



# SWITCH TO RAW

GUIDE

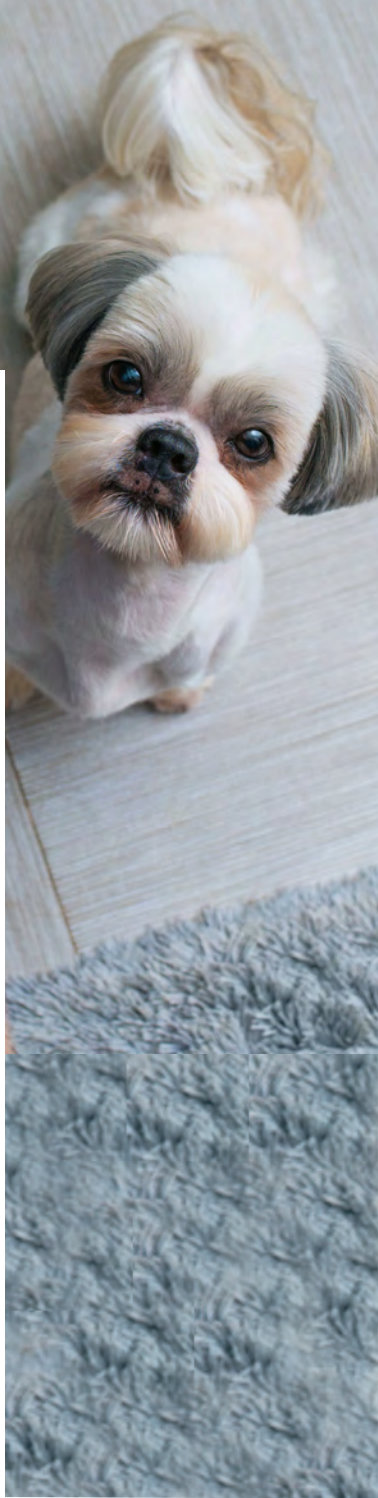
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PALEORIDGE.CO.UK



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# Hello,

Congratulations on starting on your journey to improve your dog's nutrition. We know how challenging changing your dog's food can feel.

Paleo Ridge is the UK leader in quality raw dog food. Based in Hampshire, we are the most accredited manufacturer of raw dog food. We work tirelessly to uphold the high quality standard that sets us apart from the rest so, rest assured that you and your doggo are in good hands.

Our commitment to sustainability and ethics means that we only use high-welfare, human-grade and sustainably sourced ingredients. As the saying goes, "the proof is in the pudding", our platinum Feefo rating is testament to the satisfaction of our thousands of customers and their precious pups in the quality of our products and services.

In this guide we will provide you with the information you need to confidently make the switch to a healthy, natural, raw diet.

**[paleoridge.co.uk](https://paleoridge.co.uk)**



**CLASSIC RANGE**  
Pork, Beef Tripe  
and Duck  
All-Beef Complete  
Dry Food for Dogs

**Purina Pro Plan**  
**CLASSIC RANGE**  
Pork and Chicken  
All-Beef Complete  
Dry Food for Dogs  
Made with 100% natural ingredients

**CLASSIC RANGE**  
Beef  
All-Beef Complete  
Dry Food for Dogs



# Why Feed Raw?

## DOGS ARE CARNIVORES

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Dogs thrive on a species-appropriate diet. Long before our beloved dogs became domesticated, they thrived in the wild eating small prey such as birds and mice, as well as larger prey like sheep and deer. They would eat the whole animal including bones and organs!

You only need to look at the structure of your dog's jaw and teeth to see that they are built to eat meat and bone!

At Paleo Ridge we have a variety of products available to ensure you find the perfect fit for your dog.

