

Home Made Diets: Nutritional Information

Many customers use the Freeze-Dried Meal Toppers as a source of organ meat in their home-made diets. However, freeze-dried products lose a significant amount of their net weight during the manufacturing process. This should be accounted for when using the products in home-made food.

The freeze-dried products are approximately 25% of the raw product weight. The 110g packet of Freeze-Dried Meal Toppers is the rough equivalent to 440g of raw product.

The Prey Model Raw and Biologically Appropriate Raw Food models for homemade pet food both recommend using 5% liver in the diet, and 5% of another organ. The "other organ" typically refers to kidney, spleen, brain, pancreas, and reproductive organs. For owners who wish to use these models of feeding using the freeze-dried toppers for the organ content, the following information may be helpful:

Liver Options Available:

- Duck Liver Meal Topper
- Buffalo Liver Meal Topper

5% organ for **5kg** adult fresh weight value = 10g
Freeze dried equivalent = 2.5kg
Serves per 110g packet = 44 serves

5% organ for **15kg** adult fresh weight value = 23g
Freeze dried equivalent = 5.75kg
Serves per 110g packet = 19 serves

"Other Organ" Options Available:

- Ox Spleen Meal Topper
- Pork Testes Meal Topper

5% organ for **10kg** adult fresh weight value = 17g
Freeze dried equivalent = 4.25kg
Serves per 110g packet = 26 serves

5% organ for **20kg** adult fresh weight value = 28.5g
Freeze dried equivalent = 7kg
Serves per 110g packet = 16 serves

Meal Toppers - Nutritional Information

DUCK LIVER MEAL TOPPER:

- Freeze dried liver is a great option for pets who do not like the texture of fresh liver. This can be useful for home-made diets as an alternative to fresh liver.
- Novel protein source, good option for animals on a home-made diet that have protein sensitivities.
- Fussy dogs may prefer the taste and texture of duck liver over chicken liver.
- Duck liver tends to be higher in certain essential nutrients compared to chicken liver.
- Duck liver is known to have a higher content of omega-3 fatty acids compared to chicken liver.
- Human grade and Australian sourced

Compared to chicken liver, duck liver is:

- 225% higher in vitamin B12
- 240% higher in iron
- 37.5% higher in calcium
- 26% higher in magnesium
- 23% higher in selenium
- 15% higher in zinc
- 10% higher in protein
- 1112% higher in copper
- 25% higher in folate (vitamin B9)
- 264% higher in retinol (vitamin A)

BUFFALO LIVER MEAL TOPPER:

- Freeze dried liver is a great option for pets who do not like the texture of fresh liver. This can be useful for home-made diets as an alternative to fresh liver.
- Novel protein source, good option for animals on a home-made diet that have protein sensitivities. Buffalo is also known as bison.
- Buffalo liver is a great substitute for beef liver, as they have similar nutritional profiles.
- Buffalo liver is low in fat and high in protein and iron.
- Human grade and Australian sourced

OX SPLEEN MEAL TOPPER:

- Freeze dried ox (beef) spleen is a great option for pets who do not like the texture of fresh organs. This can be useful for home-made diets as an alternative to fresh organs.
- Spleen is very difficult to find fresh!
- A rich source of vitamin B12, vitamin C, selenium, and iron.
- Ox spleen has 5 times the amount of iron compared to beef liver!
- Great source of the peptides tuftsin and splenopentin, which are well known for their immune support properties.
- Great source of Alkylglycerols (AKGs), which are well known for their immune support and antioxidant properties.
- Human grade and Australian sourced

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PORK TESTES MEAL TOPPER:

- Freeze dried pork testes are a great option for pets who do not like the texture of fresh organs. This can be useful for home-made diets as an alternative to fresh organs.
- Pork testes are difficult to find fresh!
- Good source of potassium and iron
- Human grade and Australian sourced

Freakshakes - Nutritional Information

“110g pack will make roughly 40 freakshakes for a small dog or cat and 20 for a larger dog. We recommend starting with a small amount and seeing how your pet tolerates any new treat.”

