



**PATRON PROJECT**

**PATRONPROJECT.COM**

**SUPPORT YOUR LOCAL  
RESCUE BY BUYING THE  
FINEST PET FOOD FROM  
PATRON PROJECT**

## **NOTE!**

PATRON PROJECT  
IS AVAILABLE  
TO ALL ANIMAL  
ORGANISATIONS  
AND CHARITIES IN  
IRELAND, THE UK,  
FRANCE, GERMANY,  
BELGIUM AND THE  
NETHERLANDS!

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## WHAT IS PATRON PROJECT?

Patron Project makes it easier for pet owners to support animal charities. Patron Project empowers sanctuaries, rescues and assistance dog groups to offer a wide range of the very best pet food online at a competitive price. They get the full benefit of the profit from each and every sale. So, by doing nothing more than buying your pet food via your local rescue, it has never been easier to help these organisations to make a bigger difference, saving more animals in need.

### Benefits

- Support your local or preferred animal charity
- Buy the same or better-quality pet food at a competitive price
- Choose from a wide range of high-quality food and treats
- Delivered straight to your door
- Access to the exclusive Patron Brand – all profit goes to the rescue

<http://www.patronproject.com>



# PATRON PROJECT



**MARIE HANNON, OF DOGS IN DISTRESS,  
ONE OF THE FIRST  
PATRON PROJECT RESCUES**

“

*Fund raising is one of our biggest challenges. It consumes an enormous amount of our time, and we really struggle to fit it into our demanding days. Patron Project is such a welcome and important initiative for us. Not only does it provide well needed funds, we are reassured that our adopted dogs are on a healthy and nutritious diet”*



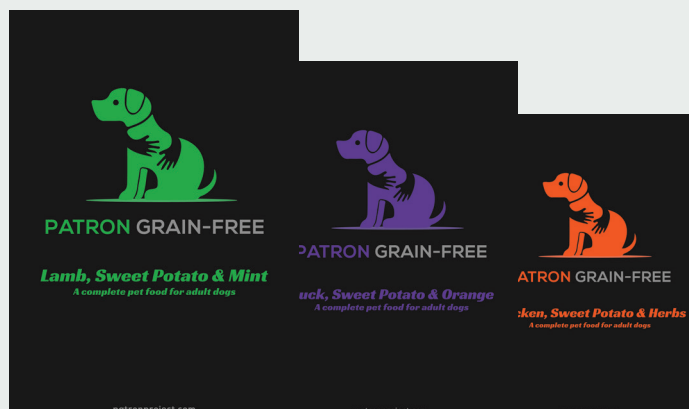
# THE PATRON RANGE

# ABOUT PATRON PET FOOD

Patron Pet food offers two ranges of high-quality, fresh meat-based food, working with the ethos that dogs and cats want and need more meat. Patron uses more real meat than many highly branded products while our lower temperature cooking process optimises the retention of the meat quality.

## All our products are based on the following principles:

- 16-21% of each sale direct to the charity
- Low Temp Cooking. Unique fresh-trusion process means cooking at 90C
- UK Made. We largely use UK meats and will never source beyond the EU
- Large range of single protein diets
- No Grain Ever. Instead of wheat, corn and rice we use sweet potato
- Power Additions. We add stock, omega 3 and prebiotics to each mix
- No Nasty Stuff. No artificial anything and always preserved naturally
- Nothing Hidden. If it's in there, it's on the label. We even list our carbs
- High Meat Content. Freshly-prepared meat is always the first ingredient



# PATRON MEATY GRAIN FREE

The pet food market is now moving rapidly towards a more natural, species-appropriate diet, which for dogs and cats means more meat. It is now accepted that grains such as wheat and corn are of little nutritional value to our pets and often account for many of the issues that can have them at the vets, such as recurring skin and gut conditions. Patron Meat Grain Free is not only higher in real meat content but uses more appropriate, slower to digest carb sources to avoid these issues.

