

ZIWI Peak Venison

Distributed by
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NUMBER
(AUSTRALIA)



ZIWI Venison comes from the stunning hill and high country in New Zealand. The rocky terrain, windy valleys and vast open spaces, mainly from the South Island of New Zealand, provide the necessary terrain for venison to be grown in the wild or raised in fully traceable, approved, ethical farming environments. ZIWI's venison is grass fed, outdoors, all year round, with no added hormones, antibiotics or growth promotants.

Nutritional benefits:

The ZIWI Venison recipe provides a lean, high-quality, and highly digestible diet. Venison, derived from game meat, possesses a natural attribute of being low in fat content, rendering it an excellent option for dogs requiring calorie-restricted diets or those in need of a low-fat protein source. Furthermore, ZIWI Venison is complete and balanced for All Life Stages.

Venison stands out for its rich content of highly digestible animal protein, encompassing all ten essential amino acids crucial for overall health. Notably, venison ranks among the finest dietary sources of 'haem' iron, known for its superior absorption compared to 'non-aem' iron found in grains and vegetables. Additionally, venison serves as an abundant reservoir of essential vitamins and minerals, particularly noteworthy for its generous supply of B vitamins, including B12, B6 and B3.

ZIWI Venison as a novel protein:

Elimination diet trials using novel proteins are an alternative option to commercial hydrolysed diets. Owners will often opt to prepare their own novel protein diets using crocodile, goat, kangaroo, or venison meat. However, these homemade diets frequently fall short of meeting the nutritional standards established by organizations such as AAFCO, FEDIAF or NRC. As a consequence, extended use of these diets may lead to nutrient deficiencies.

In cases where a limited ingredient diet is the preferred approach, ZIWI's Venison recipe presents a complete and balanced solution. This option provides pet owners with an excellent alternative for both short-term and long-term elimination trials, or even as a permanent dietary choice, all without compromising on the essential aspects of nutrition and overall pet health.

Snapshot of ZIWI Venison:

- Sourced from grass-fed, wild, or free-range farms
- Free from GMOs and raised without the use of antibiotics, hormones, or growth promotants
- Abundant in iron
- An excellent supplier of vital B vitamins, including B12, B6 and B3
- Low in saturated fats
- Rich in animal protein, encompassing all 10 essential amino acids
- Excludes high-glycemic ingredients like grains, potatoes or tapioca starch
- Completely devoid of artificial preservatives and undesired binders such as carrageenan, agar agar or gums
- Features a novel protein, limited ingredient recipe, comprising of venison and 3% New Zealand Green Lipped Mussels, delivering a natural source of glucosamine and chondroitin

ZIWI Peak Recommendations



Chicken air-dried cat food:

Crude Protein is 38%
Crude Fat is 30%
Dry Matter Basis Protein is 48%
Dry Matter Basis Fat is 39%
Ca:P ratio 1.32

Chicken wet cat food:

Crude Protein is 9%
Crude Fat is 5.5%
Dry Matter Basis Protein is 46%
Dry Matter Basis Fat is 31%
Ca:P ratio 1.39

Beef air-dried cat food:

Crude Protein is 38%
Crude Fat is 30%
Dry Matter Basis Protein is 47.8%
Dry Matter Basis Fat is 38%
Ca:P ratio 1.49

Beef wet cat food:

Crude Protein is 9%
Crude Fat is 5.5%
Dry Matter Basis Protein is 45%
Dry Matter Basis Fat is 29%
Ca:P ratio 1.36



Lamb air-dried cat food:

Crude Protein is 35%
Crude Fat is 33%
Dry Matter Basis Protein is 43%
Dry Matter Basis Fat is 41%
Ca:P ratio 1.31

Lamb wet cat food:

Crude Protein is 9.5%
Crude Fat is 6%
Dry Matter Basis Protein is 43%
Dry Matter Basis Fat is 31%
Ca:P ratio 1.32

Venison air-dried cat food:

Crude Protein is 45%
Crude Fat is 23%
Dry Matter Basis Protein is 54%
Dry Matter Basis Fat is 32%
Ca:P ratio 1.14

Venison wet cat food:

Crude Protein is 10%
Crude Fat is 4%
Dry Matter Basis Protein is 54%
Dry Matter Basis Fat is 23%
Ca:P ratio 1.46

