

Our Product



NOBL CANINE TURKEY AND DUCK FOOD BAR:

Turkey, Duck, Turkey Heart, Turkey Liver, Chickpeas, Sweet Potatoes, Ground Flaxseed, Coconut Oil, Salt, Dried Kelp, Broccoli, Spinach, Beets, Carrots, Tomatoes, Cranberries, Oranges, Apples, Cherries, Blueberries, Strawberries, Mixed Tocopherols (a preservative).



Competitor



PRIMAL FREEZE-DRIED BEEF NUGGETS:

Beef Hearts, Beef Livers, Ground Beef Bones, Organic Carrots, Organic Squash, Organic Kale, Organic Apples, Organic Broccoli, Organic Pumpkin Seeds, Organic Sunflower Seeds, Organic Blueberries, Organic Cranberries, Organic Parsley, Organic Apple Cider Vinegar, Montmorillonite Clay, Fish Oil, Organic Rosemary Extract, Organic Quinoa, Organic Coconut Oil, Organic Ground Alfalfa, **Vitamin E Supplement, Zinc Sulfate**, Dried Organic Kelp.



While both products provide complete and balanced nutrition, NOBL Canine Food Bars™ Turkey and Duck Recipe is made without the addition of vitamins, minerals and/or other synthetic ingredients. Ingredient lists were compiled from each respective manufacturer's website. Additional Nutritional Information comes directly from the respective manufacturers and is retained on file.

Cost Per Day Feeding (25lb Dog)



| | Bag Size (oz) | Bag Size (g) | SRP | kcal/kg | kcal/bar | g/bar | Daily Serving | Daily Serving (g) | Days Per Bag | Cost Per Day |
|--|---------------|--------------|---------|---------|----------|----------|---------------|-------------------|--------------|--------------|
| | 20 | 566.9 | \$42.99 | 5,700 | 323 | 56.7 | 1 Bar | 56.7 | 10.0 | \$4.29 |
| | Bag Size (oz) | Bag Size (g) | SRP | kcal/kg | kcal/oz | g/nugget | Daily Serving | Daily Serving (g) | Days Per Bag | Cost Per Day |
| | 14 | 397 | \$31.99 | 5,075 | 45 | 7.1 | 10 Nuggets | 71.0 | 5.6 | \$5.71 |

Primal website FAQs state 14oz = between 42–56 nuggets. We performed calculations using 56 nuggets/14 oz bag

Cost per day feeding is based on manufacturer's recommended feeding levels for a 25 lb. adult dog and the listed price on either the respective company's website or national retailer websites as of January 2021. Actual cost per day can vary based on your dog's weight, activity level and age. Calculations are determined by bag size (converted to grams) divided by feeding guideline (converted to grams) to determine days feeding per bag. The SRP is then divided by days feeding to determine cost per day feeding; all for a 25 lb, moderately active dog.

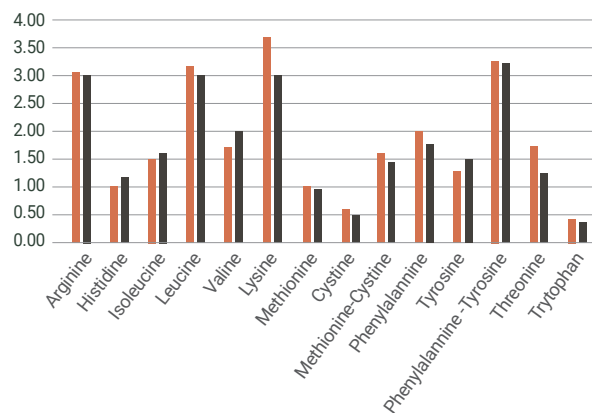
Calorie Distribution By Macronutrient %

| NOBL | | | Primal | | |
|---------|-----|-------|---------|-----|-------|
| Protein | Fat | Carbs | Protein | Fat | Carbs |
| 28% | 59% | 13% | 26% | 69% | 5% |

Daily Fat Consumption

| NOBL | | | Primal | | |
|-------------------|-----------|--------------|-------------------|-----------|--------------|
| Food Consumed (g) | Crude Fat | Grams of Fat | Food Consumed (g) | Crude Fat | Grams of Fat |
| 56.7 | 31% | 17.6 | 71.0 | 36% | 25.6 |

Essential Amino Acids



Digestibility

| | NOBL | Primal |
|------------------------------|-------|------------------------------|
| Fat Digestibility | 95.9% | Not Provided by Manufacturer |
| Energy Digestibility | 93.5% | Not Provided by Manufacturer |
| Protein Digestibility | 92.8% | 89.1% |
| Total Digestibility | 90.3% | Not Provided by Manufacturer |