

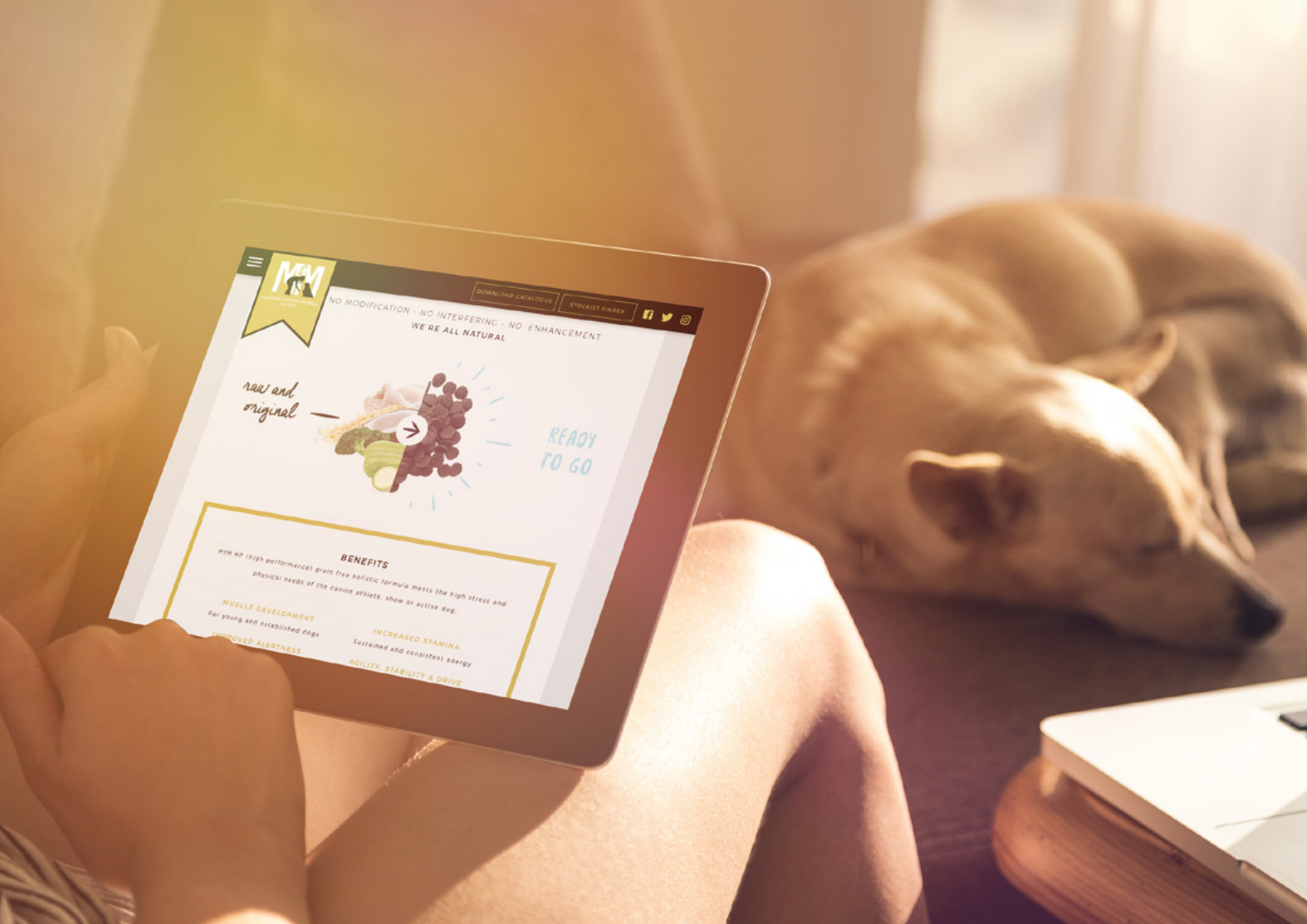


Superior Nutrition  
For Pets

# A GUIDE TO YOUR PET'S WELLBEING



[www.MfMAustralia.com.au](http://www.MfMAustralia.com.au)



## 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 EXPECTATIONS

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 of 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, and recover from trauma or surgery.

### OUR DIFFERENCE

We source raw materials (ingredients) and packaging from Australian farmers and 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 go 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 in everything we do. Raw Australian 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 BEHIND 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 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

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.

WE GUARANTEE YOUR PET WILL NOTICE THE DIFFERENCE

**COMPLETE AND 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 contain 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 and dairy.



**IMMUNE  
FUNCTION**

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



**HEALTHY SKIN  
AND COATS**

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



**HIGHLY  
DIGESTIBLE**

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



**SUPERIOR  
ABSORPTION**

Carefully balanced nutrient ratios mean pets can absorb more nutrients, which maximizes the health benefits whilst costing you less.



**JOINT HEALTH**

A unique blend of omega oils and essential nutrients that 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**

Supports the immune system, maintains hormonal systems and protects 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'**  
**- WE'RE ALL NATURAL**

In a pet food world of artificial additives and synthetic non-foods, getting the most out of what your pet eats 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 pet experiences amazing health benefits without the hidden nasties.

**EACH VARIETY IS MADE WITH (but not limited to)**  
**A PERFECT SELECTION OF PURE INGREDIENTS**



ALFALFA



BROWN RICE  
(Ground)



CHICKEN  
MEAT



CHICKPEAS



COCONUT  
OIL



DUCK MEAT



EGG



KANGAROO  
MEAT



KELP



LAMB MEAT



MACKEREL



NATURAL  
FATS



OMEGA-3



PARSLEY



RED  
LENTILS



ROSEMARY



SALMON



SARDINES



SWEET  
POTATO



TURMERIC



TURKEY  
MEAT



SEASONAL  
VEGETABLES

PLEASE NOTE:  
Vegetable selection may change  
due to seasonal supply. Contains natural  
flavours. Preserved using natural vitamin E  
and rosemary extract.

