

FirstMate

The Best Nutrition is Simple™



FAMILY
OWNED & OPERATED
SINCE 1989

**MADE AT OUR
OWN FACILITIES
TO ENSURE QUALITY**

THE BEST NUTRITION IS SIMPLE

We use only the highest quality ingredients
available to make FirstMate Pet Foods



FirstMate Pet Foods

A Habit of Excellence

Since its inception in 1989, FirstMate Pet Foods has manufactured quality dog, cat and aquaculture feeds. We are proud to own and operate a manufacturing facility located in Chilliwack, British Columbia. Having our own factory allows us complete product and quality control. Our products are sold throughout Canada, the United States, Europe, Asia and the Middle East.

From our Canadian Facility to Your Home

In a world where quality is constantly being outsourced, it is nice to know where your pet's food is coming from. All of our pet foods are made in our Canadian facilities. We never outsource production, our ingredients are hand selected and our products are small batch produced.

Quantifiable Quality

We are committed to providing the highest standard and level of transparency in our food. Our facilities, ingredients and foods adhere to the most stringent of international standards including those of the: Canada Food Inspection Agency (CFIA), United States Department of Agriculture (USDA), and European Union (EU).

Simple Nutrition

FirstMate's Grain Free formulations are truly unique in the marketplace. These diets are 100% nutritionally complete using only one source of protein and one source of carbohydrates. Our simple approach to nutrition improves digestibility. This reduces stress on the digestive system and minimizes the likelihood of an allergic reaction.

Animal Based Protein

All FirstMate formulas deliver a high percentage of protein from meat rather than vegetable sources. We never add vegetable protein boosters such as pea protein meal, alfalfa meal or flaxseed meal. All of our formulas include 60–98% animal based protein.

What's in a Meal?

Chicken Meal is chicken meat, skin and bone that has been dehydrated and had some of the fat removed. Meals used in FirstMate products do not include by-products or chemical preservatives. In addition, these meals provide nearly 4 times more protein than whole meats and are safer ingredients that minimize risk of pathogenic bacteria.

FirstMate Fish Promise

We use only the finest wild and sustainably sourced Herring, Sardines, and Anchovies from the North and South Pacific Ocean in our kibble diets. All of these formulas include whole fish, as opposed to the heads & frames. This means our formulas are calorically dense and low ash. Herring, Sardines, and Anchovies are allergy friendly and high in Omega-3 fatty acids. Our fish promotes healthy skin, coat, and joints.



Our Unique Vacuum Infusion System



Did you know that there are different ways to add fats & essential oils to a kibble?

While the common approach of top coating a kibble and tumbling to mix the oils is good, we take a **superior approach**.

At FirstMate pet foods, we **infuse** our fats during the last stage of production with our **unique vacuum infusion system**.

This process pulls essential fats and oils into each and every piece of kibble.

This ensures that **every batch of product** is evenly infused and **nutrient-rich oils** are present throughout our finished diets.

This is one of the ways FirstMate work to ensure **superior quality in every bite**.

Limited Ingredient For Sensitivities



FirstMate's Limited Ingredient Diets use 1 animal protein and 1 carbohydrate to provide complete and balanced nutrition. This simple approach helps to improve digestion while reducing the likelihood of a food allergy or stomach sensitivity.

Success Stories:

- Food Allergies
- Loose Stool & Stomach Upset
- Tear Staining
- Pancreatitis*

**Veterinarian Review & Approval Required*

GRAIN FREE | LIMITED INGREDIENT DIET
Cage Free Duck Meal & Pumpkin Formula



Ingredients

Duck meal, burbank potato, norkotah potato, pumpkin, chicken fat (preserved with mixed tocopherols), brewer's yeast, potassium chloride, choline chloride, DL-methionine, blueberries, raspberries, cranberries, threonine, calcium propionate, taurine, minerals: (zinc proteinate, iron proteinate, calcium carbonate, manganese proteinate, copper proteinate, selenium yeast, calcium iodate), vitamins: (vitamin E supplement, niacin, thiamine mononitrate, vitamin A supplement, d-calcium pantothenate, riboflavin, pyridoxine hydrochloride, biotin, vitamin B12 supplement, vitamin D3 supplement, folic acid), rosemary extract.

**The chicken fat used in FirstMate pet foods is processed free of protein, eliminating the risk of allergies derived from chicken*

- Grain, Gluten & Pea Free
- Limited Ingredient, Single Meat Formula
- Pumpkin for added digestive benefits

Guaranteed Analysis

Crude Protein (minimum)	26.0%
Crude Fat (minimum)	12.0%
Crude Fibre (maximum)	8.0%
Moisture (maximum)	10.0%
Magnesium (maximum)	0.15%
Ash (maximum)	10.0%
Calcium (minimum)	1.6%
Phosphorus (minimum)	1.1%
Calcium / Phosphorus Ratio	1.5:1.0
Calorie Content (As Fed)	ME (calculated) 3120 kcal/kg 485 kcal/cup

GRAIN FREE | LIMITED INGREDIENT DIET
Pacific Ocean Fish Original Formula



Ingredients

Ocean fish meal, burbank potato, norkotah potato, tomato pomace, chicken fat (preserved with mixed tocopherols), dicalcium phosphate, choline chloride, calcium propionate (a preservative), minerals: (zinc proteinate, iron proteinate, calcium carbonate, manganese proteinate, copper proteinate, selenium yeast, calcium iodate), vitamins: (vitamin E supplement, niacin, thiamine mononitrate, vitamin A supplement, d-pantothenic acid, riboflavin, pyridoxine hydrochloride, biotin, vitamin B12 supplement, vitamin D3 supplement, folic acid), taurine, yeast extract (a source of prebiotics), rosemary extract.

**The chicken fat used in FirstMate pet foods is processed free of protein, eliminating the risk of allergies derived from chicken*

- Wild Caught, Whole Herring, Anchovies, & Sardines
- Grain, Gluten & Pea Free
- Limited Ingredient, Single Meat Formula

Guaranteed Analysis

Crude Protein (minimum)	23.0%
Crude Fat (minimum)	10.0%
Crude Fibre (maximum)	8.0%
Moisture (maximum)	10.0%
Magnesium (maximum)	0.1%
Ash (maximum)	9.0%
Calcium (minimum)	1.2%
Phosphorus (minimum)	1.0%
Calcium / Phosphorus Ratio	1.2:1.0
Calorie Content (As Fed)	ME (calculated) 3060kcal/kg 475 kcal/cup

GRAIN FREE | LIMITED INGREDIENT DIET
Pacific Ocean Fish Endurance Puppy Formula



87%
**PROTEIN FROM WILD
HERRING, ANCHOVIES
& SARDINES MEAL**

Ingredients

Ocean fish meal, burbank potato, norkotah potato, chicken fat (preserved with mixed tocopherols), tomato pomace, dicalcium phosphate, choline chloride, calcium propionate (a preservative), minerals: (zinc proteinate, iron proteinate, calcium carbonate, manganese propionate, copper propionate, selenium yeast, calcium iodate), vitamins: (vitamin E supplement, niacin, thiamine mononitrate, vitamin A supplement, d-pantothenic acid, riboflavin, pyridoxine hydrochloride, biotin, vitamin B12 supplement, vitamin D3 supplement, folic acid), taurine, yeast extract (a source of prebiotics), rosemary extract.

