

Moon Doggie Biscuits

For a moment, put away the image of surfing dudes and dudettes on a late-night California coastline and replace it with two sibling dogs at a dumpsite. Add to this visual, a passionate desire for higher-quality pet treats while factoring in the alluring radiance of the moon and there you have it; the original concepts behind the foundation of Moon Doggie Biscuits, Inc.

Since 2003, Janet Baucom, founder of Moon Doggie Biscuits, Inc., has been creating more than images for pets and owners alike. Soon after rescuing her two dogs, Marsh and Mellow, who were found at a dumpsite in northern California in 2001, she discovered the consequences of a less-than-healthy diet for pets. “One of my dogs began having skin issues and ear infections, which eventually affected the other dog too” said Baucom. “All my life I studied healthy foods and herbs as a hobby and decided to find out what foods and herbs could best help my dogs, I wanted proactive, preventive cures (for both dogs and cats) rather than relying on medical drugs that seem to combat the symptoms rather than address the underlying problem,” Baucom said. After much research, Baucom consulted with Dr. Kirsten Williams, a veterinarian who specializes in pet nutrition and natural herbs. “Starting with an overall healthy, human-grade treat, the idea of salmon was discussed with its higher protein content (compared to mammal meat) and its inclusion of Omega-3 essential fatty acids, which is lacking in other types of fish,” Baucom said.

Why salmon? “First of all, salmon is a high quality animal protein, providing much more protein per weight than mammal meat,” she said. Additionally, “the oil (from salmon) contains Omega-3 essential fatty acids; a key anti-oxidant missing from many other fish oils. We ensure the salmon starts fresh in our kitchen and is not overly processed, while still providing a cooked meat product which eliminates any parasites,” she said.

Why human-grade? Baucom said, “In terms of meat, human-grade means that we are capable of getting the freshest and highest quality protein available for both humans and our pets. If the meat is not human-grade, it can be either overly processed (cooked many times over and/or the left-over of other products that may or may not be considered a higher grade) or perhaps the protein – even if high in quantity is very low in quality.” Sadly, at times, meats in food and treats “may be rancid, or diseased, or processed in a less pristine manner. Quality food and treats (I consider treats to be food) are key to excellent health!”

With so many pet products available, Baucom stresses the need for owners to become familiar with what exactly they are feeding their pets. “About proteins and commercial labels: An over-processed meat

still shows a great deal of protein in lab analysis but because of over-cooking, our pets have a difficult time using the over-processed protein. This makes the kidneys work too hard for barely any nutritional protein received,” Baucom said. “None of this appears on a nutritional label. In fact, nutritional labels can be quite deceptive where proteins appear adequate in percentage amount, but the usability in animal’s systems is not shown. The expense of buying truly healthy treats more than compensates for serious health issues that can arise from a deficient and sometimes, abusive diet.”

After relocating from California to Texas, Moon Doggie Biscuits continues to surpass its original expectations. From selling cat and dog treats at dog parks and pet-rescue fairs, Moon Doggie Biscuits has broken into the national market with dog/cat treat sales in multiple states. “I moved to Texas specifically to get the business grounded in its own commercial kitchen to ensure the nutritional quality of the product during the (higher-volume) manufacturing process,” Baucom said. “Now instead of the capability of making 3 cases within 2 weeks, we can produce up to 72 cases in the same time frame.”

But not everything about the business is just about “the business.” Baucom recalls a potential client who was concerned about giving just any treat to his pet. She assured him of the validity of the human-grade products and the superior/meticulous manner in which they were prepared in order to maintain the nutritional content, but somehow that was not sufficient. “His rationale for being so inquisitive was because he wouldn’t give his dog something he couldn’t also eat. He focused on the Moon Biscuits, asking if I could meet him at a local Starbucks for coffee. So, I brought a few Moon Biscuits, and he brought a few containers of the “spread-able” cream cheese – 3 different flavors – to try on the biscuits with his coffee. ‘How delicious,’ he said between bites, ‘I know my dog will love these too!’ Truly, it was the first time that a customer personally wanted to try Moon Doggie Biscuits before first giving to a pet.”

While it’s not a moon-lit coastline and surfing shorts, Moon Doggie is more than a vision for Baucom. “I had a dream to create a product that I could whole-heartedly believe in. Moon Doggie Biscuits has provided the first step, in what I hope to be many, in living the dream. With this, I hope to help people and their pets live healthier, more fulfilling lives,” she said. “We learn from each other, and when we put health and the education of nutrition and its benefits as a first priority, many other successes can follow.”

For more information on Moon Doggie Biscuits cat and dog treats, log onto www.moondoggiebiscuits.com

