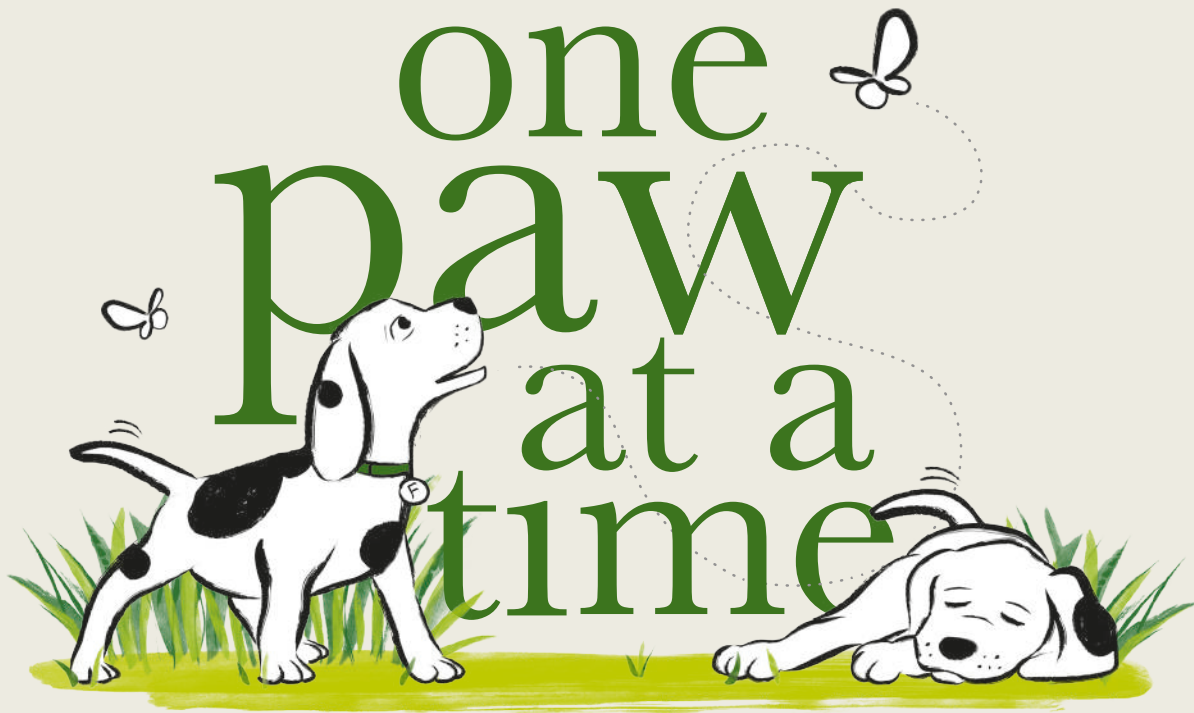


EST. 1971
Forthglade®
PUPPIES DINNERS FROM DEVON



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6 steps to bonding with your puppy



6 steps to bonding with your puppy



congratulations on your new puppy



With over 20 years experience as a globe-trotting tv vet, **Steve Leonard** has some wise words to help give your puppy the very best start in life.

Bringing a puppy into your home is the start of an amazing journey. Over the next few months you will learn a great deal about each other and have to make big adjustments to accommodate each other's needs.

Dogs aren't people and they aren't wolves, they are dogs - one of the most amazing creatures on this planet. They belong with people because they 'get us', even better than we think we understand them.

As a vet I see hundreds of pups a year, of all shapes and sizes, each with its own personality and funny little habits. No two dogs are alike so there isn't a one-size fits all approach to settling a pup into a new family - you will have to feel your way, figuring out who your pup is and what they like and don't like.

What we want to see as vets are happy, confident dogs and this comes from consistent, gentle handling and teaching. It doesn't happen overnight but there is nothing more heart-warming than seeing the bond between an older dog and its owner from a lifetime working together to make each other's life better.

Working with dogs for so long has taught me that they really want to please their owners and the best relationships are where the human and animal communicate well with each other.

Right from the start there is a lot to learn but this guide will take you through the process one paw at a time.



