

PRODUCT PROFILE - NOW FRESH

NOW FRESH™ Grain Free Red Meat Adult Dog Recipe

Nutrient profile	As fed basis	Dry matter basis	Per 1000 kcal
Energy:			
ME per kg	3639 kcal/kg	3955 kcal/kg	n/a
ME per cup	400 kcal/cup	435 kcal/cup	n/a
Energy from protein	24 %	24 %	n/a
Energy from fat	37 %	37 %	n/a
Energy from carbs	38 %	38 %	n/a
Proximates:			
Moisture	8 %	0 %	22.0 g
Protein	25 %	27 %	69.0 g
Fat	16 %	17 %	44.0 g
Fibre	4.4 %	4.8 %	12.1 g
Ash	6.5 %	7.1 %	17.9 g
Carbohydrates	40 %	43 %	110 g
Amino acids:			
Arginine	1.02 %	1.11 %	2.80 g
Lysine	1.14 %	1.24 %	3.13 g
Met + Cys	0.83 %	0.90 %	2.28 g
Phe + Tyr	1.78 %	1.93 %	4.89 g
Taurine	0.12 %	0.13 %	0.33 g
Fatty acids:			
Omega-6	2.50 %	2.72 %	6.87 g
Omega-3	0.90 %	0.98 %	2.47 g
DHA	0.02 %	0.02 %	0.05 g
Linoleic acid	1.8 %	2.0 %	4.95 g
Minerals:			
Calcium	11 %	12 %	3.02 g
Phosphorus	0.7 %	0.8 %	1.92 g
Potassium	0.8 %	0.9 %	2.20 g
Sodium	0.23 %	0.25 %	0.63 g
Chloride	0.31 %	0.34 %	0.85 g
Magnesium	0.10 %	0.11 %	0.27 g
Iron	153 mg/kg	166 mg/kg	421 mg
Copper	16 mg/kg	17 mg/kg	4.40 mg
Manganese	27.7 mg/kg	30.1 mg/kg	7.61 mg
Zinc	138 mg/kg	150 mg/kg	37.9 mg
Iodine	3.6 mg/kg	3.9 mg/kg	0.99 mg
Selenium	0.44 mg/kg	0.48 mg/kg	0.12 mg
Vitamins:			
Vitamin A	24953 IU/kg	27123 IU/kg	6858 IU
Vitamin D	1545 IU/kg	1679 IU/kg	425 IU
Vitamin E	178 IU/kg	193 IU/kg	48.9 IU
Thiamine	14.9 mg/kg	16.2 mg/kg	4.10 mg
Riboflavin	12.4 mg/kg	13.5 mg/kg	3.41 mg
Pantothenic acid	29.0 mg/kg	31.5 mg/kg	7.97 mg
Niacin	34 mg/kg	37 mg/kg	9.2 mg
Pyridoxine	3.8 mg/kg	4.1 mg/kg	1.03 mg
Folic acid	0.5 mg/kg	0.6 mg/kg	0.14 mg
Biotin	0.51 mg/kg	0.55 mg/kg	0.14 mg
Vitamin B12	0.07 mg/kg	0.07 mg/kg	0.018 mg

Ingredients

De-boned lamb, whole dried egg, potatoes, peas, pea flour, potato flour, de-boned pork, flaxseed, canola oil (preserved with mixed tocopherols), natural flavour, coconut oil (preserved with mixed tocopherols), calcium carbonate, apples, sweet potatoes, pea fibre, monocalcium phosphate, uncured alfalfa, tomato, carrots, pumpkin, squash, bananas, blueberries, cranberries, blackberries, pomegranate, papayas, lentils, broccoli, 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, L-carnitine, dried rosemary.

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

