

# BLUE DOG BAKERY™

News from Blue Dog Bakery

December 2010

## The howlidays are here!

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Happy HOWL-idays from our pack to yours! I am sure you are all busy getting presents together for your respective celebrations - so don't forget to stock up on Blue Dog treats before it's too late. You can buy [on-line here](#) - and get free shipping on orders over \$25. I promise you licks of approval.

This week I came across an interesting article, continuing the debate of which is better - dogs or cats. According to research from the University of Oxford, dog's sociability gives them bigger brains. Does this make them better? Read on and decide for yourself.

I have included a photo from each event we attended in 2010 this month, for your viewing pleasure. To see the rest of the photos, and all our Blue Dog of the Month submissions check out our [Facebook page](#).

Give those dogs a big hug from me.  
Lara

Photo of Dee Dee & Abby, submitted by Chris and Gina

## Breaking News: Blue Dog Bakery Back at Walmart!

Thanks to your many calls, e-mails and requests, we are happy to announce the Walmart has put select Blue Dog Bakery items back on their shelves! We have been placed in 700 of their stores in the lower-48 states. Walmart has chosen seven Blue Dog items -- so keep your eyes peeled. THANK YOU!



## Congratulations to Kansas!

Congratulations to Kansas -- our December Blue Dog of the Month! To see his winning photo and read more about him, check out our [Blue Dog of the Month](#) feature.

Thank you to everyone that submitted photos for Blue Dog of the Month - December! We think every dog is a winner, so find your photos on our [website](#) or

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[Blue Dog Homepage](#)

[Buy On-Line Now](#)



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our Facebook page.

Submit your dog to be the Blue Dog of the Month by e-mailing us a photo, your first name, hometown and a few sentences telling us what makes your dog special. (*Note: Dogs only please*) Even if your dog is not chosen, we will post your photo on our website to show the world how cute s/he is!

We chose from each pool of photos submitted on a monthly basis -- so please re-send your photos each month if your pooch is not chosen.

## Dogs Have Bigger Brains Than Cats Because They Are More Sociable, Research Finds

University of Oxford  
reprinted by ScienceDaily.com

ScienceDaily (Nov. 28, 2010) - Over millions of years dogs have developed bigger brains than cats because highly social species of mammals need more brain power than solitary animals, according to a study by Oxford University.

For the first time researchers have attempted to chart the evolutionary history of the brain across different groups of mammals over 60 million years. They have discovered that there are huge variations in how the brains of different groups of mammals have evolved over that time. They also suggest that there is a link between the sociality of mammals and the size of their brains relative to body size, according to a study published in the *PNAS* journal.

The research team analysed available data on the brain size and body size of more than 500 species of living and fossilised mammals. It found that the brains of monkeys grew the most over time, followed by horses, dolphins, camels and dogs. The study shows that groups of mammals with relatively bigger brains tend to live in stable social groups. The brains of more solitary mammals, such as cats, deer and rhino, grew much more slowly during the same period.

Previous research which has looked at why certain groups of living mammals have bigger brains has relied on studies of distantly-related living mammals. It was widely believed that the growth rate of the brain relative to body size followed a general trend across all groups of mammals. However, this study by Dr Susanne Shultz and Professor Robin Dunbar, from Oxford University's Institute of Cognitive and Evolutionary Anthropology (ICEA), overturns this view. They find that there is wide variation in patterns of brain growth across different groups of mammals and they have discovered that not all mammal groups have larger brains, suggesting that social animals needed to think more.

Lead author Dr Susanne Shultz, a Royal Society Dorothy Hodgkin Fellow at ICEA, said: 'This study overturns the long-held belief that brain size has increased across all mammals. Instead, groups of highly social species have undergone much more rapid increases than more solitary species. This suggests that the cooperation and coordination needed for group living can be challenging and over time some mammals have evolved larger brains to be able to cope with the demands of socialising.'

