

Multi-Billion-Dollar Pet Food Fraud: Hiding in Plain Sight

Following the publication of his two previous books *Raw Meaty Bones: Promote Health and Work Wonders: Feed Your Dog Raw Meaty Bones*, veteran whistleblower Dr Tom Lonsdale returns with *Multi-Billion-Dollar Pet Food Fraud: Hiding in Plain Sight*—an eye-opening exposé of the junk pet food industry's stranglehold over veterinary schools, veterinarians, regulators and the media.

For the past thirty years, Lonsdale has sought to get his message out to the public—processed pet food is shortening our pets' lives with its worldwide popularity a direct result of the infiltration of veterinary schools by the junk pet food producers. According to Lonsdale, the best diet for a dog or cat consists of a species appropriate diet of raw meaty bones.

His book is at times a compelling yet alarming read. Can the assault on our pets by the gigantic fast-food corporations really be stopped? Lonsdale provides an update to his lifelong quest to somehow stop the rot and offers solutions to turn the tide against the alliance between the pet food conglomerates and their salesmen-turned-veterinarians.

Pointing to a lack of accepted research on what a dog or cat *should* be eating, Lonsdale claims that the pet fast-food industry, enabled by the veterinary profession and regulators, conspires to ensure that no research would ever emerge that would threaten its reputation and prepackaged pet food products. The only evidence that is available serves to protect the influence of the kibble manufacturers.

Lonsdale launches a blistering critique of the veterinary schools, pouring scorn and derision on their tie ups with the dried food mega institutions which facilitate a steady stream of indoctrinated young veterinarians to enter the work force and plug their processed products to an unsuspecting public.

Could perhaps the professors and lecturers at the veterinary schools be more likely to resist such malign influence? Lonsdale asserts that, unsurprisingly, academia does not dare bite the hand that feeds them, such is the pervasive power of the dry and canned pet food companies over the veterinary schools. In order to prosper, the convenience pet food monopoly requires willing salespeople with young veterinary students being ideal trainees.

Lonsdale heaps blame on the veterinary schools for allowing this undesirable situation to exist and laments the fact that students are not taught much else other than opening a bag of dry pellets and pouring out the contents, frightened by talk of bacteria and food safety for *humans*, rather than animals. With no theory, no practical knowhow and no experience of natural feeding, is it any surprise that impressionable young students do not want to rock the boat and challenge their superiors?

Lonsdale notes that the human medical and dental professions extol the benefits of an unprocessed diet while the veterinary profession bizarrely touts the exact opposite. Doesn't that bother anyone just a little bit? Maybe the regulators? What about veterinary schools? Perhaps veterinarians themselves? No one is keen to rock the status quo. Does this unhealthy level of

sponsorship by the kibble producers not represent a *massive* conflict of interest, Lonsdale asks.

Lonsdale's controversial claim that the artificial pet food industry in cahoots with the veterinary profession is responsible for the mass poisoning of domestic pets is backed up by his Freedom of Information requests and detailed correspondence with various regulatory bodies and veterinary schools. Those who dare to speak out against this collusion are dismissed as Lonsdale found out when he was expelled from the Australian Veterinary Association.

The internet, TV, radio and print media, fueled by advertising revenue from the junk pet food business, reinforce its message and are unwilling to promote a raw meaty bones diet as that would jeopardise their advertising revenue stream and upset their paymasters.

Critics counter that, well, the similar problem of collusion between Big Pharma and the medical profession exists on the human side too but Lonsdale argues that government departments tend to regulate most of the unhealthy pharma excesses—human doctors do not retail fast food in their waiting rooms. Perhaps surprisingly, Lonsdale also takes aim at the BARFers because although they do succeed in getting dogs off dry food, they then credit all the health improvements to their processed raw products, which he thinks is misplaced.

With the kibble giants being public enemy number one, Lonsdale invokes a David vs. Goliath style battle and makes the case that owners should expose the corruption and wage war against the system on behalf of their pets. The other side has lawyers, marketing propagandists, psychologists and political lobbyists to promote their message. Vast amounts of advertising revenue buy them flattering pieces in the compliant media. How can the mere pet owner possibly effect any change in the face of such an onslaught?

Lonsdale's work is essentially a call to arms. In his view it is imperative that a revolution *must* occur. He has been banging the drum for pets the past four decades—has anything really changed? Yes—there is more awareness of the harm that convenience food can do to dogs, but at the same time the pet food trade has doubled down its efforts to suppress any discussion on the benefits of a raw meaty bones diet. The majority of commercial pet food remains in the hands of global monolithic corporations. As individuals we can make a difference but concerted efforts have to be made to reach out to entities such as disillusioned veterinarians, politicians and perhaps even human doctors in order to drive change. Lonsdale encourages the use of whistleblowers to infiltrate the junk pet food producers to provide further evidence of the systemic corruption.

Pets cannot speak. They cannot make decisions. We must speak out for them because no one else will. If you want to change your pet's diet for the better, become motivated and make change, read this important book.

Semirah Darwin, September 2023