



RAW LOVE IN EVERY BOWL®

RAW FEEDING GUIDE FOR **DOGS**



FORMULATED TO MEET
AAFCO STANDARDS†

**CANINE
COMPLETE™**

**BASIC
MEALS**

**RAW
BONES &
EXTRAS**

   ironwillraw.com



CANINE COMPLETE™

DINNERS



FORMULATED TO MEET
AAFCO STANDARDS†



HACCP Canada
CERTIFIED PROCESS



Iron Will Raw Canine Complete Dinners are formulated to meet AAFCO Standards† – we are committed to providing the highest quality raw pet food to customers to ensure long, healthy, and happy lives for their beloved dogs. These complete & balanced dinners contain a wide variety of fresh whole-foods, sustainably sourced Omega-3 and naturally derived nutrients, giving pet parents confidence at meal time. With no supplementation required, Iron Will Raw makes feeding simple and easy – Thaw. Feed. Love!

DAILY RECOMMENDED FEEDING AMOUNTS*

1 pouch = 454 g (16 oz)

Adult Canine Weight		Ideal Weight / Active		Underweight / More Active	
kg	lb	g	oz	g	oz
1-4	3-10	113-170	4-6	198-255	7-9
5-9	11-20	283-340	10-12	369-425	13-15
10-22	21-50	510-624	18-22	652-850	23-30
23-45	51-100	907-1077	32-38	1134-1417	40-50
> 45	> 100	1191-1304	42-46	1417-1644	50-58

Q Do I need to rotate proteins for my dog?

A Protein rotation is not necessary – all dinners are complete & balanced. However, offering a variety of products will keep your dog excited for meal time.

Q Can I add extras to my dog's meal?

A In moderation. To maintain optimal dental health and for mental stimulation serve Iron Will Raw Meaty Bones 1 - 2 times per week and to keep meals fun include Iron Will Raw Quail Eggs and Sardines.

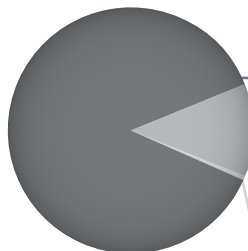
Q Why are supplements and whole foods included in the new dinners?

A Since whole foods vary nutritionally, including supplements in the Canine Complete Dinners ensures all vitamin and mineral requirements are being met.

Q Can I feed the Canine Complete Dinners to my puppy?

A We do not suggest feeding adult Canine Complete Dinners to puppies because they have different nutritional requirements. Iron Will Raw Puppylicious products are recommended.

PROFESSIONALLY FORMULATED RAW DOG NUTRITION



87.5%
Animal Based

12%
Plant Based

0.5%
Supplementation

ANIMAL BASED 87.5%

SELECT PROTEINS:
CHICKEN • TURKEY • BEEF • DUCK • PORK
Source of amino acids, calcium and phosphorus.
FISH OIL (OMEGA 3) (DHA & EPA)
Improves cognitive function.



PLANT BASED 12%

WHOLE FRUITS & VEGETABLES
Excellent source of fibre & phytonutrients like anthocyanin .



SUPPLEMENTATION 0.5%

TRACE MINERALS & VITAMINS
Critical nutrients at consistent concentrations.



Breakdown of the Iron Will Raw Canine Complete Dinner ingredients are based on averages. Each Dinner composition may vary.



FORMULATED TO MEET
AAFCO STANDARDS¹

AVERAGE CANINE COMPLETE BREAKDOWN
87.5% Animal Based | 12% PLANT BASED | 0.5% SUPPLEMENTATION



The Association of American Feed Control Officials (AAFCO) is a voluntary membership organization responsible for the execution of laws and regulations pertaining to the production, labeling, distribution, use or sale of animal feed and feed ingredients. AAFCO utilizes nutritional guidelines from organizations such as the National Research Council (NRC) and hundreds of published studies when creating their nutritional standards.

AAFCO is not a regulatory body – it is the pet food company's responsibility to formulate products according to the appropriate AAFCO standard. All Iron Will Raw Complete & Balanced Dinners meet the AAFCO nutritional guidelines for the indicated life-stage.

TURKEY & BEEF DINNER



LEAN PROTEIN

- ✓ Lean turkey paired with high-quality, lean cuts of beef, make this dinner an instant favourite full of flavour
- ✓ Suitable for less active dogs – less calories

Ingredients: Turkey (with ground bone), beef heart, beef liver, spinach, kale, summer squash, winter squash, celery, fish oil, squash seeds, kelp meal, vitamin E supplement, zinc proteinate, sunflower oil, manganese proteinate, vitamin D supplement, thiamine mononitrate.



BEEF DINNER



PACKED FULL OF NUTRIENTS

- ✓ Beneficial for dogs who's stool quality is better maintained on a lower calcium diet
- ✓ High-quality, lean cuts of beef pack this dinner full of nutrients

Ingredients: Beef, beef heart, green beans, kale, summer squash, winter squash, beef liver, celery, calcium carbonate, dicalcium phosphate, fish oil, squash seeds, sunflower oil, magnesium proteinate, kelp meal, vitamin E supplement, zinc proteinate, copper proteinate, manganese proteinate, vitamin D supplement, thiamine mononitrate.



CHICKEN & BEEF DINNER



FAN FAVOURITE

- ✓ Classic pairing of chicken and nutrient-dense beef organs
- ✓ A simple transition for adult dogs who loved Puppylicious Chicken & Beef

Ingredients: Chicken (with ground bone), beef heart, beef liver, broccoli, kale, summer squash, winter squash, celery, fish oil, squash seeds, kelp meal, vitamin E supplement, zinc proteinate, sunflower oil, manganese proteinate, vitamin D supplement, thiamine mononitrate.



