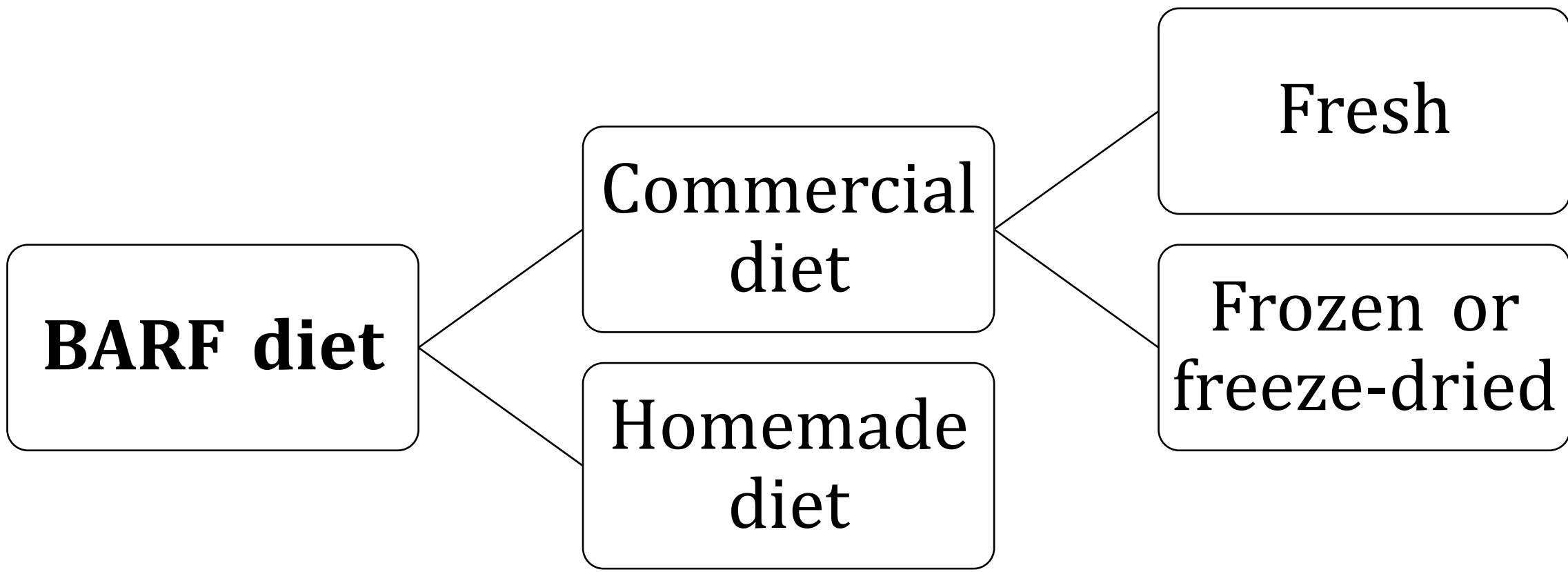


OBJECTIVES

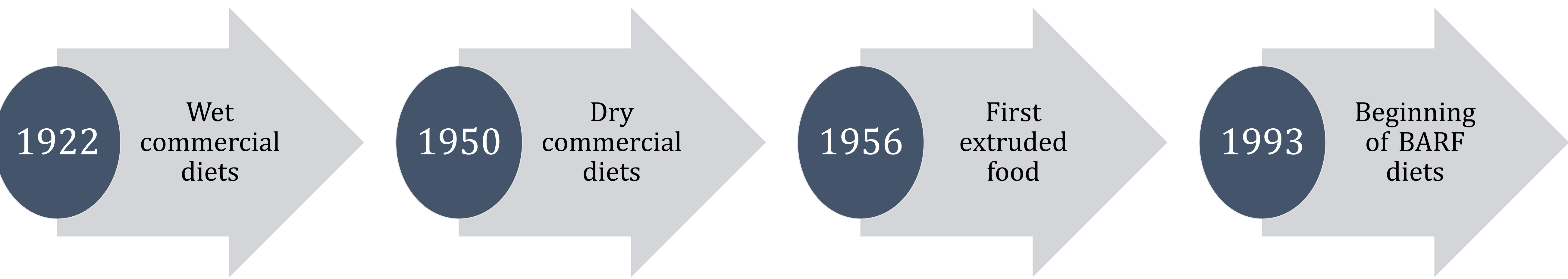
- Analyse the market trends of BARF diets and their impact in recent years.
- Describe current scientific evidence regarding the potential benefits and risks of both commercial and homemade BARF diets.
- Discover the point of view of some professionals working on small animals nutrition and analyse some homemade diets to see if they are nutritionally adequate.

