

# The Barkery Bugle

APRIL 2010 EDITION

## In This Issue

- Stamps to the Rescue
- Our New Virtual Doghouse
- Food Forum
- Ask the Vet
- New Product Spotlight
- Upcoming Barkery Events
- Coupon

[Join Our Mailing List!](#)

Dear Gregg,

Aaaahhhh...spring is starting to arrive. Sure, we've gotten a lot of rain recently, but we're in for a warm, dry streak that will have us thinking of SUMMER already! The days of swimming in lakes, rolling in the grass and chasing doggie toys are just around the corner...

Why not kick off the season by purchasing Rescue Stamps from the Post Office and helping feed shelter animals across the nation?

And be sure to check out our new Web site, new products and food offerings, and Ask the Vet question. In addition, be sure to print and present your money-saving coupon on Blue Buffalo's new stews at the bottom.

Go ahead and enjoy the Bugle, and we hope to see you all in the store soon.

Gregg & Melissa Bernhardt  
(and Chloe and Chance, too!)  
Bag of Bones Barkery

## STAMPS TO THE RESCUE

**US Postal Service and Halo Pet Food team up to offer postage stamps that feed shelter pets with every purchase**



**You've got to send letters, so why not help a shelter pet in the process?**

Think of all the millions of letters that are delivered each and every day across our country. Now imagine if each of those little stamps on each of those letters was somehow magically turned into a meal for a pet awaiting her forever home in a shelter somewhere. That would be a lot of food for a lot of deserving pets.

Well, that's exactly what the US Postal Service and Halo Pet Food have teamed up to do. Starting April 30, post offices throughout our nation will begin selling ["Stamps to the Rescue" stamp booklets](#)

to benefit pets in US shelters in the form of Spot's Stew food, provided by Halo Pet Food through the company's co-owner, Ellen DeGeneres.

"Pet adoption is something I'm extremely passionate about," said DeGeneres, "and I believe that by working together, we can find good homes for the millions of homeless and abandoned pets out there. And until they get adopted, I'm

happy to say that Halo and I are giving one million meals to shelter pets that are waiting for you."

The stamps, which are currently [available for presale on the USPS Web site](#) if you don't want to wait for April 30, will carry no additional cost (\$8.80/book of 20 or \$0.44 each) over normal postage stamps and feature the [faces of 10 oh-so-adorable and irresistible pets](#) adopted through loving and diligent shelters and rescue organizations in New Milford, CT (hometown of the photographer, Sally Andersen-Bruce).



10 shelter pets are featured in each book of stamps

"These stamps continue a 50-year Postal Service tradition of bringing attention to serious social issues of the day ... one letter at a time," said Postmaster General John E. Potter. "Our goal is to increase public awareness of the number of sheltered pets in this country, to encourage pet adoption and to promote humane and responsible pet care."

We've already preordered ours, and we hope you will, too. This is a very easy way to help our furry friends awaiting their perfect families while also taking the monotony out of writing bills each month!

## OUR NEW VIRTUAL DOGHOUSE

**We've launched our brand new Web site and added some exciting new features**



Discounts and new features on our new Web site!

After what seems like forever, we're proud to announce that our new Web site is up and running!

The site address has not changed, so you can still find us at [www.bagofbonesbarkery.com](http://www.bagofbonesbarkery.com), and there are some good reasons to visit as soon as possible! For a

limited time, every order on our Web site of \$50 or greater qualifies for a \$10 discount. Simply enter the promo code 10WEBOFF at checkout. AND, if you double your order to \$100 or more, we'll throw in *free shipping* as well! Use promo code NEWSHIP for this discount at checkout.

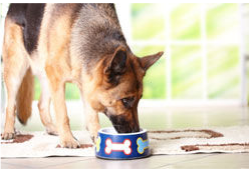
In addition to having more products available for order than before, we've also added our birthday cakes to the site so you can place and prepay for your cake orders online. And there is now a store pickup option that allows you to shop whenever you'd like, prepay and then just pick the date and time you'd like to pick up your order in the store! We'll have it waiting for you, adding a new facet of convenience to shopping with us!

