

# AVI-PRODUCTS



**AVI-PLUS**



**AQUA-PLUS**

**TOP PET**<sup>TM</sup>



**ideal**





## Complete Parrot Diets

Avi Products offer a range of complete diets. These are diets that include, not only rolled and roasted grains, legumes and seeds but also a softfood premix which provides your bird with the right amount of vitamins, minerals and amino acids. This healthy balanced mix for your birds aims at reproducing the foodstuffs that birds may naturally forage on in the wild.

Just add cold or luke warm water to soften/moisten food – no soaking time is required.



**Complete Parrot Mix (CPM):** This tasty, variety feast contains rolled and roasted maize, peas and wheat, and a balancing softfood. This feed is ideal for a wide range of bird species ie. parrots and larger parakeets. Fat levels can be increased by adding seeds/vegetable oil to meet the needs of individual species.

**Sutherlands 10% Mix:** Seeds and palm oil are already added to the complete parrot mix making it ideal for birds with a medium fat requirement. This is a great mix if bird keeper does not want to have to add extra seeds by hand.



**Sutherlands High Fat Mix:** Seeds, palm oil and nuts are added to increase the fat level to 20% making it ideal for birds with a high fat requirement. This is a great mix if bird keeper does not want to have to add extra seeds and nuts by hand.



**Complete Parakeet and Complete mix for Small Seed eaters:** contains a finer fraction of rolled & roasted maize, peas & wheat, & balancing softfood, as well as a range of small seeds to provide a balanced diet for smaller seed eating species.



Fruits and vegetables are added for variety and can be given over and above the complete feed without impacting daily requirements. This is due to their high moisture content. The exception to this is frugivorous birds (such as Toucans and Aracari's) that require high percentages of fruit in their diets.

## Pelleted Feed

Pelleted diets are a convenient way of giving fully balanced nutrition. Each pellet has equal nutritional value therefore your bird will get all the nutrients it requires in every bite. These pellets are extruded which increases palatability and will readily be eaten by your birds.

Avi-Plus Maintenance (16% Protein & 6% Fat) or breeder pellets (20% Protein & 8% Fat) are an easy way of supplying this extra feed. The pellets can be fed in a separate hopper, and if kept dry can be left for a couple of days at a time. Making this ideal for a bird keeper that's not able to prepare food every morning.



Complete Maintenance Pellets; a conveniently pelleted and complete diet for psittacines, that are not breeding or feeding chicks. Perfectly balanced, this diet requires no additional feedstuffs, and therefore is ideal for quick and easy feeding.

Complete Breeder Pellets; a bright red pelleted ration for birds that are breeding and feeding young. Containing extra protein, fat, vitamins, minerals and trace elements for the higher dietary requirements during breeding season, this is a quick and easy option for providing a fully balanced breeder diet.



## Egg Food and Egg Food Breeder

Giving these products is traditionally the most popular way of giving cage birds the correct profile of proteins, vitamins and minerals, this is to ensure both adults and chicks obtain the best possible level of nutrition. Avi recommends 2 separate feeds daily. One feed should consist of a complete soft food mix, the other should be sunflower seed and/or pellets or Egg Food.

**Egg Food:** Use for adult and baby birds. Contains egg which supplies ideal protein profile to your birds and is perfect as an addition to any complete diet.

**Egg Food Breeder:** Higher protein and fat levels make this suitable for breeding birds and birds rearing babies up to 2 weeks. This soft food is especially great for species (such as finches and canaries) that would normally feed insects to their babies. This is because the babies have a higher protein requirement which is supplied by the egg food breeder.

**Dutch Soft Food:** This is another great soft food which is suitable across a range of species. It can be used as a base for a home mixed soft food or can be fed as part of a daily ration.



Increase feed by 100% or more if birds are feeding young in the nest by adding Egg Food Breeder and/or Breeder Pellets to their normal feed ration. This is especially good for finches and canaries that are normally fed insects when they are young.

	Egg Food	Egg Food Breeder	Dutch Soft Food
Protein	16%	19%	15%
Fat	10%	9%	5%

## Concentrates

Concentrates are used as a balancing additive for grain and seed cooking mixes. The high levels of vitamins, minerals and amino acids, will ensure adequate nutrient supply for your birds. Make sure that these concentrates are added in the correct proportions to a cooking mix (i.e. follow recommended inclusion rates below).

