

PRODUCT PROFILE - NOW FRESH

NOW FRESH™ Grain Free Fish Adult Dog Recipe

Nutrient profile	As fed basis	Dry matter basis	Per 1000 kcal
Energy:			
ME per kg	3539 kcal/kg	3847 kcal/kg	n/a
ME per cup	389 kcal/cup	423 kcal/cup	n/a
Energy from protein	25 %	25 %	n/a
Energy from fat	35 %	35 %	n/a
Energy from carbs	40 %	40 %	n/a
Proximates:			
Moisture	8 %	0 %	22.6 g
Protein	25 %	27 %	70.6 g
Fat	15 %	16 %	41.0 g
Fibre	4.6 %	5.0 %	13.0 g
Ash	7.0 %	7.6 %	19.8 g
Carbohydrates	41 %	44 %	116 g
Amino acids:			
Arginine	1.02 %	1.10 %	2.87 g
Lysine	1.14 %	1.24 %	3.22 g
Met + Cys	0.70 %	0.76 %	1.98 g
Phe + Tyr	1.76 %	1.91 %	4.97 g
Tryptophan	0.28 %	0.30 %	0.79 g
Taurine	0.12 %	0.13 %	0.34 g
Fatty acids:			
Omega-6	1.70 %	1.85 %	4.80 g
Omega-3	0.70 %	0.76 %	1.98 g
DHA	0.10 %	0.11 %	0.28 g
Linoleic acid	1.5 %	1.7 %	4.29 g
Minerals:			
Calcium	1.0 %	1.1 %	2.83 g
Phosphorus	0.7 %	0.7 %	1.86 g
Potassium	0.8 %	0.8 %	2.12 g
Sodium	0.32 %	0.35 %	0.90 g
Chloride	0.42 %	0.46 %	1.19 g
Magnesium	0.09 %	0.10 %	0.25 g
Iron	151 mg/kg	164 mg/kg	42.7 mg
Copper	15 mg/kg	16 mg/kg	4.24 mg
Manganese	26.7 mg/kg	29.0 mg/kg	7.54 mg
Zinc	136 mg/kg	148 mg/kg	38.3 mg
Iodine	3.5 mg/kg	3.8 mg/kg	0.99 mg
Selenium	0.43 mg/kg	0.47 mg/kg	0.12 mg
Vitamins:			
Vitamin A	24643 IU/kg	26786 IU/kg	6963 IU
Vitamin D	1514 IU/kg	1646 IU/kg	428 IU
Vitamin E	175 IU/kg	190 IU/kg	49.4 IU
Thiamine	14.7 mg/kg	16.0 mg/kg	4.15 mg
Riboflavin	12.2 mg/kg	13.2 mg/kg	3.44 mg
Pantothenic acid	28.5 mg/kg	31.0 mg/kg	8.05 mg
Niacin	33 mg/kg	36 mg/kg	9.4 mg
Pyridoxine	3.7 mg/kg	4.0 mg/kg	1.05 mg
Folic acid	0.5 mg/kg	0.5 mg/kg	0.14 mg
Biotin	0.50 mg/kg	0.54 mg/kg	0.14 mg
Vitamin B12	0.07 mg/kg	0.07 mg/kg	0.018 mg

Ingredients

De-boned trout, whole dried egg, peas, potatoes, pea flour, potato flour, flaxseed, canola oil (preserved with mixed tocopherols), natural flavour, de-boned salmon, de-boned herring, calcium carbonate, monocalcium phosphate, apples, coconut oil (preserved with mixed tocopherols), tomato, uncured alfalfa, pea fibre, carrots, pumpkin, sweet potatoes, squash, bananas, blueberries, cranberries, blackberries, pomegranate, papayas, lentils, broccoli, dried chicory root, salt, 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 Fish Adult Recipe is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for Maintenance.

