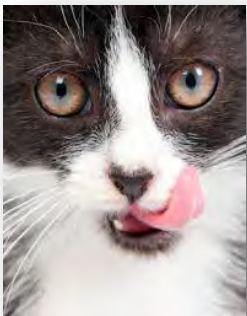




Northwest Naturals now offers cat food recipes! Cats have different nutritional needs than dogs, so we believe in feeding cats a diet catered specifically to these unique needs. Cats require very little to no produce in their diets, so each of our cat recipes contain 97% meat (including muscle meat, organs, and ground bone) and only 3% supplements. Each recipe includes these supplements to ensure a complete and balanced meal for every feeding. Both recipes come frozen in a convenient 1lb. tub, designed for easy thawing and feeding. Simply thaw the entire tub in the refrigerator and scoop out the appropriate amount per feeding. The opened tub will stay fresh up to 7 days in the refrigerator. If your cat prefers a thinner consistency to its food, add a small amount of cool water to the food until the desired consistency is reached!

- **Safe Handling**
- **Easy Thawing**
- **Easy Portioning**
- **Specifically Formulated for Cats**



**CHICKEN**



**TURKEY**

## CAT FOOD INGREDIENTS AND THEIR BENEFITS

**CHICKEN WITH GROUND BONE:** Muscle meat with necks and backs. The purest form of protein with the added benefits of calcium and phosphorus.

**CHICKEN HEART AND LIVER:** Organ meat provides amino acids, vitamins, and minerals. Heart is the primary source of the amino acid Taurine.

**SALMON/FISH OIL:** Excellent source of essential fatty acids such as Omega-3.

**ORGANIC DULSE:** High in vitamins and minerals such as iron, potassium, phosphorus; helps heal poor digestive systems, rebuilds and maintains glands in the body, cleanses the body of heavy metals, increases metabolism, supports brain function, supports thyroid, supports the liver.

**ORGANIC KELP:** High in vitamins and minerals, helps expel heavy metals from the body, high in gluamic acid (helps to tenderize high protein foods and is a natural flavor enhancer).

**PSYLLIUM HUSK POWDER:** A soluble fiber that helps lower cholesterol, relieves digestive and intestinal issues, helps regulate blood sugar levels

**EGG YOLK:** High in vitamins and minerals, rich in healthy cholesterol, contains essential fatty acids, great source of lecithin (helps support the liver, brain, skin, and coat).

**GELATIN:** Supports and promotes healthy skin and coat, supports healthy joints, can improve digestion, good source of collagen and amino acids such as Glycine and Lysine.

# CAT FOOD RECIPES



AVAILABLE IN:  
1lb Recyclable Tubs

## CHICKEN

**INGREDIENTS:** Chicken with Ground Bone, Chicken Heart, Chicken Liver, Water, Egg Yolk, Kelp, Organic Dulse, Gelatin, Psyllium Husk Powder, Salmon Oil  
97% Meat – No Fruits or Vegetables

Chickens are raised in the USA without antibiotics or added hormones. Proteins are USDA inspected and passed. Produce comes with certificates of guarantee.  
Recipes are grain and gluten free – Corn, wheat and soy free. We include human grade proteinated vitamins and minerals for better absorption.  
Complete and balanced diets All Recipes contain 10% raw ground bone.

Fresh meats have a nutritional variation season to season. Our nutritional analysis is calculated on an average.

Guaranteed Analysis	CHICKEN
Crude Protein(min)	15%
Crude Fat (min)	10%
Crude Fiber(max)	2%
Moisture(max)	70%
Calories	
ME(Kcal/kg)	1787
kcal per oz (calculated)	51



AVAILABLE IN:  
1lb Recyclable Tubs

## TURKEY

**INGREDIENTS:** Turkey with Ground Bone, Chicken Heart, Chicken Liver, Water, Egg Yolk, Kelp, Organic Dulse, Gelatin, Psyllium Husk Powder, Salmon Oil  
97% Meat – No Fruits or vegetables

Turkeys are raised in the USA without antibiotics or added hormones. Proteins are USDA inspected and passed. Produce comes with certificates of guarantee.  
Recipes are grain and gluten free – Corn, wheat and soy free. We include human grade proteinated vitamins and minerals for better absorption.  
Complete and balanced diets All Recipes contain 10% raw ground bone.

Fresh meats have a nutritional variation season to season. Our nutritional analysis is calculated on an average.

Guaranteed Analysis	TURKEY
Crude Protein(min)	15%
Crude Fat (min)	10%
Crude Fiber(max)	2%
Moisture(max)	70%
Calories	
ME(Kcal/kg)	1828
kcal per oz (calculated)	52

# WHY A RAW DIET IS SO IMPORTANT FOR CATS

To truly understand why a raw food diet is so important for cats, we must first understand a few basic facts about cats:

- Cats evolved in an arid, desert climate
- Cats are obligate carnivores
- Cats are very successful hunters
- Cats have different nutritional needs than dogs



**AFRICAN WILD CAT!**



There are approximately 600 million housecats in the world and all of them evolved from five lineages, traced through analysis of mitochondrial DNA to the Near East region of the world. The climate in the Near East is dry and hot, with little to no vegetation and with very low annual rainfall. Water is scarce, and animals in the region have had to adapt to these climate extremes with very specialized systems. For cats, this means a protein-only diet, obtaining nearly all of their moisture requirements from the foods they eat. Many of the health issues we see in domestic cats are a direct result of dehydration. Most of these can be avoided, and sometimes repaired simply by switching the cat to a high moisture, highly digestible raw meat diet.

