



RAW LOVE IN EVERY BOWL®

RAW FEEDING GUIDE FOR **CATS**



FORMULATED TO MEET
AAFCO STANDARDS†

**FELINE
COMPLETE™**

**BASIC
MEALS**

**RAW
BONES &
EXTRAS**

   [ironwillraw.com](https://www.ironwillraw.com)



FELINE COMPLETE™

DINNERS



FORMULATED TO MEET
AAFCO STANDARDS†



HACCP Canada
CERTIFIED PROCESS



Iron Will Raw Feline 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 cats. 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 = 227 g (8 oz)

Body Weight / kg lb		Kitten 4-8 months		Kitten 9-12 months		Adult Cat	
		g	oz	g	oz	g	oz
1	1-3	85-113	3-4	57-85	2-3	28-85	1-3
2-3	4-6	142-198	5-7	113-170	4-6	113-142	4-5
3-4	7-9	198-255	7-9	142-198	5-7	170-198	6-7
4-5	10-12	255-312	9-11	170-227	6-8	198-227	7-8

Q Do I need to rotate proteins for my cat and kitten?

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

Q Can I add my own supplements to the Feline Complete Dinners?

A Additional supplements are not recommended unless advised by a veterinarian.

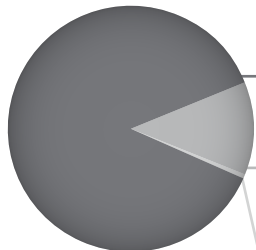
Q I thought cats/kittens don't need plant matter?

A Plant matter offers a plethora of phytonutrients and fibre – a fantastic addition to their diet. Phytonutrients boost the immune system and fibre aids in stool consistency and quality.

Q How do I know if I am feeding my cat/kitten enough?

A Kittens should have their body condition assessed weekly to ensure they are receiving enough food for growth. Cats that are finished growing should have their body condition assessed every 1 - 3 months to ensure they are maintaining their ideal body condition.

PROFESSIONALLY FORMULATED RAW CAT NUTRITION



93%
Animal Based

6%
Plant Based

1%
Supplementation

ANIMAL BASED 93%

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



PLANT BASED 6%

WHOLE FRUITS & VEGETABLES
Excellent source of fibre & phytonutrients
like anthocyanin – a blue, violet, or
red flavonoid pigment found in plants.



SUPPLEMENTATION 1%

TRACE MINERALS & VITAMINS
Critical nutrients at
consistent concentrations.



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



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.

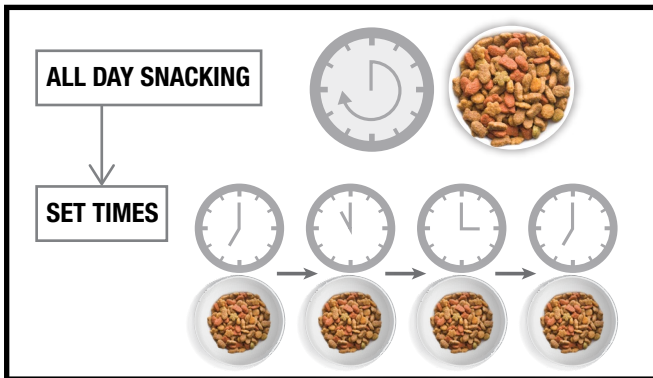
AVERAGE FELINE COMPLETE BREAKDOWN

93%	6%	1%
Animal Based	PLANT BASED	SUPPLEMENTATION

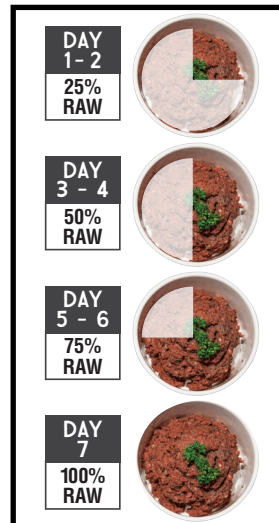
TRANSITIONING AN ADULT CAT AND KITTEN TO A RAW DIET

A gradual transition to a raw diet is easiest for an adult cat or kitten. If your adult cat or kitten is accustomed to snacking throughout the day and night, set a regimented feeding schedule as in Step 1. Offer their current diet at set intervals, 4 - 6 times throughout the day and evening. Once your cat or kitten eats at scheduled times then follow the diagram in Step 2.

STEP 1



STEP 2



TURKEY, BEEF & MACKEREL DINNER

- ✓ Nutrient packed and loaded with Omega-3
- ✓ Slightly higher in calories – a great option for cats or kittens that are always on the go

Ingredients: Turkey (with ground bone), turkey, beef heart, beef liver, beef, mackerel, cranberry, kale, summer squash, fish oil, tomato pomace, kelp meal, salt, taurine, vitamin E supplement, sunflower oil, manganese proteinate, thiamine mononitrate, folic acid.



PORK, DUCK & MACKEREL DINNER

- ✓ Savory blend of proteins which will please the palate
- ✓ Moderate in calories and full of flavour!

Ingredients: Pork heart, duck (with ground bone), pork, mackerel, beef liver, cranberry, summer squash, kale, tomato pomace, fish oil, kelp meal, salt, taurine, vitamin E supplement, sunflower oil, manganese proteinate, thiamine mononitrate, folic acid.



RABBIT, PORK & MACKEREL DINNER

- ✓ Delectable mix of whole proteins – making this nutritious and loaded with Omega-3
- ✓ A great option for less active felines

Ingredients: Rabbit (with ground bone), pork heart, pork, pork liver, mackerel, cranberry, kale, summer squash, beef liver, tomato pomace, fish oil, kelp meal, salt, taurine, vitamin E supplement, sunflower oil, manganese proteinate, thiamine mononitrate, folic acid.



Iron Will Raw Basic Meals are great for cats who may need a single protein diet for sensitivities and 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	Medium 750 g	Beef Rib Bones Large 1 Piece	Small 1 lb Bag
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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 cats 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 CANINE COMPANION? TRY IRON WILL RAW CANINE COMPLETE DINNERS!



CANINE COMPLETE™
DINNERS

AVERAGE CANINE COMPLETE BREAKDOWN

87.5%	12%	0.5%
ANIMAL BASED	PLANT BASED	SUPPLEMENTATION

The advertisement features a central image of a brown and white dog sitting on the right. To the left of the dog are several boxes of 'CANINE COMPLETE' dinners, arranged in two rows. The top row shows two boxes, and the bottom row shows three boxes. Each box is labeled 'IRON WILL RAW CANINE COMPLETE' and features an image of a dog and various food ingredients. The background is white with a light grey border.



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

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† Iron Will Raw Feline Complete Dinners for Cats are formulated to meet the AAFCO Cat Food Nutrient profile for All Life Stages.

* FELINE 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.

** 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.