



THE FELINE CONSULTANT

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What is difference between a professionally formulated diet and a “DIY-free internet recipe”

To formulate a complete and balanced cat food diet a formulation software, and experience in cat palatability preferences are needed. The software holds all the information about nutrients, AAFCO min and max guidelines, calculations about caloric density, feeding amount and how to adjust if you are feeding a highly active kitten or sedatory senior cat.

	Professional Diet Very specific:	Free internet formula Generic:
Meat Ingredients	Use 80% lean ground beef 120g of chicken liver 20 ml of cod liver oil	3 lbs of beef (bones, organs and meat) 3 or 4 oz of liver 1 or 2 tsp of fish oil
Vitamins and Minerals	Vitamin E – 400 IU (5 capsules) Taurine -	4 tablets of Vitamin E 1 teaspoon of taurine use one tsp of a completer or premix for 3 lbs of meat
How to prepare	Mix the dry ingredients with 100mls of cold water for 2 min	Use one or two cups of water to mix in the dry ingredients
Caloric Density and daily amount to feed	Caloric density is calculated and feeding amount is given for specific life stage	No caloric density and no information how much to feed per day
Formulation	% protein, fat, ash, carbohydrates as feed and in DM Caloric density and feeding amount for live stage. Minerals, Vitamins Aminoacids (taurine)	No information

If you are unable to invest in a professionally formulated diet for your specific needs, we highly recommend purchasing commercial diets that have been formulated to meet AAFCO guidelines for all life stages.

