



## ADULT MAINTENANCE SINGLE RECIPE

DIET FORMULATED FOR:

**VIP MEMBERSHIP RECIPE**

**PET NAME**

Life Stage: Adult Maintenance

FORMULATION COMPLETED ON:

June 1, 2022

DIET FORMULATED BY:

**RONNY LEJEUNE**

Lead Certified Canine Nutritionist

### Terms & Conditions

The Business **Perfectly Rawsome** [info@perfectlyrawsome.com](mailto:info@perfectlyrawsome.com)

The Client **Vip Membership Recipe**

Pet Name **Pet Name**

Perfectly Rawsome will provide custom meal plan services for dogs and cats. The formulation services provide balanced recipe(s), nutritional analysis, and a shopping list. Perfectly Rawsome does not provide prepared meals. All ingredients must be purchased from local resources, online suppliers, pet food distributors, or co-ops once services are completed. Perfectly Rawsome uses individual ingredients of muscle meat, raw bones, organs, and supplements for recipe formulation. Formulation services do not utilize 80/10/10 blends. All recipes formulated by Perfectly Rawsome are intended to be fed as is and any substitutions may affect the balance of the recipe. Perfectly Rawsome services are for personal use only and are not intended for commercial use or to be resold in anyway. Perfectly Rawsome reserves the right to terminate any service at any time, at the business' discretion, with no refund. Full payment is due upon sign up and Perfectly Rawsome has a 72 hour refund policy. Upon payment the client has 72 hours to cancel services and request a refund. After 72 hours no refund will be issued. Perfectly Rawsome will not be held responsible for any illness and/or injuries, including death, or property damage caused by any pet who has received a custom meal plan.

# INTERMEDIATE CANINE ATHLETE - COOKED

Pet Name

Ideal Weight in LB

Daily Calorie Requirements

Life Stage

PET NAME

50 LB

1000

ADULT MAINTENANCE

Recipe	Ingredients	Amount		Calories
INTERMEDIATE CANINE ATHLETE - COOKED	1 Pork Loin, boneless, without fat, cooked	5.47 OZ	155 G	316 KCAL
	2 Beef Heart, cooked	2.82 OZ	80 G	132 KCAL
	3 Blue Mussels, without shell, cooked	0.88 OZ	25 G	43 KCAL
	4 Beef Liver, cooked	0.88 OZ	25 G	48 KCAL
	5 Beef Kidney, cooked	0.88 OZ	25 G	39 KCAL
	6 Quinoa, cooked	1.76 OZ	50 G	60 KCAL
	7 Broccoli, cooked	0.88 OZ	25 G	9 KCAL
	8 Parsley, raw chopped	0.35 OZ	10 G	4 KCAL
	9 Coconut Oil, cold pressed	2.50 TBSP	34 G	293 KCAL
	10 Hempseed Oil	1.00 TSP	5 G	43 KCAL
	11 NOW Calcium & Magnesium	2.00 PILL	2 G	0 KCAL
	12 Solgar Zinc Picolinate, 22mg	1.50 PILL	2 PILL	0 KCAL
	13 Nutritional Yeast	1.00 TSP	3 G	8 KCAL
	14 NOW Cod Liver Oil, 650mg	1.00 PILL	1 PILL	5 KCAL
	15 Solgar Iron Bisglycinate, 25mg	0.50 PILL	1 PILL	0 KCAL
	16 NOW E Oil (31.625IU/drop)	4.74 DROP	4.7 DROP	0 KCAL
	17 NOW Pure Kelp Powder (450mcg/scoop)	0.50 SCOOP	0.5 SCOOP	0 KCAL
		15 OZ	434 G	1000 KCAL

## Recipe Macro Nutrients – As Fed

59.4%	Moisture	261.25 G
20.8%	Protein	91.68 G
14.1%	Fat	61.86 G
3.9%	Carbohydrate	17.26 G
0.6%	Fiber	2.55 G
1.2%	Ash	5.29 G

## Recipe Macro Nutrients – Dry Matter

0.0%	Moisture	0.00 G
51.3%	Protein	91.68 G
34.6%	Fat	61.86 G
9.7%	Carbohydrate	17.26 G
1.4%	Fiber	2.55 G
3.0%	Ash	5.29 G

## Notes From Lead Certified Canine Nutritionist (CertCn) & Certified Canine Fitness Trainer (CCFT), Ronny LeJeune

Intermediate Canine Athletes need to consume a diet that provides the correct amount of energy and nutrients to support optimal performance. Below are the consolidated notes on the nutritional recommendations for Intermediate Canine Athletes. These nutritional requirements exceed the recommended allowances for healthy adult dogs with low to normal levels of activity.