ALICE IN WONDERLAND FREAKSHAKE

INGREDIENTS:

Freeze dried goat liver, lung, heart and trachea, coconut milk powder, turkey tail mushrooms, blue spirulina.

KEY CALL OUTS:

- DIGESTIVE HEALTH
- Goat is a novel protein, lean but protein rich meat.
- Turkey Tail Mushroom is rich in dietary fibre, antioxidants, and anti-inflammatory compounds.
- Blue spirulina is rich in phycocyanin, which is anti-inflammatory, immune boosting, and is an antioxidant.
- Coconut milk is easily digestible, is an instant source of energy, and is highly palatable.

MORE DETAIL:

Goat Pluck

- Novel protein source
- High palatability with the inclusion of goat pluck (organ meat)
- Adding goat pluck as a meal topper introduces variety to a dog's diet, making it more interesting and enjoyable for them. The different flavours and textures can enhance their mealtime experience, encouraging them to eat their regular food.
- Human grade and Australian sourced
- Goat meat has less saturated fat, less total fat, and lower calories than beef, chicken, or pork when comparing similar cuts.
- Promotes sustainable consumption of organ meats. Sustainability through utilizing otherwise discarded products, honouring the whole animal, and reducing food waste.

Turkey Tail Mushroom

- Turkey tail is a great source of prebiotic fibre, which can support a healthy digestive system in dogs. They promote the growth of beneficial gut bacteria, aiding in digestion and nutrient absorption.
- Turkey Tail contains natural anti-inflammatory compounds, such as polysaccharides and flavonoids. These can help reduce inflammation in a dog's body, potentially alleviating symptoms of conditions like arthritis and supporting overall joint health.
- Turkey tail mushrooms are rich in antioxidants. By reducing oxidative stress, antioxidants can contribute to better overall health and wellbeing.

Blue Spirulina

- Blue spirulina is a specialized extract derived from spirulina. It undergoes a processing method to remove certain pigments, resulting in a blue colour. The blue colour is achieved by concentrating the phycocyanin pigment, which is naturally present in spirulina.
- Phycocyanin possesses antioxidant properties. By reducing oxidative stress, phycocyanin may contribute to better overall health and wellbeing.
- Phycocyanin has anti-inflammatory properties. It may help reduce or prevent inflammation in dogs, which can be beneficial for conditions such as arthritis and other inflammatory disorders.
- Phycocyanin has been associated with immune-boosting effects. Phycocyanin has been found to stimulate certain immune cells, such as natural killer (NK) cells and macrophages. These cells play essential roles in identifying and eliminating pathogens and abnormal cells. Phycocyanin has shown the ability to modulate the production of cytokines, which are signalling molecules involved in immune regulation.

Coconut Milk

- The medium-chain triglycerides (MCTs) found in coconut milk are easily digestible and can provide a source of readily available energy for dogs.
- Coconut milk has a naturally sweet and creamy flavour that many dogs find appealing. Adding it as a meal topper can enhance the taste of their regular food, making it more enticing and enjoyable for them.
- Coconut milk can serve as a dairy-free alternative that provides a creamy texture without the potential digestive issues associated with dairy products.

Freakshakes - Nutritional Information

FEAR & LOATHING FREAKSHAKE

INGREDIENTS:

Freeze dried crocodile, raw goats' milk powder, dragon fruit powder.

KEY CALL OUTS:

- DIGESTIVE HEALTH
- Crocodile is novel protein and easily digestible with a great omega fatty acid profile.
- Dragon fruit is rich in dietary fibre and antioxidants.
- Goats milk has pre and probiotics, digestive enzymes, and is more easily digested than cow's milk.

MORE DETAIL:

Crocodile

- Novel protein source
- Crocodile meat has a unique flavour that some dogs may find interesting and enjoyable. Adding it as a meal topper can enhance the taste and variety of their regular food, making mealtime more exciting and appetizing for them.
- Crocodile meat is known for being lean and low in fat.
- Crocodile meat contains omega-3 fatty acids. These fatty acids have anti-inflammatory properties, support cardiovascular health, and contribute to healthy skin and coat.
- NORM's crocodile meat is human grade and farmed in Australia.

