

BENEFITS OF RAW DOG FOOD

POSSUM -

- **Healthy skin and coat:** Omega-3 and omega-6 fatty acids help maintain healthy skin and coat
- **Joint health:** Omega-3 and omega-6 fatty acids help maintain healthy joints
- **Hypoallergenic:** Possum meat is less likely to trigger an allergic reaction than other meats
- **Sustainable:** Possums are wild animals that are culled and processed into pet food
- **Balanced amino acids:** Possum meat has a balanced amino acid profile
- **Rich in vitamins and minerals:** Possum meat is packed with beneficial vitamins and minerals

SALMON -

- **Immune system:** Omega-3 fatty acids support a dog's immune system
- **Skin and coat:** Omega-3 and omega-6 fatty acids can help keep a dog's coat shiny and healthy
- **Heart health:** Omega-3 fatty acids can lower cholesterol levels and reduce the risk of heart problems
- **Brain function:** Omega-3 fatty acids can positively affect brain function
- **Joint health:** Omega-3 fatty acids have anti-inflammatory properties that can help with joint health, especially for older dogs or breeds prone to arthritis
- **Weight loss and maintenance:** Salmon is a high-quality protein that's lower in fat than other protein sources

VENISON -

Deer meat is excellent for dogs as it is low in fat and cholesterol. With its natural lean red meat, it serves as a healthier protein source for dogs compared to other pet food proteins like beef or chicken. Additionally, venison is high in nutritional content, packed with its meaty goodness.

- **Vitamins and minerals**
Venison contains vitamins and minerals like iron, zinc, and B vitamins. These vitamins and minerals help maintain healthy blood cells, immune systems, and nervous systems.
- **Novel protein**
Venison is a novel protein, which means it's a different protein from other common proteins like beef or chicken. This can help reduce allergens and skin irritations in dogs with food allergies.
- **Weight management**
Venison can be a good protein choice for obese dogs.
- **Senior dogs**
Venison can help senior dogs stay healthy longer because older dogs need more protein than younger dogs.

HARE -

- **High in protein:** Hare meat is a good source of lean protein, which helps with muscle development and energy levels
- **Low in calories and sodium:** Hare meat is a good option for dogs that are overweight or need a lower-fat diet
- **Rich in vitamins and minerals:** Hare meat contains vitamin B12, calcium, phosphorus, and niacin

- **Good for dogs with sensitive skin or gut issues:** Hare meat can be a good alternative for dogs that are allergic to more common proteins like chicken or beef
- **Promotes dental health:** Chewing on raw meat can help reduce plaque and tartar build-up
- **Sustainable:** Rabbit meat is a sustainable choice for feeding your dog

HEART -

- **Taurine:** Supports heart strength and blood flow
- **Collagen:** Helps with joint mobility
- **Omega-3 fatty acids:** Promotes shiny, non-flaky skin and coats
- **Coenzyme Q10 (CoQ10):** Reduces inflammation and allergenic symptoms
- **Iron:** Supports overall vitality and health
- **B vitamins:** Supports digestion, metabolism and nerve and cognitive function. Helps break down fat and proteins, and may help gastric issues.

TRIPE - Green tripe is rich in digestive enzymes and probiotics that assist in breaking down food and enhancing nutrient absorption. It can aid in alleviating constipation and digestive problems.

- **Gut health:** Green tripe can help improve the microbiome and support healthy gut bacteria.
- **Immune system:** Green tripe can help boost your dog's immune system.
- **Skin and coat:** Green tripe can help support healthy skin and coat.
- **Muscle building:** Green tripe can help build healthy muscle.
- **Weight management:** Green tripe's high protein content can help dogs feel full, which can be helpful for weight loss.

Picky eaters: Green tripe's strong aroma and natural flavours can be appealing to dogs who are fussy eaters.

LIVER -

- **Iron:** Helps produce hemoglobin and oxygenate the blood
- **Vitamin A:** Supports healthy skin, coat, and vision
- **B vitamins:** Supports digestion, metabolism and nerve and cognitive function. Helps break down fat and proteins, and may help gastric issues.
- **Copper and zinc:** Helps boost immunity and enzyme function
- **Protein:** Helps build and maintain muscles
- **Essential fatty acids:** Supports brain health, joint health, and a healthy heart
- **Vitamin D:** Helps regulate many functions in the body

BEEF - CHICKEN & LAMB...

All protein-rich and packed with B vitamins, Iron, Zinc, Selenium and essential fatty acids.