TO UNDERSTAND THE BENEFITS OF THE INGREDIENTS, AND FOR A FULL LIST OF VITAMINS AND MINERALS, VISIT OUR WEBSITE TO VIEW THE INGREDIENT DIRECTORY.



## **IDEAL FOR GROWTH IN PUPPIES AND REPRODUCTION FOR WHELPING BITCHES**

The growth period is a stage in life when the pup's nutrient and caloric needs are at their greatest. The only way that these needs can be met is by allowing the pup to consume a properly formulated diet, which must include ample supplies of top-quality raw ingredients, and formulated to have the correct ratios of fat, protein, vitamins and minerals, while being low in carbohydrates and gluten free.

To produce healthy puppies, protect your breeding program, and reduce your expenses, you need to feed MfM to your puppy. Superior levels of necessary amino acids and essential fatty acids. These are the building blocks of cells, and they offer essential enzymes that keep cells healthy and the digestive system functioning properly. Amino acids (protein) and essential fatty acids (fat) provide puppies with vibrant energy, stemming from healthy immune and digestive systems. Through offering your pet wholesome, pure and safe proteins, your pet will enjoy a happier, healthier and prolonged life.

The correct nutrition throughout the pregnancy cycle and puppy months, MfM puppy formula will set the foundation for strength and mobility for years to come.

A bitch has to be properly nourished so that she can absorb and utilise the nutrients required for tissue production. If her internal organs are not functioning properly, her thyroid is damaged, her intestines inflamed, due to inadequate and improper nutrition, she will not be in the best condition to produce the healthiest puppies, and her recovery may be compromised. Deficiencies of vitally important nutrients during the formation of body structures can diminish the number of cells in those organs and tissues, and have long-term effects on the health and well-being of your pups.



# **PUPPIES & WHELPING**





# TURKEY, SALMON & SARDINE

WITH VEGETABLES & COCONUT OIL

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

### TURKEY

An alternative to common flavours, and a source of iron, zinc, potassium and phosphorus. Also a source of vitamin B6 and niacin, which are both essential for the body's energy production. Can help lower cholesterol levels. 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.

RICH  
IN NUTRITION

*Hypoallergenic*

*gluten*  
FREE

PACKED WITH  
OMEGA 3,6+9

GMO FREE

*high*  
IN PROTEIN

### 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%	

### COMPLETE & BALANCED NUTRITION

IDEAL FOR: Puppies and whelping

SUITABLE FOR: All breeds and all ages

### INGREDIENTS

Turkey Meat, Salmon and Sardine, Seasonal Vegetables, Ground Brown Rice, Alfalfa, Natural Fats and Oils, Omega 3, 6 and 9, Coconut Oil, Egg, Turmeric, Parsley, Pre and Probiotic, Kelp, Vitamins A, C, D3, K, B1, B2, B6, B12, Niacin, Pantothenic Acid, Folicin, Biotin, Natural Organic Acids, Plus Minerals, Calcium, Phosphorus, Sodium, Copper, Zinc, Iron, Manganese and Iodine. Also contains Yucca Shidigera extract and natural flavours, and is preserved using natural Vitamin E and Rosemary extract.

### AVAILABLE IN

2.5kg, 9kg and 20kg







# TURKEY & CHICKEN

WITH VEGETABLES & COCONUT OIL  
LARGER SIZE KIBBLE

An excellent choice for growing puppies, boasting high protein and low-fat properties. Natural ingredients boost immunity and act as antioxidants.

## TURKEY

An alternative to common flavours, and a source of iron, zinc, potassium and phosphorus. Also a source of vitamin B6 and niacin, which are both essential for the body's energy production. Can help lower cholesterol levels. 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 dark meat. Chicken meat is low-GI and can help keep insulin levels stable.

RICH  
IN NUTRITION

*Hypoallergenic*

*gluten*  
FREE

GMO  
FREE

PACKED WITH  
OMEGA 3, 6 + 9

*high*  
IN PROTEIN

*grain*  
FREE

## 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:

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

Crude Fibre (max.): 4%

31%  
PROTEIN

18%  
FAT

## INGREDIENTS

Turkey Meat and Chicken, Sweet Potato, Seasonal Vegetables, Alfalfa, Natural Fats and Oils, Omega 3, 6 and 9, Coconut Oil, Egg, Turmeric, Parsley, Pre and Probiotic, Kelp, Vitamins A, C, D3, E, K, B1, B2, B6, B12, Niacin, Pantothenic Acid, Folicin, 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: Puppies and whelping

SUITABLE FOR: All breeds and all ages

## AVAILABLE IN

2.5kg, 9kg and 20kg





From 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 L-Carnatine are derived.

If L-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 that have allergies, digestive issues, excessive shedding, hotspots, joint inflammation, anxiety, scratching/biting, a weak immune system, underweight, overweight, ear infections and body odour.

Allergies in pets are caused by the 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





# BACON & EGGS

WITH VEGETABLES & COCONUT OIL

GRAIN & GLUTEN FREE  
SINGLE MEAT PROTEIN

We all enjoy a morning routine and feel your pets should too!

MfM's Bacon & Eggs kickstarts your pet's morning the right way, filling their bellies with the nutrients to maintain consistent levels of energy throughout the whole day.

## INGREDIENTS

Pork, Seasonal Vegetables, Chickpeas, Eggs, Apple, Alfalfa, Coconut Oil, Turmeric, Parsley, Pre & Probiotics.

