between raw feeding and fecal presence of antimicrobial resistant bacteria in dogs.
- Pets on raw food diets can also be a risk factor for other veterinary patients in the clinic as they may carry and shed pathogenic bacteria.
- Freezing, dehydration or freeze-drying do not kill all bacteria in food.

- Bones are offered to pets for enjoyment and for perceived dental benefits, however, they can result in broken teeth, intestinal or oesophageal obstruction, and constipation.
- Feeding bones does not reduce the risk of plaque or tooth loss due to periodontitis.

- Home prepared cooked and raw meat based diets may have important nutrient deficiencies and excesses.
- An unbalanced diet is especially detrimental for puppies and kittens, that may suffer from painful skeletal disorders and pathological fractures.

- Parasites can be found in raw meat based diets, and some (e.g. Toxoplasma) can infect humans, too. Pregnant people are at an especially greater risk as toxoplasmosis can affect the fetus.
- Dogs can also spread food-derived parasites to farm animals.

Davies RH, Lawes JR, Wales AD. Raw diets for dogs and cats: a review, with particular reference to microbiological hazards. J Small Anim Pract. 2019;60(6):329-339; Freeman LM, Chandler ML, Hamper BA, Weath LP. Current knowledge about the risks and benefits of raw meat-based diets for dogs and cats. J Am Vet Med Assoc. 2013;243(11):1549-1558; Nemser S, Doran T, et al. Investigation of Listeria, Salmonella, and Toxigenic Escherichia coli in Various Pet Foods. Foodborne Pathog Dis 2014;11:706-709; Schlesinger DP, Joffe DJ. Raw food diets in companion animals: a critical review. Can Vet J. 2011;52(1):50-54; Van Bree FPJ, Bokken GCAM, Mineur R, et al. Zoonotic bacteria and parasites found in raw meat-based diets for cats and dogs. Vet Rec. 2018;182(2):50.

wsava.org

Tuberculosis due to *Mycobacterium bovis* in pet cats associated with feeding a commercial raw food diet

Conor O'Halloran[1], Olympia Ioannidi[2], Nicki Reed[3], Kevin Murtagh[2], Eili Dettemering[4], Stefaan Van Poucke[5], John Gale[6], Julie Vickers[7], Paul Burr[8], Deborah Gascoyne-Binzi[9], Raymond Howe[10], Melanie Dobromylskyj[11], Jordan [redacted], Jayne Hope[1] and Danièlle Gunn-Moore[1]

Evaluation of the association between feeding raw meat and *Salmonella enterica* infections at a Greyhound breeding facility

Paul S. Morley, DVM, PhD, DACVIM; Rachel A. Strohmeyer, DVM, MS; Jeanetta D. Tankson, PhD; Doreene R. Hyatt, PhD; David A. Dargatz, DVM, DACVIM, DACT; Paula J. Fedorka-Cray, PhD

Giacometti et al. BMC Veterinary Research (2017) 13:224
DOI 10.1186/s12917-017-1143-z

BMC Veterinary Research

CASE REPORT Open Access

Highly suspected cases of salmonellosis in two cats fed with a commercial raw meat-based diet: health risks to animals and zoonotic implications

Federica Giacometti[1*], Jacopo Magarotto[2], Andrea Serraino[1] and Silvia Piva[1]

AVMA | News

Cat deaths linked to bird flu-contaminated raw pet food, sparking voluntary recall

Feline susceptibility to H5N1 a cause for vigilance

Journal of Veterinary Internal Medicine Open Access ACVIM

Standard Article
J Vet Intern Med 2018;32:352–360

Investigation of the Role of Campylobacter Infection in Suspected Acute Polyradiculoneuritis in Dogs

L. Martinez-Anton, M. Marenda, S.M. Firestone, R.N. Bushell, G. Child, A.I. Hamilton, S.N. Long, and M.A.R. Le Chevoir

Survival of *Salmonella* Copenhagen in food bowls following contamination with experimentally inoculated raw meat: Effects of time, cleaning, and disinfection

J Scott Weese, J. Rousseau

Table 1. Recovery of a *Salmonella* spp. from pet food bowls experimentally inoculated with *Salmonella* bacteria and subjected to different cleaning or disinfection protocols, expressed as the percentage of bowls from which *Salmonella* bacteria were recovered after cleaning or disinfection.

	Stainless steel	Plastic	Total
No cleaning	12/12 (100%)[a]	12/12 (100%)[a]	24/24 (100%)[a]
Warm water rinse	12/12 (100%)[a]	11/12 (92%)[a]	23/24 (96%)[a]
Rinse and scrub	12/12 (100%)[a]	11/12 (92%)[a]	23/24 (96%)[a]
Scrub with soap	10/12 (83%)[a]	9/12 (75%)[a]	19/24 (79%)[a]
Soak in 10% bleach	8/12 (67%)[a,b]	9/12 (75%)[a]	17/24 (71%)[a,b]
Dishwasher	8/12 (67%)[a,b]	8/12 (67%)[a]	16/24 (67%)[a,b]
Scrub/bleach soak	4/12 (33%)[b]	6/12 (50%)[a]	10/24 (42%)[b]

Different superscripts indicate significant differences between treatment groups ($P < 0.05$)

https://www.fda.gov/animal-veterinary/animal-health-literacy/tips-safe-handling-pet-food-and-treats

An official website of the United States government Here's how you know

U.S. FOOD & DRUG

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Tips for Safe Handling of Pet Food and Treats

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(Scott Weese, Worms and Germs blog)
https://www.wormsandgermsblog.com/files/2008/04/M2-Raw-Meat-Owner1.pdf

Freezing can help control parasites but not bacteria. Irradiation? High pressure pasteurization?

