

## GDL Burt Ward

Welcome to Good day a lot We are in the studio with Mr Burke Hello Thank you Thank you Yeah is uh not only uh Mr Iconic he played the role of Robin on my way here I was I sent a voice memo I was like na na na no I have to tell you uh Kyle is a huge batman fan and we've spent so many episodes talking about batman like which batman was he which is his favorite batman And after after one of our episodes we ran into Michael Keaton So it's a small world How about that I bet that was a surprise small world I was terrified I was shaking I was so nervous uh being like uh we were just talking about you because we're talking about Adam West and and and and you and and then here you are That's right We uh we could talk about this with you for forever but we want to talk about the dog food Yes we um let me let me explain in operating the world's largest giant breed dog rescue The breeds that we were rescuing traditionally have the shortest life Oh that's Tara She was actually she lasted she lived till 27.5 years But the reason why we created this food was we never intended to sell it We could not stand to see our dogs dying so young we couldn't stand it And every time we would lose a dog my wife Tracy and I would literally cry I mean we would sob It was so upsetting to us because life is the most precious commodity in the world And we decided when we first started rescuing them that you know there must be a way there must be something we could do to help these incredibly sweet loving animals live longer and healthier And the first thing we created was a special way of feeding and caring for dogs We feed and care for dogs differently than anyone else And this is something that we developed after I mean just think if you had 15,500 dogs in your house over a period of 28 years never having less than 50 in your house 24 7 for 28 years don't you think you would have learned a lot Well we sure did And we developed a feeding and care program which your listeners and viewers can watch uh on our website at Gentle Giants dog food dot com And there's a special feeding and care program and this is by the way you feed and care for a dog you can add 5 to 8 years to their lives We elevate we elevate our food and water dishes to a specific height for every dog such that they never lean down they only kilt their head down We feed our dogs a minimum of five or more times a day Smaller more frequent meals that adds years to the life And people say well why do you do that Well because dogs bodies wear out much faster than human bodies And the greatest strain on a dog's body is their digestion So when you only feed a dog once or twice a

day as most people do that's the equivalent of of you or I going out to a buffet and eating so much that you come home and you literally have to lie down to digest your food because uh because you ate too much and and so dogs by by eating smaller more frequent meals that add years to their life But then we said is there anything else we can do And we have created a food that is different than any other dog food in the world It is completely different in in in two major respects Number one I tell people you want to know the difference between our food and everybody else's Go pick up a few kibbles of the food You're feeding your dog rub those kibbles in your fingers real firmly Put the kibbles down rub your fingers together and you're gonna feel that slightly greasy feeling That's because the company that made that food fills their food with fat and coats the food with greasy fat Because when dogs eat it it makes them it confuses their brain to make them believe they're always hungry So they'll eat more food to make you buy more dog food We don't do that We think that is unconscionable So our food is not greasy and not filled with fat And number one number two all of our food is non GMO On our website website General giants dog food dot com I'd like to mention that we have a section that says non GMO ingredients meaning non genetically modified organisms in the ingredients And why this is a great thing to go see is because there's an eight minute video that we found from a research site that does research on human and animals eating genetically modified organisms and and what's so great about this video It's on G giants dog food dot com non GMO ingredients section What's so important is that all of the people interviewed in this eight minute video are veterinarians and they all say exactly the same thing Here's what they say 10 15 20 years ago they would see one dog or cat a month that had cancer Now with the modified organisms in the food source they say that every single day one out of every two dogs or cats has cancer and is dying of it and this doesn't have to be that way So we have all non GMO ingredients I don't know any other company that has non GMO ingredients So between those two yeah it makes you get to try it Well yeah absolutely She'll love it And here here's the thing We have no artificial chemicals or preservatives None of that stuff That's that's not healthy pure nutrient Look at all those dogs on the bed There's that that's a close shot but there are more than 50 in the room And so uh but but but here here's the thing is that when you feed your dogs pure nutrition and you don't clog their arteries and you don't clog their intestines They can live a long healthy life and the quality of life for our animals is unbelievable Our dogs and cats are so healthy The only time they ever go to a veterinarian is

every three years for a rabies's uh update That's all they don't go for any illnesses We have no illnesses here and dogs are healthy and run around like puppies And you can see behind me all of those those dogs the ages there's a whole bunch of them 2021 25 26 Uh uh uh I've got just like you've got your dogs right there I've got a dog sitting 6 ft away from me She's 25.5 years old now that people can't believe it because they they they call us every week and they say I don't know what to do I look at your videos and I see dogs in their twenties running around like puppies And my dog is seven years old and is having a hard time getting up at a hard time walking and after we explain what to do and how to do it and and get them on our food these dogs all of a sudden they're do acting like puppies again And most people tell us after a month on our food they think they actually have a different dog Their dog the dog that didn't want to play anymore is playing again The dog that didn't jump up on their bed for the last five years is jumping up on their bed again They they they think it's a miracle but it's not a miracle You've got to unclog the arteries and intestines of your dog You got to give them good nutrition not something that's full of fat and greasy and unhealthy Wow I mean you literally have been wearing a cape for a while now Not only are you saving uh lives on a TV show Fighting against Crime but you're also in that cape and helping the canines So I think uh I think you were on to something as a little guy with the cape around your neck How many different ways But you know it's become our life it's become our life's work and by the way we take no salary from this this you know it doesn't matter if we sold one bag or 10 million bags we're not gonna be taking any any salary from this This is all about trying to make the finest food in the world and bring it to people as affordable as possible Now when you've considered that 98% of our food source in the United States States has been genetically modified You can only imagine how hard it is to find that 2% that is certified non GMO that 2% that is got to be the cost of three times the cost of the regular food because there's so little of it And that took us a year and a half to find suppliers who could get us this all non GMO ingredients So everything is really healthy for our animals and for your animals as well But what's the best way to to uh buy this food on your website or is it on the shelves at uh certain pet stores Oh yeah we're we're on uh well let me tell you uh we're in uh depending where you are in southern California We're in state or brothers markets and Ralph's grocery stores Gelson's Um we are in target stores throughout the country and online all the online retailers have it uh chewy dot com pet co dot com pet smart dot com tractor supply dot com