Use **one of the following** concentrates when feeding your birds your own cooking mix;

### Nutritional information of concentrates

	Parrot/Parakeet	Breeders Boost HPC	High Protein Fat Concentrate
Protein	21%	25%	40%
Fat	4.6%	2.5%	14%
Inclusion	25%	15%	20%

**This High Protein Fat Concentrate;** This is a protein booster, use this concentrate when your cooking mix is low in protein and fat. The Full Fat Soya used in this concentrate is especially ripened (ie. cooked) which means that it is suitable and safe for all your birds even baby birds.

**Parrot/Parakeet;** This concentrate is extruded (ie. cooked), this makes it palatable and birds will readily eat it.

**Breeders Boost HPC;** This soft powder extruded concentrate will stick to your cooking mix ingredients making sure that your birds get the right amount of nutrients.

**Remember:** Fruits and vegetables can be given over and above the daily feed. During breeding season – breeder pellets and/or egg food should be added. The protein in all concentrates is of a high biological value as it is supplemented with amino acids.

### Protein Requirement

- Requirement is based on factorial estimation (ie protein needed for maintenance, body growth, feather growth).
- Parakeets and nectarivorous parrots 12% protein.
- Parrots require about 15% protein.
- For breeding cage birds the requirement increases by about 20%
- Young growing birds require 20% plus

## Handrearing Products

It is important to note that there are different nutritional requirements between birds of different species and at different ages. To cater for these differences, Avi-Plus has the following range of premium quality handrear formulas available:

**Handrear Phase 1 (Hatch to day 10-14):** highly digestible to allow maximum absorption in the newly hatched chick with its immature digestive system. High fat and nutrient levels allow for the rapid growth at this age and for good fat storage.



**Handrear Phase 2 (2 weeks to Fledging):** is rich in highly digestible protein, fat in the form of palm oil and additional critical amino acids that help in the first stage of feather formation.

**Handrear Finisher (6 weeks to weaning):** growth rate has now slowed down, with a resultant decrease in protein requirements. Finisher allows for this by slightly dropping the protein levels while still maintaining adequate fat levels for final stage development.



**Handrear Macaw (Hatch to Weaning):** Macaws have a higher fat requirement compared to other species. High levels of fat are provided by palm oil, amino acids. Vitamins and minerals are also added.

**Handrear Parakeet (2 weeks to Weaning):** developed specifically for parakeets so as to support their unique requirements of protein, energy, vitamins and amino acids.



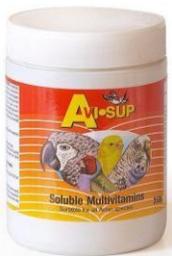
## Bird Delights

A variety of species specific seed, fruit, nut and pellet mixes that will provide your bird with a varied and interesting diet that will be loved down to the last morsel. Pellets added to the seed mixes provide the vitamins, minerals and amino acids absent in seed-only diets.



## Powered Supplements

Any supplement addition should always be done with caution, and as directed. Use only where nutritional deficiencies, or high nutritional requirements exist. These food supplements contain vitamins, minerals, trace elements and amino acids that may be partially or wholly absent from a cooking mix. Use whenever AviPlus softfood inclusion is lower than recommended.



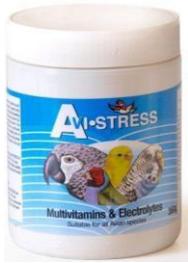
**Avi-Sup Soluble Vitamins:** A special blend of 13 vitamins formulated to suit most avian species. Used regularly as a dietary supplement, it will promote general good health all year round. Readily soluble in water, this supplement is an easy to use year-round addition to your bird's water. Add **1 rounded teaspoon** vitamin powder to **1litre** of water. Mix fresh daily. If your birds are reluctant to eat (ie somewhat stressed etc), the best way to get nutrients into your bird is through their water

**Avi-Sup Twin Pack:** Our twin pack provides a wide range of vitamins and minerals in proportions to suit most avian species. With regular use, it will promote the general good health of your birds all year round. Easy to use, it mixes readily with most soft foods before being moistened. Add **2 rounded teaspoons** vitamin powder and **1 rounded teaspoon** mineral powder to **1kg softfood**. This is a great vitamin and mineral combo. Use where cooking mix may be lacking nutrients.



**Avi-Sup Bulk:** Add **25g (5 rounded teaspoons)** of vitamin/ mineral powder to **1kg of softfood**. This supplement is similar to twin pack regarding content but is more dilute, therefore the inclusion is higher. This is a great product to use with the high protein fat concentrate in a grain mix.

