



Is a multi-billion-dollar fraud harming our pets?



Whistleblower vet and natural feeding advocate **Dr Tom Lonsdale** says that processed “junk pet food” is ultimately to blame for a global pet illness epidemic

Highly processed industrial “food” is the only item on the menu for millions of domestic dogs and cats, with lavish marketing campaigns promising consumers the maximum pet health and longevity money can buy. In reality, however, the only longevity associated with these products, which I label as “junk pet food”, are the artificial chemicals that prolong shelf life, and which maximise profits.

The winners are the junk pet food producers, as well as the veterinarians over-servicing the needs of an endless stream of sick pets made that way because of their woefully inadequate diet. As a vet, I have for the past three decades been fighting against this shocking status quo, taking on a multi-billion-dollar industry that is, nevertheless, morally bankrupt.

Pet owners are not to blame; they are fed a constant stream of propaganda that distorts the truth and buries facts, just like the tobacco industry was guilty of decades ago. Articles and books on human nutrition focus on the need for fresh, natural, minimally processed ingredients, and the same applies when discussing pets’ needs.

Meat and bone provide essential nutrients. However, it’s

actually the ripping and tearing of that food that provides “medicinal” benefits. It cleans the working parts, namely the teeth and gums, stimulates brain chemicals and the flow of digestive juices.

By contrast, dogs and cats that are denied raw, meaty bones develop tartar-encrusted teeth, periodontal disease (gum disease), and stinky breath. And those are just the immediate signs detectable by their owners. The serious effects of sore and bleeding gums on human health are well documented, including increased risk of stroke, diabetes, arthritis, heart, kidney, and liver disease.

For pets in the midst of a gum disease pandemic – it is reckoned some 80% of dogs and 70% of cats have some form of periodontal disease by just two years of age – the effects are devastating.

There’s an urgent need for veterinary schools to regain some integrity and teach student vets about the fundamental biological needs of pet dogs and cats. Manufacturers know that they’ve betrayed the compact with society and the natural world that we all live in.

Both the courts and government enquiries will have a role in bringing about long overdue change, ending a pet illness epidemic that is, like the processed “food” we unwittingly give them, artificial and unnatural.

Further information

‘Multi-Billion-Dollar Pet Food Fraud: Hiding in Plain Sight’ by Dr Tom Lonsdale will be published in late April, available on Amazon in paperback and eBook formats, priced £13.99 and £7.99 respectively. An audiobook adaptation is coming soon: www.thepetfoodcon.com



IN POOR HEALTH

Following decades of research, Dr Lonsdale casts a new light on the pet food ads and the smile on your vet’s dial. Dr Lonsdale’s new book *Multi-Billion-Dollar Pet Food Fraud* provides the shocking yet essential facts every pet owner needs to know. Dr Lonsdale, a graduate of the Royal Veterinary College, University of London, has enjoyed a distinguished five-decade career as a vet.

