



RADDOWG **STARTER GUIDE**

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WHAT IS PMR?

PMR stands for Prey Model Raw Diet. Basically it means trying to mimic how a dog would eat in the wild. When a dog eats in the wild, the full prey meal breaks down approximately to the following:

80% Muscle Meat

10% Bone

*NEVER feed cooked bones or weight bearing bones

10% Secreting Organs

*5% of the secreting organs must be liver.

80-10-10



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HOW DO I KNOW WHICH PROTEINS TO FEED?

White Meats:

Chicken, Turkey, Farmed Rabbit

Red Meats:

Pork, Beef, Lamb, Goat, Duck, Goose, Venison, Elk, Bison, Kangaroo, Wild Rabbit, Game Birds, Moose, Bison

*Carnivores and wild omnivores such as hogs are not to be fed.

For optimal health, we recommend rotating a minimum of 4 proteins, with 3 being red. The more you vary the protein the better!

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RADOWG RECOMMENDATIONS

Easy Peasy (but more expensive)

Rotate between:

- Premium House Blend
- Hypoallergenic Mix

DIY (cheaper but takes up more freezer space)

Rotate or mix:

- 1 turkey
- 1 chicken
- 1 beef
- 1 salmon
- 1 blend

*the 80-10-10 rule & protein variety are approx. guidelines and do not need to be exact. DO NOT STRESS!



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WHAT ABOUT FRUIT, VEGGIES GRAINS AND CARBS?

There is no *need* for fruit, veggies, grains or carbs:

- Carnivores can't fully digest them enough to absorb the nutrients.
- They get adequate energy from the fat and protein provided.
- It can stress the pancreas, and sometimes cause yeast, leading to skin problems.
- DCM linked to ingredients used to replace grains in grain-free diets, such as lentils or chickpeas.

www.rawfeedingadviceandsupport.com/fruits-and-veggies



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CAN I ADD TOPPERS AND SUPPLEMENTS?

We believe Radowg Food is nutritionally complete and balanced as-is, following the PMR diet.

There is another school of thought that follows a BARF (Biologically Appropriate Raw Food) model. This method involves adding whole-ingredient toppers, or supplements to their dog's food, and that's great too!

Just bear in mind that additions to the meal should be kept to no more than 10% of your dog's daily diet.



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WHICH PROTEIN SHOULD WE START WITH?

We recommend starting with Radowg Chicken as it is lower in organ content. Nutrient dense organs can cause stomach upset and loose stools.

It will take about a week for the pH in the stomach to adjust to the new diet. At that point you can introduce a new protein.

We recommend adding proteins one at a time initially.



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WHEN DO I START?

Radowg highly recommends starting as early as possible, weaning puppies straight from their mother's milk to Radowg Food.

Keep in mind it's NEVER too late to start! A senior dog can benefit from a raw diet just as much as a weaning pup!

Please reach out for more info if weaning a puppy or feeding a senior dog.

HOW DO I HOW DO I START?

Radowg highly recommends stopping kibble immediately, and making the transition to raw cold turkey.

Other schools of thought believe a slower transition is ideal. Some methods are outlined in the next pages.

A lot depends on you and your dog. Do what feels right for you. The cold turkey method may take some tough love, but we feel it is more beneficial when the science is weighed.



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HOW DO I TRANSITION COLD TURKEY?

1. Fast your dog 12–24 hrs.
2. Start with Chicken, Turkey, Rabbit or Duck as they are easier to digest.
3. The first meal should be at room temperature as Initially the cold meals may cause vomiting.
4. Feed $\frac{1}{2}$ of the recommended serving and then wait 20 min. before offering more.
5. If they refuse the meal, return it to the fridge and try again later.

*DO NOT COOK THE FOOD –cooked bones can be problematic

HOW DO I TRANSITION GRADUALLY?

1. Start with adding 25% Radowg Chicken to the kibble at room temperature.
2. After 2 successful days at 25%, increase the raw to 50%.
3. After another 2 days start feeding 75% raw.
4. On day 7 they will be fully transitioned to 100% raw.
5. Once transitioned, we do not recommend adding kibble as it is digested differently than raw food.

*DO NOT COOK THE FOOD -cooked bones can be problematic

HOW DO I TRANSITION BY ROTATION?

Another method that works for transitioning is by rotating between raw and kibble.

Start by feeding 1 meal of kibble, followed by 1 meal of raw.

Alternate the meals between kibble and raw until the rest of your kibble is gone, or until the dogs right out refuses to eat kibble.

*DO NOT COOK THE FOOD -cooked bones can be problematic

WHAT ABOUT WHEN MY DOG REFUSES THE FOOD?

Dogs can be weird to new food in their bowl and is normal for them to refuse it at first.

RADOWG Food is normal food for dogs they just may not know it yet.

Don't worry they will come around!

Don't feed them something else! They won't starve. Just be patient; they will love it and never look back.



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HOW MUCH DO I FEED MY ADULT DOG?

Most dogs eat 2–3% of their weight each day.

