RAWZ – Nutritional Benefits for Cat and Dog New Zealand Canned 94% Venison, Organ Meats & Green Mussels and 94% Venison, Organ Meats & Goat's Milk Diets

1. Benefits of a Wet, Canned Diet

Canned diets offer consumer-friendly convenience as they are shelf-stable products. However, no matter how convenient a food format is, a diet is only as good as the digestibility and acceptance of it. Compared with kibble, canned diets increase the facilitation of digestion. In dogs and cats, they are linked to smoother gut transit and efficient nutrient digestibility.[2,3,5] This can be attributed to the high moisture content associated with cans which also contributes to hydration.[14] This can be advantageous for pet parents that are trying to increase their pets' water intake as well. Wet foods are also very palatable. Flavor-active compounds naturally develop in wet canned foods which, along with the soft, meaty texture, drives the strong palatability.[16,19] Having a palatable diet drives the pet to want to eat wet food, in turn ensuring that nutritional requirements are met. [10,16]

2. Venison as a Novel Single Meat Lean Protein, Nutrient - Dense Protein Source, Can be Great for Pet's with Food Sensitivities

These Rawz canned recipes feature venison as the primary animal protein source, offering a high-quality, highly digestible alternative to traditional proteins like chicken or beef. Venison provides essential nutrients to support overall health and wellness. Select recipes include nutrient-rich green mussels, a natural source of omega-3 fatty acids and joint-supporting compounds, as well as goat's milk, which contributes digestible proteins, vitamins, and minerals to promote gut and immune health.

Adequate dietary protein supports tissue maintenance, growth, metabolism, and energy needs. In dogs, insufficient protein intake is linked to loss of lean mass, stunted growth, and amino acid imbalances, while higher protein diets help maintain lean body mass.[8, 18] Venison is naturally lean, making it a good source of essential amino acids. It is also a source of essential minerals such as zinc, potassium, magnesium, and iron.[12,18] Since it is lower in fat, it can also be a great option for pets needing a little more caloric control. To help maintain a lower fat content and preserve the lean profile of these formulas, venison lung was incorporated. This lean organ meat provides protein, iron, phosphorus, and B-complex vitamins. Venison liver was also added to help balance the formula, as it is one of

the most nutrient-dense organ meats, supplying vitamin A, B-complex vitamins, and essential minerals. Additionally, venison liver is highly palatable. Overall, venison is a high-quality, easily digestible protein that's low in fat, helping support lean muscle without excess fat.

3. Green Mussels as a Natural Source of Omega-3

Green mussels provides a rich, natural supply of omega-3 fatty acids, EPA and DHA.[15,11] Not only are EPA and DHA important for overall health, they support anti-inflammatory, skin and coat health, heart health, immune function, and cognitive function.[4,11] Incorporation of these fatty acids has also been linked to relief in dogs affected by osteoarthritis with improved motor activity and gait function.[4,15] Green mussels also contribute protein and a natural source of minerals such as chloride, iodine, selenium, and sodium. Given their wide range of benefits, green mussels can support your pet's long-term health and well-being.

4. Goat's Milk for Digestive Health

Supporting a healthy gut and digestion is important for a pet's overall health and wellbeing. Goat's milk contains naturally occurring oligosaccharides which act as prebiotics that nourish gut bacteria, in turn, supporting digestion.[1,17] When compared to cow's milk, goat's milk has lower lactose levels, lower fat content, and smaller fat globules, making it easier to digest.[6] High lactose levels can negatively impact digestive efficiency and cause gastrointestinal upset in dogs and cats.[7] As part of a balanced formula, goat's-milk can help nurture a healthy microbiome and digestion for many pets.

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