Antimicrobial resistance

World Health Organization

Home

21 November 2023

Key facts

- **Antimicrobial resistance (AMR) is one of the top global public health and development threats. It is estimated that bacterial AMR was directly responsible for 1.27 million global deaths in 2019 and contributed to 4.95 million deaths *(1)*.**

frontiers | Frontiers in Veterinary Science

TYPE Systematic Review
PUBLISHED 07 October 2024
DOI 10.3389/fvets.2024.1447707

OPEN ACCESS

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Risk factors for antimicrobial-resistant *Enterobacterales* in dogs: a systematic review

Esa Karalliu[1], Kai Yeung Chung[1], Brett MacKinnon[2], Belete Haile[1], Pawel M. Beczkowski[2], Vanessa R. Barrs[2], Ibrahim Elsohaby[1]* and Omid Nekouei[1]*

hospitalization (19), and feeding raw diet (14). Of these, antimicrobial use was the most common risk factor significantly associated with AMR-*Enterobacterales* (19/28), followed by raw diet (9/14) and hospitalization (8/19). Our synthesis emphasized the importance of increasing awareness regarding the prudent use of critically important antimicrobials (CIAs), such as fluoroquinolones, in companion animal practices, strengthening infection prevention and control procedures in veterinary clinics and hospitals and educating caregivers about the potential risks of feeding raw diets in order to reduce the burden of AMR-bacteria in dogs.

Client concerns: processing

- Conventional: extruded, retorting
- Homemade style
- Raw (frozen, freeze dried)
- Others

- No consensus on what highly/ultra processed foods are → marketing term
- Some studies analysing advance glycation products
  - Role in health?
  - inconsistent results
- Raw diets: specific risks
- Nutritional profile → not homogeneous

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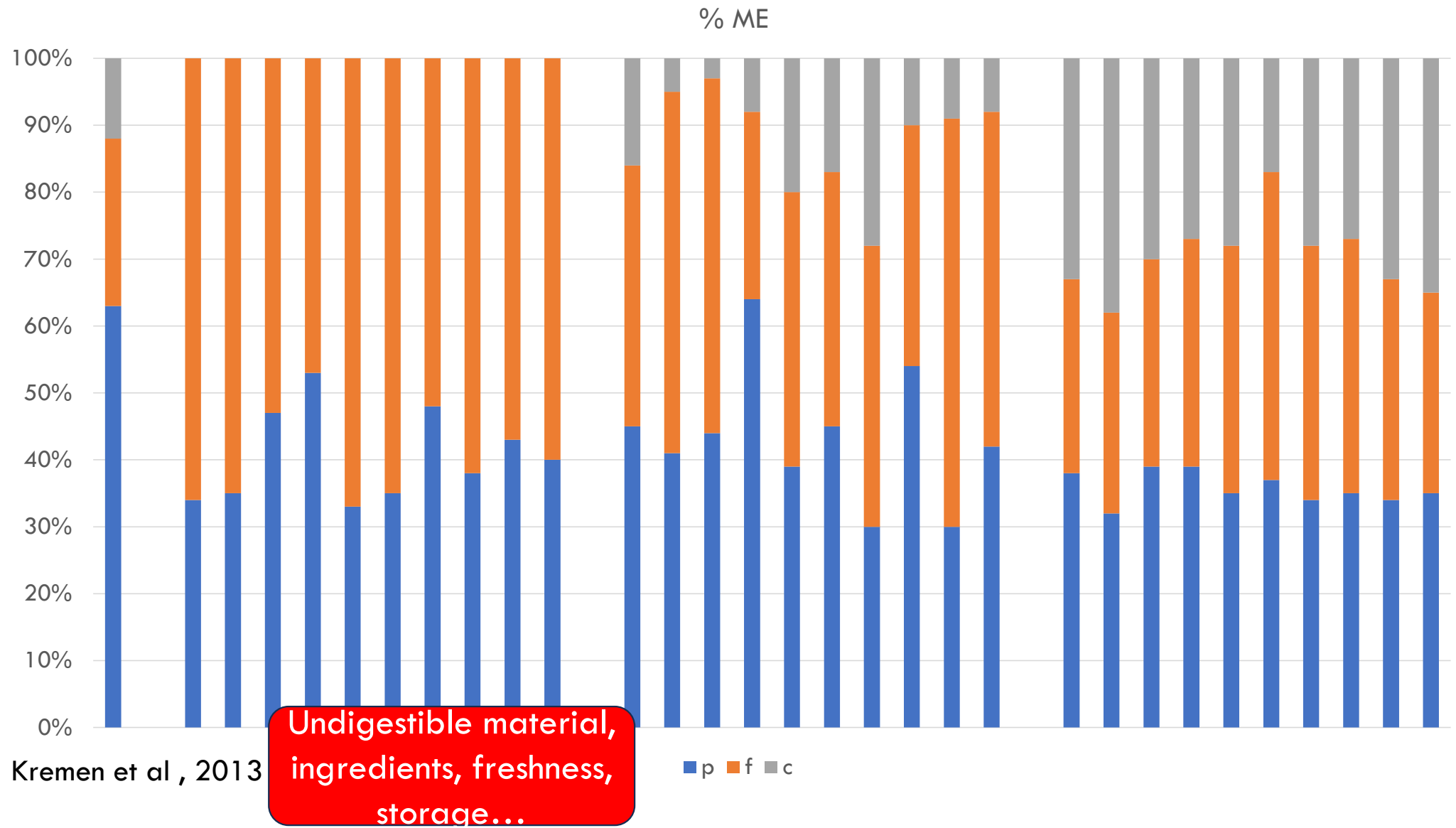


