



BLUE DOG BAKERY™

News from Blue Dog Bakery

February 2011

We heart you!

Happy Valentine's Day

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Happy Valentine's Day!

Since February is usually associated with love I dedicated this month's newsletter to your dog and affection. Our dogs show us affection in many different ways, so read up on what it could really mean according to Penn State University's research.

Also, exciting news for you New York Blue Dog Lovers - our treats can now be found in Gristede's! For those of you in Florida, look for Blue Dog Bakery in Winn Dixie by the end of March.

Give those dogs a big hug from me.

Lara

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ATTENTION NEW YORK CITY:

Blue Dog is excited to announce that our **10 oz Super Stars** can now be found in GRISTEDES!

GRISTEDES

Congratulations to Tug!

Congratulations to Tug -- our February 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 -

February! We think every dog is a winner, so find your photos on our [website](#) or 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 isn't 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.

Does my dog really love me?

by Sarah Etter

The idea that dogs feel emotions, specifically love, is debatable. Though older schools of scientific thought refuted the notion that dogs had human-like feelings, some researchers today believe the subject deserves more attention.

All mammals, including dogs, have a "pleasure center" in their brains that is stimulated by dopamine, the chemical that regulates feelings of happiness. For example, when a dog is playing fetch, dopamine is released in the pleasure center and the dog is "happy." Since humans have similar brain chemistry, can we assume that dogs and humans are much more alike emotionally than previously thought?

According to Fred Metzger, a guest lecturer in animal sciences at Penn State and a State College veterinarian, "Dogs probably don't feel love in the typical way humans do. Dogs make investments in human beings because it works for them. They stand something to gain from putting so-called emotions out there. The more 'cute factor' they give us, the more we feel like they love us. This makes it more likely that we will give them more attention, food treats, outdoor access -- all based on how much of a show they put on for us." Metzger theorized that dogs "love" us as long as we continue to reward their tricks and antics with treats and attention.

In a statement sure to shock dog lovers everywhere, Metzger added, "If we moved our dogs to our neighbor's house and that neighbor gave the dogs as much as we gave them and in the same motivational forms, I believe our dogs would adapt to the new life and would become as loyal to the neighbor as they were to us."

The idea that Fido's love could be easily transferred to the family next door may seem unsettling, considering the amount of time and emotion most people invest in their canine counterparts. However, Leslie Burgard, a certified dog trainer in State College, does not think the subject of puppy love is quite so simple.

"Their loyalty is unconditional -- much like that between a parent and child," Burgard said. "For the most part, our dogs would go to bat for us, even on our worst and most intolerable day. All parents have days when they may not really like their kid that much, but they always love them unconditionally; even parents of troubled or criminal children love them on some level. The love and the loyalty that drives that emotion is instinctual ... I think dogs have a 'love' or connection with their humans that is free of preconceived perceptions."

Susan B. Eirich, a biologist and psychologist and founder of the Earthfire Institute, thinks that primatologist Jane Goodall's research gives us a good indication that animals actually do have emotions. "From a behavioral perspective, it only makes sense that animals would experience emotions ... As Goodall notes, social animals must be able to read other animals in their society and must be able to maintain social bonds."

"When you think about it," explained Eirich, "strong emotion underpins social behavior and connection."

Eirich suggested that emotions underlie intraspecies communication, from barking to growling to the baring of teeth to show anger and aggression. So, are those "puppy dog eyes" signaling true love or a manipulation to get dog biscuits out of you? As long as science remains undecided, the meaning of your dog's "happily" wagging tail is up for interpretation.

Source: Penn State / Physorg.com

Where in the world is Blue Dog?

Get those calendars ready because we will be attending some upcoming events near you! This month, Blue Dog Bakery is traveling to Tempe, AZ for Petsmart Charities Petwalk. The Petwalk is on February 20th at Tempe Town Lake. Registration activities begin at 9am, and for more information you can [click here](#). There will be a 5k walk, pet contests and an adoption event. Hope

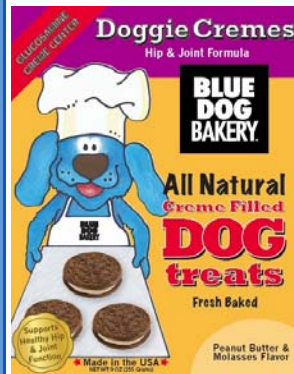
to see you there!



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.

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.

A Dog's Love

by Vegan Poet

When I need to love, my dog is faithfully there.
In the sweetest way, dogs show us how much they care.

They inspire us to play, to go for walks or a run.

A dog's love is comforting and makes life more fun.

They're willing love objects at any time of day.
And somehow my dog understands what I say.

From a dog's warm welcome, true love is understood.
Their eyes reveal honesty; their heart is pure and good.

Great genius made the wagging tail, the 'happy' indicator,
Seeing a dog's tail wag, my own happiness grows greater!

A dog's Love offers a calming, therapeutic feeling,
Petting a dog's coat has a wonderful way of healing.

A dog's love truly feels as though it comes from a higher place
than the oftentimes self-serving love shown by the human race.

This interspecies relationship helps my soul to grow.
My Love should be more Dog-like: I am only human, though.

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.

10 oz Boxes on Promo at the following retailers:



10 oz Boxes on Promo at the following retailers:



16 oz & 20 oz Boxes on Promo

at the following retailers:



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