



ALL LIFE STAGE SINGLE RECIPE

DIET FORMULATED FOR:

VIP MEMBERSHIP RECIPE

PET NAME

Life Stage: All Life Stage

FORMULATION COMPLETED ON:

June 1, 2024

DIET FORMULATED BY:

RONNY LEJEUNE

Lead Certified Canine Nutritionist

Terms & Conditions

The Business **Perfectly Rawsome** 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.

UNBALANCED PMR RECIPE

Pet Name

PET NAME

Ideal Weight in LB

50 LB

Life Stage

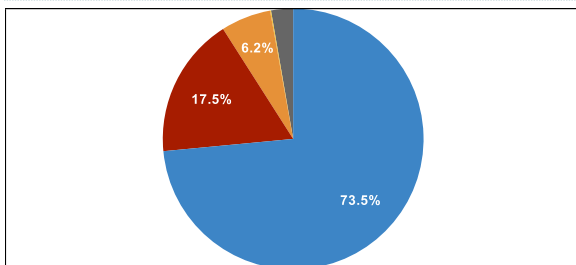
ALL LIFE STAGE

Daily Calorie Requirements

1000

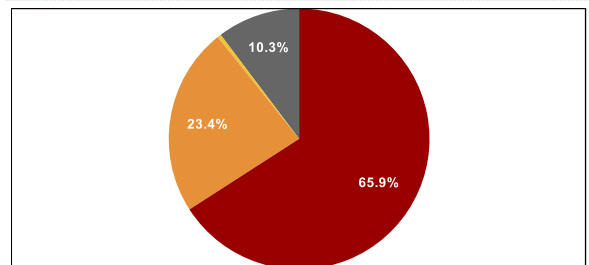
Recipe	Ingredients	Amount	Calories
UNBALANCED PMR RECIPE	1 Rabbit, skinless, without organs, without fur	14.26 OZ	514 KCAL
	2 Rabbit Heart	8.07 OZ	320 KCAL
	3 Rabbit Liver	4.57 OZ	166 KCAL
		27 OZ	1000 KCAL

Recipe Macro Nutrients – As Fed



73.5%	Moisture	563.21 G
17.5%	Protein	133.84 G
6.2%	Fat	47.45 G
0.1%	Carbohydrate	0.92 G
0.0%	Fiber	0.00 G
2.7%	Ash	20.88 G

Recipe Macro Nutrients – Dry Matter



0.0%	Moisture	0.00 G
65.9%	Protein	133.84 G
23.4%	Fat	47.45 G
0.5%	Carbohydrate	0.92 G
0.0%	Fiber	0.00 G
10.3%	Ash	20.88 G

UNBALANCED PMR RECIPE ANALYSIS

Nutritional Standard

NRC 2006

Species

FELINE

Life Stage

ADULT MAINTENANCE

Recipe Calories

1000

Amino Acids	Nutrients In Recipe	NRC Minimum Requirement	NRC Recommended Allowance
Crude Protein	133.842 g	40.000 g	50.000 g
Arginine	8.626 g	1.930 g	1.930 g
Histidine	3.624 g	0.650 g	0.650 g
Isoleucine	5.601 g	1.080 g	1.080 g
Methionine	2.995 g	0.340 g	0.430 g
Methionine & Cystine	4.732 g	0.680 g	0.850 g
Leucine	10.752 g	2.550 g	2.550 g
Lysine	11.771 g	0.680 g	0.850 g
Phenylalanine	5.611 g	1.000 g	1.000 g
Phenylalanine & Tyrosine	10.453 g	3.830 g	3.830 g
Threonine	5.870 g	1.300 g	1.300 g
Tryptophan	1.747 g	0.330 g	0.330 g
Valine	6.300 g	1.280 g	1.280 g
Taurine	0.150 g	0.080 g	0.100 g
Fats & Fatty Acids	Nutrients In Recipe	NRC Minimum Requirement	NRC Recommended Allowance
Total Fat	47.454 g	22.500 g	22.500 g
Linoleic Acid	9.045 g	1.400 g	1.400 g
Alpha-Linolenic Acid	0.260 g	0.000 g	0.000 g
Arachidonic Acid	0.958 g	0.000 g	0.015 g
EPA & DHA	0.090 g	0.000 g	0.025 g
Vitamins	Nutrients In Recipe	NRC Minimum Requirement	NRC Recommended Allowance
Vitamin A	10637.903 mcg	250.000 mcg	250.000 mcg
Vitamin D	2.606 mcg	1.800 mcg	1.800 mcg
Vitamin E	1.020 mg	10.000 mg	10.000 mg
Thiamin (B1)	1.048 mg	1.400 mg	1.400 mg
Riboflavin (B2)	6.110 mg	1.000 mg	1.000 mg
Niacin (B3)	58.704 mg	10.000 mg	10.000 mg
Pantothenic Acid (B5)	18.520 mg	1.200 mg	1.400 mg
Pyridoxine (B6)	4.463 mg	0.500 mg	0.600 mg
Biotin (B7)	272.343 mcg	15.000 mcg	18.750 mcg
Folic Acid (B9)	910.325 mcg	188.000 mcg	188.000 mcg
Cobalamin (B12)	84.980 mcg	5.600 mcg	5.600 mcg
Choline	577.921 mcg	510.000 mcg	637.000 mcg
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Minerals	Nutrients In Recipe	NRC Minimum Requirement	NRC Recommended Allowance
Calcium	2.696 g	0.400 g	0.700 g
Phosphorus	2.646 g	0.400 g	0.600 g
Magnesium	208.587 mg	50.000 mg	100.000 mg
Sodium	719.938 mg	160.000 mg	170.000 mg
Potassium	1.627 g	1.300 g	1.300 g
Chloride	1079.897 mg	240.000 mg	240.000 mg
Iron	25.199 mg	20.000 mg	20.000 mg
Copper	2.596 mg	1.200 mg	1.200 mg
Zinc	18.769 mg	18.500 mg	18.500 mg
Manganese	0.978 mg	1.200 mg	1.200 mg
Selenium	265.963 mcg	75.000 mcg	75.000 mcg
Iodine	0.000 mcg	220.000 mcg	220.000 mcg
Nutrient Balance			
Calcium : Phosphorus (Ca:P)	1.02 : 1		
LA : ALA	34.49 : 1		

