



**OC  
RAW DOG**

Bringing Nature Back



Bringing  
**NATURE**



Back to Your  
Dog's Diet

# Packaging

*New*

PURE & SIMPLE

# GOAT MILK

- Raw • Grade A • NO Additives
- NO Preservatives • NO Artificial Colors
- No Flavorings

ONLY ONE INGREDIENT = **GOAT MILK**

#### Guaranteed Analysis

Min. Crude Protein.....	3%
Min. Crude Fat.....	3%
Max. Crude Fiber.....	0%
Max. Moisture.....	87%

Calorie Content (calculated ME):  
690 kcal/kg and 156 kcal/8oz.



*Raised and produced on a farm  
where every goat has a name.*



# Options

# New

# FREEZE DRIED



**OC Raw Dog's Doggie Sliders™ & OC Raw Dog's Meaty Rox™ are now available in FREEZE DRIED.** - All 8 Proteins will be available in the Meaty Rox which will be a 6oz bag, and the Doggie Sliders will be packaged in a 16oz bag. This is the same food as the frozen version that has simply gone through the freeze drying process. Not dehydrated. Not Air dried. Not heated in any way.

# New Packaging



## 2# Feline Meaty Rox Bags

## FELINE COMPANIONS

Even though all 8 canine formulations can be fed to cats, OC Raw has 3 FELINE specific formulations. The Tiger Mountain Feline contains 1/2 the amount of fruits and vegetables and double the organ meat compared to the canine counterpart. The vitamins & minerals used to meet the daily nutritional requirements for all life stages.

The chicken, beef, and fish are all sourced from the USA from USDA certified facilities. The chicken is hormone and antibiotic free. The beef is a USDA Natural beef. The fish is all wild caught.



**95%**  
Animal Sourced

**5%**  
Supplements /  
Produce

**0%**  
Grains, Corn

### Feline Chicken & Produce

Chicken, Ground Chicken Bone, Chicken Liver, Chicken Gizzard, Carrots, Apples, Kale, Broccoli, Cod Liver Oil (Source of Omega 3), Blueberries, Kelp Powder, Dicalcium Phosphate, Potassium Chloride, Choline Chloride, Salt, Taurine, Monosodium Phosphate, Magnesium Oxide, Silicon Dioxide, Ferrous Sulfate, Zinc Sulfate, Vitamin E Supplement, Manganese Sulfate, Copper Sulfate, Biotin, Niacinamide, Vitamin B12 Supplement, Folic Acid, Thiamine Mononitrate, Vitamin D3 Supplement, Riboflavin, Pyridoxine Hydrochloride, Menadione Sodium Bisulfite Complex (source of Vitamin K3).

#### Guaranteed Analysis:

Min. Crude Protein	16%
Min. Crude Fat	7.0%
Max Crude Fiber	1.0%
Max Moisture	74%

### Feline Beef & Produce

Beef, Ground Beef Bone, Beef Tripe, Beef Heart, Beef Liver, Carrots, Apples, Kale, Broccoli, Cod Liver Oil, Blueberries, Kelp Powder, Dicalcium Phosphate, Potassium Chloride, Salt, Taurine, Magnesium Oxide, Calcium Carbonate, Ferrous Sulfate, Zinc Oxide, Vitamin E Supplement, Niacinamide, Manganese Sulfate, Biotin, Folic Acid, Thiamine Mononitrate, Pyridoxine Hydrochloride, Riboflavin, Vitamin D3 Supplement.

