

BURNS

real food for dogs!

A black and white photograph of two light-colored puppies, likely Labradors, sitting together in a nest made of straw. One puppy is in the foreground, looking slightly to the left, while the other is behind it, looking forward. The background is a soft, out-of-focus light color.

The Burns Puppy Guide

Having a puppy is an exciting time, and new owners are looking to do the best for their new family member

Will the puppy live up to expectation, and become a treasured companion... or a neighbourhood terror?

It's up to you!

www.burns-pet-nutrition.co.uk

BUYING A PUPPY

The best circumstances in which to buy a puppy include;

- HOME-REARED – where the puppy has been exposed to human handling along with a variety of everyday sights, sounds and smells.
- HEALTHY AGE – no younger than 6 weeks of age.
- TEMPERAMENT – both bitch and dog should be observed and the bitch's behaviour with the puppies.
- THE NEW HOME – should be as similar as possible to the old home to minimise stress.

Most of these points are common sense but people still buy puppies at 4 weeks old, without seeing the mother, from a pet shop, or a puppy that has been ill. They then wonder why they experience problems later.

There are arguments for and against the BEST age to separate a puppy from its mother.

Puppies bought from pet shops or puppy farms are likely to have problems as adults as are puppies who have suffered illness. They suffer from fear induced aggression or excessive barking; this is a result of forced isolation and painful experiences.

Puppies that leave their mother at a relatively late time such as 16 – 24 weeks can show an increased fear of other dogs and traffic. This may be due to a kennel – reared upbringing or a lack of stimuli.

Some psychologists believe that puppies should stay with the mother until 12 weeks of age as before this time puppies are very vulnerable but this is also after the crucial stages of socialisation.

Puppies removed at 6 weeks showed a loss of appetite, increased distress and a susceptibility to illness.

The optimum time for socialisation is between 6 – 8 weeks when the puppy's instinct to make friends with strangers overcomes its natural wariness. This is why this time is advocated as the ideal time to remove the puppy from its mother and litter mates to a new home.

There are gaps in our current knowledge of the early development of behaviour problems.

We do not know a great deal about what crosses the placenta to the unborn puppy which may affect behaviour.

Research shows that puppies are particularly vulnerable to psychological damage resulting in behavioural problems. With children we can monitor progress through interview, dream interpretation and free association but with our puppies we can only guess at what might have occurred.

LOOKING AFTER YOUR NEW PUPPY

For the puppy being taken away from its mother and siblings into a strange environment where nothing is familiar, IS FRIGHTENING !

Offer the new puppy food at feeding time but only a small amount, not the usual amount. The food, added to the stress the puppy is already going through can lead to an upset in the digestive system. This can be avoided by limiting the food intake for the first 48 hours at this difficult time.

Spend the first few days with your puppy, welcoming the puppy and showing the puppy what's right and what's wrong, where the puppy can eat, sleep and go to the toilet.

Puppies go through many changes in the first 12 months of their lives and most of their learning and behavioural patterns are learnt in this time. Puppies need to be habituated (get used) to various stimuli that they will encounter in everyday life.

With dogs it is best to introduce them to as many different situations as possible before the puppy reaches 12 weeks of age. These include car rides, household and other strange noises, other animals, water and traffic.

Create a positive experience at all times. The escape and fear response has not fully developed before the 12 week period and so things out there in the 'big wide world' will not be so scary. Simple obedience and the discouragement of unwanted behaviour will help to show you are 'worthy' of the puppy's respect and establishment as a pack leader.

Teach the puppy to socialise with humans and other dogs as soon as possible. A puppy has a short attention span so all training sessions should be frequent but brief.

Start house training as soon as the puppy comes home. The key to house training is to take the puppy out often. Yes, that's right you go *with* him!

The puppy's bladder is very small and he/she is just beginning to control the muscles which operate it. Provide paper at a doorway to be used, if you're not quick enough to open the door. Praise the puppy for going in the appropriate places.

If the puppy behaves in an unacceptable manner, don't scream, shout and hit out! Push the puppy away or to the floor with a stern 'NO!'. This is how the mother would discipline her puppy. A 'language' your puppy will already understand.

The earlier the training the better, even if it's just the basics.