## CHEMICAL ANALYSIS (dry matter basis)

Crude Protein (min.): 32%	Moisture: 10%
Crude Fat (min.): 17%	Phosphorus (min.): 0.8%
Ash (typical): 6%	Calcium (min.): 1.2%
Crude Fibre (max.): 4.5%	ME: 4000 kcal/kg

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

## BENEFITS

### KEY NUTRIENTS

Pork's nutrient profile includes vitamins, minerals, phosphorus, zinc, riboflavin and potassium to support a dog's overall vitality.

### DIVERSE PROTEIN

Pork meat and eggs are an excellent and diverse alternative to traditional dog food proteins.

### HEART HEALTH

Pork is low in sodium but a level source of potassium. Eggs possess HDL "good" cholesterol. Together, these nutrients can help regulate blood pressure.

### HYPOALLERGENIC

To reduce allergic responses, our formulae are free of common allergens such as corn, wheat, soy and dairy.

### HIGHLY DIGESTIBLE

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

### SUPERIOR ABSORPTION

Carefully balanced nutrient ratios means dogs can absorb more nutrients to maximize the health benefits whilst costing you less.

28%  
PROTEIN

16%  
FAT

SINGLE MEAT  
PROTEIN

*Hypoallergenic*

*gluten*  
FREE

*grain*  
FREE

PACKED WITH  
OMEGA 3, 6 + 9

GMO FREE

*high*  
IN PROTEIN

NO  
PRESERVATIVES



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

AVAILABLE IN: 2.5kg and 14kg

## FEEDING GUIDE

Weight (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

Single Meat Protein



## CHICKEN

WITH VEGETABLES & COCONUT OIL

GRAIN & GLUTEN FREE  
SINGLE MEAT PROTEIN

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

Our varieties are all made with natural ingredients to ensure your dog is eating real food. The way they should be.

### BENEFITS

**RICH IN PROTEIN**  
Lean, low fat protein which contribute to muscle growth and development.

**HEART HEALTH**  
Eating chicken controls homocysteine amino acid levels. If too high, can lead to cardiovascular disease.

**BONE STRENGTH**  
Chicken is rich in phosphorus and will aid in fighting bone loss, Osteoporosis or arthritis.

**WEIGHT MANAGEMENT**  
Essential mineral Selenium is involved in metabolic and thyroid performance.

**PREVENTATIVE**  
Niacin helps guard against cancer and other forms of genetic (DNA) damage.

**NATURAL ANTIDEPRESSANT**  
Poultry increases the serotonin amino acid levels in your brain, enhancing your mood and easing stress.

**EYE HEALTH**  
Excellent source of retinol, alpha and beta-carotene & lycopene. All vital for healthy eyesight.

**HEALTHY TISSUE**  
Riboflavin found in chicken livers reduce skin problems and repair dry or damaged skin.

28%  
PROTEIN

16%  
FAT

SINGLE MEAT  
PROTEIN

Hypoallergenic

gluten  
FREE

grain  
FREE

PACKED WITH  
OMEGA 3, 6 + 9

GMO FREE

high  
IN PROTEIN

NO  
PRESERVATIVES

### INGREDIENTS

Chicken Meat, Sweet Potato, 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 preserved using vitamin E and Rosemary extract.

### CHEMICAL ANALYSIS (dry matter basis)

Crude Protein (min.): 28%	Moisture: 10%
Crude Fat (min.): 16%	Phosphorus (min.): 1%
Ash (typical): 5%	Calcium (min.): 1.7%
Crude Fibre (max.): 5%	

ME: 3470 kcal/kg

#### PLEASE NOTE:

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



**IDEAL FOR:** Dogs with allergies or sensitivities

**SUITABLE FOR:** All breeds and all ages

**AVAILABLE IN:** 2.5kg and 14kg

### FEEDING GUIDE

Weight (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



# Single Meat Protein



## GOAT

WITH VEGETABLES & COCONUT OIL

GRAIN & GLUTEN FREE  
SINGLE MEAT PROTEIN

Our Goat variety is a healthy alternative to beef and chicken because of its lower calorie, fat and cholesterol totals.

If you're looking for a leaner alternative to traditional meats, goat meat could be the answer.

### INGREDIENTS

Goat Meat, Sweet Potato, 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, Folicin, Biotin and natural preserved using vitamin E and Rosemary extract.

### CHEMICAL ANALYSIS (dry matter basis)

Crude Protein (min.): 27%	Moisture: 10%
Crude Fat (min.): 16%	Phosphorus (min.): 1%
Ash (typical): 5%	Calcium (min.): 1.6%
Crude Fibre (max.): 10%	

ME: 3777 kcal/kg

#### PLEASE NOTE:

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

### BENEFITS

#### RICH IN PROTEIN

Lean, low fat protein which contribute to muscle growth and development.

#### LOWERS INFLAMMATION

Can help in lowering the risk of inflammations caused in blood.

#### PREVENTATIVE

CLA in goat meat contains selenium and chlorine to help prevent cancer.

#### WEIGHT MANAGEMENT

Contains Vitamin B which is helpful in reducing fat.

#### IMPROVED FOCUS

Prevents anemia and help in improving blood circulation.

#### NATURAL ANTIDEPRESSANT

Contains Vitamin B12, which is helpful in treating stress and depression.

#### HEART HEALTH

Rich in essential minerals and phosphorus to support heart circulation.

#### BONE HEALTH

Omega-3 fatty acids and calcium is good for bone strength and joint health.