When feeding seed diets only, it is vital that your birds receive the essential vitamins and minerals they require. Seed diets are low in nutrients therefore supplements are needed.



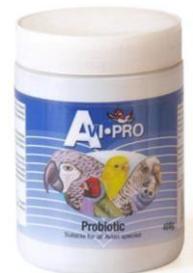
**Avi-Stress:** Birds that have undergone acute stress, like handling, wing and beak clipping or travelling, may have electrolyte and vitamin imbalances. Avi-Stress is specially formulated to support and replace the normal vitamin and electrolyte balances in the bloodstream, allowing your birds to easily cope with these outside stress episodes. This supplement contains electrolytes which are good for rehydration and getting your birds the nutrients that they need through their water. Add **1 rounded teaspoon** to **1litre** drinking water.

**Avi-Cal:** Specially designed with an adjusted calcium/phosphate ratio, this calcium supplement is formulated for use in soft food and mixed seed diets. Adequate levels of calcium and phosphorus will be available in the correct ratio for most purposes like egg-laying and rearing chicks. Add **1 or 2 heaped teaspoons** to **1kg** of dry softfood – use where calcium deficiencies may exist. Calcium in a birds diet is very important for their bones and feet.



**Avi-Moult:** Moulting birds have to produce a complete covering of feathers within 3 to 6 weeks. This places cage and aviary birds' system under a fair amount of stress, especially if the essential amino acids required for feather production are limited in their diet. Avi-Moult supplies a supplementary source of these amino acids, as well as a scientific blend of vitamins and minerals to assist in dealing with the high stress of moulting. Add **one rounded teaspoon** of vitamin/amino acids to **1litre** of water

**Avi-Pro Probiotic:** All healthy birds have a population of live, normal gut bacteria in their gastro-intestinal tracts. Under times of stress, illness or with use of antibiotics, these normal bacteria can be killed off, or overrun with abnormal pathogenic bacteria that can cause illness and death. Our probiotics contains specially selected, live normal bacteria to support and replace the normal gut flora of your birds. Use daily during stress episodes, and weekly to healthy birds to ensure happy, healthy GIT's. Also recommended after treatment of antibiotics. Add **One heaped teaspoon** to **1kg** of softfood or fruits & veg.



**Safe Sprout:** Sprouted seeds are a much healthier food option for birds, as sprouting reduces the very high fat content found in seeds. Safe sprout is a fungal growth inhibitor with no feed value that can be used when soaking seeds to prevent any unwanted fungal growth on the seeds. **Dissolve 1 level teaspoon** in **5litres** of water.

## Remember:

Birds should always have feed available. By ensuring that there is around 5% feed leftover after each feed, you can be sure that your birds are getting enough food, and also allow for periods of sudden energy requirement increases.

Birds may be stimulated for their breeding season by adding 10% Egg Food/Egg Food Breeder or Complete Breeder/Maintenance Pellets. Feed in a separate dish.

While most species of parrots have similar nutritional requirements, species differences do exist and should be catered for. Avi Plus has specialist feeds for Lorikeets (nectar eaters), Softbills (high protein requirement) Mynahs and Toucans (low iron requirements), Macaws, Queens and Palm cockatoos (high fat requirements), ranges for parakeets and small seedeaters.



Good nutrition is not only a function of the food being fed – **intake is an essential part of a good balanced diet.** Where birds are selecting only certain ingredients of a mixed diet over an extended period of time, deficiencies may develop.

Nutrition, although essential, is only one aspect of successfully keeping and breeding birds. Good/Poor husbandry practices will account for a large portion of success/failure.

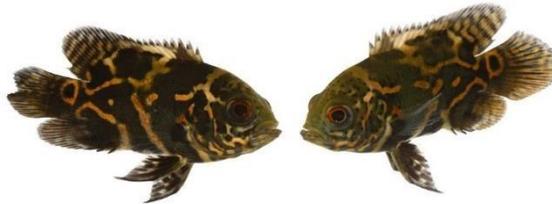
### GENERAL "RULES" FOR ALL FEEDS:

- Avi-Plus feeds are all species specific - feeding instructions and precautions are on the packs.
- All feeds are fully balanced - unless specifically directed to do so, no additions (calcium, vitamins etc.) should be added.
- All birds should have a complete diet as the main feed source, treats/seeds and other extras should be limited and fed separately.
- During breeding season and when parent birds rear their own young, additional feed and nutrients are required - egg food breeder in addition to normal rations will suffice for most species. Breeder pellets are good for all the parrot species.
- Feed volumes are on the packaging, however each individual bird will vary in requirements depending on various parameters (eg. Temperature/activity level etc.) Birds should always be checked regularly for body condition and feed volume adjusted accordingly.



