

PRO-FORM® Daily Feeding Guidelines

Weight	Lamb/Rice	Hunter Sport	Performance	Athlete	Cat & Kitten
5 lbs	1/3 to 2/3 cup	1/2 cup	1/2 cup *	1/2 cup *	5-10 lbs
10 lbs	2/3 to 1 cup	3/4 cup	3/4 cup *	3/4 cup *	1/4 to 1/2 cup*
20 lbs	1 to 1 2/3 cups	1 1/2 cups	1 1/4 cups *	1 1/4 cups *	11-15 lbs
40 lbs	1 2/3 to 3 cups	2 1/2 cups	2 1/4 cups *	2 1/4 cups *	1/2 to 3/4 cup*
60 lbs	3 to 4 cups	3 1/4 cups	3 cups *	3 cups *	Over 15 lbs
80 lbs	4 to 4 2/3 cups	4 cups	3 1/2 cups *	3 1/2 cups *	Add 1/8 cup*
100 lbs	Add 1/4 c for every 10 lbs over 100	4 3/4 cups	4 1/4 cups + *	4 1/4 cups + *	for each additional 3 lbs of body weight

(*) Moistening food prior to serving is recommended for puppies and kittens under the age of 8 weeks. Recommended levels are for maintenance requirements, always follow bag recommendations and feed to condition of pet. See bag for full feeding guidelines.



Cat and Kitten

PRO-FORM® Cat and Kitten is formulated with chicken meal, herring meal and tuna meal for great taste and

digestible protein. Chelated minerals are attached to amino acids and added to the formula to improve mineral absorption. Omega 3 & 6 fatty acids for skin and coat health. Whole grains, fruits and vegetables similar to what the cat would find in its natural diet. Organic dried kelp is a natural antioxidant.

PRO-FORM® Cat and Kitten

Crude Protein (min)	30.00%
Crude Fat (min)	17.00%
Crude Fiber (max)	3.5%
Moisture (max)	10.00%
Ash (max)	6.5%
Magnesium (max)	0.1%
Taurine (min)	0.2%
*Omega-3 Fatty Acids (min)	0.65%
*Omega-6 Fatty Acids (min)	3.60%
Metabolizable Energy	3,667 Kcal/kg 446 kcal/cup

* Not recognized as an essential nutrient by AAFCO Food Nutrient Profiles.

INGREDIENT LIST:

Chicken Meal, Brown Rice, Ground Grain Sorghum, Millet, Chicken Fat (Preserved with Mixed Tocopherols), Egg Product, Dried Plain Beet Pulp, Brewers Dried Yeast, Herring Meal, Natural Flavor, Whole Ground Flaxseed, Menhaden Fish Oil, Tuna Meal, Lecithin, Carrots, Celery, Beets, Parsley, Lettuce, Watercress, Spinach, DL-Methionine, Potassium Chloride, Canola Oil, L-Lysine, Taurine, Cranberry, Monosodium Phosphate, Salt, Vitamin E Supplement, Niacin Supplement, Mineral Oil, Organic Dried Kelp, Thiamine Mononitrate, Pyridoxine Hydrochloride, Riboflavin Supplement, Ascorbic Acid, Biotin, d-Calcium Pantothenate, Vitamin B12 Supplement, Vitamin A Acetate, Vitamin D3 Supplement, Citric Acid, Folic Acid, Iron Sulfate, Zinc Sulfate, Zinc Proteinate, Iron Proteinate, Copper Sulfate, Zinc Oxide, Manganese Sulfate, Manganese Proteinate, Copper Proteinate, Manganous Oxide, Selenium, Calcium Iodate.

PRO-FORM®



PRO-FORM®



PRO-FORM® Premium Pet Food

Carefully selected ingredients offer what you're looking for in a pet food today.

