

96%
MEAT, SEAFOOD,
ORGANS AND
BONE



Taste life in New Zealand™

THE ZIWI DIFFERENCE



**GENTLY
AIR-DRIED**
Ready-serve,
raw alternative



Z-BOOST™
Superfood blend of
cold-washed tripe, NZ
green mussels & kelp



PEAKPREY™
Authentic ratios
of meat, organs
& bone



**ETHICAL
& SUSTAINABLE**
Free-range, grass-fed
& wild-caught

ZIWI® is the global leader in air-dried nutrition. **ZIWI®**'s proprietary twin-stage air-drying process safely eliminates harmful pathogens while maintaining the nutritional integrity of the product. Each **ZIWI®** Peak recipe contains 96% meat, organs, and seafood to cater to the biological needs of dogs and cats. All of the meat and seafood used in **ZIWI®** Peak recipes is 100% sourced in New Zealand from ethical and sustainable farms or is wild caught from the oceans surrounding New Zealand. **Z-BOOST™** superfoods are added into every recipe, including a minimum of 7% cold-washed, unbleached Green Tripe in every red meat recipe to promote gut health, 3% NZ Green-Lipped Mussels for a natural and synergistic source of glucosamine and chondroitin to support joints, and Organic Green Kelp for optimal metabolic function. What's not in **ZIWI®** Peak is just as important as what is. Every recipe is free from unnecessary fillers such as grains and glycerines, and low in carbohydrates. Instead, **ZIWI®** uses species-appropriate ingredients to make a final product that is 95% digestible for dogs and cats as tested by Massey University.

Speak with your Number 1 (Australia) Sales Representative for more information on veterinary packs, puppy school support, and free samples with no obligation to buy.



Taste life in New Zealand®

ZIWI® PRODUCTS FOR CATS & DOGS

ZIWI® Peak's whole-prey raw inspired recipes, chews and rewards are handcrafted in small batches using New Zealand's finest ingredients.



VET TESTIMONIAL

"As a veterinary student I received two lectures on small animal nutrition, both of which were run by pet food companies. Within a year of graduating I realised how limited my nutrition knowledge was, and very quickly worked out that a species-appropriate diet of wholefoods would provide a better foundation than a processed pet food out of a bag or can.

After many years of in-depth research, my findings have only consolidated my initial intuition. At The Natural Vets, we base our dietary recommendations on what pets are actually designed to eat, rather than what is cheap and convenient for pet owners. We recommend foods that will provide a better foundation for long-term health and vitality, and recommend ZIWI® Peak when pet families need a shelf-stable option.

As Vets we all know that cats are obligate carnivores and thrive on an almost exclusively prey-based diet, and yet the veterinary industry continues to recommend and support pet food companies who produce dry and wet cat food formulas that are laden with carbohydrate. What wild cat do you know that raids the grain stores? Whereas dogs commonly supplement their prey diet with fruits, roots, eggs and honey when they can, and scavenge human refuse as well, cats are 'the ultimate carnivore'. In the wild they eat very little vegetable matter, other than small amounts of grass or herbs to support digestive tract health.

There has been a lot of fearmongering around raw and natural diets contributing to bacterial faecal loads and episodes of gastroenteritis in pets. The missing link is that dogs and cats who have been eating a processed pet food diet will be in a compromised digestive state. Dry kibbles and carbohydrate-laden pet foods impede digestive function, by changing the pH of the stomach, altering the gut bacteria balance, and in many cases compromising the integrity of the intestinal mucosa. If you try to change your dog or cat to a raw food diet by mixing a raw diet in with their processed food, you will very likely cause digestive upset. The pet will either vomit up their food, or get diarrhoea or constipation, or in some rare cases may even succumb to a nasty case of bacterial gastroenteritis requiring hospitalisation. A dog with a healthy digestive tract, however, has a pH level in the stomach that is set up to digest protein, fat and bone, and kill any pathogenic bacteria on the raw meat.

To get your pet's gut ready to handle raw diets you need to prepare the digestive environment first and set them up for success. Only then will they handle their natural diet with ease.

The canned ZIWI® Tripe and Lamb meal for dogs is an excellent transitional food that provides lactic acid bacteria, blood-building chlorophyll, essential fatty acids, and beneficial gastric enzymes that support digestion and re-balance the biochemistry in the gut.

There is so much scientific information available these days supporting the benefits of real, raw foods for both humans and pets, and yet many pet owners are still being fed incorrect information about what their pets should be eating. Dry foods may be convenient, but when fed routinely, obesity, inflammatory conditions, urinary tract disease, kidney failure and cancer are usually the result. Leading feline specialists including Professor Richard Malik recommend that dry food be phased out of an adult cat's diet completely¹, and it is time that all Vets became more aware of the truth around nutrition. Let's stop regurgitating pet food company marketing material, and advocate for foods that meet a dog and cat's real needs."

----- Dr Renee O'Duhring (BVSc (Hons II)), UQ The Natural Vets, www.thenaturalvets.com.au



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References
¹ Malik, R 2007, Feeding cats for health and longevity – an idiosyncratic perspective, Australian College of Veterinary Scientists – Science Week 2007 – Small Animal Medicine Chapter meeting, http://www.rawmeatybones.com/articles-others/Malik_feedingcats_Aug2007.pdf