- Minimum of 56% meat content
- 26% Natural Raw Meat (largely UK sourced, never from outside EU)
- Lower Carb content
- No Grain. We use sweet potato instead.
- No nasty chemicals, naturally preserved.
- Added prebiotics, among other nutritive additions.
- Compostable bag
- 16-21% to charity





# VARIETIES OF PATRON MEATY GRAIN FREE

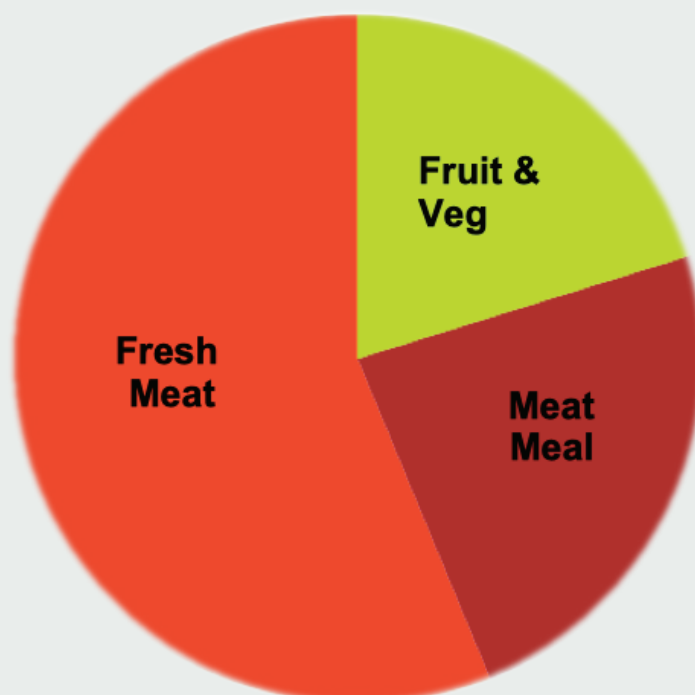
- Chicken, Sweet Potato & Herbs (Adult & Small Breed)
- Lamb, Sweet Potato, Peas & Mint (Adult & Small Breed)
- Salmon, Trout, Sweet Potato & Asparagus (Adult & Small Breed)
- Angus Beef, Sweet Potato, Stock & Carrot (Adult Dog)
- Haddock, Sweet Potato & Parsley (Adult Dog)
- Venison, Sweet Potato & Mulberry (Adult Dog)
- Duck, Sweet Potato & Orange (Adult Dog)
- Pork, Stock, Sweet Potato & Apple (Adult Dog)
- Turkey, Sweet Potato, Stock & Cranberry (Adult & Large Breed)
- Patron Puppy Meat Feast
- Chicken & Salmon (Kitten)
- Salmon Feast (Adult Cat)
- Turkey Feast (Adult Cat)



# PATRON 80:20 RANGE

We are very proud of our biologically appropriate 80:20 range. It is formulated to satisfy the need of the most carnivorous of pets. 80% of this formula is meat based with more than 50% of the entire mix being freshly prepared meat. Few other products get even close to this sort of meat inclusion.

- Minimum of 80% meat content
- Over 50% freshly prepared meat
- 20% Veg and herbs – over 50% of which is Sweet Potato



**Ingredients of Patron 80:20 Original** (Meat ingredients are highlighted in red)  
Freshly prepared Chicken 36%, Chicken Meal 22%, Sweet Potato, Freshly prepared Turkey 11% , Potato, Freshly prepared Salmon 4%, Freshly prepared Pollock 4%, Chicken Gravy 1%, Duck Meal 1%, Pea Fiber, Salmon Oil 1%, Dried Egg, Minerals, Vitamins, Linseed, Dried Carrot, Dried Apple, Seaweed, Dried Spinach, Dried Cranberry, Tomato Pomace, Glucosamine 180mg/kg, Methylsulphonylmethane 180mg/kg, Chondroitin Sulphate 125 mg/kg, Peppermint, Chamomile Powder. Burdock Root Powder, Aniseed & Fenugreek, Marigold, Grapeseed Extract, Dried Dandelion, Dried Blueberry, Green Tea Extract, Ginseng, Thyme, Majoram, Oregano, Parsley, Sage.\*

