

RMB Newsletter 10:4 Pet-Food Curtain

December 2010

Dear Reader,

Another year flashes by and in a few days it will be Christmas. I hope this finds you well and looking forward to the festivities.

This year, as usual, many people have written to tell how their pets glow with health when fed a raw meaty bones diet. Many tell how their vets remark on the health of the animals. But as soon as the healthful RMB diet is mentioned the hapless owner is treated to a sermon on the alleged evils of natural food. It's a bizarre world when the positive evidence before one's eyes is condemned by so-called health professionals and the fabricated data generated by faceless corrupt pet-food companies and veterinary schools is hailed as gospel truth.

Pet owners caught in the one-on-one confrontations with their vets flinch and seek evasive action. Recently I spent three months in discussion with predominantly American vets on an internet site. If you are a registered vet you can pay \$720 per year to access <http://www.vin.com>. VIN stands for Veterinary Information Network. Although Mis-Information Network more accurately describes their club. It's said that there are 40,000 VINers and 242 so-called expert consultants who minister to the educational and professional needs of the subscribers. Paul Pion the co-founder says he was offered over \$40 million for the business.

Of course, just like the wider vet profession, VIN teachings are founded on fallacy; the VIN cult is living a lie. Although it's almost 20 years since the whistle was blown on the corrupt pet-food/veterinary alliance http://www.rawmeatybones.com/No_3128.html it seems VIN vets are not yet ready to hear the message.

Besides being rabid in defence of junk food -- they maintained a barrage of personal abuse against me the messenger -- VINers are also cowards. Repeatedly I asked them to set out their opinions and that I would happily publish those for all to see at <http://www.rawmeatybones.com>. Despite their aggressive tone and unshakeable certainties expressed in the privacy of the VIN website, not one of the critics would permit their comments to be published in an open forum. And then, completely without warning, Paul Pion expelled me from the list.

Back in the days of the Cold War an Iron Curtain divided the Soviet Block from the West. For the majority trapped behind the Curtain life was a drudge. For the power elites, life was full of benefits. They found ways to amass Power, Prestige and Profit under cover of the oppression and propaganda governing the masses.

The Iron Curtain partitioned Europe; the Pet Food Curtain envelopes the entire globe. These days, by controlling the flow of information, the junk pet food/veterinary conspiracy maintains a global population in thrall to the contents of the pet-food can and bag. Veterinary associations, vet schools, Paul Pion and thousands of vets get their Power, Prestige and Profit. Others cash in by creating and occupying an alternative niche. In this newsletter we take a peek at how some 'alternative' authors and cults promote their interests - and distract from the main task of tearing down the Pet Food Curtain.

Perhaps by shedding a bit of light and truth we can improve the lot of pet owners and their pets in time for Christmas.

Wishing you compliments of the season and a wonderful New Year, Tom

Barfers and associated cults behind the Pet-Food Curtain

After years of muddled ideas about the ideal carnivore diet, ‘raw meaty bones’ represented a major breakthrough. Raw meaty bones provide the key to the carnivore code. Raw meaty bones are the super food, the wonder drug for carnivores.

Instead of going round and round in interminable circles arguing about recipes, raw meaty bones info proclaimed the need for ingredients a.) In their natural chemical state and importantly b.) In their tough chewy physical state. Once armed with this key to the carnivore code then it was easy to see that stopping the diet problems at source offered the best way to assist the world’s pets. Accordingly, this led to c.) the third component of the rmb approach, requiring that every effort be made to overturn the cruelty and corruption associated with the junk pet- food/veterinary conspiracy.

See one pet-food maker enlist vets to kill dogs and cats and you are rightly appalled. See hundreds of pet-food makers enlisting thousands of vets to kill millions of pets and it’s time for action. Unfortunately things took a turn for the worse when Dr Ian Billingham joined the Raw Meaty Bones Lobby of concerned veterinarians based in Sydney, Australia. We shared our RMB information which resulted in Billingham misappropriating, bastardizing and ultimately sabotaging the RMB concepts and campaign.

