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From Veganuary to ‘Veganuwaggy’

The Ultimate Vet-Approved Guide to
Becoming a Plant-Based Dog Guardian!



omni.pet



A warm welcome from the founders

omni

Meet the vet-entrepreneur power duo behind
britain's best-loved plant-based dog food

Dear friends,

Welcome to Omni, where compassion and sustainability meet top-quality dog health care.

We're Dr. Guy and Shiv, the founders of Omni. We're so excited that you're joining us on this plant-based doggy adventure!

Our journey began with a love for animals and our planet. We realised that our dogs could thrive on planet-friendly plant-based nutrition, but the market was sadly lacking science-backed, vet-formulated plant-based dog food. So we stepped up, and Omni was born.

In this eBook, we're sharing our years of expertise to help you become the best plant-based dog parent you can be this Veganuary. We're here to guide you, provide insights, and give support throughout this incredibly fulfilling journey.

Together, we'll make the world a healthier, more sustainable, and more compassionate place for our furry companions. We're so glad to have you and your dogs joining us this Veganuary!

Warmest regards,

Dr. Guy & Shiv
(Founders at Omni)



Contents

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Vegan dogs? Surely not!

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At first glance, the concept of a vegan diet for dogs will doubtless raise a few eyebrows.

Don't worry, we get it. After all, dogs (as cute and fluffy as they are) have long been associated with their wolf ancestors. But the truth is, the notion of vegan dogs isn't really that far-fetched.

Let's address some of the most common reservations and misconceptions surrounding plant-based diets for our four-legged friends.

Nutrition

Many people worry about whether a plant-based diet can provide all the essential nutrients that dogs need. Dogs require a balanced diet rich in protein, but it doesn't have to come from animal sources. In fact, Omni sits above average with 30% protein! Our plant-based dog foods are meticulously formulated by veterinary experts to meet all of your pet's nutritional requirements as set out by nutrition experts.

Did you know?

Omni are the UK's first and only peer-reviewed, vet-formulated plant-based dog food! That means that independent scientists have published papers about the unique benefits of Omni's food for dogs. We'll talk about these studies in Chapter 4.

Taste Preferences

Everyone knows dogs like meat, but fewer people know they have a palate for many other natural flavours, too. Our plant-based dog foods are formulated to be tasty and appealing, ensuring that your furry friend will find them delicious. Transitioning to a plant-based diet, as with any dietary change, can require a gradual introduction, but 91% of dogs we meet love Omni, and most prefer it to their previous meat-based food!

Ethical Concerns

Some may argue that feeding dogs a plant-based diet contradicts their natural behaviour as carnivores. However, it's essential to remember that dogs are nutritional omnivores and they have evolved alongside humans for thousands of years, adapting to our lifestyles and largely plant-based dietary habits. While wolves do eat many sorts of berries, today's domesticated dogs can eat fully vegan diets all year round!

Did you know?

One of the oldest ever dogs, Bramble, lived to 25, breaking a Guinness World Record which she still retains for the World's Oldest Female Dog. And the best bit? She was a vegan for her entire life!



Why try Veganuary?

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Veganuary, the global movement that encourages people to embrace the bountiful world of plant-based foods for the month of January, has gained incredible momentum in recent years. But why should you and your dog consider taking part in this exciting challenge?

Your health



Transitioning to a plant-based diet for just a single month can have remarkable health benefits for you and your dog. Research has shown that a well-balanced vegan diet can lead to lower cholesterol levels, reduced risk of heart disease, and better weight management for you both!

Your ethics



As dog lovers first and foremost, many of us are growing concerned about how we're treating other animals today. By taking the Veganuary pledge, whether with your partner or your pooch, you can delve into the wonderful world of plant-powered foods. After all, no animals were harmed in the making of this dog's dinner!

Our planet



Scientists recently calculated that shifting dogs globally onto a plant-based diet could negate the emissions of the entire UK every year. That's no small feat! From a conventional diet, plant-based dogs reduce their carbon pawprint by up to three-quarters - and it's about the same for our human "foodprint", too.

Your palate

Veganuary is an opportunity to explore the diverse world of plant-based cuisine. You'll discover new flavours, ingredients, and cooking techniques. Plus, there's an ever-growing range of delicious vegan products available - including those suitable for your four-legged friends. I mean, just check out our online shop!

Your pets

Veganuary isn't just for you; it's for your dogs too! Many dog guardians are embracing plant-based diets for their pets - at Omni, our sales have increased by almost 100% just in 2023 alone! The time is ripe for vegan pets.



In this eBook, we're excited to guide you through a plant-based Veganuary journey for you and your dogs. Together, we'll explore the benefits and discover the joys of this transformative experience. By the end of Veganuary, you'll have a wealth of insights and newfound confidence in your ability to make conscious, compassionate choices as a plant-based dog parent.

The upgrade plan



Switching a dog onto any new food can take time. While you might've started Veganuary and gone cold turkey (or cold Tofurkey, perhaps) overnight, we recommend shifting your dog a little more gradually onto a plant-based food like Omni.

Your Veganuary Calendar

M	T	W	T	F	S	S
<p>1 Our vets recommend: Use Omni as treats!</p> <p>Notes:</p>	<p>2</p>	<p>3 Psst. Have you tried our peaceful dog treats for anxious pups?</p>	<p>4</p>	<p>5 Our vets recommend: 25% Omni, 75% other</p>	<p>6</p>	<p>7 Did you know? You cut your CO2 pawprint by 73% with Omni.</p>
<p>8</p> <p>Notes:</p>	<p>9 Our vets recommend: 50% Omni, 50% other</p>	<p>10</p>	<p>11 Did you know? Bramble, a life long vegan dog, lived to 25!</p>	<p>12</p>	<p>13 Our vets recommend: 75% Omni, 25% other</p>	<p>14</p>
<p>15 Nearly there!</p> <p>Notes:</p>	<p>16</p>	<p>17 Our vets recommend: 100% Omni</p>	<p>18</p>	<p>19 Used to wet food? Try our wet food toppers and cans.</p>	<p>20</p>	<p>21 Any issues? We offer 100% free vet consultations through our website.</p>
<p>22</p> <p>Notes:</p>	<p>23 Top tip. If you 'failed' already, it's not too late to jump back in for the final week.</p>	<p>24</p>	<p>25 Loving it? Why not subscribe to save money and earn points with purchase.</p>	<p>26</p>	<p>27 Veganuwaggy is almost over! Let us know how it went</p>	<p>28 T minus 3...</p>
<p>29 T minus 2...</p> <p>Notes:</p>	<p>30 T minus 1...</p>	<p>31 PUPGRADE COMPLETE! Vegan dog mode activated.</p>	<p>TIP! Print me & stick me to your fridge!</p> <p>Use the notes section to jot down anything you notice about your dog's health and wellbeing (e.g energy levels, poop frequency and quality, willingness to eat).</p>			

Feeding guides

Adult 1-7 years old

Dog weight (kg) **Daily feed (g)**

5-10kg	90-155g
11-25kg	165-305g
26-45kg	315-475g
46-70kg	480-660g
71+kg	670+g

Senior 7 + years old

Dog weight (kg) **Daily feed (g)**

5-10kg	90-155g
11-25kg	165-305g
26-45kg	315-470g
46-70kg	480-655g
71+kg	660+g

Puppy Up to 1 year old Food allowance guide (g/day)

Dog weight (kg)	Weaning	Age (months)					
		1-2	2-4	4-6	6-8	8-10	10-13
0.2	17	17					
0.5	34	34	34				
0.75	46	46	46				
1	57	57	48	48			
2	96	96	80	80			
3	130	130	130	109			
4	162	162	162	135			
5	191	191	191	159	159		
6	219	219	219	183	183		
7	246	246	246	205	205		
8	272	272	272	227	227		
9	297	297	297	248	198		
10	322	322	322	268	215		
15		436	436	363	363	363	
20		541	541	451	451	451	
30		733	733	733	611	611	611
40					758	758	607
50							717

What scientists say

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This is the real plant-based meat and potatoes of what we're about: science. Science is a difficult business, but in this section, we're going to do our best to break down the essentials of plant-based dog nutrition for beginners. So, what do scientists say?