Most puppies enjoy their own 'space' from time to time. Provide a warm, comfortable, draught free bed area, where your puppy can go, feel safe and get away from it all.

Provide fresh drinking water at all times. Provide toys, chews and entertainment for your puppy.

VACCINATION is important to prevent your dog from becoming ill from infectious diseases. The micro-organisms that cause disease can be widespread in certain areas of the U.K. All unvaccinated dogs are at risk from canine distemper, parvovirus, leptospirosis, infectious canine hepatitis and kennel cough.

Vaccination stimulates the body's own defence system to produce protective antibodies in the blood. This protection is called immunity.

A course of vaccinations will be needed for your puppy. These are usually given at around 9 and 12 weeks of age.

WORMING is also important. Your puppy may already have worms. These are passed from its mother. Worming should be done every month until the puppy is 6 months old and then every 3-6 months thereafter.

FEEDING a high quality, low protein, low fat food, such as BURNS, to enable your puppy to grow strong but steady. Rapid growth causes health problems in later life.

Do not fill the puppy with treats and sweets on top of his daily allowance. Take what ever treats are given out of the daily allowance. Your puppy's diet will then not exceed its needs causing health problems and your puppy will not become fat.

EXERCISE Give the puppy plenty of exercise. If you choose an energetic dog be prepared to take the puppy for walks, no matter what the weather and at least twice a day. The puppy will be able to have a good run, burning off any excess energy. The puppy will then return home and be more satisfied to have some dinner and settle for a while.

Many new owners of large breed puppies are told not to 'over exercise'. There is little scientific evidence to prove this. In fact exercising large breeds can help strengthen muscles and soft tissues, aiding the prevention of bone and joint disease.

NEUTERING should be considered if you are not planning on breeding from your dog. Neutering can alleviate many problems such as; roaming in male dogs, calling and spotting in the female dog and unwanted puppies.

Dogs can be castrated at around 9 months of age but bitches are usually left to have their first season and then spayed. This can be any time from 6-12 months. The vets then advise spaying 3 months after the first season.

Always treat your puppy with praise and kindness and a positive attitude instead of a negative attitude to everything the puppy does wrong.



PUPPY PSYCHOLOGY

The development stages of a puppy are;

THE PRENATAL PERIOD – before birth – adverse experiences for the pregnant mother may affect the behaviour of the offspring. These include the lack of a balanced diet or a stressful experience such as an injury or accident.

THE NEONATAL PERIOD – birth to 2 weeks – Constant human interference will interrupt the instinctive relationship between mother and puppy and can have a detrimental effect on the pup in later life. However, a puppy who has never had a human touch or external stimulation can grow up less confident and emotionally stable.

The need for a happy balance is important if future stability is needed. The needs of a puppy at this stage are; food, warmth, rest, urination and defecation.

THE SOCIALISATION PERIOD -3 to12 weeks – This is the period during which the puppy learns to interact with its litter mates, mother, people and the surroundings. This happens rapidly and is when particular responses are most readily acquired and bonds are made. The pup learns how to dominate or submit.

At this stage, environmental issues have the greatest effect on the behaviour in adult life. For example, traumatic experiences during socialisation may contribute to behaviour problems in adulthood.

The more POSITIVE experiences the puppy encounters during this time, the more emotionally stable he/she will be as an adult.

It should be remembered that this is often a very stressful time for a puppy as usually they are rehomed at around this age and if the move is traumatic it can have an effect on the adult dog.

THE JUVENILE PERIOD – 12 weeks to 2 years – This happens at the end of the socialisation period but the timing is not clear cut. Many puppies regress at around 6 months old when they have a heightened awareness of stimuli previously tolerated such as traffic or strangers which can provoke a fearful response. The puppy is now old enough to start training to heel and stay on command. Training can only be for short periods at a time to begin with.

ADULTHOOD – 2 years old is generally accepted as the age of adulthood. This is when entire male dogs make a bid for dominance, either challenging the owner or other dogs in the house.

PUPPY NUTRITION.

'Constitution' is the term given to the inherent health of an individual. This is already determined at the time of birth and depends on the health and lifestyle of parents (which in turn depends on grandparents and so on).

