PRODUCT PROFILE - NOW FRESH

NOW FRESH™ Grain Free Adult Dog Recipe

Nutrient profile	As fed basis	Dry matter basis	Per 1000 kcal
Energy:			
ME per kg	3670 kcal/kg	3989 kcal/kg	n/a
ME per cup	404 kcal/cup	439 kcal/cup	n/a
Energy from protein	26 %	26 %	n/a
Energy from fat	39 %	39 %	n/a
Energy from carbs	35 %	35 %	n/a
Proximates:			
Moisture	8 %	0 %	21.8 g
Protein	27 %	30 %	74.1 g
Fat	17 %	18 %	46.1 g
Fibre	3.4 %	3.7 %	9.3 g
Ash	7.9 %	8.6 %	21.5 g
Carbohydrates	37 %	40 %	100 g
Amino acids:			
Arginine	1.37 %	1.49 %	3.74 g
Lysine	1.37 %	1.48 %	3.72 g
Met + Cys	0.87 %	0.95 %	2.37 g
Phe + Tyr	1.98 %	2.15 %	5.40 g
Tryptophan	0.31 %	0.34 %	0.84 g
Taurine	0.12 %	0.13 %	0.33 g
Fatty acids:			
Omega-6	2.70 %	2.93 %	7.36 g
Omega-3	1.10 %	1.20 %	3.00 g
DHA	0.07 %	0.07 %	0.18 g
Linoleic acid	2.6 %	2.8 %	7.09 g
Minerals:			
Calcium	1.4 %	1.5 %	3.76 g
Phosphorus	0.78 %	0.85 %	2.13 g
Potassium	0.8 %	0.8 %	2.18 g
Sodium	0.31 %	0.33 %	0.84 g
Chloride	0.36 %	0.40 %	0.99 g
Magnesium	0.10 %	0.11 %	0.27 g
Iron	152 mg/kg	165 mg/kg	41.4 mg
Copper	17 mg/kg	19 mg/kg	4.67 mg
Manganese	31.4 mg/kg	34.1 mg/kg	8.55 mg
Zinc	142 mg/kg	154 mg/kg	38.6 mg
Iodine	3.5 mg/kg	3.8 mg/kg	0.96 mg
Selenium	0.47 mg/kg	0.51 mg/kg	0.13 mg
Vitamins:			
Vitamin A	19525 IU/kg	21223 IU/kg	5321 IU
Vitamin D	1522 IU/kg	1654 IU/kg	415 IU
Vitamin E	176 IU/kg	192 IU/kg	48.0 IU
Thiamine	15.0 mg/kg	16.3 mg/kg	4.09 mg
Riboflavin	13.3 mg/kg	14.5 mg/kg	3.63 mg
Pantothenic acid	30.6 mg/kg	33.3 mg/kg	8.35 mg
Niacin	38 mg/kg	41 mg/kg	10.3 mg
Pyridoxine	3.8 mg/kg	4.1 mg/kg	1.03 mg
Folic acid	0.6 mg/kg	0.7 mg/kg	0.17 mg
Biotin	0.65 mg/kg	0.71 mg/kg	0.18 mg
Vitamin B12	0.10 mg/kg	0.10 mg/kg	0.026 mg

Ingredients

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

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