#### Guaranteed Analysis:

Min. Crude Protein	25%
Min. Crude Fat	17%
Max Crude Fiber	8.0%
Max Moisture	40%

### Feline Fish & Produce

Pacific Fish Fillets, Pollock Fillets, Whole Tilapia, Whole Sardines, Carrots, Apples, Kale, Broccoli, Cod Liver Oil, Blueberries, Kelp Powder, Dicalcium Phosphate, Maltodextrin, Calcium Carbonate, Potassium Chloride, Taurine, Salt, Silicon Dioxide, Magnesium Oxide, Ferrous Sulfate, Zinc Sulfate, Vitamin E Supplement, Niacinamide, Copper Sulfate, Manganese Sulfate, Biotin, Folic Acid, Thiamine Mononitrate, Riboflavin, Vitamin A Acetate, Calcium Pantothenate, Pyridoxine Hydrochloride, Vitamin D3 Supplement, Menadione Sodium Bisulfite Complex (source of Vitamin K3)

#### Guaranteed Analysis:

Min. Crude Protein	19%
Min. Crude Fat	3.0%
Max Crude Fiber	1.0%
Max Moisture	77%



# Options

6.5# Doggie Dozen  
Patty Bags



**Doggie Dozen 6.5 lb. Patty Bag** - Our exclusive Doggie Dozen™ bags contain 13 patties rather than 12 patties for an extra added value for our customers. Each patty is approximately 8 oz. This packaging style is available in all 8 canine formulations.

# Packaging

**BULK BAG**  
**5**  
**POUNDS**

**5# Bulk Bags**



## ***Now Available in 3 Different Proteins***

**OC Raw Dog's 5 lb. Bulk Bag** - This is the most cost efficient packaging option. This packaging style is now available in our **three** most popular proteins: Beef & Produce, Chicken & Produce, and as a new option, **Turkey & Produce**.

This is a bulk bag of food. The same formulation as other packaging styles just simply packaged with the large dogs, and large packs in mind. This 5 lb. bag will feed a 100 lb. dog for 2 1/2 days. Simply store the bag in the refrigerator and use the food as it thaws.

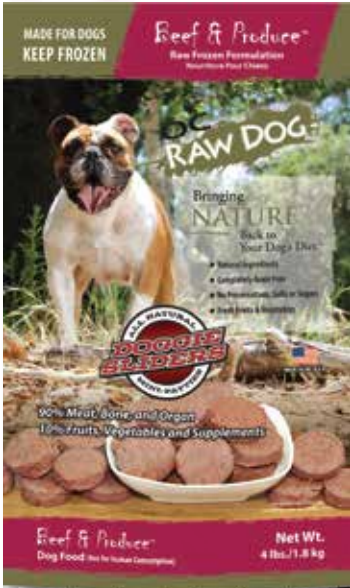
The resealable bag makes feeding large dogs or several small or a few medium dogs more convenient and cost efficient.



# Options



4# Doggie Slider Bags



**OC Raw Dog's Doggie Sliders™** - Similar to our Doggie Dozen Patties these are a mini version. More convenient for feeding smaller dogs or smaller portions with the pre-sized one ounce mini patty no measuring or weighing is necessary. These thaw quicker than the 8 oz. Doggie Dozen™ Patties but not as quick at the Meaty Rox™. No more cutting the 8oz Doggie Dozen Patties or measuring the Meaty Rox™.



# Packaging



3# Meaty Rox Bags



7# Meaty Rox Bags



**Meaty Rox™ Little Bite Size Pieces** - Extremely convenient for feeding any size dog but make feeding small dogs even easier. The Meaty Rox™ thaw extremely quickly. Feeding can be done in minutes eliminating the need to “thaw the night before.” Customers simply pour/scoop the portion of Meaty Rox™ from the bag and a feed when the food is the right temperature for your dog or cat. Dogs and cats who are extremely picky tend to eat the Meaty Rox™ better than the other packaging options.

The Meaty Rox 3# & 7# bags are available in all 8 canine formulas. The 3# bag is unique because a portion of every purchase is donated to A WISH FOR ANIMALS. A non-profit rescue organization for dogs and cats.





# RAW BONES & TREATS

The best way to supplement your raw dog diet and maintain a clean white healthy smile without a trip to the vet.



