



Taste life in New Zealand®

Transitioning your Cat to Ziwi Peak

In the ideal world your cat would know they're an obligate carnivore and that the healthiest diet possible for them was Ziwi Peak, which in turn would make your life a lot easier. The reality is many cats can be quite resistant to a change in diet and it may take several weeks or longer to make the transition to a healthier diet like ours – so be persistent and eventually you will outwit your cat! Further down the track when your cat is basking in good health and vitality it will thank you for switching to a high meat and filler free diet that matches its digestive system.

Time, patience, and some tricks are often required while transitioning your cat to a new food. The most important thing is actually making the change, not how fast you accomplish it. Some cats are really easy, others are more challenging and take time and patience, and others are extremely challenging– see over page for transitioning tips for extra fussy cats.

It does not mean that your cat does not like Ziwi Peak if it walks away from it for a few days, as cats are normally very suspicious of any change to their food.

Keep in mind that cats tend to prefer a moist canned food, as they have a low thirst drive and derive most of their daily moisture from their food.

- Calculate how much to feed your cat by going to our Feeding Calculator at the top of our homepage www.ziwipets.com .
Remember that our feeding guide is a basic guideline, as all cats are so different. Therefore we recommend you monitor your cat's condition and adjust the feeding amount if necessary.
- Introduce Ziwi Peak over a seven day period a little at a time mixed in with the cat's existing food. One day one start by adding 15% Ziwi Peak and increase by 15% each day to the recommended daily amount over the seven days. You will need to reduce the amount being fed of the existing food each day to allow for the introduction of the Ziwi Peak food.
- Keep in mind that our Air dried food is extremely nutrient dense so you will be serving considerably less than you would with our Canned food or with many other pet foods. The reason for this is our Air dried food contains no fillers and has had the majority of the moisture removed therefore 1kg is equivalent to 3kg raw meat.
- For smaller cats we recommend you weigh the Air dried food as overfeeding or underfeeding by 10grams for a 2kg cat can result in a big overfeed or underfeed as they eat so little.
- If you want to feed a mixture of Canned and Air dried food first introduce our Canned food, and then add a little Air dried food each day after the transition period. Just work out the feeding amount on our feeding calculator for each food type and reduce the feeding amount by half if you wish to feed a 50:50 mix of the Canned and Air dried food.
- **Bring to room temperature** - Make sure that any refrigerated Canned food is brought to room temperature by removing Canned food from the fridge 30 minutes before serving - cats prefer their food at 'mouse body' temperature.
- Keep in mind that you don't need to add any water to our Air dried product, as it already typically contains 9% moisture so can be fed straight from the pouch.
- Your cat should also have access to plenty of clean fresh water. Cats don't drink a lot of water however it aids your cat's metabolic function.
Remember to always reseal the Air-dried pouch after each use and store in a cool dry place away from sunlight. Moist canned food must be stored refrigerated once opened and should be used within 7 days.

- Your cat may experience **softer stools** during the transition which is completely normal as the flora in the gut adjusts to the raw diet.
If your cat gets diarrhoea don't abandon the transition, just slow the transition down and do it over a period of several weeks. Diarrhoea is usually a sign that the transition is too fast or you are overfeeding.
- It is not uncommon for some cats to **regurgitate or vomit** a new food when trying it for the first time, especially if they eat too much too soon or eat too much in one sitting. Don't be concerned, this is quite normal for a cat to regurgitate or vomit a new food.
If you are changing from a more processed food that contains more fillers to Ziwi Peak keep in mind that Ziwi Peak is a lot more concentrated and nutrient dense than many other pet foods because it doesn't contain any fillers. Therefore it is equivalent to feeding raw meat. If this happens we recommend you slow down the transition to give the gut some time to adjust to the new diet.

Tips For Transitioning Extra Fussy Cats

If you have an extra fussy cat don't lose hope! There's hope around the corner in the form of seeing your much loved furry friend being the healthiest and most vibrant version of themselves that they can be! Imagine your cat at its bright eyed bushy tailed best basking in health and well being, and eventually being thankful for your efforts to feed it the best food available!

- **Free Feeding** - If you are free feeding your cat try implementing a feeding schedule by feeding 2-3 times per day. Leave the food down for 30 minutes, and then remove any uneaten food. Repeat in 8 -12 hours depending on if you are feeding 2 or 3 times per day.
Leaving the food out all day encourages continual grazing as the animal is never hungry, so the digestive enzymes are never functioning correctly. It is natural for a cat in the wild to have an empty stomach as the digestive system is at its optimum to receive food.
- **Try exercising** your cat with a tassel toy before feeding. This can help to stimulate their appetite.
- **Play with your cat** – Throw one or two pieces of the air dried food across the room so that your cat can run back and forth and 'hunt' for it.
- **Pet your cat** while he is in front of the food bowl. Some cats will be stimulated to eat when being petted.
- **Sprinkle** a very small amount of tuna, cooked chicken, or your cats favourite treat on top of the canned food. Once they are eating it, start pressing it into the top of the new food.
- **Bring food to room temperature** - Make sure that any refrigerated canned food is brought to room temperature by removing the can from the fridge 30 minutes before serving - cats prefer their food at 'mouse body' temperature.
- **Sprinkle a little parmesan cheese** on the canned food. Most cats love parmesan cheese and this trick can be successful for some cats.
- **'Chip and dip' trick** – try dipping some air dried pieces in the canned food - put it on a separate plate from a *small* portion of air dried food.
- **Sprinkle crushed air dried food** on the top of the canned food.
- **If transitioning from dry kibble to canned food** - try offering some **cooked or raw chicken, meat, or deli-meat**. This can get your cat used to eating food that does not crunch, and get will also get used to a different food texture.
- **Try adding** a few small pieces of the canned food to a portion of your old kibble food. Your cat may pick around the canned food but will get used to the smell and texture - even if he does not eat any pieces of the new food in the first few days.