Kremen et al , 2013

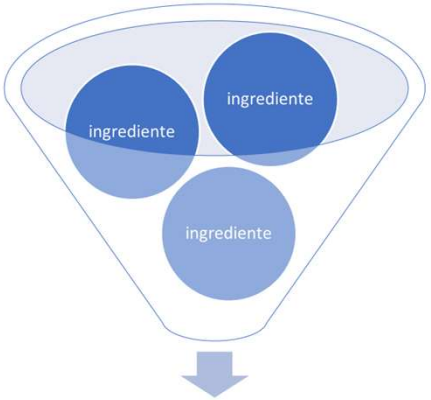
Undigestible material, ingredients, freshness, storage…

What affects the quality of a **pet food**

Ingredient quality

+

Final product aspects



Ingredient interactions

Processing (cooking, packaging, storage…)

Diets with different ingredients & processing types can do the job!

Does the diet does its job

→

Nutritious, safe, consumed

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Discussing nutrition concerns: tips

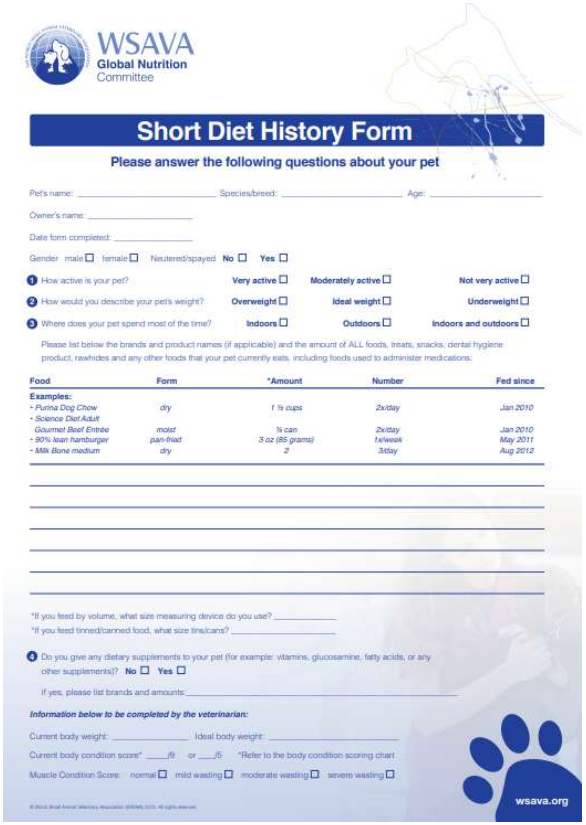
- Be proactive : perform nutritional assessment from 1st visit, including detailed diet history

Obtain nutritional information

Show proficiency of **vet team** on nutrition (also saves time)

Opening topic for discussion

Include in medical record



WSAVA Global Nutrition Committee

Short Diet History Form

Please answer the following questions about your pet

Pet's name: _____ Species/breed: _____ Age: _____

Owner's name: _____

Date form completed: _____

Gender male ☐ female ☐ Neutered/spayed No ☐ Yes ☐

1. How active is your pet? Very active ☐ Moderately active ☐ Not very active ☐
2. How would you describe your pet's weight? Overweight ☐ Ideal weight ☐ Underweight ☐
3. Where does your pet spend most of the time? Indoors ☐ Outdoors ☐ Indoors and outdoors ☐

Please list below the brands and product names (if applicable) and the amount of ALL foods, treats, snacks, dental hygiene product, rawhides and any other foods that your pet currently eats, including foods used to administer medications.

Food	Form	*Amount	Number	Fed since
Examples:				
• Purina Dog Chow	dry	1 ½ cups	2x/day	Jan 2010
• Science Diet Adult Gourmet Beef Entrée	moist	½ can	2x/day	Jan 2010
• 90% lean hamburger	pan-fried	3 oz (85 grams)	1x/week	May 2011
• Milk Bone medium	dry	2	3x/day	Aug 2012

*If you feed by volume, what size measuring device do you use? _____

*If you feed tinned/canned food, what size tins/cans? _____

4. Do you give any dietary supplements to your pet (for example: vitamins, glucosamine, fatty acids, or any other supplements)? No ☐ Yes ☐

If yes, please list brands and amounts: _____

Information below to be completed by the veterinarian:

Current body weight: _____ Ideal body weight: _____

Current body condition score* ____/9 or ____/5 *Refer to the body condition scoring chart

Muscle Condition Score: normal ☐ mild wasting ☐ moderate wasting ☐ severe wasting ☐

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Discussing nutrition concerns: tips

› Be proactive : perform nutritional assessment from 1st visit

Empowers VHCT for best diet recommendation

- Complete and balanced
- Adequate for individual sensitivities
- Palatable

Internet: feed pets, unvetted
Vet team: experts in **MY** pet

Sources of resistance

› Not communicating benefit to the pet
  › Focus on what and how vs why
› Perception of financial motivations
› Making recommendations without all the information
  › Incomplete understanding of client's perception and knowledge
  › Reco might not align with their goals
  › *Not addressing their specific concerns*