Fish in captivity have been cut off from natural sources of nutrition; hence, using a top quality diet and following the correct feeding recommendations are vital for their well-being. An undernourished animal cannot maintain its health regardless of the quality of its environment.

- **Aqua-Plus** is a locally developed premium range of ornamental fish foods that are evaluated by feeding trials.
- **Aqua-Plus** diets are scientifically balanced. In broad terms this means that they contain enough protein for normal growth together with adequate energy for the fish to utilise it correctly. They also contain adequate levels of vitamins and minerals that are required by the body for normal metabolic functions.
- **Aqua-Plus** diets are based on scientific research and formulated to supply optimum levels of nutrients during all stages of the life-cycle. These products are made from high quality ingredients.
- **Aqua-Plus** is highly digestible and will minimize the proportion of undigested feed that is passed as waste into the water.
- **Aqua-Plus** contains a stabilized form of Vitamin C and also elevated level of Vitamin E to aid with an efficient immune function.
- **Aqua-Plus** contains betaine which helps to maintaining cellular water and ion balance and improves the fish's stress resistance.
- **Aqua-Plus** contains natural colour enhancers. These are supplied by Algae (Spirulina) and synthetic carotenoids.



Protein: In nutritional terms protein means little, as it is the building blocks of protein, the amino acids, that are important. The protein quality of a diet is determined by the relative level of each amino acid that it contains (called the amino acid profile). Thus a diet containing 38 % protein with a low level of an amino acid such as lysine may well be inferior to a diet containing 32% protein with a reasonable lysine level. If the diet is manufactured using fishmeal as the primary protein source, then the amino acid profile is seldom an issue. If however, the product contains a high percentage of plant protein sources such as maize gluten or wheat gluten, then this is something that needs to be considered. Fish have a higher protein requirement, almost always in excess of 30%, relative to energy than land based animals, which can survive happily on diets containing as little as 12% protein. This is because they are cold blooded and don't need as much energy relative to protein for the maintenance of body temperature and also because they require less energy to move about in their environment.

Fish are well adapted to catabolize excess protein and amino acids into energy yielding carbohydrates and waste ammonia most of which is excreted through the gills. Protein catabolism (breakdown) will only occur if there is insufficient energy in the diet, or if the protein is of a poor quality (poor amino acid profile) and can't be used effectively for tissue growth and/or maintenance by the fish.

It is a well-established scientific fact that small fish require relatively more protein than do larger fish. This is for two reasons. Small fish have a higher growth rate, when measured in terms of percentage weight gain. Larger fish, simply because of their size, have a higher energy requirement for maintenance. Feeding high protein diets to mature fish therefore makes little sense, and in most cases we probably over feed protein.



Lipids: Fatty acids are the main components of lipids. Fish are able to digest fatty acids efficiently and use these for a variety of functions. Fish have a dietary requirement for the long chain polyunsaturated n-3 and n-6 fatty acids which they are unable to synthesize. Fortunately fish meal and fish oil can be used in the diet to supply these fatty acids. Fats and oils are energy dense and providing nearly 2.5 times as much energy, gram per gram, than carbohydrates or protein. This means that the higher the minimum percentage of fat in a food, the higher the calories provided per gram of feed. The higher the energy content, the fewer grams of food is needed to meet energy requirements. From a more practical perspective, fat is by far the most expensive component of the diet, which in effect means that diets low in fat are far cheaper to manufacture. Foods that are high in fat generally contain higher levels of fishmeal. Remember, that fishmeal contains high levels of fat, so the fat content may well be an indicator of the protein quality as well. In broad terms therefore it is the fat content of the diet that is likely to indicate it's ultimate quality rather than protein. Research has shown that Carp require between 6 and 8% fat in their diet, yet most Koi food that is sold in South Africa contains significantly less than this level. There is a simple reason for this. High fat diets lead to a reduced shelf life of the final product, and this can be a real problem with imported food that may be months old before it reaches our shores.

Carbohydrates: Energy in most diets is supplied in the form of carbohydrate, for example the starch in maize. In order for the carbohydrates to be fully utilised by fish, it is essential that they be properly gelatinised (cooked) first. This can only be achieved if the ingredients are finely milled and properly processed.