27%  
PROTEIN

16%  
FAT

SINGLE MEAT  
PROTEIN

*Hypoallergenic*

*gluten  
FREE*

*grain  
FREE*

PACKED WITH  
OMEGA 3, 6 + 9

GMO FREE

*high  
IN PROTEIN*

NO  
PRESERVATIVES

### FEEDING GUIDE

Weight (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



IDEAL FOR: Dogs with allergies or sensitivities

SUITABLE FOR: All breeds and all ages

AVAILABLE IN: 2.5kg and 14kg



Single Meat Protein



## KANGAROO

WITH VEGETABLES & COCONUT OIL

GRAIN & GLUTEN FREE  
SINGLE MEAT PROTEIN

Kangaroo is very popular for both dogs & cats offering the highest level of protein of any of the meat types.

Not only rich in omega-6 fatty acids and essential amino acids, but an excellent source of dietary zinc, iron and other minerals.

### BENEFITS

#### STRENGTH

Kangaroo meat is naturally the leanest red meat protein and higher in protein than beef.

#### ENERGY

Kangaroo is among the best zinc and iron levels of any meat.

#### WEIGHT MANAGEMENT

Low levels of fat that are present are unsaturated fats (the good fats).

#### GENTLE

Ideal for dogs suffering from certain health conditions like pancreatitis, allergies or intolerances.

#### BONE HEALTH

Omega-3 fatty acids and calcium is good for bone strength and joint health.

#### PREVENTATIVE

Health-protective phytonutrient and antioxidants to strengthen the immune system.

28%  
PROTEIN

16%  
FAT

SINGLE MEAT  
PROTEIN

*Hypoallergenic*

*gluten  
FREE*

*grain  
FREE*

PACKED WITH  
OMEGA 3, 6 + 9

GMO FREE

*high  
IN PROTEIN*

NO  
PRESERVATIVES

### INGREDIENTS

Kangaroo Meat, Sweet Potato, 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, Folic Acid, Biotin and Natural Organic Acids, Plus Minerals, Calcium, Phosphorus, Sodium, Copper, Zinc, Iron, Manganese and Iodine. Preserved using vitamin E and Rosemary extract.

### CHEMICAL ANALYSIS (dry matter basis)

Crude Protein (min.): 28%	Moisture: 10%
Crude Fat (min.): 16%	Phosphorus (min.): 0.9%
Ash (typical): 5%	Calcium (min.): 1.7%
Crude Fibre (max.): 5%	ME: 4000 kcal/kg

#### PLEASE NOTE:

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



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

AVAILABLE IN: 2.5kg and 14kg

### FEEDING GUIDE

Weight (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



Single Meat Protein



## LAMB

WITH VEGETABLES & COCONUT OIL

GRAIN & GLUTEN FREE  
SINGLE MEAT PROTEIN

The gold standard in holistic pet care.  
No artificial preservatives or colours  
using all natural ingredients.

We only use pure food with no meat  
by-products to ensure your dog is  
getting exactly what it needs.

### BENEFITS

#### QUALITY LAMB

Our lamb has been fed on pastures  
and not exposed to grains.

#### REPAIR & BUILD

Lamb is also referred to as a cooling  
meat and has anti-inflammatory  
capacities.

#### PREVENTATIVE

High in omega 3 and not only rich in  
essential amino acids to lower blood  
pressure.

#### WELLNESS

An excellent source of dietary zinc,  
iron and other minerals.

#### HIGHLY DIGESTIBLE

Very digestible and a higher quality of  
nutrition results in small, firm stools.

#### HEALTHY SKIN & COATS

Our unique blend supports  
maintaining healthy skin and a  
lustrous coat.

28%  
PROTEIN

16%  
FAT

SINGLE MEAT  
PROTEIN

*Hypoallergenic*

*gluten  
FREE*

*grain  
FREE*

PACKED WITH  
OMEGA 3, 6 + 9

GMO FREE

*high  
IN PROTEIN*

NO  
PRESERVATIVES

### INGREDIENTS

Lamb Meat, Sweet Potato, 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, Panto-  
thenic Acid, Folicin, Biotin and Natural Organic Acids, Plus Minerals,  
Calcium, Phosphorus, Sodium, Copper, Zinc, Iron, Manganese and  
Iodine. Preserved using vitamin E and Rosemary extract.

### CHEMICAL ANALYSIS (dry matter basis)

Crude Protein (min.): 28%	Moisture: 10%
Crude Fat (min.): 16%	Phosphorus (min.): 0.9%
Ash (typical): 5%	Calcium (min.): 1.5%
Crude Fibre (max.): 5%	

ME: 3812 kcal/kg

#### PLEASE NOTE:

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

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



IDEAL FOR: Dogs with allergies or sensitivities

SUITABLE FOR: All breeds and all ages

AVAILABLE IN: 2.5kg and 14kg

### FEEDING GUIDE

Weight (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



# 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 meat by-products which ensures that your dog is getting exactly what it needs.

## KANGAROO

A very popular flavour for both dogs and 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. It is also very digestible.

## LAMB

Fed on pastures and not exposed to grain, lamb is also referred to as a cooling meat and has anti-inflammatory properties. 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. It is also very digestible and offers assistance in maintaining a healthy skin and coat.

## INGREDIENTS

Kangaroo and Lamb Meat, Seasonal Vegetables, Ground Brown Rice, Alfalfa, Natural Fats and Oils, Omega 3, 6 and 9, Coconut Oil, Turmeric, Parsley, Pre and Probiotic, Kelp, Vitamins A, C, D3, E, K, B1, B2, B6, B12, Niacin, Pantothenic Acid, Folicin, 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 and 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%	

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

AVAILABLE IN 2.5kg, 9kg and 20kg

RICH  
IN NUTRITION

PACKED WITH  
OMEGA 3, 6 + 9

Hypoallergenic

GMO FREE

gluten  
FREE

high  
IN PROTEIN

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







# DUCK & TURKEY

WITH VEGETABLES & COCONUT OIL

Grain free, hypoallergenic, holistic formula and a staple choice. With no artificial preservatives or colours, it contains only natural ingredients. We use only pure food with no meat by-products, which ensures that your dog is getting exactly what it needs.