1 puppy-proof your life



Think of your pup as a furry explorer with an insatiable curiosity and endless capacity to chew. In the same way you'd make your home safe for a toddler, it is best to address potential hazards well before those sweet little paws hit the floor..



puppy-proofing your home

Rubbish

With tempting smells and rustling wrappers, puppies are all too easily drawn to choking hazards in kitchen bins. Food remains can upset sensitive tummies and bathroom waste can be even more dangerous with disposable razors and chemical products, so invest in upright bins with locking lids.

Shelving & Low Tables

Check shelves and wall units decorated with breakables can withstand joyful jolts during playtime and be mindful of what you leave on low tables – anything you casually set down can disappear, either into a secret hidey-hole or the puppy's tummy!

Medication

Puppies love rummaging in handbags and can swiftly chomp through seals on plastic bottles so make sure medicines for both humans and pets are safely stored.

Hazardous Liquids

Place all kitchen and bathroom cleaning supplies out of reach in high cupboards or fit child-proof latches on lower ones. When cleaning, pop puppies in a separate room as vapors can be harmful to young lungs and eyes.

Electrics

Puppies' scissor-sharp teeth can shred loose wires and power cords. Avoid burns and shocks by protecting cables with no-chew wraps or secure firmly with wall clips.

puppy-proofing your garden

Road Safety

It only takes one missing fence panel or unlatched gate for a puppy to escape and run into a road. Make securing your garden a priority.

Plants & Trees

Many garden favourites can be toxic to dogs – for example: daffodils, azalea, holly and yew trees – so research your plant life thoroughly.

Pools & Ponds

Pools, garden ponds and even drainpipes should be safely sealed off.

A Shed-load of Nasties

If you don't currently have a shed, consider investing in a lockable unit so you can store any equipment that could be harmful to a nosy pup, from mowers and gardening tools to lawn fertilizer and insecticide.



puppy proof your life

toxic food

Some human foods can be poisonous to dogs so be especially cautious with:

- chocolate
- grapes and raisins
- onions and garlic
- mouldy food
- corn on the cob
- xylitol sweetener

A dog with a bone

This may seem like a classic match but because cooked bones are brittle, sharp fragments can easily lodge in a dog's guts and are best avoided.

“

If your dog eats anything unusual always contact your vet straight away - if you wait to see whether they develop symptoms it may be too late to treat them successfully.

Steve Leonard, Vet

”

are you
friend or foe?



2 puppy socialization



The best gift you can give your puppy is the set of social skills needed to become a confident, well-adjusted dog.

“ Socializing your puppy is about gently introducing them to new experiences, not just throwing them in at the deep end. If a puppy encounters something without stress in the first few months it is far less likely to show fear as an adult dog.

A classic example of this is fireworks. Pups born towards the beginning of the year may never hear fireworks until they are 7-8 months old and it can terrify them. I recommend watching firework videos, gradually turning the sound up each night. Your neighbours may be bemused, but you are less likely to have a sound-phobic dog.

Patience is key - allow your puppy to explore at their own pace, and when they respond with confidence, immediately offer praise. Treats are useful for encouragement, helping them understand there is nothing to fear.

Steve Leonard, Vet





tried and tested

1. Encountering all types of people and clothing early on will help avoid seemingly random phobias of fluorescent jackets, beards etc.
2. Take short trips in the car or on public transport to familiarize your pup with engine noise and vehicle motion.
3. Ease pups into new places by visiting friends' houses and taking a variety of routes on walks.

socialization

Prime time

The most significant time for socialization is from birth to 16 weeks so it is vital that your breeder has been actively working on this before you bring your puppy home. (Rescue groups may not have a dossier on a pup's early life but they can offer great insights and guidance based on their tests and observations).

When not to pick up

When dogs are smaller, our instinct may be to scoop them up and soothe them but this will be perceived as a reward – “When I bark wildly or snap at another dog I get extra love!” Instead simply divert your pup's attention either by blocking the problem from view or distracting them with a squeaker. When they are quiet and well-behaved, that is the time for treats and/or affection.

V-Day

Many owners miss out on the vital early stages of socialization because they think their puppies can't go out while their vaccinations are in process. You can get around this by carrying your puppy on walks and by inviting healthy, vaccinated dogs round to your house for a meet and greet.





bonding with your puppy



Dr Carri Westgarth is a Research Fellow in Human-Animal Interactions at the University of Liverpool. Her focus is creating a beneficial relationship between dog and owner.

