

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: Lindsay Hadfield

Business Name: Clovis & Company

Website and/ or Facebook Page: <https://clovisandcompany.com>,
<https://www.facebook.com/clovisandcompany>

Geographic Location: USA

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:

I work with the client to determine which fresh food ingredients are accessible and affordable to them, and appropriate for their individual dog, and use nutritional supplements as needed. Recipes / meal plans are also tailored around the owner's lifestyle and comfort level, and therefore may include cooked, raw, and commercial premade ingredients.

Areas of Focus:

Primarily, the diets I formulate are for healthy adult and senior dogs and some therapeutics such as early kidney disease and pancreatitis. I also offer meal plans that are part homemade and part commercial raw or kibble. (Ability to incorporate premade raw is dependent on a nutritional adequacy statement, nutritional analysis, or full ingredient disclosure being provided by the manufacturer.)

Experience / Education / Credentials / Apprenticeship/ Training:

I have a Companion Animal Nutrition Certificate from the University of Illinois. I've been doing diet formulations for individual pets for nearly 2 years, manufacturing supplemental dog food on a small scale (locally) for 7 years, and making customized fresh-food for my own dogs for about 9 years.

Continuing Education:

I attend seminars and conferences regularly. My continuing educational and professional development is listed here: <https://clovisandcompany.com/about-lindsay>

Membership in Professional Organizations:

Associate Member of the College of Integrative Veterinary Therapies

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:

I currently use a spreadsheet for assessing and formulating diets, and generating recipe reports and instructions for the client. The method I most often use is the NRC guidelines based on the metabolic weight of the dog. (The spreadsheet is the RFN Formulation Spreadsheet and it pulls nutrient data from the USDA database, and other data can be entered when needed. I also have Pet Diet Designer if it's a client preference.)

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)

<https://clovisandcompany.com/general-recipes>

No