Use diet history taking to identify clients concerns and goals

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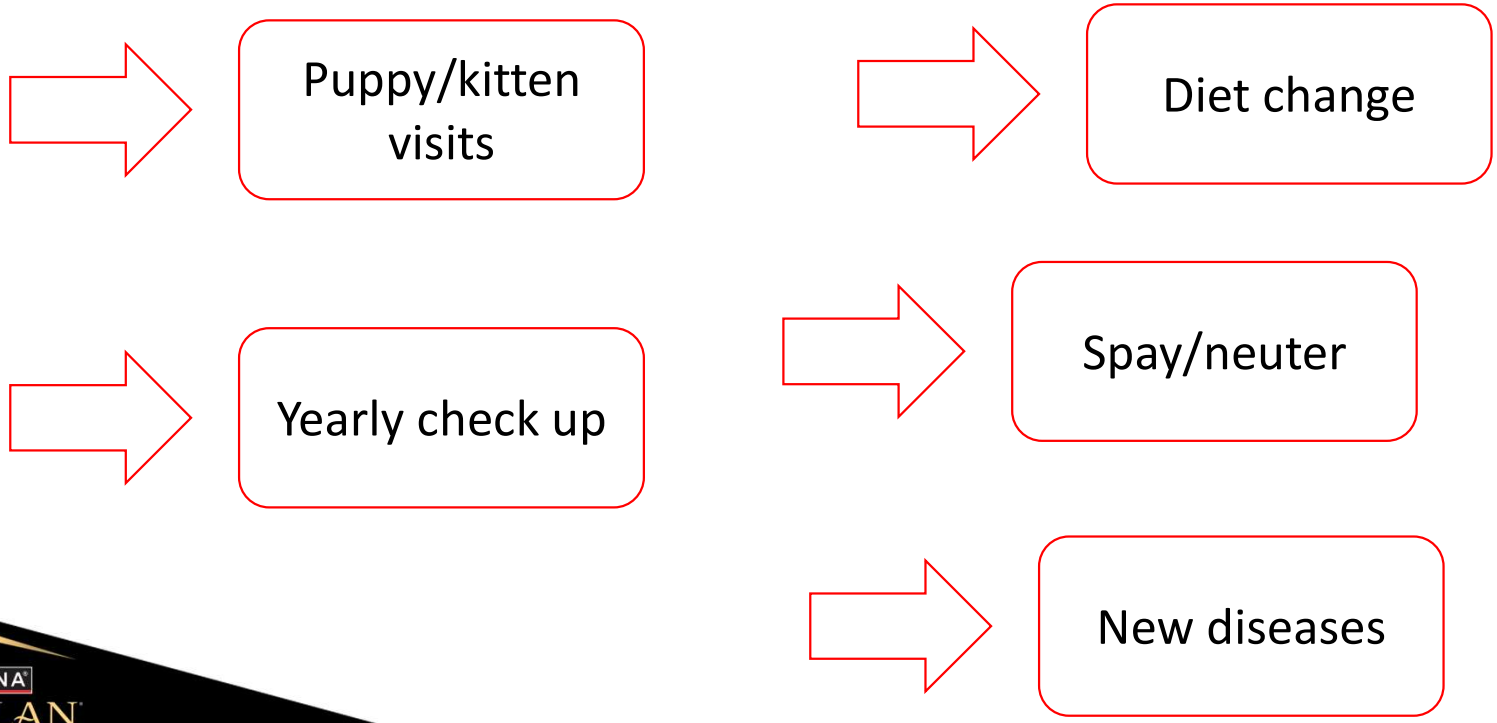
Discussing nutrition: tips

- Key moments to repeat the NA & bring up feeding management
- Anticipate problems



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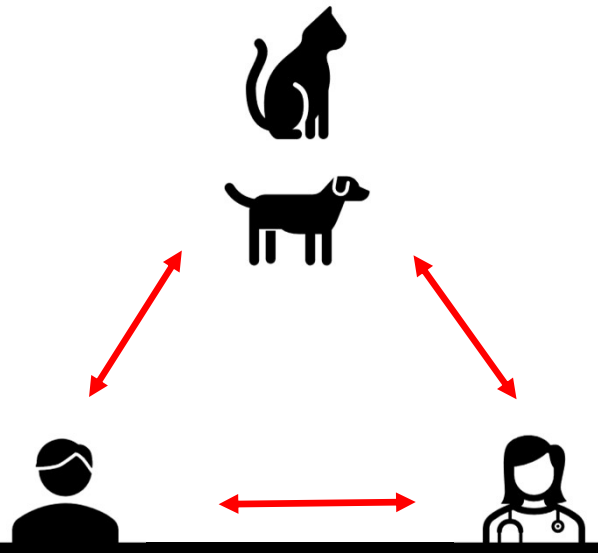
Discussing nutrition: tips

- Obtain all relevant diet info (main diet(s), treats, scraps, supplements…)
- Non-judgemental environment, active listening – all same goals
  - Paraphrase
  - Validate concerns – pet food choice is complex & frustrating
- Identify non-negotiables (on each side!)
  - Adapt to pet & clients preferences if possible
  - Practices can often be accommodated



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Discussing nutrition: tips

› Specific concerns → specific solutions

- Someone in the dog park/SM told me I was poisoning my pet with this food
- Dry kibble is not natural, its like feeding fast food to my cat
- Additives are dangerous
- I would not eat this, why would I feed it to my pet
- Wolves/tigers do not eat packaged bits

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Discussing nutrition: tips

Focus on the aspect you wish to communicate (stressing the misguided belief can help cement/spread it)

This approach is:

- Less antagonistic (less pressure on not changing their mind)
- Focuses on the positive goals that we all want for our patients (health and well-being, for as long as possible)

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Discussing nutrition: tips

Focus on the aspect you wish to communicate (stressing the misguided belief can help cement/spread it)