- 1. Reward the behaviour you want**

Food rewards are great but also think about ‘life rewards’ such as belly rubs or walks. Whenever your dog is about to receive a treat or reward of any kind, be conscious of the type of behaviour it has exhibited just prior – that way everyday rewards will always be linked with good behaviour.
- 2. Ignore bad behaviour**

Most unwanted behaviours will naturally reduce if they are not connected with a reward. For example, if your pup is jumping up, turn away and wait until it stops before giving attention.
- 3. Redirect bad behaviour**

Certain behaviours, especially ones where your pup might injure himself, can’t be ignored. Others, like chewing, can be self-rewarding. In these cases a simple exclamation such as ‘Ah-ah!’ can be useful. Teach your dog that this means, “I’m not going to let you continue doing that!” The key is not to tell them off but rather interrupt and then show them what they should be doing instead, like safely chewing on a toy.

“

Puppies are always learning, not just during a training session, so it is important to be aware of the messages you send from the moment you bring your puppy home.

Dr Carri Westgarth

”





puppy blues

It is perfectly normal to experience feelings of stress and regret when integrating a new dog into your household. Around the 3-4 day mark many people question, "What have I done?" and "Can I give it back?" But push on through Post Puppy Depression and within a few weeks* you're likely to feel that you and your pup could never ever be parted!

**If you are still stressing a few months in, share your concerns with a fellow dog-owner or dog behaviourist as you may need a little help getting to the stage where you feel more relaxed and in control.*



bonding with your puppy

the name game

Reserve use of your pup's name for positive experiences. When saying, 'No!' or dissuading them from an unwanted behaviour, stick to the command alone. This will avoid any negative association – and thus hesitation - when calling your dog or asking for his attention.



yes, i've been very good.
treat. treat. treat!

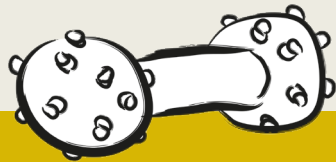
tips for a healthy dog-owner relationship

Routine rules

One of the best ways to both train and establish trust with your pup is to set a daily routine. This way they know what to expect and when and this encourages positive patterns.

Play it safe

When your puppy is young it is important to offer a safe haven where he can't get hold of anything that will hurt him. A crate, pen or a small dog-proof room works well.



TIP: Enrichment is a great way to mentally stimulate your puppy. Preparing lick mats, using kongs, slow feeders or snuffle mats will encourage your dog to sniff which is calming and great for when you need to pop out!

Rotate enrichment ideas so they don't get bored.

Home alone

It is important to teach your pup that being alone is okay. Practice leaving your dog for a few minutes while you are in the house so that seeing you walking away isn't a big deal. Gradually increase the time apart until you feel confident your puppy will rest for an hour while you nip to the shops etc.

Sound bite

Chewing and mouthing is natural for puppies and helps build strong teeth and jaws. But sometimes they can go too far – help teach your puppy the strength of his bite by giving a little squeal and walking away to end the interaction.

just a phase

Between 7-10 months of age, two curious things can occur:

1. Your pup may suddenly start barking and startling at things that didn't used to bother him. During this 'spooky' phase try not to put your dog in any overwhelming situations in case the fearfulness sticks.
2. Your pup may appear to forget everything they've learnt! Don't panic, this short phase of puppy rebellion is totally normal. All you have to do is be patient, go back to basics and it will pass.



4 the healthy puppy

A visit to the vets can be an anxious time for both pup and pet owner. Steve Leonard offers advice on visiting the vets.

Vet your vet

You and your pet should feel welcomed and relaxed when you come to the vet. Visit a few practices to get a good feel for the teams. When a puppy enjoys coming to the vet it reduces everybody's stress - including ours!

First visit

Even if your pup has had its primary vaccinations you should book a health-check within the first few days - problems found at this early stage can save a lot of heartache later on. You also want to ensure your pup's microchip has been implanted correctly and contains up-to-date contact info.

Puppy social club

Our practice runs a free 'Puppy Club' service with monthly visits - along with being weighed and examined, puppies get the chance to socialize and receive a lot of fuss! Ask if this is an option with your local vet.



Worming

All puppies will have some worms as they are naturally passed from mum to pup. These roundworms are very active in the first 6 months of life so regular worming is essential. Some areas of the country have more dangerous parasites such as lungworm so discuss prevention with your vet.