**Get 20% off your first two Paleo Ridge orders plus  
free delivery with discount code**

**"NEWCUSTOMER"**

**Create an account to get started today**

# ESSENTIAL NUTRIENTS

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According to the European Pet Food Industry Federation's (FEDIAF) nutritional guidelines, a complete dog food is comprised of sufficient nutrition for a daily ration. Dogs, like us, need a balanced diet to stay healthy. Therefore, a complete and balanced dog food needs to contain these 5 essential nutrient groups:

## **Proteins:**

Proteins and amino acids help with muscle development and many important bodily functions. This nutrient is the primary source of energy (FEDIAF Guidelines 2021). Muscle meats and offal are a great source of these nutrients.

## **Fats:**

Fats are another excellent natural source of energy for dogs and are great for working/active dogs. They are best fed along with high protein meals as too much fat can cause loose stools. Duck meat is a great source of healthy fats.

## **Omega 3 & 6 Fatty Acids:**

These nutrients help improve your dog's skin and coat, support brain function, improve mobility and reduce stiffness, heals wounds and provide energy. Oily fish like sprats and sardines are a great source of these.

## **Minerals:**

There are two groups of minerals that dogs need - macro-minerals and micro-minerals.

The macro-minerals include calcium, phosphorus, sodium, potassium, chloride, magnesium and sulphur. These minerals

help develop healthy bones and teeth, the nervous system, maintain healthy enzyme levels and healthy skin.

The micro-nutrients include iron, copper, zinc, iodine, chromium, manganese and selenium. These help boost the immune system, improve metabolism, digestion and thyroid function.

These nutrients are present in raw meaty bones, muscle and organ meat (e.g. liver and kidney).

**Vitamins:**

Vitamins A, D, E, B2, B7 & K are essential for growth and maintenance. They help with everything from vision to bone development. Vitamins are readily available in fish, offal (organ meat like liver), carrots, hemp seed powder, blackberries, kale and blueberries.

Contrary to popular belief, dogs don't need carbohydrates. As obligate carnivores, they are designed to extract their energy from protein and fat, not carbohydrates. Read our article on [Your Dog the Carnivore](#) to learn more.





## BENEFITS OF RAW FEEDING

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- 🐾 Glossy coat with zero or little odour
- 🐾 Reduced itching, licking and scratching
- 🐾 Optimum immune system
- 🐾 Better oral hygiene and teeth
- 🐾 Improved behaviour and vitality
- 🐾 Less tummy upsets
- 🐾 Healthy digestion and much smaller stools



# Make the Switch

## SWITCH TO RAW

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We recommend a straight switch to raw, there is no need to gradually introduce the new food. Simply pick a day and make the switch to a totally healthy, natural diet!

Alternatively, if you wish to add raw in increasing amounts, while decreasing the old food over 3-5 days, that is fine too.

The most important thing is that you have chosen to make the switch, and whether you do so right away or over a few days, you will be doing the best thing you could do for your doggo!

**TRY OUR SWITCH TO RAW HAMPER**

[Paleorigdge.co.uk/switch-to-raw-hamper](https://paleorigdge.co.uk/switch-to-raw-hamper)



# THE EASY SWITCH 4 WEEK PLAN

<b>WEEK 1</b>	Classic Turkey or Classic Lamb Tripe and Turkey
<b>WEEK 2</b>	Classic Beef Tripe and Chicken or Classic Beef Tripe and Duck
<b>WEEK 3</b>	Classic Beef and Duck or Classic Lamb Tripe and Duck
<b>WEEK 4</b>	Paleo Plus Lamb & Mint or Paleo Plus Turkey & Fish
<b>WEEK 5</b>	Try some more flavours from our Classic 80-10-10, Paleo Plus and Essentials ranges of complete feeds.