INTRODUCTION

BARF (“Bones And Raw Food” or “Biologically Appropriate Raw Food”) diets aim to mimic the eating behaviour of wild pet ancestors. They consist of raw meat, viscera, bones and vegetables.



MARKET TRENDS AND ECONOMIC CONSIDERATIONS

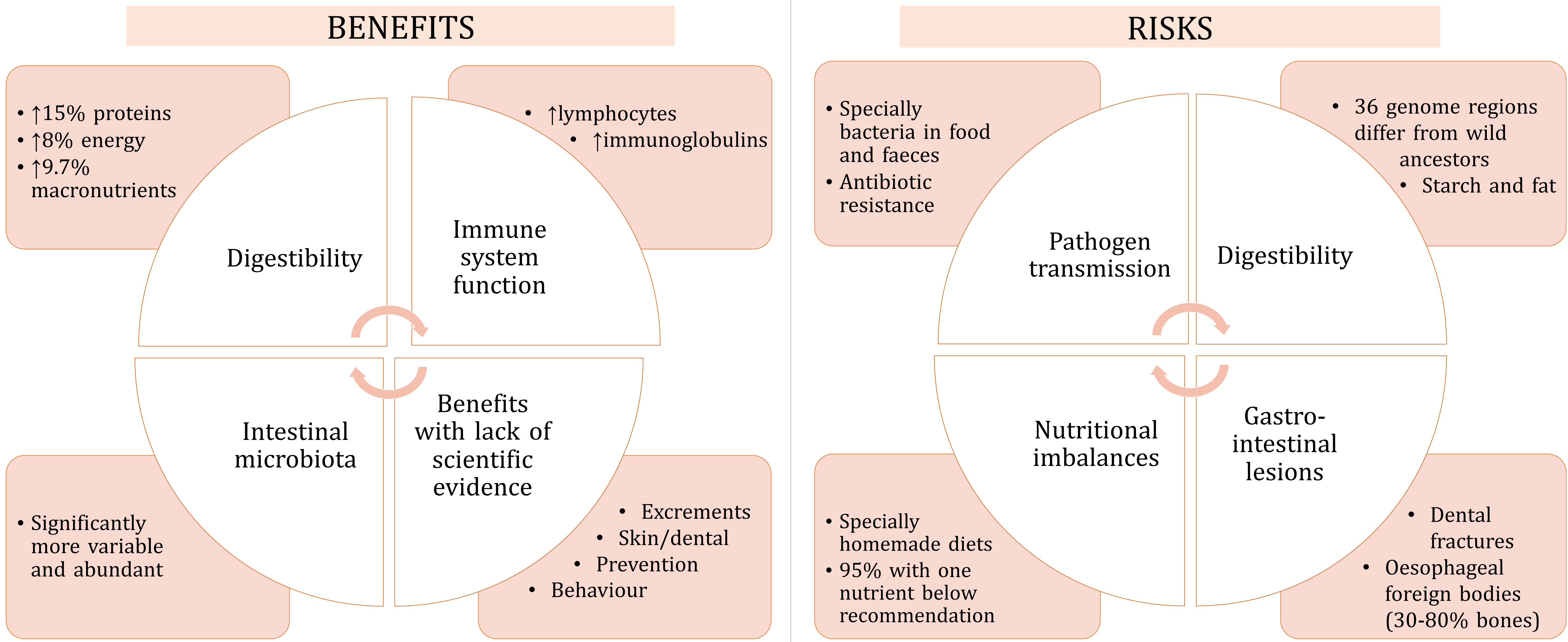


In the USA, BARF diets have been rising 33% year-over-year since 2012, with similar rates in Europe.



The consumer profile is based on middle class owners, where young people are more prone than in previous generations, and 96% of the market is based on dogs.

SCIENTIFIC EVIDENCES



CONCLUSIONS

- BARF diets have experienced a growing interest over the last decade.
- It becomes difficult to establish scientific evidence of benefits and risks due to the variability of composition of BARF and conventional diets, making it difficult to establish a true cause-effect.
- Formulated by a nutritionist following the AAFCO or FEDIAF recommendations and having good microbiologic food control can be a recommended diet for healthy individuals or with certain pathologies. However, it can always present risks and an alternative could be cooked food.

Online recommendations for homemade diets are unspecific and can cause deficiencies of essential nutrients.



There are different points of view among veterinary professionals.

