



A GUIDE TO YOUR PET'S WELLBEING



IN
2018

WE CONTINUE TO DELIVER
**PET FOOD THAT EXCEEDS
EXPECTATION**



SUPERIOR NUTRITION FOR PETS

MfM proudly brings you the very best premium, Australian made puppy, dog and cat food on the market.

Our passion and commitment to develop and produce nutrient dense and balanced pet food stems from our belief that nutrition is not only a vital part of your pet’s physical health but also plays a huge part in their overall wellbeing and enjoyment of life.

This wonderfully balanced holistic food is manufactured to exacting ethical standards of quality, performance, economy and safety using only the finest natural ingredients.

OUR GOAL IS TO PRODUCE FOOD THAT EXCEEDS YOUR EXPECTATIONS



PET FOOD THAT EXCEEDS EXPECTATION

Our mission is to provide quality pet food for owners that respect a wholesome, balanced, all-natural, hypoallergenic, grain and gluten free holistic product for their pets.

With honest, up-to-date information we are committed to helping you elevate the health, wellbeing and happiness of your family companions

Just like our products, we aim to be sustainable. That means we want to be there with you for the long haul, and we know this can't be achieved without genuinely caring for our product, our industry and our customers (yep, that's your beloved pet).

COMPLETE AND HOLISTIC CARE

Our principles are principal. We stand by an unfaltering respect for our customers, our environment and ourselves, knowing that it is a commitment to our values that makes all the difference.

OUR VISION

To make pet nutrition a cornerstone in the pet industry, as nutrition is the single largest contributor to good health and happiness.

OUR PHILOSOPHY

Nutrition is the single most important factor in the quality of your pet's life. With it, good health follows, as does the ability to be able to reproduce successfully, or recover from trauma or surgery.

OUR DIFFERENCE

We source raw materials (ingredients) and packaging from Australian farmers & manufacturers and then back our final products with rigorous testing. The difference is in the science.

QUALITY

We subject our premium Australian ingredients to rigorous quality testing using ISO approved testing procedures whilst cooking the food using HACCP approved manufacturing procedures.

SUSTAINABILITY

From our fine collection of suppliers to our quality packaging. We have gone to great lengths to hold efficiency, sustainability and quality in the highest regard.

FRESHNESS

Fresh food in foil packaging ensures a good oxygen transfer rate, and by excluding the oxygen we stop any deterioration (oxidation) of the food.

FAIR TRADE

We are actively looking at ways to preserve the ethics of our industry. To do so, we opt for fair trade requirements are met in everything we do. Australian raw ingredients are the cleanest and best in the world, and as Australians we believe in supporting Australia.

**WHILST SOME COMPETITORS HAVE TRIED TO DUPLICATE OUR PRODUCTS,
ALL HAVE FAILED TO UNDERSTAND THE SCIENCE THAT ACHIEVES OUR RESULTS**

THE MfM DIFFERENCE

Our holistic approach drives us to develop all-natural products with ingredients chosen to give your pet a happier, healthier life and separate us from many other pet food companies.

Our first priority is the health and well-being of your pet. Our commitment to wholesome, natural, quality pet food is unparalleled resulting in amazing benefits for your pet.

OUR PRODUCTS ARE NOT BASED ON WHAT IT TAKES TO SURVIVE,
BUT TO HELP YOUR PET THRIVE

EDUCATION

When it comes to pets, we do have some wisdom to impart. From our team of nutritionists to pet loving bloggers, we collectively have a lot of tips. We're proud to say we know our stuff, and we'd love to share it with you.

PACKAGING

Foil = Freshness! Unlike plastic packaging, foil packaging has a zero oxygen transfer rate, and by excluding the oxygen we stop any deterioration (oxidation) of the food.

THE GOLD STANDARD IN AUSTRALIAN HOLISTIC PET CARE



EXCEEDING
STANDARDS



LOCAL
INGREDIENTS



ALL
NATURAL



NOTHING
ARTIFICIAL



FREE FROM
FUMIGATION



NO ARTIFICIAL
COLOURS



FREE FROM
IRRADIATION



NATURALLY
PRESERVED



NO
FILLERS



BALANCED



FREE FROM
GMO



AUSTRALIAN
MADE

Developed and manufactured in
Australia, for Australian pets.

THAT'S US IN A NUTSHELL, BUT WE HOPE TO BE SO MUCH MORE; MORE THAN JUST A
PRODUCT, MORE THAN JUST YOUR AVERAGE PET FOOD COMPANY.

**DEVELOPED AND MANUFACTURED IN AUSTRALIA BY OUR IN-HOUSE
NUTRITION AND FOOD SCIENCE TEAM.**

40 years of experience in the field of performance animal nutrition shows why we are the leader in the development of hypoallergenic all-natural holistic pet food diets.

WE GUARANTEE YOUR PET WILL NOTICE THE DIFFERENCE

COMPLETE & BALANCED NUTRIENT DENSE FOOD



NUTRIENT RICH

Our specific nutrient profile provides what we believe to be the best scientifically validated diet possible.



GLUTEN FREE

In an attempt to cover all animal requirements, our products do not include gluten.



GRAIN FREE

Helps keep pets fuller for longer resulting in eating less frequently.



ANIMAL PROTEIN

Our formulations are high in meat and fish animal proteins so pets thrive and live long and happy lives.



HYPOALLERGENIC

To reduce allergic responses, our formulas are free of allergens such as corn, wheat, soy, dairy, beef and chicken.



**IMMUNE
FUNCTION**

A unique blend of probiotics and strengthening nutrients to maintain a healthy immune system.



**HEALTHY SKIN &
COATS**

A unique blend of Omega 3,6 & 9 fatty acids and fish oils for healthy skin, a lustrous coat and to support metabolic processes.



GLUTEN FREE

Optimum nutrition balanced with energy. These natural ingredients nourish your pet resulting in smaller, firm stools.



GRAIN FREE

The natural plant extract Yucca shidigera reduces unpleasant faecal and gas odours.



JOINT HEALTH

A unique blend of omega oils and essential nutrients to promote skeletal strength, joint structure and mobility.



**SUPERB
PALATABILITY**

With extensive trials and lots of happy animals we have found that Dogs and Cats just love the taste.



**PACKED WITH
OMEGA 3, 6 & 9**

Support immune system function, maintenance of hormonal systems and protection against heart disease.

