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Dear Tom,

I am writing to you because it is the only way I can collect, organise and present my thoughts with clarity and coherence. I have been giving a lot of thought to why I feel uneasy being involved in the politics of the "natural foods/raw meaty bones question". I want you to understand my role is totally different to yours. I am not a political animal. I am not a stirrer. It is not in my nature to attack people or institutions or commercial organisations. .

Where your role is confrontational, mine is one of steady attrition. A constant [and hopefully authoritative] presence. What I do best is show people how to produce healthier animals. It is my thing to write and lecture on these topics. I enjoy the intellectual challenge. Because of the 2GB show and the positive effect "Give Your Dog Bone" is having worldwide my credibility is rising. This credibility together with my quiet approach is making and will continue to make a worthwhile contribution. I am here to educate whoever will listen. Pet owners, vets and even pet food companys - if they are interested. It is not necessary, in fact it is counterproductive for me to attempt to participate in the politics of this debate.

If I am to be of use I need to be seen as outside the political arena. Someone who has the respect of the profession, whilst retaining strong views and unequivocal beliefs - supported of course by good evidence. My aim is to make a positive difference in this debate, and continue to make a living.

As a consequence I cannot continue as a signatory to the political activities of the raw meaty bones lobby. I will continue my activities as I always have done through radio press and personal contact, and by supporting yourself and any others of the lobby both publicly and in private, on both a personal and professional level, and with whatever scientific back-up I have. I trust you understand and we can continue as we have done.

Talk to you soon,

Ian B.