Dr Billingham initially joined us in our war on the global pet food/vet system. But spontaneously and without warning he resigned from the RMB Lobby. That would have been OK had he stuck to telling about the simplicity and benefits of the RMB diet. Unfortunately Billingham’s agenda included encouraging pet owners to feed grains, dairy products, leafy vegetables, lashings of fruit and bottled supplements all ground to a pulp. Billingham’s recipes caught the attention of Jane Anderson and her acolytes who helped Billingham promote his Born Again Raw Feeder (BARF) madness. In a just and equitable world, with the veterinary profession doing its job as source of sound dietary and health information, Billingham’s barf would have been exposed long ago.

Alas according to an article in the December 2010 edition of *The Whole Dog Journal (WDJ)*, misinformation and confusion is not only alive and well, it’s heavily promoted. What have dogs and their owners done to deserve such ill-treatment? Let’s take a look at some verbatim extracts from the *WDJ* article: ‘How-To Books for Feeding Raw Diets. A review of books on feeding your dog a raw meaty bone diet.’ My comments are marked: **TL**.

WDJ: [Mary Straus the author writes] I’ll start this month by looking at books that focus on diets based on raw meaty bones (RMBs). Next month, I’ll review some excellent new books that offer guidelines for diets where RMBs are optional. Last, I’ll discuss books that have only boneless recipes, either raw or cooked.

TL: At first Mary Straus appears to identify the importance of RMBs. But any credibility gained is instantly lost when she suggests that there could be ‘excellent new books’ where RMBs are ‘optional’! We accept that the Earth is round and spend no time looking in books proclaiming that the Earth is flat/oval/cuboidal or any other whimsy. Now that we know, or should know, the significance of RMBs in the carnivore diet, why do authors and journals devote any time to consideration of weird, wild and whimsical notions?

WDJ: Australian veterinarian Ian Billinghurst wrote the first popular book on diets that include RMBs, which he called BARF diets, for “bones and raw food” or “biologically appropriate raw food.”

TL: Yes, Billinghurst misappropriated RMB information and mixed it with misinformation gleaned from Juliette de Bairacli Levy and Richard Pitcairn. His followers coined the term Born Again Raw Feeders — contracted to BARF the slang word for vomit — as self-deprecating humour. Despite the puke/vomit/spew connotations Billinghurst saw the opportunity to register the trademark 'BARF' and thereby take ownership of the name.

WDJ: He [Billinghurst] later wrote two more books, *Grow Your Pup with Bones*, on feeding puppies and dogs used for breeding; and *The BARF Diet*, an updated and condensed version of his first book.

TL: Barfer Billinghurst’s 2001 *The BARF Diet* does indeed condense and compound the errors in his 1993 book. Nowadays, Billinghurst has three misleading and mutually contradictory books on the market at the same time.

With an increasing following of Born Again Raw Feeders, Billinghurst saw his chance to market BARF/vomit/spew pap. Timed to coincide with the 2001 launch of his commercial junk food, *The BARF Diet* is little more than a promotional pamphlet. Imagine my surprise when the Barfer sent me a signed copy. Did he think his barf pamphlet trumped the 389 pages of facts and analysis in *Raw Meaty Bones: Promote Health?*

WDJ: Billinghurst’s books can be frustrating, though. The information is disorganized. None of the books contains an index. If you want recipes or simple, clear instructions, you will not like Billinghurst’s books.

TL: Very true. Why no indexes? Why no references? Where did Billinghurst get his information? With no coherent theory, the books are a blight on the landscape. They have set back the interests of pets, pet owners and the wider society by decades.

WDJ: Even those who appreciate the details on the nutritional benefits of each type of food may find it difficult to extract the specific elements needed to formulate a diet and determine how much to feed.

TL: Very true. Pet owners, with no specialist knowledge, are treated to a confusing mix of misleading and wrong information.

WDJ: Billinghurst recommends feeding a diet that is approximately 60 percent RMBs.

TL: It’s the misappropriated RMB information that provides Billinghurst’s narrative with traces of credibility. However he soon loses the plot as per the following passage from the WDJ.

