

The *Old* dog Cookie Company of Wells

**ALL NATURAL,
HERBAL BASED,
NUTRIENT RICH,
VET APPROVED
AND MADE IN
THE USA**

By: Shelley Wigglesworth, Lead writer

Junellen "Jef" Bucknam and her husband David of Wells founded Old Dog Cookie Company in 1996 after Jef spent 25 years of working with animals as a horse owner, competitive horse rider, and trainer. David joined her in the endeavor after retiring from the computer industry. "Dogs have always been a part of our lives and our family, and when Jetty, our one-year old pup, developed joint issues and arthritis years ago, this was the beginning of our research into canine nutrition. Working with the veterinary community, we developed an all-natural, herbal based, human food grade treat to support proper joint function and help with her symptoms of arthritis," Jef said. She added "Our journey with Jetty led us to believe that quality natural and organic ingredients combined with gentle healing herbs would give her a better life-and it did."

After much success with the treats on her own dog, Jef said, "My local veterinarian encouraged me to make treats for his business after seeing an improvement in our dog. At that point I launched Old Dog Cookie Company with a commitment to make healthy, all-natural treats for older dogs. There were very few all-natural dog treats on the market at that time and even fewer treats that contained ingredients to help with the effects of arthritis."

Shortly after the launch of arthritis relief treats, Jef's friend, a teaching professor at Cornell told her that he

was seeing many more diabetic dogs come to the university for treatment. "At that time there really were no treats made specifically for diabetic dogs. After much research Old Dog Cookie launched our diabetic cookies. They were added to the line-up and were an immediate success."

In the early years, The Bucknam's made their products at the York County Shelter kitchen in Alfred until they outgrew that space. The treats are now produced at a larger facility in Massachusetts. There is no store front, however products may be purchased directly through www.olddogcookie.com and on Amazon.

In recent years, the company has evolved into a family affair with David handling the Amazon side of the business, daughter Kristen Hall taking care of customer service and daughter Alicia Libucha being involved with special projects. Jef added "Our grandchildren help on occasion with packaging in the summer and of course all of our dogs, Spirit, Olive and Lola do lots of taste testing and are involved with photo shoots."

"A large part of our continued success has been the support of the veterinary community for our products and the loyal support of our customers. We speak with customers weekly, sharing resources and tips in caring for their pets."

The latest offering of the Old Dog Cookie Company is Tiny Diabetic Treats, which are for sale in bulk. "Our tiny treats are only 2 calories which helps with maintaining proper weight in a small breed diabetic dog. Giving a treat following insulin injections helps both the dog and his owner make this process easier," Jef said.

Jef concluded "We are proud that our customers trust us to help care for their pets. Many of 'our dogs' have been enjoying Old Dog Cookies for many years. Our commitment to health and wellness is based on premium ingredients, small batch baking and an abiding love for man's best friend."



Old Dog Cookie Company family pets and taste testers. Photos by: Kristen Hall

Jef credits her mother, an avid gardener with handing down the knowledge of medicinal and therapeutic of herbs and plants which she uses in her popular and effective dog treats. Here is more information about Old Dog Cookie Company's Ingredients:

*Treats are made with natural ingredients and herbs known to promote better health and wellness

in adult dogs. Like America's aging population dogs are living longer, are sometimes overweight and developing the same diseases as people. Old Dog Cookie Company's treats target dogs that suffer from arthritis/joint stiffness and diabetes.

*Recipes are carefully formulated with the best ingredients to improve the health of your dog. Herbs have

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»»» COFFEE BEANS ROASTED ON PREMISE «««

been used successfully for centuries to treat injury and diseases in animals. The therapeutic value of plants in well documented. Herbs are highly nutritious, providing essential vitamins, minerals and other nutrients to your pet's diet. Old Dog Cookie Company's products combine the gentle healing properties of herbs with foods rich in vitamins and minerals.

*All products contain NO salt, soy, preservatives, additives, chemicals, dyes or animal by-products.

KEY INGREDIENTS THAT HELP IN ARTHRITIS RELIEF:

Alfalfa: anti-inflammatory that also contains minerals to grow and regenerate bone and connective tissue.

Pure applesauce: The "healing vitamin." Provides Vitamin C, often missing in a pet's diet, especially older dogs. Required for good adrenal function and the production of cortisone. Important in the development of sound joints.

Rolled oats: High in protein value, calcium, potassium, magnesium, vitamin E and B complex.

Raspberry leaf: A body balancer.

Brewer's Yeast: Loaded with B vitamins, minerals, zinc, folic acid and a good source of energy.

Honey: Promotes energy and healing. It is a natural antiseptic.

Kelp: Helps with promoting proper thyroid function. Helps with healthy skin and coat.

Stone ground whole wheat flour: Source of B, E vitamins, high in fiber and rich in unsaturated fatty acids.

KEY INGREDIENTS THAT HELP DIABETIC DOGS:

Alfalfa: anti-inflammatory that also contains minerals to grow and regenerate bone and connective tissue.

Pure applesauce: Apple pectin helps boost the body's immune system and control blood sugar levels in diabetics.

Dandelion Root: Helps to reduce amounts of sugar in the blood.

Garlic: Reduces blood sugar and stimulates digestive function.

Kelp: Aids in good pigmentation and a healthy skin and coat. Promotes proper thyroid function.

Pumpkin: A good source of vitamin A.
Brewer's Yeast: Loaded with B vitamins, minerals, zinc, folic acid. A



The Old Dog Cookie Company Family.

good source of energy.

Rolled Oats: High in protein, calcium, potassium, magnesium, vitamin E and b complex.

Stone ground whole wheat flour: Source of B, E vitamins, minerals, high in fiber and rich in unsaturated fatty acids.

*NOTE: Soluble dietary fiber is a key in controlling sugar balance. Fiber and herbs are very successful in slowing the rate of food metabolism, allowing the body to manage its insulin requirements better. FMI: www.olddogcookie.com



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