

Advance Title Information

Not Fit for a Dog!

The Truth About Manufactured Cat and Dog Food

by Michael W. Fox, Elizabeth Hodgkins and
Marion E. Smart

Publication Date: October 2012

16.95 (\$18.95 Canada) • Trade Paperback • 6" x 9" • 220 pages
ISBN 978-1-61035-149-2 • Pets • BISAC PET000000

Not Fit for a Dog! reveals what really goes into modern manufactured cat and dog food — and offers concerned pet owners a nutritionally sound alternative. In *Not Fit for a Dog!*, three distinguished veterinarians share their expertise to provide an in-depth appraisal of the pet food industry and its products, and their findings will appall pet owners, animal care providers and anyone who cares about animal welfare.

Not Fit for a Dog! reveals how the pet food industry has turned the recycling of human food and agricultural by-products and wastes into a multibillion dollar business that puts profits before the health of animals. Despite advertising claims that manufactured pet food is “scientifically formulated” for animals’ dietary needs, the ingredients in many pet foods are selected first for their cheapness, rather than for their nutritive value. The result is pet food so nutritionally unbalanced that it frequently causes diet-related diseases and even death.

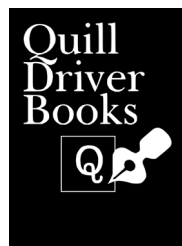
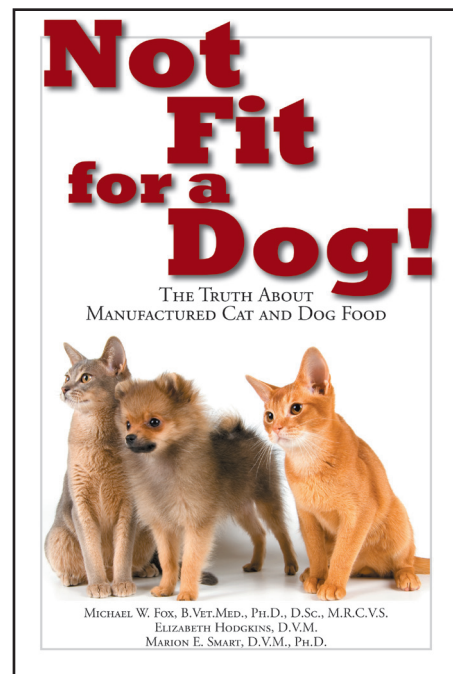
Not Fit for a Dog! shows you a better way to take care of your pets — a wholesome, natural diet made from real food, including easy-to-prepare recipes for pet foods and treats made from organic ingredients that will keep your pet healthy and satisfy his or her natural appetites. Comprehensive information about pet nutrition and raw foods options will help readers customize foods to their pets’ individual needs.

Not Fit for a Dog! tells readers: how to read pet food labels and what ingredients to avoid; how to save on pet bills by preventing diet-related disease in pets; why veterinarians are often ignorant of the health effects of manufactured pet food; how a change in diet can cure many diet-related illnesses; and why the dangerous practices of the pet food industry are a sign of dangers in the human food supply.

Combining science, social concern and compassion, *Not Fit for a Dog!* is both an indictment of a reckless industry and a plan for a healthier way of life for both pets and humans.

Audience: Dog and cat owners, veterinarians, organic food enthusiasts and everyone who loves animals.

About the Authors: **Dr. Michael W. Fox** writes a well-known syndicated newspaper column on pets and veterinary issues with a weekly readership of 15 million. He is the author of several books on agriculture, food and health. **Dr. Elizabeth Hodgkins** is the former director of technical affairs at Hill’s Pet Nutrition and is now in private veterinary practice. **Dr. Marion E. Smart** teaches pathology, clinical pathology and clinical nutrition at the Ontario Veterinary College and the Western College of Veterinary Medicine.



