

Synopsis 2 May 2023

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



At first glance the book raises questions, is designed to raise questions, however it also provides plenty of answers about the global pet-food fraud hiding in plain sight.

Part memoir of Dr Tom Lonsdale's 30-year campaign to expose and overcome the junk pet-food/vet/fake animal welfare collaboration, part textbook for vets and pet owners, part a series of indictments and prosecuting briefs for those ready to take up the struggle. The book draws together much that hitherto was scattered in the historical record.

Twelve chapters in all, with seven appendices, the chapters each stand on their own and can be read independently of the rest of the book — a necessary function given the

density of the information provided and that it upends conventional viewpoints. The junk pet food/vet/fake animal welfare fictions are repudiated and replaced with essential truths.

The early chapters provide the reader with a grounding in animal health and veterinary care—necessary for pet-owners needing to function as their own vet in the face of mass veterinary incompetence and corruption. Vets and allied professions will find vital new information that the veterinary establishment has effectively suppressed until now.

Chapters 6 through 10 reveal a veterinary profession lost without a moral compass gripped by a paralysis of its own making. Opportunists exploit the vacuum in veterinary integrity and leadership, all of which is aided and abetted by an indifferent media, politicians and regulators.

The chapters are sprinkled with vignettes, line drawings and photographs. There are two letters from Buckingham Palace. Taken together, the book is a series of parables within one larger parable about systems failures and human doublespeak. It's an attempt to get the pets' voice heard.

Despite sensational revelations of endemic cruelty and fraud the book avoids sensationalism. Chapter 12 contemplates some of the community-wide changes needed to spark the pet-feeding, pet-health revolution.

As both an educational resource and brief of evidence *Multi-Billion-Dollar Pet Food Fraud: Hiding in Plain Sight* will reward close study in conjunction with the author's previous books *Raw Meaty Bones: Promote Health* and *Work Wonders: Feed your dog raw meaty bones*.

### **Postscript**

See NSW *Law Society Journal* reviews:

[\*Raw Meaty Bones: Promote Health\*](#)

[\*Work Wonders: Feed Your Dog Raw Meaty Bones\*](#)

See The American Veterinary Medical Law Association review of

[\*Raw Meaty Bones: Promote Health\*](#)

For more information, please go to: [www.ThePetFoodCon.com](http://www.ThePetFoodCon.com)

