

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: Junior Hudson

Business Name: Heal the Dog

Website and/ or Facebook Page: [www.healthedog.co.uk](http://www.healthedog.co.uk)  
[www.facebook.com/HealtheDog/](http://www.facebook.com/HealtheDog/)

Geographic Location: UK

Language(s): English , a little bit of 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 ( )

General Food Philosophy / Feeding Approach:

Fresh feeding, raw or lightly cooked. I like to explore the evidence based benefits of varied plant matter in my recipes (which are still predominantly meat based). Phytonutrients, antioxidants, enzymes etc can play a big part in longevity and tackling specific health issues.

Areas of Focus:

General health & longevity but I work with a lot of pet parents whose dogs have specific ailments such as autoimmunity, renal disease, epilepsy and cancer.

Experience / Education / Credentials / Apprenticeship/ Training:

Level 3 Canine Nutrition, Level 3 Canine Holistic Health. Nutrition Consultant for U.K. Brands including The Rockster & upcoming Ethically Raised. Writer for Pet Wellness magazines in the U.K. & North America. Behaviour & Nutrition Advisor for U.K. Pet Insurance Company; Waggel. Have advised pet parents worldwide, including on occasion British Royalty.

Continuing Education:

Continuing development through research.

Membership in Professional Organizations:

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:

Created my own spreadsheet, with built in formulas/calculations. Including hundreds of food items with data (not limited to USDA)

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