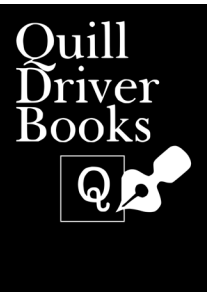
Quill Driver Books

An Imprint of Linden Publishing
2006 S. Mary St.
Fresno CA 93721
(800) 345-4447 • Fax (559) 233-6933
QuillDriverBooks.com

Contact: Jaguar Bennett, Marketing Director
Publicity@QuillDriverBooks.com

Quill Driver Books is distributed to the book trade by IPG, Baker & Taylor, and Ingram, or by calling 1-800-345-4447.
Distributed in Canada by Manda Group.

FOR IMMEDIATE RELEASE
Book Publication Date: October 2012
Media Contact: Jaguar Bennett
Quill Driver Books
Publicity@QuillDriverBooks.com
(800) 345-4447
digital cover image available



***Not Fit for a Dog!* exposes the dangers of commercial pet food and recommends a healthful alternative**

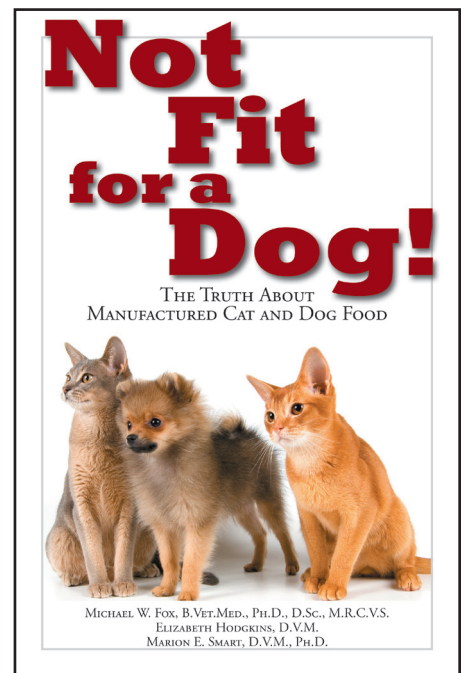
In 2012, a continent-wide outbreak of salmonella contamination in pet food sickened dogs, cats and even humans throughout the United States and Canada. Five years after the massive pet food recalls of 2007 (prompted by toxic melamine in pet food that caused the deaths of 8,500 cats and dogs), there have been over a thousand more recalls of manufactured pet food. Despite years of warnings and industry pledges of reform, manufactured pet food can still be nutritionally unbalanced, often unsafe, and sometimes even deadly to pets.

Noted pet-care columnist Dr. Michael W. Fox and distinguished veterinarians Dr. Elizabeth Hodgkins and Professor Marion E. Smart reveal what really goes into manufactured pet food — and offer concerned

pet owners a nutritionally sound alternative — in their book *Not Fit for a Dog! The Truth About Manufactured Cat and Dog Food* (new paperback edition, Quill Driver Books, October 2012).

Not Fit for a Dog! presents these veterinarians' in-depth appraisal of the pet food industry and its products, and their findings will appall pet owners, animal care providers and anyone who cares about animal welfare.

Not Fit for a Dog! reveals how the pet food industry has turned the recycling of human food and agricultural by-products and wastes into a multibillion dollar business that puts profits before the health of animals. Despite advertising claims that manufactured pet food is “scientifically formulated” for animals’ dietary needs, the ingredients in many pet foods are selected first for their cheapness, rather than for their nutritive value. Few protections are in place to make sure that dangerous chemicals and adulterants stay out of pet food supply chains.



The result is pet food that is so nutritionally unbalanced that it frequently causes diet-related diseases, such as diabetes, hypoglycemia, obesity and kidney failure, and the additives in manufactured pet food can cause seizures, cancer and death from poisoning.