A COMPLETE RANGE OF ALL-NATURAL HYPOALLERGENIC GRAIN AND GLUTEN FREE HOLISTIC
SUPER PREMIUM PET FOODS THAT ARE MADE IN AUSTRALIA FROM ONLY THE FINEST
AUSTRALIAN INGREDIENTS. THAT IS WHAT YOUR PET DESERVES

NO MODIFICATION - NO INTERFERING - NO 'ENHANCEMENT'
WERE ALL NATURAL

In a world of artificial additives and synthetic non-foods, getting the most out of what your pets eat can be tricky. But there is a loud, growing movement leading the way back to fresh produce and natural products.

Now more than ever, we are demanding ingredients in their original forms – without modification, without interference and without 'enhancement'. This means your pets experience amazing health benefits without the hidden nasties.

**EACH PRODUCT IS MADE UP WITH (but not limited to) this
PERFECT SELECTION OF PURE INGREDIENTS**



ALFALFA



CHICKPEAS



COCONUT



EGG



KANGAROO



KELP



LAMB



**NATURAL
FATS**



OMEGA 3



PARSLEY



SALMON



SARDINES



**SEASONAL
VEGETABLES**



**TURKEY
MEAT**



TURMERIC

Puppy overview.....

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PUPPIES

Turkey Salmon & Sardine

RICH
IN NUTRITION

Hypoallergenic
gluten
FREE

PACKED WITH
OMEGA 3, 6 & 9

GMO FREE

high
IN PROTEIN



TURKEY, SALMON & SARDINE

WITH VEGETABLES & COCONUT OIL

Growing dogs require omega 3,6 & 9 (DHA'S & EPA'S) for brain function and also to assist with cardiovascular health, teeth, nails, skin & coat.

TURKEY

Rich in the trace mineral selenium, supporting thyroid health and enhancing the immune system. Rich in the cancer-protective B vitamin niacin which aids in controlling glucose levels as well as converting protein, fat and carbohydrates into usable energy. Vitamin B6 supports energy metabolism and cardiovascular health. A natural source of bio-available Calcium, Glucosamine and Chondroitin and also contains the amino acid Tryptophan which produces Serotonin and plays an important role in strengthening the immune system.

SALMON

Salmon contains small bioactive protein molecules (bioactive peptides) that may provide special support for joint cartilage, insulin effectiveness, and control of inflammation in the digestive tract.

FEEDING GUIDE

Weight of Dog (Kgs)	0-3 Months (intake gms/day)	3-6 Months (intake gms/day)	6-12 Months (intake gms/day)	12 Months and over (intake gms/day)
1	60	50	40	30
2	120	100	80	60
5	210	175	140	90
10	335	295	240	135
15	475	405	335	170
20	590	505	405	200
25		595	490	230
30		675	565	260
35		740	650	280

NOTE: 1 Cup is approximately 130 grams

CHEMICAL ANALYSIS (Dry Matter Basis)

Crude Protein (min): 28%	Moisture: 10%
Crude Fat (min): 16%	Phosphorus (min): 1%
Ash (Typical): 5%	Calcium (min): 1.5%
Crude Fibre (max): 4%	

ME 3700 kcal/kg

COMPLETE & BALANCED NUTRITION

IDEAL FOR: Puppy & Whelping

SUITABLE FOR: All breeds & all ages

INGREDIENTS

Turkey meat, salmon & sardine, seasonal vegetables, ground brown rice, alfalfa, natural fats & oils, omega 3,6 & 9, coconut oil, turmeric, parsley, pre & probiotic, kelp, vitamins A, C, D3, K, B1, B2, B6, B12, niacin, pantothenic acid, folacin, biotin, natural organic acids, plus minerals, calcium, phosphorus, sodium, copper, zinc, iron, manganese and iodine. Also contains natural flavours, and is preserved using natural vitamin E and rosemary extract.

AVAILABLE IN

2.5kg, 9kg & 20kg



TURKEY, SALMON & SARDINE HYPOALLERGENIC & GLUTEN FREE

28%
PROTEIN

16%
FAT



*Turkey & Chicken
Large Kibble*

RICH
IN NUTRITION

Hypoallergenic

gluten
FREE

grain
FREE

PACKED WITH
OMEGA 3,6+9

GMO FREE

high
IN PROTEIN

TURKEY & CHICKEN

WITH VEGETABLES & COCONUT OIL

An excellent choice for growing puppies boasting high protein and low fat properties. Natural ingredients boosts immunity and acts as antioxidants.

TURKEY

An alternative to common flavours and a natural, healthy protein with similar nutrient profiles as chicken. A typical turkey consists of 70 percent white meat and 30 percent dark meat. Turkey meat is a source of iron, zinc, potassium and phosphorus. It is also a source of vitamin B6 and niacin, which are both essential for the body's energy production. Regular turkey consumption can help lower cholesterol levels. Turkey contains the amino acid tryptophan, which produces serotonin and plays an important role in strengthening the immune system.

CHICKEN

White meat is lower in kilojoules and has less fat than the dark meat. Chicken meat is low-GI and can help keep insulin levels stable.

FEEDING GUIDE

Weight of Dog (Kgs)	0-3 Months (intake gms/day)	3-6 Months (intake gms/day)	6-12 Months (intake gms/day)	12 Months and over (intake gms/day)
1	60	50	40	30
2	120	100	80	60
5	210	175	140	90
10	335	295	240	135
15	475	405	335	170
20	590	505	405	200
25		595	490	230
30		675	565	260
35		740	650	280
40		805	705	305
45				325
50				350

NOTE: 1 Cup is approximately 130 grams

CHEMICAL ANALYSIS (Dry Matter Basis)

Crude Protein (min): 31%	Moisture: 10%
Crude Fat (min): 18%	Phosphorus (min): 1%
Ash (Typical): 5%	Calcium (min): 1.5%

PLEASE NOTE: ME 3700 kcal/kg Crude Fibre (max): 4%
Natural fats and oils are derived from our main protein source of turkey.
This food does not contain any sugar (as sucrose) and is free of dairy products.

31%
PROTEIN

18%
FAT

INGREDIENTS

Turkey meat & chicken, sweet potato, seasonal vegetables, alfalfa, natural fats & oils, omega 3,6 & 9, coconut oil, turmeric, parsley, pre & probiotic, egg, kelp, vitamins A, C, D3, E, K, B1, B2, B6, B12, niacin, pantothenic acid, folacin, biotin, natural organic acids, plus minerals, calcium, phosphorus, sodium, copper, zinc, iron, manganese and iodine. Also contains natural flavours, and is preserved using natural vitamin E and rosemary extract.

