



## Program for dog breeders – 1<sup>st</sup> Choice

Welcome to our professional breeder program. Here, you will find all necessary information to better understand the program and its benefits. You can also learn about our formulas to make sure you provide your pets with the best nutrition.

Feel free to contact your [representative](#) for any question or comment about our breeder program.

Enjoy,

The 1<sup>st</sup> Choice team

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### **How to subscribe to the breeder program?**

1. Contact one of our [representatives](#) which will be happy to explain the different products we offer for breeders.
2. Fill out the Breeder Program [Register Form](#).
3. The current price list effective in your area will then be sent to you.  
*(Make sure you respect your distributor's delivery minimum quantities.)*
4. You will be eligible to receive starter kits for each puppy sold to consumers. These starter kits contain information for you customers to make sure they provide their new companions the right care.  
*(Your representative will provide you with an amount to begin with, and on delivery of the accreditation document for puppy sales, he will give you more in order to maintain the starter kits available for consumers.)*
5. You will receive free food!  
*(We will give the breeder a free 20 kg bag of Adult Dog food for each 10 puppy sale accreditations or contracts duly filled out.)*



**Reimbursement conditions:**

1. You must provide us the accreditation document duly filled out.

*PLB International Inc. reserves the right to verify the information on the accreditation document at any time*

*PLB International Inc. reserves the right to refuse reimbursement to the breeder if, after verification, the information on the accreditation document is false or repetitive.*

**Reimbursement method:**

1. To be reimbursed, present the 10 puppy sale accreditations or contracts to your distributor. A free bag of dog food will then be send to you.

**Another advantage:**

1. Your will be eligible to be featured on our Website which is visited by thousands of people every year: a good way for your business to be known.

**Other conditions:**

1. PLB International Inc. reserves the right to end this program at any time.
2. The Breeder program may change at any time without notice.



**PROFESSIONAL BREEDER PROGRAM**  
**1<sup>st</sup> Choice**  
For Breeding Dogs

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In formulating our new 1<sup>st</sup> Choice line for professional breeders, our research and development team worked tirelessly to come up with highly nutritious and palatable products.

At our facilities, a dedicated team of veterinarians, agronomists and biologists are working tirelessly to combine nutrition for optimal performance towards your breeding success.

In addition, the dynamic involvement of our staff and our concern for the distinct nutritional needs inherent to each stage of reproduction, allowed us to develop an exclusive line of foods "made to measure" for professional breeders.

As part of our commitment to the well-being of your dogs, our main objective was to develop products that would deliver improved performance while promoting a long and healthy life.

We encourage you to review our complete list of foods tailored to each reproduction stage of your companions.

### **General Benefits**

1<sup>st</sup> Choice products represent the best choice for breeders.

Here's why:

- Foods adapted to the specific needs of breeding dogs at every stage of reproduction
- Superior quality ingredients that contain - no animal by-products
- Highly digestible products containing quality protein
- All natural preservatives

They also contain a variety of beneficial functional ingredients which:

- Strengthen the immune system
- Promote better ovulation and fertilization
- Promote foetal growth and viability
- Promote good milk for healthy puppies
- Improve recovery after delivery

Simply choose the best food for your dog by stage of reproduction

Age / Period	Stage of reproduction	Specifications	Formula
2 - 12 months	Growth	For puppies	Growth / Lactation All breeds
1 year +	Last 4 weeks of gestation	For adult females – End of gestation	
	Lactation	For lactating adult females	
1 year +	Gestation	For maintaining the health of gestating adult females	Maintenance / Gestation All breeds
	Maintenance	For maintaining the health of adult dogs	
1 year +	Maintenance	For maintaining the health of adult dogs with sensitive skin & coat problems or suspected food allergies	Maintenance / Skin & Coat Lamb, Fish & Brown Rice All breeds
Serve 10 days before ovulation and 7 days after coupling	Pre-ovulation / post-coupling	For adult males and females during breeding	Reproduction / Performance All breeds
Following the dog's condition	Recovery	For helping the recovery of weakened dogs	
Following the dog's needs	Performance	For improved performance of sled dogs & hunting dogs	

Formula	Protein Sources	Brain Support DHA	Immune System Stimulation Vitamin E	Help Digestion MOS - FOS	Joint Growth Glucosamine Chondroitin	Odor Control <i>Yucca schidigera</i>	Optimal Minerals	Superior and Specific Vitamin Complex
Puppy food Growth / Lactation	Chicken		✓	✓		✓	✓	✓
Adult Dog food Maintenance / Gestation	Chicken	✓	✓			✓	✓	✓
Adult Dog food Maintenance / Skin & Coat Lamb, fish & Brown rice	Lamb Fish		✓	✓	✓	✓	✓ Chelated	✓
Adult Dog food Reproduction / Performance	Chicken		✓		✓	✓	✓	✓

**PUPPY & ADULT DOG FOOD**  
**GROWTH / LACTATION – ALL BREEDS**  
**Chicken Formula**

**Lactation**

During the first week of lactation, the female should be encouraged to eat highly digestible dry food, concentrated in protein and energy to support milk production. The female requires two to three times more energy than she normally would. Without a steady supply of essential nutrients, milk production decreases. Lack of milk is one of the most common causes of death among young puppies.

