The single most important element to a dog’s life (after he has found the love of his human) is his daily diet. The food you choose to put in your dog’s body, more than anything else, will determine his future health, happiness, well-being, energy level and may even have an impact on his vet bills.

We started JustFoodForDogs® with one, simple, primary objective – to increase the quality and length of life for as many dogs as possible through a proven, balanced, whole food diet. JustFoodForDogs is quite simply the very best food you can feed your dogs.

Independent research at a major university found that dogs fed our food experience a boost in immune cells and markers of health. In short, our food makes dogs healthier.

We want your dog to have the advantages that come along with using only ingredients certified and approved by the USDA for human consumption. That is why we not only give away our recipes, we do it gladly and we even teach you how to make our food at home.

See our easy to follow DIY video: http://company.justfoodfordogs.com/portfolio-posts/diy

It’s True...

Beef and Russet Potato Avail in 7 oz., 18 oz., 72 oz.
Lamb and Brown Rice Avail in 7 oz., 15 oz., 72 oz.
Turkey and Whole Wheat Macaroni Avail in 7 oz., 18 oz., 73 oz.
Chicken and White Rice Avail in 9 oz., 15 oz., 72 oz.
Fish and Sweet Potato Avail in 7 oz., 18 oz., 73 oz.
Venison and Squash Diet Avail in 7 oz., 18 oz., 72 oz.
Balanced Remedy Veterinary Diet Avail in 14 oz., 72 oz.

Ask about our line of prescription diets and our 25 lbs bucket program.

To order and for detailed pricing information visit www.justfoodfordogs.com

Peanut Butter Treats Avail in 6 oz.
Venison Treats Avail in 5 oz.
Beef Liver Bark Avail in 5 oz.
Chicken Liver Bark Avail in 5 oz.
Chicken Apple Bark Avail in 5 oz.
Pumpkin Treats Avail in 6 oz., 10 oz.
Peanut Butter Treats Avail in 6 oz.
Chicken Breast Treats Avail in 5 oz., 15 oz., 26 oz.
Venison Treats Avail in 5 oz.
Beef Flank Steak Treats Avail in 5 oz.
Chicken Breast Treats Avail in 5 oz.

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Premium source of EPA and DHA. Maintains healthy skin. Avail in 8 oz., 16 oz., 32 oz.

Calm Potent Anxiety Support (90 tablets)
Olive Leaf Detox Cellular Antioxidant, Supports Immune Health (60 capsules)
Joint Care Supports & Protects Cartilage Matrix Tissue (60 capsules)
Probiotic Live Supports Digestion & Promotes a Healthy Intestinal Flora (60 capsules)

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Beef and Russet Potato Recipe

5 pounds Lean Ground Beef, 85/15 raw weight

Beef is considered a prime source of high-quality, complete protein and is also rich in iron, niacin, selenium, and zinc.

2.5 oz Beef Liver, diced or ground, raw weight

Beef liver is a nutrient dense food. Ounce for ounce it contains the highest volume of protein and vitamin A, and is a rich source of heme-iron, the most absorbable form of iron.

3 pounds 9 oz Russet Potatoes, with skin

Russet potatoes are high in potassium and contain substantial amounts of vitamins C and B6. They are also a good source of niacin, fiber, magnesium, manganese, and thiamin.

1 pound 14 oz Sweet Potatoes, with skin

Sweet potatoes contain a unique root storage protein that has significant antioxidant capabilities. They are also high in vitamin A, beta-carotene, and are a good source of copper, vitamin B6 and potassium.

5 oz Carrots, finely chopped

Carrots are full of antioxidant compounds and are one of the richest sources of beta-carotenes.

5 oz Green Beans, finely chopped

Green beans are rich in vitamin K, riboflavin, omega-3 fatty acids, dietary fiber and niacin.

2.5 oz Green Peas, finely chopped

Green peas are a very good source of folate, manganese, magnesium, thiamin and phosphorus.

2.5 oz Green or Red Apples, cored, seeds removed, and finely chopped

Apples are high in antioxidants and fiber.

3.75 oz Safflower Oil

Safflower oil contains essential omega-6 fatty acids.

3.5 tbsp JustFoodForDogs Beef and Russet Potato DIY Proprietary Nutrient Blend

To completely balance this recipe for long term feeding, 3.5 level tablespoons of our nutrient blend must be added after the food has cooled and before packaging. Our nutrient blend is specifically formulated for this Beef and Russet Potato recipe and is compounded from 100% human grade ingredients.

Is the full recipe too large for your kitchen?

Some customers have asked for smaller amounts to work with, so we have introduced our new ½ recipe DIY option. Simply follow all of the same instructions included in this brochure, but use the measurements below instead. Note: DIY Proprietary Nutrient Blend amounts for ½ recipes are always in teaspoons.

½ Recipe for Beef and Russet Potato Recipe

| 40 oz Lean Ground Beef | 2.5 oz Green Beans |
| 1.25 oz Beef Liver | 1.25 oz Green Peas |
| 28.5 oz Russet Potatoes | 1.25 oz Green Beans or Red Apples |
| 15 oz Sweet Potatoes | 3.75 tsp Safflower Oil or 0.5 tbsp JFFD Omega Plus Fish Oil |
| 2.5 oz Carrots | Plus Fish Oil |

5.25 tsp JustFoodForDogs Beef and Potato DIY Proprietary Nutrient Blend.

FOR BEST RESULTS, ADD:

1 tbsp of JFFD Omega Plus Icelandic Premium Fish Oil Supplement (sold separately), or an equivalent 18/12 liquid fish oil supplement.

Preparation and Cooking

1. Wash all vegetables thoroughly.

2. Use fresh vegetables whenever possible, but if one or two items must be frozen, make sure there are no added ingredients such as salt or sugar.

3. Be sure to use ripe potatoes, without any shades of green showing.

4. Once cooked, cool the potatoes with 1 quart of ice to stop the cooking process and retain their consistency.

5. Make absolutely certain that all apples have been cored and all seeds removed - apple core/seeds can be toxic to dogs.

Cooking Directions

A. In a nonstick skillet, brown beef and beef liver over medium high heat, stirring frequently. Add carrots, green beans, peas, and apples when meat is still slightly pink. Continue to cook until meat is fully cooked and vegetables are soft. Do not drain. Let the mixture cool until it is warm to the touch.

B. Bring water to a rapid boil in an appropriately sized pot. In the meantime, dice the russet and sweet potatoes (do not peel) to 1/4” or an appropriate bite size for your dog. Add potatoes to the water and lower heat to a simmer. Cook for 10-15 min or until fully cooked (soft to the touch). Add ice to stop the cooking process. Drain. Let cool to the touch.

C. In a large mixing bowl, and only after the food has cooled completely, combine all ingredients, including oils. Slowly sprinkle in JustFoodForDogs DIY Proprietary Nutrient Blend until well distributed and fully incorporated.

D. Portion into individual serving sizes as determined for your dog. Store in freezer or refrigerator. Stored in the refrigerator, this recipe will remain fresh for 4-6 days.

This recipe will yield approximately 11.5 lbs of food, equating to approximately 8,200 Calories (kcal).