



HEARTLAND CLASSIC -NUTRITION PROFILE

INGREDIENTS: BEEF, PORK HEART, BEEF LIVER, BEEF KIDNEY, BEEF TRIPE, BEEF HEART, BEEF BONE, ORGANIC KALE, CRANBERRIES, GOAT'S MILK, EGGS, ORGANIC DRIED KELP, COD LIVER OIL, MAGNESIUM OXIDE, VITAMIN E



COMPLETE & BALANCED FOR ADULT MAINTENANCE



Protein & Fat

Units

AAFCO
MIN



AAFCO
MAX

• Crude Protein.....%	22.2	51.9	
• Arginine.....%	0.63	3.19	
• Histidine.....%	0.23	1.38	
• Isoleucine.....%	0.47	2.23	
• Leucine.....%	0.84	4.13	
• Lysine.....%	0.78	3.87	
• Methionine.....%	0.41	1.23	
• Meth-cyst.....%	0.80	1.86	
• Phenylalanine.....%	0.56	2.06	
• Phen-tyrosine.....%	0.91	3.63	
• Threonine.....%	0.59	2.07	
• Tryptophan.....%	0.20	0.48	
• Valine.....%	0.61	2.59	
• Crude Fat.....%	6.8	30.3	
• Linoleic Acid.....%	1.4	1.50	
• ALA.....%	ND	0.31	
• EPA + DHA.....%	ND	0.27	
• Omega 6:3.....Ratio	N/A	6:1	30:1

Minerals

Units

AAFCO
MIN



AAFCO
MAX

• Calcium.....%	0.6	1.4	2.1
• Phosphorus.....%	0.5	1.1	1.8
• Ca:P Ratio.....Ratio	1:1	1.3:1	2:1
• Potassium.....%	0.7	0.9	
• Sodium.....%	0.10	0.26	
• Chloride.....%	0.15	NR	
• Magnesium.....%	0.07	0.07	
• Iron.....mg/kg	49	106	
• Copper.....mg/kg	9.0	16.0	
• Manganese.....mg/kg	6.2	7.9	
• Zinc.....mg/kg	99	102	
• Iodine.....mg/kg	1.24	8.47	12.8
• Selenium.....mg/kg	0.43	0.74	2.34

Vitamins

Units

AAFCO
MIN



AAFCO
MAX

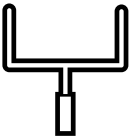
• Vitamin A.....IU/kg	6,180	59,100	250,000
• Vitamin D.....IU/kg	618	866	3,000
• Vitamin E.....IU/kg	62	99	
• Thiamine (B1).....mg/kg	2.78	8.76	
• Riboflavin (B2).....mg/kg	6.4	29.5	
• Panto Acid (B5).....mg/kg	28	64.0	
• Niacin (B3).....mg/kg	16.8	182.9	
• Pyridoxine (B6).....mg/kg	1.9	12.6	
• Folic Acid.....mg/kg	0.267	1.172	
• Vitamin B12.....mg/kg	0.035	0.293	
• Choline.....mg/kg	1,681	3,151	

Important Profile Information

29.2%

Calculations made on a dry matter basis. Heartland Classic for dogs has 29.2% 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 Classic is 4,944 kcal/kg, which requires a correction of 1.24 to all AAFCO limits (min/max).

72%

Meat

14%

Organ

4%

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