Pet food X is not like "fast food", which is high in fat +/- salt +/- sugar and poor in nutrients like vitamins and minerals

vs

Properly formulated pet food X is nutrient rich, adequate for the species, it is like astronaut food

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Discussing nutrition: tips

Explain how cats and dogs have evolved eating informs dietary choices today

We want Fluffy to live a long & safe life in close contact with their family. Ensuring the diet is safe for everyone is a priority for us

Dog

- Scavengers
- Carcasses, faecal matter
- Human leftovers (cereals…)

Cat

- Small mammals
- Small birds
- Insects

These feeding strategies allowed them to survive on what was available
The current environment is **different,** and the diet we feed them has to accommodate these new risks

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Discussing nutrition: tips

Get personal! I feed X diet to my pet because

- it is the best for them in their situation right now
- I have a baby/elderly relative, and I want them to enjoy their time with Fluffy without concerns about their safety
- My cat is unable to defecate without medications and enemas unless I use this carefully designed diet
- I worry about the planet, feeding an unnecessarily high protein diet is not sustainable

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Discussing nutrition: tips

Focus on **the specific** pet

"while X feeding can be well tolerated in some cases, Fluffy has specific disorders that make this strategy riskier than average"

Examples:

- Fat sensitivity
- Immunosuppression (disease vs medications)
- CKD

If commercial diets are a non-negotiable consider homecooked diets

  - Consult with a veterinary nutritionist: DACVIM (nutrition), DECVCN

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Discussing nutrition: tips

- Different clients, different approaches
- Written & simple instructions
- Schedule follow ups to reinforce therapy
- Vet health care team – consistent message
- Communicate that *you are* willing to change your mind!
  - "With the current knowledge available to us"
  - "Hopefully we will get more good research in the near future"
  - Let's see how Fluffy does, we can always change the plan in the next checkup

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Discussing nutrition: tips

- Cannot win all battles
  - You are not the food police or the decision maker
  - Make sure you write your assessment and recommendation in medical record
- There is nothing wrong with having red lines (your non-negotiables)
  - For example, I do not recommend or use raw diets, and I always:
    - Recommend clinics have a hospitalization policy
      - Focus on safety of other patients and staff
    - Talk to clients about hygiene (https://www.fda.gov/animal-veterinary/animal-health-literacy/tips-safe-handling-pet-food-and-treats)
    - Write my recommendation on the medical record
    - Refer (if possible) to someone who will assist

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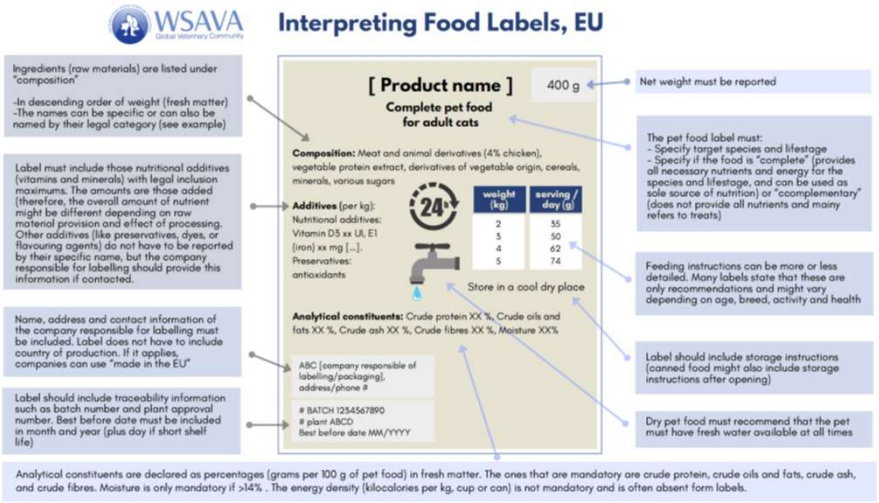
Resources