An energetic food helps prevent excessive weight loss for females and improves the quality and quantity of milk production. It also increases the number of weaned puppies. It will also prolong the female's reproduction life, maintaining her in excellent physical condition.

It is advisable to administer the Growth / Lactation food in the last four weeks of gestation, within the last two thirds of the foetus development stage. The Growth / Lactation food is highly digestible and contains a higher protein content and energy source to support the female's lactation period and keeps her in good physical condition.

**Growth of puppies**

From the weaning stage on, feed your puppies our Growth / Lactation formula, which is perfectly suited to the development of puppies and contains good quality digestible ingredients. Depending on the breed, growth will occur at different rates.

**All Breed Puppies**

Feed your dogs our Growth / Lactation formula until the age of 12 months, and then serve our Gestation / Maintenance formula.

**Health**

Special ingredients are added to the Growth / Lactation Food contributing to good health and promoting an excellent puppy growth.

**Immunity**

It is important to keep the female and the puppy in good health by maintaining good immunity, promoting useful intestinal bacterial growth. We have added prebiotics (mannan-oligosaccharides and fructo-oligosaccharides) which help maintain intestinal health. Also, vitamin supplements, such as Vitamin A, D and E provide an exceptional support for the immune system.

**Growth**

To promote a healthy bone growth, we have formulated a balanced diet rich in calcium and phosphorus.

**Odor Control**

The reduction of urine and faeces odor is due to the addition of natural extract of a desert plant called *Yucca Schidigera*. *Yucca* helps reduce ammonia production which is responsible for bad odors.

**1<sup>ST</sup> CHOICE PUPPY & ADULT DOG FOOD GROWTH / LACTATION – ALL BREEDS (28% - 18%)  
2 - 12 MONTHS**

**PRODUCT DESCRIPTION**

<b>SHAPE</b>	doughnut
<b>COLOR</b>	brown
<b>DIAMETER</b>	10.5 to 13.5 mm
<b>THICKNESS</b>	3.5 to 4.5 mm
<b>DENSITY</b>	400 to 420 g/l

**INGREDIENTS**

Chicken meal, pearled barley, chicken fat preserved with mixed tocopherols (a source of Vitamin E), brewer's rice, beet pulp, dehydrated whole eggs, dehydrated yeast culture, potassium chloride, chicken liver digest, salt, choline chloride, calcium carbonate, calcium propionate, yeast extract (mannan-oligosaccharides), inulin (fructo-oligosaccharides), ferrous sulfate, zinc oxide, DL-alpha-tocopheryl acetate (Vitamin E), *Yucca schidigera* extract, sodium selenite, thiamin mononitrate, copper sulfate, calcium iodate, pyridoxine hydrochloride, manganous oxide, nicotinic acid, calcium d-pantothenate, retinyl acetate (Vitamin A), cholecalciferol (Vitamin D<sub>3</sub>), folic acid, riboflavin, menadione sodium bisulfite complex (a source of Vitamin K<sub>3</sub> activity), biotin, Vitamin B<sub>12</sub> supplement, , cobalt carbonate.

**GUARANTEED ANALYSIS**

Crude protein .....	minimum 28%
Crude fat .....	minimum 18%
Moisture .....	maximum 12%
Crude fiber .....	maximum 3%
Crude ash .....	maximum 9%

**TYPICAL ANALYSIS**

Crude protein .....	28.4%
Crude fat .....	18.4%
Moisture .....	11%
Crude fiber .....	2.5%
Crude ash .....	8.4%
Calcium .....	1.7%
Phosphorus .....	0.9%
Potassium .....	0.7%
Sodium .....	0.33%
Magnesium .....	0.12%
Vitamin A .....	17 500 IU/kg
Vitamin D <sub>3</sub> .....	1 700 IU/kg
Vitamin E .....	110 IU/kg

**DAILY RATIONS (PUPPY GROWTH)**

**3 to 13 WEEKS**

ANIMAL WEIGHT		QUANTITY TO SERVE	
KG	LB	GRAMS	CUPS
1.5 – 5.5	3 – 12	90 – 235	$\frac{7}{8} - 2\frac{1}{4}$
5.5 – 9.5	12 – 20	235 – 355	$2\frac{1}{4} - 3\frac{3}{8}$
9.5 – 15.5	20 – 35	355 – 510	$3\frac{3}{8} - 4\frac{7}{8}$
15.5 – 22.5	35 – 50	510 – 675	$4\frac{7}{8} - 6\frac{3}{8}$
22.5 – 33.5	50 – 75	675 – 910	$6\frac{3}{8} - 8\frac{2}{3}$