COMPLETE & BALANCED NUTRITION

IDEAL FOR: Puppy & Whelping

SUITABLE FOR: All breeds & all ages

AVAILABLE IN

2.5kg, 9kg & 20kg



TURKEY & CHICKEN HYPOALLERGENIC, GRAIN FREE & GLUTEN FREE

For teacup size up to large and giant breeds, all our formulations contain the complete range of balanced essential nutrients. Of these nutrients, ten are essential amino acids from which metabolites such as I-Carnatine are derived.

If I-Carnatine needs to be added to the food for large and giant breeds, it simply means there are insufficient essential amino acids present in the diet.

MfM has proven solutions for pets with the following problems: allergies, digestive issues, excessive shedding, hot spots, joint inflammation, anxiety, scratching/biting, weak immune system, underweight, overweight, ear infections and body odour.

Allergies in pets are caused by suppression of the immune system, which is often caused by improper nutrition. This can usually be solved by changing to a MfM all-natural holistic diet.



DOGS



Kangaroo & Lamb

RICH
IN NUTRITION

Hypocallergenic

gluten
FREE

PACKED WITH
OMEGA 3, 6+9

GMO FREE

high
IN PROTEIN



KANGAROO & LAMB

WITH VEGETABLES & COCONUT OIL

Our Kangaroo & Lamb holistic formula is the gold standard in pet care. No artificial preservatives or colours and using all natural ingredients. We only use pure food with no beat by-products which ensures that your dog is getting exactly what it needs.

KANGAROO

is a very popular flavour for both dogs & cats, kangaroo offers the highest level of protein of any of the meat types and is not only rich in omega-6 fatty acids and essential amino acids, but an excellent source of dietary zinc, iron and other minerals and is also very digestible.

LAMB

Fed on pastures and not exposed to grains, lamb is also referred to as a cooling meat and has anti-inflammatory capacities. Lamb is also high in omega 3 and is not only rich in essential amino acids, but an excellent source of dietary zinc, iron and other minerals and is also very digestible and offers assistance in maintaining healthy skin & coat.

INGREDIENTS

Kangaroo and lamb meat, seasonal vegetables, ground brown rice, alfalfa, natural fats and oils, omega 3, 6 & 9, coconut oil, turmeric, parsley, pre & probiotic, kelp, vitamins A, C, D3, E, K, B1, B2, B6, B12, niacin, pantothenic acid, folacin, biotin and natural organic acids, plus minerals, calcium, phosphorus, sodium, copper, zinc, iron, manganese and iodine. Also contains natural flavours, and is preserved using natural vitamin E and rosemary extract.

COMPLETE & BALANCED NUTRITION

IDEAL FOR: Dogs with allergies or sensitivities

SUITABLE FOR: All breeds & all ages

CHEMICAL ANALYSIS (Dry Matter Basis)

Crude Protein (min): 21%	Moisture: 10%
Crude Fat (min): 12%	Phosphorus (min): 0.9%
Ash (Typical): 7%	Calcium (min): 1.4%
Crude Fibre (max): 4%	

ME 3700 kcal/kg

PLEASE NOTE:

Natural fats and oils are derived from our main protein source of turkey. This food does not contain any sugar (as sucrose) and is free of dairy products.

21%
PROTEIN

12%
FAT

FEEDING GUIDE

Weight of Dog (Kgs)	Intake (gms/day)
1-5	90
10	135
15	170
20	200
30	260
35	280
40	305
50	350

NOTE: 1 Cup is approximately 130 grams

AVAILABLE IN

2.5kg, 9kg & 20kg



KANGAROO & LAMB HYPOALLERGENIC & GLUTEN FREE



RICH
IN NUTRITION

Hypoallergenic

gluten
FREE

grain
FREE

PACKED WITH
OMEGA 3, 6 & 9

GMO FREE

high
IN PROTEIN

DUCK & TURKEY

WITH VEGETABLES & COCONUT OIL

Our Duck & Turkey grain free, hypoallergenic holistic formula is a staple choice. No artificial preservatives or colours and using all natural ingredients. We only use pure food with no beat by-products which ensures that your dog is getting exactly what it needs.

DUCK

Nutritional value is quite surprising. This meat houses a ton of nutrients, including a vast variety of different minerals and vitamins. These minerals include phosphorous, selenium, zinc, magnesium, manganese, potassium, calcium and sodium. As for vitamins, duck meat contains niacin, riboflavin, thiamine, pantothenic acid, folate, vitamin A, vitamin E, vitamin K, as well as B group vitamins which include, B6 and B12. Duck meat is also a rich source of protein!

TURKEY

An alternative to the common flavours and perfect for pets with allergies. Offers a natural, healthy protein with similar nutrient profiles as those of chicken.

INGREDIENTS

Duck & Turkey meat, sweet potato, red lentils, seasonal vegetables, alfalfa, natural fats and oils, omega 3, 6 & 9, coconut oil, turmeric, parsley, pre & probiotic, kelp, vitamins A, C, D3, E, K, B1, B2, B6, B12, niacin, pantothenic acid, folacin, biotin and natural organic acids, plus minerals, calcium, phosphorus, sodium, copper, zinc, iron, manganese and iodine. Also contains natural flavours, and is preserved using natural vitamin E and rosemary extract.

COMPLETE & BALANCED NUTRITION

IDEAL FOR: Dogs with allergies or sensitivities

SUITABLE FOR: All breeds & all ages

CHEMICAL ANALYSIS (Dry Matter Basis)

Crude Protein (min): 30%	Moisture: 10%
Crude Fat (min): 16%	Phosphorus (min): 0.8%
Ash (Typical): 6%	Calcium (min): 1.2%
Crude Fibre (max): 4.5%	

ME 3700 kcal/kg

PLEASE NOTE:

Natural fats and oils are derived from our main protein source of turkey. This food does not contain any sugar (as sucrose) and is free of dairy products.

FEEDING GUIDE

Weight of Dog (Kgs)	Intake (gms/day)
1-5	90
10	135
15	170
20	200
30	260
35	280
40	305
50	350

NOTE: 1 Cup is approximately 130 grams

AVAILABLE IN

2.5kg, 9kg & 20kg



DUCK & TURKEY HYPOALLERGENIC, GRAIN FREE & GLUTEN FREE



Salmon & Sardine

RICH IN NUTRITION *Hypoallergenic* grain FREE *gluten* FREE PACKED WITH OMEGA 3,6+9 **GMO** FREE *high* IN PROTEIN

SALMON & SARDINE

WITH VEGETABLES & COCONUT OIL

Exceptional levels of omega 3,6 & 9 (DHAs & EPAs) is excellent for your dog's brain function and may also assist with cardiovascular health, teeth, nails, skin & coat and contains natural anti-inflammatory properties.