A puppy born to parents fed on good quality food, especially when the dam is pregnant, is much more likely to have a strong constitution. We can expect the puppy to be healthier, more resistant to disease and to have a long life.

Similarly, a dam living as part of a family in an emotionally satisfying environment can be expected to produce puppies which are more stable and well-adjusted than a dam living in a caged and restricted environment

Puppy nutrition should cover four important periods.

PREGNANCY

A puppy's initial nourishment is linked to the mother. Any deficiencies in her diet over a prolonged period will be passed to her litter. The most important stage of pregnancy is the last third, from six weeks onwards. This is when over 75% of the puppy's weight is developed.

This is also the period when there is an efficient flow of nutrients from the mother to the puppies, which will be beneficial during the first few weeks after birth. At this stage the mother may be fed higher energy Burns Canine Extra as her stomach capacity will be reduced.

If you have a small breed or have experienced overly large puppies in the past we would recommend the Burns Mini Bites.

BIRTH TO 6 WEEKS

Feeding the puppies places a demand on the mother to eat, digest and absorb very large amounts of food/nutrients. This then enables her to produce sufficient milk to support the growth and development of a number of puppies.

The following is a feed guide for the mother;

WEEK 1: You may need to feed the mother up to 150% of the recommended feed rate of Extra/Mini or a mix, 50/50 with maintenance.

WEEK 2: You may need to feed the mother up to 200% of the recommended feed rate of Extra/Mini or a mix, 50/50 with maintenance.

WEEK 3 TO WEANING: You may need to feed the mother up to 300% of the recommended feed rate of Extra/Mini or a mix, 50/50 with maintenance.

At this stage the mother's milk provides the only nutrition to the puppies. Most of the puppy's antibodies will have passed from the mother during the final days of the pregnancy. These antibodies will last for the first 8 weeks of life.

With all breeds it is important that weaning (changing the puppy's diet from mothers milk to dog food.) does not begin until the end of the third week after birth. This process should be done gradually taking up to 10 days to change the puppies onto the food.

The Burns food can be mixed with tepid water to make a porridge. The puppies will need 4 meals a day as well as still feeding a small amount from the mother. The gradual introduction of dry food will encourage the puppies to learn to chew and this may be started at around 5-6 weeks of age.

Puppies should not be removed from their mother until fully weaned around 6-8 weeks of age.

6-12 WEEKS

At 8 weeks the immunity passed on by the mother loses its effectiveness. This is an especially vulnerable time for puppies as they have yet to develop their own immune system. They also undergo a number of stressful changes such as;

- Removal from the mother
- Vaccination programmes
- Diet changes
- Exposure to new bacterial challenges.

Optimum nutrition for this stage is vital. Special care should be taken if the diet is changed during this period.

Adding vegetables to the diet can only benefit the puppies as they are natural anti-oxidants and boost the immune system.

12 WEEKS TO ADULT

Up to 6 months of age the general feeding guide is the same for nearly all puppies.

The next period of growth needs to be carefully controlled to provide a healthy future.

Smaller breeds develop to adult weight more rapidly than larger breeds, and their energy requirements will reduce at an earlier age. At this stage the puppy's rib cage should still be visible, but with a slightly thicker layer of fat. Overall condition should be closely monitored as this is also the time when the puppies are most efficient at converting energy to fat. An overweight puppy leads to an overweight adult.



Between 3 and 7 months of age a puppy will develop its adult teeth. At this time the puppy's eating habits may change due to the sensitivity of its gums. This causes the puppy to take longer at feeding time. To increase acceptance during this time you can moisten the food with a little tepid water to soften it. NB; Hot water should never be used as it can destroy the heat sensitive vitamins.

Changing to adult food, Burns maintenance, should be dictated by the puppy's activity, health and condition. The changeover should be made gradually over 5 days so that the puppy's digestion is not upset.

NUTRITION OF GIANT BREEDS

With Giant breeds the difference between appetite and requirement is vast and therefore there is more chance of these breeds becoming obese. This can be accentuated by owners wrongly believing that it is desirable that a puppy should grow rapidly and then feeding more than is required.

Excessive growth at this stage may also lead to bone abnormalities.

Exercise is important, and in itself promotes health.

