

17 March 2014

Tom Lonsdale, Bligh Park Pet Health Centre, 48 Rifle Range Road, Bligh Park NSW 2756
Tel: 02 4577 7061 Email: tom@rawmeatybones.com

The category you have been nominated in: [Master Dog Breeders and Associates Awards](#)

Most supportive vet of the year

1. Why are you or your /business/service/activity/product unique? What sets them apart?

Whilst we are trained in and utilise much conventional veterinary medicine we do not subscribe to the conventional veterinary culture. We believe that modern veterinary medicine is out of step with nature, overly dependent on drugs and tends to exploit pets and their owners. We are especially scornful of the veterinary endorsement and sale of junk pet foods.

We tend to see the big picture and endeavour to keep an eye on the detail. Dogs and their owners need us to do both to maximum effect. There's lots of information at www.rawmeatybones.com and in the books, *Raw Meaty Bones: Promote Health and Work Wonders: Feed your dog raw meaty bones*.

First a short history: Back in 1981 I opened the Riverstone Veterinary Hospital in outer western Sydney, soon followed by clinics in Quakers Hill, Richmond and Bligh Park. In those days heartworm infection was rife. Every second dog tested positive and most were suffering the effects of heart worm disease. Local vets who had allowed the epidemic to develop, as outrageous as it may seem, were the first to condemn us for diagnosing and treating the disease.

Gradually a bigger picture emerged. By the mid to late 1980s my associates and I woke up to the reality for pet carnivores: They were being rendered sick by the so-called complete and balanced diets sold in pet stores, supermarkets and vet clinics. The main indicator was the epidemic of pet gum disease. Stinky breath means poisonous gases are wafting off the diseased gums. Poisonous juices flow from the gums throughout the dog's body creating havoc with internal organs and body systems.

We researched the issues, conducted experiments and by 1991 were certain that junk pet foods (any cooked or raw food in a packet or can) injure the health of pets — mostly slowly, although sometimes with rapid devastating effect. In December 1991 Dr Breck Muir and I blew the whistle on the unholy alliance between vets and the junk pet-food industry and condemned the veterinary profession for its part in the mass poisoning of pets. Thus began a battle of ideas that shows no sign of abating.

Instead of welcoming new healthful information the organised veterinary profession embarked on a program denying the undeniable and defending the indefensible. Members of the Australian Veterinary Association working with and for the junk pet food makers brought several disciplinary actions against me, designed to silence or deregister me.

The August 1997 [Channel 7 Today on Saturday](#) segment provides an insight with Drs Robert Zammit and Jill Maddison engaged in scaremongering nonsense on national TV. Soon after the program went to air I was expelled from the Australian Veterinary Association. But rather than let the junk food pushers win, I decided to sell my veterinary practices and concentrate on writing newsletters, books and articles. *Raw Meaty Bones: Promote Health*, essential reading for anyone in the pet industry, was published in 2001. Over the next few years I travelled the world lecturing and helping pet owners to understand the devastating effects of junk food. In 2005 I published *Work Wonders: Feed your dog raw meaty bones – the easy reader for all pet owners*.

Since establishing the website www.rawmeatybones.com in 1996 many pet owners throughout the world have relied on me for advice and support — always without charge.

In 2011 things changed dramatically when the veterinary tenant of my clinic in Bligh Park announced that instead of renewing the lease he was about to set up 900 metres down the road. Previously I had relied on the trickle of rental income to sustain me whilst I campaigned around the globe. As is often the case, good things grow out of adversity. I reopened the Bligh Park Pet Health Centre and am now joined by veterinarian Dr Brian Lam and veterinary nurses, Sandra Sultana, Renéé Bedrossian, Sarah Mamo, Hazel Wildman and Genevieve Muir.

Brian deserves special mention. He is a recent graduate gifted with clear independent thought and excellent practical skills. He has a great future. Sandra joined me twenty years ago in Riverstone as a school work experience student. She is now our most dependable, hardworking, conscientious senior nurse.