CHICKPEAS
Chickpeas are low glycemic legumes that are a great source of protein, folic acid Garbanzo, fiber, and the essential amino acid lysine. Folic Acid is very important for cardiovascular health and is needed for energy production. Fiber supports proper digestion. Lysine is vital for many body functions including growth and maintenance of tissues and muscle mass.

OMEGA 3 FATTY ACID-DHA (Docosahexaenoic Acid)
The most important omega 3 fatty acid and plays a major role in the functioning of the immune system and the maintenance of all hormonal systems in the body. DHA is important for visual, brain & nervous system development.

INGREDIENTS
Salmon and Sardine, seasonal vegetables, ground brown rice, alfalfa, natural fats and oils, omega 3, 6 & 9, coconut oil, turmeric, parsley, pre & probiotic, kelp, vitamins A, C, D3, E, K, B1, B2, B6, B12, niacin, pantothenic acid, folacin, biotin and natural organic acids, plus minerals, calcium, phosphorus, sodium, copper, zinc, iron, manganese and iodine. Also contains natural flavours, and is preserved using natural vitamin E and rosemary extract.

COMPLETE & BALANCED NUTRITION
IDEAL FOR: Dogs with allergies or sensitivities
SUITABLE FOR: All breeds & all ages

CHEMICAL ANALYSIS (Dry Matter Basis)

Crude Protein (min): 30%	Moisture: 10%
Crude Fat (min): 18%	Phosphorus (min): 1%
Ash (Typical): 6%	Calcium (min): 1.8%
Crude Fibre (max): 4%	

ME 3700 kcal/kg
PLEASE NOTE:
Natural fats and oils are derived from our main protein source of turkey. This food does not contain any sugar (as sucrose) and is free of dairy products.

FEEDING GUIDE

Weight of Dog (Kgs)	Intake (gms/day)
1-5	90
10	135
15	170
20	200
30	260
35	280
40	305
50	350

NOTE: 1 Cup is approximately 130 grams

AVAILABLE IN
2.5kg, 9kg & 20kg



SALMON & SARDINE HYPOALLERGENIC, GRAIN FREE & GLUTEN FREE



Salmon & Sardine

RICH
IN NUTRITION

Hypoallergenic

gluten
FREE

PACKED WITH
OMEGA 3, 6+9

GMO FREE

high
IN PROTEIN



SALMON & SARDINE

WITH VEGETABLES & COCONUT OIL

Our Salmon & Sardine holistic formula is the perfect option for improving your bet's overall wellbeing. High in Omega 3 fatty acids with no artificial preservatives or colours and using all natural ingredients. We only use pure food with no beat by-products which ensures that your dog is getting exactly what it needs.

SALMON & SARDINE
With exceptional levels of omega 3, 6 & 9 (DHAs & EPAs) is excellent for your dog's brain function and may also assist with cardiovascular health, teeth, nails, skin & coat and contains natural anti-inflammatory properties.

OMEGA 3 FATTY ACIDS
Play a major role in the functioning of the immune system and the maintenance of all hormonal systems in the body. Protection against heart disease, progressive retinal atrophy and support for brain development in the womb are just a few of the many benefits seen when these critical fats are included in our pets diets.

INGREDIENTS
Salmon and Sardine, seasonal vegetables, ground brown rice, alfalfa, natural fats and oils, omega 3, 6 & 9, coconut oil, turmeric, parsley, pre & probiotic, kelp, vitamins A, C, D3, E, K, B1, B2, B6, B12, niacin, pantothenic acid, folacin, biotin and natural organic acids, plus minerals, calcium, phosphorus, sodium, copper, zinc, iron, manganese and iodine. Also contains natural flavours, and is preserved using natural vitamin E and rosemary extract.

COMPLETE & BALANCED NUTRITION
IDEAL FOR: Dogs with allergies or sensitivities
SUITABLE FOR: All breeds & all ages

CHEMICAL ANALYSIS (Dry Matter Basis)

Crude Protein (min): 20%	Moisture: 10%
Crude Fat (min): 10%	Phosphorus (min): 1%
Ash (Typical): 5%	Calcium (min): 2%
Crude Fibre (max): 4%	

ME 3700 kcal/kg

PLEASE NOTE:
Natural fats and oils are derived from our main protein source of turkey. This food does not contain any sugar (as sucrose) and is free of dairy products.

20%
PROTEIN

10%
FAT

FEEDING GUIDE

Weight of Dog (Kgs)	Intake (gms/day)
1-5	90
10	135
15	170
20	200
30	260
35	280
40	305
50	350

NOTE: 1 Cup is approximately 130 grams

AVAILABLE IN
2.5kg, 9kg & 20kg



SALMON & SARDINE HYPOALLERGENIC & GLUTEN FREE



Salmon & Sardine Large Kibble

RICH
IN NUTRITION

PACKED WITH
OMEGA 3, 6 & 9

Hypoallergenic

GMO FREE

gluten
FREE

high
IN PROTEIN

SALMON & SARDINE (Large Kibble)

WITH VEGETABLES & COCONUT OIL

Our Salmon & Sardine holistic formula is the perfect option for improving your bet's overall wellbeing. High in Omega 3 fatty acids with no artificial preservatives or colours and using all natural ingredients. We only use pure food with no beat by-products which ensures that your dog is getting exactly what it needs.

SALMON & SARDINE

With exceptional levels of omega 3, 6 & 9 (DHAs & EPAs) is excellent for your dog's brain function and may also assist with cardiovascular health, teeth, nails, skin & coat and contains natural anti-inflammatory properties.

OMEGA 3 FATTY ACIDS

Play a major role in the functioning of the immune system and the maintenance of all hormonal systems in the body. Protection against heart disease, progressive retinal atrophy and support for brain development in the womb are just a few of the many benefits seen when these critical fats are included in our pet's diets.

INGREDIENTS

Salmon & Sardine, chickpeas, seasonal vegetables, alfalfa, natural fats and oils, omega 3, 6 & 9, coconut oil, turmeric, parsley, pre & probiotic, kelp, vitamins A, C, D3, E, K, B1, B2, B6, B12, niacin, pantothenic acid, folacin, biotin and natural organic acids, plus minerals, calcium, phosphorus, sodium, copper, zinc, iron, manganese and iodine. Also contains natural flavours, and is preserved using natural vitamin E and rosemary extract.