Fibre: Fish do not have the enzymes to utilise fibre, so any fibre included in the food simply passes through the animal. High fibre levels in a diet indicate that the food contains high levels of "filler" material such as wheat or rice bran, which in turn means that the energy level of the diet is low. From a manufacturing perspective, it is easy to extrude diets that are high in fibre. They also tend to float better

Vitamins & Minerals: The vitamin and mineral content of a food are critical and, as these are the key nutrients that govern the various metabolic pathways in the fish, adequate levels are supplied in all Aqua Plus Products. Elevated levels of Vitamin C and Vitamin E are used to improve the well-being and immune function of the fish.

There are some practical problems with vitamins in particular. They are sensitive to both temperature and light. As most Koi food is cooked via an extrusion process, if the correct levels and type of vitamins are not used when the feed is manufactured, the actual levels in the product you purchase may be inadequate. In addition, vitamins degrade with time and it is important that food is used within a year of manufacture. Vitamin degradation is exacerbated by exposure to bright light and high temperatures. For this reason, always store your food in a cool dark place.



As we are all aware, fish like all animals require both Calcium and Phosphorus for normal skeletal development. What is less well known is that in order for the bone calcification process to occur normally, the Calcium and Phosphorus must be in the correct ration to each other. This means that there should always be

1.1 to 2 times as much Calcium in the diet as Phosphorus. If this ratio is inverted, serious skeletal problems (twisted spines for example) will result.

**Feeding Level:** Feeding at the correct level is very difficult. Underfeeding results in slow growth while uneaten feed pollutes the water. Fish should be fed 2 to 3 meals per day and the total amount fed must be eaten in 5 minutes.

**Water Quality:** No matter what the fish are eating, it is the water quality that ultimately determines the health of your fish. Ensure that the fish are not overstocked and that the biological filtration system is working efficiently.

The Aqua-Plus range of feeds covers Koi Foods, Cichlid Food, Goldfish Food and Tropical fish food.

**Koi Foods:**

Aqua Plus has the following Koi Foods available:



**Koi Sticks:** Contains 35% Protein and is formulated to provide complete nutrition to young fast growing koi.



**Koi Pellets:** These red & green pellets may be fed to all cold water fish. Formulated at 32% protein and completely balanced for beautiful, colourful fish. The pellets come in 5 different sizes: 1 & 2mm pellets for koi up to 10cm; 3mm pellets for koi up to 20cm; 4mm pellets for koi up to 30cm; 5mm pellets for koi larger than 30cm.

**Premium Koi** contains 40% protein as well as prebiotics to enhance gut health.

**Feeding guide:**

The water temperature determines the rate of metabolism and therefore also the feeding rate. When the water temperature exceeds 20°C the koi should be fed three to six times daily. Reduce the feeding rate to one to two times a day and switch to the winter pellet if the water temperature falls below 20°C. Do not exceed the amount your fish will eat within a few minutes of feeding. Excess feed will decompose in the water, resulting in poor water quality, which in turn can be harmful to the health of the fish.

**Guaranteed Analyses:**

	Protein %	Fat %	Ash %	Fiber %
	Min	Min	Max	Max
Koi Sticks	35	9.0	6.5	2.5
Koi Pellets	32	5.0	6.0	3.5
Premium Koi	40	7.0	8.0	3.0

### **Cichlid Food:**

Aqua Plus Floating Cichlid Food is formulated to provide complete nutrition to Cichlids of all species and enhance their natural colour. The feed is highly digestible and palatable. It is available in a food stick and bits. Use bits on smaller species and sticks on larger species such as Oscars.

Protein (min) 38%; Fat (min) 8%; Ash 7.5%; Crude Fibre (max) 2.0%



### **Gold Fish Flakes and Bits:**

Aqua Plus Gold Fish Flakes and Bits are formulated to provide complete nutrition to gold fish and to enhance their natural colour. The flakes float easily while the bits sink slowly and allow for mid water feeding.

Protein (min) 40%; Fat (min) 6%; Ash 8%; Crude Fibre (max) 2.5%

### **Tropical Fish Flakes and Bits:**

Aqua Plus Tropical Flakes and Bits are formulated to provide complete nutrition to all Tropical Fish and to enhance their natural colour. The flakes are suited for surface feeding while the bits are slow sinking to allow mid water feeding.

Protein (min) 44%; Fat (min) 6%; Ash 9%; Crude Fibre (max) 2.0%



### **Bottom Feeders:**

Aqua Plus Bottom Feeders is formulated for fast sinking to provide complete nutrition to all bottom feeders. The feed is highly digestible and will enhance the natural colour.