**14 to 26 WEEKS**

ANIMAL WEIGHT		QUANTITY TO SERVE	
KG	LB	GRAMS	CUPS
1.5 – 5.5	3 – 12	70 – 190	$\frac{2}{3} - 1\frac{3}{4}$
5.5 – 9.5	12 – 20	190 – 285	$1\frac{3}{4} - 2\frac{3}{4}$
9.5 – 15.5	20 – 35	285 – 410	$2\frac{3}{4} - 3\frac{7}{8}$
15.5 – 22.5	35 – 50	410 – 540	$3\frac{7}{8} - 5\frac{1}{8}$
22.5 – 33.5	50 – 75	540 – 730	$5\frac{1}{8} - 7$
33.5 – 45.5	75 – 100	730 – 915	$7 - 8\frac{3}{4}$

**27 to 39 WEEKS**

ANIMAL WEIGHT		QUANTITY TO SERVE	
KG	LB	GRAMS	CUPS
1.5 – 5.5	3 – 12	60 – 165	$\frac{5}{8} - 1 \frac{5}{8}$
5.5 – 9.5	12 – 20	165 – 250	$1 \frac{5}{8} - 2 \frac{3}{8}$
9.5 – 15.5	20 – 35	250 – 355	$2 \frac{3}{8} - 3 \frac{3}{8}$
15.5 – 22.5	35 – 50	355 – 470	$3 \frac{3}{8} - 4 \frac{1}{2}$
22.5 – 33.5	50 – 75	470 – 635	$4 \frac{1}{2} - 6$
33.5 – 45.5	75 – 100	635 – 800	$6 - 7 \frac{5}{8}$
45.5 +	100 +	800 + 50 g / 5 kg	$7 \frac{5}{8} + \frac{1}{2} \text{ t. / 10 lb}$

**40 to 52 WEEKS**

ANIMAL WEIGHT		QUANTITY TO SERVE	
KG	LB	GRAMS	CUPS
1.5 – 5.5	3 – 12	55 – 140	$\frac{1}{2} - 1 \frac{1}{3}$
5.5 – 9.5	12 – 20	140 – 210	$1 \frac{1}{3} - 2$
9.5 – 15.5	20 – 35	210 – 305	$2 - 2 \frac{7}{8}$
15.5 – 22.5	35 – 50	305 – 405	$2 \frac{7}{8} - 3 \frac{7}{8}$
22.5 – 33.5	50 – 75	405 – 545	$3 \frac{7}{8} - 5 \frac{1}{4}$
33.5 – 45.5	75 – 100	545 – 685	$5 \frac{1}{4} - 6 \frac{1}{2}$
45.5 +	100 +	685 + 50 g / 5 kg	$6 \frac{1}{2} + \frac{1}{2} \text{ t. / 10 lb}$

1 CUP= 105 grams

CALCULATED METABOLIZABLE ENERGY :  
 450 kcal / cup      429 kcal / 100 grams

**DAILY RATIONS (LACTATING ADULT FEMALE DOG)**

ANIMAL WEIGHT		QUANTITY TO SERVE*			
KG	LB	Female with			
		4 PUPPIES in lactation	8 PUPPIES in lactation	4 PUPPIES in lactation	8 PUPPIES in lactation
		GRAMS		CUPS	
1.5	3	90	180	$\frac{3}{4}$	$1\frac{1}{2}$
5	12	225	450	2	4
10	22	375	750	$3\frac{1}{2}$	7
15	33	500	1000	5	10
20	44	630	1260	6	12
30	66	860	1720	8	16
50	110	1250	2500	12	24

1 CUP= 105 grams

CALCULATED METABOLIZABLE ENERGY:

440 kcal / cup      419 kcal / 100 grams

\* Quantity to serve will depend on how many puppies the female has in lactation.

## Why Growth / Lactation food should be given to puppies or lactating females?

### Because it contains:

- Highly digestible protein from chicken meal and dehydrated eggs to help maintain good health.
- Over 4,200 kcal/kg to support healthy lactation for the mother and healthy growth for the puppies. This important source of energy comes mainly from chicken fat preserved with a mixture of Vitamin E.
- Mannan-oligosaccharides to help prevent the colonization of pathogenic bacteria by interfering directly on the adhesion sites thus preventing these bacteria to colonize the intestinal wall.
- Fructo-oligosaccharides to feed good intestinal bacteria, thereby improving immunity.
- An optimal level of Vitamin D<sub>3</sub> to promote the absorption of calcium and Vitamin E, essential to maintaining a healthy immune system.
- *Yucca schidigera* to help reduce ammonia production in stools which causes foul odors.

### Technical Data

Description	Bags / Pallet
20 kg Bag	32

**ADULT DOG FOOD  
MAINTENANCE / GESTATION  
ALL BREEDS  
Chicken Formula**

**Gestation**

A female must be well fed to perform optimally during pregnancy. For best results, she should be in excellent condition before the start of pregnancy. Once these factors are present, additional care should be given to the animal during pregnancy and food amounts should be controlled.

**Gestation – Phase 1**

This phase covers the first two thirds of gestation, which takes about 63 to 65 days. The physical condition, breed, weight and health status of the animal will determine the quantities of food to serve. Fetal growth evolves from about 20 to 25% during this period of gestation.

Serve quality food on the basis of two meals per day. During the third and fourth weeks of gestation, there is often a decrease in appetite of up to 30% probably due to the implantation of embryos. During this phase, the female receives the same amount of energy than at the maintenance status.