Here at Bligh Park Pet Health Centre we are different due to what *we do*: Advocate and promote the feeding of natural food to all pet carnivores all of the time.

We are also different because of what *we don't do*: We don't over-service our clients. We don't pump pets full of toxic food stuffs and needless pharmaceuticals.

Since this is a new practice then all clients are 'new' and effectively receiving a second opinion. We get to know the dismal quality of general first opinion veterinary advice available in Sydney.

Most vets push expensive vaccines against non-existent diseases. They push worm pills against non-existent worms. Vets who years ago refused to acknowledge the heartworm epidemic now push heartworm tests when heartworm disease no longer exists in this area. Pet owners are cajoled and frightened into using expensive medications when the actual threat is minuscule to non-existent.

Where we at Bligh Park Pet Health Centre identify *junk food, rotten mouth* and *obesity* as the three main determinants of pet ill health and recommend treatment accordingly, most vets don't. They ignore the three main determinants and instead commission worthless tests and procedures that cost a fortune and provide no benefit.

Here at Bligh Park Pet Health Centre we seldom prescribe long term corticosteroids for skin and joint problems. Seldom do we prescribe arthritis medications or expensive heart drugs. By removing diseased teeth and prescribing a raw meaty bones diet, dogs, cats and ferrets thrive. Other vets ignore or worse still condemn the simple cheap option. They get their clients hooked on expensive pills that mask fundamental problems and in the long run do intense harm.

Then as the pets become progressively sicker, the average vet piles error upon error and commissions more worthless tests and procedures — all the time pushing prescription packaged diets. Elizabeth Farrelly was in exactly that position. She was faced with ever mounting vet bills and ever increasing problems with her cats. [Writing in the Sydney Morning Herald](#), Elizabeth told how she fortuitously got off the veterinary hook:

Before remortgaging the house, I did what you do. Googled, found a website called Raw Meaty Bones. The message was obvious and compelling. I decided to try it. For a month, I gave them each a daily, raw chicken wing. Period. Pretty soon both cats were bouncing. No trouble peeing. No bad-breath or sore inflamed gums. Their coats became thicker and glossier. Two happy cats.

Barbara and Elizabeth O'Neil tell a similar story about their experiences trying to find competent vets who could treat their Maltese Terriers. Please see the attached [testimonial](#) from Barbara.

The attached copy of the 1993 Sydney University Postgraduate Foundation (PGF) [chapter on veterinary dentistry](#) shows how we attempted to educate the vets; how we paved the way all those years ago.

'When all else fails', they say, 'follow the makers instructions'. By returning to the maker's instructions — by endeavouring to see things from a dog's point of view — we can better support our clients. The following seven aspects of a natural diet form the foundation for good health of pets. The corollary being that absence of any of the seven aspects sets up the animals to fail — and fail they must.

‘Maker’s instructions’ that we believe to be essential for the health and wellbeing of all dogs

Until three weeks of age mother’s milk is best for pups. However from three weeks raw meaty bones become the best, indeed the essential requirement of all dogs.

- 1.) **Nutrients:** Raw carcasses or raw meaty bones provide the exact nutrient requirements (proteins, fats, minerals, vitamins, trace elements) in the perfectly digestible form. Note that there are NO carbohydrates, except for a small amount of herbage, in natural food.
- 2.) **Digestive enzymes:** Raw food comes complete with masses of enzymes that digest the food — without the puppy’s pancreas needing to produce much in the way of extra enzymes.
- 3.) **Teeth and gum cleaning:** When puppies cut their first teeth between 3 and 6 weeks of age they are liable to suffer severe gum inflammation — unless they rip, tear and chew at raw meaty bones. Uncontrolled gum disease leads to many of the chronic diseases seen in domestic dogs worldwide.
- 4.) **Mental stimulation:** It’s a puppy’s birthright to rip and tear and chew. That’s what sets the endorphins (brain chemicals) surging. The puppies get a natural high. More than that their immune systems, neurological and hormonal systems get a boost. Contented pups are healthy pups.
- 5.) **Physical exercise:** Ripping and tearing at natural food exercises and strengthens jaw, neck and shoulder muscles.
- 6.) **Probiotics:** Natural food contains lots of bacteria, especially if puppies eat the whole carcass of other animals. It’s these bacteria that replenish gut bacteria in the puppies and ensure good bowel health and good digestion.
- 7.) **Imprinting:** In nature it’s the first meals that have a big impact. The smell, taste and texture of the food have a powerful effect on the developing puppy. The puppy’s memory becomes programmed on what is best, most nutritious and most fun to eat. Puppies also learn to eat communally.

