

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: **Monica Segal and Jody Zesko**

Business Name: **Monicasegal.com**

Website and/ or Facebook Page: **www.monicasegal.com**
https://www.facebook.com/Monica.Segal.CanineNutrition

Geographic Location: **Canada**

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:

Every dog is an individual with food tolerances that need to be respected. We believe that fresh foods add vitality. We are not emotionally attached to a feeding method so much as to dogs themselves. Therefore, raw, cooked, or combination diets can be a fantastic approach.

Areas of Focus:

Proactive nutrition based on food tolerances, age, breed and lifestyle.
Dogs with health concerns including Obesity/Weight Loss, Food intolerances, Organ support -liver, heart, kidneys, Cognitive support, Cancer support, Digestive support, Urinary Health, Behavior coner concerns- reactivity, hyperactivity, low vitality/depression, Eye health, Skin/Coat health, Joint support, Change in lifestage ie Adult dog to Senior dog diet update.
Puppy Diets that are customized to the pup's growth rate, breed and lifestyle.

Experience / Education / Credentials / Apprenticeship/ Training:

AHC (Animal Health Care) University of Guelph; Ana Grum DVM, PhD (also wrote the foreword to one of my books), authored K9Kitchen and Optimal Nutrition books.

Jody Zesko: 2005 opened one of Calgary's first natural dog shops specializing in raw foods. Studied clinical pet nutrition. Has been working with Monica Segal since 2018

Continuing Education:

Innovative Veterinary Care Conference(s), Journals

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:

Nutrition software

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://www.monica-segal.com/ebooklets.html> Also free treat recipes on blog, business FB page and FB group
<https://www.facebook.com/Monica.Segal.CanineNutrition/> <https://www.facebook.com/groups/K9Kitchen>

- No