## DUCK

The nutritional value is quite surprising. This meat contains 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 a nutrient profile similar to chicken.

## INGREDIENTS

Duck and Turkey Meat, Sweet Potato, Red Lentils, Seasonal Vegetables, Alfalfa, Natural Fats and Oils, Omega 3, 6 and 9, Coconut Oil, Turmeric, Parsley, Pre and Probiotic, Kelp, Vitamins A, C, D3, E, K, B1, B2, B6, B12, Niacin, Pantothenic Acid, Folicin, 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 and 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%	

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

AVAILABLE IN 2.5kg, 9kg and 20kg

RICH  
IN NUTRITION

PACKED WITH  
OMEGA 3, 6 + 9

Hypoallergenic

GMO FREE

gluten  
FREE

high  
IN PROTEIN

30%  
PROTEIN

16%  
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







# SALMON & SARDINE

WITH VEGETABLES & COCONUT OIL

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

## CHICKPEAS

Chickpeas are low-glycemic legumes that are a great source of protein, folic acid, fibre and the essential amino acid, lysine. Folic acid is very important for cardiovascular health and is needed for energy production. Fibre 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 and nervous system development.

## INGREDIENTS

Salmon and Sardine, Chickpeas, Seasonal Vegetables, Alfalfa, Natural Fats and Oils, Omega 3, 6 and 9, Coconut Oil, Turmeric, Parsley, Pre and Probiotic, Kelp, Vitamins A, C, D3, E, K, B1, B2, B6, B12, Niacin, Pantothenic Acid, Folicin, 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 and 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%	

PLEASE NOTE:

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

AVAILABLE IN 2.5kg, 9kg and 20kg

RICH  
IN NUTRITION

Hypoallergenic

gluten  
FREE

GMO  
FREE

PACKED WITH  
OMEGA 3, 6+9

high  
IN PROTEIN

grain  
FREE

30%  
PROTEIN

18%  
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







# SALMON & SARDINE

WITH VEGETABLES & COCONUT OIL

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

## SALMON & SARDINE

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

## OMEGA 3 FATTY ACIDS

Plays a major role in the functioning of the immune system and the maintenance of all hormonal systems in the body. Protects against heart disease and progressive retinal atrophy. Also supports brain development in the womb. These are just a few of the many benefits 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 and 9, Coconut Oil, Turmeric, Parsley, Pre and Probiotic, Kelp, Vitamins A, C, D3, E, K, B1, B2, B6, B12, Niacin, Pantothenic Acid, Folic acid, 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 and 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%	

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

AVAILABLE IN 2.5kg, 9kg and 20kg

RICH

IN NUTRITION

Hypoallergenic

gluten

FREE

GMO

FREE

PACKED WITH

OMEGA 3, 6 + 9

high

IN PROTEIN

grain

FREE

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

DOG - SALMON & SARDINE - HYPOALLERGENIC & GLUTEN FREE





# SALMON & SARDINE

WITH VEGETABLES & COCONUT OIL  
LARGE KIBBLE

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

## SALMON & SARDINE

With exceptional levels of omega 3, 6 and 9 (DHAs and EPAs) this food is excellent for your dog's brain function, and may also assist with cardiovascular health, teeth, nails, skin and coat. Also 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. Protects against heart disease, progressive retinal atrophy and supports brain development in the womb – 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 and 9, Coconut Oil, Turmeric, Parsley, Pre and Probiotic, Kelp, Vitamins A, C, D3, E, K, B1, B2, B6, B12, Niacin, Pantothenic Acid, Folicin, 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%	

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

AVAILABLE IN 9kg and 20kg

RICH  
IN NUTRITION

Hypoallergenic

gluten  
FREE

PACKED WITH  
OMEGA 3, 6 + 9

GMO FREE

high  
IN PROTEIN

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





The image shows three bags of MM Bag 'n' Bowl dog food. The front bag is Salmon & Sardine, which is hypoallergenic, grain-free, and gluten-free. It features a silhouette of a person and a dog, and lists benefits like 'No artificial colors or flavors', 'No preservatives', and 'No animal by-products'. The side bag is also Salmon & Sardine. The back bag is Chicken & Turkey, labeled 'Join The Movement'.





# TURKEY & LAMB (Lite)

WITH VEGETABLES & COCONUT OIL

Our low-calorie content formula is the perfect choice for those pets that have been treated a little too 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, 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 a nutrient profile similar to chicken.

## LAMB

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

## INGREDIENTS

Turkey and Lamb Meat, Seasonal Vegetables, Ground Brown Rice, Alfalfa, Natural Fats and Oils, Omega 3, 6 and 9, Coconut Oil, Turmeric, Parsley, Pre and Probiotic, Kelp, Vitamins A, C, D3, E, K, B1, B2, B6, B12, Niacin, Pantothenic Acid, Folicin, 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 and 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%	

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

AVAILABLE IN 2.5kg, 9kg and 20kg

RICH  
IN NUTRITION

PACKED WITH  
OMEGA 3, 6 + 9

Hypoallergenic

GMO FREE

gluten  
FREE

high  
IN PROTEIN

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





MfM Australia's kitten food varieties have been specifically formulated to assist in the early stages of feline development.

Our kitten dry food varieties feature the complete range of balanced essential nutrients for all types of kitten breeds including exotic breeds to set a good foundation for years to come.

Perfect for all kittens our dry kitten food can assist with allergies, digestive issues, excessive shedding, hot spots, joint inflammation, anxiety, scratching/biting, weak immune system, underweight, overweight, ear infections and body odour.

