

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: Scott Jay Marshall II

Business Name: Raw Feeding 101

Website and/ or Facebook Page: www.rawfeeding101.com

Geographic Location: Utah, United States

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:

My main focus is to create each recipe at the lowest cost possible while ensuring each ingredient has a specific purpose. Conservative use of ingredients, no more or less than necessary.

Areas of Focus:

My main focus is taking down the barrier for beginners between knowing balanced raw foods is the best choice for their dogs, and being able to effectively and simply apply that at home in the real world.

Experience / Education / Credentials / Apprenticeship/ Training:

I've been feeding raw for the last 10 years, I've been running the Raw Feeding 101 business since 2017, I've had the immense pleasure and privilege of learning from and becoming friends with some of the biggest names in the industry, (I cannot overstate how invaluable this has been in my personal education) and I am currently enrolled in the CASI Canine Nutrition CertCN program. I've also completed the DNM raw feeding course but as great as it was it definitely was not sufficient to teach someone how to start building recipes on it's own.

Continuing Education:

I am currently enrolled in the CASI Canine Nutrition CertCN program.

Membership in Professional Organizations:

N/A

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:

Resources such as Monica Segel's works, the USDA database, and largely the Pet Diet Designer software with modified data and added ingredients according to the data from the resources listed above.

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)

No