

Dog Food Feeding Guide

Hydration

Each dry-measured cup should be mixed with 1 to 1.5 cups of warm water, and will yield about 1lb of fresh food. The fresh food consistency will resemble oatmeal or stew.

| Weight | Dry Measured Cups | Yield When Hydrated |
|--------|----------------------|--|
| 4 oz. | Holds about 1 cup | Makes about 1 lb fresh food |
| 4 lbs | holds about 16 to 17 | Makes about 16 to 17 lbs of fresh food |
| 10 lbs | holds about 40 to 43 | Makes about 40 to 43 lbs of fresh food |

Verve, Force, Embark, Thrive feeding guidelines

Hydrate with fresh, warm water. After hydration, a process that takes just 5 to 10 minutes, these foods should be consumed right away. Any leftover food should be treated like fresh food, and refrigerated up to 48 hours or discarded.

The following daily amounts (DRY quantity) should be adjusted to suit your individual dog's requirements, which vary according to age, breed and level of daily activity.

| Dog's Weight | Amount Per Day (Dry) | |
|--------------|----------------------|-------------|
| | Less Active | More Active |
| Up to 10 lbs | 1/2 Cup | 1 Cup |
| Up to 30 lbs | 1 Cup | 2 Cups |
| Up to 50 lbs | 2 Cups | 4 Cups |
| Up to 70 lbs | 2 1/4 Cups | 4 1/2 Cups |
| Up to 90 lbs | 2 3/4 Cups | 5 1/2 Cups |

A full standard US Measuring Cup of dehydrated food (which is 8 oz by volume or 4 oz by weight) will hydrate to make about 1lb of fresh food.

Half to one cup of extra meat or other ingredients may be mixed in with each cup of food, once hydrated. Please contact us if you would like guidance in deciding what to add, we are happy to help.

Preference feeding guidelines

| Dog's Weight | Amount Per Day of Meat:Preference (Dry) | | | |
|--------------|---|---------|-------------|---------------|
| | Less Active | | More Active | |
| Up to 10 lbs | 1/4 | 1/4 cup | up to | 1/3 : 1/6 cup |
| Up to 30 lbs | 1/2 | 1/2 cup | up to | 2/3 : 1/3 cup |

It's as easy as...

1 Mix 1 cup food with 1-1.5 cups of warm water.



2 Stir well and let hydrate 5-10 minutes.



3 Mix in your pet's choice of vegetables, fruit, raw or cooked meats or raw meaty bones – or serve just as it is!



| | | | |
|--------------|-------------------|-------|-----------------|
| Up to 50 lbs | 1 : 1 cup | up to | 1 1/3 : 2/3 cup |
| Up to 70 lbs | 1 1/8 : 1 1/8 cup | up to | 1 1/2 : 3/4 cup |
| Up to 90 lbs | 1 1/3 : 1 1/3 cup | up to | 2 : 1 cup |

Cat feeding guidelines

Hydrate with fresh, warm water. After hydration, a process that takes just 10 minutes, these foods should be consumed right away. Any leftover food should be treated like fresh food, and refrigerated up to 48 hours or discarded.

The following daily amounts (DRY quantity) should be adjusted to suit your individual cat's requirements, which vary according to age, breed and level of daily activity.

| Cat's Weight | Amount Per Day (Dry) |
|--------------|----------------------|
| 1 to 6 lbs | 1 to 6 tbsp |
| 6 to 10 lbs | 6 to 8 tbsp |
| 10 to 16 lbs | 8 to 14 tbsp |
| 16 to 20 lbs | 14 to 16 tbsp |

A 6 oz pouch equates to 1 1/2 cups (dry) and makes just under 1 lb (or three cups) of fresh food. This is comparable with about 3 x standard 5.5 oz cans of cat food.

A 4lb re-sealable bag equates to about 16 cup (dry) and makes about 10 lbs (or 32 cups) of fresh food. This equates to about about 30 x standard 5.5oz cans of cat food.

1 Standard US Measuring Cup equals about 16 tbsp.

Health

Embark, Verve, Force and Prowl can be fed as stand-alone diets. Additional foods can be added to these suggested serving sizes if desired. We suggest adding about half a cup of home-prepared ingredients for each dry-measured cup of food. Please contact us for guidance on a good combination for your dog or cat. For convenience, all our feeding guidelines are based on dry-measured cups. Preference requires the addition of protein to create a balanced meal.

Vitamins and minerals

Each of our foods contains the following, 100% human food grade, vitamin-mineral premix: tricalcium phosphate, choline chloride, zinc amino acid chelate, vitamin D3 supplement, vitamin E supplement, potassium chloride, iron amino acid chelate, copper amino acid chelate.

Storage

Dehydrated foods should be stored in a cool, dry place. Our products have a shelf life of twelve months or more, depending upon ambient temperature and humidity. The date of manufacture is printed on all packages. The containers should be closed tightly between meals. We recommend thoroughly cleaning and drying any container that you use to store the food, prior to refilling.