



Raw Facts about our Rabbit Formula

What's New?

At Nature's Variety, we are proud to offer the unique and nutritious Rabbit Formula Raw Frozen Diet to you and your customers. In order for us to continue offering this exotic protein in our Raw Diet line, it is necessary to make some minor formulation adjustments. Due to a very limited supply of rabbit organ meats, we are no longer able to include Rabbit Liver, Rabbit Lung, and Rabbit Heart in this diet. As a nutritious alternative, we will instead be including wholesome and natural pork ingredients – Pork Fat, Pork Liver, and Pork Heart. This change will begin in all Rabbit Formula (patty and medallion) production batches with date codes after 11-15-07. The Guaranteed Analysis and UPC codes will not change.

BETTER INGREDIENTS. BETTER FOOD. BETTER HEALTH.



Nature's VARIETY Raw Frozen Diet
NUTRITION FOR DOGS AND CATS - NOURRITURE POUR CHIENS ET CHATS

Rabbit Formula

- Complete & balanced for all life stages
- 95% Rabbit, raw ground bone, pork fat, liver & heart
- With wholesome fruits & vegetables
- Grain-free

Rotate for variety with our other nutritious diets!

Ingredients: Rabbit, Raw Ground Rabbit Bone, Pork Fat, Pork Liver, Pork Heart, Apples, Carrots, Butternut Squash, Ground Flaxseed, Chicken Eggs, Broccoli, Lettuce, Spinach, Dried Kelp, Apple Cider Vinegar, Parsley, Honey, Salmon Oil, Olive Oil, Blueberries, Alfalfa Sprouts, Persimmons, Duck Eggs, Pheasant Eggs, Quail Eggs, Inulin, Rosemary, Sage, Clove

Nature's Variety® Rabbit Formula Raw Frozen Diet for Dogs and Cats is formulated to meet the nutritional levels established by the AAFCO Dog and Cat Nutrient Profiles for All Life Stages. Feeding Instructions: These projected feeding amounts are ONLY GENERAL GUIDELINES. Daily portions are based on the recommended feeding amounts for a moderately active adult dog or cat. Feed up to twice the amount for puppies/kittens and nursing or pregnant mothers. Individual requirements will vary based on metabolism, daily activity, age, genetics, health, environment, and other factors. For more information and an interactive feeding guide, visit www.naturesvariety.com. CONTAINS GROUND BONE. PET FOOD ONLY. Refer to the back of this package for important food safety handling information.

| Guaranteed Analysis: | BODY WEIGHT | DAILY PORTION |
|--------------------------|-------------|---------------|
| CRUDE PROTEIN (min): 13% | 10 lb | 1/2 patty |
| CRUDE FAT (min): 8% | 20 lb | 3/4 patty |
| CRUDE FIBER (max): 3% | 30 lb | 1 patty |
| MOISTURE (max): 68% | 60 lb | 2 patties |

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12 Convenient Patties

KEEP FROZEN
Net Wt: 6 lb (2.72 kg)

Why use Pork?

Pork is considered hypo-allergenic because it is such a unique ingredient in pet food. Pork ingredients are highly palatable compared to other meat proteins and fats. Pork has a similar nutritional profile to rabbit, beef, and lamb – making it an interchangeable nutritional option.

What about the Quality?

The pork ingredients (fat, liver, and heart) used in our Rabbit Formula Raw Frozen Diet are from 100% natural pork animals. Our natural pork ingredients come from vegetarian-fed hogs that are raised without antibiotics and without growth hormones. All raw material is sourced from USDA inspected facilities.

What are the Nutritional Benefits?

Pork fat is high in Linoleic Acid and medium chain fatty acids. Pork fat has a balanced ratio of saturated and mono-unsaturated fat to help maintain cell membrane integrity. Also, new research suggests that pork fat may help support cardiovascular health and alleviate allergies.

Pork liver is a very good source of lean protein. Our nutritious pork liver is also rich in vitamins and minerals, including Thiamin, Manganese, Vitamin A, Vitamin C, Riboflavin, Niacin, Vitamin B6, Folate, Vitamin B12, Pantothenic Acid, Iron, Phosphorus, Zinc, Copper, and Selenium. These vitamins and minerals help provide complete and balanced nutrition for dogs and cats.

Pork Heart is a lean protein that is low in Sodium. It is also a good source of Vitamin B6. Of all animal-based protein, pork protein is the most digestible, with the most favorable amino acid profile.

1. Wills JM, Simpson KW, editors. 1994. The Waltham Book of Clinical Nutrition of the Dog and Cat. Tarrytown, NY: Elsevier Science, Ltd. 472 p. 2. National Research Council, editor. 2006. Nutrient Requirements of Dogs and Cats. Washington, DC: National Academies Press. 398 p. 3. USDA. 2007. National Nutrient Database, SR19.

Rabbit Formula Ingredients: Rabbit, Raw Ground Rabbit Bone, Pork Fat, Pork Liver, Pork Heart, Apples, Carrots, Butternut Squash, Ground Flaxseed, Chicken Eggs, Broccoli, Lettuce, Spinach, Dried Kelp, Apple Cider Vinegar, Parsley, Honey, Salmon Oil, Olive Oil, Blueberries, Alfalfa Sprouts, Persimmons, Duck Eggs, Pheasant Eggs, Quail Eggs, Inulin, Rosemary, Sage, Clove.