Fleas, ticks and mites

Ticks can transmit particularly nasty diseases but I have seen flea infestations cause severe anaemia in puppies so neither should be ignored. There are treatments to prevent external parasites from biting but different areas have different disease risks so your local vet will be the best person to inform you of these.

Pet insurance

No one can predict when the worst will happen. I see emergencies with puppies on a weekly basis. Having funds available for the best veterinary care is vital. Ask other dog owners about their experiences as there are both good and bad policies out there.

watch dog

A wet nose is not a sign of health, despite it being traditionally thought so. Here are some other signs to watch for:

1. Your puppy becomes uncharacteristically quiet and lethargic.
2. Protracted vomiting - dogs vomit much more readily than people, so if your puppy vomits once or twice but is then playful & happy, there is no need to worry.
3. Bleeding – blood loss is even more serious in smaller dogs as they have less reserves. In an emergency, any clean cloth can act as a bandage. Apply direct but gentle pressure while contacting your vet.
4. Burns - run the affected area under a cold tap for 10 minutes. Fur can mask the severity of a burn so always check for pain in the potentially scalded area.
5. Any visible pain or discomfort is always worth contacting the vet about. If in doubt, phone the vet.



5 diet & nutrition

Puppies grow so fast, changing before your eyes, but in order for them to reach optimum well-being as an adult dog, they need just the right amount of quality nutrients each day. Here are the goodies to look out for when studying the ingredients in your dog's food...



carbohydrates

Carbohydrates are an excellent source of energy as well as providing fibre. Dietary fibre supports gastrointestinal health and helps make your dog feel full.



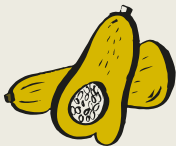
Wholegrains

Including oats and brown rice. Both are high in fibre & a great source of manganese & magnesium



Peas

Full of protein & fibre



Butternut squash

Provides fibre, potassium & vitamins A & C



Carrots

A powerful antioxidant with beta carotene & vitamin A



White potato

Great grain-free source of energy



Sweet potato

Brimming with vitamins A, B6 & C

protein

Puppies need lots of protein in order to build the new tissues associated with growth. Choosing a high quality protein will help supply the essential amino acids used to produce vital enzymes, hormones and antibodies.



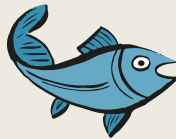
Beef

Highly nutritious protein packed with essential minerals



Duck

Easy to digest and good source of vitamins A & B3



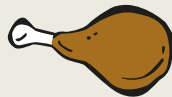
Ocean fish

A powerhouse of natural oils and vitamins



Chicken

Excellent easily-digestible source of protein



Turkey

High in phosphorus – essential for healthy bones



Lamb

Contains essential amino acids, zinc & omega-6 fatty acids

fat

The densest form of energy available is fat, providing more than twice as much energy per gram as protein or carbohydrates.



Salmon

Rich in omega 3 fatty acids, which has been associated with increased learning ability in puppies. Great sources are chicken or salmon.

vitamins & minerals

Puppies require just the right levels and combinations of minerals and vitamins.

Calcium & phosphorus

Vital for healthy bone structure in growing puppies.

Vitamin D

Plays an essential role in the regulation of calcium and phosphorus. Aids in blood-clotting & skeletal structure.

Vitamin A

Important for your puppy's eyesight, growth and immune function.

Zinc

An essential mineral in immune function. Also enhances skin and coat health.

