



RAW DOG FOOD COST COMPARISONS – BASED ON 1 LB PER DAY

EASTERN CANADA PRICING.

	IRON WILL RAW CANINE COMPLETE BEEF DINNER	AVERAGE COMPETITOR REQUIRING WHOLE FOOD ADDITIONS	AVERAGE COMPETITOR REQUIRING SYNTHETIC SUPPLEMENTS																																					
Price Per Pound	\$6.58	\$5.07	\$5.07																																					
Price Per Day for Additions	<p>\$0.00</p> <p>NO ADDED COSTS – ADDITIONS ARE ALREADY INCLUDED IN CANINE COMPLETE & BALANCED DINNERS</p>	<p>\$2.21</p> <table border="1"> <thead> <tr> <th colspan="3">WHOLE FOOD ADDITIONS REQUIRED TO CREATE A COMPLETE & BALANCED MEAL*</th> </tr> </thead> <tbody> <tr> <td>MANGANESE</td> <td>MUSSELS</td> <td>\$0.50</td> </tr> <tr> <td>VITAMIN D & OMEGA 3</td> <td>SALMON</td> <td>\$0.50</td> </tr> <tr> <td>VITAMIN E</td> <td>WHEAT GERM OIL</td> <td>\$0.11</td> </tr> <tr> <td>IODINE</td> <td>KELP POWDER</td> <td>N/A</td> </tr> <tr> <td>ZINC</td> <td>OYSTER</td> <td>\$0.60</td> </tr> <tr> <td>POWERHOUSE BOOSTER</td> <td>QUAIL EGG</td> <td>\$0.50</td> </tr> </tbody> </table>	WHOLE FOOD ADDITIONS REQUIRED TO CREATE A COMPLETE & BALANCED MEAL*			MANGANESE	MUSSELS	\$0.50	VITAMIN D & OMEGA 3	SALMON	\$0.50	VITAMIN E	WHEAT GERM OIL	\$0.11	IODINE	KELP POWDER	N/A	ZINC	OYSTER	\$0.60	POWERHOUSE BOOSTER	QUAIL EGG	\$0.50	<p>\$1.38</p> <table border="1"> <thead> <tr> <th colspan="2">SYNTHETIC SUPPLEMENTATIONS REQUIRED TO CREATE A COMPLETE & BALANCED MEAL**</th> </tr> </thead> <tbody> <tr> <td>ZINC</td> <td>\$0.07</td> </tr> <tr> <td>MANGANESE</td> <td>\$0.11</td> </tr> <tr> <td>VITAMIN E</td> <td>\$0.12</td> </tr> <tr> <td>IODINE</td> <td>\$0.06</td> </tr> <tr> <td>VITAMIN D</td> <td>\$0.05</td> </tr> <tr> <td>OMEGA-3</td> <td>\$0.47</td> </tr> <tr> <td>EGG</td> <td>\$0.50</td> </tr> </tbody> </table>	SYNTHETIC SUPPLEMENTATIONS REQUIRED TO CREATE A COMPLETE & BALANCED MEAL**		ZINC	\$0.07	MANGANESE	\$0.11	VITAMIN E	\$0.12	IODINE	\$0.06	VITAMIN D	\$0.05	OMEGA-3	\$0.47	EGG	\$0.50
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Price Per Day - Addition of Lean Boneless Muscle Meat†	\$0.00	\$0.55	\$0.55																																					
Price Per Day Including All Additions	\$6.58	\$7.83	\$7.00																																					
Total Price Per Month Including All Additions	\$197	\$235	\$210																																					
Total Price Per Year Including All Additions	\$2,402	\$2,858	\$2,555																																					

Months are based on 30 days. Years based on 365 day. Iron Will Raw Canine Complete Beef Dinner for Dogs is formulated to meet the AAFCO Dog Food Nutrient profile for Adult Maintenance.

* Whole food additions listed are an example only. Daily whole food additions can vary. Reference the Boost Your Bowl guide at ironwillraw.com for a complete list.

** Synthetic Supplementations are an example only. Daily Supplementations can vary.

† Based on 50 grams of lean boneless muscle meat to bring down bone content.