

BigCreek Pet Hospital Beagle

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Food Recall Update

Deborah Fegan, DVM



Food recall is a new concept in the pet food industry. The presence of toxins in large animal food sources is well known, so the Public Health Veterinary community is well equipped to quickly identify patterns of disease and establish the recall protocol. They were also able to supply private practice Veterinarians with appropriate strategies to identify and treat affected animals. It took a bit longer to isolate the specific toxic compound and and source of the toxin for the current pet food recall. We are now confident that melamine is the the toxic compound and the source is a product known as wheat or rice gluten, and only wheat or rice gluten that had been produced in China during a very limited time frame. This is the only product affected. The toxin only affected kidney function. The affected shipments have been traced to specific pet foods and to specific lots of the affected foods. It is not in all foods. The majority of foods are and continue to be safe and food available on the shelves now is safe.

We have confidence to say this due to the profession's experience in both large animal food sources and in the occasional human food contamination incidents which we have experienced in this country. They are limited issues that can be quickly stopped. It is an inherent risk of producing food. For example, milk is pasteurized because even milk straight from a cow can be contaminated with deadly bacteria. Mass production and long distance shipping of food certainly increases the risk of contamination.

(continued on next page)

Easing Your Pet's Fears

Elizabeth S.M. Feltes, DVM



Does your pet find July 4th festivities less than fun?

Do thunderstorms cause your pet to hide and shake?

If so, now is the time to start working to help ease the anxiety. Left untreated these problems spiral from anxiety to severe fear that can affect your friend's quality of life. Fortunately, there are certain steps that can be taken to help pets that have a fear of loud noises.

First, start a log of these fearful events. This is done to help you track what is the stimulus or trigger for that fear. Some pets are scared of the loud noise of thunder or crack of the fireworks. Others have learned to predict that noise with the sight of darkening skies, high winds or a change in barometric pressure. Knowing this information will help you predict when your pet is going to have a problem.

The next step is to try and create a safe place for your pet during these fearful events. A place where they are not exposed to the triggers you have determined (or the triggers are minimized), where delicious food treats are placed to counteract their fear and where favorite toys are available. Sometimes, placing your pet in this area is not enough.

If you need additional assistance to help your friend after trying all these steps, please call the clinic (440-234-5831) to schedule an appointment with Animal Behavior of Northeast Ohio. Dr. Feltes has a great deal of experience working with noise phobic pets and can help tailor a program for your friend.

Worth Quoting

What they said about fathers

"By the time a man realizes that maybe his father was right, he usually has a son who thinks he's wrong."

Charles Wadsworth

"When I was a boy of 14 my father was so ignorant, I could hardly stand to have the old man around. But when I got to be 21, I was astonished at how much he had learned in seven years."

Mark Twain

"My father taught me to work; he did not teach me to love it."

Abraham Lincoln

"She got her looks from her father. He's a plastic surgeon."

Groucho Marx

"The longer I live, the more keenly I feel that whatever was good enough for our fathers is not good enough for us."

Oscar Wilde

"The place of the father in the modern suburban family is a very small one, particularly if he plays golf."

Bertrand Russell

"Fathers send their sons to college either because they went to college or because they didn't."

L. L. Henderson

"Honor your father and your mother, as the Lord your God commanded you, so that your days may be long and that it may go well with you in the land that the Lord your God is giving you."

Deuteronomy 5:16

Food Recall Update

(continued from previous page)

Public Health Veterinarians are charged with assuring that our food sources are safe. They have developed procedures to minimize public food contamination. These professionals serve with the USDA, State Public Health organizations and in the Military. Working closely with the Center for Disease Control (CDC) in Atlanta, Georgia, they have developed computer models to recognize abnormal disease patterns allowing for quick response times. In most cases the contamination is identified through inspection, chemical analyses and culture of food sources. These screening procedures identify most contaminated foods. However, on rare occasions a toxin that is not expected will slip through the inspection process. Sadly, individual animals become sick before these types of contaminations are identified but the disease surveillance systems allow us to discover patterns before they become excessively wide spread.

At Big Creek Pet Hospital, we had very few animals that were seriously ill. Diagnosis was easier in animals with previous baseline bloodwork. We could identify subtle changes in kidney function with information from annual organ function tests. Several pets had mild disease that responded to treatment and they have returned to full health.

We continue to recommend Eukanuba Adult Plus or Senior Plus for most of our healthy dogs. For our healthy cats we recommend high protein diets such as Eukanuba Low Residue. These are quality products that take advantage of the most up to date scientific information to help your pet live a happy, healthy long life. See the special free offer below to try on of these quality options.

What do you mean there is no such thing as a free lunch?

Well maybe not for you, but there is at Big Creek Pet Hospital for your dog or cat! In conjunction with Iams/Eukanuba we are giving away a free trial bag of food for your dog or cat.

We will be giving away a 6 lb. bag of one of the following for dogs:

Adult Plus,
Senior Plus
Restricted Calorie

For cats we are giving away 4# bags of one of the following:

Low Residue Intestinal Formula
Restricted Calorie
Optimum Weight

Why are we doing this?

Because of the recent food recall we want you to know about pet foods we recommend that we know are both nutritious and safe for your pet. These premium foods are healthier for your pet than the vast majority of store bought pet foods.

Okay, what's the catch?

There are a three restrictions. First, you must bring this newsletter in to take advantage of this offer. Second, this offer is only good through the end of June. Finally, we can only redeem one free bag of food per family.

But my pet is already on one of your Veterinary Diets

If your pet is on a prescribed veterinary diet that is not on the list above we will take \$5 off your next pet food purchase from Big Creek Pet Hospital.