**The chicken fat used in FirstMate pet foods is processed free of protein, eliminating the risk of allergies derived from chicken*

- Wild Caught, Whole Herring, Anchovies, & Sardines
- Grain, Gluten & Pea Free
- DHA and Omega 3 Fatty Acids for growing puppies

Guaranteed Analysis

Crude Protein (minimum)	28.0%
Crude Fat (minimum)	18.0%
Crude Fibre (maximum)	8.0%
Moisture (maximum)	10.0%
Magnesium (maximum)	0.1%
Ash (maximum)	9.0%
Calcium (minimum)	1.2%
Phosphorus (minimum)	1.0%
Calcium / Phosphorus Ratio	1.2:1.0
Calorie Content (As Fed)	ME (calculated) 3460 kcal/kg 540 kcal/cup

GRAIN FREE | LIMITED INGREDIENT DIET
Pacific Ocean Fish Large Breed Formula



76%
**PROTEIN FROM WILD
HERRING, ANCHOVIES
& SARDINES MEAL**

Ingredients

Ocean fish meal, burbank potato, norkotah potato, chicken fat (preserved with mixed tocopherols), tomato pomace, dicalcium phosphate, choline chloride, calcium propionate (a preservative), minerals: (zinc proteinate, iron proteinate, calcium carbonate, manganese propionate, copper propionate, selenium yeast, calcium iodate), vitamins: (vitamin E supplement, niacin, thiamine mononitrate, vitamin A supplement, d-pantothenic acid, riboflavin, pyridoxine hydrochloride, biotin, vitamin B12 supplement, vitamin D3 supplement, folic acid), taurine, yeast extract (a source of prebiotics), rosemary extract..

**The chicken fat used in FirstMate pet foods is processed free of protein, eliminating the risk of allergies derived from chicken*

- Appropriate for Large Breed Puppies
- Grain, Gluten & Pea Free
- Appropriate Calcium to Phosphorus Ratio
- Large Kibble Size

Guaranteed Analysis

Crude Protein (minimum)	25.0%
Crude Fat (minimum)	12.0%
Crude Fibre (maximum)	8.0%
Moisture (maximum)	10.0%
Magnesium (maximum)	0.1%
Ash (maximum)	9.0%
Calcium (minimum)	1.2%
Phosphorus (minimum)	1.0%
Calcium / Phosphorus Ratio	1.2:1.0
Calorie Content (As Fed)	ME (calculated) 3160 kcal/kg 490 kcal/cup

GRAIN FREE | LIMITED INGREDIENT DIET
Pacific Ocean Fish Weight Control Formula



70%
PROTEIN FROM WILD
HERRING, ANCHOVIES
& SARDINES MEAL

Ingredients

Burbank potato, norkotah potato, ocean fish meal, tomato pomace, chicken fat (preserved with mixed tocopherols), dicalcium phosphate, choline chloride, calcium propionate (a preservative), minerals: (zinc proteinate, iron proteinate, calcium carbonate, manganese proteinate, copper proteinate, selenium yeast, calcium iodate), vitamins: (vitamin E supplement, niacin, thiamine mononitrate, vitamin A supplement, d-pantothenic acid, riboflavin, pyridoxine hydrochloride, biotin, vitamin B12 supplement, vitamin D3 supplement, folic acid), taurine, glucosamine hydrochloride, yeast extract (a source of prebiotics), rosemary extract.

**The chicken fat used in FirstMate pet foods is processed free of protein, eliminating the risk of allergies derived from chicken*

- Wild Caught, Whole Herring, Anchovies, & Sardines
- Grain, Gluten & Pea Free
- Low Protein & Fat

Guaranteed Analysis

Crude Protein (minimum)	18.0%
Crude Fat (minimum)	8.0%
Crude Fibre (maximum)	8.0%
Moisture (maximum)	10.0%
Magnesium (maximum)	0.09%
Ash (maximum)	7.0%
Calcium (minimum)	0.9%
Phosphorus (minimum)	0.9%
Calcium / Phosphorus Ratio	1:1.0
Calorie Content (As Fed)	ME (calculated) 3030 kcal/kg 470 kcal/cup

GRAIN FREE | LIMITED INGREDIENT DIET
Australian Lamb Formula



available in
small bites
78%
PROTEIN FROM
AUSTRALIAN LAMB
MEAL

Ingredients

Lamb meal, burbank potato, norkotah potato, chicken fat (preserved with mixed tocopherols), tomato pomace, potassium chloride, DL-methionine, threonine, choline chloride, calcium propionate (a preservative), taurine, blueberries, raspberries, cranberries, minerals: (zinc proteinate, iron proteinate, calcium carbonate, manganese proteinate, copper proteinate, selenium yeast, calcium iodate), vitamins: (vitamin E supplement, niacin, thiamine mononitrate, vitamin A supplement, d-pantothenic acid, riboflavin, pyridoxine hydrochloride, biotin, vitamin B12 supplement, vitamin D3 supplement, folic acid), yeast extract (a source of prebiotics), rosemary extract.

**The chicken fat used in FirstMate pet foods is processed free of protein, eliminating the risk of allergies derived from chicken*

- Limited Ingredient, Single Meat Formula
- Grain, Gluten & Pea Free
- Free Range Lamb, NO Antibiotics or Growth Hormones
- Antioxidant Rich Blueberries, Cranberries and Raspberries

Guaranteed Analysis

Crude Protein (minimum)	24.0%
Crude Fat (minimum)	13.0%
Crude Fibre (maximum)	7.5%
Moisture (maximum)	10.0%
Ash (maximum)	10.0%
Calcium (minimum)	1.8%
Phosphorus (minimum)	1.0%
Calcium / Phosphorus Ratio	1.8:1.0
Calorie Content (As Fed)	ME (calculated) 3190 kcal/kg 480 kcal/cup

GRAIN FREE | LIMITED INGREDIENT DIET
Chicken with Blueberries Formula



available in
small bites

84%
PROTEIN FROM
CAGE FREE CHICKEN
MEAL

Ingredients

Chicken meal, burbank potato, norkotah potato, chicken fat (preserved with mixed tocopherols), whole blueberries, potassium chloride, DL-methionine, choline chloride, calcium propionate (a preservative), minerals: (zinc proteinate, iron proteinate, calcium carbonate, manganese proteinate, copper proteinate, selenium yeast, calcium iodate), vitamins: (vitamin E supplement, niacin, thiamine mononitrate, vitamin A supplement, d-pantothenic acid, riboflavin, pyridoxine hydrochloride, biotin, vitamin B12 supplement, vitamin D3 supplement, folic acid), taurine, rosemary extract, yeast extract (a source of prebiotics).

- **Humanely Raised, Cage Free Chicken**
- **Limited Ingredient, Single Meat Formula**
- **Grain, Gluten & Pea Free**
- **Antioxidant Rich Blueberries**

Guaranteed Analysis

Crude Protein (minimum)	25.0%
Crude Fat (minimum)	14.0%
Crude Fibre (maximum)	4.0%
Moisture (maximum)	10.0%
Ash (maximum)	9.0%
Calcium (minimum)	1.5%
Phosphorus (minimum)	1.0%
Calcium / Phosphorus Ratio	1.5:1.0
Calorie Content (As Fed)	ME (calculated) 3400 kcal/kg 527 kcal/cup

GRAIN FREE | LIMITED INGREDIENT DIET
Pacific Ocean Fish with Blueberries for Cats



95%
PROTEIN FROM WILD
HERRING, ANCHOVIES
& SARDINES MEAL

Ingredients

Pacific Ocean fish meal, potato, chicken fat (preserved with mixed tocopherols), whole blueberries, phosphoric acid, minerals: (zinc proteinate, iron proteinate, calcium carbonate, manganese proteinate, copper proteinate, sodium selenite, calcium iodate), vitamins: (vitamin E supplement, niacin, thiamine mononitrate, vitamin A supplement, d-pantothenic acid, riboflavin, pyridoxine hydrochloride, biotin, vitamin B12 supplement, vitamin D3 supplement, folic acid), choline chloride, calcium propionate (a preservative), kale, yeast extract (a source of prebiotics), DL-methionine, taurine, rosemary extract.