COMPLETE & BALANCED NUTRITION

IDEAL FOR: Dogs with allergies or sensitivities

SUITABLE FOR: All breeds & all ages

CHEMICAL ANALYSIS (Dry Matter Basis)

Crude Protein (min): 20%	Moisture: 10%
Crude Fat (min): 10%	Phosphorus (min): 1%
Ash (Typical): 5%	Calcium (min): 2%
Crude Fibre (max): 4%	

ME 3700 kcal/kg

PLEASE NOTE:

Natural fats and oils are derived from our main protein source of turkey.

This food does not contain any sugar (as sucrose) and is free of dairy products.

20%
PROTEIN

10%
FAT

FEEDING GUIDE

Weight of Dog (Kgs)	Intake (gms/day)
1-5	90
10	135
15	170
20	200
30	260
35	280
40	305
50	350

NOTE: 1 Cup is approximately 130 grams

AVAILABLE IN

9kg & 20kg



SALMON & SARDINE (Large Kibble) HYPOALLERGENIC & GLUTEN FREE



HP Turkey

RICH
IN NUTRITION

Hypoallergenic

gluten
FREE

grain
FREE

PACKED WITH
OMEGA 3, 6 & 9

GMO FREE

high
IN PROTEIN

TURKEY HP (High Performance)

WITH VEGETABLES & COCONUT OIL

The Ultimate in performance nutrition. MfM has scientifically developed the new HP (High Performance) grain free holistic formula using key nutrients to support health and well-being of your canine athlete whilst delivering real results in all areas of performance, safety and effectiveness.

Why does MfM HP (high performance) grain free holistic formula work so well?

The secret is our science and the proprietary amino acid blend of BCAA's (branched chain amino acids), Glutamine & Creatine in the correct ratios to enhance the performance and recovery of your canine athlete. Many years developing the synergy of amino acids makes this formula work so well. This exact combination of vital nutrients elevates MfM HP (high performance) grain free holistic formula to a league of it's own.

SUITABLE FOR

Athletic dogs competing in agility, tracking, working, show, flyball, racing, schutzhund, obedience, sled and dock dogs. Even the active family pet.

INGREDIENTS

Turkey meat, chickpeas, seasonal vegetables, alfalfa, natural fats and oils, omega 3, 6 & 9, coconut oil, turmeric, parsley, pre & probiotic, egg, kelp, vitamins A, C, D3, E, K, B1, B2, B6, B12, niacin, pantothenic acid, folacin, biotin and natural organic acids, plus minerals, calcium, phosphorus, sodium, copper, zinc, iron, manganese and iodine. Also contains natural flavours, and is preserved using natural vitamin E and rosemary extract.

CHEMICAL ANALYSIS (Dry Matter Basis)

Crude Protein (min): 32%	Moisture: 10%
Crude Fat (min): 20%	Phosphorus (min): 1%
Ash (Typical): 5%	Calcium (min): 2%
Crude Fibre (max): 4%	

ME 3700 kcal/kg

PLEASE NOTE:

- Natural fats and oils are derived from our main protein source of turkey.
- This food does not contain any sugar (as sucrose) and is free of dairy products.

32%
PROTEIN

20%
FAT

FEEDING GUIDE

Weight of Dog (Kgs)	Intake (gms/day)
1-5	90
10	135
15	170
20	200
30	260
35	280
40	305
50	350

NOTE: 1 Cup is approximately 130 grams

AVAILABLE IN

2.5kg, 9kg & 20kg





Turkey & Lamb Lite

**RICH
IN NUTRITION**

Hypoallergenic

*gluten
FREE*

**PACKED WITH
OMEGA 3, 6+9**

GMO FREE

*high
IN PROTEIN*

TURKEY & LAMB (Lite)

WITH VEGETABLES & COCONUT OIL

Our low calorie content formula is the perfect choice for those pets who have been treated a little to often in the past. This formulation will get your dog back on track towards a healthy weight while still setting the gold standard in pet care. No artificial preservatives or colours and using all natural ingredients.

TURKEY

Is an alternative to the common flavours and perfect for animals with allergies, turkey offers a natural, healthy protein with similar nutrient profiles as those of chicken.

LAMB

Fed on pastures and not exposed to grains, lamb is also referred to as a cooling meat and has anti-inflammatory capacities. Lamb is also high in omega 3 and is not only rich in essential amino acids, but an excellent source of dietary zinc, iron and other minerals and is also very digestible and offers assistance in maintaining healthy skin & coat.

INGREDIENTS

Turkey & Lamb meat, seasonal vegetables, ground brown rice, alfalfa, natural fats and oils, omega 3, 6 & 9, coconut oil, turmeric, parsley, pre & probiotic, kelp, vitamins A, C, D3, E, K, B1, B2, B6, B12, niacin, pantothenic acid, folacin, biotin and natural organic acids, plus minerals, calcium, phosphorus, sodium, copper, zinc, iron, manganese and iodine. Also contains natural flavours, and is preserved using natural vitamin E and rosemary extract.

COMPLETE & BALANCED NUTRITION

IDEAL FOR: Overweight dogs

SUITABLE FOR: All breeds & all ages

CHEMICAL ANALYSIS (Dry Matter Basis)

Crude Protein (min): 21%	Moisture: 10%
Crude Fat (min): 9%	Phosphorus (min): 0.8%
Ash (Typical): 7%	Calcium (min): 1.3%
Crude Fibre (max): 8%	

ME 3700 kcal/kg

PLEASE NOTE:

- Natural fats and oils are derived from our main protein source of turkey.
- This food does not contain any sugar (as sucrose) and is free of dairy products.

21%
PROTEIN

9%
FAT

FEEDING GUIDE

Weight of Dog (Kgs)	Intake (gms/day)
1-5	60
10	100
15	120
20	140
30	180
35	190
40	200
50	240

NOTE: 1 Cup is approximately 130 grams

AVAILABLE IN

2.5kg, 9kg & 20kg



TURKEY & LAMB (Lite) HYPOALLERGENIC & GLUTEN FREE

Cat overview.....

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CATS



RICH
IN NUTRITION

Hypoallergenic

gluten
FREE

grain
FREE

PACKED WITH
OMEGA 3, 6+9

GMO FREE

high
IN PROTEIN

MACKEREL & SALMON

WITH COCONUT OIL

An all life stage, grain free and hypoallergenic holistic formulation to support the health and well-being of your beloved cat, MfM features only the finest natural ingredients to help reduce hairball formation.