“My Border Terrier was having all sorts of problems – hair loss, lacking energy, general loss of condition. Changing to Burns rapidly sorted out the problems. 3 months on it and he has a beautiful thick coat, loads of energy and no digestive problems. Another satisfied customer. Thank you.”

Mrs S (Used with permission)



GROWTH AND DEVELOPMENT

A slow but steady rate of growth during puppyhood is healthier than rapid growth.

Hip dysplasia, osteochondritis and other skeletal problems have been linked to overfeeding during the earlier stages of growth. Overfeeding may also contribute to obesity and diabetes in later life.

High fat and high protein diets cause a fast rate of growth. The joints are not able to form adequately causing loose sockets. The increased weight from muscle and fat further overloads the joints.

Supplementation can also lead to problems. If a complete diet is fed it means nothing needs to be added.

A lot of people believe that calcium must be given to growing puppies to ensure good bones but in fact if a high quality complete diet is fed supplementation may cause an excess. Calcium supplementation can also interfere with the cartilage and bone formation in the rapidly growing puppy. A high calcium intake can also interfere with the absorption of zinc and magnesium in the intestines resulting a deficiency in other minerals, which in turn causes separate health issues.

Digestibility is also a major issue. Burns puppy food is 21% protein but it is 95-98% digestible You can buy puppy foods with 30% protein but if the digestibility is 50% the amount of protein available in the puppy food is only actually 15%

(Again remember digestibility and quality.)

“Dear Mr Burns

This is just to say thank you for your Burns dog diet as my 6 month old Weimeraner puppy was having a problem with feeding and tolerating other diet until my local pet shop introduced me to your product.

My puppy named ‘Pippa’ has now got a lovely glossy coat and thank goodness is putting on weight again nicely. Thanking you once again.”

Mrs M (used with permission)

AMOUNTS TO FEED

Individual requirements vary tremendously. These amounts are approximate and should be adjusted in the light of experience. If in doubt seek advice from Burns Pet Nutrition. We offer a free advice service on health and nutrition to help you get it right.

<u>Weight of puppy</u>	<u>Daily amount for puppy</u>
1 – 5kg	<u>Mini Bites</u> 50 – 100g
5 – 10kg	<u>Mini Bites/ HE LAmb</u> 100 – 200g
10 – 20kg	200 – 300g
20 – 30kg	300 – 450g

Always have fresh water available

Burns Real Foods are complete and the use of supplements is not recommended.

Small to Medium Size Breeds

3 weeks of age

Burns Mini Bites can be introduced as a first food. Initially the dry pellets should be mixed with warm water to make a porridge. As the puppy matures, the food can be fed dry. Depending on individual performance and size of dog, Burns Mini Bites can be fed up to adulthood or changed to **Burns Adult Maintenance Brown Rice and Chicken, Fish & Brown Rice or Lamb & Brown Rice** at about 6 months.

Large Breed Puppies

3 weeks of age

As for small breeds **Burns Mini Bites** can be introduced. This should be made as a porridge with warm water. As the puppy grows Mini Bites can be supplemented with a proportion of Canine Extra depending on individual needs.

From 6 months of age

Feed one of the Burns Adult formulae. Depending on individual needs this may be supplemented with a proportion of Canine Extra until growth slows

PREVENTING BOREDOM.

Dogs need activities to stimulate them and relieve boredom. Dogs in the wild will spend hours hunting, then they will kill their prey, spend hours skinning and eating the flesh all in the name of dinner! This activity could take up to 8 hours of the day.

Today dinner is served and eaten in 30 seconds!! What is a dog to do for the other 7 hours, 59 minutes and 30 seconds?

Wouldn't it be good if you could spend all day at home with your dog? Unfortunately few of us are lucky enough to have a life of leisure! After all someone has to earn the money to put food in the bowl, blankets in the basket and chew toys under the Christmas tree.

Dogs today are left for periods of time with nothing to do whilst the owners go out.

BOREDOM STRIKES!!!

The dog gets bored and then starts to become destructive.

Give your dogs something to do. Provide things that can be shredded, a newspaper with a treat wrapped inside it, an old cardboard box, a plastic bottle with a small hole cut in to it and a few treats inside, a bone to chew.

The items do not have to cost money but can provide hours of entertainment.