Not Fit for a Dog! educates readers with extensive information on animal nutrition, including:

- How to read pet food labels and what ingredients to avoid.
- How to save on vet bills by preventing diet-related disease in pets.
- What diet-related diseases your pet may already have, and how a change in diet can help.
- Why veterinarians are often ignorant of the health effects of manufactured pet food.
- Why cats are more at risk from dry pet foods than dogs.
- Why many “prescription” diets for pets are in fact drugs.
- Why the dangerous practices of the pet food industry are a sign of dangers in the human food supply.

Not Fit for a Dog! shows readers a better way to take care of their pets — a wholesome, natural diet made from real food, including easy-to-prepare recipes for pet foods and treats made from organic ingredients that will keep pets healthy and satisfied. Comprehensive information about pet nutrition and raw foods options will help readers customize foods to their pets’ individual needs and make informed choices when choosing dry and canned pet foods.

Combining science, social concern and compassion, *Not Fit for a Dog!* presents a plan for a healthier way of life for both pets and humans.

Book Details:

Title: Not Fit for a Dog! The Truth About Manufactured Cat and Dog Food

Authors: Michael W. Fox, Elizabeth Hodgkins and Marion E. Smart

Publisher: Quill Driver Books, an imprint of Linden Publishing

Publication: October 2012, \$16.95 (\$18.95 Canada)

Pets, ISBN 978-1-61035-149-2

6" x 9" trade paperback, Kindle, Nook, EPUB, 220 pages

Available from bookstores, online booksellers and Quill Driver Books,

2006 S. Mary St., Fresno CA 93721

1-800-345-4447

QuillDriverBooks.com

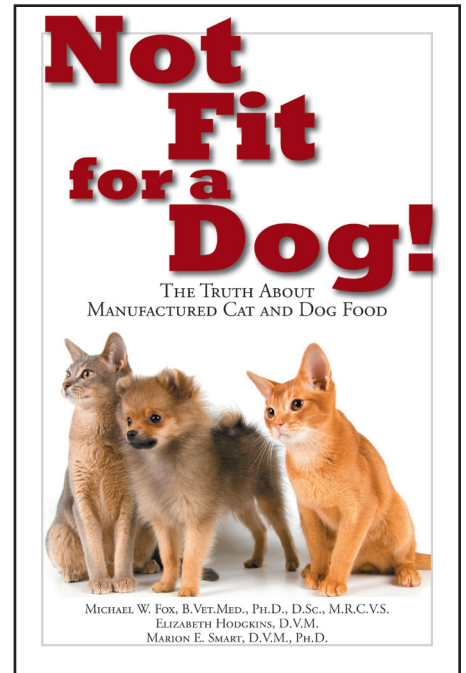
###

About the authors of *Not Fit for a Dog!*

Michael W. Fox, B. Vet Med., Ph.D., D.Sc., M.R.C.V.S., writes a syndicated newspaper column with a weekly readership of some 15 million. He is the author of several books related to agriculture, food and health, including *Dog Body, Dog Mind,* and *Cat Body, Cat Mind.* Fox holds a veterinary degree and doctoral degrees in medicine and animal behavior/ethology.

Elizabeth Hodgkins, D.V.M., who has a law degree as well as a veterinary medicine degree, is author of *You and Your Cat: Simple New Secrets for a Longer, Stronger Life.* She is in private practice in California and was formerly director of technical affairs at Hill's Pet Nutrition.

Marion E. Smart, D.V.M., Ph.D., holds degrees in nutrition research and veterinary medicine. Since 1973, Dr. Smart has taught in pathology, clinical pathology, and clinical nutrition at the Ontario Veterinary College, University of Guelph, and at the Western College of Veterinary Medicine, Saskatoon, Saskatchewan.



For more information on *Not Fit for a Dog!* (Quill Driver Books, October 2012) or to arrange an interview with authors **Michael W. Fox, Elizabeth Hodgkins and Marion E. Smart**, please contact Jaguar Bennett at Quill Driver Books, (800) 345-4447, Publicity@QuillDriverBooks.com.