N.B. Clearly junk food fails in every aspect. Worse than that, the body is flooded with toxic compounds and the gums and teeth, instead of being cleaned and massaged, are clogged with sludge.

Instead of being imprinted with healthy diet preferences millions of pets become addicted to junk pet food.

2. Tell us about any challenges or obstacles that you may have had to be overcome and how you overcame them.

When new discoveries overturn centuries of false information, immense challenges loom and major obstacles are placed in the road.

Personal disbelief

Initially I was in disbelief that by following conventional veterinary teaching I had contributed to the ill health and misery of my patients. I remember clearly the little Maltese puppy Duchess that after ten years of receiving annual vaccinations, heartworm pills and expensive processed food became a very sick dog with rotting teeth and fatal heart disease. Eventually witnessing the fate of Duchess and others like her I woke up and resolved to make every effort to spare my patients such a wretched existence and painful death.

Public disbelief

The broader public have been conditioned to believe that not only are canned and packaged foods necessary they are told they are the best for dogs and cats. In fact the public are told, by vets and junk food makers, to avoid natural food because of alleged risks to health and wellbeing. Of course this is monstrous, completely wrong propaganda. Unfortunately people tend to cling to their beliefs and do not take kindly when those beliefs are challenged.

Gradually, gradually through writing books and articles, standing for vet elections, internet discussion and other media reports the good health information begins to gain acceptance.

Client disbelief

Clients expect vets to use thermometers, stethoscopes, x-ray machines, ultrasounds and laboratory tests. However, with the new understanding we can say that these are blunt largely useless instruments that give vets and pet owners a false sense of security.

In fact by using basic faculties — ears, eyes, nose, finger tips — we can readily identify the junk food fed dogs with the stinky breath and rolls of fat.

Titan Williams in the [Sunday Telegraph article](#) is typical of our patients. Titan was presented with mild conjunctivitis that I knew would respond to simple medication. Titan's owner Hayley is a vegetarian who believed that Titan was 'normal' in all respects except his sore eyes.

Fortunately I was able to show Hayley that Titan's greasy coat, stinky breath and 32 kg frame was not 'normal'. Overcoming her misgivings, Hayley agreed to feed Titan with raw meaty bones on alternate days only. Titan like most of our patients is now full of life and vitality and weighs a trim 25 kg.

Hayley tells people about her conversion. Alas many people don't believe or don't want to believe the evidence.

Vet disbelief

Vets put up the most resistance of any group. Their 5 year *invetrination* at vet school coupled with the constant stream of junk pet food and bogus 'research' propaganda they receive makes most vets resistant and hostile to the new way of seeing.

Because veterinary results (nearly all dogs and cats that visit the vet are poisoned by junk food diets) fail the laugh test, then their so-called science doesn't pass the laugh test either.

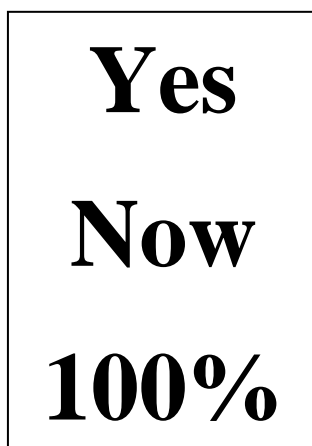
When the revolution comes there will be massive upheaval and a reorganising of science, education and practice. Meanwhile powerful people refuse even to discuss the potential.

