

PRODUCT PROFILE - NOW FRESH

NOW FRESH™ Grain Free Fish Adult Cat Recipe

Nutrient profile	As fed basis	Dry matter basis	Per 1000 kcal
Energy:			
ME per kg	3895 kcal/kg	4233 kcal/kg	n/a
ME per cup	428 kcal/cup	466 kcal/cup	n/a
Energy from protein	28 %	28 %	n/a
Energy from fat	44 %	44 %	n/a
Energy from carbs	28 %	28 %	n/a
Proximates:			
Moisture	8 %	0 %	20.5 g
Protein	31 %	34 %	79.6 g
Fat	20 %	22 %	51.4 g
Fibre	3.4 %	3.7 %	8.73 g
Ash	5.9 %	6.4 %	15.1 g
Carbohydrates	32 %	34 %	81 g
Amino acids:			
Arginine	1.24 %	1.35 %	3.18 g
Lysine	1.36 %	1.48 %	3.49 g
Met + Cys	1.16 %	1.26 %	2.98 g
Phe + Tyr	2.42 %	2.63 %	6.21 g
Taurine	0.25 %	0.28 %	0.65 g
Fatty acids:			
Omega-6	2.20 %	2.39 %	5.65 g
Omega-3	0.80 %	0.87 %	2.05 g
DHA	0.20 %	0.22 %	0.51 g
Linoleic acid	2.1 %	2.3 %	5.39 g
Minerals:			
Calcium	0.7 %	0.7 %	1.75 g
Phosphorus	0.5 %	0.6 %	1.39 g
Potassium	0.7 %	0.8 %	1.80 g
Sodium	0.40 %	0.43 %	1.03 g
Chloride	0.50 %	0.54 %	1.28 g
Magnesium	0.09 %	0.10 %	0.23 g
Iron	122 mg/kg	133 mg/kg	31.3 mg
Copper	19 mg/kg	20 mg/kg	4.83 mg
Manganese	23.5 mg/kg	25.5 mg/kg	6.03 mg
Zinc	159 mg/kg	173 mg/kg	40.8 mg
Iodine	4.2 mg/kg	4.6 mg/kg	1.08 mg
Selenium	0.37 mg/kg	0.40 mg/kg	0.10 mg
Vitamins:			
Vitamin A	23675 IU/kg	25734 IU/kg	6079 IU
Vitamin D	1308 IU/kg	1422 IU/kg	336 IU
Vitamin E	258 IU/kg	280 IU/kg	66.2 IU
Thiamine	35.7 mg/kg	38.8 mg/kg	9.17 mg
Riboflavin	9.4 mg/kg	10.2 mg/kg	2.41 mg
Pantothenic acid	13.4 mg/kg	14.6 mg/kg	3.44 mg
Niacin	141 mg/kg	153 mg/kg	36.2 mg
Pyridoxine	9.5 mg/kg	10.3 mg/kg	2.44 mg
Folic acid	1.9 mg/kg	2.1 mg/kg	0.49 mg
Biotin	1.90 mg/kg	2.07 mg/kg	0.49 mg
Vitamin B12	0.05 mg/kg	0.05 mg/kg	0.013 mg

Ingredients

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

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