**Gestation – Phase 2**

It is in the last third of gestation that 70 to 75% of the fetus will develop. Serve the Gestation / Maintenance food while respecting the recommended quantities. Thus, at this important stage of gestation, an additional amount of energy will be required actually, 30% more

It is important to follow the recommended quantities so that the female does not gain or loose too much weight, either one being just as damaging as the other. When necessary, if the female requires more energy, we recommend serving the Growth / Lactation food, four weeks before the end of the gestation period. In the last seven to ten days, the female has the abdomen inflated and seems unable to eat as well as she should. We suggest that four meals per day be served, or as much as she wants.

On average, females will just loose that 40% of weight gained during pregnancy, at parturition. The other 60% will be used to support lactation. This means that a female who has not received adequate quality nutrition during pregnancy will be below her optimal weight and the result will be less milk production.

**Hypoglycemia**

Hypoglycemia can occur in the last two to three weeks of gestation. The Maintenance / Gestation food must contain at least 20% of highly digestible carbohydrates to provide the necessary glucose to the animal. Pearled barley will provide these highly digestible carbohydrates. Generally, females return to their pre-pregnancy weight in the weeks after parturition (giving birth).

## **Maintenance**

Serve the Gestation / Maintenance food in the recommended quantities. Quality nutrition during the maintenance period will help the reproductive life of the animal.

An animal kept in good health and good physical condition will fully take advantage of a healthful and balanced diet. It will also be easier to detect her heat season and ensure reproductive success if the animal is well-conditioned.

## **Health**

Special ingredients are added to the Gestation / Maintenance food to help bring on good health.

## **Immunity**

Addition of vitamin supplements, such as Vitamin A, D and E and generates an exceptional support for the immune system.

## **Highly digestible proteins**

The 1<sup>st</sup> Choice Gestation / Maintenance food is made from high quality proteins like chicken meal and dehydrated eggs.

## **Odor Control**

The reduction of urine and faeces odor is due to the addition of natural extract of a desert plant called *Yucca Schidigera*. *Yucca* helps reduce ammonia production which is responsible for bad odors.

**1<sup>ST</sup> CHOICE ADULT DOG FOOD MAINTENANCE / GESTATION – ALL BREEDS (26% - 16%)  
1 + YEAR**

**DESCRIPTION DU PRODUIT / PRODUCT DESCRIPTION**

<b>SHAPE</b>	square
<b>COLOR</b>	brown
<b>LENGTH</b>	10 to 13 mm
<b>THICKNESS</b>	4.5 to 5.5 mm
<b>DENSITY</b>	400 to 420 g/l

**INGREDIENTS**

Chicken meal, pearled barley, chicken fat preserved with mixed tocopherols (a source of Vitamin E), brewer's rice, beet pulp, dehydrated whole eggs, chicken liver digest, potassium chloride, salt, choline chloride, calcium carbonate, calcium propionate, ferrous sulfate, zinc oxide, DL-alpha-tocopheryl acetate (Vitamin E), Yucca schidigera extract, thiamin mononitrate, sodium selenite, copper sulfate, calcium iodate, pyridoxine hydrochloride, manganous oxide, nicotinic acid, calcium d-pantothenate, retinyl acetate (Vitamin A), cholecalciferol (Vitamin D3), folic acid, riboflavin, menadione sodium bisulfite complex (a source of Vitamin K3 activity), biotin, Vitamin B12 supplement, cobalt carbonate.

**GUARANTEED ANALYSIS**

Crude protein .....	26 % minimum
Crude fat .....	16 % minimum
Moisture .....	12 % maximum
Crude fiber .....	3 % maximum
Crude ash .....	8.5 % maximum

**TYPICAL ANALYSIS**

Crude protein .....	26.5 %
Crude fat .....	16.8 %
Moisture .....	11 %
Crude fiber .....	2.5 %
Crude ash .....	8.0 %
Calcium .....	1.5%
Phosphorus .....	1.0 %
Potassium .....	0.56 %
Sodium .....	0.33 %
Magnesium .....	0.10 %
Vitamin A .....	17 500 IU/kg
Vitamin D <sub>3</sub> .....	1 700 IU/kg
Vitamin E .....	110 IU/kg

## DAILY RATIONS (ADULT DOG MAINTENANCE)

ANIMAL WEIGHT		QUANTITY TO SERVE	
KG	LB	GRAMS	CUPS
1.5 – 5.5	3 – 12	35 – 95	$\frac{1}{3} - \frac{7}{8}$
5.5 – 9.5	12 – 20	95 – 145	$\frac{7}{8} - 1 \frac{3}{8}$
9.5 – 15.5	20 – 35	145 – 210	$1 \frac{3}{8} - 2$
15.5 – 22.5	35 – 50	210 – 275	$2 - 2 \frac{5}{8}$
22.5 – 33.5	50 – 75	275 – 370	$2 \frac{5}{8} - 3 \frac{1}{2}$
33.5 – 45.5	75 – 100	370 – 470	$3 \frac{1}{2} - 4 \frac{1}{2}$
45.5 +	100 +	470 + 50 g / 5 kg	$4 \frac{1}{2} + \frac{1}{2} \text{ t. / 10 lb}$