- **NO CORN. NO WHEAT. NO SOY.** (Lamb and Rice Formula, Athlete, Performance, Cat and Kitten)
- **Chicken Meal** is the first ingredient providing a highly digestible, concentrated source of protein with essential amino acids needed to maintain muscle and stamina. (Performance, Athlete, Hunters Sport, Cat and Kitten)
- **Fresh Lamb** is the number one ingredient providing high quality protein and nutrients (Lamb and Rice Formula only)
- **Brown Rice** provides an excellent source of fiber for healthy digestion.
- **Ground Grain Sorghum** is a complex carbohydrate providing a lasting source of energy. (Lamb and Rice, Performance, Hunters Sport, Cat and Kitten)
- **Omega-3 and Omega-6** fatty acids for healthy skin and shiny coat.

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PREMIUM PET FOOD



PRO-FORM Premium Pet Food



Lamb and Rice Formula

PRO-FORM® Lamb and Rice Formula Premium Adult Maintenance Dog Food provides a complete, nutritionally balanced diet for the adult dog. PRO-FORM® Lamb and Rice Formula supports moderate activity level, while managing weight and is a great choice for dogs seeking alternative protein sources.



Performance Professional

PRO-FORM® Performance Professional Premium Dog Food is formulated for more active adult dogs or growing puppies which require a high energy level. PRO-FORM® Performance Professional formula provides optimal performance for dogs working three to five days a week in stressful conditions, requiring quick recovery and lasting energy.



Athlete (Puppy Approved)

PRO-FORM® Athlete Premium Dog Food is a nutrient dense food ideal for the canine athlete. PRO-FORM® Athlete is a chicken meal based formula designed to support stamina and maintain muscle mass by providing excellent levels of protein, fat and energy. Ideal for dogs in competition or under intense work four days or more per week. Also a great formula to meet the needs of lactating females or puppies.



Hunters Sport

PRO-FORM® Hunters Sport Premium Dog Food is specially formulated for the professional owner or dogs with an active lifestyle.

Whether you're hunting, training, or trialing, PRO-FORM® Hunters Sport will provide your dog with the energy needs of a hard day's work, at an affordable price.

PRO-FORM® Lamb and Rice

Crude Protein (min)	22.00%
Crude Fat (min)	12.00%
Crude Fiber (max)	3.50%
Moisture (max)	10.00%
*Omega-3 Fatty Acids (min)	0.50%
*Omega-6 Fatty Acids (min)	1.20%
Metabolizable Energy (min)	3,309 kcal/kg 413 kcal/cup

* Not recognized as an essential nutrient by AAFCO Food Nutrient Profiles.

INGREDIENT LIST:

Lamb, Brown Rice, Pearled Barley, Ground Grain Sorghum, Oat Groats, Pork Meal, Lamb Meal, Rice Bran, Dried Plain Beet Pulp, Pea Protein, Sunflower Oil (Preserved with Mixed Tocopherols), Natural Flavor, Menhaden Fish Meal, Flaxseed, Menhaden Fish Oil, Potassium Chloride, Vitamins [Vitamin E Supplement, Ascorbic Acid (Source of Vitamin C), Niacin Supplement, d-Calcium Pantothenate, Riboflavin Supplement Biotin, Vitamin B12 Supplement, Thiamine Mononitrate, Vitamin A Acetate, Pyridoxine Hydrochloride, Vitamin D3 Supplement, Folic Acid], DL-Methionine, L-Lysine, Salt, Minerals (Iron Sulfate, Zinc Sulfate, Zinc Proteinate, Iron Proteinate, Copper Sulfate, Zinc Oxide, Manganese Sulfate, Manganese Proteinate, Copper Proteinate, Manganous Oxide, Sodium Selenite, Calcium Iodate), Monosodium Phosphate, Choline Chloride, Rosemary Extract.

PRO-FORM® Performance Professional

Crude Protein (min)	27.00%
Crude Fat (min)	17.00%
Crude Fiber (max)	4.0%
Moisture (max)	10.00%
*Omega-3 Fatty Acids (min)	0.60%
*Omega-6 Fatty Acids (min)	3.20%
Metabolizable Energy (min)	3,870 Kcal/kg 454 kcal/cup

* Not recognized as an essential nutrient by AAFCO Food Nutrient Profiles.