WDJ: [Billinghurst recommends] 15 to 20 percent vegetables and fruits, 10 to 15 percent organs, and the rest a variety of “additives,” including eggs, fish, muscle meat, oils, table scraps, grains, legumes, yogurt, and raw milk. Billinghurst also adds whole food supplements: cod liver oil, apple cider vinegar, brewer’s yeast, honey, kelp, alfalfa, and garlic. He suggests supplementing with vitamins A, B-complex, C, D, and E, and offering the dog larger (recreational) bones.

TL: But as previously remarked, and despite his convoluted recommendations, Billinghamurst provides no sources or scientific justifications for his recipes. And so-called ‘recreational bones’ are dangerous.

WDJ: Billinghamurst stresses the need for variety in all three books, but he’s not consistent. ... Feeding methodology varies between the three books.

TL: Seeing as how the *WDJ* is alert to Billinghamurst’s inconsistent ramblings, the big question is: Why do they recommend the books at all? Indeed, why does anyone recommend the Barfer books?

WDJ: In the first [book], Billinghamurst suggests feeding different foods at different meals. Over three weeks, you would feed 10 meals of RMBs, 4 vegetable, 1 starch, 1 grain/legume, 1 meat, 2 milk, and 1 or 2 organ meat meals.

TL: Yes, it was the Barfer’s first book of recipes that snared thousands of Born Again Raw Feeders. Little did they realize that the primary health benefits they saw in their animals did not stem from adopting the Barfer recipes, it stemmed from stopping feeding commercial junk. The secondary benefit arose from feeding raw meaty bones.

WDJ: The second book introduces the “patty,” a mix of all foods except RMBs (though those can be included in small amounts).

TL: Here the Barfer shows his true colours. Having enticed a band of followers by virtue of his inclusion of raw meaty bones information, the Barfer now discounts and discards the importance of raw meaty bones. Instead he grinds carnivore food to a processed pap. Ripping, tearing and chewing, teeth cleaning and polishing are no longer significant factors in the Barfer’s scheme of things.

WDJ: The third book offers two feeding choices: alternating RMB meals with a combination of other foods, such as meat (some including bone), organs, vegetables, fruit, and additives; or feeding “multi-mix patties,” consisting of all foods, including RMBs, ground together. The latter ties in with the introduction of “Dr. Billinghamurst’s Meat and Bone Minces” from a company, BARF World, that he helped found

TL: Exactly. Having thoroughly confused his readers, Billinghamurst encourages consumers to buy his Meat and Bone Minces, conveniently supplied (at enormous prices) by his BARF World enterprise. The *WDJ*, instead of condemning the BARF hoax then go on to review and recommend another BARF book by Carina Beth MacDonald entitled *Raw Dog Food*.

WDJ: Carina Beth MacDonald uses a lighthearted approach to cover the basics of a RMB diet.

TL: Wrong. Carina MacDonald does not deal with a RMB diet, she promotes BARF/spew/puke dogma that she learnt from Billinghamurst as illustrated by the following passage in the *WDJ*.

WDJ: [Carina Beth MacDonald’s] recommended proportions are 50 percent RMBs, 20 percent boneless meat, 5 to 10 percent organs, and 20 to 25 percent veggies, eggs, and fruit. ... Optional ingredients include dairy products, grains, apple cider vinegar, blackstrap molasses, garlic, ginger, nuts, legumes, and leftovers.

TL: After endorsing the irrelevant and erroneous BARF books, the *WDJ* turns its attentions to *Work Wonders: Feed your dog raw meaty bones*.

WDJ: Alternate paradigm: The “whole prey” diet

Tom Lonsdale, another Australian vet, advocates a raw diet based on whole prey.

TL: Quite right he does. It’s called the Raw Meaty Bones diet because raw meaty bones are the essential element. They are the super-food and wonder drug for carnivores.

WDJ: I am not a fan of this style of feeding, as I feel it is impractical.

TL: Nonsense. It’s the easiest, most economical most efficient way we have for feeding domestic carnivores as articulated in 1991. http://www.rawmeatybones.com/No_3128.html

WDJ: This book [*Work Wonders: Feed your dog raw meaty bones*] is the best guide available, however, for people who choose this feeding method.

TL: Thank you for the recommendation *WDJ*. Lots of people say the same thing.

