



Sound and vision

The primitive sound of a dog crunching on bones connects with a distant past; it also helps conjure a vision of the future—with immense potential benefits. Let's consider some of the benefits and how we can turn vision into reality.

Wellbeing of the animals

There can be no doubt that carnivores, be they wild or domestic, thrive on the diet prescribed by Nature. Commonsense tells us that, unless traveling on a spacecraft, dogs and all other carnivores should be fed a diet that best caters for their nutritional and medicinal needs. Since nearly all dogs, cats and ferrets and increasing numbers of zoo animals are fed junk food, then the potential for improving the wellbeing of animals is immense.

The rest of our journey starts here. We can start by feeding our own pets the best diet and thus set a good example for others to follow. But we can become more active; we can talk with family and friends and then link up with others through the internet to spread the word to a wider community. Teaching children from kindergarten upwards about carnivore biology will lay the foundations for independent thought, the will and the ability to resist the false messages of the junk pet-food industry. You can start by teaching children or by teaching teachers—getting started is what's important.