



PROVEN. NATURAL. NUTRITION.™

NATURAL CHOICE® Dry Dog Food Nutrients (Formulated Levels)

Nutrients	WHOLESOME ESSENTIALS™ Formulas				LARGE BREED					SMALL BREED				TOY BREED	
	Puppy Chicken, Whole Brown Rice & Oatmeal Formula	Young Adult Chicken, Whole Brown Rice & Oatmeal Formula	Adult Chicken, Whole Brown Rice & Oatmeal Formula	Senior Chicken, Whole Brown Rice & Oatmeal Formula	Puppy Chicken, Whole Brown Rice & Oatmeal Formula	Young Adult Chicken, Whole Brown Rice & Oatmeal Formula	Adult Chicken, Whole Brown Rice & Oatmeal Formula	Adult Weight Management Chicken Meal, Whole Brown Rice & Oatmeal Formula	Senior Chicken, Whole Brown Rice & Oatmeal Formula	Puppy Chicken, Whole Brown Rice & Oatmeal Formula	Adult Chicken, Whole Brown Rice & Oatmeal Formula	Weight Management Chicken, Whole Brown Rice & Oatmeal Formula	Senior Chicken, Whole Brown Rice & Oatmeal Formula	Adult Chicken, Whole Brown Rice & Oatmeal Formula	Senior Chicken, Whole Brown Rice & Oatmeal Formula
Calorie Content ME (kcal/kg)	3,729	3,623	3,592	3,614	3,701	3,523	3,585	3,310	3,615	3,821	3,674	3,280	3,520	3,717	3,572
Protein (%)	27.5	25.5	22.5	23.5	26.5	24.5	24.5	22.5	22.5	28.5	24.5	26.6	25.5	25.5	27.5
Fat (%)	16.5	14.5	14.5	13.5	15.5	13.5	13.5	10.4	12.7	18.5	15.5	11.0	13.5	16.5	14.5
Crude Fiber (%)	1.5	1.9	2.1	2.3	1.5	1.7	2.0	5.0	2.1	1.5	1.8	5.3	2.2	2.0	2.4
Ash (%)	7.1	7.8	7.4	7.6	7.3	7.5	7.8	7.8	7.4	7.2	6.9	8.1	7.9	7.3	7.8
Linoleic Acid (%)	3.7	3.5	3.5	3.5	3.7	3.5	3.5	3.5	3.5	3.9	3.8	3.3	3.5	3.8	3.5
Linolenic Acid (%)	0.22	0.19	0.17	0.17	0.21	0.19	0.17	0.17	0.17	0.25	0.20	0.17	0.19	0.20	0.20
Arachidonic Acid (%)	0.07	0.06	0.06	0.06	0.07	0.06	0.06	0.05	0.05	0.09	0.06	0.04	0.06	0.07	0.07
EPA (%)	0.11	0.11	0.00	0.11	0.11	0.11	0.00	0.00	0.11	0.11	0.00	0.00	0.11	0.00	0.11
DHA (%)	0.11	0.10	0.00	0.11	0.11	0.11	0.00	0.01	0.11	0.11	0.00	0.01	0.10	0.00	0.10
Total Omega 6 Fatty Acids (%)	3.8	3.5	3.6	3.5	3.7	3.6	3.5	3.5	3.5	4.0	3.8	3.3	3.5	3.8	3.5
Total Omega 3 Fatty Acids (%)	0.47	0.42	0.17	0.42	0.45	0.43	0.17	0.17	0.41	0.50	0.21	0.18	0.42	0.20	0.43
Calcium (%)	1.3	1.4	1.4	1.5	1.3	1.4	1.5	1.6	1.4	1.3	1.3	1.4	1.5	1.4	1.5
Phosphorus (%)	1.0	1.1	1.1	1.2	1.1	1.1	1.2	1.2	1.2	1.0	1.0	1.1	1.1	1.1	1.2
Potassium (%)	0.80	0.86	0.83	0.82	0.83	0.84	0.86	0.80	0.81	0.69	0.69	0.84	0.78	0.71	0.75
Sodium (%)	0.31	0.30	0.19	0.19	0.30	0.29	0.28	0.19	0.17	0.31	0.28	0.30	0.27	0.19	0.19
Chloride (%)	0.88	0.84	0.61	0.58	0.85	0.82	0.77	0.55	0.54	0.89	0.78	0.84	0.76	0.59	0.60
Magnesium (%)	0.15	0.20	0.22	0.22	0.17	0.19	0.21	0.23	0.22	0.11	0.14	0.22	0.20	0.18	0.20
Copper (mg/kg)	14.3	14.8	15.0	15.1	14.5	14.8	15.0	14.1	15.1	14.0	14.4	14.9	14.9	14.7	14.9
Iodine (mg/kg)	2.4	2.4	2.4	2.4	2.4	2.4	2.4	2.2	2.4	2.4	2.4	2.4	2.4	2.4	2.4
Iron (mg/kg)	100	106	99	108	97	97	103	101	100	107	98	120	116	108	124