Dragon Fruit

- Dragon fruit is rich in dietary fibre. Fibre is beneficial for digestion and can help regulate bowel movements. Including dragon fruit in a dog's diet can contribute to a healthy digestive system and prevent constipation.
- Dragon fruit is known to contain both soluble and insoluble fibre, which can act as prebiotics in the digestive system. Prebiotics are types of dietary fibre that are not digested by the body but serve as food for beneficial gut bacteria.
- Dragon fruit contains antioxidants, such as vitamin C and various phytochemicals. Antioxidants help protect cells from damage caused by harmful free radicals. They can support a dog's immune system and overall health and wellbeing.
- Dragon fruit has a unique texture and mild, slightly sweet flavour. Some dogs may find it appealing and enjoy the taste and texture as a meal topper, adding excitement and variety to their regular food.

Goats Milk

- Goat milk naturally contains probiotics and enzymes that can support a healthy gut. Probiotics are beneficial bacteria that promote a balanced gut microbiome, while enzymes aid in the breakdown and absorption of nutrients. Including goat milk in a dog's diet can provide these natural probiotics and enzymes, contributing to gut health and improved nutrient utilization.
- Goat milk is considered easier to digest compared to cow's milk. It contains smaller fat globules and lower lactose content, making it gentler on a dog's digestive system.
- Many dogs find the taste of goat milk appealing. Adding it as a meal topper can enhance the flavour of their regular food, making it more enjoyable and encouraging them to eat.
- Goat milk naturally contains certain components that can act as prebiotics. While it may not have as high a concentration of prebiotics as some foods like fruit, goat milk does contain certain carbohydrates, such as oligosaccharides, that can serve as food for beneficial gut bacteria. These oligosaccharides in goat milk can have prebiotic effects, promoting the growth and activity of beneficial bacteria in the gut. This can help support a healthy gut microbiome and contribute to digestive health in dogs.
- Human grade and Australian sourced

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Freakshakes - Nutritional Information

PURPLE HAZE FREAKSHAKE

INGREDIENTS:

Freeze dried kangaroo liver, lung, heart and trachea, coconut milk powder, beetroot powder, butterfly pea powder.

KEY CALL OUTS:

- ACTIVE PETS
- Kangaroo novel protein, lean but protein rich, fantastic omega 3 to omega 6 balance for anti-inflammatory
- Coconut milk is easily digestible, is an instant source of energy, and is highly palatable. This easy source of energy is great for active pets.
- Beetroot powder is rich in powerful antioxidants and other bioactive compounds possessing anti-inflammatory properties. Can help with recovery after exercise due to circulation promotion and anti-inflammatory compounds.
- Butterfly pea flower is rich in antioxidants protecting cells from oxidative stress.

MORE DETAIL:

Kangaroo Pluck

- Novel protein source
- High palatability with the inclusion of kangaroo pluck (organ meat)
- Adding kangaroo pluck as a meal topper introduces variety to a dog's diet, making it more interesting and enjoyable for them. The different flavours and textures can enhance their mealtime experience, encouraging them to eat their regular food.
- Human grade and Australian sourced
- Promotes sustainable consumption of organ meats. Sustainability through utilizing otherwise discarded products, honouring the whole animal, and reducing food waste.

Coconut Milk

- The medium-chain triglycerides (MCTs) found in coconut milk are easily digestible and can provide a source of readily available energy for dogs.
- Coconut milk has a naturally sweet and creamy flavour that many dogs find appealing. Adding it as a meal topper can enhance the taste of their regular food, making it more enticing and enjoyable for them.
- Coconut milk can serve as a dairy-free alternative that provides a creamy texture without the potential digestive issues associated with dairy products.