1 CUP = 105 grams

CALCULATED METABOLIZABLE ENERGY :

440 kcal / cup      419 kcal / 100 grams

## Why Maintenance / Gestation food should be given to adult dogs?

### Because it contains:

- Highly digestible protein from chicken meal and dehydrated eggs to help maintain good health.
- Over 4,100 kcal/kg to ensure a healthy pregnancy or help maintain good health. This important source of energy comes primarily from chicken fat preserved with a mixture of Vitamin E.
- An optimal level of mineral elements to ensure a healthy pregnancy or help maintain good health.
- A high level of Vitamin E to help maintain a healthy immune system.
- *Yucca schidigera* to help reduce ammonia production in stools which causes foul odors.

### Technical Data

Description	Bags / Pallet
20 kg Bag	32

**ADULT DOG FOOD**  
**PERFORMANCE / REPRODUCTION**  
**ALL BREEDS**  
**Chicken Formula**

**Reproduction**

For optimal reproductive performance, it is important to adequately prepare the male and the female in various ways, including feeding them the right food.

**Male or female fitness**

It is important that the male and the female be in perfect physical condition before copulation, as an overly skinny or overly obese animal will have difficulty conceiving. He will present the following problems:

- Little or non-apparent heat (silent)
- Decreased ovulation or lack thereof
- Decreased puppy litters
- Increased neonatal mortality
- Decreased immunity in general
- Lower weight of puppies at birth

The 1<sup>st</sup> Choice Performance / Reproduction food is highly digestible and contains a higher concentration of nutrients to prepare the male and female during mating. The amount of food should be increased by 5% to 10% ten days before ovulation, and be returned to normal seven days after mating. This will favor:

- Increased fertility through better ovulation
- An increase in the survival rate of embryos
- A larger puppy litter

Take note that the female may occasionally vomit during the reproductive phase, mainly because of hormonal changes, nervousness and environmental change. It is best to use small amounts of food at a time, but never to be fed immediately before or after copulation.

**Performance**

To achieve optimum efficiency during a special performance, it is important to provide the animal with the necessary energy. An appropriate food may then help to improve performance. A performance animal (sled dog) will need 2 to 4 times more energy than an animal at rest.

This food is also recommended for dog doing exhibitions. Generally, because of the high level of nervousness, these dogs require up to 1.5 to 1.8 times more energy than normal. Moreover, because of stress, some dogs will have less appetite and will then have to eat food more concentrated in protein and energy in order to satisfy their needs.

## **Recovery**

During certain life stages of the animal, there will be a specific need for a highly protein, energy, vitamin and mineral concentrated food, in order to fill his needs, while using a smaller quantity of food. This is particularly true in the following conditions where the animal:

- Gets ready for mating, better ovulation and fertilization
- Suffers from anorexia
- Has undergone major surgery
- To be specific the female needs to regain her original condition after weight loss
- Has no, or very little appetite following a trauma or any other cause for discomfort

1<sup>st</sup> Choice Performance / Reproduction food is highly digestible and tasty. In addition, it contains a profile of nutrients higher in protein, energy, minerals and vitamins to facilitate the recovery of the animal. It also aids digestion in order to facilitate the absorption of various nutrients.

## **Proteins**

Highly digestible proteins are used to ease assimilation. Chicken meal and dehydrated eggs are the main components of the proteins. They are highly digestible and provide all the needed essential amino acids to support high performance

## **Energy**

Chicken fat and lecithin, a highly digestible phospholipid fills extra energy needed for extra performance.

## **Vitamins & minerals**

The vitamin and microminerals rates have been optimized in order to provide optimal levels of these high digestibility nutrients. Especially zinc, copper, manganese and selenium are important cofactors for optimal liver function and energy utilization by the animal. These microminerals also participate in tissue repair and albumin synthesis in the case of animal recovery.

## **Zinc – Vitamin A**

Zinc provides greater fetal survival moreover, it puts into circulation the liver's reserves of Vitamin A which increases sexual activity as well as the number and mobility of sperm.

## **Immunity**

To help the animal recover health and improve immunity, special ingredients are used to increase immune system activity. Also, the addition of vitamin supplements such as Vitamin A, D and E generates quite an exceptional support in the immune system. The food can be given throughout all the performance / reproduction period.

## **Joint Care System**

The addition of glucosamine and chondroitin helps to improve and promote healthy joints, which is beneficial for high performance dogs.

## **Energy Control**

Addition of L-carnitine and sunflower oil extract (CLA – Conjugated Linoleic Acid) promotes energy release and growth of lean tissues, which is favorable for performance dogs as well as dogs in reproduction.