A good starting point is around 2.5%. You can find the amount in pounds by multiplying their weight by 0.025.

Example. A 40 lb dog would eat on average 1 lb per day.

Note that all dogs are unique and have different dietary needs. Younger and more active dogs will require more food, while older, less active dogs require less.



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HOW MUCH DO I FEED A PUPPY?

Puppies require 5–8% of their weight in pounds of food.. Example. A 25 lb pup would eat between 1 1/4 and 2 lbs.

Puppies 8 weeks to first year should be fed 3 times a day. Don't be afraid to overfeed them during this crucial stage. They are growing!

Between 1 and 2 years of age you should still feed them higher amounts until they fill out to their adult weight. Then you can cut back to a maintenance diet.

HOW DO I KNOW IF I AM FEEDING ENOUGH?

Keep your eye (and hands) on their ribs:

- if their ribs are showing, gradually feed more
- if you have trouble feeling the ribs, slowly cut back on the chow

You can tell if you are over feeding your dog if they are having large poops but are an ideal weight. You can try to cut back a bit, but if they start to become skinny then feed them more.



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HOW DO I KNOW HOW MUCH RADOWG I NEED?

Radowg Food comes in bags of 24 bricks.

The total weight of the bags is between 21 and 22 lbs.

Each brick is just under 1 lb each. They are all cut by hand (well, a hand holding a saw) so some are slightly bigger or smaller.

Example: Your dog weighs 40 lbs. At 2.5% that translates roughly to 1 Radowg brick per day.

One bag will last you 24 days.

HOW OFTEN SHOULD I FEED MY DOG?

Most are fed twice a day.

Some may need to feed smaller meals more frequently due to digestion/health issues.

*There is evidence that dogs fed once per day are healthier, live longer and are cognitively advanced.

All dogs, and all families, are unique. Find a feeding routine that works best for your situation.

*<https://link.springer.com/article/10.1007/s11357-022-00575-7>



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HOW DO I FEED MY DOG?

Evan Radowg recommends tossing them a frozen brick outside to chomp on. It's great for their teeth and they won't suck it back in 5 seconds.

Some choose to partially thaw in the fridge so that it's soft on the edges but still has a bit of a frozen chew in the middle.

Others thaw completely in the fridge or at room temperature.

*Do not leave too long at room temperature. It is raw fresh meat and can go bad if left too long.

DO I DISCARD THE LIQUID WHEN DEFROSTED?

It's first good to note that this liquid is not blood. Blood is completely removed during processing.

The liquid formed from thawing meat is called myoglobin. It's actually an incredibly important nutrient. It contains trace amounts of protein, amino acids, antioxidants, minerals, and other essential nutrients.

Be sure to include this in your dog's bowl so they get the full nutrition from each brick!

WHAT ABOUT THE RISKS FROM BACTERIA?

The stomach of a dog is built to handle bacteria. As for human risks, keep in mind that:

- If bacteria/parasites are present, they are killed off during freezing.
- Raw meat is handled just as you handle raw meat for yourselves:
 - wash your hands
 - clean/disinfect all surfaces and objects that the raw food has contacted
 - store thawed meat in the fridge up to 3 days

WHY DOES MY DOG ACT LIKE HE IS STARVING?

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- Dry food will expand up to 5x its size during digestion. This can cause your pet to feel more full.
- They may be craving the sugar spike from the unnecessary addition of carbs in kibble.
- Kibble contains a lot of “filler” with very little nutrition, while raw food is much more calorically dense by volume.

You can feed more food than they require at first to help with the ‘hunger’ and then slowly wean them down to an appropriate amount.

WHY DOES MY DOG VOMIT BILE?

The stomach of a kibble fed dog is used to rehydrating dry food with excessive amounts of bile before the digestion process is able to take place.

This isn't necessary with a raw diet as it is typically up to 75% moisture.

It may take some time to adjust to the proper amount of bile required for digestion. Offering a dry treat can help with the discomfort your dog may experience.

WHY DOES MY DOG DRINK LESS?

Radowg Food is naturally high in moisture in comparison to dry pet food, which typically has only around 10% moisture content. The amount of naturally occurring water, or moisture, present in fresh meat and poultry is between 60 and 75%. This means a transitioned dog will require much less water, as it is present already in their food.

As long as they are urinating normally there is zero cause for concern.

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SOURCES REFERENCED

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MORE SOURCES REFERENCED

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‘Are Fruits and Veggie’s Necessary?’: <https://www.rawfeedingadviceandsupport.com/fruits-and-veggies>

‘Myths about Raw Feeding’: <http://rawfed.com/myths/>

‘What to Expect from your Raw Fed Pet’: <https://www.rawfeedingadviceandsupport.com/what-to-expect-when-switching>

RADOWG DISCLAIMER

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The content in this guide is for informational purposes only, and does not intend to substitute professional medical advice, diagnosis, or treatment.

Much of the information provided is based on opinions formed from observations, discussions, experiences, and a variety of media sources.

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