

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 |
| 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.