UNBALANCED PMR RECIPE ANALYSIS

Nutritional Standard

NRC 2006

Species

FELINE

Life Stage

GROWTH & DEVELOPMENT

Recipe Calories

1000

Amino Acids	Nutrients In Recipe	NRC Minimum Requirement	NRC Recommended Allowance
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Thiamin (B1)	1.048 mg	1.100 mg	1.400 mg
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Sodium	719.938 mg	310.000 mg	350.000 mg
Potassium	1.627 g	0.700 g	1.000 g
Chloride	1079.897 mg	190.000 mg	225.000 mg
Iron	25.199 mg	17.000 mg	20.000 mg
Copper	2.596 mg	1.200 mg	2.100 mg
Zinc	18.769 mg	12.500 mg	18.500 mg
Manganese	0.978 mg	1.200 mg	1.200 mg
Selenium	265.963 mcg	30.000 mcg	75.000 mcg
Iodine	0.000 mcg	220.000 mcg	220.000 mcg
Nutrient Balance			
Calcium : Phosphorus (Ca:P)	1.02 : 1		
LA : ALA	34.49 : 1		

BALANCED RECIPE

Pet Name

PET NAME

Ideal Weight in LB

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Life Stage

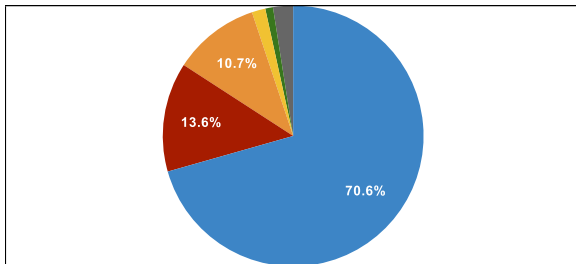
ALL LIFE STAGE

Daily Calorie Requirements

1000

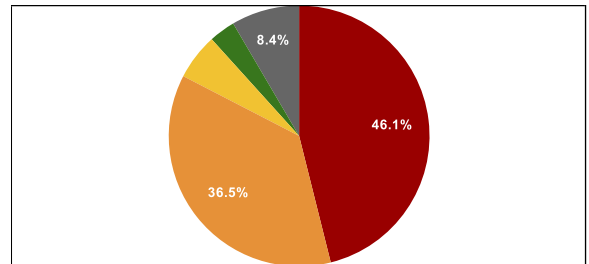
Recipe	Ingredients	Amount		Calories
BALANCED RECIPE	1 Rabbit, skinless, without organs, without fur	11.43 OZ	324 G	412 KCAL
	2 Rabbit Heart	4.22 OZ	120 G	168 KCAL
	3 Rabbit Liver	1.06 OZ	30 G	38 KCAL
	4 Zucchini, raw, chopped or pureed	3.69 OZ	105 G	18 KCAL
	5 Coconut Oil, cold pressed	2.65 TBSP	36 G	311 KCAL
	6 NOW Psyllium Husk Powder	2.24 TSP	7 G	25 KCAL
	7 Nutritional Yeast	1.00 TSP	3 G	8 KCAL
	8 Solgar Zinc Picolinate, 22mg	1.00 PILL	1 PILL	0 KCAL
	9 Solgar Chelated Manganese, 8mg	0.25 PILL	0 PILL	0 KCAL
	10 Solgar Iron Bisglycinate, 25mg	1.00 PILL	1 PILL	0 KCAL
	11 Solgar Chelated Copper, 2.5mg	1.00 PILL	1 PILL	0 KCAL
	12 Carlson's Cod Liver Oil	0.50 TSP	0 TSP	20 KCAL
	13 NOW E Oil (31.625IU/drop)	3.16 DROP	3.2 DROP	0 KCAL
	NOW Pure Kelp Powder (450mcg/scoop)	0.49 SCOOP	0.5 SCOOP	0 KCAL
		22 OZ	614 G	1000 KCAL

