



NUTRIENT ANALYSIS REFERENCE

Whole-Food Dog Food by Nutritional Pet Products

Formulation data as of August 25, 2026

Final label serving: dry, level 8 oz cup. Added September 8, 2026.

Chicken Recipe

445 kcal per cup | 1 cup = 123 g

The values in this reference are calculated estimates based on product formulation and ingredient composition data. They are not laboratory assay results or guaranteed nutrient concentrations; actual levels can vary with normal variation in raw materials, processing, and finished-product moisture. This document supplements — and does not replace — the official product label and its guaranteed analysis. All recipes are formulated to meet the AAFCO Dog Food Nutrient Profiles for All Life Stages.

Nutrient	Unit	As-Fed	Dry Matter	AAFCO Min (DM)	AAFCO Max (DM)
Dry Matter	%	93.39	93.39	—	—
Moisture	%	6.61	6.61	—	—
Crude Protein	%	28.90	30.94	22.50	—
Crude Fat	%	14.59	15.63	8.50	—
Calcium	%	1.60	1.71	1.20	1.80
Phosphorus	%	1.06	1.13	1.00	1.60
Calcium : Phosphorus	ratio	1.51	1.51	1.00	2.00
Potassium	%	0.56	0.60	0.60	—
Sodium	%	0.28	0.30	0.30	—
Chloride	%	0.51	0.55	0.45	—
Magnesium	%	0.06	0.07	0.06	—
Iron	ppm	113.07	121.07	88.00	—
Zinc	ppm	99.10	106.11	100.00	—
Manganese	ppm	7.69	8.23	7.20	—
Copper	ppm	13.63	14.60	12.40	—
Selenium	ppm	0.50	0.54	0.35	2.00
Iodine	ppm	1.41	1.51	1.00	11.00
Vitamin A	IU/kg	55,222	59,131	5,000	250,000
Vitamin D3	IU/kg	1,000	1,071	500	3,000
Vitamin E	IU/kg	75.00	80.31	50.00	—
Vitamin B1 (Thiamine)	ppm	9.61	10.29	2.25	—
Vitamin B2 (Riboflavin)	ppm	6.40	6.85	5.20	—
Vitamin B3 (Niacin)	ppm	21.29	22.80	13.60	—
Choline	ppm	1,485	1,590	1,360	—
Vitamin B5 (Pantothenic Acid)	ppm	16.35	17.51	12.00	—
Vitamin B6 (Pyridoxine)	ppm	8.58	9.18	1.50	—
Vitamin B9 (Folic Acid)	ppm	0.21	0.23	0.22	—
Vitamin B12	ppm	0.41	0.44	0.03	—
Omega-6 Fatty Acids	%	0.69	0.74	—	—
Omega-3 Fatty Acids	%	3.65	3.91	—	—
EPA (C20:5)	%	1.02	1.09	—	—
DHA (C22:6)	%	0.68	0.73	—	—

Values shown As-Fed and on a Dry Matter (DM) basis. AAFCO columns show the Dog Food Nutrient Profile requirements for All Life Stages (DM); — indicates no established value.
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NUTRIENT ANALYSIS REFERENCE