Here at Bligh Park Pet Health Centre we try to lead by example. We show how the sick get better and the healthy stay healthy when fed a natural diet.

I continue to stand in the [UK Royal College of Veterinary Surgeons elections](#) in an attempt to keep the issues alive in the veterinary community. I'm in discussions with veterinary pathologists about collaborative research projects that we believe will have significant impacts for pet and human health.

3. Tell us about what you do to show you go the extra mile?

We at Bligh Park Pet Health Centre understand that we are embarked on a long journey and that success does not come easy. However, 'going the extra mile' is part of who we are. It's in our DNA. We cannot run away; we must rise to the challenges. Prominently displayed on our staff room fridge a notice reminds us:



Yes
Now
100%

We aim to say 'Yes' to client requests. We aim to perform the requested service 'Now' to '100%' satisfaction.

Since a *junk food diet*, *rotten mouth* and *obesity* are the three main determinants of pet ill health, we make extra efforts to create protocols and systems to deal with those issues.

Raw meaty bones for sale

We stock a range of raw meaty bones for sale to our clients. By having real pet food on hand we can demonstrate the benefits more easily and make things more convenient for our clients.

Dentistry pioneers

We factor dentistry into our protocols. Other vets employ nurses to supposedly clean tartar encrusted teeth. We explain the need to do a thorough job and then, with the client's consent, do a thorough job. Pets seldom need further dental cleaning or treatment after they have been treated by us.

Pet obesity

Pet obesity is seldom a problem for us. We don't use expensive ineffective junk diets and rip-off obesity clinics. We organise for clients to feed their pets raw meaty bones on alternate days only. The excess weight melts away and the pets gain a renewed zest for life.

Seldom do clients actively seek our advice regarding junk diets, foul mouth and obesity issues. Mostly consultations are for relatively minor matters that would ordinarily take fifteen minutes to sort out. However because we need to take account of the fundamental processes affecting pet health, we launch into our preventative health advice. It takes lots of time, sometimes over an hour, to pass on the information and of course, since we are not asked for the information, we cannot charge for the extra time.

For those clients that adopt our recommendations all of their animals become healthier and don't need trips to the vet. Those clients also tell their friends, neighbours and relations whose animals also benefit — but no need for trips to the vet.

We are committed to getting the message out, although the costs are enormous.

4. Are you involved in any activities where you have had a positive effect? If so tell us about them.

Lots of testimonials at www.rawmeatybones.com and book reviews for *Raw Meaty Bones* and *Work Wonders* at www.amazon.com

The www.rawmeatybones.com website receives about 500 visits per day.

Volunteers have translated *Work Wonders* into eight languages visible under the flags at www.rawmeatybones.com

5. If you have had involvement in the community at large that has brought credit to the profession/service or activity for which you have been nominated, please let us know the details.

Here at Bligh Park Pet Health Centre we seek to be supportive of the Rescue and Welfare groups that use our services.

Our service receives much credit on the internet and Facebook. We are most grateful to the various groups for supporting us.

We are especially grateful to Australian Working Dog Rescue Int
<http://www.workingdogrescue.com.au/> for nominating us for this award.

6. Has your business/product/service/activity made a contribution to the groups you belong to – if so how?

About 80% of our work is for rescue and pet welfare groups.

We like to think that we make a positive contribution to the various groups and clients that use our services. Pet owners and groups gain a better understanding of their animals' needs. They also gain a confidence to speak boldly about what's best for dogs.

7. Do you think you are considered a role model for others involved in this activity or the community? If so why?

We are pioneering new ways of seeing, new ways of doing and believe that one day our example will serve as a model for all vets.

8. How do you think your business/product/service/activity has helped dogs?

Our activities help many dogs and their owners. We hope that nomination for Master Dog Breeders and Associates award will help get the good health message out to many more.