

# Ingredient Dictionary

<b>Alfalfa</b>	Contains protein and beta-carotene, Vitamin B1, Vitamin B6, Vitamin C, Vitamin E, and Vitamin K
<b>Alfalfa Sprouts</b>	Contain beta-carotene, niacin and calcium. A source of dietary fibre, Vitamin C, Vitamin K, thiamin, riboflavin, folate, pantothenic acid, iron, magnesium, phosphorus, zinc, copper and manganese
<b>Algae Extract</b>	A nutrient rich extract produced from Algae
<b>Apples</b>	Contain Vitamin C and dietary fibre (may be a source of prebiotics)
<b>Bananas</b>	Contain Vitamin C, potassium and manganese, and are a very good source of Vitamin B6
<b>Barley</b>	A whole grain and source of beta-glucan to promote digestive health and immune support
<b>Beta-carotene</b>	Powerful antioxidant that is beneficial for the heart and circulatory system. It is a Vitamin A precursor and required for the maintenance of healthy skin, good vision, and a strong immune system
<b>Biotin</b>	Also known as Vitamin H, Vitamin B2 and coenzyme R. A water soluble B-complex Vitamin that plays a major role in the metabolism of fats, proteins and glucose. Essential for healthy cell growth, and often recommended for hair, nail and skin conditions
<b>Blackberries</b>	Rich in Vitamin C, they also contain anti-oxidants and fibre
<b>Blueberries</b>	High in anti-oxidants, a good source of fibre and manganese
<b>Broccoli</b>	Contains thiamin, riboflavin, pantothenic acid, calcium, iron, magnesium, phosphorus, selenium, beta-carotene, Vitamin C, Vitamin K, Vitamin B6, folate, potassium
<b>Canola Oil</b>	A natural source of Vitamin E, a natural source of Omega 3 and 6. Naturally preserved with mixed tocopherols, a natural source of Vitamin E
<b>Cardamom</b>	A spice that aids in digestive support
<b>Cassia Gum</b>	A naturally-derived carbohydrate from the seeds of Cassia tora and Cassia obtusifolia. Used at low concentrations to provide texture in canned pet foods, particularly when used together with xanthan gum.
<b>Carrots</b>	High in beta-carotene
<b>Catfish</b>	Catfish is a low sodium, moderately fatty fish that is also a good source of high quality protein
<b>Chamomile</b>	An herb that aids in digestive support
<b>Chicken Fat</b>	Preserved with mixed tocopherols, a natural source of Vitamin E
<b>Chicken Meal</b>	A concentrated source of protein from chicken, containing meat, bones and cartilage that is dried and preserved naturally, and is exclusive of feathers, heads, feet and entrails
<b>Chicory Root</b>	Chicory root is a prebiotic fiber and it feeds the good bacteria in the digestive tract.
<b>Chickpeas</b>	A carbohydrate that is a good source of dietary fibre, protein and copper, and a very good source of folate and manganese
<b>Chondroitin sulphate</b>	Supports joint health

<b>Cinnamon</b>	A spice that adds flavour and aroma
<b>Clove</b>	A spice that aids in gum health. A source of anti-oxidant
<b>Coconut Oil</b>	Contains medium chain triglycerides which are made up of shorter chains of fatty acids. These short chain fatty acids are easily digested
<b>Cod</b>	MSC certified line caught cod is a low fat flaky white meat fish that is a good source of high quality protein, phosphorus, niacin, and Vitamin B-12.
<b>Cottage Cheese</b>	A good source of riboflavin, calcium, phosphorus and selenium. A minute amount of lactose would not be an issue for intolerant dogs
<b>Cranberries</b>	High in anti-oxidants, a good source of fibre, Vitamin C, Vitamin K and manganese, aids in urinary tract health
<b>Dandelion</b>	Prebiotic herb that aids in digestive support and liver cleansing
<b>De-boned Chicken</b>	A protein source, the clean combination of flesh and skin without accompanying bone, derived from the parts or whole carcasses of chicken (not including feathers, heads, beaks, feet, and entrails)
<b>De-boned Duck</b>	A protein source, the clean combination of flesh and skin without accompanying bone, derived from the parts or whole carcasses of duck (exclusive of feathers, heads, feet, and entrails)
<b>De-boned Herring</b>	A protein source, the clean combination of flesh and skin without accompanying bone, derived from the parts or whole carcasses of herring
<b>De-boned Lamb</b>	A protein source, lamb meat is the de-boned, clean flesh derived from lambs
<b>De-boned Pork</b>	A protein source pork meat is the de-boned, clean flesh derived from porcine
<b>De-boned Salmon</b>	A protein source, salmon is the de-boned flesh and skin from salmon
<b>De-boned Trout</b>	A protein source, trout is the de-boned flesh and skin from trout
<b>De-boned Turkey</b>	A protein source, the clean combination of flesh and skin without accompanying bone, derived from the parts or whole carcasses of turkey (exclusive of feathers, heads, feet, and entrails)
<b>De-boned Venison</b>	A protein source, venison meat is the deboned, clean flesh derived from deer
<b>DL-Methionine</b>	An amino acid that maintains urinary tract health
<b>Dehydrated Chicken</b>	Dehydrated meats are concentrated sources of protein and are 'less processed' than meals. Unlike meals which are made by rendering, which first removes the fat through pressing and cooking, dehydrated meats are simply dried with no cooking or pressing involved. Dehydration uses the entire raw material and simply removes the water, not the fat.
<b>Dehydrated Cod</b>	A concentrated source of protein. Dehydrated cod is 'less processed' than meals. Meals are made through rendering which first removes the fat through a pressing/cooking process. The remaining material is then dried to form the meal. In comparison, the dehydration process uses the entire raw material and simply removes the water, not the fat

<b>Dried Rosemary</b>	An herb that aids in digestive support
<b>Dried Aspergillus Niger Fermentation Product</b>	A digestive enzyme that provides digestive support
<b>Dried Aspergillus Oryzae Fermentation Product</b>	A digestive enzyme that provides digestive support
<b>Dried Chicory Root</b>	A source of inulin, a prebiotic for digestive support
<b>Dried Egg Product</b>	Contains Riboflavin, Vitamin B12 and Phosphorus, and a very good source of Protein and Selenium. Includes the whole egg, without the shell, in a dehydrated form
<b>Dried Enterococcus Faecium Fermentation Product</b>	Digestive support, a probiotic that promotes good bacteria that live in the digestive tract
<b>Dried Kelp</b>	A good source of dietary fibre, Vitamin C, pantothenic acid, zinc and copper, and a very good source of Vitamin K, riboflavin, folate, calcium, iron, magnesium and manganese
<b>Dried Lactobacillus Acidophilus Fermentation Product</b>	Digestive support, a probiotic that promotes good bacteria that live in the digestive tract
<b>Dried Rosemary</b>	Used as antioxidant in our recipes
<b>Dried Seaweed Meal</b>	A good source of dietary fibre, Vitamin C, pantothenic acid, zinc and copper, and a very good source of Vitamin K, riboflavin, folate, calcium, iron, magnesium and manganese
<b>Eggshell Meal</b>	Made through a non rendering process, eggshell meal is a natural source of calcium to promote bone strength and also contains eggshell membrane, a source of glucosamine, chondroitin, hyaluronic acid and collagen
<b>Duck Meal</b>	A concentrated source of protein from duck, containing meat, bones and cartilage that is dried and preserved naturally and is exclusive of feathers, heads, feet and entrails
<b>Fennel</b>	Contains many minerals and Vitamins: Vitamin C, fibre, manganese, potassium, magnesium, calcium, iron, Vitamin B3
<b>Flaxseed</b>	Aids in digestion. Contains many minerals and Vitamins: Vitamin C, fibre, manganese, potassium, magnesium, calcium, iron, Vitamin B3
<b>Flaxseed Oil</b>	A source of Omega 3 and 6, naturally preserved
<b>Gelatin</b>	A protein source from collagen to maintain treat bar structure, durability and flexibility
<b>Ginger</b>	A spice good for immune system support
<b>Glucosamine Hydrochloride</b>	A natural aid for joint support
<b>Grapefruit</b>	Contains anti-oxidants, high in enzymes
<b>Green Lipped Mussels</b>	Contain chondroitin, EPA and DHA. They also contain the unique omega-3 fatty acid ETA which has potent anti-inflammatory effects

