



PURE BEEF

PURE FORMULAS

- ✓ Meets Standards
- ✓✓ Exceeds Standards
- 🔥 Low - Requires Oil
- 📦 Low - Requires Fortify

MAKE IT COMPLETE

We Recommend Adding:

Thrive® Fortify

+ One of the Following Thrive® Oils:

Herring Oil

Norwegian Salmon Oil

Hemp Seed Oil

For recipes that do not contain fish, supplementing with Thrive® Herring Oil, Norwegian Salmon Oil, or Hemp Seed Oil is required for essential fatty acids (LA, ALA, EPA, DHA).

Big Country Raw is proud to be the first Canadian brand to follow the National Research Council (NRC) Nutrient Requirements for Dogs. We use both laboratory analysis and software to ensure our raw recipes are complete and balanced to meet or exceed the nutrient requirements for your growing puppy, adult, or senior dog. All Big Country Raw recipes are formulated by our in-house accredited Pet Nutrition Professional.

NUTRIENTS / 1000 KCAL	PURE BEEF	NRC PUPPY	NRC ADULT DOG	+ THRIVE® FORTIFY & OIL
MAIN NUTRIENTS (G)				
Crude Protein	104.10	✓✓	✓✓	✓✓
Crude Fat	61.10	✓✓	✓✓	✓✓
Carbohydrates	1.10	✓✓	✓✓	✓✓
MINERALS				
Calcium (g)	2.00	✓	✓✓	✓✓
Phosphorus (g)	2.00	📦	✓✓	✓✓
Potassium (g)	1.60	✓	✓	✓✓
Sodium (g)	0.50	📦	✓✓	✓✓
Magnesium (mg)	119.50	✓✓	✓✓	✓✓
Iron (mg)	22.30	✓	✓✓	✓✓
Iodine (mcg)	0.00	📦	📦	✓✓
Copper (mg)	3.30	✓	✓✓	✓✓
Manganese (mg)	0.20	📦	📦	✓✓
Selenium (mcg)	100.00	✓	✓	✓✓
Zinc (mg)	19.80	✓	✓	✓✓
VITAMINS				
Vitamin A (IU)	4672.00	✓✓	✓✓	✓✓
Thiamine (mg)	0.50	✓	✓	✓✓
Riboflavin (mg)	2.50	✓	✓✓	✓✓
Panhotenic Acid (mg)	6.20	✓	✓✓	✓✓
Niacin (mg)	29.20	✓✓	✓✓	✓✓
Pyridoxine (mg)	1.80	✓✓	✓✓	✓✓
Cobalamine (mcg)	34.40	✓✓	✓✓	✓✓
Folic Acid (mcg)	107.30	✓	✓	✓✓
Vitamin K (mg)	0.00	📦	📦	✓✓
Vitamin D (mcg)	3.50	✓	✓	✓✓
Vitamin E (mg)	1.50	📦	📦	✓✓
FATTY ACIDS (G)				
LA	1.70	🔥	🔥	✓✓
EPA + DHA	0.00	🔥	🔥	✓✓
ALA	0.00	🔥	🔥	✓✓
AMINO ACIDS (G)				
Arginine	5.43	✓✓	✓✓	✓✓
Cystine + Methionine	8.91	✓✓	✓✓	✓✓
Histidine	1.96	✓✓	✓✓	✓✓
Isoleucine	3.32	✓✓	✓✓	✓✓
Leucine	7.45	✓✓	✓✓	✓✓
Lysine	5.49	✓✓	✓✓	✓✓
Phenylalanine + Tyrosine	6.79	✓✓	✓✓	✓✓
Threonine	3.37	✓✓	✓✓	✓✓
Valine	4.62	✓✓	✓✓	✓✓