**The chicken fat used in FirstMate pet foods is processed free of protein, eliminating the risk of allergies derived from chicken*

- **Whole, Wild Caught Sardines, Herring & Anchovy**
- **Low Glycemic**
- **Blueberries for Urinary Tract Health**

Guaranteed Analysis:

Crude Protein (minimum)	42.0%
Crude Fat (minimum)	18.0%
Crude Fibre (maximum)	3.0%
Moisture (maximum)	10.0%
Ash (maximum)	10.0%
Calcium (minimum)	1.6%
Phosphorus (minimum)	1.2%
Magnesium (maximum)	0.15%
Taurine (minimum):	0.2%
Calcium / Phosphorus Ratio	1.3:1
Calorie Content (As Fed)	ME (calculated) 3600 kcal/kg 560 kcal/cup



92%
PROTEIN FROM
CAGE FREE CHICKEN
MEAL

Ingredients

Chicken meal, potato, chicken fat (preserved with mixed tocopherols), whole blueberries, phosphoric acid, DL-methionine, minerals: (zinc proteinate, iron proteinate, calcium carbonate, manganese proteinate, copper proteinate, sodium selenite, calcium iodate), vitamins: (vitamin E supplement, niacin, thiamine mononitrate, vitamin A supplement, d-pantothenic acid, riboflavin, pyridoxine hydrochloride, biotin, vitamin B12 supplement, vitamin D3 supplement, folic acid), choline chloride, potassium chloride, calcium propionate (a preservative), taurine, yeast extract (a source of prebiotics), kale, rosemary extract.

- Humanely Raised, Cage Free Chicken
- Low Glycemic
- Blueberries for Urinary Tract Health

Guaranteed Analysis:

Crude Protein (minimum)	36.0%
Crude Fat (minimum)	16.0%
Crude Fibre (maximum)	4.0%
Moisture (maximum)	10.0%
Ash (maximum)	10.0%
Calcium (minimum)	2.0%
Phosphorus (minimum)	1.6%
Magnesium (maximum)	0.15%
Taurine (minimum):	0.2%
Calcium / Phosphorus Ratio	1.25:1
Calorie Content (As Fed)	ME (calculated) 3460 kcal/kg 540 kcal/cup



92%
PROTEIN FROM
CAGE FREE DUCK
MEAL

Ingredients

Duck meal, potato, chicken fat (preserved with mixed tocopherols)*, blueberries, brewer's dried yeast, choline chloride, dl- methionine, salt, minerals: (zinc proteinate, iron proteinate, calcium carbonate, manganese proteinate, copper proteinate, sodium selenite, calcium iodate), vitamins: (vitamin e supplement, niacin, thiamine mononitrate, vitamin a supplement, d-calcium pantothenate, riboflavin, pyridoxine hydrochloride, biotin, vitamin b12 supplement, vitamin d3 supplement, folic acid), potassium chloride, taurine, calcium propionate (a preservative), kale, rosemary extract.

**The chicken fat used in FirstMate pet foods is processed free of protein, eliminating the risk of allergies derived from chicken*

- Humanely Raised, Cage Free Chicken
- Single Meat Protein
- Blueberries for Urinary Tract Health

Guaranteed Analysis:

Crude Protein (minimum)	36.0%
Crude Fat (minimum)	16.0%
Crude Fibre (maximum)	4.0%
Moisture (maximum)	10.0%
Ash (maximum)	11.0%
Calcium (minimum)	2.0%
Phosphorus (minimum)	1.3%
Magnesium (maximum)	0.16%
Calcium / Phosphorus Ratio	1.5:1
Calorie Content (As Fed)	ME (calculated) 3430 kcal/kg 530 kcal/cup



83%
PROTEIN FROM WILD
PACIFIC OCEAN FISH
MEAL & CAGE FREE
CHICKEN MEAL

Ingredients

Chicken meal, pacific ocean fish meal, oatmeal, brown rice, chicken fat (preserved with mixed tocopherols), tomato pomace, calcium propionate, choline chloride, blueberries, raspberries, cranberries, Minerals: (zinc proteinate, iron proteinate, calcium carbonate, manganese proteinate, copper proteinate, selenium yeast, calcium iodate), vitamins: (vitamin E supplement, riboflavin, pyridoxine hydrochloride, biotin, vitamin B12 supplement, vitamin D3 supplement, folic acid), brewers yeast, rosemary extract.

- High Calorie, Fat & Protein
- Antioxidant Rich Blueberries, Cranberries and Raspberries
- Good for High Energy or Working Dogs
- Humanely Raised, Cage Free Chicken & Wild Ocean Fish

Guaranteed Analysis:

Crude Protein (minimum)	32.0%
Crude Fat (minimum)	20.0%
Crude Fibre (maximum)	4.0%
Moisture (maximum)	10.0%
Magnesium (maximum)	0.2%
Ash (maximum)	10.0%
Calcium (minimum)	1.8%
Phosphorus (minimum)	1.2%
Calcium / Phosphorus Ratio	1.5:1
Calorie Content (As Fed)	ME (calculated) 3770 kcal/kg 580 kcal/cup



73%
PROTEIN FROM
CAGE FREE DUCK MEAL

Ingredients

Duck meal, oatmeal, brown rice, chicken fat* (preserved with mixed tocopherols), tomato pomace, brewer's yeast, potassium chloride, choline chloride, salt, blueberries, raspberries, cranberries, threonine, DL-methionine, calcium propionate, minerals: (zinc proteinate, iron proteinate, calcium carbonate, manganese proteinate, copper proteinate, selenium yeast, calcium iodate), vitamins: (vitamin E supplement, niacin, thiamine mononitrate, D-pantothenic acid, vitamin A supplement, riboflavin, pyridoxine hydrochloride, biotin, vitamin B12 supplement, vitamin D3 supplement, folic acid), rosemary extract.

**The chicken fat used in FirstMate pet foods is processed free of protein, eliminating the risk of allergies derived from chicken*

- Humanely Raised, Cage Free Duck from France
- Single Meat Protein
- Easy to Digest, Wholesome Grains
- Antioxidant Rich Blueberries, Cranberries and Raspberries

Guaranteed Analysis

Crude Protein (minimum)	26.0%
Crude Fat (minimum)	12.0%
Crude Fibre (maximum)	7.0%
Moisture (maximum)	10.0%
Magnesium (maximum)	0.14%
Ash (maximum)	10.0%
Calcium (minimum)	1.4%
Phosphorus (minimum)	1.0%
Calcium / Phosphorus Ratio	1.4:1
Calorie Content (As Fed)	ME (calculated) 3160 kcal/kg 490 kcal/cup



75%
PROTEIN FROM CAGE
FREE CHICKEN MEAL

Ingredients

Chicken meal, oatmeal, brown rice, chicken fat (preserved with mixed tocopherols), tomato pomace, potassium chloride, choline chloride, calcium propionate (a preservative), blueberries, raspberries, cranberries, minerals: (zinc proteinate, iron proteinate, calcium carbonate, manganese proteinate, copper proteinate, selenium yeast, calcium iodate), vitamins: (vitamin E supplement, niacin, thiamine mononitrate, d-pantothenic acid, vitamin A supplement, riboflavin, pyridoxine hydrochloride, biotin, vitamin B12 supplement, vitamin D3 supplement, folic acid), brewer’s dried yeast, rosemary extract

- Humanely Raised, Cage Free Chicken
- Single Meat Protein
- NO Corn, Wheat, Soy, Peas or Potato
- Easy to Digest, Wholesome Grains
- Antioxidant Rich Blueberries, Cranberries and Raspberries

Guaranteed Analysis:

Crude Protein (minimum)	28.0%
Crude Fat (minimum)	12.0%
Crude Fibre (maximum)	7.0%
Moisture (maximum)	10.0%
Magnesium (maximum)	0.17%
Ash (maximum)	10.0%
Calcium (minimum)	1.3%
Phosphorus (minimum)	1.0%
Calcium / Phosphorus Ratio	1.3:1
Calorie Content (As Fed)	ME (calculated)
3160 kcal/kg 490 kcal/cup	



70%
PROTEIN FROM
FREE RANGE LAMB
MEAL

Ingredients

Lamb meal, oatmeal, brown rice, chicken fat (preserved with mixed tocopherols), tomato pomace, brewer’s dried yeast, potassium chloride, threonine, DL-methionine, taurine, choline chloride, calcium propionate (a preservative), blueberries, raspberries, cranberries, minerals: (zinc proteinate, iron proteinate, calcium carbonate, manganese proteinate, copper proteinate, selenium yeast, calcium iodate), vitamins: (vitamin E supplement, niacin, thiamine mononitrate, d-pantothenic acid, vitamin A supplement, riboflavin, pyridoxine hydrochloride, biotin, vitamin B12 supplement, vitamin D3 supplement, folic acid), rosemary extract.