# 80:20 ORIGINAL



**PATRON** 80:20

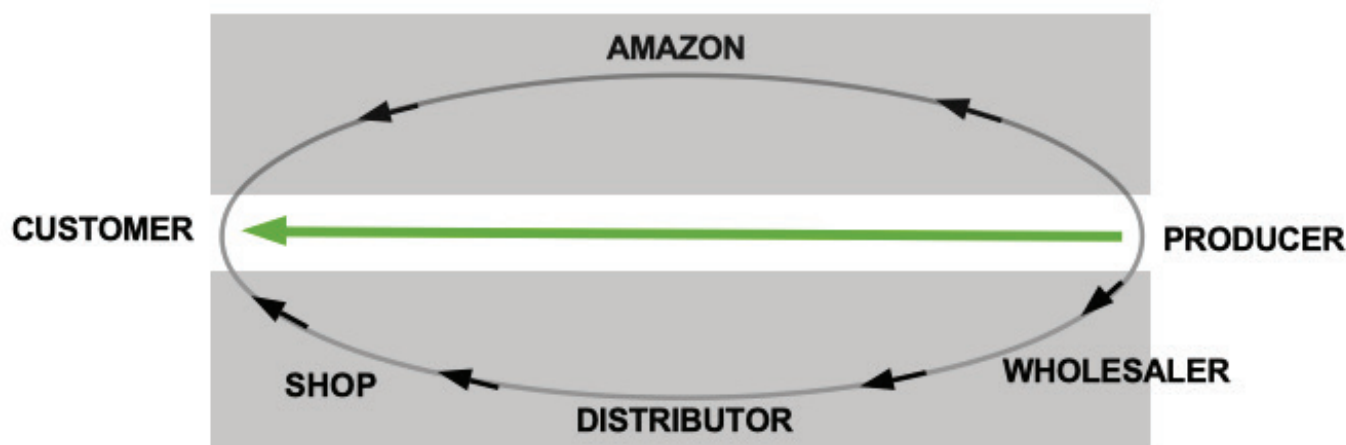
A complete pet food for adult dogs

# “HOW DO WE DELIVER 16-21% STRAIGHT TO THE CHARITY?”

If you eliminate expensive retail premises, staff costs, rates, middlemen, expensive packaging, branding and marketing, then money can be prioritized to go to the food quality and to the rescue concerned. For Patron Project it's a simple concept. Rescues all around our country and in our local communities are the real “value adders”. Not only do they rescue, rehabilitate and rehome dogs in need, they are experts in dog care and are the primary people giving the correct care advice when adopting our pets.

And there is further benefit. The local economic multiplier effect or “local premium” is a well-recognised benefit of buying local. Buying your pet food from your local rescue ensures that a good portion of your money stays in the local economy, getting re-spent, effectively multiplying and creating more local wealth.

Amazon is the world's biggest online retailer. They currently sell 20% of the world's pet food online and are growing quickly. The profit on this sale leaves your country and goes somewhere else. We need to keep money local and ideally in the pockets of those who need it.



# **BENEFITS OF PATRON MEATY PET FOOD FOR YOUR DOG**

## **More Protein Means Better Skin, Coats and Joints**

Everything is made of protein - muscles, joints, bones and organs, skin, hair and even the oil on the coat that gives it its shine is nearly all protein. Thus, a big lush coat requires a large amount of protein. Historically, dry food companies have used very high carbohydrate (cheap) and very little animal protein (expensive) but with Patron you get more protein bang for your buck.