What scientists used to think



We often think of plant-based dog food as a recent phenomenon. In actual fact, scientists have known for a long time that dogs can get everything they need from plants. The only thing that has happened recently is that it has become so easy to provide your family pooch with a nutritionally complete and reliably tested plant-based diet!

As far back as 1987 (in vegan terms, that's a long way!), Dr John Hilton of the Canadian Veterinary Medical Association's Nutrition Subcommittee was writing that:



Dogs are in fact generally believed to be omnivores and are more correctly labelled as opportunistic feeders... They can and do consume and receive nourishment from a variety of foods of both animal and vegetable origin... It is entirely possible to formulate a diet or feed for a dog of primarily or exclusively vegetable origin feed stuffs that could satisfy all the known essential nutrient requirements for the dog.



Unbeknownst to Hilton, at the time he was writing this in his paper "Vegetarian Dog Foods", a Border Collie in England called Bramble was already a happy 9 year old. She would go on to live another 15 years, becoming the world's oldest female dog and the sixth-longest living dog ever. And the best bit? Bramble was born and raised on a fully plant-based diet, eating 100% fruit and vegetables and living an active Border Collie lifestyle, until she passed away peacefully in 2003.

Some time later, writing in the Australian Journal Recent Advances in Animal Nutrition in 2009, canine nutritionist Dr Wendy Brown wrote that:

“ There is little doubt that a dog's nutritional requirements can be met from a diet that does not contain meat.

The problem, as Dr Brown goes on to say, was that there was not a sufficiently reliable brand in existence back then that based their "claims of nutritional adequacy on recognised feeding protocols". Nutrition was often "he said, she said", and there was little hard science to back up the specific claims of plant-based dog food manufacturers.

Did you know?

Omni is the only peer-reviewed, vet-formulated plant-based dog food in the UK! Dr Guy Sandelowsky, a vet and one of Omni's co-founders, recognised the benefits of plant-based dog food for dogs but realised that the scientific evidence behind any single brand was lacking. That's why Omni was developed in 2020 in order to fill the gap.





Before we get into the details of Omni's studies on our own dog food, let's look at what the latest science has to say about plant-based dog food.

What scientists think now



It seems like there's always a new study into plant-based dog food these days, so it's often hard to keep up. Here's a breakdown of a few of the latest studies in chronological order from 2020 onwards, along with what they say and why they matter.



The Brazil Study

Nutritional inadequacies in commercial vegan foods for dogs and cats (January 2020)

The bottom line of this study is that Brazil is not yet in a place where vegan diets for dogs and cats are nutritionally complete. (Thankfully, this is not true of the UK or much of Europe, as Omni is available across 9 countries!)

According to a survey done by the researchers, there were only 3 vegan dog foods and 1 vegan cat food on the Brazilian market at the time. Of those 3 dog food brands, one was low in calcium, another in potassium, and another in sodium; all of them had too much copper and zinc; and one didn't meet the minimum recommendations for methionine.

There were a few other discrepancies between dog's nutritional requirements (based on FEDIAF's recommendations - the European Pet Food Industry Federation, who develop the guidelines for pet nutrition) and the actual quality of Brazil's plant-based pet foods, too. In short, the range available in Brazil in 2020 wasn't fantastic.

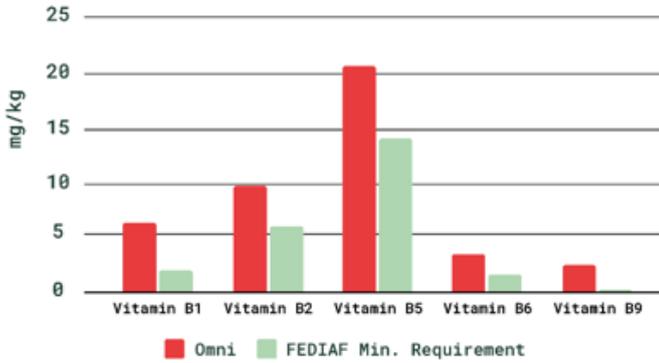
This study is interesting, but, unless you lived in Brazil in 2020, it is largely not relevant to us in the UK & Europe transitioning ourselves and our pets to plant-based! Despite this, people often cite this study and others like it to claim that dogs can't possibly be plant-based as plant-based dog foods in general don't meet FEDIAF recommendations. This is not true!

In actual fact, Omni not only meets but consistently surpasses the FEDIAF guidelines in numerous areas, and we work with independent scientists at the University of Nottingham to regularly analyse our products to ensure that we will always remain this way.

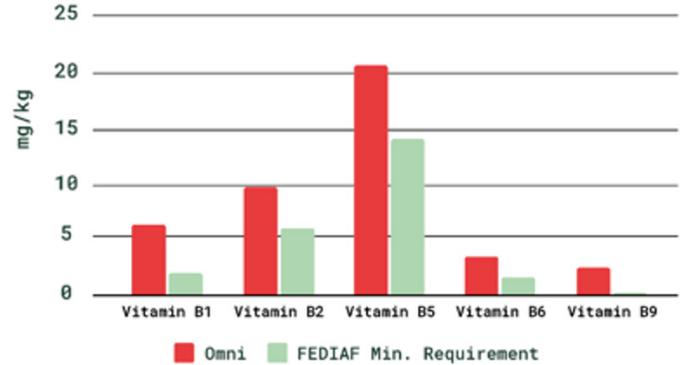




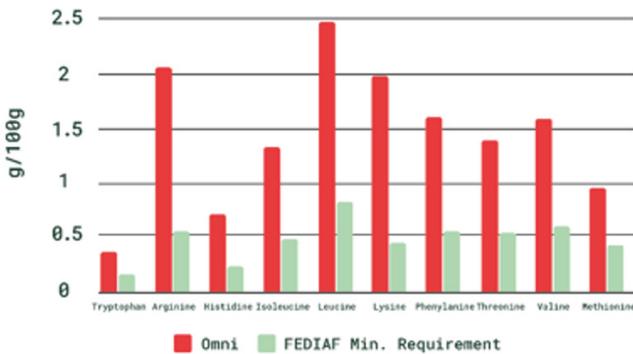
Omni surpasses FEDIAF guidelines for B Vitamins