**1<sup>ST</sup> CHOICE ADULT DOG FOOD PERFORMANCE / REPRODUCTION – ALL BREEDS (30 % - 24 %)  
1 + YEAR**

**DESCRIPTION DU PRODUIT / PRODUCT DESCRIPTION**

<b>SHAPE</b>	pellet
<b>COLOR</b>	brown
<b>DIAMETER</b>	13.5 to 16.5 mm
<b>THICKNESS</b>	6 to 7 mm
<b>DENSITY</b>	525 to 545 g/l

**INGREDIENTS**

Chicken meal, oat groats, chicken fat preserved with mixed tocopherols (a source of Vitamin E), pearled barley, dehydrated whole eggs, brewer's rice, beet pulp, dehydrated yeast culture, lecithin, chicken liver digest, potassium chloride, salt, choline chloride, calcium carbonate, calcium propionate, glucosamine sulfate, ferrous sulfate, chondroitin sulfate, zinc oxide, L-carnitine, sunflower oil extract, DL-alpha-tocopheryl acetate (Vitamin E), *Yucca schidigera* extract, sodium selenite, thiamin mononitrate, copper sulfate, calcium iodate, pyridoxine hydrochloride, manganous oxide, nicotinic acid, calcium d-pantothenate, retinyl acetate (Vitamin A), cholecalciferol (Vitamin D<sub>3</sub>), folic acid, riboflavin, menadione sodium bisulfite complex (a source of Vitamin K<sub>3</sub> activity), biotin, Vitamin B<sub>12</sub> supplement, , cobalt carbonate.

**GUARANTEED ANALYSIS**

Crude protein .....	30 % minimum
Crude fat.....	24 % minimum
Moisture .....	12 % maximum
Crude fiber.....	3 % maximum
Crude ash.....	9 % maximum

**TYPICAL ANALYSIS**

Crude protein .....	30.6 %
Crude fat.....	24.5 %
Moisture .....	11 %
Crude fiber.....	2.2 %
Crude ash.....	8.7 %

Calcium .....	1.8 %
Phosphorus.....	1.0 %
Potassium .....	0.56 %
Sodium.....	0.35 %
Magnesium .....	0.09 %

Vitamin A .....	17 500 IU/kg
Vitamin D <sub>3</sub> .....	1 700 IU/kg
Vitamin E.....	110 IU/kg

Glucosamine sulfate .....	500 mg/kg
Chondroitin sulfate.....	250 mg/kg

**DAILY RATIONS (ADULT DOG PERFORMANCE / REPRODUCTION)**

**LIGHT WORK**

ANIMAL WEIGHT		QUANTITY TO SERVE	
KG	LB	GRAMS	CUPS
1.5 – 5.5	3 – 12	50 – 130	$\frac{3}{8} - 1$
5.5 – 9.5	12 – 20	130 – 195	$1 - 1\frac{1}{2}$
9.5 – 15.5	20 – 35	195 – 285	$1\frac{1}{2} - 2\frac{1}{8}$
15.5 – 22.5	35 – 50	285 – 375	$2\frac{1}{8} - 2\frac{3}{4}$
22.5 – 33.5	50 – 75	375 – 505	$2\frac{3}{4} - 3\frac{3}{4}$
33.5 – 45.5	75 – 100	505 – 635	$3\frac{3}{4} - 4\frac{2}{3}$
45.5 +	100 +	635+ 50 g / 5 kg	$4\frac{2}{3} + \frac{1}{2} \text{ t. / 10 lb}$

**REPRODUCTION / HEAVY WORK**

ANIMAL WEIGHT		QUANTITY TO SERVE	
KG	LB	GRAMS	CUPS
1.5 – 5.5	3 – 12	80 – 215	$\frac{5}{8} - 1\frac{5}{8}$
5.5 – 9.5	12 – 20	215 – 325	$1\frac{5}{8} - 2\frac{3}{8}$
9.5 – 15.5	20 – 35	325 – 475	$2\frac{3}{8} - 3\frac{1}{2}$
15.5 – 22.5	35 – 50	475 – 625	$3\frac{1}{2} - 4\frac{5}{8}$
22.5 – 33.5	50 – 75	625 – 840	$4\frac{5}{8} - 6\frac{1}{4}$
33.5 – 45.5	75 – 100	840 – 1 060	$6\frac{1}{4} - 7\frac{7}{8}$
45.5 +	100 +	1 060 + 100 g / 5 kg	$7\frac{7}{8} + 1 \text{ t. / 10 lb}$

1 CUP = 135 grams

CALCULATED METABOLIZABLE ENERGY :  
 625 kcal / cup      463 kcal / 100 grams

## Why Performance / Reproduction food should be given to adult dogs?

### Because it contains:

- Proteins from highly digestible chicken meal and dehydrated eggs to help maintain good health and promote an optimal performance.
- Over 4,600 kcal/kg to promote an optimal performance or healthy reproduction. This important source of energy comes primarily from chicken fat preserved with a mixture of Vitamin E. We have also added lecithin a phospholipid, highly digestible and easily assimilable fat.
- Optimal, easily digestible minerals to promote an optimal performance or healthy reproduction.
- A high level of Vitamin E to help maintain a healthy immune system.
- *Yucca schidigera* to help reduce ammonia production in stools which causes foul odors.

