

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: Christelle Jansen

Business Name: Pawsome Health

Website and/ or Facebook Page: www.pawsomehealth.com.au
<https://www.facebook.com/pawsomehealth>

Geographic Location: New South Wales, 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:

I encourage pet parent to feed a variety of raw or cooked meals formulated to the individual needs of their dog using their preferred ingredients or ingredients that can easily be sourced. Whole foods are preferred but if not viable then supplements may be used.

Areas of Focus:

Proactive individualised recipes for healthy adult dogs.
Recipe analysis to determine any nutritional gaps and suggest foods or supplements to create a balanced diet.
Weight management formulations.

Experience / Education / Credentials / Apprenticeship/ Training:

Certificate in Canine Nutrition - Companion Animal Sciences Institute
Advanced Certificate in Canine Nutrition - Master Dog Breeders & Associates
Raw Dog Food Nutrition Specialist - Dogs Naturally
Pet Food Nutrition Specialist - Dog Naturally

Continuing Education:

Puppies to Seniors: Feeding Dogs through the Life Cycle certificates by Linda P. Case from The Science Dog
Various tutorials by Cat Lane from The Possible Canine

Membership in Professional Organizations:

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:

Customisable RNF formulation spreadsheet, the USDA Nutrient Database, the Australian New Zealand Food Standards Database.

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