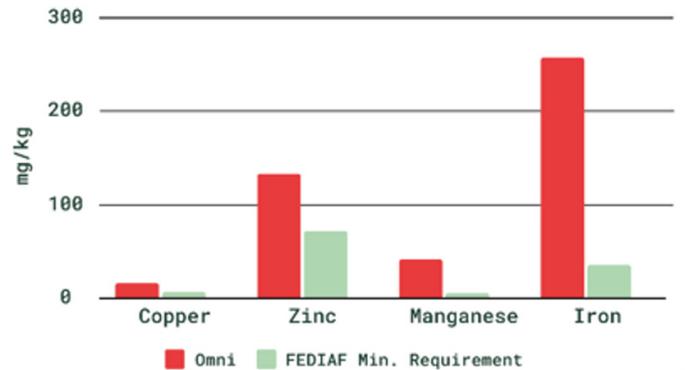
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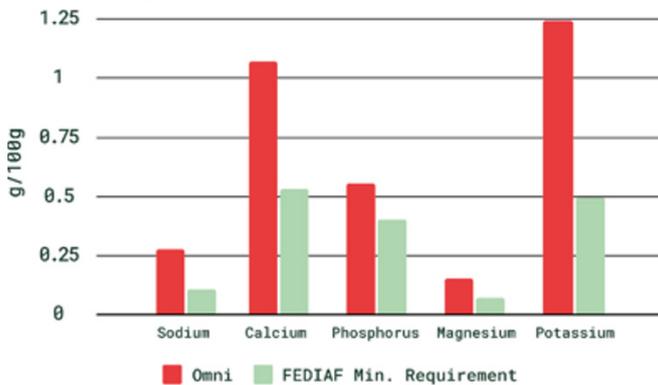
Omni surpasses FEDIAF guidelines for Amino Acids



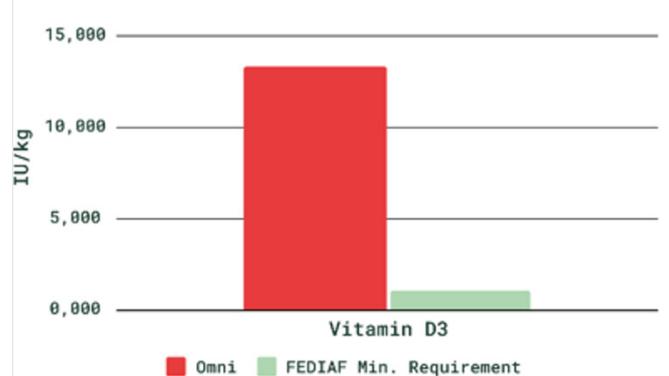
Omni meets or surpasses FEDIAF guidelines for essential minerals



Omni surpasses FEDIAF guidelines for essential minerals

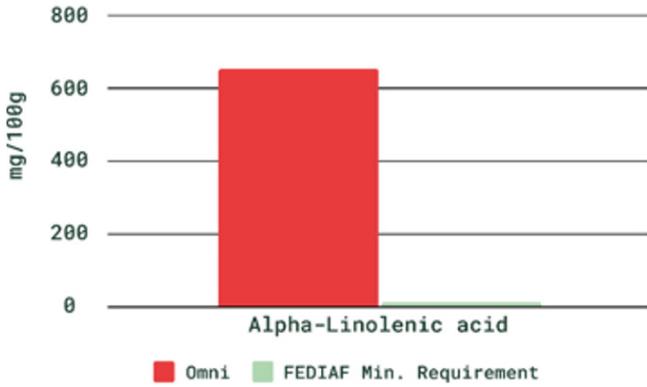


Omni surpasses FEDIAF guidelines for Vitamin D3

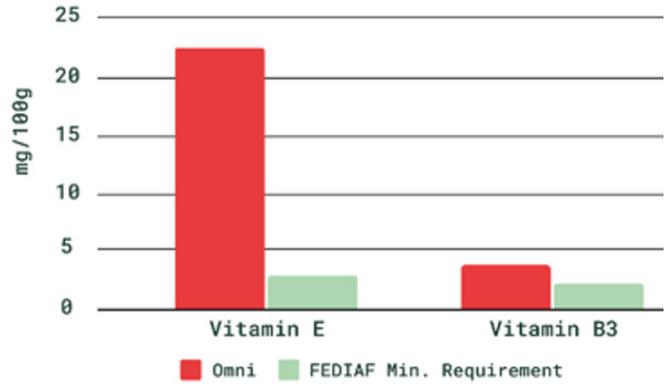




Omni surpasses FEDIAF guidelines for fatty acids



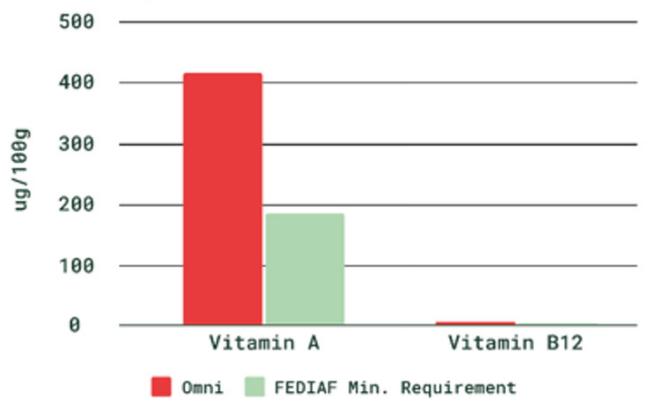
Omni surpasses FEDIAF guidelines for Vitamin E & B3



Omni meets or surpasses FEDIAF guidelines for Iodine & Selenium



Omni surpasses FEDIAF guidelines for Vitamin A & B12



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To compare, 94% of meat-based wet foods and 61% of meat-based dry foods sold in the UK for cats and dogs were also found not to be nutritionally adequate in one study, meaning that Omni really is top-of-the-range even outside the vegan market.

So, should you worry about the Brazil study when you're considering moving from meat to plant-based goodness? Unless you're stuck in Brazil in the year 2020, we don't think so!



The North America Study

Owner perception of health of North American dogs fed meat- or plant-based diets (December 2022)



This was a study of plant-based dog foods in which 1,413 dog guardians in the US and Canada responded to a questionnaire about their dog's diet and health. Around half of these dogs were strictly meat-based, a third strictly plant-based, and the rest eating a mixture of meat and plant foods.

In short, the results of the study showed that there were no adverse effects for dogs fed plant-based. Not only that, but dogs fed plant-based food seemed to have fewer gastrointestinal problems, fewer liver disorders, and better vision - and they were reported to have lived longer, too!

This study marked a turning point in the science of plant-based dog nutrition. We have already seen the Brazil Study and its rather negative coverage of plant-based dog nutrition, and sadly a lot of people are still stuck in this way of thinking, despite the longstanding acceptance in the vet community that dogs can be plant-based! Since the North America study, we've seen an explosion in interest in the scientific community and elsewhere on plant-based alternatives for dogs.

The Winchester Study

Vegan versus meat-based dog food: Guardian-reported indicators of health (April 2022)

The Winchester Study was an even bigger study than the North America Study. This time, over 2,500 dog guardians in the UK were asked about their dog's diet and health. This study was the first large-scale analysis of the health effects of vegan diets on dogs. Prior to this, the largest European study was across 174 vegan dogs in Austria, Germany and Switzerland in which no diet-related clinical abnormalities were discovered in any of the dogs tested. Still, the bigger the sample, the better the science.

In the Winchester study, the 2,639 dogs ate either meat-based kibble, raw meat, or vegan food. While there's a lot that comes out of this study, here are the key takeaways:



In general, conventional meat-based diets was the worst option for dogs' health. Vegan diets and raw meat saw better health outcomes.



Raw meat diets fared marginally better than vegan diets in health outcomes, but this is likely because the dogs eating raw meat in this study were significantly younger than the dogs eating plant-based food. Thus, despite being older, the vegan dogs were on a par healthwise with their younger counterparts.



Over the course of the year, 49% of dogs on meat-based kibble and 43% of dogs on raw meat had health disorders. This compares to just 36% of dogs on vegan diets - again, despite the vegan dogs being older.