**The chicken fat used in FirstMate pet foods is processed free of protein, eliminating the risk of allergies derived from chicken*

- Free Range, Grass Fed Lamb
- Single Meat Protein
- NO Corn, Wheat, Soy, Peas or Potato
- Easy to Digest, Wholesome Grains

Guaranteed Analysis:

Crude Protein (minimum)	25.0%
Crude Fat (minimum)	12.0%
Crude Fibre (maximum)	7.0%
Moisture (maximum)	10.0%
Magnesium (maximum)	0.23%
Ash (maximum)	10.0%
Calcium (minimum)	2.0%
Phosphorus (minimum)	1.2%
Calcium / Phosphorus Ratio	1.7:1
Calorie Content (As Fed)	ME (calculated)
3160 kcal/kg 490 kcal/cup	



73%
PROTEIN FROM WILD
HERRING, ANCHOVIES
& SARDINES MEAL

Ingredients

Ocean fish meal, oatmeal, brown rice, tomato pomace, chicken fat (preserved with mixed tocopherols), brewer's dried yeast, potassium chloride, choline chloride, blueberries, raspberries, cranberries, calcium propionate, minerals: (zinc proteinate, iron proteinate, calcium carbonate, manganese proteinate, copper proteinate, selenium yeast, calcium iodate), vitamins: (vitamin E supplement, niacin, thiamine mononitrate, D-pantothenic acid, vitamin A supplement, riboflavin, pyridoxine hydrochloride, biotin, vitamin B12 supplement, vitamin D3 supplement, folic acid), rosemary extract.

**The chicken fat used in FirstMate pet foods is processed free of protein, eliminating the risk of allergies derived from chicken*

- Single Animal Protein
- Low Fat
- NO Corn, Wheat, Soy, Peas or Potato
- Easy to Digest, Wholesome Grains
- Antioxidants From Berries

Guaranteed Analysis:

Crude Protein (minimum)	28.0%
Crude Fat (minimum)	8.0%
Crude Fibre (maximum)	7.0%
Moisture (maximum)	10.0%
Ash (maximum)	8.0%
Calcium (minimum)	1.0%
Phosphorus (minimum)	0.8%
Calcium / Phosphorus Ratio	1.25:1
Calorie Content (As Fed)	ME (calculated) 3030 kcal/kg 470 kcal/cup



75%
PROTEIN FROM WILD
CAUGHT HERRING,
ANCHOVIES, SARDINES
MEAL & FREE RANGE
LAMB MEAL

Ingredients

Ocean fish meal, oatmeal, brown rice, chicken fat (preserved with mixed tocopherols), lamb meal, tomato pomace, brewer's dried yeast, potassium chloride, dicalcium phosphate, choline chloride, blueberries, raspberries, cranberries, calcium propionate, minerals: (zinc proteinate, iron proteinate, calcium carbonate, manganese proteinate, copper proteinate, selenium yeast, calcium iodate), vitamins: (vitamin E supplement, niacin, thiamine mononitrate, D-pantothenic acid, vitamin A supplement, riboflavin, pyridoxine hydrochloride, biotin, vitamin B12 supplement, vitamin D3 supplement, folic acid), rosemary extract.

**The chicken fat used in FirstMate pet foods is processed free of protein, eliminating the risk of allergies derived from chicken*

- Designed to Support the Growth of a Healthy Puppy
- NO Corn, Wheat, Soy, Peas or Potato
- Easy to Digest, Wholesome Grains
- Appropriate For Large Breed Dogs

Guaranteed Analysis:

Crude Protein (minimum)	26.0%
Crude Fat (minimum)	14.0%
Crude Fibre (maximum)	7.0%
Moisture (maximum)	10.0%
Ash (maximum)	9.0%
Calcium (minimum)	1.2%
Phosphorus (minimum)	1.0%
Calcium / Phosphorus Ratio	1.2:1
Calorie Content (As Fed)	ME (calculated) 3290 kcal/kg 510 kcal/cup

GRAIN FRIENDLY | LIMITED INGREDIENT DIET
Wild Pacific Caught Fish & Oats Formula



74%
PROTEIN FROM WILD
HERRING, ANCHOVIES
& SARDINES MEAL

Ingredients

Ocean fish meal, oatmeal, brown rice, chicken fat (preserved with mixed tocopherols), tomato pomace, brewer's dried yeast, dicalcium phosphate, calcium propionate (a preservative), blueberries, raspberries, cranberries, minerals: (zinc proteinate, iron proteinate, calcium carbonate, manganese proteinate, copper proteinate, selenium yeast, calcium iodate), vitamins: (vitamin E supplement, niacin, thiamine mononitrate, d-pantothenic acid, vitamin A supplement, riboflavin, pyridoxine hydrochloride, biotin, vitamin B12 supplement, vitamin D3 supplement, folic acid), rosemary extract.

**The chicken fat used in FirstMate pet foods is processed free of protein, eliminating the risk of allergies derived from chicken*

- Wild Caught, Whole Herring, Anchovies, & Sardines
- Single Meat Protein
- NO Corn, Wheat, Soy, Peas or Potato
- Easy to Digest, Wholesome Grains
- Appropriate For Large Breed Puppies

Guaranteed Analysis:

Crude Protein (minimum)	28.0%
Crude Fat (minimum)	12.0%
Crude Fibre (maximum)	7.0%
Moisture (maximum)	10.0%
Magnesium (maximum)	0.17%
Ash (maximum)	10.0%
Calcium (minimum)	1.2%
Phosphorus (minimum)	1.0%
Calcium / Phosphorus Ratio	1.2:1
Calorie Content (As Fed)	ME (calculated) 3160 kcal/kg 490 kcal/cup

GRAIN FRIENDLY
Indoor Cat Formula



85%
PROTEIN FROM CAGE
FREE CHICKEN MEAL &
WILD CAUGHT PACIFIC
FISH MEAL

Ingredients

Chicken meal, ocean fish meal, oatmeal, brown rice, chicken fat (preserved with mixed tocopherols), phosphoric acid, DL-methionine, dicalcium phosphate, choline chloride, taurine, calcium propionate, blueberries, raspberries, cranberries, minerals: (zinc proteinate, iron proteinate, calcium carbonate, manganese proteinate, copper proteinate, sodium selenite, calcium iodate), vitamins: (vitamin E supplement, niacin, thiamine mononitrate, D-patohenic acid, vitamin A supplement, riboflavin, pyridoxine hydrochloride, biotin, vitamin B12 supplement, vitamin D3 supplement, folic acid), kale, yeast extract.

- Humanely Raised, Cage Free Chicken
- Wild Caught, Whole Herring, Anchovies, & Sardines
- NO Corn, Wheat, Soy, Peas or Potato
- Low Ash

Guaranteed Analysis

Crude Protein (minimum)	35.0%
Crude Fat (minimum)	12.0%
Crude Fibre (maximum)	4.0%
Moisture (maximum)	10.0%
Magnesium (maximum)	0.18%
Ash (maximum)	9.0%
Calcium (minimum)	1.6%
Phosphorous (minimum)	1.2%
Taurine (minimum)	0.26%
Calcium / Phosphorus Ratio	1.3:1.0
Calorie Content (As Fed)	ME (calculated) 3295 kcal/kg 511 kcal/cup

GRAIN FRIENDLY
Cat & Kitten Formula



86%
PROTEIN FROM WILD
CAUGHT PACIFIC FISH
& CAGE FREE CHICKEN
MEAL

Ingredients

Ocean fish meal, chicken meal, oatmeal, brown rice, chicken fat (preserved with mixed tocopherols), phosphoric acid, DL-methionine, dicalcium phosphate, choline chloride, taurine, calcium propionate, blueberries, raspberries, cranberries, minerals: (zinc proteinate, iron proteinate, calcium carbonate, manganese proteinate, copper proteinate, sodium selenite, calcium iodate), vitamins: (vitamin E supplement, niacin, thiamine mononitrate, D-patohenic acid, vitamin A supplement, riboflavin, pyridoxine hydrochloride, biotin, vitamin B12 supplement, vitamin D3 supplement, folic acid), kale, yeast extract.