It is not natural for a dog to eat out of a bowl and with so called 'problem' dogs it has proved beneficial to feed them in a more stimulating way such as; activity balls, kongs, or hiding the food inside or outside, making the dog work for the reward of food.

Feeding like this has also helped with digestive problems caused by bolting the food. Energy levels stay constant avoiding possible mood swings due to energy bursts after eating or reduced blood sugar levels. The dog utilizes energy whilst scavenging and receiving vital stimulation.

Some dogs do not like being left alone; try and make the time alone as entertaining as possible.

- Leave a light on if darkness will fall whilst you're out.
- Leave the T.V on or the radio so the dog can hear talking and noise.
- Leave an old item of your clothing for the dog to lie on.
- Give your dog lots of fuss and go for a nice walk when you return.

Don't forget they also need exercise! These are only a few suggestions to try, but make for healthier, happier pets with more understandable and knowledgeable owners.

THE BASIC TRAINING FOR PUPPIES

Puppies start learning from birth so as soon as you get your puppy home you will be teaching it different things all the time.

Your puppy has a short attention span so make training short but frequent.

You can expect your puppy to begin to learn 'sit', 'down' and 'stay' from as young as 7-8 weeks of age.

When training is started at 7-8 weeks old ALWAYS use positive reward reinforcement and gentle teaching techniques.

Small pieces of food or a favoured toy can be used to motivate your puppy into performing certain tasks.

ALWAYS provide a reward that proves worthy enough to work for. Your puppy will do almost anything for an extra tasty morsel.

Ideally the command should only be given once and the food used to move the puppy into the correct positions. Immediately the puppy has performed and completed the task the tasty morsel should be given along with SECONDARY reinforcement such as verbal praise and an affectionate pat.

If the puppy does not obey the first command it may be because you are progressing too quickly. SLOW DOWN!

If you need to repeat the command to the puppy, the puppy will learn that several repeated commands are ok before it needs to obey!

Remember, early puppy training means the puppy does not understand the command or the meaning of the word, 'SIT'. At this age you could teach your dog to sit with the command BANANA! After-all the puppy does not understand!

The command 'SIT' should therefore be associated with the action of placing the hind end on the floor.

When you begin training, for a treat the food piece will need to be shown to the puppy. Once the puppy starts to obey the command more readily, the food can be hidden in the palm of the hand and the actions done only. When the puppy performs the task, give the reward.

After a short period with your puppy doing what was asked, you can reward with food once every few times but the commands obeyed without the food treat must be praised with secondary reinforcement!

The amount of food treats given to perform tasks can slowly be taken away altogether and replaced with praise alone.

It is always good to use secondary reinforcement because you will not always have a food treat with you when you need your puppy to obey a command, nor do you want to end up with a puppy or dog who will only move for food!

The training sessions should be a maximum of 5 minutes at a time, remembering the attention span is small! These sessions could be done every half hour to every hour during the day for intense puppy training although the puppy may get fed up with the commands and may rebel.

We suggest a maximum of 20 minutes spread throughout the day to begin with any more learning and the puppy, like many humans in education, will go into OVERLOAD!

It is best to train in as many different situations as possible – outside as well as inside

USE TRAINING IN EVERYTHING YOU DO!

If you ask your puppy to 'SIT' for its dinner,

'SIT' before you open the door to let it out and

'SIT' before you pet your puppy.

These are all times when the puppy wants something and is more likely to comply!

The time spent training your puppy will pay off when your dog is an adult.

To have a well trained dog you need to be committed to reinforce training tasks on a daily basis for the first year of your puppy's life and to remind the dog in adult life that there are rules which need to be obeyed!

Training classes may be considered. These are an excellent way to socialise your puppy with others and teach your puppy to respond to commands with real life distractions.

Going to training classes can also be beneficial for humans! If you go to these classes you will be made to practice your homework which can only benefit your puppy.

You will be able to speak to other owners, observe how their puppies behave and obtain specialised advice from the trainer.

In addition you will learn how to prevent problems before they start!

If all the puppies have had their initial vaccinations the health risks of mixing with other dogs is low but the potential benefits are enormous!



THE PUPPY HOUSE TRAINING GUIDE.