Cats are Obligate Carnivores, or “true” carnivores, which means that they depend only on the nutrients found in prey animals for survival. They have a need for an Essential Fatty Acid, or EFA, called arachidonic acid which plays a vital role in fat utilization and energy production. This particular EFA is found primarily in raw meat. Cats do not actually require any plant material at all in their diet to thrive. In fact, a diet high in vegetable matter can lead to an overabundance of glutamic acid which will cause sporadic vomiting and a thiamine deficiency.

Obligate carnivores will, in very few cases, eat plant material (especially that found in the stomach contents of smaller prey that are eaten whole) even though they lack the digestive enzymes to break down and metabolize such foods. Additionally, cats cannot synthesize certain essential nutrients from plant matter, such as taurine and retinol (Vitamin A), and must obtain them from the proteins they consume. Another characteristic of true carnivores that cats exhibit is a very short, straight digestive tract. This is because cats do not need to break down tough plant cellulose. In fact, the higher the amount of fiber in the diet (plant or grain), the higher the level of taurine is required in the diet.

In the wild, and even in their own backyards, cats are very good hunters and can easily catch the prey they wish to. Cats differ from other carnivores, such as dogs, in that they do not have to scavenge for other food if they do not catch the prey they were hunting. Dogs are somewhat sloppy hunters and do not always get to eat their preferred meal and so have had to adapt to eating less-than-optimal foods that they can scavenge, like berries or roots. Cats would rather forgo eating altogether if they cannot have the food they wish to eat. One result of cats being such successful hunters, is that they are “imprint eaters”, and as such tend to imprint of the foods fed to them as kittens. Though this can make switching their diet more of a challenge, the health benefits far outweigh the temporary frustration of making the diet switch.

The differences in hunting methods/success and anatomy between dogs and cats mean that they have very different nutritional needs. Cats must obtain most, if not all, of their nutrition from protein to thrive, whereas dogs can obtain nutrition from a few other sources in addition to proteins. It is for this reason that we promote the philosophy of feeding cats and dogs a species appropriate diet, specific to their unique needs. Northwest Naturals Cat Formulas do not contain any produce. The Dog Formulas contain approximately 18.5% produce. It would be difficult for a cat to thrive on a diet with such a high percentage of produce. When a cat consumes large amounts of materials that they are unable to digest, their digestive systems are overworked, their metabolism is exhausted, and extra fat and toxins are stored.

The most important thing to remember when feeding cats is that we must try to cater to their needs as much as possible and provide a diet that is as close to what they would eat in the wild as possible. Northwest Naturals Raw Frozen Cat Formulas were specifically formulated with this in mind and provide the highest nutritional value possible for your feline pet.



Cat Food Feeding Guideline					A tub of Northwest Naturals will last approximately:
	Ounces	Ounces	Ounces	Ounces	
	Low Activity	Adult cat	Kitten 12wks to 1 year	4-12weeks Lactating Female	Low Activity
Cats' Weight	2.00%	3.0%	4%	4.5 - 6%	
4	1.28oz	1.92oz	2.56oz	2.88oz - 3.84oz	12.5 days
6	1.92oz	2.88oz	3.84oz	4.32oz - 2.88oz	8.3days
10	3.2oz	4.8oz	6.4oz	7.2oz - 9.6oz	5 days
14	4.48oz	6.72oz	8.96oz	10.08oz - 13.44oz	3.5days

\*Calculations are based on percentage of body weight  
**For exact weight it is suggested you use a scale**

## RECOMMENDED FEEDING :

**Kittens and Lactating Females:** 3-4 times per day dividing total portion into 3-4 meals

**Adult cats:** 2 feeding per day dividing the total portion into 2 meals

The above Feeding Guidelines are approximate as every pet has different metabolic requirements.

For additional information please refer to our website: [www.nw-naturals.net](http://www.nw-naturals.net)

**TO FEED:** Place tub in the refrigerator. Tub will thaw in approximately 12-24 hours. For quick thaw, place tub in a sink and cover with cold water. The tub will thaw in approximately 2 hours. Keep unused portion refrigerated.

**TRANSITION FEEDING:** When transitioning your cat to a raw diet, start by replacing 1/4 of your cat's current diet with raw. Gradually increase the portion of raw and reduce the prior diet over the next 7 days until transition is complete.

**SUPPLEMENTAL FEEDING:** Northwest Naturals can also be used in addition to your pet's current diet as it provides bio-available nutrients for optimal health. Use Northwest Naturals as a meal topper or substitute for one meal a day.