SALMON

Exceptional levels of omega 3, 6 & 9 (DHAs & EPAs) is excellent for your cat's brain function and may also assist with cardiovascular health, teeth, nails, skin & coat and contains natural anti-inflammatory properties.

MACKEREL

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INGREDIENTS

Mackerel and salmon, sweet potato, alfalfa, natural fats and oils, omega 3,6 & 9, coconut oil, turmeric, parsley, pre & probiotic, kelp, vitamins A, C,D3, E, K, B1, B2, B6, B12, niacin, taurine, pantothenic acid, folacin, biotin and natural organic acids, plus minerals, calcium, phosphorus, sodium, copper, zinc, iron, selenium, manganese and iodine. Also contains natural flavours, and is preserved using natural vitamin E and rosemary extract.

COMPLETE & BALANCED NUTRITION

IDEAL FOR: Cats with allergies or sensitivities

SUITABLE FOR: All breeds & all ages

CHEMICAL ANALYSIS (Dry Matter Basis)

Crude Protein (min): 32%	Moisture: 10%
Crude Fat (min): 16%	Phosphorus (min): 1%
Ash (Typical): 8%	Calcium (min): 1.8%
Crude Fibre (max): 4%	

ME 3700 kcal/kg

PLEASE NOTE:

- Natural fats and oils are derived from our main protein source of turkey.
- This food does not contain any sugar (as sucrose) and is free of dairy products.

32%
PROTEIN

16%
FAT

FEEDING GUIDE

Weight of Dog (Kgs)	Intake (gms/day)
1	30
3	65
4	100
5	130
10	170

NOTE: 1 Cup is approximately 130 grams

AVAILABLE IN

2.5kg, 9kg & 20kg



MACKEREL & SALMON HYPOLALLERGENIC, GRAIN FREE & GLUTEN FREE



Kangaroo & Turkey

RICH
IN NUTRITION

Hypoallergenic

gluten
FREE

PACKED WITH
OMEGA 3, 6+9

GMO FREE

high
IN PROTEIN

KANGAROO & TURKEY

WITH COCONUT OIL

Gluten free and hypoallergenic holistic formulation to support the health and well-being of your cat, MfM features only the finest natural ingredients. We only use pure food with no beat by-products which ensures that your cat is getting exactly what it needs.

KANGAROO

Offers the highest level of protein of any of the meat types and is not only rich in omega-6 fatty acids and essential amino acids, but an excellent source of dietary zinc, iron and other minerals and is also very digestible.

TURKEY

An alternative to the common flavours and perfect for cats with allergies, turkey offers a natural, healthy protein with similar nutrient profiles as those of chicken.

INGREDIENTS

Kangaroo and Turkey meat, ground brown rice, alfalfa, natural fats and oils, omega 3, 6 & 9, coconut oil, turmeric, parsley, pre & probiotic, kelp, vitamins A, C, D3, E, K, B1, B2, B6, B12, niacin, taurine, pantothenic acid, folacin, biotin, and natural organic acids, plus minerals, calcium, phosphorus, sodium, copper, zinc, iron, selenium, manganese and iodine. Also contains natural flavours, and is preserved using natural vitamin E and rosemary extract.

COMPLETE & BALANCED NUTRITION

IDEAL FOR: Cats with allergies or sensitivities

SUITABLE FOR: All breeds & all ages

URINARY TRACT HEALTH

Some cats (particularly males) are susceptible to urinary crystal build-up which can block and lacerate the urinary tract. This painful and debilitating disease can be overcome by maintaining both a low urinary PH through ensuring correct mineral levels (particularly magnesium) and a plentiful supply of sulphur amino acids.

CHEMICAL ANALYSIS (Dry Matter Basis)

Crude Protein (min): 30%	Moisture: 10%
Crude Fat (min): 17%	Phosphorus (min): 1%
Ash (Typical): 5%	Calcium (min): 2%
Crude Fibre (max): 3%	

ME 3700 kcal/kg

PLEASE NOTE:

- Natural fats and oils are derived from our main protein source of turkey.
- This food does not contain any sugar (as sucrose) and is free of dairy products.

30%
PROTEIN

17%
FAT

FEEDING GUIDE

Weight of Dog (Kgs)	Intake (gms/day)
1	30
3	65
4	100
5	130
10	170

NOTE: 1 Cup is approximately 130 grams

AVAILABLE IN

2.5kg, 9kg & 20kg



KANGAROO & TURKEY HYPOALLERGENIC & GLUTEN FREE



NATURAL ORGANIC
GROOMING PRODUCTS

A unique blend of milk, honey & coconut is specially formulated to penetrate the hair shaft to restore shine while strengthening and hydrating fur. When using MfM you can be sure that you have chosen a 100% natural product that is:

- pH balanced
- Soap-Free
- 100% Biodegradable 100% Recyclable
- 8 Certified Organic Extracts
- Antioxidants
- Not Tested on Animals
- No Sulphates, Parabens or Dyes
- No Synthetic chemicals or fragrances

SUITABLE FOR: All breeds & all ages
IDEAL FOR: Dogs with allergies or sensitivities

SHAMPOO

WITH OATMEAL, MILK,
HONEY & COCONUT

This unique formula has the added benefits of 8 certified organic extracts, 100% pure therapeutic grade essential oils, Vitamin B-12 & Vitamin E to relieve your pet from sensitive or irritated skin.

VOLUME
250ml



CONDITIONER

WITH OATMEAL, MILK,
HONEY & COCONUT

This unique formula has the added benefits of 10 certified organic extracts, 100% pure therapeutic grade essential oils, Vitamin B-12 & Vitamin E to relieve your pet from sensitive or irritated skin.

VOLUME
250ml



DETANGLER & SHINE

GROOMING SPRAY IDEAL FOR DOGS
WITH ALLERGIES OR SENSITIVITIES

Sormulated to penetrate and sweetly soften hair shard to restore shine while detangling, deodorising and hydrating your pets fur, making it softer and aid in the removing of tangles and knobs for easy grooming.

This unique formula has the added benefits of 9 certified organic extracts, 100% pure therapeutic grade essential oils, Vitamin B-12 & Vitamin E to relieve your pet from sensitive or irritated skin.

VOLUME
100ml





INTESTINAL HEALTH PLUS

IHP intestinal health plus is a concentrated water- soluble blend of live microbes which benefits the host animal by improving the intestinal balance.

Everyday use helps maintain a balance digestive system, thus optimising digestion of feed and enhancing the animals health.

