

kitten & cat raw feeding



Lest we ever forget, cats were hunting and scavenging long before words like pellets, tins, conveyor belts & over-processed kibble had made it into the Oxford dictionary. Dogs and cats are finely-tuned carnivores, anatomically assembled to accommodate raw, 'nutrient-packed' meat.

Our BARF recipes, (Biologically, Appropriate Raw Food) are painstakingly prepared meals consisting of top drawer meats, veg and minerals, meticulously mixed to accurately replicate what your pet might have eaten in the wild.

Raw, unlike their cooked or over-processed rivals, provides extra nutritious goodness, enhanced vitality and stamina and a natural shield against all manner of unfortunate afflictions ranging from: runny stools, bad breath, inflamed gums, discoloured teeth, itchy skin and lacklustre coats.

As many of us have long suspected, nature tends to always know best!

feeding guidelines

cat weight	kitten feeding (4-6%) daily recommendation	adult cat feeding (2-3%) daily recommendation
500g	20 - 30g	
1kg	40 - 60g	
1.5kg	60 - 90g	30 - 45g
2kg	80 - 120g	40 - 60g
3kg	120 - 180g	60 - 90g
5kg	200 - 300g	100 - 150g
10kg	400 - 600g	200g - 300g

benefits of raw feeding



Our customers most commonly list:

- 🐾 better overall health
- 🐾 better digestion and less digestive upsets such as colitis, runny stools
- 🐾 fewer and better formed stools
- 🐾 better smelling breath, less tartar, cleaner teeth
- 🐾 glossier coats
- 🐾 more stamina
- 🐾 no itchiness
- 🐾 food enjoyment
- 🐾 a calmer, yet more focused, nature

Nutriment's enhanced raw formula meets the energy needs of all cat breeds, offering highly digestible, flavourful and energy dense nourishment full of essential amino acids, vitamins and dietary macronutrients.

Kittens should be fed 4-6% of their growing body weight and adult cats should be fed 2-3% of their ideal body weight. This is only a guide. Some cats may need, more or less to maintain proper weight

We recommend a feeding any cats over the age of 6 months twice a day.

benefits of a raw diet



cleaner teeth

We have all seen dogs and cats with plaque and bad breath but we may not have associated this with their diet of kibble and/or canned food. People generally believe that because their pets have to chew their kibble, they are cleaning their teeth at the same time. This approximates to us feeding our children hard biscuits and looking for the benefits!!

It is a fact that around 80% of domesticated cats and dogs suffer from periodontal disease requiring veterinary intervention at an early age. Recreational bones will give your dog an enjoyable time, but provide no benefits to removing plaque. Your dog should be eating raw meaty bones that he has to chew through, thus scraping the plaque from the teeth and providing a gum massage which increases circulation.

Nutriment's adult range contains finely ground bone (apart from the beef and Just Tripe) and this acts like a scourer in removing any built up plaque.

Any dog or cat that exhibits the signs of periodontal disease, i.e., commonly known as 'dog breath' is in danger of this causing systemic problems in the body due to the constant presence of bacteria in their system. You will be truly amazed at the difference in your pet's oral health after trying Nutriment for a few weeks.

better digestion

Unlike humans, dogs and cats have a very short digestive system which deals with their food intake quickly and effectively, greatly reducing the threat of bacteria. Thus, when we feed the heavily processed meat, grains and fillers, the dog's digestive system is not built to deal with this. They do not have the digestive enzyme amylase which is required to digest grains. The pancreas is then put under a huge strain, working overtime to break down the foods the body is not designed to deal with.

Because dry food absorbs the moisture from the gut this can lead to diarrhoea and long term bowel problems. Chronic dehydration from years of eating a dry diet can contribute to crystals and kidney disease. By feeding a species appropriate diet of raw meat, bones and organs, the digestive system works with the food they are designed to eat and does not become worn out by years of over-exertion.

less poop

Because raw meat, bones and pureed vegetables are digested more completely than cooked grains and meat, this means less waste. The stools will be smaller, fewer and harder as well as being chalky in texture. When left out in the sun for a few days, they will generally turn to dust. Pets that are fed a commercially made kibble diet, will have extremely offensive smelling faeces.

your pet's coat

The difference in your pet's coat will show within two weeks on a raw diet. It will become softer, shinier and very silky. Animals will often detox through their skin, culminating in a greasy, smelly coat. On a raw diet, this noxious smell will disappear.

allergies

It is a sad fact that in recent years, more and more pets are showing signs of skin allergies. The grains, fillers, dyes and preservatives in a commercial dry diet can culminate in this type of allergy. Pets may also become allergic to different types of proteins as well. However, it is possible that they may be allergic to a cooked meat, but not in the raw form.

Many pets suffer with severe itching all their lives and will then be treated by their vet with antibiotics and steroids, when a cure may be as simple as switching to a biologically appropriate diet.

arthritis and bone disease

Arthritis and bone disease can be caused by genetics, but in the main, are largely due to an inappropriate diet, high in carbohydrates and low in essential fatty acids. It has been found that diets high in essential fatty acids and omega fatty acids, decrease the inflammation and ease the pet's suffering. Raw diets are full of these nutritional benefits.

Bone disease begins with puppies and kittens. When puppies are grown too fast, they will begin to experience structural problems. Many kibble diets are often too high in calories and certain minerals which can cause rapid growth spurts and uneven growth. This can potentially lead to joint disease such as hip and elbow dysplasia. Your dogs fed a raw biologically appropriate diet tend to grow more slowly and steadily without the growth spurs and uneven bone growth.

bones

By giving your pet raw meaty bones to chew, you are providing great exercise for the jaw, neck, forearms and shoulders. It will keep your pet's teeth clean and white with no plaque build-up and the exercise the dog receives will be very relaxing and is a great stress reliever.



visiting your vet

This is probably the most notable benefit. Preventative medicine is a common phrase these days, nutrition being the cornerstone to health and vitality for every species.

