



# TREAT HIERARCHY

A GENERALIZATION

## LOW VALUE TREATS



### **Kibble.**

Kibble is generally not novel. They get it everyday!

## SITUATIONAL TREAT VALUE LOSS



### **Addition of fear or anxiety.**

Even with the highest value treats, dogs often stop feeling motivated to eat if their levels of fear or anxiety are high enough.



### **Lacking novelty.**

Chocolate cake? Yum. Chocolate cake after eating it everyday for two weeks? Yuck!



### **Bland and crunchy.**

If novel, it can be a little more exciting than kibble. It most likely won't outrank any distractions though.



### **Predicts something bad.**

Using treats as a lure towards something unfavorable can lead to the treat predicting something bad. This can lower the value of food.



### **Personal preference.**

Just like people, dog's have taste preferences. A treat that you think *should* be high value, might not be to your dog.

## SITUATIONAL TREAT VALUE INCREASE



### **Hunger.**

Food will be especially motivating for a hungry dog.



### **String Cheese.**

Easy to grab and go.



### **Peanut Butter.**

Pack into a squeeze-tub & hit the road.



### **Chicken.**

Boiled or baked!



### **Novelty.**

The addition of variety. New flavors/textures add value!



### **Baby Food.**

Meat flavors. One lick equals one treat.



### **Hot Dogs.**

Chop them up in small pieces ahead of time.



### **Soft and stinky store bought.**

Novelty adds value

Increase value when adding distraction

Pay them with treats!

The dog decides what's reinforcing