This agreed with the results from the North America study - that plant-based dogs not only can live happy, healthy lives, but they seem to do so more frequently than their meat-eating canine counterparts do!



The Environment Study

The relative benefits for environmental sustainability of vegan diets for dogs, cats and people (October 2023)

While this study isn't strictly about the health of our pets, it is still very interesting and relevant to anybody wanting to switch their dog to a plant-powered way of life. In the human context, we often talk about plant-based diets as ways of cutting down on our own carbon footprint, particularly due to reductions in land use.

Humans are responsible for the consumption of around 91% of global livestock, but dogs eat most of the rest, at 7.7%! When you include the aquatic animals we feed to both dogs and cats, our pets alone end up eating somewhere around 20% of global meat and fish.

If we are trying to cut down on emissions from livestock farming, a great way of doing that is transitioning our dogs away from meat and onto plants in a nutritionally-complete way, instead. Previous studies confirm that an area double the size of the UK is used to produce dry pet food for cats and dogs each year, and that our pets consume somewhere around 20% of the world's meat and fish.

In fact, the author of the study conservatively estimates that by transitioning all dogs around the world onto plant-based diets, we could reduce humanity's carbon emissions by an amount equivalent to the total annual emissions of the UK, and we could feed another half-a-billion people on top!

The environmental impacts of plant-based dog food were known to be great for the same reasons that we know that eating plant-based human food is one of the best things we can do for the planet. To become a part of the solution, why not make the most of our exclusive eBook discount on the back page?



What have we found out at Omni?

We've got a fair few scientists on the team, so we've been running some trials of our own...

It turns out that a whopping 91% of dogs who try Omni's dog food "love" it, according to their guardians! We ran this study of 250 dogs and dog parents to figure out what the average dog thought of Omni, and we were blown away by the results. By using human-grade ingredients that are full of flavour like blueberries, cranberries and sweet potato, Omni's dog food is loved by dogs everywhere.

In fact, over half of these dogs preferred Omni to their previous dog food. That's no mean feat, considering that many dogs are pretty particular about what they like to eat!

We also worked with some scientists over the course of 2023 to crunch the numbers on the environmental impact of our products. As it turns out, a dog eating a conventional meat-based diet has the carbon pawprint each year of around 770kg of carbon dioxide. This is cut by almost three-quarters when the dog is vegan: the pawprint is just 212.5kg of CO2 in that case!

Last but certainly not least, Omni have conducted extensive studies into the health impacts of our dog food - the only plant-based brand in the UK to have done so.





In a nutshell, here are the fruits of our labours...



49%

Reported an improvement in hair coat glossiness since being on Omni



44%

Of dogs showed an improvement in anxiety



44%

Improvement in skin erythema / redness

&

33%

Saw total resolution of redness



52%

Reported improvement in itching with

&

16%

Reported the itchiness being resolved totally



90%

of dogs developed firmer stools



43%

of Coprophagia cases showed the behaviour totally resolved while being on Omni

Other studies

This isn't all - not by a long shot! There are plenty of other studies that tell us particular facts that are helpful to consider when we're thinking about whether a plant-based diet is right for our dog. We don't want to bore you, so let's give you the highlights...

Amino acid digestibility of plant-based dog food is on par with chicken-based alternative

Between two vegan dog diets and one chicken-based dog diet, these researchers found that amino acid digestibility was almost exactly the same. The only difference was that one amino acid - tryptophan - was more easily digestible in the vegan food than in the chicken option! Admittedly, this experiment wasn't carried out in actual dogs - instead, researchers used roosters, who have similar digestion to dogs and are often used in 'cecectomised rooster trials' to analyse the digestibility of dog food. This falls in line with earlier studies showing that soya protein has better nutrient digestibility than poultry meals for dogs.

Dogs have high glucokinase activity in their liver, like humans, so that they are able to digest plant material

Glucokinase, if you're not familiar, helps us to break down and metabolise glucose, turning it into an 'energy storage' form in our liver called glycogen. We only get glucose from plant-based sources, like sugars and starches. Thus, the fact that dogs have much higher glucokinase activity than many mammals (cats included) implies strongly that they aren't the obligate carnivores that many people take them to be!

Heart function is perfectly normal in dogs fed a diet high in pulses

For the background on this one: a lot of people out there have bought into the idea that dogs fed plant-based diets (specifically, plant-based diet rich in pulses like beans) will get heart problems (namely, dilated cardiomyopathy). 28 Siberian Huskies were assigned to different dietary treatments, ranging from 0% to 45% of their diet consisting of pulses. After 20 weeks of feeding them these different diets, there was no discernible difference in their heart health. Cardiac troponin I, a key indicator of dilated cardiomyopathy, remained well below safe levels for all dogs. This implies that, for diets including at least up to 45% pulses and over medium timescales, there is no cardiac risk for plant-munching pups.

Dogs fed plant-based diets for 12 months stay just as healthy as they were before

A small cohort of 15 meat-eating dogs in California had a clinical evaluation at the beginning of the 12-month period. Each of them was analysed for various clinical, haematological, and nutritional characteristics, like blood chemistry and markers of heart healthiness. They were then put on a plant-based diet and checked on after 6 and 12 months. The dogs maintained their healthiness at their follow-up exams across all parameters. This shows that, provided with a nutritionally adequate diet, plant-based dogs can thrive and be perfectly healthy! The authors point out the significance of this finding because plant-based diets are much better for the planet and other animals, too.

Working huskies thrive on a plant-based diet

This study was done as early as 2009, which, in plant-based terms, is a long time ago. Researchers took 12 sled-racing Siberian huskies and fed six of them a meat-based diet and six of them a meat-free diet for 16 weeks, ten weeks of which they were competitively racing. Blood tests were taken throughout the period and vets checked in after 0, 8, and 16 weeks. None of the dogs developed any sign of anaemia (which was one of the prior concerns of the study), and all appeared to be in perfect health, despite the high toll that their sport took on their active bodies.

Dogs have evolved more than wolves towards eating plant-rich diets (even though wolves can, too!)

This was a genetic study comparing the DNA of dogs and wolves. Not much is known about the evolution of wolves into dogs, but it has been found that many of the genes that arose in the modern dog compared to their ancestors facilitated either brain adaptations or dietary modification towards eating more carbohydrates like starch. This allowed the dog to thrive on a diet richer in plant products like starches, which makes perfect sense, as the dog has evolved alongside carbohydrate-consuming humans for ten thousand years or more! Studies on wolves have shown that many populations of wolves have a predominantly berry-based diet, too, meaning that wolves are already omnivores - dogs just take it a step further still.

Dogs produce an enzyme in their saliva that helps them break down plants

This enzyme is known as 'salivary amylase', and it helps many animals, including us, to break down plant products like starch and sugars. Plants have thick cell walls that are made of starches, and are thus a particularly rich source of carbohydrate; it makes sense for dogs, if they are nutritional omnivores, to have high levels of salivary amylase so that they can start breaking down these carbohydrates even before they enter their stomach and intestines. Cats, who are more obligate carnivores, do not have this trait. Remember this next time somebody tells you that dogs aren't adapted to eat plants!

Dogs have Type D tastebuds for tasting sweet flavours found in fruits

Remember when we said that wolves were omnivores because they eat a lot of berries? Well, many of these wolf populations can have diets that are up to 83% made up of wild blueberries, raspberries, and strawberries. These are very sweet flavours, so it makes sense that a dog should be able to taste them, too. And science says: they can! Their tongues are coated in taste receptors especially for sweet fruity flavours. Their tongues use the same pathways between cells to detect salty and sweet tastes.

