Ethics Policy

Business Name: Chewing With River
Last Updated: 10 November 2026

At Chewing with River, we are committed to upholding the highest ethical standards in all aspects of our work. Our core mission is to support dogs and their guardians in a way that is kind, evidence-informed, and prioritises the welfare and wellbeing of the dogs we serve.

Our Ethical Commitments

1. Welfare-Focused Approach

We believe that every dog deserves to be treated with compassion, respect, and dignity. Our work is guided by what is in the best interests of the dog, both emotionally and physically. We never compromise on the welfare of the animals or people in our care.

2. Force-Free Methods

Chewing with River is proud to be a force-free business. We do not use aversive tools, intimidation, pain, or coercion in any form. Instead, we rely exclusively on positive reinforcement and humane, science-backed training and behaviour modification methods that build trust and strengthen the bond between dogs and their people.

3. Empathy and Non-Judgement

We recognise that every client is on their own journey, and that seeking support can feel scary. We meet all clients with empathy, kindness, and without judgement. Our role is to guide and empower guardians to make informed, compassionate choices for their dog's health and behaviour.

4. Evidence-Informed Practice

Our recommendations around both training and nutrition are based on current, peer-reviewed research and professional best practice. We commit to ongoing professional development to ensure our knowledge remains current and effective.

5. Collaboration and Transparency

We value open communication and collaboration with clients and, when necessary, with other professionals involved in a dog's care. We will always

be transparent about our methods, the reasons behind our recommendations, and the expected outcomes.

6. Respecting the Individual

We recognise that each dog is an individual with their own needs, preferences, and history. Our work is tailored to the unique circumstances of each dog and their family. We respect differences and adapt our support accordingly.

7. Professional Integrity

We will not offer advice or take on cases beyond our professional scope. When an issue falls outside our expertise, we will refer clients to an appropriate, qualified professional.

8. Professional Collaborations

Before collaborating with other businesses and professionals, we will always do our due diligence to ensure their ethics align with ours. We aim to only promote products and services that we have tested, received personal feedback from, and feel comfortable using with our own pets and recommending to clients.

Next Policy Review: 10 November 2027