

PRODUCT PROFILE - NOW FRESH

NOW FRESH™ Grain Free Small Breed Adult Dog Recipe

Nutrient profile	As fed basis	Dry matter basis	Per 1000 kcal
Energy:			
ME per kg	3711 kcal/kg	4033 kcal/kg	n/a
ME per cup	408 kcal/cup	444 kcal/cup	n/a
Energy from protein	27 %	27 %	n/a
Energy from fat	41 %	41 %	n/a
Energy from carbs	32 %	32 %	n/a
Proximates:			
Moisture	8 %	0 %	21.6 g
Protein	28 %	31 %	76.5 g
Fat	18 %	20 %	48.5 g
Fibre	4.4 %	4.8 %	11.9 g
Ash	7.3 %	7.9 %	19.7 g
Carbohydrates	34 %	37 %	91 g
Amino acids:			
Arginine	1.72 %	1.87 %	4.64 g
Lysine	1.41 %	1.53 %	3.80 g
Met + Cys	0.83 %	0.90 %	2.23 g
Phe + Tyr	1.93 %	2.10 %	5.20 g
Taurine	0.12 %	0.13 %	0.33 g
Fatty acids:			
Omega-6	2.80 %	3.04 %	7.55 g
Omega-3	1.10 %	1.20 %	2.96 g
DHA	0.07 %	0.07 %	0.18 g
Linoleic acid	3.5 %	3.8 %	9.43 g
Minerals:			
Calcium	1.3 %	1.4 %	3.50 g
Phosphorus	0.7 %	0.8 %	1.89 g
Potassium	0.7 %	0.8 %	1.99 g
Sodium	0.44 %	0.48 %	1.18 g
Chloride	0.41 %	0.44 %	1.10 g
Magnesium	0.10 %	0.11 %	0.27 g
Iron	145 mg/kg	157 mg/kg	38.9 mg
Copper	17 mg/kg	18 mg/kg	4.52 mg
Manganese	28.7 mg/kg	31.2 mg/kg	7.73 mg
Zinc	143 mg/kg	155 mg/kg	38.4 mg
Iodine	3.5 mg/kg	3.8 mg/kg	0.94 mg
Selenium	0.48 mg/kg	0.52 mg/kg	0.13 mg
Vitamins:			
Vitamin A	19935 IU/kg	21668 IU/kg	5373 IU
Vitamin D	1523 IU/kg	1655 IU/kg	410 IU
Vitamin E	176 IU/kg	191 IU/kg	47.4 IU
Thiamine	15.1 mg/kg	16.4 mg/kg	4.07 mg
Riboflavin	13.3 mg/kg	14.5 mg/kg	3.59 mg
Pantothenic acid	31.3 mg/kg	34.1 mg/kg	8.44 mg
Niacin	38 mg/kg	41 mg/kg	10.2 mg
Pyridoxine	3.8 mg/kg	4.1 mg/kg	1.02 mg
Folic acid	0.6 mg/kg	0.7 mg/kg	0.17 mg
Biotin	0.76 mg/kg	0.83 mg/kg	0.20 mg
Vitamin B12	0.10 mg/kg	0.10 mg/kg	0.026 mg

Ingredients

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

NOW FRESH™ Grain Free Small Breed Adult Recipe is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for Maintenance.