Both dogs and cats can digest plant and animal protein well

It is clearly of huge importance for people with companion animals to know just how well their animals can digest protein from different sources. However, it's usually assumed that dogs and cats are both obligate carnivores (though some people know that dogs are omnivores). It turned out that dogs could digest plant protein just as well as animal protein, but cats were even better at digesting plant protein than animal protein. This was especially true when the cat was given more corn gluten meal. The best sorts of protein to give dogs and cats seemed to be from soybeans, corn, or rice.

Soy is a good source of protein for dogs, comparable to beef

You might see 'textured vegetable protein' on a lot of different brands of vegetarian and vegan dog foods. There's a lot of myth out there about exactly what this is and how good it is for your dog. In essence, TVP is made from soybeans and resembles mincemeat. One study from 2001 compared TVP to beef in dog foods and found that the digestibility of these plant- and animal-based proteins were pretty much identical.

Some of the differences between domesticated dogs and wolves are...

Well, there's lots of them. Wolves do eat a lot more meat than dogs do, but their lifestyles are quite different. Wolves can go for long periods without food, often resorting to living between famine and feast, especially during the winter. This is the period where wolves will frequently turn to eating berries off of bushes to supplement their predominantly-carnivorous diets. Dogs, however, are quite different. They have taken the adaptability of the wolf to a new level, able to eat almost anything and everything, especially as a result of their coevolution with us humans!. This paper points out that dogs are quite different to wolves as a result of this divergent evolution and different lifestyle habits, so we shouldn't assume that dogs have to eat meat just because wolves do.

Plant proteins are just as digestible for dogs as meat proteins

We feel like we're a broken record here, but there's another study on plant-based protein digestibility for dogs - and it shows, again, that we're in the clear! Here, researchers took 12 beagles. Each was on a different feeding protocol for 28 days at a time, varying between two different chicken diets and two different plant-based diets, so each beagle ate each different food for four weeks. Protein digestibility was actually highest in the group fed corn protein than anything else, and while the protein quality in chicken-based foods was usually good, it also increased faecal proteolytic metabolites. (In short, that means it worsened the dogs' gut health.)



But my vet said...

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Here at Omni, we sometimes hear the following:

“Well, that’s all very well and good, and I’m nearly convinced... but my vet said you’re wrong and that I need to feed my dog meat instead!”

And it’s true: there are many vets who, for one reason or another, don’t agree with us. The scientific community is usually divided on just about everything, if you peel away enough layers, so it isn’t surprising that there are a number of naysayers when it comes to plant-based dog food.

The first thing to note, however, is that this is an area of science that has evolved very rapidly in the last few years. It was only 2020 when the Brazil study, mentioned above, was published, tarnishing the name of plant-based dog food for no other reason than that Brazil was a poor provider of vegan pet alternatives back in 2020.

However, there are more and more studies coming out all the time now that point to an increasingly obvious truth: that dogs, being omnivores, are totally fine on a plant-based diet. In fact, they’re better than fine; dogs do great when they’re eating plants!

Because of the nature of scientific circles and veterinary circles, there is a lot of overlap, with experimentalists and clinicians often in close proximity to one another. However, this isn’t always the case, and there’s often a lag between scientists discovering something and all the vets finding out.



Recent years have shown dramatic improvement in this regard, as you'd expect. A few decades ago, hardly a single vet in the country would recommend a plant-based diet for dogs - and most would say it wasn't possible in the first place. But this was the same time that doctors were smoking cigarettes and even climate scientists didn't know much about climate change!

Today, many vet practices have close working relationships with (or are even owned by) particular brands of (meat-based) pet foods. This means that many vets are very familiar with these particular brands of food, with plant-based dog food falling outside their range of experience - hence why they are keen, consciously or subconsciously, to recommend that we keep feeding dogs meat.

This is why we at Omni aren't just here to sell dog food - we're also here to educate the general public, dog lovers, animal guardians, and even veterinarians around the country and the world about the wonderful benefits of plant-based food.

Are we saying that you shouldn't listen to your vet? No, not at all!

If you want to make up your own mind by balancing your own vet's opinion with one of the team of in-house vets here at Omni, please get in touch at woof@omni.pet and we'll arrange a free vet consultation for you!



Will my dog enjoy plant-based food?

omni

It's a common concern: Will my dog actually enjoy plant-based food? The answer is a resounding "yes!", and here's why:

Dogs are omnivores



Dogs are highly adaptable and so can thrive on a variety of foods, including plant-based food.

Palatability matters



Our plant-based dog foods are formulated to be tasty. They come in a range of flavours, so you can find options that your dog will love.

Did you know?

When scientists studied Omni, they found that 91% of dogs "love" Omni, and more than half chose it over a popular meat based alternative, according to their dog guardians.

Gradual transition approach



A slow transition to plant-based food, mixing it with their current diet, is suggested by our vets. This can help your dog adjust and appreciate the new flavours and textures.

Positive responses



Many dogs not only adapt well to enjoyable plant-based meals but also experience health benefits, like improved coats and healthier digestion. This means your dog won't only be enjoying their mealtimes, but they'll enjoy a healthy, happy life in between!

A range of flavours!

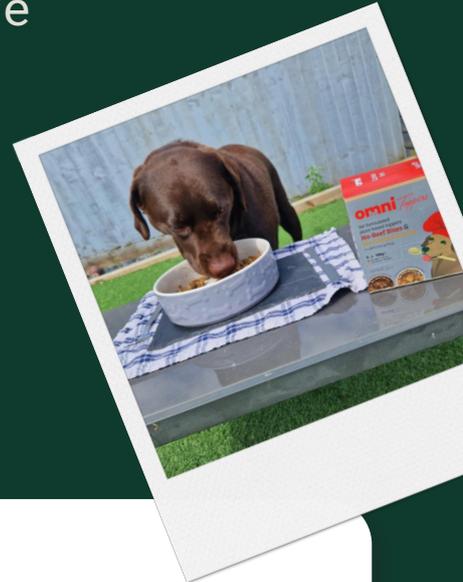


At Omni, we don't just have a one-size-fits-all approach. Rather, we create unique dog foods to fit puppies, adults, and senior dogs, as well as wet food toppers and tins in both a "No-Chicken" and a "No-Beef" flavour, not to mention our treat range of five more flavours besides. Check these out on page 33! For those super-fussy dogs, you can try an Omni Sensitivity diet, too.



Don't just take our word for it...

We know, we know. We're biased. So here's a few testimonials from other dog guardians (real people!) who have been on Omni for a year or more...



Kate Mundle
1 review 📍 GB



May 4, 2023

Finally on the vegan journey....

Firstly the customer service (Amanda) from the beginning has exceeded expectations. There is no hard sell, just knowledge and belief in the product. Allowed me to sample, always on hand to answer questions, advise on feeding guidelines and even if his poop was normal since transitioning. The reviews also sealed the deal and I am pleased that our dog not only loves his new kibble but appears to be doing well on it. The fact that we have finally managed to get our dog to join our vegan journey without compromising his health is a big win for us. Thanks guys for developing this product....