- Humanely Raised, Cage Free Chicken
- Wild Caught, Whole Herring, Anchovies, & Sardines
- NO Corn, Wheat, Soy, Peas or Potato
- Low Ash

Guaranteed Analysis

Crude Protein (minimum)	32.0%
Crude Fat (minimum)	19.0%
Crude Fibre (maximum)	3.5%
Moisture (maximum)	10%
Magnesium (maximum)	0.17%
Ash (maximum)	9.0%
Calcium (minimum)	1.5%
Phosphorous (minimum)	1.1%
Taurine (minimum)	0.26%
Calcium / Phosphorus Ratio	1.4:1.0
Calorie Content (As Fed)	ME (calculated)
3663 kcal/kg 568 kcal/cup	

GRAIN FREE | LIMITED INGREDIENT DIET
Cage Free Turkey Formula (Dog & Cat)



96%
PROTEIN FROM
CAGE FREE TURKEY

Ingredients

Boneless turkey, water sufficient for processing, potato, Brewer's dried yeast, minerals (salt, calcium carbonate, monocalcium phosphate, choline chloride, potassium chloride, zinc proteinate, iron proteinate, copper proteinate, manganese proteinate, calcium iodate), vitamins (vitamin E supplement, niacin, vitamin A supplement, thiamine mononitrate, riboflavin, biotin, vitamin B12 supplement, folic acid, vitamin D3 supplement, D-calcium pantothenate), taurine, kale.

*All canned diets are suitable for both dogs and cats

- Humanely Raised, Cage Free Canadian Turkey
- Grain Free & Gluten Free
- Carrageenan & Guar Gum Free
- Epoxy Free Cans

Guaranteed Analysis

Protein (minimum)	8.0%
Fat (minimum)	8.0%
Fibre (maximum)	0.4%
Moisture (maximum)	74.0%
Ash (maximum)	2.0%
Calcium (minimum)	0.3%
Phosphorus (minimum)	0.3%
Magnesium (maximum)	0.02%
Taurine (minimum)	0.05%
Calcium / Phosphorus Ratio	1:1
Calorie Content (As Fed)	ME (calculated)
904 kcal/kg	
312 kcal/345g can 141 kcal/156g can 82kcal/91g can	



96%
PROTEIN FROM
CAGE FREE CHICKEN

Ingredients

Boneless chicken, water sufficient for processing, potato, minerals (salt, calcium carbonate, monocalcium phosphate, choline chloride, potassium chloride, zinc proteinate, iron proteinate, copper proteinate, manganese proteinate, calcium iodate), vitamins (vitamin E supplement, niacin, vitamin A supplement, thiamine mononitrate, riboflavin, biotin, vitamin B12 supplement, folic acid, vitamin D3 supplement, D-calcium pantothenate), taurine, kale.

*All canned diets are suitable for both dogs and cats

- Humanely Raised, Cage Free Canadian Chicken
- Grain Free & Gluten Free
- Carrageenan & Guar Gum Free
- Epoxy Free Cans

Guaranteed Analysis:

Protein (minimum)	9.0%
Fat (minimum)	5.0%
Fibre (maximum)	0.5%
Moisture (maximum)	78.0%
Ash (maximum)	2.3%
Calcium (minimum)	0.3%
Phosphorus (minimum)	0.3%
Magnesium (maximum)	0.02%
Taurine (minimum)	0.05%
Calcium / Phosphorus Ratio	1:1
Calorie Content (As Fed)	ME (calculated) 900 kcal/kg 311 kcal/345g can 140 kcal/156g can 82kcal/91g can



95%
PROTEIN FROM
WILD TUNA

Ingredients

Deboned tuna, water sufficient for processing, potato, minerals (salt, calcium carbonate, monocalcium phosphate, choline chloride, potassium chloride, zinc proteinate, iron proteinate, copper proteinate, manganese proteinate, calcium iodate), vitamins (vitamin E supplement, niacin, vitamin A supplement, thiamine mononitrate, riboflavin, biotin, vitamin B12 supplement, folic acid, vitamin D3 supplement, D-calcium pantothenate), taurine, kale.

- Wild Caught Tuna from Sustainable Fisheries
- Dolphin Safe
- Grain Free & Gluten Free
- Carrageenan & Guar Gum Free
- Epoxy Free Cans

Guaranteed Analysis:

Crude Protein (minimum)	11.0%
Crude Fat (minimum)	5.0%
Crude Fibre (maximum)	0.5%
Moisture (maximum)	78.0%
Ash (maximum)	2.9%
Calcium (minimum)	0.5%
Phosphorus (minimum)	0.3%
Magnesium	0.03%
Taurine (minimum)	0.05%
Calcium / Phosphorus Ratio	1.7:1
Calorie Content (As Fed)	ME (calculated) 951 kcal/kg 148 kcal/156g can 86kcal/91g can

GRAIN FREE | LIMITED INGREDIENT DIET
Wild Salmon Formula (Dog & Cat)



98%
PROTEIN FROM WILD
CAUGHT SALMON

Ingredients

Boneless/skinless salmon, water sufficient for processing, potato, minerals (salt, calcium carbonate, monocalcium phosphate, choline chloride, potassium chloride, zinc proteinate, iron proteinate, copper proteinate, manganese proteinate, calcium iodate), vitamins (vitamin E supplement, niacin, vitamin A supplement, thiamine mononitrate, riboflavin, biotin, vitamin B12 supplement, folic acid, vitamin D3 supplement, D-calcium pantothenate), taurine, kale.

* All canned diets are suitable for both dogs and cats

- Wild Caught Pacific Salmon from Sustainable Fisheries
- Grain Free & Gluten Free
- Carrageenan & Guar Gum Free
- Epoxy Free Cans

Guaranteed Analysis

Protein (minimum)	11.0%
Fat (minimum)	3.0%
Fibre (maximum)	0.4%
Moisture (maximum)	78.0%
Ash (maximum)	2.0%
Calcium (minimum)	0.3%
Phosphorus (minimum)	0.2%
Magnesium (maximum)	0.02%
Taurine (minimum)	0.05%
Calcium / Phosphorus Ratio	1.5:1
Calorie Content (As Fed)	ME (calculated) 784 kcal/kg
270 kcal/345g can 122 kcal/156g can 71kcal/91g can	

GRAIN FREE | 50/50 FORMULA
Wild Salmon & Wild Tuna (Cat)



96%
PROTEIN FROM WILD
SALMON & TUNA

Ingredients

Boneless/skinless salmon, deboned tuna, water sufficient for processing, potato, minerals (salt, calcium carbonate, monocalcium phosphate, choline chloride, potassium chloride, zinc proteinate, iron proteinate, copper proteinate, manganese proteinate, calcium iodate), vitamins (vitamin E supplement, niacin, vitamin A supplement, thiamine mononitrate, riboflavin, biotin, vitamin B12 supplement, folic acid, vitamin D3 supplement, D-calcium pantothenate), taurine, kale.

- Wild Caught Salmon & Tuna from Sustainable Fisheries
- Grain & Gluten Free
- Carrageenan & Guar Gum Free
- Epoxy Free Cans

Guaranteed Analysis:

Crude Protein (minimum)	11.0%
Crude Fat (minimum)	4.0%
Crude Fibre (maximum)	0.4%
Moisture (maximum)	78.0%
Taurine (minimum)	0.05%
Ash (maximum)	2.5%
Calcium (minimum)	0.3%
Phosphorus (minimum)	0.2%
Magnesium (maximum)	0.02%
Calcium / Phosphorus Ratio	1.5:1
Calorie Content (As Fed)	ME (calculated) 936 kcal/kg 146 kcal/156g can

GRAIN FREE | 50/50 FORMULA
Cage Free Turkey & Wild Tuna (Cat)



95%
PROTEIN FROM
CAGE FREE TURKEY
& WILD TUNA

Ingredients

Boneless turkey, deboned tuna, water sufficient for processing, potato, minerals (salt, calcium carbonate, monocalcium phosphate, choline chloride, potassium chloride, zinc proteinate, iron proteinate, copper proteinate, manganese proteinate, calcium iodate), vitamins (vitamin E supplement, niacin, vitamin A supplement, thiamine mononitrate, riboflavin, biotin, vitamin B12 supplement, folic acid, vitamin D3 supplement, D-calcium pantothenate), taurine, kale.