PORK DINNER



TOP CHOICE FOR DOGS WITH ALLERGIES

- ✓ Calcium and phosphorus supplements replace ground bone, making digestion easier
- ✓ Top choice for dogs who are allergic to traditional proteins

Ingredients: Pork, pork heart, green beans, kale, summer squash, pork liver, winter squash, celery, calcium carbonate, fish oil, dicalcium phosphate, squash seeds, magnesium proteinate, kelp meal, vitamin E supplement, zinc proteinate, copper proteinate, manganese proteinate, vitamin D supplement, thiamine mononitrate.



DUCK & PORK DINNER



PERFECT FOR DOGS WITH SENSITIVITIES

- ✓ Packed full of flavour – a definite hit with the pickiest of dogs
- ✓ Excellent for dogs with a sensitivity to chicken

Ingredients: Duck (with ground bone), pork, pork heart, green beans, beef liver, kale, summer squash, winter squash, celery, fish oil, squash seeds, kelp meal, vitamin E supplement, zinc proteinate, sunflower oil, manganese proteinate, vitamin D supplement, thiamine mononitrate.



Canine Complete Dinners may be available in the following sizes 6 lb, 12 lb and 18 lb.



BASIC SINGLE PROTEIN MEALS
100% MEAT | ORGANS | BONE



Iron Will Raw Basic Meals are great for dogs who may need a single protein diet for sensitivities and dietary restrictions. Intended for intermittent or supplemental feeding only. Protein rotation and supplementation are recommended to help create a balanced diet for your pet. For additional information, reference the Boost Your Bowl guide online.

DAILY RECOMMENDED FEEDING AMOUNTS**

Percentage of Current Body Weight	OVERWEIGHT	IDEAL WEIGHT	UNDERWEIGHT
	1.5%	2-3%	3%

RAW MEATY BONES & EXTRAS

Valuable nutrients, mental stimulation, improved oral health and increased muscle development.



Sardines 1 lb Bag	Cornish Hens Feet 1/2 lb Bag	Quail Eggs 18 Pack	Beef Neck Bones 1 lb Bag	Beef Marrow Bones Large 1 Piece	Beef Marrow Bones Medium 750 g	Beef Rib Bones Large 1 Piece	Beef Rib Bones Small 1 lb Bag
----------------------	------------------------------------	--------------------------	--------------------------------	---------------------------------------	--------------------------------------	------------------------------------	-------------------------------------

BASIC TURKEY

- ✓ Lean protein
- ✓ Taurine rich

Ingredients:

Turkey and bone, turkey meat, turkey liver.

BASIC CHICKEN

- ✓ Easily digestible
- ✓ Great introductory protein

Ingredients:

Chicken and bone, boneless chicken meat, chicken heart, chicken liver.

BASIC DUCK

- ✓ Rich in taurine
- ✓ Lean protein

Ingredients:

Duck and bone, duck meat, duck liver.

BASIC SALMON

- ✓ Meal topper only
- ✓ 8x - 1/2 lb individual pouches

Ingredients:

Ground salmon and salmon bones.



BASIC BEEF

- ✓ Perfect for DIY base
- ✓ Good for active pets

Ingredients:

Beef meat, beef heart, green beef tripe, ground beef bone, beef liver, beef kidney, beef spleen.

BASIC PORK

- ✓ Top choice for elimination diet
- ✓ Suitable for dogs with allergies

Ingredients:

Pork meat, pork heart, ground pork bone, pork liver, pork kidney, pork spleen.

BASIC RABBIT

- ✓ Novel protein
- ✓ Great for sensitivities

Ingredients:

Whole rabbit with bone, rabbit offal (liver, kidney).

BASIC KANGAROO

- ✓ Very lean
- ✓ Contains pork organs

Ingredients:

Kangaroo meat, pork heart, kangaroo bone, pork liver, pork kidney, pork spleen.



DO YOU HAVE A FELINE COMPANION? TRY IRON WILL RAW FELINE COMPLETE DINNERS!

FELINE COMPLETE™

3 DINNER OPTIONS AVAILABLE!



AVERAGE FELINE COMPLETE BREAKDOWN
93% ANIMAL BASED | 6% PLANT BASED | 1% SUPPLEMENTATION



Keep frozen until ready to use.



Thaw on plate in refrigerator.



Wash hands, surfaces and utensils.



Keep separate from human foods.



Immediately refrigerate or discard unused portions.

TRANSITIONING TO A RAW DIET? ironwillraw.com

IRON WILL RAW PET FOOD | 600 Read Road, St. Catharines, Ontario L2R 7K6 | 905 714 9698 | support@ironwillraw.com

© HACCPCanada CERTIFIED PROCESS is a trademark of HACCPCanada Foodsafety Inc.

† Iron Will Raw Canine Complete Dinners for Dogs are formulated to meet the AAFCO Dog Food Nutrient profile for Adult Maintenance.

* CANINE COMPLETE DINNERS: Intended as an initial starting guide. Individual needs may vary based on daily activity level and individual metabolism. Feeding amounts should be adjusted accordingly. **Ideal Weight / Active – Up to 3 hours of daily activity.**

Underweight / More Active – Over 3 hours of daily activity.

** BASIC MEALS: Intended as an initial starting guide. Individual needs may vary based on daily activity level and individual metabolism. Feeding amounts should be adjusted accordingly.