Recipe Macro Nutrients – As Fed



70.6%	Moisture	447.23 G
13.6%	Protein	85.87 G
10.7%	Fat	67.97 G
1.7%	Carbohydrate	10.65 G
1.0%	Fiber	6.06 G
2.5%	Ash	15.73 G

Recipe Macro Nutrients – Dry Matter



0.0%	Moisture	0.00 G
46.1%	Protein	85.87 G
36.5%	Fat	67.97 G
5.7%	Carbohydrate	10.65 G
3.3%	Fiber	6.06 G
8.4%	Ash	15.73 G

BALANCED RECIPE ANALYSIS

Nutritional Standard

NRC 2006

Species

FELINE

Life Stage

ADULT MAINTENANCE

Recipe Calories

1000

Amino Acids	Nutrients In Recipe	NRC Minimum Requirement	NRC Recommended Allowance
Crude Protein	85.865 g	40.000 g	50.000 g
Arginine	5.554 g	1.930 g	1.930 g
Histidine	2.403 g	0.650 g	0.650 g
Isoleucine	3.849 g	1.080 g	1.080 g
Methionine	2.154 g	0.340 g	0.430 g
Methionine & Cystine	3.271 g	0.680 g	0.850 g
Leucine	6.960 g	2.550 g	2.550 g
Lysine	7.678 g	0.680 g	0.850 g
Phenylalanine	3.650 g	1.000 g	1.000 g
Phenylalanine & Tyrosine	6.801 g	3.830 g	3.830 g
Threonine	3.859 g	1.300 g	1.300 g
Tryptophan	1.147 g	0.330 g	0.330 g
Valine	4.258 g	1.280 g	1.280 g
Taurine	0.150 g	0.080 g	0.100 g
Fats & Fatty Acids	Nutrients In Recipe	NRC Minimum Requirement	NRC Recommended Allowance
Total Fat	67.967 g	22.500 g	22.500 g
Linoleic Acid	5.953 g	1.400 g	1.400 g
Alpha-Linolenic Acid	0.189 g	0.000 g	0.000 g
Arachidonic Acid	0.359 g	0.000 g	0.015 g
EPA & DHA	0.479 g	0.000 g	0.025 g
Vitamins	Nutrients In Recipe	NRC Minimum Requirement	NRC Recommended Allowance
Vitamin A	2646.385 mcg	250.000 mcg	250.000 mcg
Vitamin D	5.854 mcg	1.800 mcg	1.800 mcg
Vitamin E	67.000 mg	10.000 mg	10.000 mg
Thiamin (B1)	2.423 mg	1.400 mg	1.400 mg
Riboflavin (B2)	4.418 mg	1.000 mg	1.000 mg
Niacin (B3)	45.572 mg	10.000 mg	10.000 mg
Pantothenic Acid (B5)	8.606 mg	1.200 mg	1.400 mg
Pyridoxine (B6)	4.467 mg	0.500 mg	0.600 mg
Biotin (B7)	62.824 mcg	15.000 mcg	18.750 mcg
Folic Acid (B9)	298.464 mcg	188.000 mcg	188.000 mcg
Cobalamin (B12)	46.480 mcg	5.600 mcg	5.600 mcg
Choline	228.141 mcg	510.000 mcg	637.000 mcg
<small>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.</small>			
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Calcium	2.154 g	0.400 g	0.700 g
Phosphorus	1.835 g	0.400 g	0.600 g
Magnesium	159.353 mg	50.000 mg	100.000 mg
Sodium	407.049 mg	160.000 mg	170.000 mg
Potassium	1.306 g	1.300 g	1.300 g
Chloride	610.569 mg	240.000 mg	240.000 mg
Iron	36.687 mg	20.000 mg	20.000 mg
Copper	3.211 mg	1.200 mg	1.200 mg
Zinc	33.337 mg	18.500 mg	18.500 mg
Manganese	2.702 mg	1.200 mg	1.200 mg
Selenium	139.928 mcg	75.000 mcg	75.000 mcg
Iodine	220.000 mcg	220.000 mcg	220.000 mcg
Nutrient Balance			
Calcium : Phosphorus (Ca:P)	1.17 : 1		
LA : ALA	31.90 : 1		