Allergies in felines are caused by suppression of the immune system, which is often caused by improper nutrition. This can usually be solved by changing to an MfM Australia's kitten food range which is all-natural hypoallergenic, super premium holistic grain and gluten free diet.



# KITTENS



# GOAT

WITH VEGETABLES AND COCONUT OIL

Our Goat variety is a healthy alternative to beef and chicken because of its lower calorie, fat and cholesterol totals. If you're looking for a leaner alternative to traditional meat for your kitten, goat meat is the answer.

## GOAT MEAT

For growing kittens we know that quality meat protein with no added preservatives is essential to give kittens a head start in life.

This starts with the base protein we select. Goat meat is a rich source of low fat protein that assists growth during early stages of life.

IDEAL FOR: Kittens with allergies or sensitivities  
SUITABLE FOR: All breeds under one year old

## INGREDIENTS

Goat Meat, Pumpkin, Alfalfa, Natural Fats and Oils, Omega 3, 6 & 9, Coconut Oil, Turmeric, Parsley, Kelp, Pre & Probiotics

## BENEFITS

- RICH IN PROTEIN**  
Lean, low fat protein will help muscle development during the early years of growth
- NATURAL ANTIDEPRESSANT**  
Stress and depression is combated with vitamin B12 found in goat meat kitten food.
- LOWERS INFLAMMATION**  
Goat meat can help in lowering the risk of inflammations caused in blood.
- EYE HEALTH**  
Goat meat can improve blood circulation which benefits eye health.
- WEIGHT MANAGEMENT**  
Goat meat for kittens equals lower calorie, fat and cholesterol totals than most meats.
- HEALTHY TISSUE**  
Rich in essential minerals and phosphorus to grow, maintain, and repair tissue and cells.
- PREVENTATIVE**  
CLA in goat meat contains selenium and chlorine, which helps prevent cancer.
- BONE STRENGTH**  
Goat meat contains omega-3 fatty acids and calcium for bone strength and joint health.

## CHEMICAL ANALYSIS (dry matter basis)

Crude Protein (min.): 35%	Moisture: 10%
Crude Fat (min.): 17%	Phosphorus (min.): 1%
Ash (typical): 5%	Calcium (min.): 1.7%
Crude Fibre (max.): 5%	

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

35%  
PROTEIN

17%  
FAT

## FEEDING GUIDE

Weight of Cat (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



RICH  
IN NUTRITION

Hypoallergenic

grain  
FREE

gluten  
FREE

GMO  
FREE

PACKED WITH  
OMEGA 3, 6 + 9

high  
IN PROTEIN





# TURKEY & CHICKEN

WITH VEGETABLES AND COCONUT OIL

Made with vegetables and coconut oil, that packs a nutritious punch a kitten needs during the important early stages of life. Chicken & Turkey meat is low-GI with fewer kilojoules and less fat than dark meat. It can also help keep insulin levels stable.

Our varieties are all made with natural ingredients to ensure your kitten is eating real food. The way they should be. However, it all starts with the base proteins.

For growing kittens we know that quality meat protein with no added preservatives is essential to give kittens a head start in life.

IDEAL FOR: Kittens with allergies or sensitivities  
SUITABLE FOR: All breeds under one year old

## INGREDIENTS

Chicken & Turkey Meat, Pumpkin, Alfalfa, Natural Fats and Oils, Omega 3, 6 & 9, Coconut Oil, Turmeric, Parsley, Kelp, Pre & Probiotics

## BENEFITS

### ENERGY PRODUCTION

A source of vitamin B6 and niacin, which are both essential for energy production.

### HEART HEALTH

Regular turkey consumption lowers cholesterol levels.

### BONE STRENGTH

Chicken is rich in phosphorus which can strengthen developing bones

### WEIGHT MANAGEMENT

Turkey is rich in white meat protein which is lower in kilojoules than dark meat.

### IMMUNITY

Turkey contains the amino acid tryptophan, which produces serotonin to strengthen the immune system.

### PREVENTATIVE

Niacin helps guard against cancer and other forms of genetic damage.

### NATURAL ANTIDEPRESSANT

Poultry increases the serotonin amino acid levels in the brain, helping to enhance mood and ease stress.

## CHEMICAL ANALYSIS (dry matter basis)

Crude Protein (min.): 34%	Moisture: 10%
Crude Fat (min.): 16%	Phosphorus (min.): 1%
Ash (typical): 5%	Calcium (min.): 1.7%
Crude Fibre (max.): 5%	

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

34%  
PROTEIN

16%  
FAT

## FEEDING GUIDE

Weight of Cat (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



RICH  
IN NUTRITION

Hypoallergenic

grain  
FREE

gluten  
FREE

GMO  
FREE

PACKED WITH  
OMEGA 3, 6 + 9

high  
IN PROTEIN

KITTEN - GOAT - SINGLE MEAT PROTEIN HYPOALLERGENIC, GRAIN FREE & GLUTEN FREE

Ideal for kittens up to adult and including exotic breeds, all our formulations contain the complete range of balanced essential nutrients.

MfM has proven solutions for cats 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 cats are caused by suppression of the immune system, which is often caused by improper nutrition. This can usually be solved by changing to an MfM all-natural hypoallergenic, super premium, holistic grain and gluten free diet.



# CATS





# DUCK

WITH VEGETABLES AND COCONUT OIL

Our single meat duck protein meets the gold standard in holistic pet care. We ensure your cat gets the nutrition it needs by using only pure, all-natural ingredients, with no meat by-products.

## DUCK MEAT

Our tasty duck meat combined with a holistic blend of natural ingredients is scientifically formulated with passion.

