

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: Ess Patton

Business Name: The Essential Canine

Website and/ or Facebook Page: www.theessentialcanine.com
Facebook - The Essential Canine
Instagram - the.essential.canine

Geographic Location: Australia

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:

Australian by birth I grew up in Asia in an environment where fresh food was bought every day and Chinese Traditional Medicine, acupuncture and natural health and healing was the norm. I am a passionate believer and supporter of natural health and the importance of nutrition to assist our dogs to thrive, not just survive.

Areas of Focus:

Working with dogs of all life stages and owners who are at all stages of their fresh/raw feeding journey. I particularly enjoy working with owners who are new to fresh/raw feeding to assist them with transitioning their dogs to affordable fresh/raw diets in an easy-to-understand way. I offer individualised assistance with weight management, meal planning, meal/ingredient preparation and sourcing. I approach feeding dogs holistically, using a rounded approach that includes lifestyle factors, exercise and enrichment, and I include principles from Chinese Traditional Medicine and natural healing.

Experience / Education / Credentials / Apprenticeship/ Training:

25+ years of fresh/raw feeding my own dogs, I have helped hundreds of owners over many years.

I completed Natural Animal Nutrition with the College of Integrative Veterinary Therapies (CIVT), and Nutrition Case Management, College of Veterinary Medicine, University of Tennessee (UT), and currently completing the new iPet Level 3 Diploma in Canine Nutrition.

Continuing Education:

I am dedicated to continued professional development via webinars (CIVT), conferences (RFVS) and undertaking further studies. I am currently undertaking the new iPet Level 3 Diploma in Canine Nutrition.

Membership in Professional Organizations:

IRaw Feeding Veterinary Society - Member
College Of Integrative Veterinary Therapies - Associate Member
International Institute of Complementary Therapists - Executive Member
Association of Truth In Pet Food – Member
Australian National Kennel Council - Registered Breeder Of Australian Cattle Dogs
Dogs Queensland - Member

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

- AAFCO 2020
- NRC 2006
- FEDIAF 2020
- Other (Please specify: BARF/PMR)

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

ADF

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