USE OUR DOG FOOD CALCULATOR TO WORK OUT HOW MUCH TO FEED

[Paleoridge.co.uk/dog-food-calculator](https://paleoridge.co.uk/dog-food-calculator)

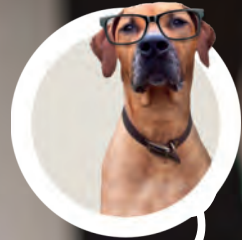
# Hygiene Instructions

- 🐾 Always store in a freezer at -18 degrees Celsius
- 🐾 Always use separate utensils for raw dog food
- 🐾 Open and dispose of packaging carefully
- 🐾 Wear food safe gloves when handling raw dog food
- 🐾 Wash hands and clean surfaces thoroughly before and after handling
- 🐾 Once defrosted use within 2-3 days. See packaging for storage instructions



Keep raw food in a sealed container at the bottom of the fridge when defrosting.





**PAWFESSOR  
HERBIE'S TOP TIP**

Feeding a variety of  
proteins is key to  
optimal health.

# Weight Chart



## **UNDERWEIGHT**

Ribs, spine, pelvic bones are prominent.  
Waist is obvious.  
No fat on abdomen.



## **SLIM**

Visible ribs, spine and pelvic bones.  
Waist is obvious.  
Minimal fat on abdomen.



## **OPTIMUM**

Ribs and spine not visible but can be felt.  
Waist is visible but not prominent.  
Some fat on abdomen but no sagging from the side view.



## **OVERWEIGHT**

Ribs and spine not visible or easily felt.  
Waist is not visible.  
Abdomen is fat, distended & sags.



## **OBESE**

Fat Torso; chest, hindquarters have fat deposits.  
No waist from the top view.  
Abdomen is massively bloated & sagging.

# WEIGHT MANAGEMENT

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Much like us humans, dogs vary in size, metabolism and weight. This is why there is no specific 'healthy weight' guide to apply to all dogs.

As dogs come in all shapes and sizes, this weight guide may not be as straightforward for your dog's breed. For example, whippets and greyhounds are lean and athletic whilst mastiffs are much broader.

Dogs with fluffy coats will be harder to negotiate because of their fur.

We recommend feeding 2-3% of your dogs ideal adult weight everyday. However, your dog's requirement may differ depending on how active they are. Therefore it's important to monitor your dog and adjust what you feed accordingly to maintain a healthy weight.

# Poo Tracker

## LET'S TALK POO

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Your dog's poo tells you a lot about their health. One of the many benefits of raw feeding is smaller stools and a healthy gut. But what does that actually look and smell like?

Dog poo from a raw fed dog should be firm with very little odour. Your dog should only put in minimal effort when passing stools, and the colour will vary depending on the amount of protein your dog has eaten.

# 50 Shades Of Poo

## ● BLACK

Could be caused by lots of blood in raw food, medications (e.g. Pepto-Bismol), worse case it could be internal bleeding - see the vet if bleeding is suspected.

## ● GREEN

This often simply means they've eaten too many greens.

## ● YELLOW

This may be a sign of excess fat in their food. It could also be a sign of pancreatitis. Feed a low fat diet.

## ● RED

Might be bleeding in lower intestine (IBS, injury or infection). See the vet if it persists.

## ○ WHITE

Dry white poo usually indicates a bone heavy diet. If it doesn't improve with a diet change, talk to your vet.

## ● BROWN

All good!  
Might be a very dark brown if raw fed.

## ○ WHITE SPECKS

White specks in the poo might be worm eggs. Send a sample off to a vet lab for testing e.g. wormcount.com

## ● PINK/PURPLE

This might be a symptom of haemorrhagic gastroenteritis (HGE) which is caused by parasites or toxins so your dog will need immediate veterinary attention.

## ○ MUCOUS

A little lubrication is fine. Too much tells us the colon is not happy, in which case speak to your vet.

Read Dr. Conor Brady's 50 shades of poo article to learn more.

[paleoridge.co.uk/50-shades-of-poo](http://paleoridge.co.uk/50-shades-of-poo)



# CONSISTENCY CHART

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Track your dog's poo during their transition with our poo scale based on Dr. Nick Thompson's stool score for dogs.



## **WATERY MESS (CONSISTENCY SCORE: 0-2)**

The poo is like water – very runny and formless.