Understanding why our ingredients make Nutriment the number one choice in the market



Why we mix our proteins

We use several sources of proteins from fresh meats, seeds and plants to give a wider range of amino acids and nutrients. Over-consuming any single protein is not good and poses a risk of developing an allergy over time. If your pet has been eating the same food every day for months or years, there's a good chance he or she has developed an allergy to it. The protein structure in raw meat is different from that in a cooked or processed dog/cat food, so in some cases, dogs and cats with known allergies to these may find that they are fine on a raw diet.

Contrary to what you've probably been led to believe, dogs and cats need diversity in their diets just like humans do.

British Chicken with Bone

The chickens we use are bred on selected farms in Norfolk & Suffolk. They are reared in houses that have an enriched environment, which means they are reared on chopped straw or wood shavings with straw bales placed around the house to encourage their natural behaviour patterns. From one day old the birds are fed on a formulated balanced diet, primarily made up of cereals grown on local farms. The diet is enhanced with natural ingredients such as salmon oil, which is high in Omega 3. We only use chicken after it has been fully dressed for the market, containing a high meat content to bone ratio.

British Turkey with Bone

We buy from a family-owned business in Hertfordshire, which has been operating for over 50 years and rears turkeys to the highest British standard. The farms are registered under the Quality British Turkey Assurance Scheme to ensure quality of life and health of the birds. Turkey is a good source of Niacin, Vitamin B6 and Phosphorus, and a very good source of Protein and Selenium. Dogs allergic to chicken are often fine with turkey. All our turkey has been fully dressed for the market, containing a high meat content to bone ratio.

British Green Beef Tripe

This is the stomach of a cow, which consists of four chambers - the rumen, reticulum, omasum and the abomasum. The food the animal eats (i.e. grass, hay) is swallowed un-chewed and passes into the rumen

and reticulum where it is then regurgitated, chewed and mixed with saliva. It is then swallowed again, and passed through the reticulum and omasum in to the abomasum, where it is then further broken down by the gastric juices, amino acids and other digestive enzymes. These gastric juices and enzymes not only aid the animal in digestion, but also can aid your dog in digesting and efficiently utilizing his or her food. The amino acids are necessary for muscular development and the other gastric juices can assist in keeping teeth clean. Green tripe also contains Lactic Acid Bacteria, known as *Lactobacillus Acidophilus*, which is the main ingredient in probiotics. It is also low in phosphorus (0.13%) making it ideal for dogs with liver and kidney problems.

Farmed Atlantic Salmon

The protein in salmon is easy for dogs to digest and absorb, supplying amino acids and vital nutrients. Salmon's main health benefit is Omega-3 fatty acids. Vitamins A, B and D as well as the minerals calcium, iron, phosphorus and selenium are also found in salmon. We use no heads, tails, fins or gut, but only the freshest quality salmon.

British Beef Kidney

Kidney is part of the offal in our foods and a very good source of Vitamin A, Thiamin, Riboflavin, Niacin, Vitamin B6, Folate, Vitamin B12, Pantothenic Acid, Iron, Phosphorus, Copper and Selenium, and a good source of protein, Vitamin C and Zinc.

nutriment^{RAW}

quality raw food for dogs & cats

British Beef Liver

This is also part of the offal in our foods and an excellent source of protein, Thiamin, Vitamin A, Riboflavin, Niacin, Vitamin B6, Folate, Vitamin B12, Pantothenic Acid, Iron, Phosphorus, Zinc, Copper and Selenium.

British Beef Heart

This offal meat is a very good source of Riboflavin, Niacin, Vitamin B12, Iron and Selenium, and is a good source of protein, Thiamin, Vitamin B6, Pantothenic Acid, Phosphorus and Copper

Scottish Cold Water Salmon Oil

This is essential for skin and coat quality, cardiovascular/ heart health, immune response, cognitive/ brain function and joint function/ mobility. Research has proven that DHA from fish oils makes puppies more intelligent, easier to train and improves memory. It is also a great source of Omega 3 & 6 fatty acids.

Raw Sea Kelp Powder (Laminaria japonica)

Believed to be one of the most nutrient-dense vegetables on the planet, and rich in minerals and natural salts. Dogs experience the same benefits from kelp as humans. It can aid in keeping digestive juices balanced, as well as provide efficient acidic levels, and its iodine and minerals are believed to strengthen the entire digestive system.

Kelp is a very good source of Vitamin K, Riboflavin, Folate, Calcium, Iron, Magnesium and Manganese and is also a good source of dietary fibre, Vitamin C, Pantothenic Acid, Zinc and Copper.

Spirulina Powder (Spirulina platensis)

This algae is one of the most complete foods on the planet. It is well known for its huge antioxidant content, but is also a rich source of protein. This protein is abundant in all nine of the essential amino acids, also provides several highly concentrated vitamins and minerals. A very good source of Protein, Thiamin, Riboflavin, Niacin, Iron, Copper and Manganese and a good source of Vitamin K, Pantothenic Acid, Magnesium and Potassium.

Wheat Germ Oil (Natural Vitamin E)

The naturally occurring vitamin E in this liquid is a natural anti-oxidant to mop up free radicals and to maintain the skin, coat and nervous system in good health.

feed to thrive, feed raw
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