Beetroot Powder

- Rich in betalain: Betalains are water-soluble pigments responsible for the vibrant red and purple colours of beetroot. They act as powerful antioxidants and have been shown to possess anti-inflammatory properties.
- Beetroot also contains other bioactive compounds like flavonoids, phenolic acids, and carotenoids, which may also contribute to its anti-inflammatory effects.
- Rich in betaine: Betaine, also known as trimethylglycine, is a derivative of the amino acid glycine. Betaine functions as a methyl donor in the body, meaning it can transfer methyl groups to other molecules during metabolic processes. This role is crucial in various biochemical reactions, including the metabolism of homocysteine, a compound involved in heart health. Additionally, betaine has been linked to supporting liver function and promoting healthy digestion.
- Beetroot is known for its high nitrate content, which can be converted into nitric oxide in the body. Nitric oxide helps dilate blood vessels, promoting better blood circulation. Improved blood flow can benefit a dog's cardiovascular health and overall vitality.
- Beetroot is a good source of dietary fibre, which can aid in digestion and promote bowel regularity.
- Source of glutamine: Glutamine plays a vital role in various biological functions, including supporting the immune system, maintaining gut health, and providing energy to cells.

Butterfly Pea Flower

- Butterfly pea flower is rich in antioxidants, including flavonoids and anthocyanins. These antioxidants help neutralize harmful free radicals in the body, protecting cells from oxidative stress and supporting overall health.
- The presence of flavonoids and other bioactive compounds in butterfly pea flower contributes to its anti-inflammatory properties.
- The flavonoids in butterfly pea flower have been associated with potential cognitive benefits. They may help support brain health and cognitive function in dogs, especially as they age.
- The antioxidants and flavonoids in butterfly pea flower can contribute to a healthy skin and coat for dogs, promoting a shiny and lustrous appearance.
- Butterfly pea flower's vibrant blue colour, caused by the antioxidant anthocyanins, is natural and safe.

Freakshakes - Nutritional Information

GOLD DUST FREAKSHAKE

INGREDIENTS:

Freeze dried ram testes, coconut milk powder, goji berry powder, organic turmeric.

KEY CALL OUTS:

- GERIATRIC ANIMALS

- Ram (sheep) testes are a unique and highly palatable ingredient rich in protein and essential fatty acids.

- Goji berries are incredible for supporting eye health due to high concentrations of zeaxanthin and lutein. It also has compounds that promote immune-modulating, anti-aging, and antioxidant properties. Antioxidant rich foods may also help prevent cognitive decline in aging pets.

- Turmeric has anti-inflammatory properties, which can support joint health and overall well-being. May also assist in preventing cognitive decline, supporting liver health, and boosting the immune system.

- Coconut milk is easily digestible, is an instant source of energy, and is highly palatable. This easy source of energy is great for elderly pets.

MORE DETAIL:

Ram Testes

- Lamb testes are a unique and highly palatable ingredient rich in protein and fatty acids.

- Human grade and Australian sourced

- Rich in zinc, selenium, vitamin D, and B vitamins.

- Promotes sustainable consumption of organ meats. Sustainability through utilizing otherwise discarded products, honouring the whole animal, and reducing food waste.

Goji Berries

- Eye health!! They contain high concentration of zeaxanthin and lutein. These carotenoids are known for their potential benefits in ocular (eye) health. They may play a role in enhancing the eye's defence against high-energy blue light, thereby potentially reducing the risk of light-induced oxidative damage. Recommended by Veterinary Western Herbal Medicine specialist Dr Barbara Fugere as a daily supplement for ocular health.

- Goji berries contain unique polysaccharides, notably the Lycium barbarum polysaccharides (LBPs). These polysaccharides have been researched for their potential immune-modulating, anti-aging, and antioxidant properties.

- Goji berries are abundant in phenolic compounds, flavonoids, and carotenoids, which have potent antioxidant capacities.

- Rich in Beta-Sitosterol, a plant-based sterol that has been linked to maintaining healthy cholesterol levels due to its structure that resembles cholesterol, which may benefit cardiovascular health in dogs.

- Rich in Vitamin C and Vitamin E. Both these vitamins are excellent antioxidants. Vitamin C, a water-soluble vitamin, neutralizes free radicals in the aqueous environment, whereas Vitamin E, a fat-soluble vitamin, prevents lipid peroxidation in cell membranes.