## **SPLAT PATS (CONSISTENCY SCORE: 3-4)**

A thin liquid, thick enough to hold together on the ground like thin uncooked, cookie dough.



## **NO MOUSSE (CONSISTENCY SCORE: 5-6)**

With a blancmange/mousse consistency this poo is neither liquid nor solid. Although it can be scooped, it leaves a mess.



## **SLUG POOPY (CONSISTENCY SCORE: 7-8)**

Formed but soft and could be soggy or moist. Although formed, it isn't easily 'pick-up-able', but could easily be scooped with little to no mess.



## **JUST RIGHT (CONSISTENCY SCORE: 9-10)**

The perfect poo. Cigar or torpedo shaped and slightly moist, it can easily be picked up with two (covered) fingers.



## **PELLET BALLS (CONSISTENCY SCORE: 11)**

Pellet like poos, with a very hard and dry consistency and takes a lot of effort to pass.



# PRODUCT RANGE





## ESSENTIALS DUCK DINNER

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## ESSENTIALS

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Our Essentials range has been formulated to provide dogs with all the benefits of raw feeding while offering the best value to owners.

Made with 80% high-welfare meat bone and offal and 20% seasonal vegetables. As with all Paleo Ridge products, Essentials are minced into a chunky consistency for your convenience and packaged in biodegradable and recyclable packs.

Shop our Essentials range here;  
[paleoridge.co.uk/essentials](https://paleoridge.co.uk/essentials)



## CLASSIC LAMB BREAST & HEART

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## CLASSIC

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Our Classic 80-10-10 formula follows the 'prey model' of raw feeding. Each meal contains 80% high-welfare, outdoor-reared meat, 10% bone and 10% offal. A premium collection of meaty meals which contain no fruit or vegetables, making this range great for dogs with special dietary requirements.

Shop our Classic range here;  
[paleoridge.co.uk/classic](https://paleoridge.co.uk/classic)

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## PALEO PLUS TOTALLY CHICKEN

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## PALEO PLUS

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Our Paleo Plus range has been carefully formulated using the latest scientific and nutritional research.

Hand made with 95% high-welfare, outdoor-reared and grass-fed meat, offal and bone with a 5% unique blend of sustainably-sourced natural superfoods. Paleo Plus offers exceptional canine nutrition to keep your dogs performing at their best.

Shop our Paleo Plus range here;  
[paleoridge.co.uk/paleo-plus](https://paleoridge.co.uk/paleo-plus)



## **CLASSIC MINI BEEF TRIPE AND CHICKEN**

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### **CLASSIC MINI**

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Classic Minis feature five of our best-selling Classic recipes in convenient 250g pouches to make raw feeding as easy and convenient as possible.

Whether you have a small pooch, or you don't have time to dish up tasty meals, our Classic Mini's are sure to make your raw feeding experience as easy as possible.

Shop our Classic Mini range here;  
[paleoridge.co.uk/classic-mini](https://paleoridge.co.uk/classic-mini)



## PALEO PLUS BERRY GOOD

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## SUPERFOODS

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Our Berry Good supplement offers an incredible superfood boost. The Paleo Plus range includes this powerful, natural mix however, you can add it to the Classic or DIY ranges for an additional immune boost!

Shop our Berry Good supplement here;  
[paleoridge.co.uk/paleo-plus-berry-good](https://paleoridge.co.uk/paleo-plus-berry-good)

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## ORGANIC CHICKEN CARCASS MINCE

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## DIY

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At Paleo Ridge we offer several product ranges to suit your dog and your lifestyle too.

Whether you want to give your dog a treat or make your own recipes, our versatile DIY range of complementary raw food has been designed to help with your specific needs, without compromising on quality.

Shop our DIY range here;  
[paleoridge.co.uk/diy](https://paleoridge.co.uk/diy)



## CLASSIC BONE BROTH

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## BONE BROTH

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Our Classic Bone Broth is packed full of essential vitamins, minerals and amino acids to keep your dog performing at their best. This high protein, gelatine and collagen product can be fed warm or cold, on its own or with a meal.