Date of experience: May 04, 2023

Christina Elizabeth
1 review 📍 GB



Mar 10, 2022

I can't thank Omni enough

I can't thank Omni enough! Back in October I was told my 12 year old dog had cancer and not long till live - I found Omni and he's still with us, his bloods are almost normal and he might still not be with us long but everyone at Omni have given me and him longer together so thank you 🙏

I also have two other dogs, one dog age 3 who's always had tummy problems and it's sorted him right out! Then my youngest who's a crazy puppy and seems so much happy and healthier on Omni, his coat is smooth and shiny, his moods seem less erratic, I just really wish I found you sooner!!! Thank you so so much for giving all my 3 dogs a better life ❤️

Date of experience: March 10, 2022

SH **Sam Holland**
13 reviews 📍 GB



Sep 23, 2023

Incredible company

Incredible company. The service and customer experience is unrivaled and obviously something the company spends a lot of time and resources thinking about and executing on.

Great product, our pups absolutely love the kibble and treats.

Super sustainable and the packaging and storage solution for the big bags works really well to keep the food fresh.

Can't recommend them highly enough.

Date of experience: September 23, 2023





Suanne 84 reviews GB



Oct 22, 2021

If I could give this food 10 stars I...

If I could give this food 10 stars I would! It has virtually transformed my little Spanish rescue dog from being lethargic, sad and just not right, into a happy alert and joyful little girl. She has been raw fed for over 3yrs and thrived on it. She got a tummy bug which took time to heal and since then her whole system seemed to be unable to cope with the raw food or even the very good quality meat kibble and cooked meat I moved her onto.

I saw an advert for Omni, thought I had nothing to loose in trying it! One of my better decisions! Did have great reservations on feeding a no meat diet but in reality my concerns have been totally unfounded. She eats the food with relish, consistently good poo's, alert, playing with toys she hasn't looked at for 6 months, her coat is amazing and shedding has been cut by at least half. Never in my wildest dreams did I think I would ever be advocating a Vegan diet for dogs, but I am so amazed at the changes in my little dog, I am delighted to be proved wrong! I honestly cant recommend Omni highly enough. Oh yes, and a lovely helpful company to deal with is a bonus.

Date of experience: October 22, 2021

JM Jenny M 3 reviews GB



Sep 14, 2021

My go to dog food

I struggled to find a dry food that my dog liked, and which was good for her digestion. I was a bit weary about using plant based food that she wouldn't get all she needed, but did a bit of research and decided to give it a go. My dog loves it and the vet has only had good things to say about her weight, coat condition and overall health. This is definitely my go to dog food!

Date of experience: September 14, 2021

JS Jagbir Singh 2 reviews GB

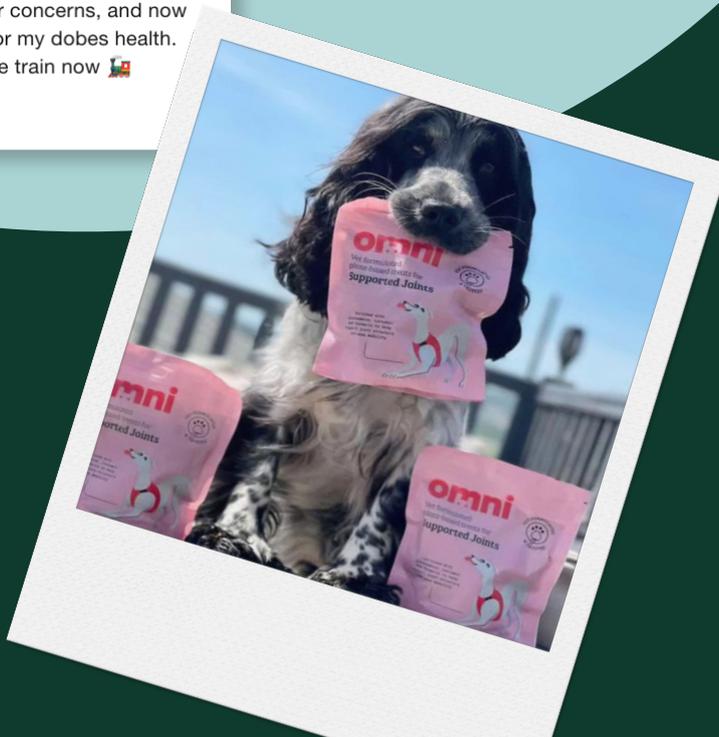


Aug 18, 2022

My Dog Loves Omni Food 🐶🐶🐶

Really happy with Omni's customer service and dog food. My nearly 8 year old dobe (Rocky) is thriving on his Omni Golden Years. Happy Dog = happy owners. Today we had a consultation with a vet (included in the subscription service). William was very polite and understanding, answered all of our concerns, and now we will have a regular monthly chat to monitor my dobes health. Plant based is definitely the future! Get on the train now 🚂

Date of experience: August 18, 2022



What a treat!

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Here at Omni, we understand that dogs are unique, each with their specific needs and preferences. That's why we've created a range of functional plant-based treats to cater to different dogs and their unique needs.

As you're transitioning during Veganuary, you may find it helpful to pick up a few of these to get your dog used to eating plant-based and tackle a few areas of concern while you're at it! (Remember to get that MASSIVE discount at the back of this book before you buy!)

Sensitive Tummies: For dogs with delicate digestion

Sensitive stomachs can be a common concern for many dogs. Our Sensitive Tummies treats are gentle on the digestive system, making them perfect for dogs prone to upset stomachs or food sensitivities. Whether it's a dietary transition or a sensitive breed, these treats can provide a delightful reward without digestive worries.



Peaceful Dogs: For anxious or stressed dogs

If your dog tends to be anxious or stressed in certain situations, our Peaceful Dogs treats are designed to bring a sense of calm. With natural calming ingredients like valerian root and lemon balm herb, these treats may help ease nervousness during thunderstorms, fireworks, vet visits, or other stressful occasions, easing your dog's path through life, especially if they're already troubled (or just troublesome!).

TIP! Great for rescue dogs!



Supported Joints: For ageing or active dogs

Ageing dogs or those with an active lifestyle often require extra joint support. Our Supported Joints treats are enriched with ingredients like glucosamine, curcumin and turmeric, which may aid in maintaining healthy joints. They're perfect for older dogs or those that love to stay active - even if they don't have joint issues already, these are perfect for helping to make sure they stay that way for as long as possible.



Growing Pups: For young and energetic dogs

Growing Pups treats are packed full of delicious fruit and vegetables and designed to fuel the energy and development of young dogs. Packed with essential nutrients and natural antioxidants, these treats are perfect for puppies, offering a tasty way to support their growth and vitality as they become healthy adults.



TIP!

Perfect for an all-purpose treat, too!

Shiny Coats: For lustrous fur and soothed skin

A shiny coat is often a reflection of a dog's overall health. Our Shiny Coats treats are formulated with ingredients like flaxseed and chia seeds naturally rich in Omega 3 & 6 (ingredients for a healthy plant-based breakfast for you, too!), promoting healthy skin and a lustrous coat. They're perfect for dogs that just need that extra boost for their skin and fur.



TIP!