- |  |            |                           |
|--|------------|---------------------------|
| <b>MEAT ONLY MEATY ROX</b>             | <i>New</i> | <b>2 LBS.</b>             |
| <b>BEEF BONES</b>                      |            | <b>2 1/2 LBS.</b>         |
| <b>BEEF KNUCKLE BONES</b>              | <i>New</i> | <b>2 1/2 LBS.</b>         |
| <b>TURKEY NECKS</b>                    |            | <b>3 LBS.</b>             |
| <b>CHICKEN NECKS</b>                   |            | <b>1 LB. &amp; 5 LBS.</b> |
| <b>LAMB MEATY BONES</b>                |            | <b>3 LBS.</b>             |
| <b>LAMB BONEY BONES</b>                |            | <b>1/2 LBS.</b>           |
| <b>SARDINE POUCHES</b>                 | <i>New</i> | <b>1 LB.</b>              |
| <b>PUMPKIN MEATY ROX</b>               |            | <b>2 LBS.</b>             |
| <b>PUMPKIN &amp; SARDINE MEATY ROX</b> | <i>New</i> | <b>2 LBS.</b>             |

# Foundation

## Chicken & Produce

We use only USA grown antibiotic & hormone free USDA Certified & Inspected chicken. We use premium cuts so the meat to bone ratio & our protein content is higher than other commercial raw foods. This is a good source of lean protein, and with Cod Liver Oil added as an excellent source of Omega 3 & 6.

INGREDIENTS: Chicken, Ground Chicken Bone, Chicken Liver, Chicken Gizzard, Carrots, Apples, Broccoli, Spinach, Acorn Squash, Beets, Cod Liver Oil (source of Omega 3), Parsley, Blueberries, Calcium Carbonate.

### GUARANTEED ANALYSIS

Min Crude Protein.....	16%
Min Crude Fat.....	7%
Max. Crude Fiber.....	1%
Max. Moisture.....	74%
Omega 3 / Omega 6 Ratio..	1:5
Calcium / Phosphorus.....	1:1

Calorie Content (calculated; ME): 1,314.6 kcal/kg and 298 kcal/8oz



## Chicken, Fish & Produce

INGREDIENTS: Chicken, Ground Chicken Bone, Sardines, Chicken Liver, Chicken Gizzard, Carrots, Apples, Broccoli, Spinach, Acorn Squash, Beets, Parsley, Blueberries, Apple Cider Vinegar, Calcium Carbonate, Kelp Powder.

We start with the same great chicken formulation and add whole sardines to boost the Omega 3 & Omega 6 content. Kelp is added to help support the cardiovascular system, while Apple Cider Vinegar aids the digestive system.

### GUARANTEED ANALYSIS

Min Crude Protein.....	16%
Min Crude Fat.....	6%
Max. Crude Fiber.....	1%
Max. Moisture.....	74%
Omega 3 / Omega 6 Ratio..	1:7
Calcium / Phosphorus.....	1:1

Calorie Content (calculated; ME): 1,321.6 kcal/kg and 300 kcal/8oz





# Proteins

## Turkey & Produce

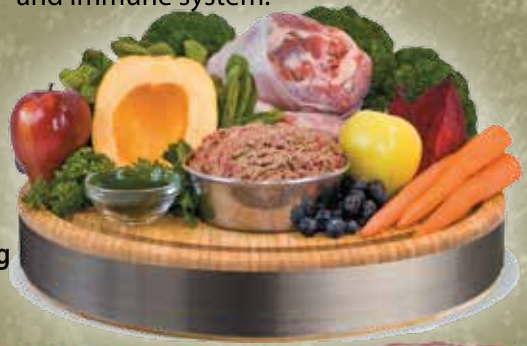
**INGREDIENTS:** Turkey, Ground Turkey Bone, Turkey Gizzard, Carrots, Apples, Broccoli, Spinach, Acorn Squash, Beets, Cod Liver Oil (source of Omega 3), Parsley, Blueberries, Calcium Carbonate, Kelp Powder.

