



Understanding & Addressing Barriers to Nutritional Recommendations

It's easier to feel confident making nutritional recommendations if you are ready for possible barriers. Here are some tips to address these in conversation:

Sticking Point	Possible Solution
<p>Picky eater</p> 	<p>Determine why the client thinks their pet is picky, including understanding what the pet currently eats (wet, dry, combination, toppers, etc.). Then, offer advice on:</p> <ul style="list-style-type: none">• Slow transitions to the new diet• Environmental factors to prevent food aversions (especially in cats) such as food temperature and texture• Using suitable meal enhancers such as wet toppers, if needed• 100% money-back guarantees (if offered by the company) if the pet truly will not eat the recommended diet
<p>Difficulties limiting food access in homes with multiple pets</p>	<p>Suggest practical strategies for reworking mealtime at home:</p> <ul style="list-style-type: none">• Feeding pets in crates or in different rooms until everyone is done eating• Using devices that limit which pets can access which food sources
<p>Client feels they're already addressing the health concern in other ways</p>	<p>Avoid an all-or-nothing approach by acknowledging their efforts and explaining the value and benefits of the recommended food</p>
<p>Reach an impasse on current food choice</p>	<ul style="list-style-type: none">• Check for any recalls or FDA alerts on the specific food and share results, if applicable.• Recommend increased/more frequent monitoring
<p>Pet doing well on current diet</p>	<p>If no nutritional change is needed, recommendation can still be to “keep up the good work” and continue feeding current food</p>
<p>Cost concerns</p>	<p>Calculate actual costs per day of current food and recommended food, based on the pet’s specific Maintenance Energy Requirement (MER)</p>
<p>Objections to specific ingredients or types of foods or concerns over food allergies</p>	<p>Offer resources that explain the nutritional benefits and functionality of certain ingredients such as corn or chicken and prevalence data on pet food allergies and top allergens</p>