## **Reduced Skin, Gut, Ear and Eye Issues**

Sounds like a snake-oil promise but it's quite simple. Wheat and food chemicals are among top causes of food intolerance in dogs today, with wheat gluten being the worst offender. It alone is thought to explain much of the recurring skin, ear and gut conditions in dogs today. It must be avoided in the diet of the dog and cat. Not only will we never use cheap cereal-filler but it can't be found in our factory. This means our dry foods are truly gluten free. On top of this we have a wide range of single protein foods and add lots of good quality fats that are known to help these issues.

## **Better Digestion Means Less Waste**

By cutting out some nasty ingredients and using our special prebiotic blend, you can expect better digestion and absorption in your pet, ensuring they get the maximum benefit from each meal. Gone are the big, stinking, anal-gland impacting, sloppy ice-cream shaped messes of many dry fed dogs. Stools tell you all you need to know about the quality of the previous meal.



### **Better Mineral Absorbtion.**

Studies show mineral oxides such as zinc oxides are harder for the dog to absorb so while they're considerably cheaper we don't use them.

### **Power Additions**

While the most important ingredients in pet food are generally the first one or two on the list, we just wanted to briefly highlight our window dressing! From various fruits and veg to meat and veg stocks, not to mention prebiotics, added taurine for the cats and some really cool herbal additions here and there, we believe our grain-free and 80:20 ranges offer your pet not only a meat-tasty but a nutritionally impressive meal that will immediately benefit them!



**PATRON PROJECT**

# TIPS ON SELECTING A GOOD DRY FOOD

## How much meat is in there?

Dogs and cats need meat protein and lots of it. Unfortunately, it happens to be the most expensive ingredient in pet food so a lot of tricks are employed to use as little as possible. Don't fall for "meat is the number one ingredient" approach as many brands will stack up 5 or 6 cereal ingredients after it. Nor should you focus on the percentage of protein alone. You need to identify the total amount of meat used AND the quality of the meat used. A variety of "meat" can be used (meat meal, by-products, derivatives) with the best form being freshly prepared meat.

## Carb Content – Grain Free

While some carbs can be used when feeding your pet, it's most important that you only use the "slow-to-digest" kind, in other words oats or sweet potatoes, which are more suitable for meat eaters. We do not recommend rapidly digesting cereals like wheat, corn or rice for these animals. Of these, wheat is the worst due to the presence of gluten. You should remove all wheat from your pet's life. "Grain Free" has become synonymous with a higher quality pet food. But be cautious with "Grain Free" labels also. Many grain-free foods use cheap carb filler, with very little nutritional value. Grain Free does not automatically mean High Protein or Low Carb





## **Where are the ingredients from and where is it made?**

Most of our ingredients are UK sourced and we never source from outside EU. This should offer you some level of comfort, in terms of quality and certainly animal welfare. Moreover, Patron Pet Food is fresh, shipped from the factory floor. When large multinationals have factories all over the world, where was your product actually made, and how long ago?

## **How is the product processed and preserved?**

The more you cook and process a product, the more antigenic it can become for the body. In some instances, products are cooked at over 200 degrees in order to extract animal protein. With a unique process we call fresh-trusion, Patron products are cooked gently at 90 degrees. We then preserve it naturally. No nasty chemicals here.



# WHAT TO PAY ATTENTION TO ON OUR PET FOOD LABEL...

All food packaging displays a detailed ingredient list. Below is an example of the first 20 ingredients in the top selling veterinary prescribed dry food for puppies compared to the Patron Meaty Grain-Free Puppy Meat Feast. Meat ingredients are in red and plant ingredients in green:

## Top Selling Puppy Food in Vets

Chicken by-product meal, brewers rice, wheat gluten, brewers rice flour, corn, corn gluten meal, chicken fat, natural flavors, dried plain beet pulp, sodium silico aluminate, monocalcium phosphate, vegetable oil, fish oil, potassium chloride, salt...