- Cage Free Canadian Turkey & Wild Caught Tuna
- Grain & Gluten Free
- Carrageenan & Guar Gum Free
- Epoxy Free Cans

Guaranteed Analysis:

Crude Protein (minimum)	9.0%
Crude Fat (minimum)	7.0%
Crude Fibre (maximum)	0.5%
Moisture (maximum)	78.0%
Taurine (minimum)	0.05%
Ash (maximum)	2.5%
Calcium (minimum)	0.4%
Phosphorus (minimum)	0.3%
Magnesium (maximum)	0.02%
Calcium / Phosphorus Ratio	1.3:1
Calorie Content (As Fed)	ME (calculated) 936 kcal/kg 146 kcal/156g can

GRAIN FREE | 50/50 FORMULA
Cage Free Chicken & Wild Tuna (Cat)



95%
PROTEIN FROM
CAGE FREE CHICKEN
& WILD TUNA

Ingredients

Boneless chicken, deboned tuna, water sufficient for processing, potato, minerals (salt, calcium carbonate, monocalcium phosphate, choline chloride, potassium chloride, zinc proteinate, iron proteinate, copper proteinate, manganese proteinate, calcium iodate), vitamins (vitamin E supplement, niacin, vitamin A supplement, thiamine mononitrate, riboflavin, biotin, vitamin B12 supplement, folic acid, vitamin D3 supplement, D-calcium pantothenate), taurine, kale.

- Cage Free Canadian Chicken & Wild Caught Tuna
- Grain & Gluten Free
- Carrageenan & Guar Gum Free
- Epoxy Free Cans

Guaranteed Analysis:

Crude Protein (minimum)	9.0%
Crude Fat (minimum)	5.0%
Crude Fibre (maximum)	0.5%
Moisture (maximum)	78.0%
Taurine (minimum)	0.05%
Ash (maximum)	2.5%
Calcium (minimum)	0.4%
Phosphorus (minimum)	0.3%
Magnesium (maximum)	0.02%
Calcium / Phosphorus Ratio	1.3:1
Calorie Content (As Fed)	ME (calculated) 936 kcal/kg 146 kcal/156g can

GRAIN FRIENDLY | LIMITED INGREDIENT DIET
Chicken & Rice Formula (Dog & Cat)



96%
PROTEIN FROM CAGE
FREE CHICKEN

Ingredients

Boneless chicken, water sufficient for processing, rice, minerals: (salt, calcium carbonate, monocalcium phosphate, choline chloride, potassium chloride, zinc proteinate, iron proteinate, copper proteinate, manganese proteinate, calcium iodate), vitamins: (vitamin E supplement, niacin, vitamin A supplement, thiamine mononitrate, riboflavin, biotin, vitamin B12 supplement, folic acid, vitamin D3 supplement, d-calcium pantothenate), taurine, kale, blueberries, raspberries, cranberries, carrot.

*All canned diets are suitable for both dogs and cats

- Humanely Raised, Cage Free Canadian Chicken
- Single Meat Protein
- NO Corn, Wheat, Soy, Peas or Potato
- Bland Diet – Easy on Digestion

Guaranteed Analysis:

Crude Protein (minimum)	9.0%
Crude Fat (minimum)	5.0%
Crude Fibre (maximum)	0.5%
Moisture (maximum)	78.0%
Taurine (maximum)	0.05%
Magnesium (maximum)	0.02%
Ash (maximum)	2.3%
Calcium (minimum)	0.3%
Phosphorus (minimum)	0.3%
Calcium / Phosphorus Ratio	1:1
Calorie Content (As Fed)	ME (calculated)
929 kcal/kg 321 kcal/345g can 145 kcal/156g can	

GRAIN FRIENDLY | LIMITED INGREDIENT DIET
Salmon & Rice Formula (Dog & Cat)



98%
PROTEIN FROM WILD
CAUGHT SALMON

Ingredients

Boneless/skinless salmon, water sufficient for processing, rice, minerals: (salt, calcium carbonate, monocalcium phosphate, choline chloride, potassium chloride, zinc proteinate, iron proteinate, copper proteinate, manganese proteinate, calcium iodate), vitamins: (vitamin E supplement, niacin, vitamin A supplement, thiamine mononitrate, riboflavin, biotin, vitamin B12 supplement, folic acid, vitamin D3 supplement, d-calcium pantothenate), taurine, kale, blueberries, raspberries, cranberries, carrots.

*All canned diets are suitable for both dogs and cats.

- Wild Caught Pacific Salmon from Sustainable Fisheries
- Single Meat Protein
- NO Corn, Wheat, Soy, Peas or Potato
- Bland Diet – Easy on Digestion

Guaranteed Analysis:

Crude Protein (minimum)	11.0%
Crude Fat (minimum)	3.0%
Crude Fibre (maximum)	0.5%
Moisture (maximum)	78.0%
Magnesium (maximum)	0.02%
Ash (maximum)	2.0%
Calcium (minimum)	0.3%
Phosphorus (minimum)	0.2%
Taurine (minimum)	0.05%
Calcium / Phosphorus Ratio	1.5:1
Calorie Content (As Fed)	ME (calculated)
788 kcal/kg 272 kcal/345g can 123 kcal/156g can	

GRAIN FRIENDLY | LIMITED INGREDIENT DIET
Turkey & Rice Formula (Dog & Cat)



96%
PROTEIN FROM
CAGE FREE
CANADIAN TURKEY

Ingredients

Boneless turkey, water sufficient for processing, rice, minerals: (salt, calcium carbonate, monocalcium phosphate, choline chloride, potassium chloride, zinc proteinate, iron proteinate, copper proteinate, manganese proteinate, calcium iodate), vitamins: (vitamin E supplement, niacin, vitamin A supplement, thiamine mononitrate, riboflavin, biotin, vitamin B12 supplement, folic acid, vitamin D3 supplement, d-calcium pantothenate), taurine, kale, blueberries, raspberries, cranberries, carrots.

*All canned diets are suitable for both dogs and cats

- Humanely Raised, Cage Free Canadian Turkey
- Single Meat Protein
- NO Corn, Wheat, Peas or Potato
- Bland Diet – Easy on Digestion

Guaranteed Analysis:

Crude Protein (minimum)	8.0%
Crude Fat (minimum)	8.0%
Crude Fibre (maximum)	0.5%
Moisture (maximum)	74.0%
Taurine (maximum)	0.05%
Magnesium (maximum)	0.02%
Ash (maximum)	2.0%
Calcium (minimum)	0.3%
Phosphorus (minimum)	0.3%
Calcium / Phosphorus Ratio	1:1
Calorie Content (As Fed)	ME (calculated)
1079 kcal/kg 372 kcal/345g can 168 kcal/156g can	

GRAIN FREE | LIMITED INGREDIENT DIET
Dog Formulas

Formulas: FirstMate Cage Free Duck & Pumpkin | Pacific Ocean Fish Original | Australian Lamb | Chicken with Blueberries Dog | Cage Free Duck & Oats | Cage Free Chicken & Oats | Free Range Lamb & Oats | Wild Pacific Fish & Oats Formula

Feeding Your Dog: Our Limited Ingredient Diets are a complete and nutritionally balanced food for dogs at all life stages. Serve dry or slightly moistened in a clean bowl. Use this chart as an initial guide and adjust accordingly. Feeding guide indicates the suggested total feeding amount per day. FirstMate recommends splitting this amount into two or more meals per day. Always provide fresh clean water.

For pregnant females, increase feed intake beginning week 7 of gestation up to 25%. For lactating females increase feeding up to 50%, feeding a minimum of 3 times per day. Feeding requirements vary depending on breed and litter size. Monitor body condition of pregnant and lactating females and adjust feed accordingly.