Co-author and Director of ICEA Professor Robin Dunbar said: 'For the first time, it has been possible to provide a genuine evolutionary time depth to the study of brain evolution. It is interesting to see that even animals that have contact with humans, like cats, have much smaller brains than dogs and horses because of their lack of sociality.'

The research team used available data of the measurements of brain size and body size of each group of living mammals and compared them with similar data for the fossilised remains of mammals of the same lineage. They examined the growth rates of the brain size relative to body size to see if there were any changes in the proportions over time. The growth rates of each mammal group were compared with other mammal groups to see what patterns emerged.

*Disclaimer: This article is not intended to provide medical advice, diagnosis or treatment. Views expressed here do not necessarily reflect those of ScienceDaily or its staff.*

## NEW Doggie Cremes!

with a glucosamine creme filling



Introducing Blue Dog Bakery's newest treat: **Doggie Cremes - Hip & Joint Formula**. Our special formula includes a glucosamine creme, that isn't degraded by heating or baking. **Doggie Cremes** are great for dogs of all sizes with 250mg of glucosamine to help support healthy hip & joint function. These treats will help put that puppy-spring into any dog's step.

Available now at select **Walmarts**.

Available on-line soon.

## Crazy for Blue Dog Treats!

[Zippity is crazy for Blue Dog treats. Don't believe me? See for yourself. Her humans posted this AWESOME video of her playing with her Peanut Butter & Molasses bunny treat. We love it!](#)

Additionally, we were honored to find out that we have been nominated for the 1st Annual Humanitarian Awards from American Dog Magazine. What an honor! Voting goes until December 5th - so [click here to vote for Blue Dog](#) if you are so inclined.

### Is Blue Dog Bakery missing in your store?

If you are having trouble finding our treats at your Walmart, Kroger, Safeway, Costco or anywhere else, continue to let us know.

We forward your e-mails and requests on to our buyers to help lobby to get your favorite treats back to your local stores. You make the difference!

You can always order treats from us at [www.bluedogbakery.com](http://www.bluedogbakery.com).

## Where in the world is Blue Dog?

As the weather get chillier (in most states), events start winding down and our Community Calendar feels relatively bare. To wrap up 2010, a year of much traveling by Blue Dog Bakery to so many fun events, I thought it would be fun to recap with our favorite photos.



The Mighty Texas Dog Walk  
Austin, TX 4/17/2010  
Benefiting Texas Hearing and Service Dogs



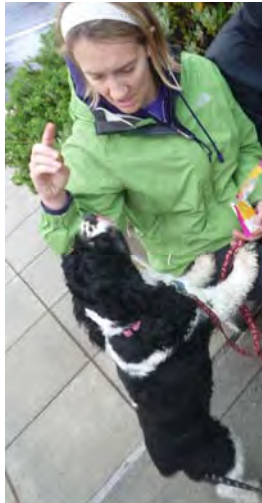
Walk for the Animals  
San Diego, CA 5/1/2010  
Benefiting the San Diego Humane Society



Whisker Walk  
Lancaster, MA 6/6/2010  
Benefiting various shelters and rescues



A Cause for Paws  
Boulder, CO 9/11/2010  
Benefiting the Humane Society of Boulder Valley



Walk for the Animals  
Seattle, WA 9/26/2010  
Benefitting the Seattle Humane Society



Fido's Fest  
Woodstown, NJ 10/9-10/10/2010



The Race for the Rescues  
Pasadena, CA 10/24/2010  
Benefiting The Rescue Train

Looking forward to 2011 and many more events to come!

If you or your local shelter/organization have an upcoming walk, run or gathering, let us know. We'd love to donate treats and add you to our [community calendar](#). E-mail me at [lara@bluedogbakery.com](mailto:lara@bluedogbakery.com).

16 & 20 oz. boxes on promo at these retailers:



10 oz. boxes on promo at these retailers:



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