

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: Jenny Ryoo

Business Name: Better Cells

Website and/ or Facebook Page: bettercellsnutrition.com

Geographic Location: Midwest, 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 whole heartedly believe that pets can thrive with homemade raw or cooked diets that are formulated to each pet's ideal nutritional needs. The generic, "one size fits all" of commercial formulations is not the ideal fit for many pets, and many of my clients reach out and seek nutritional consultation because they want to offer their pets a tailored meal plan specific to their health, their caloric needs, their condition. When working with a client, my goal is always to determine the ideal nutrition for a client's pet, meet those needs as much as possible with whole food sources, and supplement where whole foods may fall short. It's also quite important to me to work with clients to create recipes based on ingredients that are easily accessible to them, and affordable. I know how frustrating it is to feel that a pet's food is too costly to feed, or how difficult it may be for some to source some of the harder to find ingredients. A custom meal plan should be a good fit for the dog and the household.

Areas of Focus:

Proactive adult canine nutrition, proactive adult feline nutrition, healthy canine growth nutrition and canine arthritis nutrition

Experience / Education / Credentials / Apprenticeship/ Training:

Cert. CN at Companion Animal Science Institute, completed December 2020. I consult regularly with Savannah Welna (Feed Thy Dog) and Dr Charley Gray but am not enrolled in a formal apprenticeship or mentorship program with them. I plan on enrolling in the CASI feline nutrition course as soon as it's available.

Continuing Education:

The Raw Vet webinars on addressing clinical conditions with diet and nutrition, as well as webinars from Clinician's Brief.

Membership in Professional Organizations:

None for pet nutrition - AAFCO and PPG for dog training.

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 use the RFN Sheet.

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://rawfedandnerdy.com/downloadable-dog-recipes> and <https://rawfedandnerdy.com/cat-downloadable-recipes>. I am working with the owner of the website to revamp these recipes per NRC ME requirements for various energy levels so that a wider range of pet weights may be able to use them.

- No