

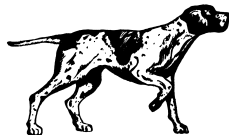
EASY GUIDE RAW FEEDING



The Rogue RAW Canine Diet is a COMPLETE DIET SYSTEM that replicates an optimum wild canine diet. Our speciality is our selection of numerous chunky, meaty and whole prey foods. This provides a broad spectrum of nutrition unlike any other raw diet available on the market

HOW MUCH TO FEED

MEAL COMPOSITION PER WEEK	DOGS WEIGHT	AMOUNT TO FEED
80% MUSCLE MEAT	5KG	125G
	10KG	250G
	15KG	375G
10% EDIBLE RAW MEATY BONES	20KG	500G
	25KG	625G
	30KG	750G
5% LIVER	35KG	875G
	40KG	1.0KG
5% OTHER ORGAN	45KG	1.125KG
DOG/PUPPY AGE	MEALS PER DAY	
5 WEEKS +	4	
8 WEEKS -12 WEEKS	3	
12 WEEKS- 6 MONTHS	2	
6 MONTHS -12 MONTHS	1	



OUR RAW RANGE



PROTEIN & PRE MIXES

Venison, Water Buffalo, Grass Fed Beef, Mutton Bird, Lamb Mix,
Lamb Organ Mix, Primal Wild Mix
Ocean Wild Mix, Venison Organs

WHOLE FOODS & ORGANS

Chicken giblets, chicken hearts
goat testes, lamb heads, sardines

HERBS & OIL SUPPLEMENTS

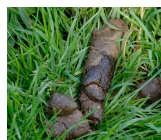
Herbs included in some pre mixes
and natural Omega Oil &
Chondroitin
supplement sold separately

RAW MEATY BONES

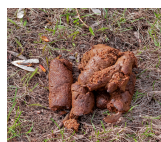
Massive collection of raw meaty
bones exclusive to RogueRaw



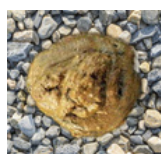
STOOLS & DOGS HEALTH



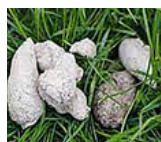
Ideal healthy dog poo. Slightly moist, firm, well formed log shape (continuous or in segments)..and not bulky. Should be easy to pick up without leaving any residue on the ground.



Bulky, large and Inconsistent texture. (Smells bad). Usually kibble fed or lots of filler material in food.



Soft and or runny. Can happen during transition to raw food, cleansing or as a one off. Observe for behaviour changes and as long as no blood and dog is hydrating it should be fine. If persists seek professional help.



It is common for raw-fed dog stools to turn white within 24 hours. If your dogs stools are white or a chalk like consistency when toileting this is due to too much calcium (excess bones) in their diet

STOOL COLOUR GUIDE

Yellow Stool



Feeding a diet high in poultry such as chicken or turkey can cause yellow-colored stool. When transitioning an adult dog over to raw using poultry, expect yellow or light colored stools the first week.

Dark Brown Stool



Red meat can cause very dark brown stool. When incorporating more red meats, expect stool to become darker in color.

Dark Black Stool



A meal containing a lot of blood will result in black stool. The excess blood from the raw diet oxidizes in the colon, resulting in very dark stool. Organs such as liver have high amounts of blood and can make stools darker.

Tar-Like Stool



Dark black and loose stools indicate too much organ has been fed. Reduce organs for next few meals.

White/Grey, Chalky Stool



Hard chalky, or dry and crumbly stools indicate too much bone in diet. Feed boneless meal next two meals lower bone content and space out feeding bones a few days apart..

FOOD REFUSAL

Sometimes dog's will refuse raw food as they prefer "cooked", are accustomed to processed food (that contains appetisers or flavour enhancers) or don't like the taste or texture of the new food. **Do Not offer or change the food.** (When it comes to feeding our food, many other pet foods the dog's refusal can be justified).

FIX A FUSSY EATER



1. Serve a small portion first, wait and and remove if your dog refuses.
2. Offer again after 15 mins.
3. If dog continues refusal withhold food and offer the next day.
4. Offer same small food portion until dog eats.

FEEDING BONES

*Dogs produce up to **100 times** the amount of acid than that of a human stomach. They rapidly break down proteins and soften bone matter or that is impossible for a human to digest.*

- Bones should not be seasoned, smoked, cooked or altered when fed. Bones are a dietary requirement for calcium and nutrient intake as well as for bone and joint health.
- If stool is too dry or constipation occurs reduce bone quantity.
- Bones can be fed as meal or spread out over the week. Don't overfeed bones.
- Feed large wide bones (whole briskets) to gulpers so they learn to chew and process bones.
- Bones should be of appropriate density and size for your dog.
- Bones are essential to create a firm stool.
- **DO NOT feed high weight bearing**, cooked or smoked bones as they can cause intestinal issues and teeth fractures to aggressive chewers.
- Vital for micro nutrient (vitamins A, B1, B2, B6, B12 & folic acid) and mineral intake (phosphorus, iron, copper). Feed RAW to preserve nutrients that can be altered by heat.
- Feed thawed ideally at room temperature not frozen

RAW FEEDING TIPS

- Aim for 2-3% of bodyweight per meal. Small dogs may require a higher percentage of food. Adjust to individual dogs needs, i.e. Obesity, emaciated, energy levels.
- For healthy adult dogs, **fast once a week**.
- **Observe** when feeding dogs together or when feeding bones to multiple dogs together.
- It's balance over time, don't stress about getting meal measurements perfect. Meals have varying bone, meat or organ contents over a few weeks your **dog will get everything it needs**.
- **Rotate proteins!** Feeding only one or two proteins is a common cause of allergies. Rotate a minimum of 4 proteins regularly for nutrient variety and avoid food intolerance.
- Remember ratios are guidelines only. Observe your dog, increase food intake if weight is lost, decrease if excess weight is gained.
- Feeding whole meat and bone, provides optimal teeth cleaning and dental hygiene benefits, in addition to endorphin release when chewing. Our system includes whole foods to provide these benefits directly.