

Why feed raw

God gave unto the Animals
A wisdom past our power to see:
Each knows innately how to live,
Which we must learn laboriously.

MARGARET ATWOOD

By choosing to feed raw, you are providing your animal with the tools needed to support themselves. Carnivores were designed by nature to be self-maintaining. In the wild, the grey wolf and wild cat have the biology to nourish and heal their body.

When we bring these creatures into our homes, we take away this freedom. But, domestication doesn't mean humanisation.

Raw feeding enables animals to be the best versions of themselves, by providing them with the food and complements that their bodies were designed to utilise and thrive on.

A BIOAVAILABLE AND BALANCED RAW DIET CAN

Support a healthy immune system

Soothe skin and improve coat

Regulate sensitive stomach

The information and advice on this article is based on our own research and years of personal experience. We are not veterinarians and do not claim to diagnose, treat or cure any condition, only pass on what we have learnt and witnessed.

This article is intended as an educational tool and we are not responsible for how any individual uses the information provided. All advice is general. Every animal is unique and we cannot assure that our recommendations are suited to all circumstances.