## Patron Grain Free – Puppy Meat Feast

Chicken, Turkey & Salmon 60% (including 20% Freshly Prepared Chicken, 14% Chicken Meal, 7% Freshly Prepared Turkey, 7% Freshly Prepared Salmon, 7% Dried Turkey, 3% Dried Salmon & 2% Chicken Stock), Sweet Potato (19%), Potato, Linseed, Beet Pulp, Omega 3 Supplement...



# YOU DON'T HAVE TO JUST FEED DRY FOOD...

In 1962, the Chairman of the Pet Food Manufacturers Committee is on record as saying "our biggest enemy is table scraps". Since then the pet food industry has done a great job convincing you that the excellent, nutritious food *you* eat is actually bad for your dog. Ridiculous in hind sight but we all fell for it and their profits soared accordingly. We now know that we are obviously more than capable of feeding a dog, most of us are raising children without a dietary manual and few if any of us know how much calcium they need each day, let alone how much we're giving them. So please stop taking it all so seriously!

The first step in this process is getting a good quality petfood (check!) and adding some recommended goodies.

❧

*The goal for all animals is a fresh, species-appropriate diet. Studies show it is absolutely paramount to good health and longevity. For dogs and cats this means meat. This is why I recommend, should you feed dry, to try include as many real items in their bowl as often as you can. They will benefit immediately and enormously and get really excited about dinner time, needless to say. Start off small, always include your left-over table scraps for starters. That's great food and why dogs started hanging out with us in the first place. I waste nothing with Duds around. When you get a little more confident try adding in a nice raw egg, a tin of sardines, a cod liver oil tablet. Whatever. Over time we are working you up to including more and more real meat in his diet...and yes, I do mean raw! ❧*

**DR CONOR BRADY, DOGS FIRST**

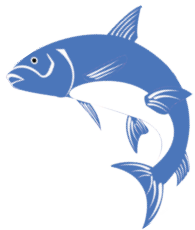
# LIST OF FOOD ITEMS YOU CAN ADD!

## Meats:



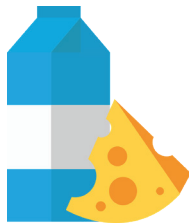
Any meats you source cheaply in the supermarket, best-before-not-bad-after meats from butchers. If it has a face they'll eat it. This can be added raw or cooked but if feeding raw is best to serve on its own as it's own meal, not with kibble.

## Fish:



Tins of sardines (in brine, pour off). Fish heads from the docks (freeze these first for two days as fish can have worms). Again, these can be fed raw but best separate from his kibble meal.

## Dairy:



Dogs love a big dollop of natural, full fat, probiotic yoghurt on top of their dry food. It's so good for them and it turns into a brown gravy. Delicious and possibly good for little tumms!

## Veg:



Anything you like, best to blend or cook first. This allows them access to the goodies inside.

## Oils:



Cod liver / salmon oil is brilliant. Just a little bit now and again. Raw, virgin coconut oil too is fantastic. Pumpkin seed oil might keep worms at bay. Primrose is great for coats. Careful not to add too much. One at a time.

## Herbs:



If it's good for you it's likely fine for them.

\*Please do not include cereal (bread, pasta, cereal based food or treats, dental sticks), milk, onions, raisins, grapes or chocolate.

# GIVE THEM RAW MEATY BONES TO CLEAN THEIR TEETH

Yes, you heard us correctly. No matter how good our kibble is, it will not offer robust abrasion for your dog's teeth. Raw meaty bones do that. You need to give your dog a nice raw meaty bone at least once a week!