ACTIVE CONSTITUENTS

90 million CFU/g as *Lactobacillus acidophilus*, *L. delbreueckii* subspecies *bulgaricus*, *L. plantarum*, *L. rhamnosus*, *Biobacterium bi dum*, *Enterococcus faecium*, *Streptococcus salivarius* subspecies *thermophilus*.

INDICATIONS OF USE

Aids during periods of intestinal dysfunction, including treatment and control of scouring and diarrhoea exclusion and suppression of pathogens such as *E. coli salmonella* and *Aeromonas* ssp. Post antibiotic therapy for the re-establishment of gut microflora following antibiotic use. Aids in the establishment of gastrointestinal microflora in puppies, kittens and other physiologically immature animals. IHP intestinal health plus may be used during periods of extreme stress eg: overcrowding, diarrhoea I, temperature extremes, transportation, training, medication and following surgery.

DIRECTIONS

Restrains: IHP should not be used in conjunction with antibiotics but may be used immediately following antibiotics. Use at stress level for the first five days then at maintenance dose level. During stress situations the maintenance dose may be doubled for as long as required. Mix with water, milk or milk replacer, or with feed. Prepared solutions should be consumed within 24 hours.

DOSAGE

SPECIES	DOSE PER DAY	
	STRESS	MAINTENANCE
DOGS	2-6g (Small 2g, Medium 4g, Large 6g)	1-3g
CATS	2g	1g
KITTENS & PUPPIES	2g	1g

Enclosed level spoon holds approx 4gms



PURELY PRESSED OMEGA 3,6 & 9 OIL

A blend of natural cold pressed Walnut, flax & fish oil. Providing a pure natural source of Omega 3, 6 & 9 essential fatty acids, combined with fat soluble vitamins A, D and E, that may assist with:

- Energy
- Inflammation
- Mobility
- Muscle maintenance
- Healthy skin and coat
- Cell structure and function
- Increased immune system
- Nerve function
- Blood circulation

INGREDIENTS

Fish oil, Cold-pressed Walnut oil, Cold-pressed Flax oil, Lecithin, Natural Vitamin E.

DIRECTIONS

Shake well before use and pour oil over daily meal.

DAILY DOSAGE

Small Dog/Cat: 0.5 tablespoon
Medium Dog/Cat: 1 tablespoon
Large Dog/Cat: 1.5 tablespoon





CARNIVORE

There's nothing like Carnivore on the market today. Your dog will do anything to get their paws on this mouth-watering treat that will definitely have them coming back for more. MfM 'Carnivore' the ultimate protein boost training treat for your dog

- High in Protein & Low Fat
- Naturally air dried
- High in essential Vitamins & Minerals
- No Preservatives or Additives
- Excellent for those fussy dogs
- Great for training purposes

CARNIVORE

BEEF PROTEIN

Premium quality training treat. Made with all natural, 100% human grade grass-fed beef.

INGREDIENTS

100% Australian grass fed beef

NUTRITIONAL INFORMATION

Crude Protein (Min)	26.5g
Crude Fat (Min)	2.4g
Carbohydrate	0.8g

DIRECTIONS

Treat your pet as you wish
12 month shelf life.

SIZE

50gms



CARNIVORE

KANGAROO PROTEIN

All natural kangaroo protein providing premium quality training treats your pet will love.

INGREDIENTS

100% Australian Kangaroo

NUTRITIONAL INFORMATION

Crude Protein (Min)	28.2g
Crude Fat (Min)	1.5g
Carbohydrate	0.6g

DIRECTIONS

Treat your pet as you wish
12 month shelf life.

SIZE

50gms



CARNIVORE
LAMB PROTEIN

This treat delivers the nutrition of 100% human grade grass-fed pure lamb in the palm of your hand.

- Less than 2.8% Fat
- Low Carb
- 26.8% Pure Protein & Creatine
- No preservatives or additives
- No MSG
- Grain & Gluten Free

INGREDIENTS

100% Australian grass fed lamb

NUTRITIONAL INFORMATION

Crude Protein (Min)	26.8g
Crude Fat (Min)	2.8g
Carbohydrate	0.9g

DIRECTIONS

Treat your pet as you wish.
12 month shelf life.

SIZE

50gms



ROO DISCS
DOG TREATS

Your dog or cat will love our Roo Disc treats. This natural product is made with 100% roo meat in its purest form.

- No preservatives or additives
- Naturally dehydrated
- High in essential Vitamins & Minerals
- Great for training purposes
- Hypoallergenic
- Great for Dogs & Cats

INGREDIENTS

100% Roo Meat

NUTRITIONAL INFORMATION

Crude Protein (Min)	24.6g
Crude Fat (Min)	2g
Carbohydrate	1.5g

DIRECTIONS

Treat your pet as you wish.
12 month shelf life.

SIZE

2000gms



GREEN TRIPE
DOG TREATS

This natural product boasts amazing amounts of enzymes, good bacteria and nutrients contributing to a well rounded diet.

- No preservatives or additives
- Supports a healthy digestive system
- Enhances the immune system
- Naturally dehydrated
- Rejuvenation for older dogs
- Maintain a healthy balance of microflora

GREEN TRIPE
DOG TREATS

INGREDIENTS

100% Green Tripe

NUTRITIONAL INFORMATION

Crude Protein (Min)	18.6g
Crude Fat (Min)	11.7g
Carbohydrate	2.8g

DIRECTIONS

Treat your pet as you wish.
12 month shelf life.

SIZE

2000gms



GREEN TRIPE POWDER
MEAL TOPPER

INGREDIENTS

100% Green Tripe

NUTRITIONAL INFORMATION

Crude Protein (Min)	18.6g
Crude Fat (Min)	11.7g
Carbohydrate	2.8g

DIRECTIONS

Treat your pet as you wish.
12 month shelf life.

SIZE

180gms



MfM HAVE PROVEN SOLUTIONS

Many factors impact the overall health and well-being of your pets, and proper nutrition is a huge component. Poor quality foods can affect the entire body in numerous ways such as conditions like biting and chewing paws, dry skin, chronic ear infections, hot spots, rashes, food allergies, gastrointestinal distress, and sore or stiff joints.

Severe diseases such as diabetes, obesity, arthritis, pancreatitis, cancer and FLUTD (feline lower urinary tract disease) are all linked to incorrect nutrition.