NATURAL CHOICE[®] Dry Dog Food Nutrients (Formulated Levels)

Nutrients	WHOLE SOME ESSENTIALS™ Formulas				LARGE BREED					SMALL BREED				TOY BREED	
	Puppy Chicken, Whole Brown Rice & Oatmeal Formula	Young Adult Chicken, Whole Brown Rice & Oatmeal Formula	Adult Chicken, Whole Brown Rice & Oatmeal Formula	Senior Chicken, Whole Brown Rice & Oatmeal Formula	Puppy Chicken, Whole Brown Rice & Oatmeal Formula	Young Adult Chicken, Whole Brown Rice & Oatmeal Formula	Adult Chicken, Whole Brown Rice & Oatmeal Formula	Adult Weight Management Chicken Meal, Whole Brown Rice & Oatmeal Formula	Senior Chicken, Whole Brown Rice & Oatmeal Formula	Puppy Chicken, Whole Brown Rice & Oatmeal Formula	Adult Chicken, Whole Brown Rice & Oatmeal Formula	Weight Management Chicken, Whole Brown Rice & Oatmeal Formula	Senior Chicken, Whole Brown Rice & Oatmeal Formula	Adult Chicken, Whole Brown Rice & Oatmeal Formula	Senior Chicken, Whole Brown Rice & Oatmeal Formula
Manganese (mg/kg)	39	57	64	64	46	55	62	66	67	27	39	61	57	51	57
Selenium (mg/kg)	0.57	0.57	0.56	0.57	0.57	0.57	0.58	0.58	0.57	0.56	0.56	0.57	0.57	0.56	0.58
Zinc (mg/kg)	333	339	341	341	336	339	341	316	342	328	332	337	339	336	339
Sulfur (%)	0.17	0.21	0.23	0.23	0.16	0.21	0.20	0.24	0.21	0.18	0.21	0.20	0.21	0.23	0.24
Vitamin A* (IU/kg)	8,351	8,382	8,401	8,404	8,373	8,399	7,842	7,529	7,865	7,961	8,015	7,960	8,036	8,008	8,019
Vitamin D* (IU/kg)	1,047	1,051	1,053	1,054	1,050	1,053	983	944	986	935	941	935	943	940	941
Vitamin E* (IU/kg)	322	323	324	324	322	323	304	290	305	665	670	665	672	669	670
Thiamine* (mg/kg)	5.8	5.9	5.9	5.9	5.9	5.9	5.5	5.3	5.5	4.4	4.5	4.4	4.5	4.4	4.4
Riboflavin* (mg/kg)	61.3	61.5	61.6	61.7	61.4	61.6	57.7	55.7	57.8	60.0	60.4	59.9	60.6	60.3	60.4
Pantothenic* Acid (mg/kg)	91	92	92	92	91	92	86	83	86	91	91	99	92	92	100
Niacin* (mg/kg)	309	311	311	312	310	312	291	282	292	309	312	308	312	310	310
Pyridoxine* (mg/kg)	49.8	50.0	50.1	50.1	49.9	50.1	46.8	45.1	46.9	49.2	49.5	49.2	49.7	49.5	49.6
Folic Acid* (mg/kg)	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.9	1.0	1.1	1.1	1.1	1.1	1.1	1.1
Biotin* (mg/kg)	3.0	3.0	3.0	3.0	3.0	3.0	2.8	2.7	2.8	3.1	3.1	3.0	3.1	3.0	3.0
Vitamin B12* (µg/kg)	100.3	100.7	100.0	100.9	99.8	100.2	96.4	100.2	94.6	87.7	88.3	85.5	88.6	88.2	88.4
Choline* (mg/kg)	1,947	2,115	2,176	2,122	1,897	2,092	1,981	2,125	1,966	1,971	2,039	2,050	1,986	2,066	2,092
Vitamin C* (mg/kg)	78	79	79	79	79	79	74	71	74	234	236	234	236	236	236
Lysine (%)	1.5	1.3	1.1	1.2	1.4	1.2	1.2	1.1	1.1	1.6	1.3	1.4	1.3	1.3	1.5
Methionine (%)	0.45	0.63	0.71	0.69	0.44	0.61	0.60	0.68	0.65	0.45	0.59	0.63	0.60	0.70	0.73

* Values for Vitamins and Choline are minimums.