Recommended Nutrients for Intermediate Athletes	Current Recipe Formulation Nutrient Totals
Protein – NRC Recommendation 22-32% / KG Dry Matter →	Protein 51.25% / KG Dry Matter
Fat – NRC Recommendation 15-30% / KG Dry Matter →	Fat 34.75% / KG Dry Matter
Carbs – NRC Recommendation 30-55% / KG Dry Matter →	Carbs 9.75% / KG Dry Matter
Energy Density 4-5kcal / G →	Energy Density 5.5kcal / G
BCAA – Leucine 1.75mg / 1000kcal →	BCAA – Leucine 4.75mg / 1000kcal
BCAA – Isoleucine 1mg / 1000kcal →	BCAA – Isoleucine 2.75mg / 1000kcal
BCAA – Valine 1.25mg / 1000kcal →	BCAA – Valine 3.25mg / 1000kcal
Iron 20mg / 1000kcal →	Iron 22mg / 1000kcal
Selenium 765-1030mcg / KG Dry Matter →	Selenium 1011mcg / KG Dry Matter
B Vitamin – Thiamin (B1) 0.5mg / 1000kcal →	B Vitamin – Thiamin (B1) 3.25mg / 1000kcal
B Vitamin – Riboflavin (B2) 5mg / 1000kcal →	B Vitamin – Riboflavin (B2) 5mg / 1000kcal
B Vitamin – Niacin (B3) 4.25mg / 1000kcal →	B Vitamin – Niacin (B3) 29.5mg / 1000kcal
B Vitamin – Pantothenic Acid (B5) 3.75mg / 1000kcal →	B Vitamin – Pantothenic Acid (B5) 5mg / 1000kcal
B Vitamin – Pyridoxine (B6) 0.5mg / 1000kcal →	B Vitamin – Pyridoxine (B6) 3mg / 1000kcal
B Vitamin – Biotin (B7) 0mg / 1000kcal →	B Vitamin – Biotin (B7) 0mg / 1000kcal
B Vitamin – Folic Acid (B9) 67.5mg / 1000kcal →	B Vitamin – Folic Acid (B9) 221.25mg / 1000kcal
B Vitamin – Cobalamin (B12) 8.75mg / 1000kcal →	B Vitamin – Cobalamin (B12) 40.75mg / 1000kcal
Vitamin E 500IU or 335mg / KG Dry Matter →	Vitamin E 836IU or 561mg / KG Dry Matter
Vitamin C 150-250mg / KG Dry Matter →	Vitamin C 192mg / KG Dry Matter

# NRC 2006 ANALYSIS

## Nutritional Standard

NRC 2006

Species

CANINE

Life Stage

ADULT MAINTENANCE

Recipe Calories

1000

Amino Acids	Nutrients In Recipe	NRC Minimum Requirement	NRC Recommended Allowance
Crude Protein	91.678 g	20.000 g	25.000 g
Arginine	3.849 g	0.700 g	0.880 g
Histidine	2.190 g	0.370 g	0.480 g
Isoleucine	2.779 g	0.750 g	0.950 g
Methionine	1.560 g	0.650 g	0.830 g
Methionine & Cystine	2.370 g	1.300 g	1.630 g
Leucine	4.829 g	1.350 g	1.700 g
Lysine	5.159 g	0.700 g	0.880 g
Phenylalanine	2.499 g	0.900 g	1.130 g
Phenylalanine & Tyrosine	4.569 g	1.480 g	1.850 g
Threonine	2.679 g	0.850 g	1.080 g
Tryptophan	0.760 g	0.280 g	0.350 g
Valine	3.249 g	0.980 g	1.230 g
Taurine	0.000 g	0.000 g	0.000 g

Fats & Fatty Acids	Nutrients In Recipe	NRC Minimum Requirement	NRC Recommended Allowance
Total Fat	61.859 g	10.000 g	13.800 g
Linoleic Acid	4.249 g	2.400 g	2.800 g
Alpha-Linolenic Acid	0.460 g	0.090 g	0.110 g
Arachidonic Acid	0.410 g	0.000 g	0.000 g
EPA & DHA	0.850 g	0.110 g	0.110 g

Vitamins	Nutrients In Recipe	NRC Minimum Requirement	NRC Recommended Allowance
Vitamin A	3197.029 mcg	303.000 mcg	379.000 mcg
Vitamin D	8.638 mcg	2.750 mcg	3.400 mcg
Vitamin E	100.500 mg	6.000 mg	7.500 mg
Vitamin C	34.323 mg	0.000 mg	0.000 mg

Vitamin C is not considered to be an essential nutrient to create a balanced diet. However, it provides antioxidant benefits and revitalizes oxidized vitamin E during digestion for canine athletes who undergo oxidative stress. Therefore the nutritional report lists the total amount of vitamin C in the current recipe to allow for mathematical comparisons to the recommended nutritional guidelines for canine athletes.

