

Urgent: What You Need to Know about pet food recalls

Mary,

Being a dog parent today can be scary. We know all too well the horrifying results of unsafe products and the rising harmful food recalls. Over 30 years ago, our pup Buttercup was a victim of a large company's lack of maintaining required safety standards.

One day she became lethargic, refused to eat or drink. Overnight, the real horror began...

She was vomiting blood and unable to stand, so we rushed her to Vet Emergency. They discovered many metal shards in her bowel along with undigested food. She received lifesaving surgery. It was unbelievable, our trusted dog food brand almost killed our Buttercup. Amazingly, she was able to return to her happy, energetic, and rowdy self after several months of excruciating pain and rehabilitation.

Not wanting other pet parents to suffer through our nightmare, we researched causes and solutions. We found the answer to keep our baby safe and believe it will do the same for you.

Contaminate Problem

Lack of quality and safety enforcement at pet food manufacturing plants has put our pups at higher risk than ever before. *MasterControl*, a provider of manufacturing software solutions for life sciences, released a new study on the growing trend of recalls. The study analyzed five years of product recall data from the US Food and Drug Administration (FDA) and Consumer Product Safety Commission (CPSC,) which showed that recalls have increased more than 115% since 2018. There have been several recalls already this year.





FDA 2024 Pet food recalls

July 1 2024	Listeria
June 21, 2024	Foreign metal
May 17, 2024	Metal
January 17, 2024	Salmonella, listeria
January 3, 2024	Salmonella, listeria

It is terrifying that our pets can be subject to such life-threatening contaminants. Large corporations are focused on bulk production and profits, not your pet's safety. Even if they do recognize a foreign-material issue, it may take weeks for them to issue a recall, needlessly exposing more pets to

possible harm. Some owners weren't as lucky as we were with Buttercup and lost their precious, four-legged family members to internal bleeding or deadly bacterial growth.

Expert recommendations to avoid recalls

Experts identified key causes of recalls: Cross contamination of cooked to raw food, poor hygiene, and improperly prepared meats. In an article by Dr. Lori Huston, dated August 21, 2014, she focused on five areas of improvement to prevent recalls:

- Keep pet food operations in-house
 - Provides more control over production
- Source ingredients carefully with reputable, high-quality standard producers
 - Decreases risk of contamination
- Separate cooked and raw meat
 - Decreases risk of cross-contamination
 - Recommended: separate ventilation, foot baths, protective clothing, proper hand hygiene
- Set high quality control standards
 - Continual monitoring of compliance with safety measures and equipment inspection
- Institute "Hold and-Release" protocols
 - No shipping until quality testing is completed and resulted
 - Biggest intervention to prevent recalls

These are cumbersome and expensive expectations. There is no way to know if the manufacturer complies with these recommendations. The only suggestion experts provided was to call the company and ask for safety protocols they have in place in event of needed recall.

Knowing this solution was less than helpful, we found one that would ensure proper safe production of dog food/treats.

Successful Solution

Only Organic ingredients

- Brown rice
- Carrots
- Potatoes
- Green beans
- Pumpkin
- Organic meat
- Egg

Our research identified healthy practices and the need for accountability in food safety. The best option was finding a company that would put our dog's health and safety first and be accountable and responsible to ensure contaminants could not get into their food production.

Unable to find a company to meet those needs, we created ***Furry Friends Natural***. Our mission was to provide food/treats ourselves to ensure no contaminants jeopardize pet safety.

Unique features/benefits

Many competitors use the same ingredients listed in our products but often have other additives and chemicals. All our products are organic and natural.

Our stringent quality and safety protocols for production have been recognized by customers and the FDA for their excellence.

Key features/benefits:

1. Hand -selected organic ingredients
 - a. Guaranteed fresh; Product made the same day
2. Ingredients from organic farms.
 - a. No chemicals, antibiotics, or additives
3. Homemade treats
 - a. Made in our kitchen with dedicated staff
4. FDA certified organic
 - a. Meets all requirements for 95% guaranteed organic ingredients
5. Vitamin E
 - a. Promotes healthy coat, improves immune system
 - b. Naturally prolongs shelf- life insuring freshness



Safe Dog treat solution

New demand for safe treats has grown over the years, but production requirements and manufacturing standards have not improved. Recognizing this risk, we created a new line of treats...**Puptastic Naturals**.

These yummy treats are perfect for training or just saying "I love you."

Laura Bublitz, RN-BC, CMSN, CCHP, CMCN, LNC Sp.

laura@bublitzrn.com

February 2025

Five savory flavors are available:

- Chicken
- Turkey
- Lamb
- Liver
- Beef

Official treat

Tester

Fiona



Sold in single-flavor, 32 oz. bags. Keep those zoomies going for only \$18.

100% guaranteed homemade by staff who provide the highest level of safety during the production process.

Testimonials:

Our customers swear by our products. Our integrity, dedication to excellence, and consistently healthy safe treats are why they love us.

C. Dale: “Your ingredients are the real deal, and I respect that you work with local farms that you inspect yourself. Thank you so much for producing a quality product for our pups.”

J. Jefferson: “Bentley just goes bonkers for your lamb treats! ... I think your Puptastic Naturals are fantastic!”

S. Karovski, DVM: “I’m very impressed with the integrity of your business and I recommend Puptastic Naturals to all my clients looking for healthy treats for training or just any time.”

Fellow dog lovers,

**Check out our mouth-watering
products your pet will love.
www.puptasticnaturals.com**

Doug and Gloria

Furry Natural founders



P.S. Special Offer Today Only

FREE 5 flavor sampler treat kit (\$25 value) with purchase of any 32oz treat bag.

Order today. www.puptasticnaturals.com/treats