

FOR THE LOVE OF CATS

THE NEWSLETTER OF FELINE SPECIALTIES



Pet Obesity Epidemic

By Dr. Judy Zinn DVM

We are all aware of the obesity crisis in the United States but now the issues with obesity have bled over to our pets. One of the factors contributing to human obesity is the fact that food is abundant and readily available. The same can be said for our pet foods. The choices have become so overwhelming and confusing to consumers that they are now easily swayed by marketing campaigns to purchase the "perfect" food.

Our cats have transitioned from active hunters who explored their world through climbing and jumping to sedate and BORED house cats. Although, this new lifestyle has increased the longevity of the cat's life, it has contributed to their obesity.

We do not limit the calorie intake on our cats and they have significantly decreased their activity levels. This results in the "perfect storm" for obesity.

The solution for our beloved cat is no different than it is for us. Fad diets won't work. We need to change the way we feed today's modern cat. The "all you can eat buffet" has to go away. Limit your cat's food to ½ cup per day and this INCLUDES treats. If you feed canned food, then the calorie content for that has to be taken into consideration. Feel free to contact us and we can help you tailor your cat's diet. Another good source of information is petobesityprevention.org.

No diet will work without exercise. The same is true for our feline friends. Try to engage your cat with interactive toys like laser pointers or teasers. Exercises that mimic climbing are the best such as up and over furniture or up and down stairs. Some owners have successfully trained their cats to walk on a leash and harness. Get creative and share what has worked for you with us.

LOSE THE BOWL

For cats, hunting is essential. Eating from a bowl denies them the need to hunt, yet the natural instinct still remains. Indoor hunting feeders (pictured) mimic the natural cycle of the hunt by engaging a cat's "seeking circuit". This instinctual circuit is complete with the satisfaction of a food reward. In addition, this type of feeder provides the tactile sensation cats want, so that they can engage their teeth, claws and paws in the hunt. Once transitioned onto the system, your cat will hunt, find their meal, and then play with it to get the food reward. Satisfied with this healthy portion, your cat will groom and rest until hunger motivates the next hunt... just like in nature. For more information and to order visit: docandphoebe.com

ARE GRAINS OKAY?

Wheat, corn or barley is commonly used in cat food because it is readily available and provides a great source of energy and a good source of protein when blended with an animal protein such as chicken. That being said, it is better for your cat to eat a diet high in animal protein and lower in grain-based protein. The ideal diet for a cat is 40-50% protein. Choose a food lower in carbohydrates (grains are the source of carbohydrates) and higher in protein and fat. Do keep an eye on portion size, though, since protein and high fat diets tend to be higher in calories.

PURR PERKS

Purr Perks is our way of saying "thank you" to all of our loyal and true clients and their kitties! It's easy! It's free! No registration and no membership fee! For each \$100 spent per visit at Feline Specialties you will receive a Purr Perk stamp. When you have 16 stamps you get \$100 towards your next visit for ANYTHING at Feline Specialties. Hmm...that would cover an adoption fee for a kitten. :)



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HOURS

Monday - Friday 7:00am - 6:00pm

Saturday 9:00am- noon

Sunday 9:00am—9:30am (drop offs and pick ups)

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