

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: MARIANO SÁNCHEZ TROCINO

Business Name: PETS IMAGINARIUM CENTRO DE NUTRICIÓN Y CONDUCTA

Website and/ or Facebook Page: PETS Imaginarium

Geographic Location: MEXICO CITY (CDMX)

Language(s): SPANISH, 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 (WILDLIFE AND NON CONVENTIONAL PETS)

General Food Philosophy / Feeding Approach:

NATURAL FOODS CAN BE ADMINISTRED TO ANIMALS IN BALANCED DIETS TO IMPROVE HEALTH AND WELFARE

Areas of Focus:

ANIMAL NUTRITION, COMPARATIVE NUTRITION, RAW AND COOKED DIETS

Experience / Education / Credentials / Apprenticeship/ Training:

- Founding partner and Nutriologist of pets and exotics at The Center for Nutrition and Behavior Pets Imaginarium. Pestalozzi No.1232, Colonia Del Valle, Del. Benito Juarez. Tel. (55) 62 85 95 44. Mexico City. From June 2013 to date.
- Responsible for the Laboratory of Molecular Analysis and the Study of the Presence of GMOs in Corn Grown in the Conservation Soil of the Federal District. Directorate-General of the Natural Resources Commission. Ministry of the Environment of the Federal District. Av. Year of Juarez No. 9700, Colonia Quirino Mendoza. Village of San Luis Tlaxiatalmalco, Del. Xochimilco. Tel. (55) 58 43 34 11. From January 2013 to April 2015.
- Head of Departmental Unit of Special Programs and Alternative Crops. Directorate-General of the Natural Resources Commission. Ministry of the Environment of the Federal District. Av. Year of Juarez No. 9700, Colonia Quirino Mendoza. Village of San Luis Tlaxiatalmalco, Del. Xochimilco. Tel. (55) 58 43 34 11. From January 2013 to April 2015.
- Coordinator of Nutritional Surveillance (Animal Nutritionist of the collection). Directorate General of Zoos and Wildlife. Secretariat of the Environment, Government of the Federal District. Calle Chivatito s/n 1a Secc. Chapultepec Forest. Col. San Miguel Chapultepec. Cp. 11840 Del. Miguel Hidalgo. Tel 55 53 62 63 ext. 2207 Mexico DF. From January 2007 to December 2012.
- Work-research stay at The Giant Panda Conservation and Research Center of China (Bifengxia Center, Wolong Nature Reserve Administration). September 21-26, 2009. Sichuan Province, R.P.China.

Continuing Education:

- Master's Degree in Agricultural Sciences. Metropolitan Autonomous University - Xochimilco Unit. October 2006 – March 2009. Professional Card No.7935724. Thesis title: "Effect of Muhlenbergia macroura fiber level on weight, consumption and digestibility in the rabbit of volcanoes(Romerolagus diazi)". Winner of the Medal of University Merit for the qualifications obtained in the studies studied and as the best average of the generation.
- Faculty of Veterinary Medicine and Zootechnics. National Autonomous University of Mexico. Bachelor's Degree in Veterinary Medicine and Zootechnics. Sep 1997 – Mar 2001. Professional Card No. 04760366. Thesis title: "Comparative analysis of minerals (Cu, Fe, Se, Zn) in commercial food, blood, hair and faeces of Macaca mulatta and Macaca fascicularis in captivity". Winner of the Honorable Mention in the Bachelor's Degree.
- Faculty of Philosophy and Letters. National Autonomous University of Mexico. Bachelor's degree in Spanish Language and Literature (30% academic credits). Sep 2001 – Nov 2003.

Membership in Professional Organizations:

- Active Partner of the Mexican Association of Cannabinoid Medicine AC. Since June 2019.
- Active Partner of the Mexican Association of Animal Nutrition Specialists (AMENA). Since Nov.2018
- Founding member of the Consultative Group of Nutrition in Zoos and Breeders of Latin America. Since Jul 2012.
- Director of Nutrition of the Mexican Association of Veterinary Physicians Specialized in Zoo, Exotic and Wild Animals, A.C. Since Jul. 2011.
- Winner in the 2009 Scholarship Program of the Center for China-Mexico Studies, faculty of economics, National Autonomous University of Mexico to carry out the so-called project. "Update on nutritional management and bamboo production for giant panda(Ailuropoda melanoleuca)and red panda (Ailurusfulgens)at Chapultepec Zoo, Mexico City. Location: R.P., China, from August 7 to November 27, 2009.

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:

ZOOTRITION VER.2.5 (NUTRITION 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)

No