



Dear Fur Parent,

Thank you for choosing FurFresh food you'd feed yourself. We believe that FurFresh is the freshest, healthiest dog food you can buy.

With any new diet, it's best to transition your dog slowly to make sure that their stomach can adjust. This is especially relevant if your dog has been fed a kibble-only diet for most of their life.

Below are some tips on how much to feed and how to transition them to minimise any upsets. Please note that the feeding guide is the total food that your dog consumes, including any bones or treats.

It's often quite normal for your dog to be a little picky with any change of diet, so if at first your dog doesn't gobble up all of the FurFresh food, keep offering over a period of around 5 days and this will be enough to transition.

Feeding Guide:

As a general rule of thumb, a healthy weight adult dog will consume between 1-3% of their body weight per day. The exception to this rule are puppies, they need to be fed up to 9% of body weight per day in three meals until 12 weeks old, then gradually reduce the amount fed to 3% at 12 months old.

Please remember that daily food includes any treats, bones and other food, so please bear this in mind when feeding.

FurFresh serving size is calculated for healthy weight adults 1% of body weight per day designed to be the main meal of the day and supplemented with a raw bone or other healthy treat. If not supplementing, feed at 2% of body weight. Suitable for all life stages.

Use the below table as a guide but use your dog's appearance as a guide.

	2kg	5kg	10kg	15kg	20kg	25kg	30kg	35kg+
Healthy Weight Adult	20g	50g	100g	150g	200g	250g	300g	350g+
Under Weight Adult	60g	150g	300g	450g	600g	750g	900g	1050g
Puppies	180g*	450g*	900g*	-	-	-	-	-
Seniors	20g	50g	100g	150g	200g	250g	300g	350g+

*Follow above instructions for Puppies

How to transition your dog/s to FurFresh:

For dogs making the change from a processed diet of kibble or canned food, our food should be introduced gradually, over a period of 5-14 days depending on your dog's sensitivity. If your dog is already consuming a varied, raw or home cooked diet, our food can usually be introduced more quickly, over one or two meals.

If you have any questions or concerns, please email emma@furfresh.com.au.

FÜR FRESH™

Food you'd feed yourself.™

Start by adding just a small amount of the FurFresh into your dog's current meals or as a treat before the main meal. Gradually increase the amount of the FurFresh food while decreasing the amount of your dog's original diet. This will allow the natural 'friendly' gut flora in the intestines to get accustomed to the new diet and become more efficient at digesting the new food.

How much you start with will depend on the size of your pup and how sensitive they are to change. For some, ¼ of FurFresh and ¾ of the original diet may work well. For more sensitive dogs, start with a smaller amount. For more robust tummies, you may try ½ and ½. Feel free to adjust the amount and schedule to suit your pup's individual needs.

Steps for a successful transition:

1. Initially, introduce FurFresh as a treat just before feeding them their regular main meal.
2. Next, feed them 1/4 FurFresh to 3/4 regular food.
3. Gradually increase the FurFresh quantity over the next few days. As a guide you could use the following amounts 1/3 > 1/2 > 2/3 > 3/4 until your dog is solely eating FurFresh.
4. Monitor your dog's stools for changes as a good indication of how they're transitioning. If they experience any loose stools, this is a sign to take it a little more slowly.

What to do if your dog experiences a tummy upset

It is fairly common for dogs and their humans to absolutely love FurFresh (which is great!) and stop feeding their previous food at all straight away (this can be not so great). After a few days, the dog's digestive system can react and they can experience quite loose stools and sometimes even diarrhoea. Occasionally you might also see a little bit of blood that is either drops around the stool or a 'raspberry jam' like consistency. This is often a result of straining and slight inflammation and whilst isn't cause to panic, should be monitored closely.

If any of these symptoms happen, rest assured that if your dog is otherwise happy and bright, you just need to reduce the amount of FurFresh being fed and follow the below steps to transition successfully.

If at any point you're concerned, email furservice@furfresh.com.au or consult your Vet.

How to defrost your FurFresh meals:

The best way to defrost your FurFresh meal is overnight in the refrigerator. This allows for a controlled and even defrosting process.

If you are short on time, you can defrost the meals on the defrost setting in a microwave.

Can I serve FurFresh still frozen?

Absolutely! This will depend on the size of your dog and their preference. Particularly in summer, serving frozen will be refreshing, great for their dental health and make them work a little harder for their food.

I don't want to feed the food raw, can I cook it?

If you have any questions or concerns, please email emma@furfresh.com.au.



Whilst we would encourage you to try and feed the food as is, in its raw state due to the great health benefits like better digestive health, shinier coat, and increased energy levels, if you really can't get your head around this, you can cook the meals. The simplest way to do this is a method similar to sous vide – place the defrosted meal still in its plastic packet in simmering water for around 10-15 minutes (perhaps 15-20 for chicken). You can also pan fry the product and serve.

How long do FurFresh meals last:

Whilst FurFresh meals last up to six months in the freezer. However, to maintain ingredient integrity, we recommend using within three months (but let's face it, they'll be gobbled up well before that)!

IMPORTANT: Once defrosted, keep in the refrigerator and use within 2 days.

Safety Precautions:

As FurFresh meals contain raw meat, handling the food correctly is very important. To avoid any possible contamination that may result in illness (for you or your pup) due to mishandling follow the below:

1. Wash hands and utensils thoroughly after handling the food.
2. Wipe down any surfaces that have come into contact with the food.
3. Store on a plate in the refrigerator, not directly on the shelving. Keep separate from other food.
4. Refrigerate leftovers immediately and discard any unused defrosted food after 2 days.
5. We recommend serving in a stainless steel bowl that is washed in hot soapy water after each feed.
6. As an added precaution, you may choose to wear gloves whilst handling any food.
7. Be aware after your dog has finished eating to avoid too many 'kisses'!

In the rare event that your dog experiences any vomiting or diarrhoea cease feeding the food and if the symptoms persist consult your Vet.

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