### Technical Data

Description	Bags / Pallet
20 kg Bag	36

**ADULT DOG FOOD  
MAINTENANCE/ SKIN & COAT  
ALL BREEDS  
Lamb, Fish & Brown Rice Formula**

**Allergies**

It happens occasionally that dogs suffer from food allergies. This can be detected by various symptoms, frequently digestible problems, such as vomiting, belching, gas, loss of appetite, upset stomach, etc. Dogs who suffer from food allergies are advised to eat formulas containing unusual sources of protein such as lamb and fish.

**Skin & Coat**

Another manifestation of allergic reaction is the skin health degradation. Hairless spots may appear on various locations in combination with a faded coat.

**Shiny Coat and Hair Loss Reduction**

The optimum ratio of Omega-6 (vegetable oil, lecithin) and Omega-3 (herring oil, whole ground flaxseeds) helps to ensure a shiny coat and reduce hair loss, while keeping skin healthy. L-cystine, an essential amino acid which is involved in the formation of hair has also been added and favors hair growth.

**Digestive Care System**

There is no better way to ensure the intestinal health than using appropriate and digestible raw material. Stress and ageing affect people and pets in the same way. However, the increased use of natural fibers such as tomato pulp and dried beet pulp will help promote and improve intestinal functions.

The addition of natural prebiotics such as fructo and mannan-oligosaccharides helps ensure the beneficial intestinal bacterial growth and development. This will help strengthen the immune system. Ginger has also been added to stimulate digestive enzyme production and lower symptoms associated with allergenic reactions.

**Joint Care System**

The use of "organic chelated " minerals improves the micro-nutrient assimilation, which in turn ensures the optimal development of bones. Glucosamine and chondroitin help improve joint health.

**Odor Control**

The urine and stool odor reduction is achieved by adding the natural extract of a desert plant called Yucca schidigera. The Yucca plant helps reduce ammonia production, responsible for the odors, especially for dogs with digestive problems.

**Senior / Less active**

This food can also be recommended for less active or senior dogs supplying all the necessary nutrients for this stage of life.

**1<sup>ST</sup> CHOICE DOG ADULT FOOD / MAINTENANCE – ALL BREEDS  
LAMB, FISH & BROWN RICE FORMULA (22% - 12%)**

**1 + YEAR**

**PRODUCT DESCRIPTION**

<b>SHAPE</b>	pellet
<b>COLOR</b>	light
<b>DIAMETER</b>	to be determined
<b>THICKNESS</b>	to be determined
<b>DENSITY</b>	410-430 g/l

**INGREDIENTS**

Lamb meal, herring meal, brown rice, dried potato products, oat groats, brewer's rice, pearled barley, vegetable oil (a source of Omega-6 fatty acids) naturally preserved with mixed tocopherols (a source of Vitamin E), dried beet pulp, dried tomato pomace, powdered cellulose, whole flaxseed (a source of omega-3 fatty acids), lecithin, chicken liver hydrolysate, herring oil, monosodium phosphate, choline chloride, calcium propionate (as a preservative), yeast extract, ascorbic acid (Vitamin C), taurine, chicory extract (a source of inulin), ferrous sulfate, glucosamine sulfate, zinc oxide, alpha-tocopherol acetate (a source of Vitamin E), chondroitin sulfate, Yucca schidigera extract, iron proteinate, zinc proteinate, sodium selenite, thiamine mononitrate, dried seaweed meal, green tea extract, dried spearmint, dried parsley, L-cystine, copper sulfate, calcium iodate, pyridoxine hydrochloride, manganous oxide, manganese proteinate, ginger extract, nicotinic acid, d-calcium pantothenate, Vitamin A supplement, copper proteinate, cholecalciferol (a source of Vitamin D<sub>3</sub>), folic acid, riboflavin, menadione sodium bisulfite complex (a source of Vitamin K<sub>3</sub> activity), biotin, Vitamin B<sub>12</sub> supplement, cobalt carbonate.

**GUARANTEED ANALYSES**

Crude protein .....	22% minimum
Crude fat .....	12% minimum
Moisture .....	10% maximum
Crude fiber .....	3.5% maximum

**TYPICAL ANALYSES\***

Crude protein ..... 22.5%  
 Crude fat ..... 12.5%  
 Moisture ..... 9.0%  
 Crude fiber ..... 2.6%  
 Crude ash ..... 8.7%

Calcium ..... 1.6%  
 Phosphorus ..... 1.2%  
 Potassium ..... 0.6%  
 Sodium ..... 0.35%  
 Copper sulfate and proteinate ..... 15 mg/kg  
 Magnesium ..... 0.13%

Vitamin A ..... 23 000 IU/kg  
 Vitamin D ..... 2 000 IU/kg  
 Vitamin E ..... 140 IU/kg