For over 40 years we have been testing, getting feedback from customers and refining to ensure your pets are sinking their teeth into the pet food that they will love and will keep them in the glory days.

IDEAL FOR: Cats with allergies or sensitivities  
SUITABLE FOR: All breeds under one year old

## INGREDIENTS

Duck Meat, Pumpkin, Alfalfa, Natural Fats and Oils, Omega 3, 6 & 9, Coconut Oil, Turmeric, Parsley, Pre & Probiotics, Kelp

## BENEFITS

- WEIGHT MANAGEMENT**  
Duck meat contains a sufficient amount of fat and fatty acids for body weight control.
- HEALTHY HAIR**  
Vitamin B2 (Riboflavin) is found in duck meat which makes the hair silky.
- SKIN HEALTH**  
Duck meat has the ability to moisturize the skin, promote movement and prevent irritation.
- HEART HEALTH**  
Duck meat has a similar composition of olive oil that can promote cardiac health.
- DIGESTION**  
Niacin also helps the large intestine to absorb end products of carbohydrates, protein, and fat.
- MUSCLE FUNCTION**  
Sodium in duck meat plays a great role in muscle movement and strength.
- IMMUNE SYSTEM FUNCTION**  
The element zinc contained
- in duck meat gives strength to the immune system of the body.**

## CHEMICAL ANALYSIS (dry matter basis)

Crude Protein (min.): 35%	Moisture: 10%
Crude Fat (min.): 16%	Phosphorus (min.): 0.9%
Ash (typical): 5%	Calcium (min.): 1.2%
Crude Fibre (max.): 5%	

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

35%  
PROTEIN

16%  
FAT

## FEEDING GUIDE

Weight of Cat (Kgs)	Intake (gms/day)
1	30
3	65
5	100
7	130
10	170

NOTE: 1 Cup is approximately 130 grams

AVAILABLE IN 2.5kg



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





# KANGAROO

WITH VEGETABLES AND COCONUT OIL

As the most protein packed meat out there, it's not a surprise that kangaroo is a very popular choice for cats. As well as being rich in omega-6 fatty acids and essential amino acids. It is also an excellent source of dietary zinc, iron and other minerals.

## KANGAROO MEAT

Our natural kangaroo meat combined with a holistic blend of natural ingredients is scientifically formulated with passion to keep them in the glory days.

IDEAL FOR: Cats with allergies or sensitivities  
SUITABLE FOR: All breeds under one year old

## INGREDIENTS

Kangaroo Meat, Pumpkin, Alfalfa, Natural Fats and Oils, Omega 3, 6 & 9, Coconut Oil, Turmeric, Parsley, Pre & Probiotics, Kelp

## BENEFITS

### HIGH IN PROTEIN

Kangaroo offers the highest level of protein of any of the other meat types

### LEAN

Kangaroo meat is naturally the leanest red meat protein available, and is even higher in protein than beef.

### GROWTH & DEVELOPMENT

The mineral Zinc is in abundance in kangaroo meat. Essential for growth and development.

### ENERGY

Kangaroo meat contains among the highest levels of zinc and iron levels of any meat.

### WEIGHT MANAGEMENT

Kangaroo meat contains low levels of fat, and the fat it does contain is mostly unsaturated fats (the good fats).

### GENTLE

Kangaroo meat is ideal for cats suffering from certain health conditions, such as pancreatitis, allergies or intolerances.

### BONE HEALTH

Kangaroo meat is rich in omega-3 fatty acids and calcium, making it a good for your cat's bone strength and joint health.

## CHEMICAL ANALYSIS (dry matter basis)

Crude Protein (min.): 32%	Moisture: 10%
Crude Fat (min.): 17%	Phosphorus (min.): 0.8%
Ash (typical): 6%	Calcium (min.): 1.2%
Crude Fibre (max.): 4.5%	

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

32%  
PROTEIN

17%  
FAT

## FEEDING GUIDE

Weight of Cat (Kgs)	Intake (gms/day)
1	30
3	65
5	100
7	130
10	170

NOTE: 1 Cup is approximately 130 grams

AVAILABLE IN 2.5kg



RICH  
IN NUTRITION

Hypoallergenic

grain  
FREE

gluten  
FREE

GMO  
FREE

PACKED WITH  
OMEGA 3, 6 + 9

high  
IN PROTEIN





# MACKEREL & SALMON

WITH COCONUT OIL

For all ages, a 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.

## MACKEREL

Mackerel fish are rich in omega-3 fatty acids, and also have high levels of vitamin B12. They contain minerals such as selenium, copper, phosphorus, magnesium and iron. There are also smaller amounts of vitamin A, potassium, zinc and sodium.

## SALMON

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

## INGREDIENTS

Mackerel and Salmon, Sweet Potato, Alfalfa, Natural Fats and Oils, Omega 3, 6 and 9, Coconut Oil, Turmeric, Parsley, Pre and Probiotic, Kelp, Vitamins A, C,D3, E, K, B1, B2, B6, B12, Niacin, Taurine, Pantothenic Acid, Folicin, 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 and 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%	

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

32%  
PROTEIN

16%  
FAT

## FEEDING GUIDE

Weight of Cat (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 and 20kg



RICH  
IN NUTRITION

Hypoallergenic

gluten  
FREE

GMO  
FREE

PACKED WITH  
OMEGA 3, 6+9

high  
IN PROTEIN

grain  
FREE

CAT - MACKEREL & SALMON - HYPOALLERGENIC, GRAIN FREE & GLUTEN FREE





# KANGAROO & TURKEY

WITH COCONUT OIL

A 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 meat 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 also an excellent source of dietary zinc, iron and other minerals. It is also very digestible.

## TURKEY

An alternative to the common flavours and perfect for cats with allergies. Turkey offers a natural, healthy protein, with a nutrient profile similar to chicken.