WDJ: Lonsdale asserts that RMBs should come preferably from whole carcasses, such as rats, mice, and quail for small dogs; calf, goat, pig, kangaroo, and lamb for larger dogs; and rabbit, fish, and chicken for all dogs. Other recommended RMBs include chicken and turkey backs and frames (meat removed); poultry heads, feet, necks, and wings (small dogs only); sheep, deer, pig, and fish heads; lamb and pork necks; ox and kangaroo tails; sides of lamb; slabs of beef; and ox brisket. Table scraps and fruit are also allowed. Large meals of liver are fed once every two weeks. Other offal deemed suitable by Lonsdale include lung, trachea, heart, omasum (part of the stomach of ruminants), tripe, tongue, pancreas, and spleen.

TL: The *WDJ* provide a fair précis of the Raw Meaty Bones Diet and for which I’m grateful.

WDJ: Lonsdale and his followers are adamant that there is only one right way to feed dogs; no deviation is permitted.

TL: That’s not true. Raw Meaty Bones followers know that there is one best way: Feed whole carcasses of other animals. There’s a second best way: Feed a diet based on raw meaty bones with considerable variation available.

Perhaps the *WDJ* don’t know their RMB history and are thinking about those folks who were once Barfer Billingham’s main supporters but now call themselves Prey Modellers.

<http://www.rawmeatybones.com/petowners/whynotBARF.php>

The Prey Modellers misappropriated RMB information; distorted it and changed the name from Raw Meaty Bones Diet to Prey Model Diet. They are adamant that dogs should be fed a formula of 80% meat, 10% bone and 10% offal, no deviation permitted. I tried reasoning with the Prey Modellers but to no avail and for my troubles was banned from all their Yahoo chat lists:

<http://www.rawmeatybones.com/pdf/RawVet%20Prey%20Model%2006.pdf>

WDJ: Lonsdale has another book, *Raw Meaty Bones: Promote Health* (Rivetco P/L, 2001), which is not a how-to book; it’s mostly a history of Lonsdale’s war with the pet food industry.

TL: *Raw Meaty Bones: Promote Health* represents several books in one.

Diet 'how-to' advice is but one of several threads contained within the 389 pages. Pet diet and disease information is presented in a historical context helping the reader understand how new information struggles into existence. Ultimately the book is about a new theory of health and disease as set out in Chapter 14 with the other 13 chapters in a supporting role. Alison Tyler recommends that by reading the book five times you gain the full benefit.

<http://www.rawmeatybones.com/alisontyler.php>

Developments behind the Pet-Food Curtain in China

This past week my wife and I have been attending The First South China Small Animal Veterinary Conference in Guangzhou, China.

At the entrance to the conference centre we were greeted by the Mars Corporation's Royal Canin Veterinary Diet logo and which was blazoned throughout on hoardings, posters and stationery. Inside the trade hall the Royal Canin stand dominated the refreshment area -- on the TV screen a video pushing the Royal Canin, Dachshund diet! Moving on we noticed the Hill's logos framing the podium in Conference Room A. Royal Canin logos dominated rooms B and C. A veterinary student from the local university handed out promotional material for the Pet Food Institute (PFI). Their logo proclaims 'PFI Promotes Products of the USA'. In fluorescent colours with cartoon animals gathered around bowls of junk food the PFI tells how the whole shebang is endorsed by AAFCO and the USFDA. Yes, this is a detailed, planned invasion by American companies in concert with the American Government into the minds and pockets of unsuspecting Chinese vets and their clients. The mass poisoning of Chinese pets gets underway.

In the interests of research we decided to look in on two lecture sessions. Previously I'd encountered Kurt Verkest as an especially arrogant combatant on the Veterinary Mis-Information Network (<http://www.vin.com>). And back in 2004 he attacked Raw Meaty Bones concepts in an ill-conceived article published in Australia. As it turned out he'd been in receipt of research funds from Nestlé Purina and worked with the notorious Linda Fleeman in a junk-food funded department at the University of Queensland researching insulin requirements in obese dogs.

