



Learning Resources



VENISON

ZIWI Venison Recipe

ZIWI Venison comes from the stunning hill and high country in New Zealand. The rocky terrain, windy valleys and vast open spaces, mainly from the South Island of New Zealand, provide the necessary terrain for venison to be grown in the wild or raised in fully traceable, approved, ethical farming environments. ZIWI's venison is grass fed, outdoors, all year round, with no added hormones, antibiotics or growth promotants.



Nutritional Benefits

The ZIWI Venison recipe provides a lean, high-quality, and highly digestible diet. Venison, derived from game meat, possesses a natural attribute of being lower in fat content, rendering it an excellent option for dogs or cats in need of a lower-fat protein source. Furthermore, ZIWI Venison is complete and balanced for All Life Stages.

Venison stands out for its rich content of highly digestible animal protein, encompassing all ten essential amino acids crucial for overall health. Notably, venison ranks among the finest dietary sources of 'haem' iron, known for its superior absorption compared to 'non-haem' iron found in grains and vegetables. Additionally, venison serves as an abundant reservoir of essential vitamins and minerals, particularly noteworthy for its generous supply of B vitamins, including B12, B6 and B3.



ZIWI Venison as a Novel Protein

Elimination diet trials using novel proteins are an alternative option to commercial hydrolysed diets. Owners will often opt to prepare their own novel protein diets using crocodile, goat, kangaroo, or venison meat. However, these homemade diets frequently fall short of meeting the nutritional standards established by organisations such as AAFCO, FEDIAF or NRC. As a consequence, extended use of these diets may lead to nutrient deficiencies.

In cases where a limited ingredient diet is the preferred approach, ZIWI's Venison recipe presents a complete and balanced solution. This option provides pet owners with an excellent alternative for both short-term and long-term elimination trials, or even as a permanent dietary choice, all without compromising on the essential aspects of nutrition and overall pet health.

Snapshot of ZIWI Venison:

- Sourced from grass-fed, wild, or free-range farms
- Free from GMOs and raised without the use of antibiotics, hormones, or growth promotants
- Abundant in iron
- An excellent supplier of vital B vitamins, including B12, B6 and B3
- Low in saturated fats
- Rich in animal protein, encompassing all 10 essential amino acids
- Excludes high-glycaemic ingredients like grains, potatoes or tapioca starch
- Completely devoid of artificial preservatives and undesired binders such as carrageenan, agar agar or gums
- Features a novel protein, limited ingredient recipe, comprising of venison and 3% New Zealand Green Lipped Mussels, delivering a natural source of Omega-3 essential fatty acids, glucosamine and chondroitin.

ZIWI Peak Recommendations



Venison air-dried cat food:

Crude Protein is 45%
 Crude fat is 23%
 Dry Matter Basis Protein is 54%
 Dry Matter Basis Fat is 32%
 Ca:P ratio 1.14
 Calories: (kcal/kg): 5100 (DM basis)

Venison wet cat food:

Crude Protein is 10%
 Crude fat is 4%
 Dry Matter Basis Protein is 54%
 Dry Matter Basis Fat is 23%
 Ca:P ratio 1.46
 Calories: (kcal/kg): 5000 (DM basis)



Venison air-dried dog food:

Crude Protein is 49.5%
 Crude fat is 27.5%
 Dry Matter Basis Protein is 54.4%
 Dry Matter Basis Fat is 30.2%
 Ca:P ratio 1.21
 Calories: (kcal/kg): 5100 (DM basis)

Venison wet dog food:

Crude Protein is 13%
 Crude fat is 5.5%
 Dry Matter Basis Protein is 57.8%
 Dry Matter Basis Fat is 24.4%
 Ca:P ratio 1.33
 Calories: (kcal/kg): 5000 (DM basis)

Venison Single Protein Air-Dried Treat and Chew Options:

