



GOOD NUTRITION DOESN'T HAVE TO BE COMPLICATED



Feeding structures: There are many benefits to ad libitum (free-choice) feeding of dogs. This feeding method requires less work as the dogs choose when and how much they eat. It also allows dogs to consume peacefully in a comfortable pack structure where alphas eat first, causing a reduction in stress or competition for food. Coprophagy (the consumption of feces) is less frequently seen in kennels where dogs are fed ad libitum. Incidences of "bolting" food are also decreased, thereby limiting potentially fatal medical complications such as bloat.

Free-choice feeding is not ideal for everyone. Greedy or young canines may require the structure of mealtimes to prevent overeating. Puppies under one year should never be offered free choice food as they WILL over-consume. If you choose to "let meat" feed your dog, make sure to provide multiple feedings per day instead of all at once (dog feeding). This will help him not to feel hungry and will eliminate many complications attributed to slug feeding such as bloating, constipation, and even destructive behavior.

Since Blue Naturals doesn't use any palatants, it may take a few days for your dog to get used to the natural flavors. Like weaning yourself off junk food, this can be stressful and should be done in stages. Try swapping dog food brands 20% per day over the course of five days. For example, on day 1 you should offer your dog a bowl with 80% old variety and 20% Blue Naturals. On day 2, offer 60% old variety and 40% Blue Naturals, etc. If your dog is a reluctant eater, you can increase palatability by wetting the food in warm water to make a mash (this is great for older dogs with missing teeth!). Some other alternatives are chicken or beef broth or even eggs, but be careful of salmonella when handling! Note that these methods are only effective for meat-fed dogs and cannot be left out due to the potential for spoilage or insect congregation.

Just like humans, dogs have a calorie goal for daily intake to maintain body condition without losing or gaining fat and muscle. All nutrition calculations are done with weight, not volume, so its wise to invest in a small kitchen scale. To further complicate matters, most foodstuffs are presented in SI units such as grams or kilograms and some conversion to ounces or pounds may be necessary. For greatest accuracy, figure out how much one "scoop" of your dog food weighs, then use the table below. For reference, an average 8 oz cup weighs 120 grams (1.12kg) and contains 480 Calories when filled with Blue Naturals.

weight of dog (in lbs)	daily caloric requirement	how much to feed (in 8 oz cup size)
5-10	200-300	½ cup to ¾ cup
11-30	300-780	¾ cup to 1 ½ cups
31-50	800-1145	1 ¾ cups to 2 ¾ cups
51-70	1162-1475	2 ¾ cups to 3 ¾ cups
71-100	1590-1926	3 ¾ cups to 4 ¾ cups
101-130	1940-2344	4 ¾ cups to 5 ¾ cups
130+:		a dog this big can eat pretty much anything (or anyone) he wants.

Each pound of Blue Naturals contains 1626 Calories (or 3577kcal/kg), enough to fuel most adult humans (or an 80 lb dog) for a day! The general guidelines listed above will vary widely with activity level and age of your pet. If you're still unsure, contact us or enlist the help of your vet to determine the proper amount.

Ol' Blue brand dog food means a commitment to quality half a century old. We assign a designated ration with specific ingredients that never change due to economics. While others may use cheaper vegetable protein and fats, we never will. We source only local whole grains and develop farmer relationships that span decades. We never compromise for byproducts of other manufacturing processes (such as corn gluten, wheat midds, or DDGs) to use in our pet foods. There are no fibrous fillers or extraneous ingredients. Our strict production standards help us strive for perfection every day. We make everything in small-batch amounts so that there's limited storage time, and conduct numerous tests to make sure our food is nutritious and safe for your best friend. We are accessible to answer your questions, and we care. When you feed Ol' Blue, you never have to wonder; you can have the peace of mind that comes with knowing where and how its made.

While Ol' Blue brand dog foods have always been wheat, soy, dye, preservative and by-product free, Blue Naturals is the first step in the line to produce alternative grain and grain-free rations. Beginning in 2010, research began on the most economical alternative grain dog food that wouldn't compromise quality for cost. At roughly 90% the nutritional value of conventional corn and always non-GMO, grain sorghum became a popular addition to the trial. Finding the balance between sorghum, oatmeal, and barley, the experiment yielded exceptional results and Blue Naturals was born. Next, feed trials were conducted to substantiate the purported nutritional benefits of an alternative grain ration. Dogs with corn allergies or sensitivity immediately reported positive results, and in 2012 Blue Naturals was introduced for sale on location at the mill only. Today, it nourishes dogs from tiny Chihuahuas to Great Danes, and is the most economical local option for corn, wheat, and soy free pet food in the southeast. As always, the first ingredients are meat: beef and pork. Your dog will radiate health with the addition of chicken fat, flax seed, dried kelp, and coconut oil for a healthy coat.

All Ol' Blue brand dog food varieties are created using small batch production and the highest quality standards in pet food. We guarantee you and your dog's satisfaction and love to hear from our friends! Find us online to share your story at [www.bgseed.com](http://www.bgseed.com)

Manufactured By B&G Seed Company Inc Hull, Georgia 30546



BLUE naturals

**Ingredients:** Beef Meal, Pork Meal, Bone Meal (beef and pork origin), Whole Grain Sorghum, Oatmeal, Pearled Barley, Chicken Fat (preserved with mixed tocopherols, a source of vitamin E), Flax Seed (source of Omega 3 fatty acids), Mineral Complex: Dried Kelp, Coconut Oil, Potassium Chloride, Monmonitronite, Monosodium Phosphate, Lysine, Choline Chloride, L-Carnitine, Zinc Sulfate, Vitamin E Supplement, Selenium Yeast, Vitamin B12 Supplement, Niacin (Vitamin B3), Copper Sulfate, D-Calcium Pantothenate (Vitamin B5), Vitamin A Supplement, Thiamine Mononitrate (Vitamin B1), Biotin (Vitamin B7), Magnesium Aspartate, Vitamin B9, Pyridoxine Hydrochloride (Vitamin B6), Vitamin H3 Supplement, Calcium Iodate, Lecithin, Folic Acid (Vitamin B9), Coated Glucosamine, Dried Lactobacillus Acidophilus Fermentation Product.



BLUE naturals

Complete and nutritionally balanced canine diet for all life stages and all activity levels.



The Guaranteed Analysis

Crude Protein Minimum 24%	Selenium Minimum .4mg/kg
Crude Fat Minimum 16%	L-Carnitine Minimum 30 mg/kg
Crude Fiber Maximum 4%	Vitamin E Minimum 150 IU/kg
Moisture Maximum 10%	Omega 6* Minimum 2.6%
Zinc Minimum 150mg/kg	Omega 3* Minimum .4%

\* Not recognized as an essential nutrient by the AAFCO Dog Food Nutrient Profiles. Animal feeding tests using AAFCO procedures substantiate that Blue Naturals dog food provides complete and balanced nutrition for all life stages.

BLUE naturals

ALTERNATIVE GRAINS ☒  
sorghum, oatmeal, and barley

LOCALLY SOURCED ☒  
ingredients from the southeast

SMALL BATCH PRODUCTION ☒  
the freshest pet food available

CLASSIC RECIPES ☒  
made only in Hull, Georgia since 1965



REAL MEAT  
no vegetable protein or fats

NET WEIGHT 50 LBS