<b>Green Tea Extract</b>	Anti-oxidant and immune system support
<b>Guar Gum</b>	A naturally-derived carbohydrate from the seed-pods of the Indian cluster bean plant. Used at low concentrations in canned pet foods. A rich source of soluble fibre with prebiotic properties.
<b>Herring Meal</b>	A source of protein and DHA and EPA
<b>Juniper Berries</b>	A good source of anti-oxidants, promotes urinary tract health
<b>Kale</b>	A leafy green vegetable. Considered a “superfood” because it is packed with vitamins and minerals
<b>Krill Meal</b>	MSC certified, sustainably harvested krill is a rich source of highly bioavailable EPA & DHA omega-3 fatty acids which support heart and brain health. Contains astaxanthin, a powerful antioxidant
<b>L-Carnitine</b>	Aids in fat burning, supports heart health
<b>Lamb Meal</b>	A concentrated source of protein from lamb containing meat, bones and cartilage that is dried and preserved naturally
<b>Lentil Beans</b>	A carbohydrate that is also a good source of protein, iron, phosphorus and copper, and a very good source of dietary fibre, folate and manganese
<b>Licorice</b>	Digestive support and anti-inflammatory
<b>L-Lysine</b>	An essential amino acid
<b>Marigold</b>	A source of lutein for eye health
<b>Molasses</b>	A natural humectant to control the moisture levels, which is important for proper texture and keeping the jerky fresh without refrigeration. Other examples of humectants are propylene glycol and glycerine, which are not used in any of our foods or treats.
<b>Natural Chicken Flavour</b>	A broth made from chicken
<b>Natural Fish Flavour</b>	A broth made from fish
<b>Natural Flavour</b>	In the NOW FRESH Original Turkey, Salmon and Duck, Dog and Cat, a broth made from Chicken. In the NOW FRESH Fish Cat, a broth made from Chicken and Fish. In the NOW FRESH Fish Dog, a Vegetarian broth that is hypo-allergenic, and does not contain MSG. In the NOW FRESH Red Meat Dog, a broth made from Lamb. In the GO! LID Duck Dog, a vegetarian broth that is hypo-allergenic (does not contain MSG), In the GO! LID Duck Cat a broth made from Chicken, not a source of intact protein to trigger sensitivities
<b>Natural Vegetable Flavour</b>	A vegetarian broth that is hypo-allergenic (does not contain MSG)
<b>Organic Barley</b>	A whole grain source of beta-glucans to promote digestive health and immune support
<b>Oatmeal</b>	A slow release carbohydrate, considered a novel ingredient in pet food
<b>Oats</b>	Oats are an excellent carbohydrate source, as well as manganese and molybdenum. They are also a very good source of phosphorus as well as a good source of copper, biotin, vitamin B1, magnesium, dietary fiber, chromium, zinc, and protein.

<b>Organic Chicken</b>	Raised with certified organic feed that contains no animal by-products or antibiotics. Any supplements, such as vitamins, must be approved by a certification body. Chickens are required to have access to outdoor, pesticide-free pasture except in inclement weather. In addition, chickens raised to be certified organic must also meet the care standards to be called Certified Humane.
<b>Organic Dehydrated Chicken</b>	See Organic Chicken. A concentrated source of protein. Dehydrated meats are 'less processed' than meals. Meals are made through rendering which first removes the fat through a pressing/cooking process. The remaining material is then dried to form the meal. In comparison, the dehydration process uses the entire raw material and simply removes the water, not the fat
<b>Organic Flaxseed</b>	Omega-3 fatty acids found in flaxseed, are important for normal metabolism and optimal health. Flaxseed is also a source of dietary fibre and antioxidants.
<b>Organic Oatmeal</b>	A slow release carbohydrate, considered a novel ingredient in pet food
<b>Organic Oats</b>	Grown organically, oats are an excellent source of manganese and molybdenum. They are also a very good source of phosphorus as well as a good source of copper, biotin, vitamin B1, magnesium, dietary fiber, chromium, zinc, and protein.
<b>Organic Peas</b>	As a nutrient-dense food source that is locally grown, peas are appealing to health- and environmentally-conscious consumers. Peas are used as a tool in sustainable agriculture because they are able to add nitrogen back into the soil.
<b>Organic Sunflower Oil</b>	Sunflower oil contains linoleic acid, an essential omega-6 fatty acid. It plays a critical role in skin health by maintaining the outermost water barrier of the skin. In addition, many other important molecules in the body are made from linoleic acid. Solvent-free: produced by expeller pressing the sunflower seeds without the use of solvents.
<b>Papaya</b>	A natural source of papain, a digestive enzyme
<b>Parsley</b>	Rich in chlorophyll, aids in breath freshening
<b>Pea Fibre</b>	An insoluble fibre source that helps to regulate glucose levels, and promotes digestive health
<b>Pea Flour</b>	A source of complex carbohydrates, soluble and insoluble fiber
<b>Peppermint</b>	Aids in digestion and breath freshening
<b>Phosphoric Acid</b>	Maintains urinary tract health
<b>Pineapple</b>	Contains papain, a natural digestive enzyme
<b>Pomegranate</b>	High anti-oxidant level, a good source of dietary fibre and folate, and a very good source of Vitamin C and Vitamin K
<b>Potato</b>	A carbohydrate, source of beta-carotene, niacin, Vitamin B6, folate, phosphorus and copper, and a very good source of dietary fibre, Vitamin C, Vitamin K, thiamin and manganese
<b>Potato Flour</b>	A carbohydrate and fibre source, used to give kibble a structure

