

Thank you for your interest in our Directory of Fresh Pet Food Professionals. It's our goal to provide as many qualified resources as possible for the vast number of people seeking nutritionally adequate recipes to feed to their pets. For this reason, our baseline criteria involves the ability for professionals to formulate recipes that adhere to established nutritional guidelines (AAFCO, NRC or FEDIAF) and beyond meeting minimum established nutritional requirements.

We plan to include a summary paragraph and a photo or image in the profiles on the site. Please feel free to submit those to us when you return this form by email.

FOR PUBLICATION IN THE ONLINE DIRECTORY:

Name:

Michelle Lowe

Business Name:

Perfectly Rawsome

Website and/ or Facebook Page:

www.perfectlyrawsome.com

Geographic Location:

Services are online and available worldwide

Language(s):

English

- Currently Taking New Clients
- Not Currently Taking New Clients

Do you formulate for:

- Dogs
- Puppies
- Cats
- Kittens
- Medical or special-needs pets
- Other Species ()

General Food Philosophy / Feeding Approach:

I believe nutrition through fresh food is a powerful influence on our pet's health. My preference is to use whole, fresh foods whenever possible to achieve a balanced diet.

Areas of Focus:

Raw diets for adult dogs and puppies

Experience / Education / Credentials / Apprenticeship/ Training:

I am Certified in Canine Nutrition through the Companion Animal Sciences Institute.

Continuing Education:

I am currently taking the Canine Health & Nutrition course through the British College of Canine Studies

Membership in Professional Organizations:

None

When creating diets, what Nutritional Standards do you formulate to (check all that apply):

- AAFCO 2020
- NRC 2006
- FEDIAF 2020
- Other (Please specify: _____)

What methods, tools, and / of software(s) do you use for formulating:

Pet Diet Designer

How many diets (approximately) have you formulated professionally for paying clients?

- 1-25
- 26-50
- 51-100
- More than 100

My Professional Product includes:

- Recipe / Meal Plan (PDF or other printable document)
- Cooked recipes if desired
- Raw recipes if desired
- Identification of Nutritional Standard Used (Atwater/ Modified Atwater, AAFCO, NRC or FEDIAF, life stage and activity level)
- Preparation Instructions
- Nutrient levels (including macronutrients, vitamins, minerals, amino acids and fats)
- Calorie Information
- Feeding Advice
- Phone Support
- Email Support

Do you assist pet parents who want to add fresh foods to an otherwise commercial processed diet?

- Yes
- No

Do you assist pet parents who want to optimize a diet based on commercial raw products?

Yes

No

Do you offer reviews of recipes, meal plans, diets, guaranteed analysis and pet food ingredient lists to help pet parents feed more nutritionally optimal diets?

Yes

No

In addition to customized individual recipes and plans, do you have any general DIY nutritionally complete recipes available online for purchase or complimentary use? If so, please supply the links to them online.

Yes (Please supply links)

<https://perfectlyrawsome.com/category/free-dog-raw-feeding-recipes/>

<https://perfectlyrawsome.com/category/free-cat-raw-feeding-recipes/>

No