



96%
LAMB, ORGANS
& NZ GREEN
MUSSELS

ZIWI[®]

Taste life in New Zealand[®]



Having Fun With ZIWI[®]
In Your Clinic

FIRST A LITTLE ABOUT ZIWI[®] PEAK. WHAT IS IT?

ZIWI[®] Peak air dried recipes are made simply, handcrafted in ZIWI[®]'s New Zealand kitchens with the slow, gentle movement of air and no artificial preservatives, additives, or binders.

A meat-rich highly digestible diet with none of the unnecessary additives, ZIWI[®] Peak is a safe raw alternative that is complete and balanced to AAFCO standards for all life stages, from puppy to adult.



The Ultimate Training Treat.



PUPPY SCHOOL SUPPORT

We support anything that gives puppies the best start in life. It's so important to set them up for a long, safe and healthy life.

Puppy School is one vital factor. So is nutrition.

At Number 1 (Australia) we are proud to support your puppy schools or your new puppy or kitten clients with sample packs of ZIWI® Peak air-dried along with education material for owners. ZIWI® can be utilised 3 ways, as a complete and balanced meal, as a meal topper or as training treats in the training process, that will not only make training fun, but contribute to the health of the pet.

ZIWI® Peak can be a valuable addition to your practice, guiding your puppy and kitten guardians to help them on their journey to providing a happy, healthy and fulfilled life for their pets and at the same time building a strong and trusting relationship with their animal health practitioners.



Scan the QR code to learn more or ask us a question

References

¹ Positive affect and learning: exploring the "Eureka Effect" in dogs, Ragen T S McGowan 1, Therese Rehn, Yezica Norling, Linda J Keeling, PMID: 24096703 DOI: 10.1007/s10071-013-0688-x

www.ziwpets.com

IN CONSULTATIONS - HELPING TO ENFORCE FEAR FREE VISITS:

The Fear Free approach in clinics is based upon looking after animals' emotional wellbeing as well as their physical health, by providing what animals perceive to be a calm and safe environment, tasty treats where appropriate, and using gentle control techniques, if required. Fear Free is the trademarked name of an initiative, often described as a movement, founded by high-profile American vet, Dr. Marty Becker. The philosophy is now being adapted by many clinics around Australia.

We encourage clinics to encourage pet guardians to bring in their pets for 'happy visits', just to say hi and get treats. ZIWI® makes the perfect reward option for these visits and during consultations. Typical treats that are offered like dried liver can cause tummy upsets in some young puppies. There may also be patients that have a particular food allergy so knowing that ZIWI® have limited protein options available and in sample packs makes it easier to offer to these patients.

For clinics that are interested in adopting a fear free environment, the below article is a great place to start, written by Dr. Janice Lloyd, an award-winning researcher, teacher and associate professor in Veterinary Science at James Cook University (JCU). It is freely available online.

'Minimising stress for patients in the veterinary hospital: why it is important and what can be done about it'. It appeared in the journal Veterinary Sciences, 4 (2). pp. 1-19. The article contains a wealth of information and practical tips for veterinary staff, pointers to other helpful free resources available online, and a comprehensive list of references.

ENVIRONMENT FEEDING:

Because ZIWI® is a very calorie dense food, a little goes a long way. We do recommend feeding it in a way that stimulates pets brains! Not only is this great for our pet's mental health, and rather than gulping down their ZIWI® in one or two small meals and possibly feeling that could not possibly be enough, especially for pets that are transitioning from a higher carbohydrate diet. While most toys are marketed for dogs, we have found many cats also enjoy enrichment feeding.

There are many wonderful and creative ways to enrich our pets' environment. Recent scientific studies suggest that "dogs may experience positive affective states in response to their own achievements".¹

In other words, dogs enjoy problem-solving and prefer to have a purpose in life, rather than just getting food served to them in a bowl every day.

Using Enrichment Feeding can, therefore, reduce boredom, increase pets' quality of life, and has the potential to reduce problematic behaviours.

Number 1 Australia can provide your clinics with brochures to hand out to pet guardians offering a range of different ideas for enrichment feeding.