The Low Nutrition Diet Cycle A diet with low nutritional value impacts various areas of a pet's internal body structure in the same way that humans would be affected. Healthy organs responsible for elimination of toxins (skin, liver, kidneys) become compromised. As toxins build up, healthy cells take in fewer nutrients and begin to weaken. Other organs become overburdened, including the skeletal system (creating joint inflammation) and nervous system (affecting brain function and mood).

Unhealthy cells affect the strength of the immune system, making the pet more susceptible to disease or illness. Issues surrounding allergy conditions Primarily, allergies are an indication of an impaired immune system, which means the treatment must be a “lifestyle” approach rather than searching for a select few ingredients the dog/cat can eat without breaking out and chewing itself half to death. Things that impair the immune system are artificial

preservatives, flavours, colours, various chemical treatments, manufactured treats and most commonly the poorly balanced diets or diets formulated containing poor ingredients. Add to this the natural pollutants in the environment, and you have a confusing array of issues to confront.

The other factor is to do with genetics; some dogs are born with a robust immune system whereas some are born with a weak immune system.

NOW IS THE TIME TO UPGRADE TO MfM

For chronic allergy conditions we suggest you consider

1. Feed a MfM hypoallergenic all-natural holistic formulation.
2. Treat any itchy spot with an iodine based topical liquid.
3. Drastically limit the number of snacks or treats, and only feed natural dried animal products that are not preserved or coloured.
4. Never use combination pour-on parasite treatments or all-in-one chews for parasite control.
5. Wash your dog's feet after each walk, particularly if the feet are irritated and they spend time licking them.
6. Consider using a probiotic supplement or topical spray such as “Cortavance” (rather than tablets) for really bad skin outbreaks. This would have to be procured from your vet under prescription. Try to steer clear of cortisone if possible.

Somewhere in the above you will find a combination of treatments that allow a degree of stability in your pet's world. Once you achieve a status quo, stick with it and don't worry about why it works... Just be thankful that it does!

ARRAYAH'S STORY

A new lease of life...

Arrayah was rescued by the amazing team at Animal Rescue QLD Mackay in the condition seen in the first 3 images, she had severe mange and secondary skin infection. The last image is Arrayah today she's such a beautiful girl.

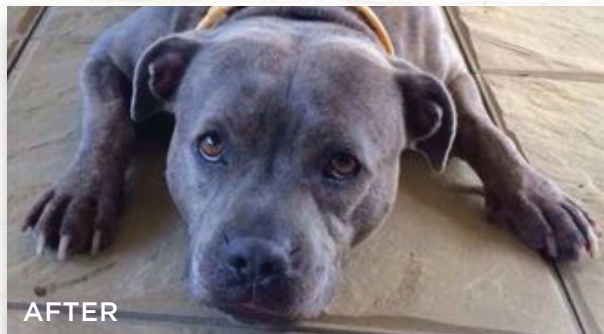
We are proud of what we as an Australian company can manufacture and formulate a truly hypoallergenic and all natural & organic product. Our best interest is the wellbeing of your pets and the proof is in the results.



BEFORE



PROGRESS



AFTER

BINDI'S STORY

A new lease of life...

Bindi is also one of the more severe cases we have come across.

Bindi went through a 6 month ordeal of vet visits. Her diet was changed up to a dozen times from vet prescribed food to pet shop super premium food as well as cortisone and steroid injections, and to top it off, hormone tablets. Her situation just got worse. Until her owner came across a Meals for Mutts brochure and contacted us to see if we could help.

Now after 6 weeks on a Meals for Mutts diet, Bindi is coming along beautifully and has a new lease of life.

BEFORE

AT 3 WEEKS

AT 6 WEEKS

VISIT OUR BLOG

While our focus is to provide superior nutrition for your pets we also have some knowledge and wisdom to share with you.

Visit our blog to learn from our pet specific content that will help you and your pet live an enriched life.

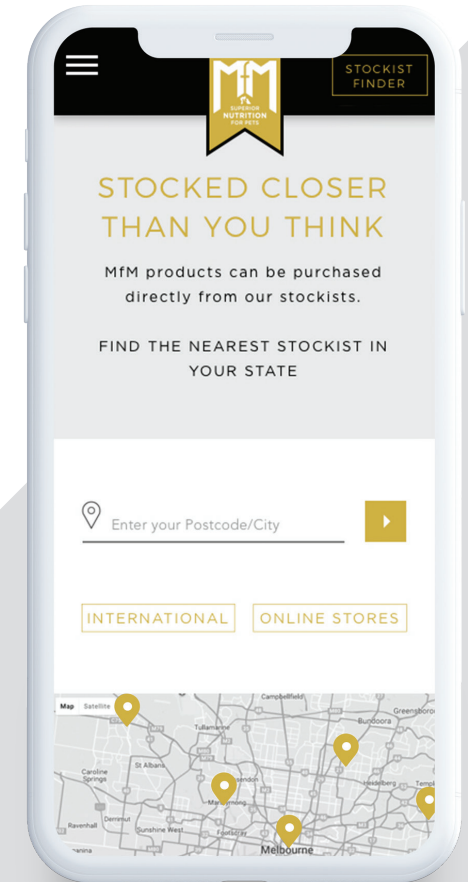
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www.mealsformutts.com.au/blog

FIND YOUR CLOSEST STOCKIST

All products can be purchased directly from our stockists.
Use our stockist finder to see your most convenient stores.

www.mealsformutts.com.au/stockists



Feed a Dog in Need



**FEED A DOG IN NEED
BY PURCHASING A BAG OF MfM TODAY!**

With every bag purchase MfM will donate a bowl of food to an Australian rescue group.

1 BAG = 1 BOWL

BOWLS OF
FOOD DONATED
35,000

Since March
2018

Share the Love

HELP US ENRICH PET LIVES

Our goal is to improve the health and wellbeing of as many pets that we can. To do this we need our products with as many stockists possible.

We also need individuals and businesses to actively promote our products.

WE WANT PEOPLE THAT BELIEVE IN OUR
PRODUCTS AS MUCH AS WE DO





We would like to thank each and every MfM customer for your continued support and trust in our company and products. We encourage all current and future customers to contact us directly with your questions and feedback regarding our company and the products that we proudly produce.

All of us here at MfM understand the care and concern that you as pet parents have for your beloved animals. We are committed to helping you elevate the health, wellbeing and happiness of each and every one of your family companions.

Thank you again for your continued support!

CONTACT

(03) 9717 9787
admin@mfmaustralia.com.au

WHOLESALE

1300 236 738
sales@centralpet.com.au

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MANUFACTURED WITH CARE

MfM Australia: PO Box 111
Reservoir, Victoria 3073