Glucosamine sulfate ..... 500 mg/kg  
 Chondroitin sulfate ..... 250 mg/kg

**DAILY RATINGS (ADULT DOG SKIN & COAT)**

ANIMAL WEIGHT		QUANTITY TO SERVE		
KG	LB	GRAMS	ML	CUP
1.5 – 5.5	3 – 12	40 – 115	83 – 250	1/3 – 1
5.5 – 9.5	12 – 20	115 – 155	250 – 333	1 – 1 1/3
9.5 – 15.5	20 – 35	155 – 225	333 – 500	1 1/3 – 2
15.5 – 22.5	35 – 50	225 – 290	500 – 625	2 – 2 1/2
22.5 – 33.5	50 – 75	290 – 405	625 – 875	2 1/2 – 3 1/2
33.5 – 45.5	75 – 100	405 – 515	875 – 1125	3 1/2 – 4 1/2
45.5 +	100 +	515 + 50 g / 5 kg	1125 + 110 / 5 kg	4 1/2 + 1/2 t. / 10 lb

1 CUP = 250 ml = 115 grams

**CALCULATED METABOLIZABLE ENERGY :**

445 kcal / cup / 250 ml      387 kcal / 100 grams

## Why MAINTENANCE food LAMB, FISH & BROWN RICE FORMULA should be given to adult dogs?

### Because it contains:

- Highly digestible, less allergenic sources of protein such as lamb and fish.
- An ideal ratio of Omega-3-6 along with sources of vegetable oil, flaxseeds, herring oil and lecithin for a shinier coat and healthier skin.
- Extra L-cystine, an amino acid essential to hair formation.
- Prebiotics, natural fibre and ginger to promote digestion and support the immune system.
- Glucosamine and chondroitin to keep joints healthy.
- *Yucca schidigera* to help reduce ammonia production in stools which causes foul odors.

### Technical Data

Description	Bags / Pallet
20 kg Bag	32

**1<sup>st</sup> CHOICE - BREEDERS  
DOG FOOD NUTRIENT PROFILE**

<b>Nutrients</b>	<b>Puppy Growth / Lactation</b>	<b>Adult Dog Maintenance / Gestation</b>	<b>Adult Performance / Reproduction</b>	<b>Adult Dog Maintenance / Skin &amp; Coat Lamb, Fish &amp; Brown Rice</b>
<b>Crude Protein (%) min</b>	28	26	30	22
Arginine (%)	1.8	1.7	2.05	1.5
Histidine (%)	0.75	0.7	0.7	0.45
Isoleucine (%)	1.13	1.05	1.15	0.7
Leucine (%)	2.15	2	2.25	1.35
Lysine (%)	1.3	1.2	1.5	1.25
Méthionine (%)	0.5	0.47	0.6	0.5
Méthionine-Cystine (%)	1	0.94	1	0.7
Phenylalanine (%)	1	0.95	1.05	0.8
Threonine (%)	0.99	0.93	1	0.8
Tryptophane (%)	0.3	0.28	0.3	0.25
Valine (%)	1.35	1.3	1.4	0.9
Taurine (%)	0.1	0.1	0.1	0.1
<b>Crude fat (%) min</b>	18	16	24	12
Linoleic Acid (%)	3.35	3	5.15	3.7
Linolenic Acid (%)	0.17	0.15	0.25	0.7
Arachidonic Acid (%)	0.1	0.09	0.11	0.1
<b>Crude Fiber (%) max</b>	3	3	3	3.5
<b>Crude Ash (%) max</b>	9	8.5	9	10
<b>Minerals</b>				
Calcium (%) min	1.5	1.5	1.5	1.5
Phosphorus (%) min	1	1	1	1.25
Potassium (%) min	0.65	0.65	0.65	0.6
Sodium (%)	0.3	0.3	0.35	0.4
Chloride (%)	0.6	0.6	0.65	0.4
Magnesium (%) max	0.12	0.12	0.13	0.13
Iron (mg/kg)	350	350	350	350
Copper (mg/kg)	15	15	15	15
Manganese (mg/kg)	30	30	30	40
Zinc (mg/kg)	200	200	225	250
Iodine (mg/kg)	3.75	3.5	4.25	10
Selenium (mg/kg)	0.6	0.55	0.6	0.6
<b>Vitamins &amp; others</b>				
Vitamin A (IU/kg)	17 500	17 500	17 500	23 000
Vitamin D (IU/kg)	1 700	1 700	1 700	2 000
Vitamin E (IU/kg)	110	110	110	140
Vitamin K (mg/kg)	1.5	1.5	1.5	2.25
Thiamin (mg/kg)	10	10	10	13
Riboflavin (mg/kg)	10	10	10	10
Panthenic Acid (mg/kg)	25	25	25	25
Niacine (mg/kg)	60	60	50	50
Pyridoxine (mg/kg)	7.5	7.5	6.5	8
Folic Acid (mg/kg)	500	500	500	650
Biotine (mg/kg)	225	225	225	300
Vitamin B <sub>12</sub> (mg/kg)	225	150	285	100
Choline (mg/kg)	1 750	1 800	2 100	2 250
<b>Chondroitin sulfate (mg/kg)</b>			125	250
<b>Glucosamine sulfate (mg/kg)</b>			250	500
<b>EM (kcal/kg)</b>	4 290	4 190	4 630	3 870
<b>EM (kcal/cup)</b>	450	440	625	445

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