



Pet Food Partners
Our Expertise. Your Success

GA PRODUCT GUIDE

Grain Free Range

GA Product Code: **VGF**

Venison

with Sweet Potato & Mulberry

Adult Dog

Grain Free Range



The **Grain Free** range includes a selection of the finest freshly prepared nutritious and highly digestible animal protein sources.

The range has been formulated with sweet potato and potato to be suitable for those with grain intolerance/sensitivity.

Why Venison?

Venison is **protein-rich** and nutritionally wholesome. It is a good source of iron and B vitamins including B6 and B12.

Why Mulberry?

Mulberry is **rich** in iron and vitamin C, an antioxidant, which can help **support** the immune system.

Consider Your Target Market

Recognising the different types of people that purchase pet food enables you to use recipe claims that align with your target market.



Frankie.
Pet Parent.



Charlie.
Perfectionist.



Cameron.
Pal.



Bobbie.
Practical Parent.



Alex.
Pragmatist.



Ashley.
Particular Pet Parent.

For more information go to **MyHub** or ask your dedicated account manager.

Recipe Claims

Minimum 26% Freshly Prepared Venison

A responsibly sourced and highly digestible protein source.



50% Total Venison & Salmon

Rich in amino acids, vitamins & minerals, venison and salmon are delicious sources of protein.



Sweet Potato

An excellent alternative to grains, sweet potato is a complex carbohydrate high in B Vitamins.



Added Omega 3 Supplement

To help support healthy skin & coat.



Digestive Health

Pre-biotics MOS (Mannan-oligosaccharides) & FOS (Fructo-oligosaccharides) which may help to promote the growth of healthy gut bacteria and aid digestion.



No Added Artificial Colours & Preservatives

Naturally preserved using rosemary extract.





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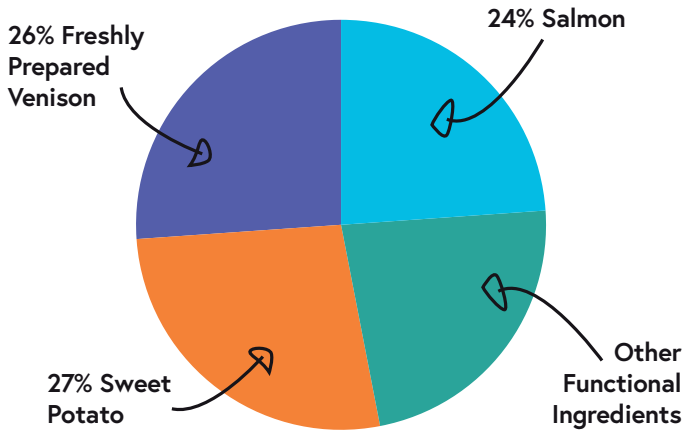
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COMPOSITION



Venison & Salmon 50% (including Freshly Prepared Venison 26%, Dried Salmon 19% Salmon Oil 2.5% & Salmon Stock 2.5%), Sweet Potato (27%), Potato, Peas (6%), Omega 3 Supplement, Linseed, Beet Pulp, Minerals, Vitamins, Vegetable Stock, Mulberry (0.2%), FOS (96 mg/kg), MOS (24 mg/kg)

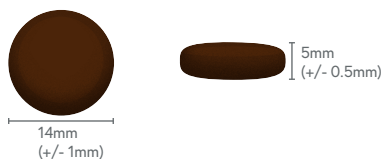
BAG SIZES

- A selection to meet your customer's needs:
- 18 month shelf life.
- For a 15kg Working Dog product guide, please speak to your account manager.



KIBBLE SIZE

- Optimal kibble size and shape for adult dogs.
- A crunchy kibble texture.



ANALYTICAL CONSTITUENTS

Crude Protein	25%
Crude Fat	13%
Crude Fibre	3%
Crude Ash	8.5%
Moisture	8%
NFE	42.5%
Metabolisable Energy	364 kcal/100g
Omega 6	0.8%
Omega 3	2.2%
Calcium	1.6%
Phosphorus	0.8%

NUTRITIONAL ADDITIVES PER KG:

Vitamins: Vitamin A 15,000 IU, Vitamin D3 2,000 IU, Vitamin E 95 IU

Trace Elements: Zinc (Zinc Sulphate Monohydrate) 50mg, Iron (Iron (II) Sulphate Monohydrate) 50mg, Manganese (Manganous Sulphate Monohydrate) 35mg, Copper (Copper (II) Sulphate Pentahydrate) 12mg, Iodine (Calcium Iodate Anhydrous) 1mg

FEEDING GUIDE*

Weight of Dog (kg)	Grams per day (g)
	Adult Dog
1 - 5kg	25 - 85g
5 - 10kg	85 - 145g
10 - 20kg	145 - 240g
20 - 30kg	240 - 330g
30 - 40kg	330 - 410g
40+kg	410+g

* All dogs are different and the guidelines should be adapted to take into account breed, age, temperament and activity level of the individual dog. When changing foods please introduce gradually over a period of two weeks. Always ensure fresh, clean water is available.

Important: The information provided in this document is GA Pet Food Partners Ltd interpretation of Regulation No 2017/2279. As with all legislation only courts can decide on the correct interpretation of the law. We would advise that you always seek legal advice when creating/printing new packaging, leaflets or websites. The statutory Analytical Constituents declaration parameters (i.e. Crude Protein, Crude Fat, Crude Fibre, Crude Ash) may be used for declaration purposes along with Moisture. Other parameters are intended as a guide and in order to declare extra figures we suggest that analysis work is carried out to confirm levels more precisely. GA cannot be held liable for publication of none statutory nutrients without first getting approval from GA. GA cannot be held liable or responsible for nutrient contributions from free issue (client supplied) raw materials without specific clarification in writing. Formulation updates: As information becomes available and in order to continually meet statutory analytical constituent declarations, formulations may have to be adapted to account for raw material variation and availability. There may also be other reasons outside of our immediate control (including but not limited to force majeure events) which warrant the change of a formulation to improve its suitability. If any formulation amendment becomes a permanent change we will update the formulation matrix information and confer this to the purchaser.