## **Tips include:**

- Never feed cooked bones (from the dinner table or pet shop)
- Always feed meaty bones as their own meal, never with kibble, the bone needs the stomach acids to itself
- No big marrow bones (can break teeth). In fact, avoid weight bearing bones where possible
- Aim for softer bones initially – poultry necks, wings, drumsticks, carcass. Pieces of oxtail are our favourite!
- Feed right for the type – small bones for small dogs, bigger for larger breeds



# YOU NEED TO AVOID ALL THE STUFF THAT LOOK LIKE TREATS



There are so many junk food products out there for pets today. Rawhide is an awful product, something like leather and copious amounts of chemicals are used to make it. If you're buying them always question the source as most dried meat treats are now coming from India and

China and these products are sadly killing pets. Smell your chosen treats, are they chemically preserved? Yuck.

At Patron we recommend making your own treats. For cats and dogs this means meaty treats, no fillers, colours or preservatives. It's so easy. Simply get your meat of choice, chop it up and dry it in the oven on a low heat...aaaand you're done! Cheaper and infinitely more nutritious. You can jazz them up with a sprinkle of useful herbs. You can use mince, fruit and veg mixes and freeze in ice cube trays. Or, our favourite, a 50/50 blend of raw liver, porridge and sprinkle of good quality salt (called liver cake, a crux of all good dog trainers). Bake on a tray and chop into suitable sizes!



# HOW TO USE PATRON PET FOOD WITH HEALTH CONDITIONS - OBESITY

Many dry foods contain upwards of 50% carbohydrates but could you imagine going to the gym on a diet of 50% bread? The advice for us is to reduce our carb consumption and increase protein consumption (meat and veg). This is because the body does not store protein. Whatever is not used by the body is deaminated by the liver and wee'd out. So you can't easily over eat. For meat eaters such as dogs and cats, this simple nutritional principle is ever more important. So, if your dog has extra few pounds on board you need to take a look at what's going in. Choose foods higher in meat and lower in carbs, like Patron Pet Food. Other tips include:

- Reduce the amount of food you are giving them (e.g. by 10%) BUT, replace the lost food with a handful of fresh or frozen green beans or spinach. This is not only nutritious and low in calories but will also help them feel satiated.
- Address your treats and remove scraps for the moment. Change treats to lean pieces of meat, like turkey breast baked in the oven or a small piece of carrot, or simply use part of their food allocated for their dinner!
- Exercise! If very obese, consider starting with hydrotherapy
- Do not waste your money on "light" dry food. These products simply include extra indigestible fibre in their still high-in-carbohydrate mixes. Studies show they leave your dog hungry and their lean body mass can suffer. This is bad news for weight loss.



# HOW TO USE PATRON PET FOOD WITH HEALTH CONDITIONS

## - SENIOR DOGS

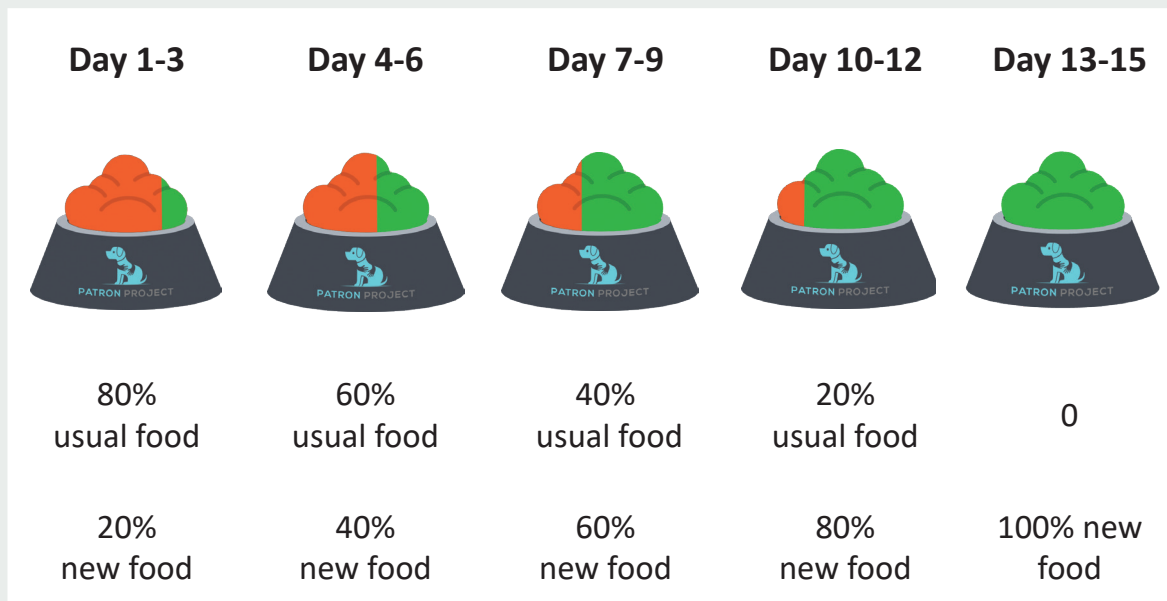
Like magic “light” dry foods for fatties, we’re not in the business of promoting magic dry foods for older dogs. All manufacturers are doing here is including some glucosamine and chondroitin for joints and maybe a cod liver oil tablet! And you often pay them handsomely for it. Add those bits in yourself and save yourself a few pennies. Other tips include:

