

Nutrient Profiles [NOW FRESH™]

NOW FRESH™ GRAIN FREE RED MEAT ADULT DOG FOOD RECIPE

| Nutrient profile | As fed basis | Dry matter basis | Per 100 kcal (as fed) |
|---------------------|--------------|------------------|-----------------------|
| Energy: | | | |
| ME per kg | 3701 kcal/kg | 4023 kcal/kg | n/a |
| ME per cup | 407 kcal/cup | 442 kcal/cup | n/a |
| Energy from protein | 24 % | 24 % | n/a |
| Energy from fat | 36 % | 36 % | n/a |
| Energy from carbs | 39 % | 39 % | n/a |
| Proximates: | | | |
| Moisture | 8 % | 0 % | 2.2 g |
| Protein | 25 % | 27 % | 6.8 g |
| Fat | 16 % | 17 % | 4.2 g |
| Fibre | 3.4 % | 3.7 % | 0.92 g |
| Ash | 6.5 % | 7.0 % | 1.8 g |
| Carbohydrates | 42 % | 45 % | 11.2 g |
| Amino acids: | | | |
| Arginine | 1.20 % | 1.30 % | 0.32 g |
| Histidine | 0.48 % | 0.52 % | 0.13 g |
| Isoleucine | 1.03 % | 1.12 % | 0.28 g |
| Leucine | 1.70 % | 1.85 % | 0.46 g |
| Lysine | 1.26 % | 1.37 % | 0.34 g |
| Met + Cys | 0.67 % | 0.73 % | 0.18 g |
| Phe + Tyr | 1.91 % | 2.08 % | 0.52 g |
| Threonine | 0.71 % | 0.77 % | 0.19 g |
| Tryptophan | 0.21 % | 0.23 % | 0.06 g |
| Valine | 1.19 % | 1.29 % | 0.32 g |
| Taurine | 773 mg/kg | 840 mg/kg | 21 mg |
| Fatty acids: | | | |
| Omega-6 | 2.43 % | 2.64 % | 0.66 g |
| Omega-3 | 1.12 % | 1.22 % | 0.30 g |
| DHA | n/a | n/a | n/a |
| Linoleic acid | 1.8 % | 2.0 % | 0.49 g |
| Minerals: | | | |
| Calcium | 1.2 % | 1.3 % | 0.32 g |
| Phosphorus | 0.8 % | 0.9 % | 0.22 g |
| Potassium | 0.8 % | 0.9 % | 0.22 g |
| Sodium | 0.21 % | 0.23 % | 0.06 g |
| Chloride | 0.28 % | 0.30 % | 0.08 g |
| Magnesium | 0.08 % | 0.09 % | 0.02 g |
| Iron | 200 mg/kg | 217 mg/kg | 5.4 mg |
| Copper | 10 mg/kg | 11 mg/kg | 0.26 mg |
| Manganese | 18.9 mg/kg | 20.6 mg/kg | 0.51 mg |
| Zinc | 155 mg/kg | 168 mg/kg | 4.2 mg |
| Iodine | 1.8 mg/kg | 1.9 mg/kg | 0.05 mg |
| Selenium | 0.15 mg/kg | 0.16 mg/kg | 0.004 mg |
| Vitamins: | | | |
| Vitamin A | 14.09 kIU/kg | 15.32 kIU/kg | 0.381 kIU |
| Vitamin D | 1.53 kIU/kg | 1.66 kIU/kg | 0.041 kIU |
| Vitamin E | 176 IU/kg | 192 IU/kg | 4.8 IU |
| Vitamin K | 1.17 mg/kg | 1.27 mg/kg | 0.03 mg |
| Thiamine | 9.4 mg/kg | 10.2 mg/kg | 0.25 mg |
| Riboflavin | 7.1 mg/kg | 7.7 mg/kg | 0.19 mg |
| Pantothenic acid | 14.9 mg/kg | 16.2 mg/kg | 0.40 mg |
| Niacin | 35 mg/kg | 38 mg/kg | 1.0 mg |
| Pyridoxine | 4.7 mg/kg | 5.1 mg/kg | 0.13 mg |
| Folic acid | 1.8 mg/kg | 1.9 mg/kg | 0.05 mg |
| Biotin | 0.70 mg/kg | 0.76 mg/kg | 0.02 mg |
| Vitamin B12 | 0.04 mg/kg | 0.04 mg/kg | 0.001 mg |
| Beta carotene | 7.7 mg/kg | 8.3 mg/kg | 0.21 mg |
| Ascorbic acid | 29 mg/kg | 32 mg/kg | 0.79 mg |
| Choline | 1449 mg/kg | 1575 mg/kg | 39 mg |

INGREDIENTS

De-boned lamb, whole dried egg, potatoes, potato flour, peas, pea flour, de-boned venison, de-boned pork, apples, flaxseed, canola oil (preserved with mixed tocopherols), natural flavour, coconut oil (preserved with mixed tocopherols), sweet potatoes, calcium carbonate, dicalcium phosphate, alfalfa, tomato, carrots, pumpkin, squash, bananas, blueberries, cranberries, blackberries, pomegranate, papayas, lentils, broccoli, dried chicory root, sodium chloride, potassium chloride, choline chloride, vitamins (vitamin A supplement, vitamin D3 supplement, vitamin E supplement, inositol, niacin, L-ascorbyl-2-polyphosphate (a source of vitamin C), d-calcium pantothenate, thiamine mononitrate, beta-carotene, riboflavin, pyridoxine hydrochloride, folic acid, biotin, vitamin B12 supplement), minerals (zinc proteinate, iron proteinate, copper proteinate, zinc oxide, manganese proteinate, copper sulphate, ferrous sulphate, calcium iodate, manganous oxide, selenium yeast), taurine, DL-methionine, L-lysine, dried Lactobacillus acidophilus fermentation product, dried Enterococcus faecium fermentation product, L-carnitine, dried rosemary.

NOW FRESH™ Grain Free Red Meat Adult Dog recipe is formulated to meet the nutritional levels established by the AAFCO dog food nutrient profiles for maintenance.

