

FLORA FAUNA NEWS

www.zoopharmadynamics.com

We Should All Be Researchers

By Brian Kanke
Chairman of Zoo Pharma Dynamics

“Educating people about products” means providing clear information and knowledge about a product’s features, benefits, and how to use it effectively, aiming to build trust with potential customers and ensure they understand the value proposition, ultimately leading to informed purchasing decisions. According to the latest State of Customer Training Report, 96% of organizations firmly believe that customer education is important. However, not many businesses believe that they can adequately equip their customers with needed information. Only 14% believe that customer education is adequately conducted within their organizations. This leaves much room for improvement and growth in the area of customer training and education.

People might not actively seek information for various reasons, including laziness, lack of awareness about how to find reliable information, overconfidence in their existing knowledge, fear of navigating complex information, a preference for getting answers from others, not seeing the need to look further, or simply not being curious enough to explore new facts. Sometimes, the overwhelming amount of information available online can also discourage people from searching further.

The greatest puzzle has limited answers but many ideas as to why. Why have people chosen to turn off the ability to learn something new, find the truth, or search for something better? In today’s world, there are thousands of ways to gather information to make the best decisions for yourself and your animals. Your animal has no ability to search for or find the best options for them. The animal is totally dependent upon you, and we usually make mistakes about what’s best for them. The mistakes are not made on purpose; at least we hope not. Do we make decisions out of convenience? Do we just accept what is readily available? Did we buy it because it was cheap? Just because the bag said “BEST,” is it really? Did the TV ad make it “BEST”? I believe it’s a combination of all of the above. So ask yourself this question: Do you use the same decision-making for yourself? I am willing to bet you don’t. Human nature is to crave the best, want the best, and get the best, and you will do your homework for yourself to buy the best. Sounds selfish, doesn’t it? We must do a better job for our animals.

When you go to the doctor because you feel sick, do you turn down the medicine that will make you well? When you go to the grocery store, do you buy the cheapest food possible, or do you choose better, healthier items? No one turns down the medicine, and everyone wants better food. Your animal is no different; they want the medicine to make them well and the food to make them healthy.

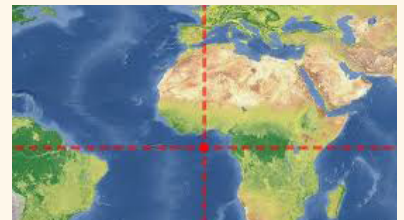
I have been to the vet many times and have seen people bring in the family pet only to leave without the medicine due to cost. I have seen the vet encourage the pet owner to put the animal on a better diet, and they don’t. Why? Is the animal not worthy? Do you think the animal will heal itself or find its own healthy diet? They can’t because they are totally dependent on you.

I often hear that it’s too expensive or that it’s just an animal and they’ll be fine. No, they won’t, and you shouldn’t own an animal you aren’t willing to take care of and keep healthy.

This gets back to the root of the problem: educating yourself and being informed. The most expensive isn’t always the best, but it’s there somewhere in the middle. An animal on a very healthy diet rarely gets sick, which keeps those medical expenses to a minimum. A healthy diet is an investment in the animal’s future. If I invest a little more now, I will save money in the long run.

If I had to give a one-word answer to what constitutes a healthy diet, it would be “Natural.” Existing in or caused by nature; not made or caused by humankind. I would pay attention to “Non-GMO,” meaning not genetically modified. If something is genetically modified, that’s not natural. In caring for animals, we should be providing a natural, non-GMO diet. I believe that doing so will result in a happy animal and a happy owner. The animal will feel healthy, and the owner will be financially better off in the long run. As stewards of the animals and the land, we should always do our best. Do your research for you and your animal; everything will improve as a result. Hope for a happy life.

DID YOU KNOW?



- Africa is the only continent in all four hemispheres
- Ketchup was once sold as medicine.
- It would take 19 minutes to fall to the center of the earth.



CONTACT US

800 ISOM RD
SUITE 106
SAN ANTONIO, TX 78216
210.634.0693
media@zoopharmadynamics.