There's a virtual tour of the store, a link to [our Facebook fan page](#) (tell your friends), contact info and directions, our hours of operation, an event schedule that outlines our upcoming community and store events and so much more, too!

Please check out our new site today, and don't be shy about giving us your feedback. We're still working out some bugs here and there, so it helps if you find them for us!

## FOOD FORUM

**Nature's Variety publishes preliminary findings of recent study on raw diet ... and we welcome Nature's Logic to our dog food offerings!**



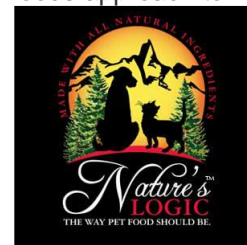
Nature's Variety, a Lincoln, NE based company that produces its own brand of raw pet food, recently commissioned a study of raw pet food diets to provide veterinarians with science-based research on raw diets and their effects on dogs' health. The company revealed their preliminary findings March 26, which conclude that a raw diet is a viable and healthy option for feeding your dog.

Now, of course, we ask you to take the results of ANY study commissioned by a company about its own product with a grain of salt, but the findings are still interesting nonetheless. You can read about the study more in depth [HERE>>>](#)

If you decide you'd like to give raw a try, we currently stock both Trapper's Way (made right here in NJ!) and Stella and Chewy's in the store. Stop by or contact us today for more info!

AND...

we are proud to now offer [Nature's Logic dog food](#) to our all-natural pet food offerings! While almost every other pet food brand fortifies their dry formulas with synthetic, man-made mixes of vitamins and minerals to bring them to a "balanced" state, Nature's Logic takes a whole-foods approach to pet nutrition. That is, all vitamins, minerals and proteins come directly from the ingredients (foods) themselves. There are absolutely no chemically produced ingredients in their canned or dry formulas, so they truly give "natural" a higher meaning. And as is the case with all of our pet foods, Nature's Logic formulas contain no wheat, corn, soy, fillers, by-products or artificial colors or preservatives!



## ASK THE VET

**Q:** My dog chews on the wall at night and eats the sheetrock. Is he missing something in his diet? He came from some one who gave him very little structure and at the age of 7 was still using puppy pads in the breakfast room instead of being completely house broken. He gets caught when we find him silently tippy toeing down the stairs like a fox with a smile. So, what makes sheetrock so special?

**A:** There are two ways to approach this problem -- from a behavioral and a dietary point of view.



From a behavioral point of view, your dog may be chewing/eating the sheetrock out of boredom. Perhaps he needs more stimulating toys to amuse him, such as puzzle cubes that dispense treats or firmer chewing toys like Nylabones, but perhaps also he is not sleeping through the night because he needs more exercise throughout the day.

It is also possible that this was an occasional behavior, but that your dog is now learning that chewing/eating the sheetrock attracts your attention and he enjoys that -- especially since you seem to find the behavior almost endearing. Aside from providing more stimulation, I would recommend coating the wall with a chewing deterrent such as Bitter Apple, which most dogs find unappealing, and also completely ignoring the behavior for a week or so to see if he will stop naturally without the encouragement of it attracting your attention.

From a dietary point of view, we've discussed before in this column how dogs seem to often eat unusual things, and that this might indicate a natural instinct to supplement a dietary deficiency. There is of course very little statistical evidence of this assumption, and one should never allow dogs to eat things which seem dangerous for this reason, but all dog owners are familiar with, for example, when their dogs choose to eat soil, tree roots, bark, stones and other seemingly random objects. In the case of eating soil, this is particularly evident in breeds which have known natural iron deficiencies, and this demonstrates how they may be seeking extra dietary iron in clay soils. Therefore, it is possible that your dog has a calcium deficiency (the main constituent of sheetrock) -- and you could try to give high calcium supplements to him (within the range recommended by any over-the-counter canine supplement). If the behavior stops within a week or two, it is possible that the extra dietary calcium has negated your dog's need for eating sheetrock.



