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## **New Hey!Berries™ Are A Fun Foraging Treat For Rabbits, Guinea Pigs, And Other Herbivores**

See them at SuperZoo, booth 1178



Enlarged to show detail

**CORNELL, ILLINOIS, JUNE 2017** —Hey!Berries™ are unique because of their shape and texture. Made from 70 percent hay, Hey!Berries™ also include tasty morsels of mango and papaya that add flavor, texture, energy, and fiber. Each Hey!Berrie is formed into a small, berry shape that encourages foraging behavior in rabbits, guinea pigs, and other herbivores. The size makes them convenient for hand-feeding, or for stashing them around for pets to find. The aroma of the hay and visible pieces of mango and papaya add to their appeal.

People love to spoil their pets, and feeding treats is a great way to do this. With pet obesity on the rise, people are more conscious about what they feed their furbabies. Hey!Berries™ are high-fiber, low-protein, hay-based, and formulated specifically for herbivores. They're nutritious foraging at its best. Hey!Berries™ are available in 4-ounce, re-closable bags shipping by July 1, 2017.

In addition to being nutritious, the high-fiber content keeps the digestive tract moving to prevent gastrointestinal problems. Chewing hay also wears down the constantly growing teeth of rabbits and guinea pigs.

"We had the idea for Hey!Berries™ years ago," says Ted Lafeber, DVM, Lafeber Company president. "We waited to make Hey!Berries™ until we figured out how to make them a healthy treat. We finally determined how to do this last summer. The key was pelleting the hay first so the berry shape could be maintained. The berry shape provides the excellent foraging that is so important for companion rabbits and guinea pigs."

Foraging provides mental stimulation. Rabbits and guinea pigs nibble, roll around, and carry the Hey!Berries™, which makes eating them a playtime activity.

"Many people think of Lafeber as a bird food company," Lafeber says, "They don't realize that we've been making a veterinary diet for critically ill herbivores for more than a decade."

### **About Lafeber® Company**

Lafeber® Company represents two generations of veterinarians caring and working for the health of companion pets. It was founded in the late 1970s by veterinarian T.J. Lafeber, Sr. He formulated the first pelleted bird food and continued making innovative pet food. In the '80s his veterinarian son, Ted Lafeber, joined him in creating food that promotes nutritious foraging. All products are manufactured at the family farm in rural Illinois.