NATURAL CHOICE® Dry Dog Food Nutrients (Formulated Levels)

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Nutrients	LIMITED INGREDIENT DIET					SENSITIVE SKIN & STOMACH		GRAIN FREE						LITE: WEIGHT LOSS DIETS		HIGH ENDURANCE
	Puppy Lamb Meal & Rice Formula	Adult Lamb Meal & Rice Formula	Adult Small Bites Lamb Meal & Rice Formula	Large Breed Puppy Lamb Meal & Rice Formula	Large Breed Adult Lamb Meal & Rice Formula	Adult Venison Meal & Whole Brown Rice Formula	Adult Fish Meal, Whole Brown Rice & Potato Formula	Adult Turkey Meal & Potato Formula	Adult Fish Meal & Potato Formula	Adult Venison Meal & Potato Formula	Adult Lamb Meal & Potato Formula	Small Breed Adult Turkey Meal & Potato Formula	Small Breed Adult Fish Meal & Potato Formula	Adult Chicken, Whole Brown Rice & Oatmeal Formula	Adult Lamb Meal & Rice Formula	Chicken Meal, Whole Brown Rice & Oatmeal Formula
Calorie Content ME (kcal/kg)	3,854	3,577	3,557	3,819	3,615	3,712	3,681	3,655	3,603	3,466	3,736	3,665	3,739	3,100	3,100	3,988
Protein (%)	27.5	22.5	22.5	26.5	24.5	23.3	22.5	24.0	23.6	21.6	21.5	25.5	24.5	23.5	23.5	30.5
Fat (%)	16.5	14.5	14.5	16.0	14.5	15.0	14.5	14.5	14.0	13.0	13.0	15.0	15.0	8.3	6.9	20.5
Crude Fiber (%)	1.3	2.0	2.0	1.4	1.8	1.8	2.0	1.9	1.8	1.7	1.8	1.9	1.9	11.0	8.0	1.8
Ash (%)	7.7	9.6	9.7	7.6	8.8	9.1	7.7	8.2	6.6	9.4	8.1	8.5	7.2	7.7	9.4	9.3
Linoleic Acid (%)	3.8	3.7	3.7	3.8	3.7	3.9	3.4	3.4	3.7	3.6	3.6	3.4	3.5	1.8	1.5	4.1
Linolenic Acid (%)	0.29	0.23	0.23	0.28	0.25	0.26	0.20	0.23	0.20	0.22	0.20	0.25	0.20	0.08	0.12	0.25
Arachidonic Acid (%)	0.06	0.04	0.04	0.05	0.04	0.04	0.04	0.08	0.03	0.03	0.03	0.08	0.04	0.04	0.02	0.12
EPA (%)	0.12	0.01	0.01	0.12	0.01	0.01	0.00	0.00	0.00	0.00	0.01	0.00	0.00	0.00	0.00	0.11
DHA (%)	0.11	0.01	0.01	0.11	0.01	0.01	0.20	0.00	0.21	0.01	0.01	0.00	0.25	0.00	0.00	0.10
Total Omega 6 Fatty Acids (%)	3.9	3.7	3.7	3.9	3.7	3.9	3.5	3.5	3.8	3.6	3.7	3.5	3.5	1.8	1.5	4.2
Total Omega 3 Fatty Acids (%)	0.54	0.25	0.25	0.53	0.26	0.27	0.40	0.23	0.41	0.23	0.22	0.25	0.45	0.08	0.12	0.49
Calcium (%)	1.5	2.1	2.2	1.5	1.8	2.0	1.3	2.1	1.1	2.2	1.7	2.1	1.3	1.5	1.9	2.0
Phosphorus (%)	1.1	1.4	1.4	1.1	1.3	1.4	1.1	1.2	0.9	1.3	1.1	1.2	1.0	1.2	1.4	1.4
Potassium (%)	0.69	0.89	0.89	0.72	0.83	0.72	0.90	0.70	0.85	0.99	0.92	0.75	0.84	0.81	0.95	0.82
Sodium (%)	0.32	0.31	0.31	0.31	0.28	0.23	0.30	0.31	0.28	0.36	0.36	0.31	0.30	0.18	0.29	0.33
Chloride (%)	0.90	0.90	0.89	0.88	0.84	0.51	0.61	0.60	0.45	0.75	0.90	0.61	0.45	0.54	0.88	0.83
Magnesium (%)	0.13	0.21	0.21	0.14	0.19	0.21	0.22	0.08	0.09	0.10	0.09	0.09	0.10	0.23	0.24	0.20
Copper (mg/kg)	13.9	16.1	16.2	13.9	14.5	13.1	14.1	17.8	13.9	14.2	15.0	18.2	13.6	15.3	16.2	15.0
Iodine (mg/kg)	2.1	2.3	2.3	2.1	2.1	2.0	2.1	2.0	2.0	2.0	2.0	2.0	2.0	2.4	2.3	2.4
Iron (mg/kg)	165	189	191	157	179	164	214	130	201	149	152	130	233	120	192	124