Once you arrive home there will be a period of adjustment.

Supervising the puppy at all times will prove beneficial during the first week or two.

During this period the puppy can be taught

- What it is ALLOWED to chew and what its NOT!
- Where it is SUPPOSED to eliminate and where it is NOT!
- Where it CAN sleep and where it CAN'T!
- Where it CAN sit and where it CAN'T!

Along with other ALL other house rules you may have in mind.

If the puppy cannot be supervised for any reason an area which is safe, warm and enticing to the puppy should be provided.

This could be a separate room or part of a room such as the kitchen.

In this area the puppy should have a bed away from draughts, some water and toys and treats for its amusement.

If at any time the puppy needs to be confined to these areas for a period of time, the puppy should be well exercised and given the opportunity to 'GO BATHROOM'! before it is left alone.

If the puppy will then be left for a long period of time an area for toileting should be provided. This may be a piece of a newspaper by the door.

Every effort should be made to avoid punishing the puppy.

If a reprimand is needed a stern NO is usually sufficient to distract the puppy from the unwanted behaviour and redirect the behaviour to something more favourable.

Apart from the obvious need for food and water, the basic needs for a puppy include; Chewing, play, exploration, feeding, social contact, elimination and exercise. By providing outlets for each of these needs few problems are likely to occur.



TOILET TRAINING YOUR PUPPY

Toilet training your puppy to 'eliminate' where you want it to go and not all over the house requires a few basic house rules from the beginning. Accidents can be expected and may still occur as the puppy is learning where to go.

BE PREPARED for a few mishaps!

Puppies have a strong urge to eliminate after sleeping, playing, feeding and drinking. This elimination usually occurs within 30 minutes of each activity.

Most puppies need to eliminate every 3-4 hours BUT with every month the puppy grows older its bladder control gets stronger.

A few tasty treats offered when the puppy eliminates in the right place can encourage good behaviour. This then can be given intermittently and then stopped after the right place has been achieved.

Go outside with your puppy, praise and a tasty treat can then be given on completion of elimination. Once back inside **IT IS TOO LATE!**

The signs a puppy may show include; circling, squatting, whimpering, sniffing the floor, sneaking off and heading for the door.

The puppy must be taken outside immediately to perform elimination. If you're not quick enough, the puppy should still be taken outside to finish the act.

If a puppy is punished for eliminating in the house the dog may then not 'go' in the presence of the owner. Puppies do not associate indoor elimination with punishment. They will associate punishment with the presence of the owner.

This in itself can cause behaviour problems such as a fear of the owner.

If your puppy has managed to eliminate without you noticing there is no point in dragging the puppy to the spot or punishing the puppy in any way. **IT'S TOO LATE!** The puppy will not associate the behaviour with the punishment.

By regularly taking the dog out through the same door to the same place the puppy will learn that this is the place to go and get a nice treat for doing it here!

Praise the puppy as it heads towards the door and again for eliminating in the right place.

The Burns Product Range

For all puppies and small breed adults:

Burns Mini Bites (750g, 2kg, 7.5kg and 15kg bags)

High Energy Lamb (7.5kg, 15kg)

For all adult dogs:

Brown Rice & Chicken (2kg, 7.5kg and 15kg bags)

Fish & Brown Rice (2kg, 7.5kg and 15kg bags)

Lamb & Brown Rice (2kg, 7.5kg and 15kg bags)

Venison & Brown Rice (2kg, 7.5kg and 15kg bags)

Duck & Brown Rice (2kg, 7.5kg and 15kg)

Burns High Oats (2kg, 7.5kg and 15kg bags)

Burns Organic (2kg and 7.5kg bags)

Pork & Potato (2kg, 7.5kg and 15kg)

Hypoallergenic Mixer (2kg and 7.5kg)

For nursing bitches and large breed pups:

Canine Extra (2kg and 7.5kg bags)

For Active working dogs:

Canine Active (15kg bags)

Treats:

Kelties (biscuit treat)

Ocean Bites (100% dried fish)

Aqua Snacks (Fish Biscuits)

For all kittens and adult cats:

Brown Rice & Chicken (500g, 2kg and 7.5kg bags)

Ocean Fish (500g, 2kg, 7.5kg)

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