How do I take advantage of this offer?

Please call us (440-234-5831) ahead of time to request your free bag of food. We will let you know when you can pick up your free bag of Iams/Eukanuba Veterinary pet food for your dog or cat.

**Free bag of Iams/Eukanuba
Dog or Cat
Veterinary Food**

Would you like to make an easy \$10 and at the same time give a \$10 gift?

Just tell your friends, family, and co-workers to bring their pets to Big Creek Pet Hospital.

Refer your friends and family to Big Creek Pet Hospital

When you refer a new client here and they either get a wellness exam or physical exam both you and your friend win. We will credit your account \$10 and at the same time take \$10 off your friend's bill.

Get your pet his/her own Business Card

To help you tell others, we will provide your pet's own business cards like the one pictured below. The card will have your pet's photo on it. The flip side of the card explains that the card is good for \$10 off a wellness visit or physical exam for new clients. Just tell them to bring the card in when they visit. **Call us (440-234-5831) if you would like to have business cards with your pet's picture sent to you.**

Drawings for \$50 Restaurant Gift Certificates

In addition, for the first 100 pet business cards used for referrals we are going to have two drawings for \$50 Restaurant Gift Certificates. One will be for the people who referred new clients and the second will be for the new clients who brought the pet business cards in for redemption.



Animal Idol 2007

Benefits

W.A.G.S. 4 Kids (www.wags4kids.com)

An organization specializing in raising and training service dogs for children with special needs and

Middleburg Heights Animal Foundation (www.mhaf.com)

Volunteers giving animals a second chance by assisting owners to find new homes for pets they can no longer care for, and by rescuing animals from high-kill shelters

July 14, 2007 11:00 AM – 1:00 PM

Pet Check-in: 10:00 AM – 11:00 AM

Middleburg Heights Home Days

Middleburg Heights Community Center — 15700 E. Bagley Road

(On the stage near the ball fields)

To enter your one of a kind pet (under 250 lbs.), please complete the registration form below and submit it with a registration fee of \$10. Please make Checks or Money Orders payable to:

Big Creek Pet Hospital – Animal Idol 2007

Send or Bring to:

Big Creek Pet Hospital

16949 E. Bagley Rd.

Middleburg Hts., OH 44130

(440) 234-5831

Space is limited, so register early. Please pre-register by Saturday, July 7.

Detach here and return bottom portion with \$10 registration fee to address above

Pet Name: _____ Breed: _____ Age: _____

Description/Color: _____

- | | |
|---------------------------------------|---------------------------------|
| <input type="checkbox"/> Dog | <input type="checkbox"/> Male |
| <input type="checkbox"/> Cat | <input type="checkbox"/> Female |
| <input type="checkbox"/> Other: _____ | |

Please tell us what makes your pet special:

Owner Name: _____

Street Address: _____

City: _____ State: _____ Zip Code: _____

Phone: (H) _____ E-mail: _____

(W) _____ Cell: _____

Disclaimer: Big Creek Pet Hospital is not responsible for damage done to or by your pet to the grounds, facility or others during the course of this event. Owners are responsible for controlling their pets.





Is Your Pet the Next Animal Idol?

Enter July 14th Pet Show



Is your pet the next Animal Idol? You can find out at Animal Idol 2007 on Saturday, July 14th at Middleburg Heights Home Days. This fun-filled, family event is a pet show, where your pet will be judged on looks and talents.

Sponsored by Big Creek Pet Hospital

Big Creek Pet Hospital will host Animal Idol 2007 on Saturday, July 14 in conjunction with Middleburg Heights Home Days. The contest will be held from 11:00 AM until 1:00 PM on the grounds of the Middleburg Heights Community Center, located at 15700 E. Bagley Rd.

Proceeds support W.A.G.S. for Kids and Middleburg Heights. Animal Foundation

All proceeds from this event benefit W.A.G.S. 4 Kids, (www.wags4kids.com) and Middleburg Heights Animal Foundation (www.mhaf.com). W.A.G.S. (Working Animals Giving Service) 4 Kids is an organization that raises and trains service dogs for children with special needs. MHAF (Middleburg Heights Animal Foundation) is a group of volunteers working toward reducing pet overpopulation and homelessness by assisting pet owners to find new homes for pets they can no longer care for, and rescuing animals from high-kill shelters, giving them a second chance.

Every Pet who enters will receive an award

All pet entrants (under 250 lbs., please) will receive an award, picture and gift bag, but only one will be crowned Big Creek

Pet Hospital Animal Idol 2007. Pre-registration is required to participate in the contest, and a \$10 registration fee is due with registration. Space is limited so please pre-register your pet prior to Saturday, July 7. For a registration form, please contact Big Creek Pet Hospital at (440) 234-5831 or www.bigcreekpet@sbcglobal.net.

On the day of the contest, July 14, pet check-in begins at 10:00 AM at Middleburg Heights Recreation Grounds. The initial round of judging begins at 11:00 AM. The initial round of judging will determine twelve (12) candidates that will progress to the final round, which begins at noon on the Grand Outdoor Stage. One of these 12 candidates will be crowned BCPH Animal Idol 2007.

The title will be awarded by a combination of judges' scores and spectator votes for the candidates. Donation baskets representing each candidate will be passed after all animals are judged. Results will be tallied by the Certified Public Accounting firm, Lou-Ray & Associates.

Prizes Generously Donated by Area Businesses

The Grand prize package includes an evening out including an overnight stay at a local hotel for the owners and luxury boarding for their pet. Also included is a framed photograph of the winning pet.

Other prizes include a 50-minute massage, restaurant certificates and movie tickets..

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Earn \$10 for Referrals

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