- As dogs age they actually need more high quality protein. So now more than ever feel free to add an egg to their bowl of food, or some sardines.
- Joints begin to stiffen in older age. Good quality cod liver oil, chondroitin, green lipped mussel, are all excellent additions to ease joint inflammation. Buy the human kind, perfect for your dog.
- Address their exercise, take it easier, they will feel a lot younger in their head. Hydrotherapy, again, is great for loosening up joints that tighten over time. Acupuncture too. A little now and again pays massive dividends.
- Make sure their teeth are clean. Dirty teeth causes inflammation and this your old dog does not need more of. Raw meaty bones are the answer here.
- And make sure they have a comfy bed. A simple tip but often over-looked.



# FINAL ADVICE ON TRANSITIONING TO A NEW FOOD

When moving your dog to a new dry food, it's best to do it slowly. Sudden dietary changes made to dogs used to eating the same food, can upset tummies. Best to spend 10 days on the changeover. Thus, Day 1 might be 90% usual food mixed 10% new food. Day 2 would be 80% usual food mixed with 20% new food, etc. Cats might take even longer, maybe do over 20 days.





# ANNOUNCEMENT: COMING SOON!



## **The Finest Raw Dog Food**

*brought to you by:*

Dr. Conor Brady

*of [www.dogsfirst.ie](http://www.dogsfirst.ie)*

Ethical, Organic,  
Single Protein mixes



**WHICH  
ANIMAL  
CHARITY  
WOULD  
YOU  
LIKE TO  
HELP?**

It's a sad indictment of a country when so many unwanted dogs and cats are mercilessly cast off on others to look after, often to where their future is uncertain. As Gandhi said "the greatness of a nation can be judged by the way it treats it's animals". Motivated by a need to correct this situation, a meeting of business minds occurred in 2018 and the Patron Project born soon after.

**Our mission is to offer the highest quality foods at the best possible value in a simple and compostable bag, backed up with honest and ethical advice on pet nutrition, while supporting our animal welfare heroes in their tireless efforts.**

And we are not just about rescues and shelters but training organisations such as Guide and Assistance Dogs of all types and any animal welfare groups campaigning for better animal rights.

We need your help and there are many ways that you can help this initiative:

- Buy your pet food from a participating rescue
- Nominate your local or preferred animal charity and we will invite them to join [Please get in touch](#)
- Like our Facebook Page and Share our posts



# PATRON PROJECT

Dogs name: \_\_\_\_\_

Type of food: \_\_\_\_\_

Amount per day: \_\_\_\_\_

How many meals: \_\_\_\_\_

Favourite additions: \_\_\_\_\_



**PATRON PROJECT**