

RAW EASY FEEDING GUIDE

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AUSTRALIA'S LARGEST SPECIALTY RAW FOOD SELECTION

GETTING STARTED

- Day 1** Refrain from food for the first 24 hours. Allow only water.
Mixing dry food with the new raw diet may cause digestive issues.
- Day 2** Feed your dog tripe to encourage natural digestive enzymes and prime the digestive system.
- Day 3 - 14** Introduce our RAW Mixes (Primal Mix, Lamb Mix)

Note: During this transition, your pet may take some time to adjust, as they will be going through a detoxification process. E.g. diarrhoea, discoloured stools. Monitor your pet closely during this period, ensuring fresh water is available at all times. Usually symptoms disappear within 2 - 3 days.

Food refusal: Some dogs may refuse our range of food due to it's difference in texture, smell and form. In this case, offer a small portion and if refused, remove from dog and offer again within 15 minutes. On second refusal, remove food, store and offer the following day. Overweight dogs can survive without food for several days, please be consistent and patient during this process.

Please note: we only recommend this procedure with our range, due to our strict quality standards. We cannot guarantee the quality of other raw food providers and due to this, dogs are justified in their refusal of poor quality food.

Where possible, always try to source free range / ethically farmed products from our RAW feeding range.

VARIETY IS VITAL

Vary your meats over the course of a week

- Fast your healthy / adult dog once a week
- Dogs require a rotation of minimum 4 proteins
- Constantly feeding one protein source is one of the main causes of allergies.

BENEFITS OF FASTING

Fasting involves the withholding of food from adult dogs; this does not include withholding water, which should be available at all times. Fasting is NOT starving your dog.

When feeding our diet, we recommend fasting all healthy adult dogs once per week.

- Provides your dog's body a rest from the burden of digestion and has the opportunity to allow the digestive system to relax and repair
- Increased Macrophage and Immunoglobulin levels
- Enhanced Natural Killer Cell and Bacterial function

BENEFITS OF THE RAW DIET

- Poo is smaller and breaks down quicker, also less smell
- Nutrient absorption is much higher
- Bone chewing is a natural teeth cleaner
- Coat is shinier and skin is healthier
- Internal health is higher, less bloat and easier digestion

OUR FUNCTIONAL TREATS

Our treats double as a functional treat and health supplement.

Goat Organ Jerky

Essential nutrients & trace minerals for overall wellbeing, convenient & easy to feed (no slimy stuff!), vital support for immune system, used for high value reward treat, rare & novel protein, toxin free treats and excellent for sensitive stomachs and detoxing diets

Green Tripe Jerky

The lining of a ruminant's stomach is rich in essential fatty acids Omega 3 & 6, excellent source of protein, vitamins and amino acids that gives dogs energy and vitality. It provides natural enzymes to aid digestion in dogs. DOGS DO NOT produce salivary amylase so green tripe is a KEY NEED in their diet.

Beef Collagen Chews

Convenient and easy to feed collagen source, excellent for skin health, vital for joint health, excellent for older dogs and growing puppies and also aids growing puppies.

HOW MUCH TO FEED

- Aim for 2-3% of the ideal body weight per day
- Aim for up to 10% for growing puppies and small breeds / types
- Increase if too skinny, decrease if too fat
- Also adjust according to energy levels
- 3 meals a day if 12 weeks or under
- 2 meals a day otherwise
- Treats count towards daily amount
- Table based on 2.5% of bodyweight

Weight	Feed
5kg	125g
10kg	250g
15kg	375g
20kg	500g
25kg	625g
30kg	750g
35kg	875g
40kg	1kg
45kg	1.125kg

COMPLETE BALANCED NUTRITION

80% Meat	10% Organ	10% Bone & Cartilage
Venison	Green Tripe	Lamb Brisket & Shanks
Primal Lamb	Kidney	Buffalo / Goat / Lamb Bones
Primal Wild	Spleen	Lamb Head
Buffalo	Brain	Chicken / Duck / Turkey Feet
	Pancreas	Turkey / Duck Frames
		Salmon Frame



Our RAW mixes combine organ and meat, providing you with a convenient and easy way to feed.

WARNING: Feeding mince only is not healthy for your dog. We do not recommend or sell "pet-grade" produce. We encourage research if you are feeding high amounts of chicken or kangaroo and your dog is ill, we encourage you to investigate the issues associated with these food sources.

VITAMINS & MINERALS

Ch	CHONDROITIN
F	FIBRE
P	PROTEIN
Fe	IRON
Zn	ZINC
O	OMEGA ³
Ca	CALCIUM
K	POTASSIUM
Mg	MAGNESIUM
D	VITAMIN D
C	VITAMIN C
B	VITAMIN B
A	VITAMIN A

STOOL CONSISTENCY

Every animal is an individual and they have specific dietary requirements. Understanding what your dog's poo is telling you will help you adjust the diet to suit their needs. We can work with you and your dog to achieve an ideal diet that produces a healthy stool.

If your dog's stool is abnormal or looking like the below images, it is crucial that their diet is adjusted accordingly.

Hard & White
Too much bone
(Bone firms poo)



Soft & Black
Too much offal
(Offal softens poo)



RAW
Solid and
should not
smell



Kibble
Inconsistent
texture and
smells bad



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