Protein (min) 44%; Fat (min) 6%; Ash 9%; Crude Fibre (max) 2.0%

### **Baby Powder:**

Aqua Plus Baby Powder is formulated to provide complete nutrition to tropical and cold-water fry. The feed will float for a short while and then sink slowly. It is important to feed newly hatched babies small amounts of food frequently.

Protein (min) 44%; Fat (min) 6%; Ash 9%; Crude Fibre (max) 2.0%



### **Ingredients:**

Fish meal, yellow maize, wheat, maize gluten, dehulled soybean meal, lysine, methionine, lime, dicalcium phosphate, Vitamins A, D, E, K, B1, B2, B6, B12, C, biotin, folic acid, pantothenic acid, nicotinic acid, inositol, minerals, colourants, spirulina and immune stimulants, fish oil, vegetable fats with natural anti-oxidants, betaine.

### **Feeding guide:**

Feed at least 2 to 3 times daily and do not exceed the amount your fish will eat within a few minutes of feeding. Excess feed will decompose in the water, resulting in poor water quality, which in turn can be harmful to the health of the fish.

## Commercial fish

Our range includes Tilapia and Trout food. Our Tilapia pellets are 85% floating, while the Trout food is slow sinking.



## Significance of Feeding the Correct Particle Size;

Commercial fish farming depends on providing your fish with sufficient feed that is correct in nutritional value and quality to promote maximum, healthy growth.

Although live feeds are important and serve numerous specific needs, it is seldom workable to feed fish exclusively on live feeds. We therefore generally rely on artificial feeds for the feeding of our fish to enjoy the benefits of bulk availability, storage and operational simplicity offered by this option. As artificial feeds are supplied in different pellets sizes, starting from a powder, then a crumble to a large pellet, we naturally need to know how to select the feed size that is best suited to that specific life stage of your fish.



The first thing to consider is the gape of the fish's mouth; if the pellet cannot fit into the mouth it will not be ingested immediately. As the pellet soaks water and softens, the fish will nibble at it, causing the pellet to fall apart and enabling the fish to eat pieces of the pellet. This causes large amounts of feed to be wasted as bits fall to the floor and certain elements dissolve into the water. However, it is equally important that the pellet should not be too small as the fish will usually not feed to satiation on pellets that are too small. If the pellet can fit into the gape of the fish,

but only just, the fish tend not to digest the feed completely. If the feed is not being digested it is clearly not contributing to growth!

Small fish require more protein in their diet than do larger fish of the same species, therefore more protein is included in the diet of the smaller fish, thus in the smaller feed particle sizes. Feeding large fish on small pellets will therefore also result in unnecessary protein in the diet, which translates directly to financial waste as protein is expensive.

How do you know then what the correct pellet size is for a group of fish?

There is no one-size-fits-all type of solution due to the divergent dietary strategies employed by different species of fish. Predators tend to subdue and swallow large, infrequent meals whereas detritivores and herbivores are more inclined to nibble continuously. It is therefore necessary to consider the behaviour of the species you are farming with in determining the most appropriate pellet size. However, the principle is that the feed particle must comfortably fit into the mouth of the fish. Practically, the pellet should be between  $\frac{1}{4}$  to  $\frac{1}{2}$  of the area of the gape. Ensure that the fish can comfortably eat the feed being fed.





**Rabbit Delight:** Maize, dried vegetable and lucerne provide variety, while our specially formulated rabbit pellets supply all the essential vitamins and amino acids required for healthy happy bunnies. Feed as the staple part of your rabbit's diet, along with fresh hay and vegetables.

**Hamster Delights:** Specially formulated to be fed as a staple part of the daily ration. Balanced in every way, your hamster will thrive on this diet with the full daily requirement of vitamins, minerals and essential amino acids. Additional fibre in the form of hay, grass and vegetables should also be fed.



**Guinea Pig Delights:** Designed to meet the higher fibre requirements of your pet, together with additional hay, grass and vegetables, your pet's daily requirements will be perfectly provided for. The mix contains specially formulated pellets which contain vitamins, minerals and amino acids making the mix a fully balanced meal.

**Chinchilla Delights:** Low fat, high fibre diets are important for these animals with the proverbial "sweet tooth". Our Chinchilla Delight is scientifically formulated with a healthy mix of ingredients. The pellet part of the mix contains additional vitamins, minerals and amino acids to keep your chinchilla bright-eyed and bushy-tailed.