- Rich in Riboflavin (Vitamin B2), which is essential for energy production and the metabolism of fats, drugs, and steroids. It also helps in the regeneration of glutathione, one of the body's primary antioxidants.

Turmeric

- Curcumin, a compound in turmeric, has demonstrated potent anti-inflammatory properties by modulating numerous molecular targets, including transcription factors, cytokines, and enzymes involved in inflammation. This may assist in alleviating symptoms associated with joint issues like osteoarthritis in dogs.

- Curcumin is an antioxidant and can help neutralize harmful free radicals in the body, protecting cells from oxidative stress and supporting overall health.

- Curcumin has shown potential in promoting neural health by increasing levels of brain-derived neurotrophic factor (BDNF), a growth hormone that functions in the brain. This may assist in maintaining cognitive health.

- Curcumin has been shown to have hepatoprotective effects, and so may play a protective role for the liver.

- Curcumin has been explored for its anti-proliferative effects on a range of tumour cells. It modulates various cellular signalling pathways involved in tumour progression.

Freakshakes - Nutritional Information

NINE LIVES FREAKSHAKE

INGREDIENTS:

Freeze dried buffalo liver, raw goats milk powder, organic catnip.

KEY CALL OUTS:

- CATS!
- Buffalo liver is novel protein, highly palatable ingredient for cats.
- Goats milk has pre and probiotics, digestive enzymes, and is more easily digested than cow's milk.
- Catnip can stimulate and entice cats, providing them with a natural sensory experience. It may be useful as a mood enhancer, reducing anxiety and promoting relaxation and sleep.

MORE DETAIL:

Buffalo Liver

- Buffalo, also known as bison, is a novel protein source. It is rich in protein, iron, B vitamins, copper, and zinc.
- Buffalo liver is a great substitute for beef liver, as they have similar nutritional profiles.
- Buffalo liver is low in fat.
- Human grade and Australian sourced.
- Promotes sustainable consumption of organ meats. Sustainability through utilizing otherwise discarded products, honouring the whole animal, and reducing food waste.

Goats Milk

- Goat milk naturally contains probiotics and enzymes that can support a healthy gut. Probiotics are beneficial bacteria that promote a balanced gut microbiome, while enzymes aid in the breakdown and absorption of nutrients. Including goat milk in a cat's diet can provide these natural probiotics and enzymes, contributing to gut health and improved nutrient utilization.
- Goat milk is considered easier to digest compared to cow's milk. It contains smaller fat globules and lower lactose content, making it gentler on a cat's digestive system.
- Many cats find the taste of goat milk appealing. Adding it as a meal topper can enhance the flavour of their regular food, making it more enjoyable and encouraging them to eat.
- Goat milk naturally contains certain components that can act as prebiotics. While it may not have as high a concentration of prebiotics as some foods like fruit, goat milk does contain certain carbohydrates, such as oligosaccharides, that can serve as food for beneficial gut bacteria. These oligosaccharides in goat milk can have prebiotic effects, promoting the growth and activity of beneficial bacteria in the gut. This can help support a healthy gut microbiome and contribute to digestive health in cats.
- Human grade and Australian sourced

Catnip

- Catnip, scientifically known as *Nepeta cataria*, belongs to the mint family and is renowned for inducing temporary alterations in cat behaviour due to its volatile oil, nepetalactone.
- When ingested, catnip can act as a mild carminative, helping to expel gas from the stomach or intestines, thereby aiding in the relief of flatulence and bloating. This is similar to the effects of peppermint when consumed by humans.
- Catnip is rich in the phytochemicals flavonoids and terpenoids, which are known for their antioxidant and anti-inflammatory properties.
- Ingesting catnip can have a mild sedative effect on cats, which can be useful in reducing anxiety and promoting relaxation and sleep.
- While the exact mechanism is not well understood, the ingestion of catnip can induce a temporary state of euphoria in some cats, potentially serving as a mood enhancer.