

PRODUCT PROFILE - NOW FRESH

NOW FRESH™ Grain Free Adult Cat Recipe

Nutrient profile	As fed basis	Dry matter basis	Per 1000 kcal
Energy:			
ME per kg	3802 kcal/kg	4132 kcal/kg	n/a
ME per cup	418 kcal/cup	455 kcal/cup	n/a
Energy from protein	30 %	30 %	n/a
Energy from fat	40 %	40 %	n/a
Energy from carbs	30 %	30 %	n/a
Proximates:			
Moisture	8 %	0 %	21.0 g
Protein	32 %	35 %	85.2 g
Fat	18 %	20 %	47.3 g
Fibre	3.4 %	3.7 %	8.94 g
Ash	5.7 %	6.2 %	15.0 g
Carbohydrates	33 %	35 %	85 g
Amino acids:			
Arginine	1.68 %	1.83 %	4.42 g
Lysine	1.66 %	1.80 %	4.37 g
Met + Cys	1.30 %	1.42 %	3.42 g
Phe + Tyr	2.64 %	2.87 %	6.94 g
Tryptophan	0.40 %	0.43 %	1.05 g
Taurine	0.25 %	0.27 %	0.65 g
Fatty acids:			
Omega-6	2.70 %	2.93 %	7.10 g
Omega-3	0.70 %	0.76 %	1.84 g
DHA	0.03 %	0.03 %	0.07 g
Linoleic acid	2.8 %	3.0 %	7.37 g
Minerals:			
Calcium	0.7 %	0.8 %	1.84 g
Phosphorus	0.6 %	0.7 %	1.64 g
Potassium	0.7 %	0.8 %	1.96 g
Sodium	0.50 %	0.54 %	1.32 g
Chloride	0.56 %	0.61 %	1.47 g
Magnesium	0.09 %	0.10 %	0.24 g
Iron	129 mg/kg	140 mg/kg	33.9 mg
Copper	19 mg/kg	21 mg/kg	5.00 mg
Manganese	22.6 mg/kg	24.6 mg/kg	5.95 mg
Zinc	168 mg/kg	183 mg/kg	44.2 mg
Iodine	4.3 mg/kg	4.6 mg/kg	1.12 mg
Selenium	0.43 mg/kg	0.47 mg/kg	0.11 mg
Vitamins:			
Vitamin A	24105 IU/kg	26201 IU/kg	6341 IU
Vitamin D	1329 IU/kg	1445 IU/kg	350 IU
Vitamin E	238 IU/kg	259 IU/kg	62.6 IU
Thiamine	35.9 mg/kg	39.0 mg/kg	9.43 mg
Riboflavin	10.7 mg/kg	11.6 mg/kg	2.81 mg
Pantothenic acid	16.8 mg/kg	18.3 mg/kg	4.42 mg
Niacin	147 mg/kg	160 mg/kg	38.7 mg
Pyridoxine	9.5 mg/kg	10.3 mg/kg	2.50 mg
Folic acid	2.1 mg/kg	2.3 mg/kg	0.55 mg
Biotin	2.20 mg/kg	2.39 mg/kg	0.58 mg
Vitamin B12	0.08 mg/kg	0.09 mg/kg	0.021 mg

Ingredients

De-boned turkey, peas, potatoes, whole dried egg, pea flour, potato flour, natural flavour, canola oil (preserved with mixed tocopherols), coconut oil (preserved with mixed tocopherols), de-boned salmon, de-boned duck, flaxseed, pea fibre, suncured alfalfa, calcium carbonate, tomato, apples, carrots, pumpkin, sweet potatoes, squash, bananas, blueberries, cranberries, blackberries, pomegranate, papayas, lentils, broccoli, cottage cheese, salt, DL-methionine, phosphoric acid, dried chicory root, taurine, choline chloride, 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, yucca schidigera extract, L-carnitine, dried rosemary.

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