Daily Feeding Guide

Weight	Senior / Less Active	Adult	Puppy
2-5 lb (1-2.3kg)	1/8 - 1/4 cup (19-39 g)	1/8 - 1/4 cup (19-39 g)	1/8 - 1/4 cup (19-39 g)
5-10 lb (2.3 -4.5 kg)	1/8 - 1/4 cup (19-39 g)	1/4 - 1/3 cup (39-52 g)	1/4 - 1/3 cup (39-52 g)
10-20 lb (4.5 - 9kg)	1/4 - 1/2 cup (39-78 g)	1/3 - 2/3 cup (52-103 g)	1/3 - 3/4 cup (52-116 g)
20-30 lb (9-13.6kg)	1/2 - 3/4 cup (78-116 g)	2/3 - 1 cup (103-155 g)	3/4 - 1 1/4 cups (116-194 g)
30-50 lb (13.6 - 23kg)	3/4 - 1 1/2 cups (116-233 g)	1 - 1 3/4 cups (155-271 g)	1 1/4 - 2 cups (194-310 g)
50-70 lb (23-32kg)	1 1/2 - 2 cups (233-310 g)	1 3/4 - 2 1/4 cups (271-349 g)	2 - 2 3/4 cups (310-426 g)
70-90 lb (32-41kg)	2 - 2 1/2 cups (310-388 g)	2 1/4 - 3 cups (349-465 g)	2 3/4 - 3 1/2 cups (426-543 g)
90-110lb (41-50kg)	2 1/2 - 3 cups (388-465 g)	3 - 3 3/4 cups (465-581 g)	3 1/2 - 4 1/4 cups (543-659 g)
110-140lb (50-64kg)	3 - 4 cups (465-620 g)	3 3/4 - 4 1/2 cups (581-698 g)	4 1/4 - 5 cups (659-775 g)

Formulas: FirstMate Pacific Ocean Fish with Blueberries for Cats | Chicken with Blueberries for Cats | Indoor Cat | Cat & Kitten Formula

Feeding Your Cat: Our Limited Ingredient Diets are a complete and nutritionally balanced food for cats at all life stages. Serve dry or slightly moistened in a clean bowl. Use this chart as an initial guide and adjust accordingly. The guideline indicates the total amount to be fed per day, we recommend splitting this amount into two meals. Always provide fresh clean water.

For pregnant females, increase feed intake gradually starting at the beginning of the gestation period. By the end of the 9 week gestation period, an increase of 25-50% above normal maintenance energy needs is usually required. Lactating females should be given free access to food until the kittens are weaned. Energy requirements vary depending on breed and litter size.

Daily Feeding Guide

Weight	Less Active	Active	Kitten
1-2 lbs. (0.5-0.9 kg)	NA	NA	$\frac{1}{8}$ - $\frac{1}{6}$ cup (19-26 g)
2-5 lbs. (0.9-2.3 kg)	$\frac{1}{8}$ - $\frac{1}{6}$ cup (19-26 g)	$\frac{1}{6}$ - $\frac{1}{4}$ cup (26-39 g)	$\frac{1}{6}$ - $\frac{1}{4}$ cup (26-39 g)
5-7 lbs. (2.3-3.2 kg)	$\frac{1}{6}$ - $\frac{1}{4}$ cup (26-39 g)	$\frac{1}{4}$ - $\frac{3}{8}$ cup (39-58 g)	$\frac{1}{4}$ - $\frac{3}{8}$ cup (39-58 g)
7-10 lbs. (3.2-4.5 kg)	$\frac{1}{4}$ - $\frac{1}{3}$ cup (39-52 g)	$\frac{3}{8}$ - $\frac{1}{2}$ cup (58-78 g)	$\frac{3}{8}$ - $\frac{1}{2}$ cup (58-78 g)
10-13 lbs. (4.5-5.9 kg)	$\frac{1}{3}$ - $\frac{1}{2}$ cup (52-78 g)	$\frac{1}{2}$ - $\frac{3}{4}$ cup (78-116 g)	$\frac{1}{2}$ - $\frac{3}{4}$ cup (78-116 g)
13-16 lbs. (5.9-7.3 kg)	$\frac{1}{2}$ - $\frac{3}{4}$ cup (78-116 g)	$\frac{3}{4}$ - 1 cup (116-155 g)	NA

Feeding Your Dog: FirstMate Pacific Ocean Fish Meal Endurance/Puppy is a complete and nutritionally balanced food for active dogs and puppies, including large and giant breed puppies. Serve dry or slightly moistened in a clean bowl. Use this chart as an initial guide and adjust accordingly. The feeding guide indicates the suggested total feeding amount per day. FirstMate recommends splitting this amount into two or more meals per day. Always provide fresh clean water.

For pregnant females, increase feed intake beginning week 7 of gestation up to 25%. For lactating females increase feeding up to 50%, feeding a minimum of 3 times per day. Feeding requirements vary depending on breed and litter size. Monitor body condition of pregnant and lactating females and adjust feed accordingly.

Daily Feeding Guide

Weight	6-11 weeks	3-4 months	5-7 months	8-12+ months
3 lb (1.4kg)	$\frac{1}{2}$ cup (78 g)	$\frac{1}{2}$ cup (78 g)	$\frac{1}{2}$ cup (78 g)	$\frac{1}{4}$ cup (116 g)
5 lb (2.3kg)	$\frac{3}{4}$ cup (116 g)	$\frac{1}{2}$ cup (78 g)	$\frac{1}{2}$ cup (78 g)	$\frac{1}{2}$ cup (78 g)
10 lb (4.5 kg)	1 cup (155 g)	1 $\frac{1}{4}$ cup (194 g)	$\frac{3}{4}$ cup (116 g)	$\frac{1}{2}$ cup (78 g)
15 lb (6.8 kg)	1 $\frac{1}{4}$ cup (78 g)	1 $\frac{1}{2}$ cups (233 g)	1 cup (155 g)	$\frac{3}{4}$ cup (116 g)
20 lb (9.1 kg)	1 $\frac{1}{2}$ cups (233 g)	1 $\frac{3}{4}$ cups (271 g)	1 $\frac{1}{4}$ cups (194 g)	1 cup (155 g)
30 lb (13.6 kg)	2 cups (310 g)	2 $\frac{1}{4}$ cups (349 g)	1 $\frac{3}{4}$ cups (271 g)	1 $\frac{1}{4}$ cup (194 g)
40 lb (18.2 kg)	2 $\frac{1}{2}$ cups (388 g)	2 $\frac{3}{4}$ cups (426 g)	2 $\frac{1}{4}$ cups (349 g)	1 $\frac{3}{4}$ cups (271 g)
50 lb (22.7 kg)	3 cups (465 g)	3 $\frac{1}{4}$ cups (504 g)	2 $\frac{3}{4}$ cups (426 g)	2 $\frac{1}{4}$ cups (349 g)
60 lb (27.3 kg)	—	—	3 $\frac{1}{4}$ cups (504 g)	2 $\frac{3}{4}$ cups (426 g)
70 lb (31.8 kg)	—	—	3 $\frac{3}{4}$ cups (581 g)	3 $\frac{1}{4}$ cups (504 g)
80 lb (36.4 kg)	—	—	4 $\frac{1}{4}$ cups (659 g)	3 $\frac{3}{4}$ cups (581 g)

GRAIN FREE | LIMITED INGREDIENT DIET
Pacific Ocean Fish Large Breed Formula

Feeding Your Dog: FirstMate Pacific Ocean Fish Meal Large Breed is a complete and nutritionally balanced food for active dogs and puppies, including large and giant breed puppies. Serve dry or slightly moistened in a clean bowl. Use this chart as an initial guide and adjust accordingly. The feeding guide indicates the suggested total feeding amount per day. FirstMate recommends splitting this amount into two or more meals per day. Always provide fresh clean water.

For pregnant females, increase feed intake beginning week 7 of gestation up to 25%. For lactating females increase feeding up to 50%, feeding a minimum of 3 times per day. Feeding requirements vary depending on breed and litter size. Monitor body condition of pregnant and lactating females and adjust feed accordingly.