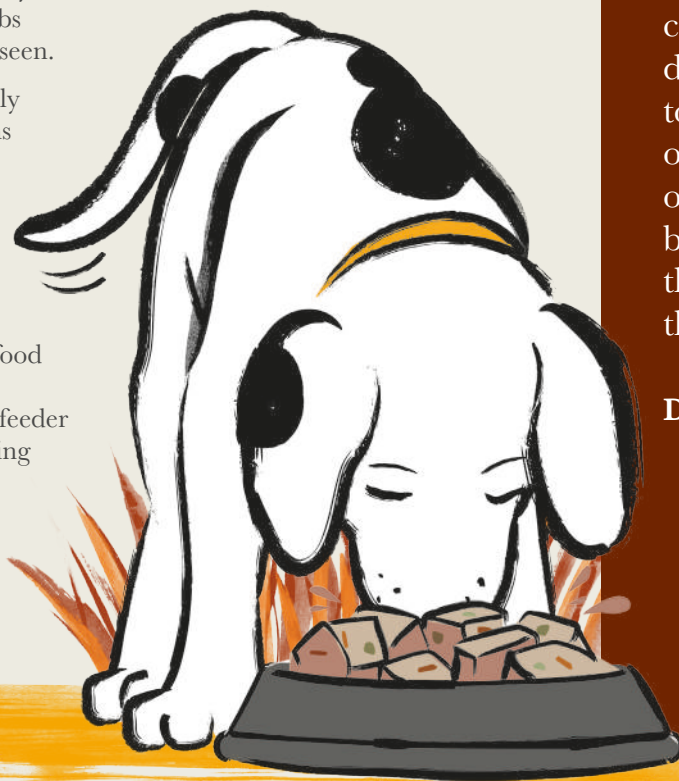
Copper

Copper deficiency may cause puppies to lose hair pigmentation, turning dark fur to grey.

the happy puppy tummy

Poor quality meals filled with nasties can cause all sorts of health and behavioural issues for a pup. Choose a good quality, natural, nutrient-rich diet from the start and follow on-pack feeding guidelines.

1. Carefully weigh portions to avoid obesity. The goal is for your puppy to maintain a lean body condition while growing - ribs should be easily felt but not seen.
2. Feed three or four meals daily for puppies up to 4-6 months old. After 6 months reduce to two or three meals daily.
3. To avoid upset tummies, always introduce new foods very gradually.
4. Dogs like working for their food as it satisfies their foraging instincts. Consider a puzzle feeder to slow down your dog's eating and help them get the most enjoyment from their meal times.



“

Feeding lots of treats (especially human food) can unbalance the diet and lead to serious health problems such as poor bone growth and obesity. Healthy dog treats can be great training tools but remember that their calories add to your dog's daily quota. One way to ensure that you don't overfeed is to measure out your dog's food at the beginning of the day and then set aside a portion of this for use as treats.

Dr Carri Westgarth

”

over to our experts...

One way you can ensure your puppy is getting just the right balance of nutrients is to choose from the Forthglade puppy food collection.

Lovingly made in Devon, the tail-waggingly tasty Forthglade recipes are packed with quality goodness, ensuring optimum health for puppies right through to senior dogs. You can choose

from a variety of complete wet puppy meals, including turkey with brown rice and vegetables, or try cold pressed natural dry dog food, which can be served alone or mixed with wet recipes.

Cold pressed is the healthiest way to feed dry food thanks to the gentle cooking methods sealing in all the goodness and making food easier

for tummies to digest. For training sessions and encouraging and supporting good behaviour, Forthglade's treat range is suitable for puppies from two months old with a range of flavours including turkey, chicken, salmon and many more.

To find out more visit:
forthglade.com



sleeping dogs...

There are few things as dreamy as a snoozing puppy but our little furballs can struggle with long overnight sleeps in the first few weeks. Dr Carri Westgarth has these tips to help them settle at bedtime.

1. Always ensure that your puppy has had enough food, exercise and bathroom breaks throughout the day.
2. Settle them in a safe, relatively small space so that they feel secure. Crates can be helpful here.
3. If your pup whines and frets at being separated from you, try having a dog crate or dog bed in your room and then gradually move this out onto the landing and finally downstairs as they adapt. (Or learn to love dog snoring!)
4. The scent from dog-soothing pheromone sprays or plug-ins can help dogs feel reassured.
5. Try the 3-T-Shirt Trick: one t-shirt you wear at night, one you leave with your dog (so they have your smell) and one goes in the wash.

dogs in blankets

Contrary to popular belief, allowing dogs on sofas or human beds is not detrimental to good behaviour. In fact, sofa cuddles can be one of nicest times in the dog-owner relationship!

