

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: Emma Rutherford

Business Name: The Natural Canine Kitchen

Website and/ or Facebook Page: thenaturalcaninekitchen.com  
facebook.com/thenaturalcaninekitchen

Geographic Location: UK & Switzerland

Language(s): English/Swiss German/German/Some French

- Currently Taking New Clients
- Not Currently Taking New Clients

Do you formulate for:

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

General Food Philosophy / Feeding Approach:

To encourage everyone to make the change, to add fresh foods to the bowl, no judgement on anyones journey and where they are on it. I like to encourage evryone to rotate through as many foods as they can and to assit everyone to feel comfortable whilst they learn more.

Areas of Focus:

I formulate fresh pet food internationally and have specialist interests in female reproductive nourishment, from before conception, pre spay nourishment, ageing bones and female hormones, nourishing female pets during all stages of Estrus. Single protein diets, food reactivity, using fresh, whole living foods. I aviod the use of supplements where possible.

Experience / Education / Credentials / Apprenticeship/ Training:

My education strted in 1989 Studied, 1994 Functional Nutritional Therapy Practitioner at Nutrition and Dietetics College. Studied Health & Social Care 1992 Woking college, Institute for Integrative Nutrition, Gateway 1,2,3 & Scientific Zoopharmacognosey, I was Clinical Mobility Department Manager from 1990. Taken many Pet Nutrionist courses over the years.

Continuing Education:

I have enrolled in a Nutritional Therapist (Dip.) at CNM - Back to human nutrition again, it's a 4 year course in London.

Membership in Professional Organizations:

The Nutrition Society Practitioner Member  
CIVIT Associate member.

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:

My own spreadsheet that is using analysis from working with brands over the years.  
ADF Commercial software

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)

[thenaturalcaninekitchen.com](http://thenaturalcaninekitchen.com)

No