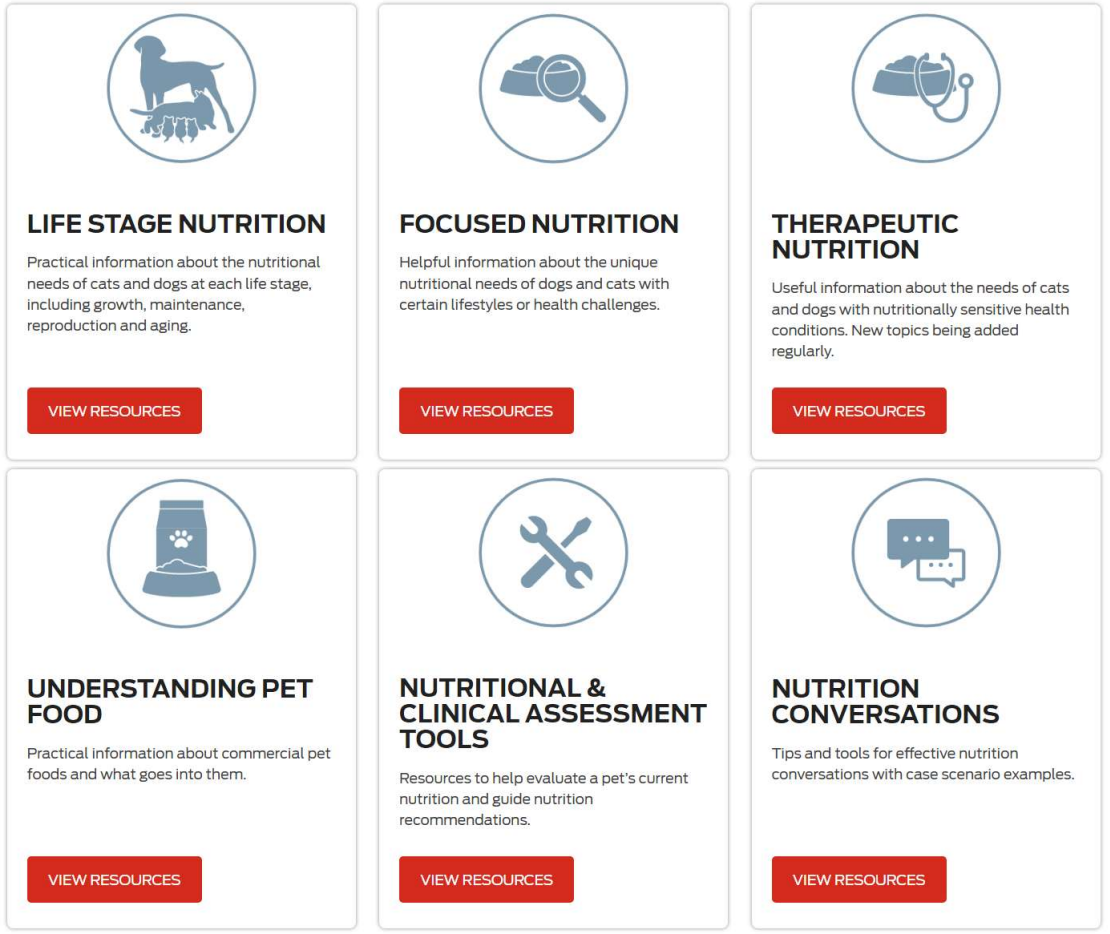
- WSAVA nutrition toolkit:
  - https://wsava.org/global-guidelines/global-nutrition-guidelines/
- For raw feeders: https://www.wormsandgermsblog.com/
  - https://www.wormsandgermsblog.com/files/2008/04/M2-Raw-Meat-Owner1.pdf



Resources

- Blogs:
  - Petfoodology https://vetnutrition.tufts.edu/petfoodology/
- Purina Institute: https://www.purinainstitute.com/
- FEDIAF

You can make your own



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PURINA Institute

Advancing Science for Pet Health

Catherine Lenox, DVM, DACVIM (Nutrition)

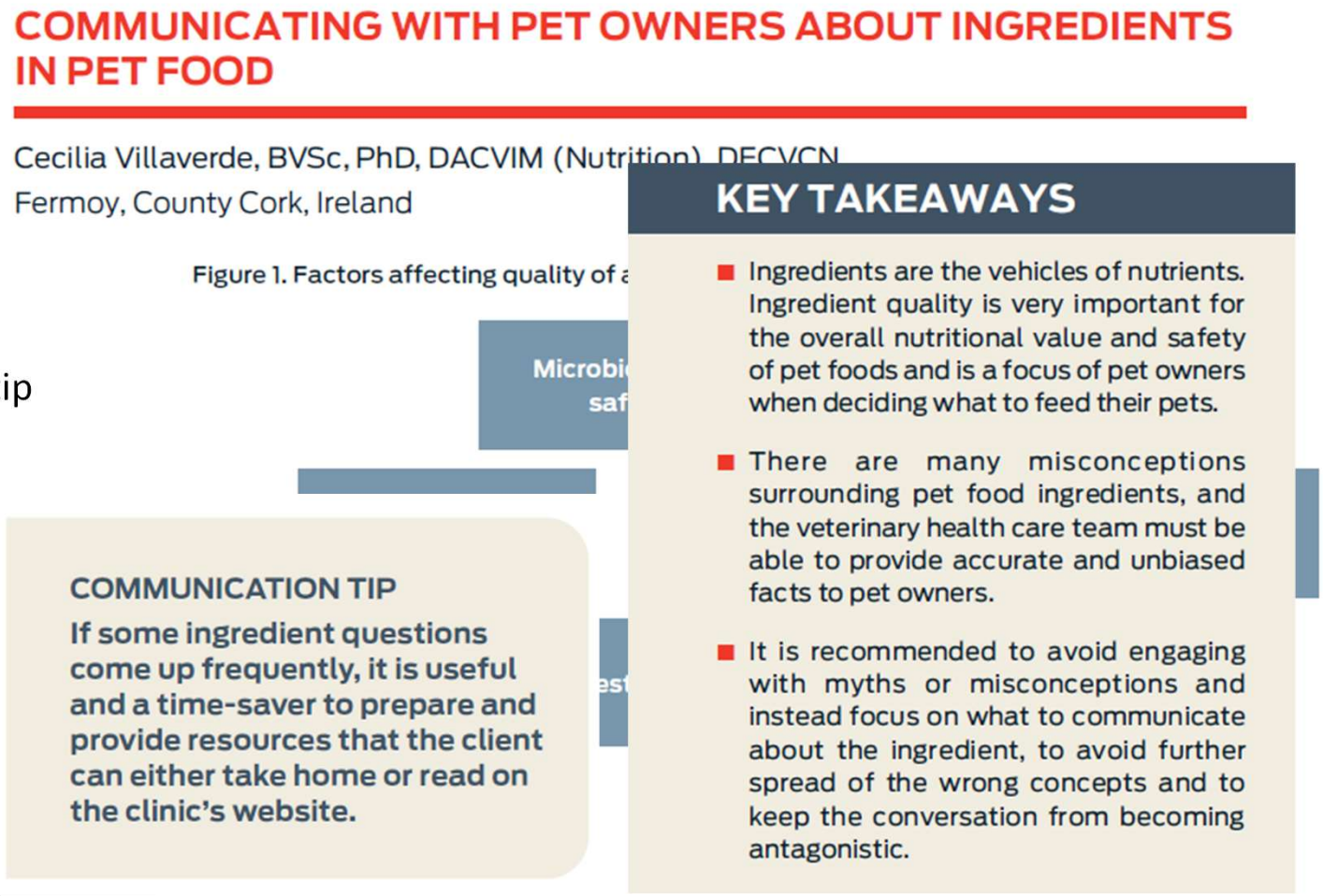
Jonathan Stockman, DVM, DACVIM (Nutrition)