INGREDIENT LIST:

Chicken Meal, Brown Rice, Ground Grain Sorghum, Chicken Fat (Preserved With Mixed Tocopherols), Rice Bran, Dried Plain Beet Pulp, Menhaden Fish Meal, Natural Flavor, Whole Ground Flaxseed, Menhaden Fish Oil, Potassium Chloride, Salt, Calcium Carbonate, Choline Chloride, Vitamin E Supplement, Mineral Oil, Ascorbic Acid, Niacin Supplement, Organic Dried Kelp, D Calcium Pantothenate, Riboflavin Supplement, Biotin, Vitamin B12 Supplement, Thiamine Mononitrate, Vitamin A Acetate, Pyridoxine Hydrochloride, Citric Acid, Vitamin D3 Supplement, Folic Acid, Iron Sulfate, Zinc Sulfate, Zinc Proteinate, Iron Proteinate, Copper Sulfate, Zinc Oxide, Manganese Sulfate, Manganese Proteinate, Copper Proteinate, Manganous Oxide, Selenium, Calcium Iodate.

PRO-FORM® Athlete

Crude Protein (min)	30.00%
Crude Fat (min)	22.00%
Crude Fiber (max)	3.5%
Moisture (max)	10.00%
*Omega-3 Fatty Acids (min)	0.88%
*Omega-6 Fatty Acids (min)	4.40%
Metabolizable Energy (min)	4,190 Kcal/kg 506 kcal/cup

* Not recognized as an essential nutrient by AAFCO Food Nutrient Profiles.

INGREDIENT LIST:

Chicken Meal, Brown Rice, Chicken Fat (Preserved With Mixed Tocopherols), Dried Plain Beet Pulp, Menhaden Fish Meal, Egg Product, Brewers Dried Yeast, Whole Ground Flaxseed, Menhaden Fish Oil, Natural Flavor, Potassium Chloride, DL Methionine, Salt, L Lysine, Choline Chloride, Calcium Carbonate, Vitamin E Supplement, Mineral Oil, Ascorbic Acid, Niacin Supplement, Organic Dried Kelp, D Calcium Pantothenate, Riboflavin Supplement, Biotin, Vitamin B12 Supplement, Thiamine Mononitrate, Vitamin A Acetate, Pyridoxine Hydrochloride, Citric Acid, Vitamin D3 Supplement, Folic Acid, Iron Sulfate, Zinc Sulfate, Zinc Proteinate, Iron Proteinate, Copper Sulfate, Zinc Oxide, Manganese Sulfate, Manganese Proteinate, Copper Proteinate, Manganous Oxide, Selenium, Calcium Iodate.

PRO-FORM® Hunters Sport

Crude Protein (min)	24.00%
Crude Fat (min)	18.00%
Crude Fiber (max)	3.5%
Moisture (max)	10.00%
*Omega-3 Fatty Acids (min)	0.50%
*Omega-6 Fatty Acids (min)	3.55%
Metabolizable Energy (min)	3,915 Kcal/kg 498 kcal/cup

* Not recognized as an essential nutrient by AAFCO Food Nutrient Profiles.

INGREDIENT LIST:

Chicken Meal, Brown Rice, Ground Corn, Chicken Fat (Preserved With Mixed Tocopherols), Rice Bran, Ground Grain Sorghum, Dried Plain Beet Pulp, Menhaden Fish Meal, Whole Ground Flaxseed, Natural Flavor, Menhaden Fish Oil, Salt, Potassium Chloride, Calcium Carbonate, Choline Chloride, Vitamin E Supplement, Mineral Oil, Ascorbic Acid, Niacin Supplement, Organic Dried Kelp, D Calcium Pantothenate, Riboflavin Supplement, Biotin, Vitamin B12 Supplement, Thiamine Mononitrate, Vitamin A Acetate, Pyridoxine Hydrochloride, Citric Acid, Vitamin D3 Supplement, Folic Acid, Iron Sulfate, Zinc Sulfate, Zinc Proteinate, Iron Proteinate, Copper Sulfate, Zinc Oxide, Manganese Sulfate, Manganese Proteinate, Copper Proteinate, Manganous Oxide, Selenium, Calcium Iodate.