Uh target dot com and our own website General Giants dog food dot com And and we help people that we help people for free I get 1100 people a week contacting my wife and I for feeding her care questions or you know issues and and we've got like thousands of testimonials on our Facebook page General Giants dog food and cat food and products I mean thousands of testimonials I we actually ship about 100 truckloads of our food every week across the country And it's made right in the Midwest All usa ingredients nothing from any foreign country like China or any place you know uh overseas everything is made right here in the in the the midwest Um You know and it's all the best ingredients That's incredible And III I got a big dog I feed her organic food but you changed my mind in about 10 minutes I'm 100% I'll I'll show you I'm gonna get that food Well we try that try that test where you pick up those kibbles rub them in your fingers I mean and you and let me tell you why II I tell you it's so bad for your dog animal fat and think of it this way Would you ever consider taking a can of bacon grease or turkey or chicken fat and pouring it down your garbage disposal at home You would never do that because you know that unlike water that evaporates animal fat coagulates and when it hardens it's like cement And if and if you pour this down your garbage disposal you let it sit there for day you'll be calling a plumber to replace your garbage disposal and maybe replace the pipes in your sink So when you realize that animal fat will ruin a metal garbage disposal what do you think has been happening to you The arteries and intestines of e every single dog or cat that eats a food that's got animal fat coating it and filling it I don't even know how you have competitors Honestly there's no one that can no one can compete with this I don't understand People say to me well gosh bird if you go out and tell everybody about it all these companies are gonna are gonna copy you No they're not And let me tell you why because what happens when you feed the food with the fat on the outside and the fat filling the inside it makes dogs eat about a third more food So just think if you're company that was making \$10 billion a year you can make \$13 billion a year and a lot of these companies are publicly traded with shareholders that are you know every 90 days Well why isn't the stock price higher And do you think they're going to cut their sales by a third to help dogs live longer I don't think so with you on that bet Definitely with you on that Glad you're not just a man of profit You're a true superhero like Michelle says yes a true superhero in all shapes and ways of the word superhero I love the story of you wearing the cape as a little guy Uh I too had my own talk show at the age of seven in my parents' basement Yes

I would sit in my basement in my and I would sit in front of my dad's camcorder whether it was on or not And I would just say welcome to the Michelle show So I totally believe you that um you know thoughts are things and when you put out great thoughts um great things can happen and you're putting out not only great thoughts but great products and um the fact that you are helping extend the life of our furry friend friends and family members Uh I'm super grateful for that Um And I know a lot of people around the world are as well and the fact that we have you know the real official Robin on our show is so iconic I can't thank you enough for taking the time out of your day to to meet with us and to um have this meeting with us uh for for anyone who wants a gentle giants where can they go again They can go chewy they can go to where else Pet pet co dot com pet smart dot com Uh they can go to target stores or target dot com Tractor supply dot com And uh eventually uh here in southern Cali in southern California we're in all the grocery stores But across the country we're gonna be dog to have a chance to live the longest healthiest happiest life possible And you know something the the funny thing I'll tell you the only complaint we've ever gotten is people say you and your wife you're so nuts about dogs and cats Why don't you do something for people And here's what I tell them If I I help you keep your dog or cat an extra five or 10 years longer don't you think I've done something for you And they say oh yeah Well when you put it that way I guess so we give a shout out to your wife Tracy Um I I guess my my my real quick question is how did you two meet Well my wife was uh running a very big conglomerate of companies for her father who was uh Forbes 401 of America's richest men And all she wanted to do was charity work Excuse me And I was doing charity work too And we met and we kind of fell in love with each other Uh my wife tells me the story that her father said to her from from three years of age upward Whatever you do in life Tracy don't move to California and don't marry an actor So so she kind of went against that But we've been married for 33 years incredibly happy And uh we've been fortunate to have the resources to be able to spend the time day and night caring for animals helping them live life longer healthier lives And you know really what my my wife and I really want to do is try to make a better world for all of us You know we're only on this planet a very short time and wouldn't it be great to be able to have done things to try to make a better world for everybody to the extent that you can do it And we focused on animals and because we know they bring a lot of pleasure and happiness to people they console you when you're down you know Um and and so this

is something that we want to do And in fact one more little bit of uh of thing about the future My wife and I are developing our own television programming and film programming in which we are going to have uh characters life like characters that are crime fighters gentle and giant which gentle is a giant Great Dane and Giant is a tiny chihuahua both wear capes and cows and fight Hana's villains to try to make a better world So we're going to bring entertainment to people at the same time educate them on how to care for their animals And help them live longer I love that so much Well we're gonna go we're going to say thank you so much to Burt for being on our show We're gonna go to a commercial and we'll be right back after this and don't forget to get Gentle Giants at a local store near you