These days Verkest resides in Hong Kong and 'specialises' in cancer treatment. He told his audience 'lymphoma is one of the most common serious malignancies that we see in dogs'. Diagnosis and treatment were Verkest's focus. Treatment, of course, involves toxic chemotherapy that costs a fortune. No mention that in all probability the rise in malignant cancer is connected to junk food diets. No mention that in a developing country vets need to keep things simple and get the basics right. Their focus needs to be prevention, prevention, prevention — left, right and centre.

Next we endured a nauseating session listening to Hong Kong vet Dr Carla Chow recite junk pet-food/veterinary propaganda about obese cats. Carla Chow has a vet degree from Edinburgh in Scotland and further qualifications gained from Australia. Impressionable Chinese vets could be expected to soak up her recommendations. Feline obesity, she said, is very common in domestic felines. There's an increased risk of diabetes mellitus, glucose intolerance, skin problems, joint disease, hepatic lipidosis, exercise/heat intolerance and Feline Lower Urinary Tract Disease. High calorie palatable ad-libitum diets lead to over eating, remarked Dr Chow.

So far so good, you say. But when Carla Chow showed a slide of the Nestlé Purina Body Condition System for assessing obesity you know that she's on the wrong track. Instead of

advising Chinese vets to chuck out the junk food (and be sure to pay attention to any dental disease) and get the animals back on a natural diet, Chow's recommendations were to:

- Reduce dry food, increase canned food ration.
- Or try high protein, low carbohydrate diets e.g. Hill's.

Similarly when Dr Chow spoke about the problems associated with urine and faeces elimination she simply didn't get that the cats' body systems are severely stressed when forced to eat junk food. Faecal volumes increase three fold, are often liquid and give off an appalling stink. No wonder bloated cats experience problems with their urine and faeces. The one obvious, essential piece of advice - feed a natural diet -- was withheld from her audience.

I grieve for the cats of Hong Kong and Southern China confined to apartment blocks, their bowels straining under the impact of fermenting grain, bladders inflamed and the best solution on offer is a visit to Carla Chow.

Next year The Second South China Small Animal Veterinary Conference is to be held in Shenzhen. Will the organizers take urgent action to reverse the damage done by Drs Verkest, Chow and their ilk? Or will they continue to compound the errors - help Royal Canin, Hill's and Nestlé Purina to tighten their grip on the Chinese veterinary mind?

Watch this space.

Raw Meaty Bones Leaks

Are you a Julian Assange and WikiLeaks supporter? As a result of the WikiLeaks disclosures the world has changed — and in my view very much for the better.

Perhaps you are an insider with information on a junk pet-food company, vet school, vet association, Veterinary Mis-Information Network, fake animal welfare body or similar? If you send me the information, whether by mail or email, then I'll publish it at the website.

Send anything you believe may help in exposing the incompetence, venality and corruption of the junk pet food/vet/fake animal welfare alliance.

If you are worried about anonymity then send the information without your name or particulars. Although, of course, we'll need ways to verify your material.

Thanks

'Kill yourself' Bill Hicks tells advertising and marketing professionals

See the video:

http://www.youtube.com/watch?v=gDW_Hj2K0wo

Make the world a better place; send the link to anyone who should heed the message. (I sent the link to the Veterinary Mis-Information Network but they were not amused.)

ADVERTISEMENT: RMB GIFT SUGGESTIONS

Raw Meaty Bones: Promote Health provides essential reading on carnivore diet, health and the junk pet-food industry/veterinary/fake animal welfare alliance. Ideal gift for pet owners, veterinarians, lawyers, dentists, doctors, teachers, scientists and anyone needing the facts upon which to build a better world for pets, pet owners and the wider community.

Work Wonders: Feed your dog raw meaty bones is the easy-reader on canine nutrition suitable for all dog (and other carnivore) owners, young and not so young. Ideal for trainers, breeders, groomers, dog walkers and other professionals who wish to show their appreciation and help clients better understand the practical and health benefits of a raw meaty bones diet.

Raw Meaty Bones and *Work Wonders* both available in paper back and as e- books.
<http://www.rawmeatybones.com/order-book.php>

Bulk orders at discount prices can be purchased through the distributors in USA/Canada, UK, New Zealand and Australia.

All proceeds help the Raw Meaty Bones campaign.

Best wishes for Christmas and the New Year,

Tom

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