



Why Rabbit?

DISCOVER THE HEALTH BENEFITS

ALLERGIES ARE
ONE OF THE
MOST COMMON
PROBLEMS
EXPERIENCED BY
PET OWNERS.



RABBIT IS...

Environmentally Friendly

The process for raising beef places a burden on grain and water supplies. The environmental impact from raising rabbits is low. The period from conception to harvesting maturity is only three months, and the amount of food they eat is minimal when compared to other animals.

Rabbits are one of the most productive domestic livestock animals. Rabbits can produce 6 times more meat than a cow on the same feed and water.



Watch our video online for more benefits of rabbit.

A Novel Protein for Allergies

– Dr. Barry Leek, DVM

WHAT IS A NOVEL PROTEIN?

A novel protein is one that dogs are seldom exposed to in their normal diets of food and treats.

WHY IS IT IMPORTANT?

Allergies are one of the most common problems experienced by pet owners. Allergies can cause GI upsets like vomiting and diarrhea. Further, allergies can be the cause of hot spots, inflammation, ear infection, and rashes.

NOVEL PROTEINS & ALLERGIES

Veterinarians commonly recommend elimination diets to pet owners experiencing problems with allergies. Eliminating common proteins can allow the immune system to stop overreacting to allergens and give their GI tracts time to heal and detoxify. Foods are then re-introduced slowly to identify problematic proteins.

Source – USDA Circular #549

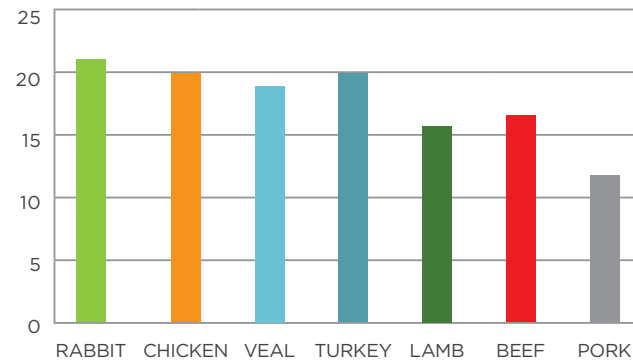
HIGH IN NUTRITIONAL VALUE

3 HEALTHY BENEFITS

- ✓ Lowest Calories Per Pound!
- ✓ Lowest Cholesterol Per 500G! – Heart Friendly
- ✓ Lowest Fat Percentage!

Rabbit has more Protein than Pork, Beef, Chicken, Lamb, or Turkey. Rabbit has virtually no saturated fat! Compared to Pork, Beef, Chicken, Lamb, & Turkey.

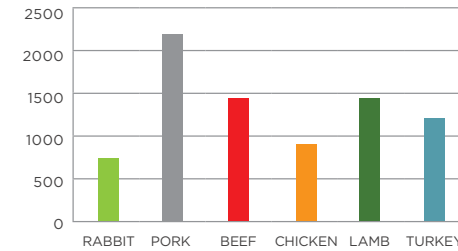
PERCENTAGE OF PROTEIN



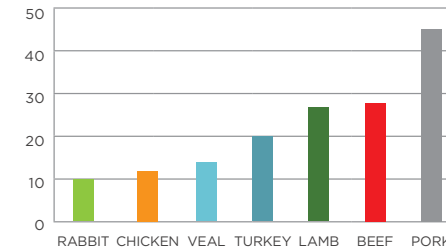
As far back as 1962, the Bureau of Home Economics, a division of the USDA, through extensive testing stated that domestic rabbit meat is the most nutritious meat known to man.

Rabbit meat contains selenium, a mineral your body uses to make antioxidants. Each 3 oz portion of meat contains 46.8 % of the recommended daily value of selenium. MedlinePlus reports that some physicians may recommend more selenium into your diet to combat hardening of the arteries, as well as cancers such as stomach, lung, prostate and skin cancer.

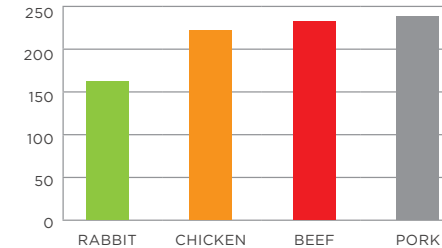
CALORIES PER POUND



PERCENTAGE OF FAT



CHOLESTEROL PER 1,000 GRAMS



THE USDA CALLS RABBIT THE MOST NUTRITIOUS MEAT AVAILABLE.





HTDRABTNDR

HTDRABBAG

HTDRABSLDR

Hare of the Dog® Bagged Rabbit Treats

Full of all natural ingredients, these tasty treats will disappear fast!

Available in 3 varieties to please every palate:

- 100% Rabbit Recipe
- Rabbit Tender
- Rabbit Slider with **REAL** Cranberry



FREE!

1 or 2 Tier Display
with First Purchase
of 3-6 Cases.

RACK-3PRONG
RACK-6PRONG
HODRACKSIGN

Hare of the Dog® Rabbit Recipe Display

Lean, nutritious treats that pet lovers can use to reward their pooch – confident in it's quality and safety.

- Mother Nature doesn't use preservatives so neither do we! Nothing artificial. No filler or additives.
- Our 100% Rabbit Jerky Treats come in 3 sizes to match any dog's needs.



RABBIT
RECIPE
BIG
DOGS
HTDBD2X5



RABBIT
RECIPE
MEDIUM
DOGS
HTDMD2X5



RABBIT
RECIPE
SMALL
DOGS
HTDTR2X5



FREE!

Display with
First Order.

HTDJERKY-STRKIT
REFILLS (36 PCS)
HTDJERKY

Hare of the Dog® 100% Rabbit Jerky Counter Display

Attractive counter display with fun, single serve rabbit treats.

Available in 2 flavors:

- 100% Rabbit Jerky
- 100% Rabbit and Sweet Potato Jerky



FREE!

Display with
First Order.

HTDJERKY-STRKITSP
REFILLS (36 PCS)
HTDJERKYSP



HTDCH2X5

Cat Hare®

Cats will love the taste, and owners will love the benefits of this 100% rabbit product. It is just what Mother Nature intended for cats too!



MADE IN USA
FROM AMERICAN FARMS



Pet owners are always looking for places to find treats with limited ingredient decks and unique proteins.

BECOME A HARE OF THE DOG CERTIFIED RETAILER TODAY!

- Recognition on website as a Hare of the Dog Certified Retailer.
- Additional merchandising signage for your store.
- Training brochure for you and your staff, highlighting key health benefits of rabbit.

GO TO WWW.TREATPLANETRETAILERS.COM TO REGISTER.

