



HEARTLAND HERITAGE -NUTRITION PROFILE

INGREDIENTS: CHICKEN WITH BONE, BEEF, GROUND SALMON WITH SKIN, BEEF LIVER, BEEF KIDNEY, BEEF TRIPE, BEEF HEART, ORGANIC KALE, CRANBERRIES, GOAT'S MILK, EGGS, ORGANIC DRIED KELP, COD LIVER OIL, ZINC PROTEINATE, VITAMIN E

COMPLETE & BALANCED FOR ADULT MAINTENANCE



Protein & Fat

Units

AAFCO
MIN

EST. 2004
HEARTLAND
RAW PET FOOD

AAFCO
MAX

• Crude Protein.....%	22.2	62.1	
• Arginine.....%	0.63	3.63	
• Histidine.....%	0.23	1.70	
• Isoleucine.....%	0.47	2.66	
• Leucine.....%	0.84	4.53	
• Lysine.....%	0.78	4.66	
• Methionine.....%	0.41	1.46	
• Meth-cyst.....%	0.80	2.08	
• Phenylalanine.....%	0.56	2.31	
• Phen-tyrosine.....%	0.91	4.21	
• Threonine.....%	0.59	2.42	
• Tryptophan.....%	0.20	0.57	
• Valine.....%	0.60	2.91	
• Crude Fat.....%	6.8	30.7	
• Linoleic Acid.....%	1.4	2.34	
• ALA.....%	ND	0.31	
• EPA + DHA.....%	ND	0.26	
• Omega 6:3.....Ratio	N/A	6:1	30:1

Minerals

Units

AAFCO
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• Calcium.....%	0.6	1.2	2.1
• Phosphorus.....%	0.5	1.0	1.8
• Ca:P Ratio.....Ratio	1:1	1.2:1	2:1
• Potassium.....%	0.7	1.3	
• Sodium.....%	0.10	0.34	
• Chloride.....%	0.15	NR	
• Magnesium.....%	0.07	0.09	
• Iron.....mg/kg	49	71	
• Copper.....mg/kg	9.0	13.6	
• Manganese.....mg/kg	6.2	8.3	
• Zinc.....mg/kg	99	116	
• Iodine.....mg/kg	1.23	9.43	12.8
• Selenium.....mg/kg	0.43	0.80	2.34

Vitamins

Units

AAFCO
MIN

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AAFCO
MAX

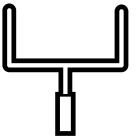
• Vitamin A.....IU/kg	6,173	65,967	250,000
• Vitamin D.....IU/kg	617	948	3,000
• Vitamin E.....IU/kg	62	97	
• Thiamine (B1).....mg/kg	2.78	4.00	
• Riboflavin (B2).....mg/kg	6.4	21.7	
• Panto Acid (B5).....mg/kg	28	60.0	
• Niacin (B3).....mg/kg	16.8	204.9	
• Pyridoxine (B6).....mg/kg	1.9	15.8	
• Folic Acid.....mg/kg	0.267	1.266	
• Vitamin B12.....mg/kg	0.035	0.273	
• Choline.....mg/kg	1,649	2,569	

Important Profile Information

25.7%

Calculations made on a dry matter basis. Heartland Heritage for dogs has 25.7% dry matter.

AAFCO requires that for calorically dense foods (raw) >4,000 kcal/kg of dry matter metabolizable energy, that a correction to the AAFCO mins/maxs must be made.



Bottom line: Dry Matter Metabolizable Energy of Heartland Heritage is 4,938 kcal/kg, which requires a correction of 1.23 to all AAFCO limits (min/max).

67%

Meat

13%

Organ

10%

Bone

10%

Eggs/Fruit
Veg/Other

Ingredient Nutrition Sources

1) USDA Food Database
<https://fdc.nal.usda.gov>

2) National Research Council
Nutrient Requirements for Dogs and Cats

3) Lab testing conducted by
Eurofins Nutrition

4) Ingredient Manufacturer
Certificate of Analysis