Bone broth has proven results in reducing inflammation, strengthening bones and improving skin and gut health.

Contains Apple Cider Vinegar.

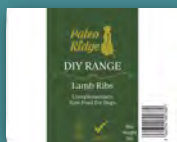
Shop our Bone Both range here;  
[paleoridge.co.uk/bone-broth](https://paleoridge.co.uk/bone-broth)

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## DIY LAMB RIBS

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## GIVE THE DOG A BONE

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Whole raw bones are an excellent source of calcium and essential minerals. Bones are like a natural toothbrush for your dog. Not only do they help remove plaque from the teeth and gums, they also help to keep them strong and pearly white. Chewing raw bones provides great mental stimulation and exercise for the jaw.



**CLASSIC TREATS**

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## TREATS

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Our range of naturally dried dog treats have been carefully selected for their nutritional benefits. Our treats are ethically and sustainably sourced, packaged in recyclable packs.

Feeding advice varies dependent on the product. The back of each packet contains the recommended daily feeding amount .

We offer a wide variety of different highly nutritious protein treats, which can be fed on their own or as a meal topper.

Shop our Treats range here;  
[paleoridge.co.uk/treats](https://paleoridge.co.uk/treats)

# Useful Info

## **MY DOG'S NOT DRINKING AS MUCH SINCE THE SWITCH**

This is normal. Meat naturally contains a lot of moisture so your dog simply doesn't need as much.

## **MY DOG'S EATING TOO FAST**

This is very common with dogs but unmanaged it could cause bloating or choking. Try feeding from a flat board or slow feeder such as a Licki-Mat and leaving the room while they eat.

## **CAN YOU COOK RAW DOG FOOD?**

Raw dog food like Paleo Ridge, are not designed to be cooked so they are best fed raw. This is because they contain bones which become brittle and dangerous when cooked.

## **MY DOG'S POO HAS BECOME LOOSER**

It is common for this to happen with most dietary changes so give it some time. Contact us if it's not better after 7 days.

## **MY DOG'S BEING FUSSY/ NOT EATING**

It's normal for some dogs to take a little longer to adjust to a new diet. See our article on [encouraging fussy dogs to eat](#).

## **WHY IS MY DOG VOMITING THEIR FOOD?**

It's not unusual for dogs to vomit after a change in their diet. Keep an eye on it and call our customer support team if it doesn't stop.



### **MY DOG HAS PANCREATITIS, CAN I FEED RAW?**

Yes, raw diets have been proven to be beneficial to dogs with pancreatitis. Dogs with pancreatitis need a low-fat diet. As such you should feed meals with less than 10% fat.

### **MY DOG NEEDS A LOW PURINE DIET CAN YOU HELP?**

Yes we can! Avoid protein sources with high fat content. Our Paleo Plus Special Diet has been specially formulated for dogs with this requirement.

### **HOW MUCH RAW DOG FOOD SHOULD I FEED MY DOG?**

We recommend feeding your dog the following % of their ideal adult body weight; 2-3% for adults and 5-8% for puppies. Bear in mind active dogs may require more food as they burn more calories daily.

[Use Our Dog Food Calculator](#)

### **DO VETS RECOMMEND A RAW DIET?**

A growing number of vets do. At Paleo Ridge, we work closely with vets and pet nutritionists to formulate our meals. We are RawSAFE certified and affiliated with the Raw Feeding Veterinary Society so rest assured you're in good hands.

# Thank You

We hope you've found this resource helpful as you begin your raw feeding journey.

For more helpful information on raw feeding visit [paleoridge.co.uk](https://paleoridge.co.uk) or contact us on **02394 210 800** or [info@paleoridge.co.uk](mailto:info@paleoridge.co.uk).

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Platinum Trusted  
Service Award  
2024

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