**RICH**  
IN NUTRITION

*Hypoallergenic*

*gluten*  
FREE

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

**GMO** FREE

*high*  
IN PROTEIN

## INGREDIENTS

Kangaroo and Turkey Meat, Ground Brown Rice, Alfalfa, Natural Fats and Oils, Omega 3, 6 and 9, Coconut Oil, Turmeric, Parsley, Pre and Probiotic, Kelp, Vitamins A, C, D3, E, K, B1, B2, B6, B12, Niacin, Taurine, Pantothenic Acid, Folicin, 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 and 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 by 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%	

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

30%  
PROTEIN

17%  
FAT

## FEEDING GUIDE

Weight of Cat (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 and 20kg







## INTESTINAL HEALTH

PLUS

A concentrated water-soluble blend of live microbes that benefit the host animal by improving the intestinal balance.

Everyday use helps maintain a balanced digestive system, thus optimising digestion and enhancing the animal's health.

### DOSAGE

	STRESS	MAINTENANCE
<b>DOGS*</b>	2-6g	1-3g
<b>CATS</b>	2g	1g
<b>KITTENS &amp; PUPPIES</b>	2g	1g

\*Small 2g, Medium 4g, Large 6g

Enclosed level spoon holds approx 4gms

### DIRECTIONS

Mix with water, milk or milk replacer, or with food.



## OMEGA 3,6 & 9 OIL

PURELY PRESSED

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

- Energy
- Inflammation
- Mobility
- Muscle maintenance\*
- Healthy skin & 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



## GREEN TRIPE POWDER

MEAL TOPPER

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

### NUTRITIONAL INFORMATION

<b>Crude Protein (min.)</b>	18.6g
<b>Crude Fat (min.)</b>	11.7g
<b>Carbohydrate</b>	2.8g

### DIRECTIONS

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

### INGREDIENTS

100% Green Tripe



# SUPPLEMENTS



# TREATS





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 and 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  
200gms



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
- Naturally dehydrated
- Supports a healthy digestive system
- Rejuvenates older dogs
- Enhances the immune system
- Maintains a healthy balance of microflorara

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  
200gms







# The MfM Difference

## 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 food 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. 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, 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.

Another factor relates to 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:

1. Feed your pet with MfM, a 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 (a cortisone spray 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 descriptions 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!**

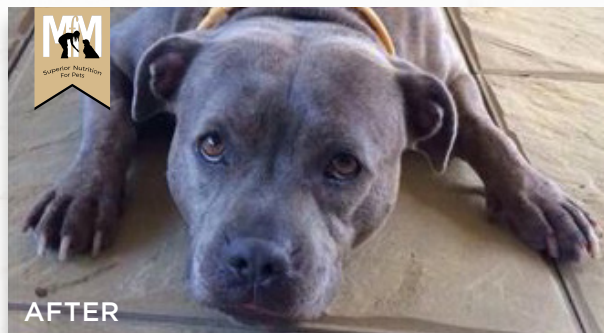


## ARRAYAH'S STORY

*A new lease of life...*

Arrayah was rescued by the amazing team at Animal Rescue, QLD, Mackay in the condition seen in the first three images. She had severe mange and a 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 well-being of your pets, and the proof is in the results.



## 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 went from bad to worse – until her owner came across a Meals for Mutts brochure and contacted us to see if we could help.

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





## 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.

STAY CONNECTED BY SUBSCRIBING TO OUR MAILING LIST

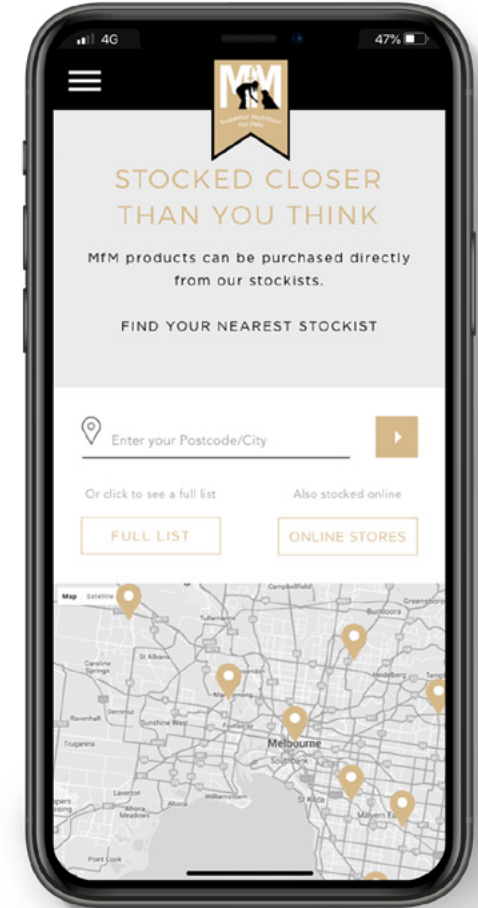
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*Support MfM in helping  
less fortunate Pets*

**By purchasing a bag of MfM!**

For every bag purchase, we will donate a bowl of food  
to an Australian rescue group.

**JOIN THE MOVEMENT!**

BOWLS OF  
FOOD DONATED  
**65,702**

Since January  
2020



*Share the Love*

**HELP US ENRICH PET LIVES**

Our goal is to improve the health and well-being of as  
many pets as we can. To do this, we need our products  
to be available from as many stockists possible.

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

FOLLOW US ON INSTAGRAM: @mfmaust  
**#whennutritionmatters #mfmaustralia**

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, well-being and happiness of each and every one of your family companions.

Thank you again for your continued support!

**[www.MfMAustralia.com.au](http://www.MfMAustralia.com.au)**

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