Daily Feeding Guide

Weight	Senior / Less Active	Adult	Puppy
2-5 lb (1-2.3kg)	$\frac{1}{8}$ - $\frac{1}{4}$ cup (19-39 g)	$\frac{1}{8}$ - $\frac{1}{4}$ cup (19-39 g)	$\frac{1}{8}$ - $\frac{1}{4}$ cup (19-39 g)
5-10 lb (2.3 -4.5 kg)	$\frac{1}{8}$ - $\frac{1}{4}$ cup (19-39 g)	$\frac{1}{4}$ - $\frac{1}{3}$ cup (39-52 g)	$\frac{1}{4}$ - $\frac{1}{3}$ cup (39-52 g)
10-20 lb (4.5 - 9kg)	$\frac{1}{4}$ - $\frac{1}{2}$ cup (39-78 g)	$\frac{1}{3}$ - $\frac{2}{3}$ cup (52-103 g)	$\frac{1}{3}$ - $\frac{3}{4}$ cup (52-116 g)
20-30 lb (9-13.6kg)	$\frac{1}{2}$ - $\frac{3}{4}$ cup (78-116 g)	$\frac{2}{3}$ - 1 cup (103-155 g)	$\frac{3}{4}$ - 1 $\frac{1}{4}$ cups (116-194 g)
30-50 lb (13.6 - 23kg)	$\frac{3}{4}$ - 1 $\frac{1}{2}$ cups (116-233 g)	1 - 1 $\frac{3}{4}$ cups (155-271 g)	1 $\frac{1}{4}$ - 2 cups (194-310 g)
50-70 lb (23-32kg)	1 $\frac{1}{2}$ - 2 cups (233-310 g)	1 $\frac{3}{4}$ - 2 $\frac{1}{4}$ cups (271-349 g)	2 - 2 $\frac{3}{4}$ cups (310-426 g)
70-90 lb (32-41kg)	2 - 2 $\frac{1}{2}$ cups (310-388 g)	2 $\frac{1}{4}$ - 3 cups (349-465 g)	2 $\frac{3}{4}$ - 3 $\frac{1}{2}$ cups (426-543 g)
90-110lb (41-50kg)	2 $\frac{1}{2}$ - 3 cups (388-465 g)	3 - 3 $\frac{3}{4}$ cups (465-581 g)	3 $\frac{1}{2}$ - 4 $\frac{1}{4}$ cups (543-659 g)
110-140lb (50-64kg)	3 - 4 cups (465-620 g)	3 $\frac{3}{4}$ - 4 $\frac{1}{2}$ cups (581-698 g)	4 $\frac{1}{4}$ - 5 cups (659-775 g)

GRAIN FREE | LIMITED INGREDIENT DIET
Pacific Ocean Fish Weight Control Formula

Feeding Your Dog: FirstMate Pacific Ocean Fish Meal - Weight Control Formula is a complete and nutritionally balanced food for Adult Maintenance. Serve dry or slightly moistened in a clean bowl. Use this chart as an initial guide and adjust accordingly. Feeding guide indicates the suggested total feeding amount per day. FirstMate recommends splitting this amount into two or more meals per day. Always provide fresh clean water.

Daily Feeding Guide

Weight	Less Active	Active
2-5 lb (1-2.3kg)	$\frac{1}{8}$ - $\frac{1}{4}$ cup (19-39 g)	$\frac{1}{8}$ - $\frac{1}{4}$ cup (19-39 g)
5-10 lb (2.3 -4.5 kg)	$\frac{1}{8}$ - $\frac{1}{4}$ cup (19-39 g)	$\frac{1}{4}$ - $\frac{1}{3}$ cup (39-52 g)
10-20 lb (4.5 - 9kg)	$\frac{1}{4}$ - $\frac{1}{2}$ cup (39-78 g)	$\frac{1}{3}$ - $\frac{2}{3}$ cup (52-103 g)
20-30 lb (9-13.6kg)	$\frac{1}{2}$ - $\frac{3}{4}$ cup (78-116 g)	$\frac{2}{3}$ - 1 cup (103-155 g)
30-50 lb (13.6 - 23kg)	$\frac{3}{4}$ - 1 $\frac{1}{2}$ cups (116-233 g)	1 - 1 $\frac{3}{4}$ cups (155-271 g)
50-70 lb (23-32kg)	1 $\frac{1}{2}$ - 2 cups (233-310 g)	1 $\frac{3}{4}$ - 2 $\frac{1}{4}$ cups (271-349 g)
70-90 lb (32-41kg)	2 - 2 $\frac{1}{2}$ cups (310-388 g)	2 $\frac{1}{4}$ - 3 cups (349-465 g)
90-110lb (41-50kg)	2 $\frac{1}{2}$ - 3 cups (388-465 g)	3 - 3 $\frac{3}{4}$ cups (465-581 g)
110-140lb (50-64kg)	3 - 4 cups (465-620 g)	3 $\frac{3}{4}$ - 4 $\frac{1}{2}$ cups (581-698 g)

Feeding Your Cat: Our High Performance Formula is a complete and nutritionally balanced food for active dogs and puppies. Serve dry or slightly moistened in a clean bowl. Use this chart as an initial guide and adjust accordingly. Feeding guide indicates the suggested total feeding amount per day. FirstMate recommends splitting this amount into two or more meals per day. Always provide fresh clean water.

For pregnant females, increase feed intake beginning week 7 of gestation up to 25%. For lactating females increase feeding up to 50%, feeding a minimum of 3 times per day. Feeding requirements vary depending on breed and litter size. Monitor body condition of pregnant and lactating females and adjust feed accordingly.

Daily Feeding Guide

Weight	Senior / Less Active	Adult	Puppy
2-5 lb (1-2.3kg)	$\frac{1}{8}$ - $\frac{1}{4}$ cup (19-39 g)	$\frac{1}{8}$ - $\frac{1}{4}$ cup (19-39 g)	$\frac{1}{4}$ - $\frac{1}{3}$ cup (39-52 g)
5-10 lb (2.3 -4.5 kg)	$\frac{1}{4}$ - $\frac{1}{3}$ cup (39-52 g)	$\frac{1}{4}$ - $\frac{1}{2}$ cup (39-78 g)	$\frac{1}{3}$ - $\frac{2}{3}$ cup (52-103 g)
10-20 lb (4.5 - 9kg)	$\frac{1}{3}$ - $\frac{2}{3}$ cup (52-103 g)	$\frac{1}{2}$ - $\frac{3}{4}$ cup (78-116 g)	$\frac{2}{3}$ - 1 cup (103-155 g)
20-30 lb (9-13.6kg)	$\frac{2}{3}$ - $\frac{3}{4}$ cup (103-116 g)	$\frac{3}{4}$ - 1 cup (116-155 g)	1 - 1 $\frac{1}{3}$ cups (155-207 g)
30-50 lb (13.6 - 23kg)	$\frac{3}{4}$ - 1 $\frac{1}{4}$ cups (116-194 g)	1 - 1 $\frac{1}{2}$ cups (155-233 g)	1 $\frac{1}{3}$ - 2 cups (207-310 g)
50-70 lb (23-32kg)	1 $\frac{1}{4}$ - 1 $\frac{2}{3}$ cups (194-258 g)	1 $\frac{1}{2}$ - 2 cups (233-310 g)	2 - 2 $\frac{2}{3}$ cups (310-413 g)
70-90 lb (32-41kg)	1 $\frac{2}{3}$ - 2 cups (258-310 g)	2 - 2 $\frac{1}{3}$ cups (310-362 g)	2 $\frac{2}{3}$ - 3 $\frac{1}{4}$ cups (413-504 g)
90-110lb (41-50kg)	2 - 2 $\frac{1}{4}$ cups (310-349 g)	2 $\frac{1}{3}$ - 2 $\frac{3}{4}$ cups (362-426 g)	3 $\frac{1}{4}$ - 3 $\frac{2}{3}$ cups (504-568 g)
110-140lb (50-64kg)	2 $\frac{1}{4}$ - 2 $\frac{3}{4}$ cups (349-426 g)	2 $\frac{3}{4}$ - 3 $\frac{1}{4}$ cups (426-468 g)	3 $\frac{2}{3}$ - 4 $\frac{1}{3}$ cups (568-672 g)

"We feel that to truly produce a superior product,
you must have control over the quality of your
ingredients and manufacturing."

Mike Florian
Founder & President
FirstMate Pet Foods

...



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