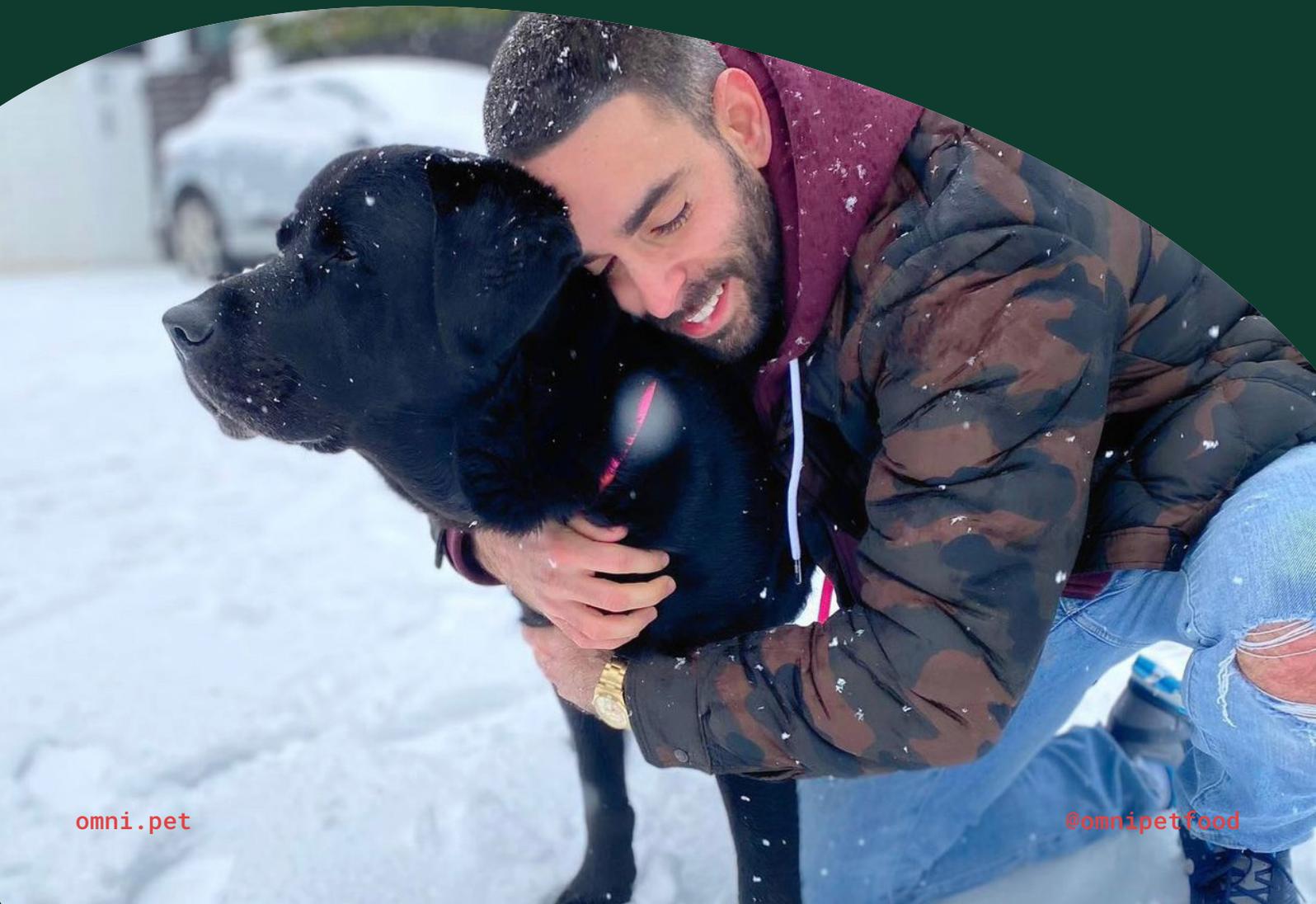
Remember, no more than 10% of your dog's energy in a day should come from treats. By sticking to Omni's dog food for the mainstay of their diet, you know they're getting everything they need to stay fit and healthy

Can I transition my older dogs, too?

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We often speak with concerned dog guardians who are taking care of their older dogs, whether long-term members of the family or else newer fostered or rescue dogs who might have a troubled history with food. The question we always get is this: “Can I transition my older dogs to plant-based?”

Some dogs are always going to reject a switch, but don't lose hope too quickly! Dr Guy's black labrador called Bondie is now 15 years old and switched to Omni when his human dad developed the first range back in 2021, and has loved it ever since.



However, senior dogs often have unique needs, and that's why we have a separate option for older dogs, alongside a few treats that might help:

Senior Dog Food

Older dogs typically need less protein because their kidneys are less able to filter it out of their bloodstream. That's why Omni's Senior Dog Food is only 26% protein, as opposed to the usual 30%.

The Senior range is also lower in fat, higher in vitamins and minerals, and with more L-carnitine, taurine, and methionine - all important for ageing dogs!



Sensitivity Dog Food

Now, many dogs can develop intolerances to different foods or can become increasingly fussy as a life of digestive wear-and-tear catches up with them. Our Omni Sensitivity diet is hypoallergenic and so free from common allergens (including soy), lower in fibre and thus gentler on the digestive system. It provides a way to address digestive sensitivity and ensure a comfortable transition to a plant-based diet. We also added a premium herb mix to make it even more delicious so that even the fussiest of palates would approve.

Due to popular demand, we brought out Omni Sensitivity in late 2023 to cater to those dogs who seemingly won't eat anything - to give you, the dog parent, that we've got your back!


omni.pet
[@omnipetfood](https://twitter.com/omnipetfood)

Is a plant-based diet suitable for all breeds?

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Different breeds do have different digestive needs. There are a few breeds who have high rates of specific digestive conditions, for example, the most common of which we'll list below.

The general answer to this is, again, a resounding "Yes!". There's no reason any breed can't be plant-based. If you're ever concerned, go and read about our free Vet Consultations scheme in section 5 or sign up to one on our website here ...





Dalmatians

Dalmatians require a lower-protein diet than most dogs. This is because when they were bred, they developed a high rate of a particular kidney condition that means they are prone to kidney blockage and failure when eating high-protein diets. It is not clear whether this still applies with plant proteins, but it is probably good practice to use the Senior Dog Food (at only 26% protein, rather than 30%) and add in a good deal of lower-protein veggies and gravy.

Irish Setters

Irish setters commonly have a form of gluten intolerance that means they can't eat wheat or gluten-containing foods. Omni's standard dog food range contains grains like oats and rice, which although are naturally gluten-free, we cannot confirm that all of our standard food is free of traces of gluten. We recommend that Irish Setters go onto an Omni Sensitivity diet just to be certain.



Miniature Schnauzers

Commonly suffering from pancreatitis, a high fat diet can be highly inflammatory for these gorgeous pooches. That's why we recommend using the Omni Senior range sooner rather than later. While none of Omni's food is high in fat, the Senior range is just 7.5% fat - well below the typical "low fat" classification of 17%.

A plant-based diet really is suitable for each and every breed - it just depends on the specifics of the diet. If you aren't sure, there's no harm in booking yourself a free vet consultation with one of our inhouse veterinary experts. After all, that's what they're there for!

Upgrading from raw food to plant food

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Feeding raw meat to dogs has become a very popular trend in recent years, but most vets will warn against this practice, and for good reason.

This is because cooking is vital to help kill off dangerous bacteria like E coli, Salmonella, Campylobacter and others, including various dangerous parasites. These parasites have necessitated several food recalls from the market in recent years and tragically caused serious illness and death in both dogs and their humans.

Did you know?

A recent scientific paper analysed a range of raw dog food brands in the UK and found alarming rates of contamination with salmonella and other pathogens, not present in a plant-based doggy diet.

Although raw meat diets can offer dogs high amounts of protein, they tend to be high in animal fats which make their coats shiny but could mask the appearance of other nutritional deficiencies which often take time to manifest. Meat is a poor source of certain vital nutrients dogs need to thrive like calcium and vitamin D and there is no evidence that feeding raw versus cooked meat confers any advantages.

Health Warning!

The PDSA, Public Health England, the British Veterinary Association, the British Medical Journal, and various others have warned against feeding dogs raw meat diets.