**Rat Delights:** To keep your pet rat interested, we have included a wide variety of grains and seed, along with our scientifically formulated rat granules. Enriched with vitamins, minerals and essential amino acids, this mix will provide a nutritionally balanced staple part of the diet.

**Delights for Iguanas:** Available in adult and juvenile rations, this diet is especially formulated to supply a balanced healthy diet to these vegetarians. Highly palatable, feed a 50:50 mix of moist pellets and vegetables. Remember to feed in the morning to ensure your iguana has time during the day to increase their body temperature to optimize digestion.



**Delights for Bearded Dragons:** Available in adult and juvenile pellets, these products consist of carefully selected plant and animal derived ingredients. This will satisfy the nutritional requirements of your omnivorous beardies. Feed a 50:50 mix of moist pellets and vegetables, along with live insects twice daily. Your juveniles can start the adult pellets when they reach around 20cm in length.

## Mammal Feed

**Monkey Chow:** Scientifically formulated to provide essential vitamins, amino acids and minerals to all species of monkeys. Added vitamin C and the correct balance of calcium and phosphorus provide a good staple part of the diet for your monkey. Additional species-specific feedstuffs like insects and eggs for Marmosets - and additional fruit and vegetables for lemurs - should be provided in conjunction with this food.



### Feeding instructions:

Monkey Chow is formulated to satisfy the nutrient requirements of primates at 40% of the total daily intake. Mix with water or fruit juice to a crumbly consistency. Feed enough to be consumed within 3 to 4 hours. Add fruit and vegetables to appetite.



**Marmoset Crumble Porridge:** Fed in conjunction with a home mixed diet, this soft crumble will provide all essential amino acids, vitamins and minerals. Vitamin C enriched, your Marmoset will love this highly palatable food.

Marmosets have been shown to have higher vitamin C requirements in captivity than Old World primates. This requirement is not easily met by fruit alone, so it must be added in the diet. By feeding 40% Marmoset Crumble in the diet with fruit the vitamin C requirements can be met. Other protein sources such as crickets, mealworms, boiled egg (not raw egg) low lactose cheese or cooked meats can also be fed to marmosets and tamarins, as they have higher protein requirements than lemurs and some other primates. (mealworms and crickets are good sources of fat).



**Marmoset/Monkey Delights:** A blend of pellets, nuts and fruits formulated specifically for your marmoset and monkey. Tasty and nutritious, this diet is low in iron to prevent Iron Storage Disease. Added vitamins, minerals and amino acids will improve overall health.





## Ideal Dog Food

- Fully balanced, for healthy happy dogs.
- Scientifically formulated by animal nutritionists.
- Ideal levels of vitamins, minerals and amino acids to support all the body's systems.
- Highly digestible quality ingredients.
- Added digest and fat coating for maximum taste and palatability.
- Good quality protein sources made in our very own Render Plant guaranteeing freshness and promoting healthy digestion.
- Promotes strong bones, muscle tone, coat condition, good digestion, general vitality and quality of life.
- Locally produced and very strict FSSC22000 food safety regulations followed.
- Registered with the Pet Food Industry Association thus meets minimum standards as specified in ACT 36.
- Ideal is free of artificial colourants and flavourants.



Ideal is a high-quality dog and cat food brand, scientifically formulated and made from high quality ingredients to achieve the correct proportions of nutrients necessary for optimal health during all the stages of your dogs` or cats` life.

**Ideal Adult:**

Formulated as a healthy maintenance diet for adult dogs. Ideal Adult contains all the vitamins, minerals and amino acids your adult dog needs to sustain balanced health. Carefully selected, quality ingredients will ensure that your dog will enjoy every mouthful.

**DAILY FEEDING GUIDELINES:**

Size of dog	Body mass (kg)	Grams per day
Small	Up to 10	30 - 160
Medium	10 - 20	160 - 260
Large	20 - 45	260 - 490
Giant	45 and up	490 - 760

**INGREDIENTS:**

Grains\*, processed animal proteins, processed vegetable proteins, oils and fats, vitamins and minerals, palatability enhancers, approved anti-oxidants (\*May contain GMOs). May contain traces of nuts and peanuts.