Cecilia Villaverde, BVSc, PhD, DACVIM (Nutrition), DECVCN

SCAN TO SIGN UP

PI Canine and Feline Well-Pet Nutrition Handbook

- Chapters:
  - 3-4 pages
  - Visuals
  - Key takeaways
  - 1 communication tip
- Practical tools



COMMUNICATING WITH PET OWNERS ABOUT INGREDIENTS IN PET FOOD

Cecilia Villaverde, BVSc, PhD, DACVIM (Nutrition), DECVCN
Fermoy, County Cork, Ireland

Figure 1. Factors affecting quality of a

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COMMUNICATION TIP

If some ingredient questions come up frequently, it is useful and a time-saver to prepare and provide resources that the client can either take home or read on the clinic's website.

KEY TAKEAWAYS

- Ingredients are the vehicles of nutrients. Ingredient quality is very important for the overall nutritional value and safety of pet foods and is a focus of pet owners when deciding what to feed their pets.
- There are many misconceptions surrounding pet food ingredients, and the veterinary health care team must be able to provide accurate and unbiased facts to pet owners.
- It is recommended to avoid engaging with myths or misconceptions and instead focus on what to communicate about the ingredient, to avoid further spread of the wrong concepts and to keep the conversation from becoming antagonistic.

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PI Canine and Feline Well-Pet Nutrition Handbook

1. Nutrients and their functions
2. Life stage and specialized nutrition
   - Growth, adults, senior, repro, working dogs, palliative care, shelter pets
3. Proactive nutrition
   - Oral health, weight management, behaviour, cognition…
4. **Communication skills**
5. Applying nutrition in practice
   - Nutritional assessment, take a diet history, supplements, calculations…

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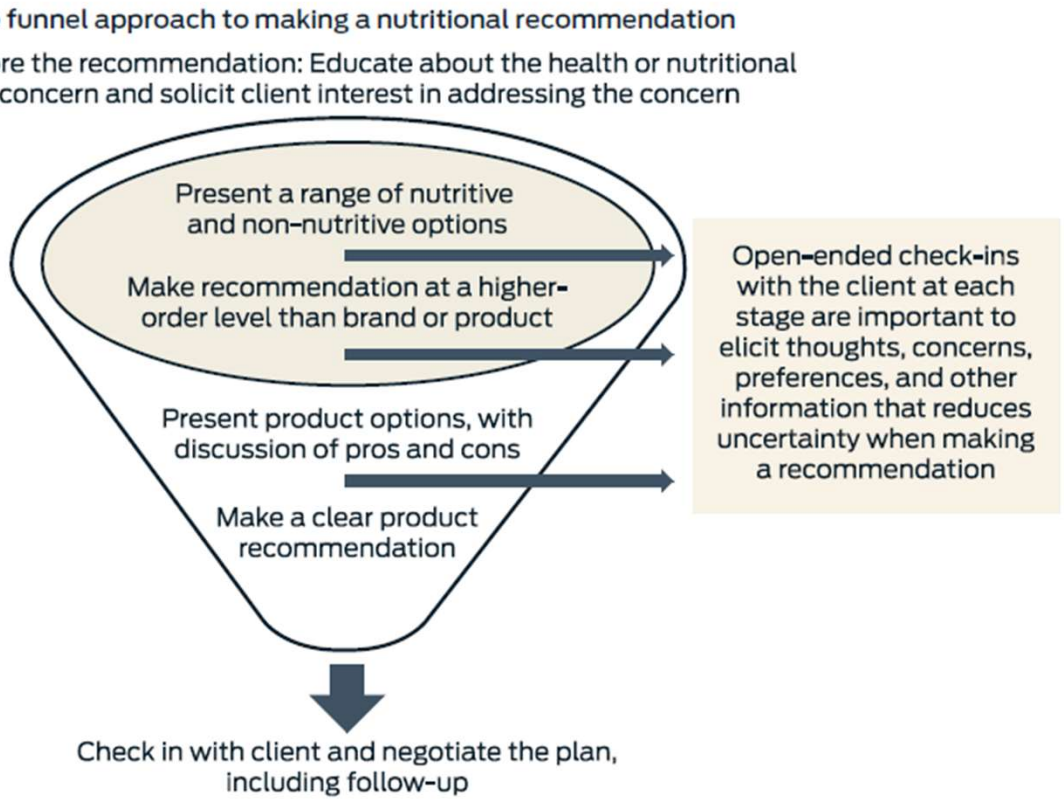
Figure 1. The funnel approach to making a nutritional recommendation



1st – Explore client stance on nutritional intervention
2nd – Explain options
3rd – Recommend product category
4th – discuss options within that category
5th – make specific recommendation

