



The Possum - New Zealand's Best Kept Pet Food Secret



The BRUSH TAILED POSSUM (*Trichosurus Vulpecula*) is a native of Australia where it is protected in all states except Tasmania. It was introduced into New Zealand in the 1860's to establish the fur industry.

Unfortunately, New Zealand has no predatory animals and the possum numbers grew out of control. Early last century, the possum was declared an agricultural pest. The estimated 60-70 million possums in New Zealand eat an estimated 21-25 tonnes of native forest per night. Possums in New Zealand kill native birds and eat birds eggs and so are a targeted species for control.

In 1999, Addiction's Founder, who is a Holistic Veterinarian and Clinical Nutritionist discovered that possum meat was an ideal high quality protein rich in Omega 3 & 6 fatty acids. He believed that possum could be used as the main protein source of an ultra-premium quality pet food formula especially suited for pets with allergies to common protein sources like chicken, beef and lamb. After extensive testing and research, he developed the world's first *Possum & Vegetables* pet food formula. This one-of-a-kind pet food has since amassed a cult following amongst discerning pet owners who recognize the following benefits of possum meat:

• Saving New Zealand's Native Flora and Fauna

Our activities to harvest the possum are fully supported by our Ministry of Agriculture and Forests. Our operation is conservation based and approved by the new Zealand Government. By feeding *Addiction's Possum & Vegetables Canned Food*, you are helping to conserve New Zealand's plant and animal life by reducing the destruction of native habitat and giving native plant and animal life a greater chance of survival.

• Possum- An Unmatched Source of Omega 3 & 6

Possums eat only the finest food, including a variety of leaves, fresh shoots, berries and grasses. Possums contain higher levels of Omega 3 & 6 fatty acids than other red meats. Omega 3 & 6 have important anti-inflammatory effects and are extremely beneficial in the management of allergies and inflammatory skin conditions.

• Hypoallergenic

Our Holistic and Hypoallergenic Formula uses only the freshest fruit, vegetables and premium meats. Every possible care has been taken in formulation and production to ensure minimum instance of allergic reactions.

• Naturally Irresistible Taste

Possum on its own is highly palatable and unlike most pet foods which use artificial flavorings to enhance the taste of their foods, *Addiction's Possum & Vegetables Canned Food* is an all natural and delicious solution with an irresistible taste that appeals to even the fussiest eater.



- A complete balanced meal on its own
- For fussy eaters
- Improves skin conditions As a recovery diet
- To enhance the flavour of dry food
- As a low allergy diet