Thiamin (B1)	3.139 mg	0.450 mg	0.560 mg
Riboflavin (B2)	4.999 mg	1.050 mg	1.300 mg
Niacin (B3)	29.534 mg	3.400 mg	4.250 mg
Pantothenic Acid (B5)	5.119 mg	3.000 mg	3.750 mg
Pyridoxine (B6)	3.089 mg	0.300 mg	0.375 mg
Biotin (B7)	0.000 mcg	0.000 mcg	0.000 mcg
Folic Acid (B9)	221.354 mcg	54.000 mcg	67.500 mcg
Cobalamin (B12)	40.811 mcg	7.000 mcg	8.750 mcg
Choline	592.836 mcg	340.000 mcg	425.000 mcg

USDA's nutritional data on food is lacking choline data. However, this does not mean that the recipe is choline deficient. Choline is commonly available in raw meats and organs. Additionally, dogs and cats have the ability to biosynthesize choline when consuming a high protein diet. Raw and home cooked diets exceed protein levels commonly found in dry pet food. Therefore the levels of choline listed in the analysis do not warrant the addition of a choline supplement.

Minerals	Nutrients In Recipe	NRC Minimum Requirement	NRC Recommended Allowance
Calcium	1.080 g	0.500 g	1.000 g
Phosphorus	0.860 g	0.750 g	0.750 g
Magnesium	611.921 mg	45.000 mg	150.000 mg
Sodium	280.431 mg	75.000 mg	200.000 mg
Potassium	1.180 g	1.000 g	1.000 g
Chloride	420.642 mg	300.000 mg	300.000 mg
Iron	21.545 mg	7.500 mg	7.500 mg
Copper	4.469 mg	1.500 mg	1.500 mg
Zinc	43.161 mg	15.000 mg	15.000 mg
Manganese	2.290 mg	1.200 mg	1.200 mg
Selenium	181.022 mcg	87.500 mcg	87.500 mcg
Iodine	220.000 mcg	175.000 mcg	220.000 mcg

Nutrient Balance	
Calcium : Phosphorus (Ca:P)	1.26 : 1
LA : ALA	9.18 : 1

# SHOPPING LIST

Pet Name	PET NAME
Life Stage	ADULT MAINTENANCE
Total Days Calculated	30.00
30 Day Total Raw Weight in LB	33.54
30 Day Total Cooked Weight in LB	25.46
Average Price Per LB	\$ 4.31
Estimated Daily Budget	\$ 4.31
Estimated 30 Day Budget	\$ 129.30

		MEAL PREP FOOD LIST		
		Amount needed for 30 days		
Meal Prep Recipe Ingredients	Price / LB	Cooked Weights	Raw Weights - Shopping List	
Pork Loin, boneless, without fat, cooked	\$ 2.50 / LB	10.25 LB	12.30 LB	\$ 30.75
Beef Heart, cooked	\$ 2.50 / LB	5.29 LB	9.28 LB	\$ 23.20
Blue Mussels, without shell, cooked	\$ 2.50 / LB	1.65 LB	2.07 LB	\$ 5.17
Beef Liver, cooked	\$ 2.50 / LB	1.65 LB	2.43 LB	\$ 6.08
Beef Kidney, cooked	\$ 2.50 / LB	1.65 LB	3.12 LB	\$ 7.80
Quinoa, cooked	\$ 2.50 / LB	3.31 LB	1.05 LB	\$ 2.63
Broccoli, cooked	\$ 2.50 / LB	1.65 LB	2.63 LB	\$ 6.58
Parsley, raw chopped	\$ 2.50 / LB		0.66 LB	\$ 1.65
		25.46 LB	33.54 LB	\$ 83.86