COMMUNICATION STRATEGIES TO UTILIZE WITH PET OWNERS

Lisa Hunter, MSW, and Kat Sutherland, PhD
Fort Collins, Colorado, USA

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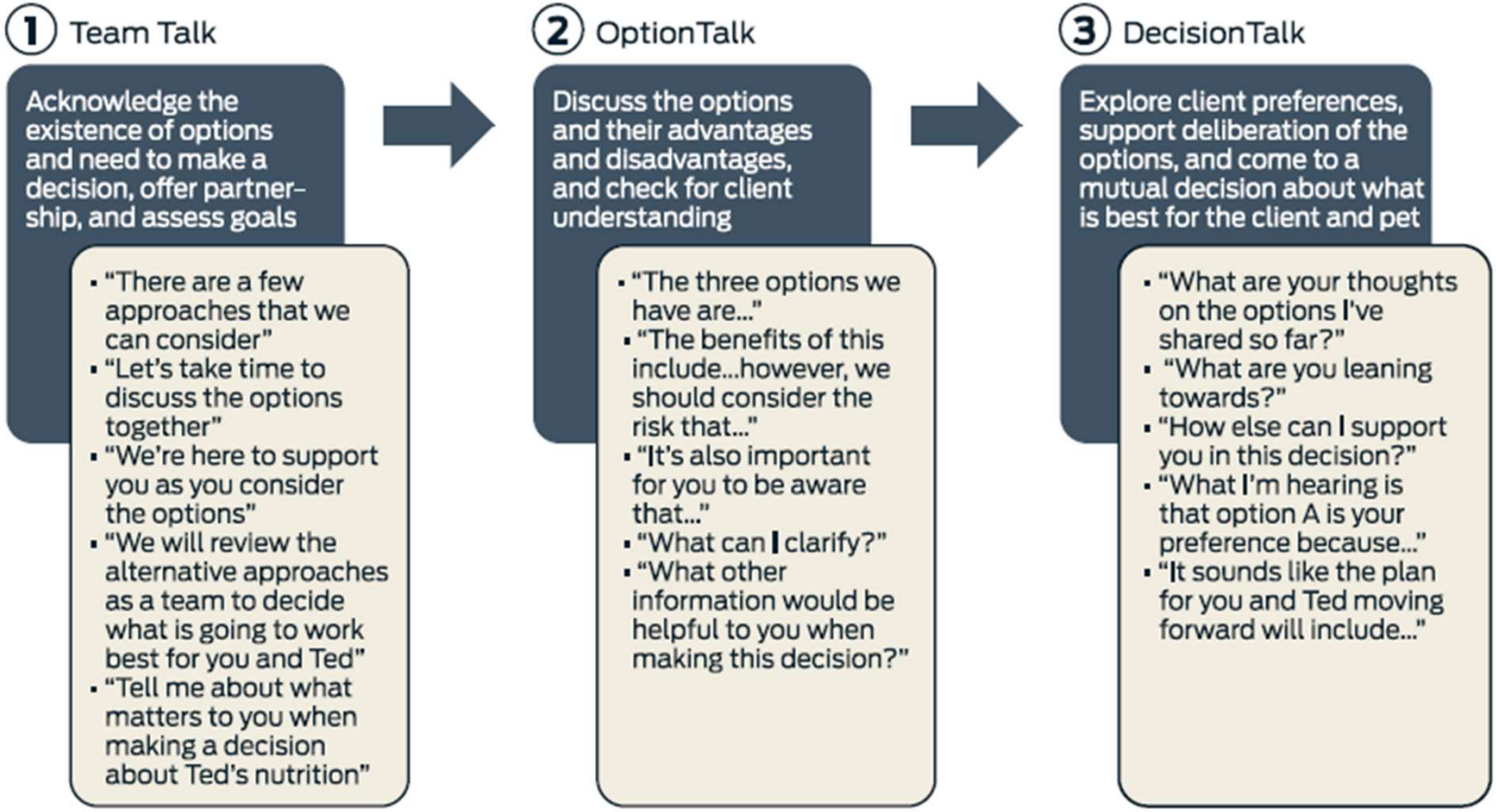
Figure 2. Implementing the three-talk model of shared decision-making[16] in nutrition conversations



ANSWERING COMMON PET OWNER QUESTIONS ABOUT NUTRITION

Jacqueline M. Parr, DVM, MSc, DACVIM (Nutrition)
Athens, Georgia, USA

COMMUNICATION TIP

Keep in mind, assuming positive intent on the part of the pet owner when encountering nutritional misinformation, such as negative marketing claims they have shared, is an important first step to debunking misinformation.

COMMUNICATING WITH PET OWNERS ABOUT DIET SELECTION AND DIET CHANGES

Jennifer Larsen, DVM, MS, PhD, DACVIM (Nutrition), and Lauren Tseng, DVM
Davis, California, USA

COMMUNICATION TIP

Patience is key. An initial food refusal does not indicate the pet will never accept the new food. Many pets require repeated exposure to the new food before consistently consuming it.

COMMUNICATING WITH PET OWNERS ABOUT WEIGHT MANAGEMENT

Jason B. Coe, DVM, PhD
Guelph, Ontario, Canada

COMMUNICATION TIP

By asking the client's permission to discuss their pet's weight, we respectfully assess a client's readiness for the conversation, and we can begin to gauge a client's stage of readiness to address their pet's weight. This allows the veterinary team to tailor communication accordingly.

PRACTICAL TOOL: COMMUNICATING WITH PET OWNERS ABOUT TREATS

Emily Luisana, DVM, DACVIM (Nutrition)
Raleigh, North Carolina, USA

PRACTICAL TOOL: COMMUNICATING WITH FIRST-TIME PET OWNERS ABOUT NUTRITION

Shoshana Verton-Shaw, RVT, VTS (Nutrition)
Guelph, Ontario, Canada

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Thank you!

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