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Manganese (mg/kg)	35	63	64	39	56	57	69	18	25	21	21	19	26	67	71	53
Selenium (mg/kg)	0.44	0.46	0.46	0.44	0.44	0.43	0.81	0.49	0.71	0.28	0.28	0.49	0.81	0.56	0.47	0.65
Zinc (mg/kg)	293	333	334	295	300	296	299	298	283	283	279	299	285	341	337	347
Sulfur (%)	0.12	0.15	0.15	0.11	0.13	0.10	0.08	0.04	0.04	0.04	0.14	0.04	0.04	0.22	0.13	0.29
Vitamin A* (IU/kg)	7,473	7,490	7,489	7,490	7,496	7,332	7,399	7,415	7,511	7,463	7,476	7,408	7,484	7,837	8,292	7,079
Vitamin D* (IU/kg)	937	939	939	939	940	919	924	904	915	909	909	901	913	983	1,040	831
Vitamin E* (IU/kg)	288	288	288	288	289	282	284	278	282	280	280	277	281	304	316	592
Thiamine* (mg/kg)	5.3	5.3	5.3	5.3	5.3	5.1	5.3	5.8	5.3	5.2	5.3	5.8	5.2	5.5	5.8	3.9
Riboflavin* (mg/kg)	54.2	54.5	54.5	54.3	54.5	52.6	53.2	57.6	53.9	53.5	54.3	57.7	53.7	57.6	60.1	54.4
Pantothenic* Acid (mg/kg)	81	82	82	81	82	79	80	81	79	78	79	81	78	86	90	81
Niacin* (mg/kg)	278	281	281	278	281	267	270	267	262	260	267	267	261	290	308	277
Pyridoxine* (mg/kg)	44.4	44.6	44.6	44.5	44.5	43.3	43.6	43.5	43.8	43.5	43.9	43.4	43.7	46.8	49.2	44.2
Folic Acid* (mg/kg)	0.9	0.9	0.9	0.9	0.9	0.8	0.9	1.0	0.9	0.9	0.9	1.0	0.9	1.0	1.0	1.0
Biotin* (mg/kg)	2.7	2.7	2.7	2.7	2.7	2.6	4.4	2.6	2.6	2.6	2.6	2.6	2.6	2.8	2.9	2.8
Vitamin B12* (µg/kg)	66.5	68.2	68.3	66.1	67.3	59.4	59.7	58.4	59.1	58.8	65.6	58.2	59.0	94.4	73.3	102.8
Choline* (mg/kg)	1,630	1,646	1,615	1,591	1,559	1,515	1,593	1,894	1,823	1,674	1,683	1,909	1,903	1,934	1,629	2,352
Vitamin C* (mg/kg)	70	70	70	70	70	69	69	68	69	68	68	68	68	74	78	208
Lysine (%)	1.7	1.2	1.2	1.6	1.4	1.3	1.5	1.3	1.7	1.3	1.3	1.4	1.8	1.2	1.3	1.7
Methionine (%)	0.39	0.61	0.60	0.38	0.61	0.66	0.72	0.74	0.81	0.64	0.61	0.76	0.86	0.65	0.63	0.72

* Values for Vitamins and Choline are minimums.