		DAILY SUPPLEMENTS		
		Amount needed for 30 days		
Nutritional Supplements Added Daily	Price / Item	Amazon		
Hempseed Oil	\$ 13.43 / BOTTLE	<a href="#">URL</a>	30.0 TSP	\$ 7.90
NOW E Oil (31.625IU/drop)	\$ 15.48 / BOTTLE	<a href="#">URL</a>	142.3 DROP	\$ 2.94
Coconut Oil, cold pressed	\$ 8.47 / BOTTLE	<a href="#">URL</a>	75.0 TBSP	\$ 21.17
NOW Cod Liver Oil, 650mg	\$ 15.89 / BOTTLE	<a href="#">URL</a>	30.0 PILL	\$ 1.91
				\$33.91

		BATCH PREP SUPPLEMENTS		
		Amount needed for 30 days		
Batch Prep Nutritional Supplements	Price / Item	Amazon		
NOW Pure Kelp Powder (450mcg/scoop)	\$ 13.60 / BOTTLE	<a href="#">URL</a>	15.0 SCOOP	\$ 0.08
NOW Calcium & Magnesium	\$ 16.24 / BOTTLE	<a href="#">URL</a>	60.0 PILL	\$ 3.90
Nutritional Yeast	\$ 13.99 / LB	<a href="#">URL</a>	30.0 TSP	\$ 2.50
Solgar Zinc Picolinate, 22mg	\$ 8.24 / BOTTLE	<a href="#">URL</a>	45.0 PILL	\$ 3.71
Solgar Iron Bisglycinate, 25mg	\$ 16.12 / BOTTLE	<a href="#">URL</a>	15.0 PILL	\$ 1.34
				\$11.53

## BATCH PREP SUPPLEMENT INSTRUCTIONS

### Step 1: Prepare Vegetables

Prepare the total amount of vegetables needed for days of each recipe. Once the vegetables are prepared place each recipe mixture in their own separate mixing bowl.

### Step 2: Portion Individual Supplements

Use the charts above to portion out the individual supplements needed for days of home prepared food. It is important to follow the unit of measurement listed for each supplement. Use a kitchen scale that measures grams to the tenth of a decimal for any supplements listed in grams.

### Step 3: Dissolve Supplements in Liquid

All of the supplements listed are dry and can be dissolved into water, bone broth, or coconut water. Be sure to thoroughly mix. This will be used to mix into the vegetables. Open the capsules and empty the dry supplement into the liquid of choice. Compressed tablets will need time to dissolve in the liquid but can be crushed using a mortar and pestal or spice grinder.

### Step 4: Mix Supplement Liquid Into Vegetables

Thoroughly mix the dissolved supplements into the prepared vegetables. Once the supplements are mixed into the vegetables, the complete mixture can be portioned into individual meals or mixed together with the meat ingredients of the recipe. The remaining liquid supplements listed in the recipe will need to be added to food at mealtime on a daily basis.

# OBESITY PREVENTION

PETS WHO MAINTAIN HEALTHY BODY WEIGHT LIVE UP TO

**2.5**  
YEARS LONGER

\* 2019 Estimation provided by Banfield Pet Hospital.

A pet's physical body condition is the best method to use to identify if more or less food is required to maintain ideal body weight. The chart below provides the best guideline to determine a dog or cat's body condition score. Increasing daily food intake is recommended if a pet is underweight. Decreasing daily food is recommended if a pet is overweight or obese.



## UNDERWEIGHT

UNHEALTHY  
BCS 1-3/9

Lightly glide your fingers over your knuckles as you make a fist. A dog's or cat's body condition is underweight if their entire ribcage feels similar to this.



## IDEAL WEIGHT

HEALTHY  
BCS 4-6/9

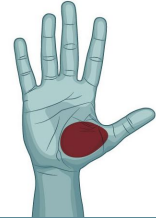
Open your hand and face your palm down. Lightly glide your fingers over your knuckles. A dog's or cat's body condition is ideal if their entire ribcage feels similar to this.



## OVERWEIGHT

UNHEALTHY  
BCS 7/9

Open your hand and face your palm up. Lightly glide your fingers over the base of your fingers. A dog's or cat's body condition is overweight if their entire ribcage feels similar to this.



## OBESE

UNHEALTHY  
BCS 8-9/9

Open your hand and face your palm up. Lightly glide your fingers over the base of your thumb. A dog's or cat's body condition is obese if their entire ribcage feels similar to this.

## IS YOUR PET OVERWEIGHT?

A pet is classified as **Overweight** when their current body weight is 10% to 20% above their ideal body weight. A pet is classified as **Obese** when their current body weight is 20% to 30% above their ideal body weight. **Morbid Obesity** is 30% and over ideal body weight.