**ANALYSIS:**

Protein	200g/kg Min
Moisture	100g/kg Max
Fat	100g/kg Min
Fibre	50g/kg Max
Ash	80g/kg Max

**Ideal Puppy (1 to 12 months):**

Well balanced, full nutrition puppy food. The growth of your puppy is extremely rapid in the early phase of life and their energy requirement is much higher than that of an adult dog. Our puppy food is formulated to supply your puppy with all the nutrients it needs to optimize this growth and promote a good, healthy start to life. It is important to follow the recommended feeding guidelines to ensure that your puppy gets the correct amount of nutrients and energy. It is just as important to ensure that your puppy does not grow too quickly and gets plenty of exercise. This will help prevent some of the degenerative joint diseases commonly seen amongst certain large and giant breeds.

**DAILY FEEDING GUIDELINES:**

Expected Adult Weight (kg)	Daily Portion in Grams/Age in months				
	2	4	6	8	10
	1-5	40-110	45-120	50-135	40-130
5-10	110-170	120-200	135-220	130-210	Adult - 210
10-20	170-280	200-310	220-350	210-340	210-330
20-40	280-450	310-520	350-590	340-550	330-540
40 +	450+	520+	590+	550+	540+

**INGREDIENTS:**

Grains\*, processed animal proteins, processed vegetable proteins, oils and fats, vitamins and minerals, chondroprotective agents, palatability enhancers, approved anti-oxidants (\*May contain GMOs). May contain traces of nuts and peanuts.

**COMPOSITION**

	g/kg	
Crude Protein	265	Min
Moisture	100	Max
Crude Fat	110	Min
Crude Fibre	45	Max
Crude Ash	80	Max

## Ideal Cat

Ideal Cat Food is formulated with the good health of your feline friend in mind, and is the same tasty, nutritious product to which your cat is accustomed. Contains balanced levels of vitamins, minerals and amino acids for your adult cat: added taurine for healthy eyesight and heart; omega 3 & 6 fatty acids for a shiny coat; rice for increased digestibility.

GUARANTEED ANALYSIS:			INGREDIENTS:	DAILY FEEDING GUIDELINES:	
Protein	280 g/kg	Min	Grains* (min 10% Rice), processed animal proteins (min 14% Poultry), fish and vegetable proteins, oils and fats, vitamins and minerals, taurine, natural colourants, approved anti-oxidants (*May contain GMOs). May contain traces of nuts and peanuts.	<b>Body Mass</b>	<b>Grams/cat/day</b>
Moisture	100 g/kg	Max		3-4 kg	55-70
Fat	120 g/kg	Min		5 kg and up	70-110
Fibre	24 g/kg	Max		The amount of feed offered is very important. Use the daily feeding guidelines above as a rough guide, bearing in mind the cats age, physical activity, breed and environment. Clean fresh water must be available at all times.	
Ash	65 g/kg	Max			
Linoleic Acid	17 g/kg	Min			
Taurine	1 g/kg	Min			
			<b>STORE IN A COOL, DRY PLACE</b>		

## Ideal Kitten

Ideal Kitten Food is formulated by animal nutritionists to provide your growing kitten with all the nutrition they need. Higher protein with the correct levels of vitamins, minerals and amino acids will support your kitten in their growing phase of life. Added taurine for healthy eyesight and heart; omega 3 & 6 fatty acids for a shiny coat; rice for increased digestibility.

GUARANTEED ANALYSIS:			INGREDIENTS:	DAILY FEEDING GUIDELINES:	
Protein	320 g/kg	Min	Grains* (min 15% Rice), processed animal proteins (min 20% Poultry), fish and vegetable proteins, oils and fats, vitamins and minerals, taurine, natural colourants, approved anti-oxidants (*May contain GMOs). May contain traces of nuts and peanuts.	<b>Age (months)</b>	<b>Grams/kitten/day</b>
Moisture	100 g/kg	Max		1 - 4	35 - 55
Fat	130 g/kg	Min		4 - 6	55 - 70
Fibre	40 g/kg	Max		6 - 12	70 - 80
Ash	70 g/kg	Max		Pregnant Queens	75 - 115
Linoleic Acid	25 g/kg	Min		Nursing Queens	130 - 200
Taurine	1 g/kg	Min		The amount of feed offered is very important. Use the daily feeding guidelines above as a rough guide, bearing in mind the kittens age, physical activity, breed and environment. Clean fresh water must be available at all times.	
			<b>STORE IN A COOL, DRY PLACE</b>		

## Ideal Specifications

Nutrient	Units	Adult	Puppy	Cat	Kitten
Crude Protein	g/kg	200	265	280	310
Fat	g/kg	100	111	120	130
Fibre	g/kg	40	37	24	27
Ash	g/kg	69	79	61	53
Calcium	g/kg	20	22	17	15
Total Phosphorus	g/kg	12	14	12	9