

PRODUCT PROFILE - NOW FRESH

Now Fresh™ Ground Beef & Rice Dinner for Dogs

Nutrient profile	As fed basis	Dry matter basis	Per 1000 kcal
Energy:			
ME per kg	1170 kcal	4680 kcal/kg	n/a
ME per pouch (79g)	92 kcal	370 kcal/pouch	n/a
Energy from protein	24 %	24 %	n/a
Energy from fat	58 %	58 %	n/a
Energy from carbs	18 %	18 %	n/a
Proximates:			
Moisture	75 %	0 %	641.0 g
Protein	8 %	32 %	68.4 g
Fat	8 %	32 %	68.4 g
Fiber	1.0 %	4 %	8.5 g
Ash	2.0 %	8 %	17.1 g
Carbohydrates	6 %	24 %	51 g
Amino acids:			
Arginine	0.67 %	2.68 %	5.73 g
Lysine	0.82 %	3.28 %	7.01 g
Met + Cys	0.35 %	1.40 %	2.99 g
Phe + Tyr	0.73 %	2.92 %	6.24 g
Tryptophan	0.08 %	0.32 %	0.68 g
Taurine	0.01 %	0.04 %	0.09 g
Fatty acids:			
Omega-6	1.00 %	4.00 %	8.55 g
Omega-3	0.06 %	0.24 %	0.51 g
DHA	0.03 %	0.10 %	0.21 g
Linoleic acid	0.60 %	2.40 %	5.13 g
Minerals:			
Calcium	0.4 %	1.6 %	3.42 g
Phosphorus	0.3 %	1.4 %	2.91 g
Potassium	0.3 %	1.0 %	2.14 g
Sodium	0.28 %	1.1 %	2.39 g
Chloride	0.19 %	0.8 %	1.62 g
Magnesium	0.02 %	0.1 %	0.17 g
Iron	48.0 mg/kg	192.0 mg/kg	41.0 mg
Copper	5.50 mg/kg	22.0 mg/kg	4.70 mg
Manganese	6.50 mg/kg	26.0 mg/kg	5.56 mg
Zinc	62.0 mg/kg	248.0 mg/kg	53.0 mg
Iodine	0.65 mg/kg	2.6 mg/kg	0.56 mg
Selenium	0.240 mg/kg	1.0 mg/kg	0.21 mg
Vitamins:			
Vitamin A	10000 IU/kg	40000 IU/kg	8547 IU
Vitamin D	275 IU/kg	1100 IU/kg	235 IU
Vitamin E	31 IU/kg	124 IU/kg	26.5 IU
Thiamine	15.0 mg/kg	60 mg/kg	12.82 mg
Riboflavin	2.0 mg/kg	8 mg/kg	1.71 mg
Pantothenic acid	3.9 mg/kg	16 mg/kg	3.34 mg
Niacin	11 mg/kg	44 mg/kg	9.4 mg
Pyridoxine	2.6 mg/kg	10 mg/kg	2.22 mg
Folic acid	0.5 mg/kg	2.0 mg/kg	0.43 mg
Biotin	0.03 mg/kg	0.12 mg/kg	0.03 mg
Vitamin B12	0.01 mg/kg	0.04 mg/kg	0.009 mg

Ingredients

De-boned beef, beef broth, sweet potatoes, green beans, brown rice, calcium sulphate, tapioca, sodium tripolyphosphate, sunflower oil, flaxseed, potassium chloride, choline chloride, salt, vitamins (vitamin E supplement, thiamine mononitrate, niacin, vitamin A supplement, d-calcium pantothenate, pyridoxine hydrochloride, riboflavin supplement, vitamin B12 supplement, vitamin D3 supplement, folic acid), minerals (zinc proteinate, ferrous fumarate, sodium selenite, copper proteinate, manganese proteinate, potassium iodide), magnesium sulphate, marine microalgae oil, taurine.

Now Fresh™ Ground Beef & Rice Dinner for Dogs is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for All Life Stages including growth of large size dogs (70lbs or more as an adult).

