

3.1.7 Directions for use statement this is required to be legible and informative and reflect the pet food type – ie whether it is a complete food meant to contain all necessary nutrition or a treat product meant to supplement the main diet

### DAILY FEEDING GUIDE

Feeding quantities may vary by breed, age, activity level and climate, so the following information is a guide only. Adjust to suit your pet's needs.

Weight	LESS ACTIVE FEEDING GUIDE		ACTIVE FEEDING GUIDE	
Up to 2.5kg	40g	1/8 Cup	60g	1/2 Cup
2.5 – 5kg	40g – 70g	1/8 – 1/2 Cup	60g – 100g	1/2 – 3/4 Cup
5 – 7.5kg	70g – 90g	1/2 – 3/4 Cup	100g – 130g	3/4 – 1 Cup
7.5 – 10kg	90g – 110g	3/4 Cup	130g – 160g	1 – 1 1/4 Cups
10 – 12.5kg	110g – 140g	3/4 – 1 Cup	160g – 200g	1 1/4 – 1 1/2 Cups
12.5 – 15kg	140g – 150g	1 – 1 1/4 Cups	200g – 230g	1 1/2 – 1 3/4 Cups

\* Approximate measurement. **1 Metric Cup = Approximately 125g.**

### FEEDING TRANSITION

When changing foods it is important to do so gradually so your pet gets used to new flavours and textures. We suggest a week, see below.

### IMPORTANT FEEDING INFORMATION

- Make sure fresh water in a clean bowl is available at all times.

### INGREDIENTS

Chicken Meal, Field Peas, Chicken Fat (preserved with Natural Antioxidants), Tapioca, Potato, Sweet Potato, Beet Pulp, Chicken Digest, Essential Vitamins & Minerals (see tables), Fish Oil, Sunflower Oil, Chicory Root, Salt, Alfalfa, Apple, Carrot, Brewer's Yeast, Natural Antioxidants, Pumpkin Seed, Coconut Oil, Yucca schidigera, Spinach, Dried Kelp, Tomato Powder, Emu Oil, Yoghurt Powder, Glucosamine HCl, Blueberries, Cranberries, Dandelion, Parsley, Peppermint, Rosemary, Chondroitin Sulphate.

GUARANTEED ANALYSIS	
Crude Protein	28.0% (min)
Crude Fat	18.0% (min)
Crude Fibre	4.5% (max)
Moisture	10.0% (max)
Ash	10.0% (max)
Calcium (Ca)	2.5% (max)
Phosphorous (P)	1.4% (max)
<b>CALORIE CONTENT (CALCULATED)</b>	<b>3680 Kcal ME/kg</b>

3.1.10 Ingredient Lists – All ingredients of a packaged food, with the exception of water, shall be declared in a statement arranged in descending order of the proportion by weight of the ingredient contained in the food

3.1.6 Nutritional information panel All packs should, as a minimum, list Protein, fat and metabolizable energy (also called calorie content). Other nutrients must be listed if they are claimed to deliver above complete and balanced nutrition or have a special benefit e.g. Glucosamine for healthy joint maintenance

3.3.2 Nutritionally Complete food , a pet food that is nutritionally complete shall conform to the recommended requirements for cats or dogs in accordance with an internationally recognised nutritional profile such as the ones published by AAFCO in the US or FEDIAF in Europe. Most packs will state which profile they use, however compliance is part of the audit.

XXXXXXXXXXXXXXXXXXXXX pet food is formulated to meet the nutritional levels established by the Association of American Feed Control Officials (AAFCO) Dog Food Nutrient Profile, for the maintenance of adult dogs.