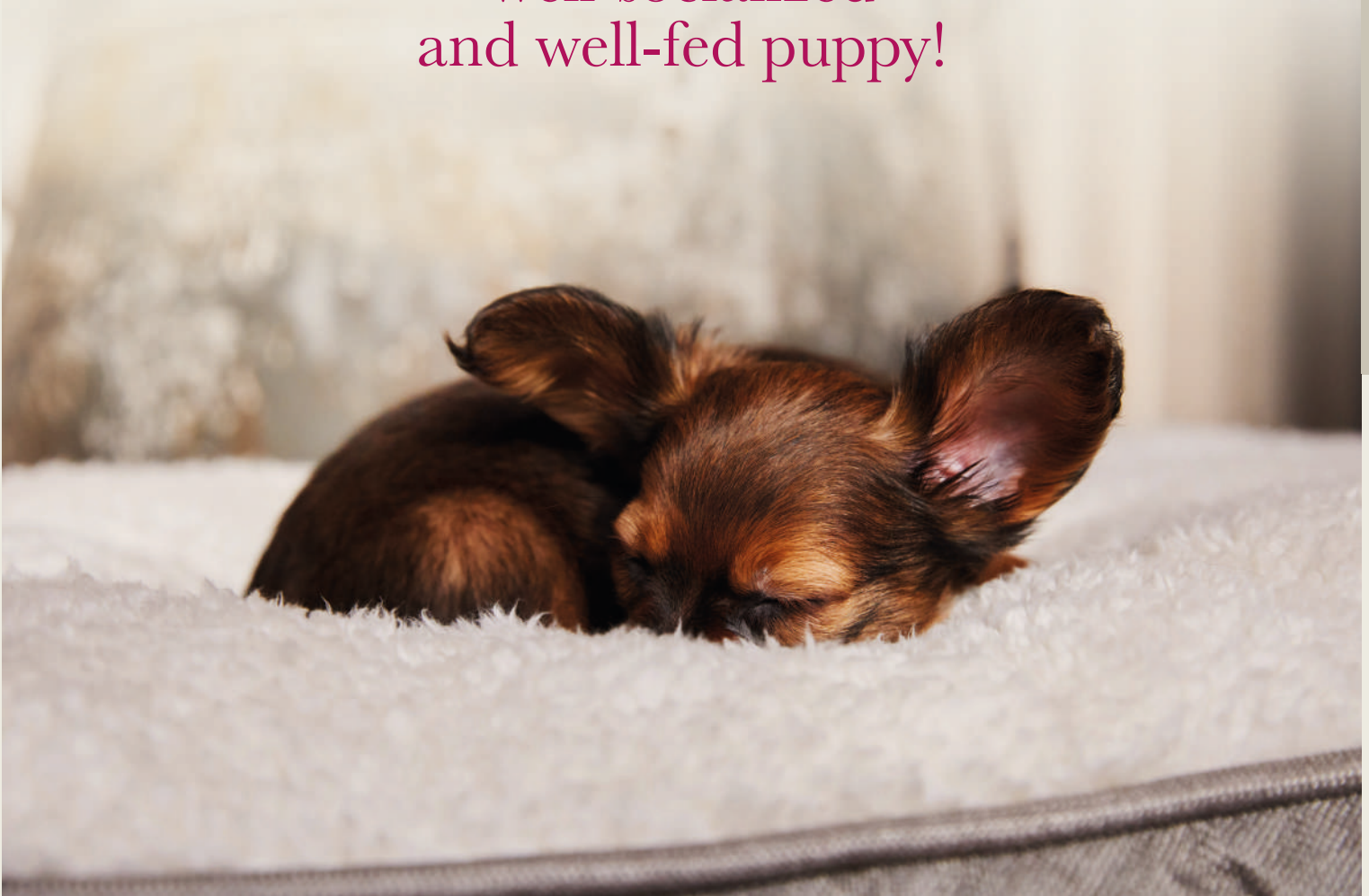
Problems only occur when rules are confusing or inconsistent, so decide as a family whether your dog is allowed on the sofa or bed:

- a) *whenever it wants*
- b) *only when invited or*
- c) *not at all.*

Your dog will be happiest when you are in agreement.



here's to a well-exercised,
well-socialized
and well-fed puppy!



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there's lots of stuff to see, do and win
at **forthglade.com**



our friends
& good causes

Learn more about the wonderful charities that we support - including the National Trust and Veterans with Dogs.



dog of
the month

Upload a picture of your dog and you could win Forthglade goodies.



we do 
a giveaway

Every month we hold a free prize draw where you can win all sorts of dog-related wonders. Best of all, it takes less than a minute.

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