BALANCED RECIPE ANALYSIS

Nutritional Standard

NRC 2006

Species

FELINE

Life Stage

GROWTH & DEVELOPMENT

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Isoleucine	3.849 g	1.080 g	1.080 g
Methionine	2.154 g	0.340 g	0.430 g
Methionine & Cystine	3.271 g	0.680 g	0.850 g
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Nutrient Balance			
Calcium : Phosphorus (Ca:P)	1.17 : 1		
LA : ALA	31.90 : 1		

BALANCED RECIPE SHOPPING LIST

Pet Name	PET NAME
Life Stage	ALL LIFE STAGE
Total Days Calculated	30
30 Day Total Weight in LB	#REF!
Average Price Per LB	#REF!
Estimated Daily Budget	#REF!
Estimated 30 Day Budget	#REF!

Meal Prep Recipe Ingredients	Price / LB	MEAL PREP FOOD LIST	
		Amount needed for 30 days	
Rabbit, skinless, without organs, without fur	\$ 2.50 / LB	21.4 LB	\$ 53.59
Rabbit Heart	\$ 2.50 / LB	7.9 LB	\$ 19.79
Rabbit Liver	\$ 2.50 / LB	2.0 LB	\$ 4.95
Zucchini, raw, chopped or pureed	\$ 2.50 / LB	#REF! LB	#REF!
		#REF! LB	#REF!

Nutritional Supplements Added Daily	Price / Item	Amazon	DAILY SUPPLEMENTS	
			Amount needed for 30 days	
NOW E Oil (31.625IU/drop)	\$ 15.48 / BOTTLE	URL	94.9 DROP	\$ 1.96
Coconut Oil, cold pressed	\$ 8.47 / BOTTLE	URL	79.6 TBSP	\$ 22.47
Carlson's Cod Liver Oil	\$ 39.92 / BOTTLE	URL	15.0 TSP	\$ 5.97
				\$30.40

Batch Prep Nutritional Supplements	Price / Item	Amazon	BATCH PREP SUPPLEMENTS	
			Amount needed for 30 days	
NOW Pure Kelp Powder (450mcg/scoop)	\$ 13.60 / BOTTLE	URL	14.7 SCOOP	\$ 0.08
NOW Psyllium Husk Powder	\$ 15.84 / 1.5 LB	URL	67.3 TSP	\$ 14.10
Nutritional Yeast	\$ 13.99 / LB	URL	29.9 TSP	\$ 2.49
Solgar Zinc Picolinate, 22mg	\$ 8.24 / BOTTLE	URL	29.9 PILL	\$ 2.47
Solgar Chelated Manganese, 8mg	\$ 10.00 / BOTTLE	URL	7.5 PILL	\$ 0.75
Solgar Iron Bisglycinate, 25mg	\$ 16.12 / BOTTLE	URL	29.9 PILL	\$ 2.68
Solgar Chelated Copper, 2.5mg	\$ 9.97 / BOTTLE	URL	29.9 PILL	\$ 2.98
				\$25.55

BATCH PREP SUPPLEMENT INSTRUCTIONS

Step 1: Portion Individual Supplements

Use the supplement list above to portion out the individual supplements needed for 30 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 2: 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 batch prepared food. 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 3: Mix Supplement Liquid Into Batch Prepared Food

First, thoroughly mix the dissolved supplements into the ground organs or eggs; and then thoroughly mix the organ/egg supplement slurry into the ground meat. Once the supplements are mixed into the food it can be portioned into individual feedings. 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

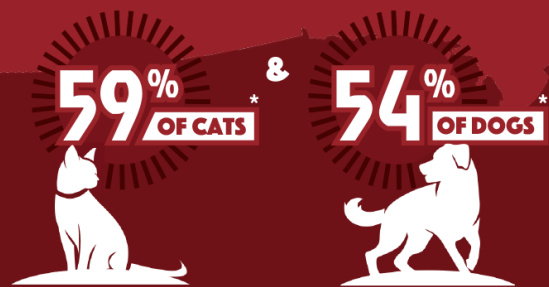
HOME PREPARED, HIGH PROTEIN & LOW CARB

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 (APOPP). 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 Growth and 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 (kcal). 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.

All Life Stage Recipe Formulation Adjustment

\$ 44.99

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