<b>Primary Dried Yeast</b>	Often called “Nutritional Yeast” this nutrient dense ingredient has a nutty roasted flavour, and is packed with protein, essential amino acids, and B vitamins
<b>Pumpkin</b>	A fibre source that is high in beta-carotene
<b>Quinoa</b>	A seed that is part of the Spinach family, quinoa is a hardly drought tolerant crop. Naturally pest resistant due to the slightly bitter outer layer.
<b>Raspberries</b>	High anti-oxidant and Vitamin C levels
<b>Rice Bran</b>	Contains anti-oxidants as well as calcium, magnesium, iron, phosphorus, zinc and gamma oryzanol (only found in rice bran), plus it is packed full of omega-3 and omega-6 fatty acids
<b>Rolled Oats</b>	A whole grain and source of beta-glucan to promote digestive health and immune support
<b>Rosehips</b>	Contains high level of Vitamin C, as well as E, and K. Also calcium, citric acid, iron, niacin, phosphorus, tannin, Vitamins A, B1, and B2
<b>Rye</b>	A cereal grain that has a index. It provides a good source of dietary fiber and minerals
<b>Salmon</b>	A saltwater fish, source of protein and omega 3 in the form of DHA/EPA
<b>Salmon Meal</b>	A concentrated source of protein from salmon, containing meat, bones and cartilage that is dried and preserved naturally
<b>Salmon Oil</b>	A source of omega 3 (DHA/EPA)
<b>Selenium Yeast</b>	An organic source of selenium
<b>Sodium Selenite</b>	A source of the essential mineral selenium
<b>Sodium Tripolyphosphate</b>	Promotes dental health: binds calcium making it unavailable for tartar formation
<b>Spinach</b>	A source of beta-carotene, Vitamin C, Vitamin E (alpha tocopherol), Vitamin K, thiamin, riboflavin, Vitamin B6, folate, calcium, iron, magnesium, phosphorus, potassium, zinc, copper and manganese
<b>Squash</b>	Good source of beta-carotene, Vitamin K, thiamin, niacin, phosphorus and copper, and a very good source of dietary fibre, Vitamin C, riboflavin, Vitamin B6, folate, magnesium, potassium and manganese
<b>Sundried Alfalfa</b>	Contains protein and beta-carotene, Vitamin B1, Vitamin B6, Vitamin C, Vitamin E, and Vitamin K
<b>Sunflower Oil</b>	A source of omega 6
<b>Sweet Potato</b>	A carbohydrate and a source of fibre, potassium, and a very good source of beta-carotene, Vitamin C and manganese
<b>Tapioca</b>	A unique source of energy, often used in novel Limited Ingredient Diets, since it does not contain protein. Carbohydrates such as tapioca are a highly digestible food source
<b>Taurine</b>	An essential amino acid for cats, considered non-essential for dogs, however large breed dogs may have an increased requirement for heart health
<b>Tomato</b>	A fruit that contains high level of lycopene, an anti-oxidant
<b>Turkey</b>	A de-boned high quality protein source from the clean flesh of turkey

<b>Tumeric</b>	A spice that has anti-inflammatory properties
<b>Turkey Meal</b>	A concentrated source of protein from turkey, containing meat, bones and cartilage that is dried and preserved naturally and is exclusive of feathers, heads, feet and entrails
<b>Venison</b>	Commonly known as deer, this alternate quality protein source is a great option for sensitive stomachs
<b>Venison Meal</b>	A concentrated source of protein from venison, containing meat, bones and cartilage that is dried and preserved naturally
<b>Whole Brown Rice</b>	A carbohydrate source, a good source of selenium, and a very good source of manganese
<b>Whole Chia Seed</b>	One of the richest plant sources of omega-3 fatty acids. High in dietary fibre for digestive health and weight management. Source of protein and essential amino acids. High source of calcium, phosphorus and manganese
<b>Whole Dried Egg</b>	Contains Riboflavin, Vitamin B12 and Phosphorus, and a very good source of Protein and Selenium. Includes the whole egg, without the shell, in a dehydrated form
<b>Whole Oats</b>	A carbohydrate source, also a good source of dietary fibre, thiamine, magnesium and phosphorus, and a very good source of manganese
<b>Whole White Rice</b>	A carbohydrate that is also a good source of manganese and selenium
<b>Xanthan Gum</b>	A naturally-derived carbohydrate from <i>Xanthomonas campestris</i> . Used at low concentrations to provide texture in canned pet foods, particularly when used together with guar gum.
<b>Yeast Extract</b>	A source of prebiotic mannan-oligosaccharides
<b>Yucca Schidigera Extract</b>	Anti-inflammatory, stool and urine odour eliminator
<b>Zedoary</b>	An herb that aids in digestive support