### [SUBMIT YOUR QUESTION NOW!](#)

*James Glover (Dr.) is widely experienced in small animal practice. He attended Vet school at Kansas State University - Manhattan, Kansas, and has practiced in various hospitals in New Jersey throughout his career, as well as having various dog training diplomas. Now retired, he is well known for giving seminars on animal care and helps educate rescued pet adopters through volunteer work.*

## NEW PRODUCT SPOTLIGHT

New toys, leash patterns, food and much more...



### **New Braidz Designs by Kong**

Kong Braidz introduces three new members to its fleecy and durable line of dog toys -- frog, gekko and snake. They are great for tugging and pulling, and their minimal amount of stuffing make them good for dogs that like to tear, also. Their colorful patterns make them easy to keep track of, and because each is made entirely of fleece, they are machine washable and easy to spot clean.

### **Nature's Logic Food for Dogs**

All-natural Nature's Logic does it with food while other so-called natural commercial products do it with chemicals. Nature's Logic is available in a number of different proteins and takes a whole foods approach to pet nutrition, so all the vitamins and minerals come directly from the ingredients in the food itself. No more long string of unknown chelated and proteinated minerals or vitamins at the end of your dog food's ingredients list. Please [read on](#) to learn how a real natural pet food can be made.



### **Blue Buffalo Stews**

Remember those delicious stews Grandma used to make? Now comes Blue's Stew, a hearty food that's made with the same kind of love and care from the good 'ol days. Packed with tasty chunks of chicken, diced carrots, peas and potatoes and smothered in thick, savory gravy, Blue's Stew is also made without wheat.

We're also carrying new Pumpkin and Cinnamon & Banana and Yogurt HealthBars by Blue Buffalo as well. And we'll soon be offering up to 8 new dry and canned formulas for dogs by this company as well.

[Read more](#) at Blue Buffalo's Web site.

### New Pattern from Lupine -- Crazy Daisy!

Just like all Lupine products, the new Crazy Daisy pattern is 100% guaranteed -- even if chewed! And with all of these wonderful colors and alternating shapes mixed in, there is no doubt that this new springy pattern will look good on any breed dog of any color! Machine webbed for maximum durability, they are rugged, durable and easily washable as well as fashionable!



## Upcoming Barkery Events

Because a Dog Can Never Have Too Much Fun!

### APRIL 10

#### Chloe's 7th Birthday Celebration -- All Day, 10-7

Our golden retriever Chloe is turning 7 this year, and we are very excited to be able to offer all sorts of fun and events throughout the day!

Everything in the store will be 15-20% off, and our parking lot will be taken over by a handful of rescue organizations as well as exhibitors from Merrick, Wellness, Verus, Natura (Cal Nat, Innova and EVO) and others. Hobson Dog Training, Trapper's Way and more will be here also. Vendors will distribute freebies, run raffles, give out samples and much more from 10-4.

There will be free doggie cake for all four-leggers and contests by us -- you could win a year's supply of Barkery Bones!

### MAY 1

#### Mercer County Chamber Pet Expo

10am to 4pm at Waterfront Park, Route 29 in Trenton

Adults, \$5 at the door; Kids 12 and under FREE

Free doggie bags to first 1,000 attendees

Rain or shine

View event flyer [HERE>>>](#)

**20%  
OFF**

### ANY BLUE'S STEWS PURCHASE

Purchase any new Blue's Stews cans (chicken or lamb) and receive 20% off the original price. Only one coupon may be used per customer per visit. **You cannot use this coupon in combination with any other store coupons, discounts or promotions.** Valid in store only during valid period.

**EXPIRES APRIL 15, 2010 -- EXPIRED COUPONS WILL NOT BE ACCEPTED**

[Tell a Friend!!](#)

✉ [SafeUnsubscribe®](#)

This email was sent to [info@bagofbonesbarkery.com](mailto:info@bagofbonesbarkery.com) by [info@bagofbonesbarkery.com](mailto:info@bagofbonesbarkery.com).  
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



Bag of Bones Barkery | 1905 Route 33 | Hamilton | NJ | 08690