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Beef Recipe

439 kcal per cup | 1 cup = 121 g

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Nutrient	Unit	As-Fed	Dry Matter	AAFCO Min (DM)	AAFCO Max (DM)
Dry Matter	%	93.05	93.05	—	—
Moisture	%	6.95	6.95	—	—
Crude Protein	%	29.71	31.93	22.50	—
Crude Fat	%	14.51	15.60	8.50	—
Calcium	%	1.60	1.71	1.20	1.80
Phosphorus	%	1.05	1.13	1.00	1.60
Calcium : Phosphorus	ratio	1.52	1.52	1.00	2.00
Potassium	%	0.59	0.63	0.60	—
Sodium	%	0.29	0.31	0.30	—
Chloride	%	0.54	0.58	0.45	—
Magnesium	%	0.06	0.07	0.06	—
Iron	ppm	94.04	101.06	88.00	—
Zinc	ppm	99.10	106.50	100.00	—
Manganese	ppm	9.29	9.98	7.20	—
Copper	ppm	13.63	14.65	12.40	—
Selenium	ppm	0.50	0.54	0.35	2.00
Iodine	ppm	1.41	1.51	1.00	11.00
Vitamin A	IU/kg	55,222	59,345	5,000	250,000
Vitamin D3	IU/kg	1,000	1,075	500	3,000
Vitamin E	IU/kg	100.00	107.46	50.00	—
Vitamin B1 (Thiamine)	ppm	9.61	10.33	2.25	—
Vitamin B2 (Riboflavin)	ppm	6.40	6.88	5.20	—
Vitamin B3 (Niacin)	ppm	21.29	22.88	13.60	—
Choline	ppm	1,485	1,596	1,360	—
Vitamin B5 (Pantothenic Acid)	ppm	16.35	17.57	12.00	—
Vitamin B6 (Pyridoxine)	ppm	8.58	9.22	1.50	—
Vitamin B9 (Folic Acid)	ppm	0.21	0.23	0.22	—
Vitamin B12	ppm	0.50	0.54	0.03	—
Omega-6 Fatty Acids	%	0.71	0.76	—	—
Omega-3 Fatty Acids	%	3.65	3.93	—	—
EPA (C20:5)	%	1.02	1.09	—	—
DHA (C22:6)	%	0.68	0.73	—	—

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Salmon Recipe

390 kcal per cup | 1 cup = 113 g

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Nutrient	Unit	As-Fed	Dry Matter	AAFCO Min (DM)	AAFCO Max (DM)
Dry Matter	%	92.67	92.67	—	—
Moisture	%	7.33	7.33	—	—
Crude Protein	%	29.39	31.72	22.50	—
Crude Fat	%	14.21	15.34	8.50	—
Calcium	%	1.60	1.72	1.20	1.80
Phosphorus	%	1.05	1.14	1.00	1.60
Calcium : Phosphorus	ratio	1.52	1.52	1.00	2.00
Potassium	%	0.59	0.63	0.60	—
Sodium	%	0.32	0.34	0.30	—
Chloride	%	0.56	0.60	0.45	—
Magnesium	%	0.06	0.07	0.06	—
Iron	ppm	94.03	101.47	88.00	—
Zinc	ppm	99.10	106.94	100.00	—
Manganese	ppm	9.29	10.02	7.20	—
Copper	ppm	13.63	14.71	12.40	—
Selenium	ppm	0.50	0.54	0.35	2.00
Iodine	ppm	1.41	1.52	1.00	11.00
Vitamin A	IU/kg	55,222	59,593	5,000	250,000
Vitamin D3	IU/kg	1,000	1,079	500	3,000
Vitamin E	IU/kg	100.00	107.91	50.00	—
Vitamin B1 (Thiamine)	ppm	9.61	10.37	2.25	—
Vitamin B2 (Riboflavin)	ppm	6.40	6.90	5.20	—
Vitamin B3 (Niacin)	ppm	21.29	22.98	13.60	—
Choline	ppm	1,485	1,603	1,360	—
Vitamin B5 (Pantothenic Acid)	ppm	16.35	17.64	12.00	—
Vitamin B6 (Pyridoxine)	ppm	8.58	9.26	1.50	—
Vitamin B9 (Folic Acid)	ppm	0.21	0.23	0.22	—
Vitamin B12	ppm	0.50	0.54	0.03	—
Omega-6 Fatty Acids	%	0.91	0.99	—	—
Omega-3 Fatty Acids	%	3.01	3.24	—	—
EPA (C20:5)	%	0.40	0.43	—	—
DHA (C22:6)	%	0.50	0.54	—	—

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