## DIET IMPROVEMENTS

Dogs and cats consistently lose weight when calories are managed and carbohydrates are reduced. The amount of carbohydrates in processed pet foods is 35-70% higher than the amount recommended for weight loss.

### PET FOOD MACRONUTRIENT COMPARISON DATA

Recommended for Weight Loss	Averages in Dry Pet Food
15-20% Protein	20-30% Protein
7-9% Fat	10-20% Fat
1-2% Carbohydrates	46-76% Carbohydrates
65-80% Moisture	0-1% Moisture

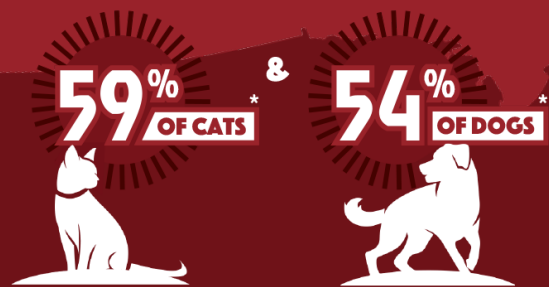
### HOME PREPARED, HIGH PROTEIN & LOW CARB

High protein and low carbohydrate home prepared diets provide multiple benefits to fuel weight loss.

- ✓ Protects Lean Muscle Mass
- ✓ Decreases Blood Insulin
- ✓ Stabilizes Blood Glucose
- ✓ Reduces Body Fat

## OBESITY IS THE LEADING CAUSE OF DISEASE IN PETS

- |                |                   |
|----------------|-------------------|
| Arthritis      | Heat Intolerance  |
| Bladder Stones | Heart Disease     |
| Cancer         | Hypertension      |
| Cushings       | Hypothyroidism    |
| Diabetes       | Ligament Injuries |



IN THE UNITED STATES ARE  
**OVERWEIGHT OR OBESE**

\* 2016 Estimation provided by the Association for Pet Obesity Prevention (APOP). Statistics are similar for pets around the world.

# FREQUENTLY ASKED QUESTIONS

## 1 Can I feed the custom meal plan recipe(s) indefinitely?

The recipe(s) are formulated to provide all essential nutrients required for Adult Maintenance. Therefore, the recipe(s) can be fed indefinitely unless a medical condition arises that requires a therapeutic diet adjustment.

## 2 Can I substitute different ingredients in the recipe?

The recipes are balanced as is and ingredient substitutions will affect the nutritional balance. The recipes are made to be fed as is without ingredient substitutions. However, there are certain ingredient substitutions that are possible without causing nutritional deficiencies. We have created a substitution guideline for custom meal plan clients to use if sourcing recipe ingredients becomes unpredictable. Any other ingredient substitutions will require recipe reformulation.

[Ingredient Substitution Guideline](#)

## 3 Are the recipes a single meal or a whole day's worth of food?

The recipes are formulated to Pet Name's daily calorie requirements (1000kcal). They represent the total amount of food that needs to be consumed within 24 hours. If multiple meals are fed throughout the day, separate the ingredients into individual feeding portions. Ingredients do not need to be evenly divided among each meal – ie: RMB + Seafood + Organs in the AM; and Muscle Meat + Supplements in the PM.

## 4 Are the supplements in the recipes necessary and safe?

All supplements listed in the recipe are required and should not be eliminated without reformulation. The supplements listed are from human grade brands that operate in an FDA certified facility and are GMP certified. These brands perform third party purity tests and provide the nutritional analysis on their supplements. This criteria is important in ensuring the supplement is of high quality and provides the nutrients required for the recipes. Each supplement dosage has been calculated to ensure they provide the essential nutrients required for optimal health without exceeding Safe Upper Limits (this avoids toxicity). Removing the supplements listed in the recipe should be avoided as it will result in nutritional deficiencies.

## 5 What if I need to make changes to my custom meal plan recipes?

The custom meal plans are intended to be formulated with ingredients from the homework assignment that pet parents can purchase at their local markets or from an online supplier of choice. Therefore, the recipes are formulated based on the completed homework assignment. Commonly sourced ingredients will be used if the homework assignment is not completed. Each custom meal plan includes 1 round of free minor revisions within the 2 week support period.

The free adjustments are comprised of minor recipe tweaks that include up to 2 total ingredient changes. However, recipe adjustments beyond 2 ingredient changes will require a fee to accommodate the additional formulation time. The price below reflects the service cost for 1 recipe formulation adjustment.

**Adult Maintenance Recipe Formulation Adjustment**

\$

**34.61**

*\* The pricing above is valid until December 31, 2022.*