Dogs fed on a raw meat diet will have hardly any fibre in their diet. As a result, stools will typically be smaller and drier. It is thus very common for stool frequency and size to increase and for stools to become softer when switching away from raw fed and towards plant-based. As a plant-based doggy guardian, you should be aware that this is perfectly normal and healthy, as long as they are still well-formed and easily picked up!

So how do I transition a dog from raw foods to plant-based?



It's easier than you think!

Granted, the textural shift from raw food to kibble can take more time to get used to, so you may want to go slower than those shifting from one sort of kibble to another and transition over the whole of Veganuary rather than just in 16 days.

Here's some other **top tips** from our vets for shifting from raw meat to plant-based:

TIP 1

Use Omni's Wet Food Toppers! These come in a "No-Chicken" and a "No-Beef" flavour, meaning you've got meaty substitutes right at your fingertips. Each packet is rich with gravy, protein, and plenty of flavour, ensuring your dog will wolf their dinner down!

TIP 2

Use raw tofu from the supermarket shelf. Strange, we know, but it really works! Dogs love tofu. It's high protein, the texture is great for their mouths, and it simulates raw meat off the bone just the way they like it. Crumble it up over their food and watch them lick their chops with glee!

TIP 3

Add water - or, better yet, vegetable gravy. Helping your dog transition to a dry kibble from a raw food diet can be made much easier by softening the kibble with water or gravy. Gravy is also flavoursome, high in fat, and delicious! Don't just listen to us - go ask your dog!

To homemade or not to homemade?

That is the question... Home-cooking plant-based meals for your dog can be incredibly rewarding - even we, a dog food manufacturer, can't deny that! However, home-cooking comes with its own set of challenges, too. Without any pretence of a sales pitch, here's what we think:

On the one hand, home-cooking can be a great way to ensure that you have total control and customisation over the ingredients your dog gets to eat each and every day. With any company (us included!), there's a lot of trust involved in handing over the nutrition for your beloved companion to strangers. We at Omni totally appreciate that; in fact, this idea forms the basis of our approach to customer service and product design transparency.

On the other hand, however, home-cooking all your dog's dinners is a mammoth task to take on for most. It takes a great deal of time and effort to ensure that each meal is crafted just right. Finding a great recipe that your dog loves which provides all the necessary nutrients each day is a huge responsibility. It can also be expensive (we don't expect you're feeding your dog on pot noodles and meal-deals!) and just plain difficult (I mean, where do you get L-carnitine from, anyway?).

For home-cooked meals, most dog guardians are going to want to supplement their dog's diet to ensure they're getting all the right mixes of those hard-to-source nutrients (see the next chapter for more on this!). We also recommend that you consult a vet (perhaps via a free consultation with one of the friendly veterinary faces here at Omni?) to get your diet plan signed-off on by an expert.

All in all, do we recommend home-cooked meals for dogs? It's not as simple as that, ultimately. We recommend nutritionally complete, scientifically-backed and delicious meals for dogs! If you are willing and able to home-cook your dog's dinner, we aren't going to stop you - but if you want us to take all the hard work out of it for you, then why not sign up for a subscription bundle of any of our kibble, wet food topper, treat or supplement ranges?



Feel free to use the discount code in the back of the book for huge savings to help you find your feet!



Transitioning your sensitive and allergy-prone dogs' dinners

This is where our new Omni Sensitivity range comes in, designed specifically for dogs with intolerances, sensitivities, and other digestive or allergy-related issues.

TIP 1

Beef, chicken and dairy are the most common dietary allergens for dogs, which means most sensitive dogs do really well on our standard diets that are naturally free of these ingredients. That said, a small number of dogs are also allergic to other plant-based allergens such as soya and grain, and this is why we formulated our 'Omni Sensitivity' diet which is also suitable for these cases.

TIP 2

Omni Sensitivity is grain-free, soya-free, meat-free, and free from all other major allergens. We can't think of a single ingredient that'll give even the fussiest and most sensitive dog a flare-up, though exceptions are always possible!

TIP 3

If you're one of the thousands of dog guardians across the country tearing their hair out and trying to find something your dog will eat, just drop us a line - this one could be for you, we've optimised the flavour of the biscuits using a premium herb mix and added yummy ingredients like apples and tomatoes for a richer flavour. Feel free to reach out and we'll get you on Sensitivity within just a few days.





When and why to use supplements

Enhance your dog's well-being with Omni's delightful range of supplements. Whether your furry friend is a playful pup or a wise old companion, our supplements are designed to make tails wag and hearts happy!



1

Joints & Mobility

Give your dog the freedom to frolic! Omni's joint supplements with glucosamine, chondroitin and MSM support ageing joints and aid in recovery from injuries. Keep your pup on the move, ensuring they strut their stuff well into their golden years.

2

Stress & Anxiety

For a zen-like canine companion, try Omni's anti-anxiety supplement. Packed with L-theanine and L-tryptophan, it soothes stress, reduces cortisol levels, and brings peace to anxious moments caused by fireworks, car rides, or unexpected visits from the postie. It's also made from passion flowers, which help to take your dog's energy levels down a notch.

3

Irritated Skin

Say goodbye to itchiness! Omni's skin supplement nourishes your dog's skin with essential fatty acids. Combat dryness, inflammation, and discomfort, all while promoting healthier, shinier fur by providing them with omega-rich algae and beta glucans. Your pup will thank you for the spa treatment!

4

Stool Firmer

Handle upset tummies with ease! Our vet-formulated chewy supplement, rich in pre- and probiotics, aids in digestion and tackles sensitive stomachs. Maintain your dog's gut health and keep those tummy troubles at bay with natural additives like fibrous inulin and antidiarrheal kaolin.

omni**5**

Anal Glands

Keep things moving smoothly with our anal gland supplement. A daily, soft chew treat with psyllium husk & apple pectin to naturally support healthy anal gland expression. It's a tasty solution that's gentle on your pup's system.

6

Home Cooking

For dogs on a home-cooked diet, Omni's supplement is a game-changer. Packed with essential nutrients like B-vitamins, choline, selenium, taurine & L-carnitine, it ensures a well-balanced meal. Treat your pup to a culinary delight without any worry!



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What's so good about Omni's supplements?



Once-a-day simplicity: No more multiple daily doses! Your dog can go about their day in peace, and the soft chew supplement becomes a happy bonding ritual.



Calorie-conscious: You only have to give these once, so you avoid overfeeding with our convenient once-a-day supplements.



Earth-friendly: Our supplements are free from animal ingredients, promoting a kinder planet for all.

With Omni, you can make supplement time a joyous bonding experience with your pup. What could be better than a happy, healthy dog in your home?



Conclusion

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Whether you and your dog are already plant-based or not, it is clear that the future of food for people and pets is grown in the ground. And lucky for you, right now, in your hands, you are holding the key to becoming the best plant-based dog 'parent' you could possibly be: this eBook!

Transitioning to a vegan lifestyle with your dog has never been easier, simpler, or more affordable. The list of reasons why we believe we all (dogs especially!) ought to be moving towards plants is far longer than this little eBook can possibly provide.

Even still, there are doubtless questions left unanswered - and if you have any questions like these, please do contact us at woof@omni.pet, and we'll get back to you as soon as we can.

And if we've piqued your interest (or, better yet, if you're now wholeheartedly convinced you ought to join the movement), grab your massive savings, as promised, on the next page!



Bonus discount code for MASSIVE savings!



As promised... MASSIVE savings available here! Get half off any product with this one-time-only code:

EB00K50