### GUARANTEED ANALYSIS

Min Crude Protein.....	21%
Min Crude Fat.....	7%
Max. Crude Fiber.....	1%
Max. Moisture.....	69%
Omega 3 / Omega 6 Ratio...	1:7
Calcium / Phosphorus.....	1:1

**Calorie Content (calculated; ME): 1,575.6 kcal/kg and 357 kcal/8oz**

California raised USDA certified & inspected, antibiotic & hormone free turkey. Our Turkey & Produce is very high in lean protein (21%), and with only 7% fat. Kelp Powder is added as a nutritional supplement to boost the cardiovascular and immune system.



## Beef & Produce

Our beef is all natural Midwestern beef. This can be used as a daily food source when feeding slightly smaller quantities than the alternative lower fat proteins. Kelp, Basil, and Alfalfa powders are added to boost the immune system, aid in digestion, & help remove toxin buildup.



**INGREDIENTS:** Beef, Ground Beef Bone, Beef Tripe, Beef Liver, Beef Heart, Carrots, Apples, Broccoli, Spinach, Acorn Squash, Beets, Parsley, Blueberries, Basil Powder, Kelp Powder, Alfalfa Powder.

### GUARANTEED ANALYSIS

Min Crude Protein.....	18%
Min Crude Fat.....	11%
Max. Crude Fiber.....	1%
Max. Moisture.....	68%
Omega 3 / Omega 6 Ratio...	1:6
Calcium / Phosphorus.....	1:1

**Calorie Content (calculated; ME): 1,590.4 kcal/kg and 360 kcal/8oz**

# Exotic

## Fish & Produce

Our Fish Formulation is made from fish sourced from Pacific waters. This is a rare protein for the raw market. This unique formula is great for dogs & cats with allergies. Made with whole sardines & tilapia in addition to the white meat of Pollock. This formula offers an excellent source of Omega 3 & 6. A good cool protein for the summer with added papaya for additional vitamins and minerals.



**INGREDIENTS:** Pollock Fish Filets, Whole Tilapia, Whole Sardines, Carrots, Apples, Green Beans, Broccoli, Spinach, Acorn Squash, Papaya, Honey, Beets, Parsley, Blueberries, Cranberries, Coconut Oil, Cod Liver Oil (source of Omega 3), Calcium Carbonate.

### GUARANTEED ANALYSIS

Min Crude Protein.....	18%
Min Crude Fat.....	3%
Max. Crude Fiber.....	1%
Max. Moisture.....	75%
Omega 3 / Omega 6 Ratio...	1:1.25
Calcium / Phosphorus.....	1:1

Calorie Content (calculated; ME): 1,146.5 kcal/kg and 260 kcal/8oz

## Rabbit & Produce

**INGREDIENTS:** Rabbit, Ground Rabbit Bone, Rabbit Giblets (Heart and Liver), Carrots, Apples, Green Beans, Broccoli, Spinach, Acorn Squash, Beets, Parsley, Blueberries, Cranberries, Olive Oil, Cod Liver Oil (source of Omega 3), Calcium Carbonate.

**Sourced from local organic ranchers. Our Rabbit is very lean and is a great diet for dogs and cats with severe allergies. All fruits and vegetables are USA grown.**

### GUARANTEED ANALYSIS

Min Crude Protein.....	15%
Min Crude Fat.....	4%
Max. Crude Fiber.....	1%
Max. Moisture.....	75%
Omega 3 / Omega 6 Ratio...	1:3
Calcium / Phosphorus.....	1:1



Calorie Content (calculated; ME): 1,312.7 kcal/kg and 298 kcal/8oz



# Proteins

## Lamb & Produce

**INGREDIENTS:** Lamb, Ground Lamb Bone, Lamb Tripe, Carrots, Apples, Broccoli, Spinach, Acorn Squash, Beets, Parsley, Blueberries, Basil Powder, Kelp Powder, Alfalfa Powder, Calcium Carbonate.

Our highest protein (22%) and Fat (18%) formulation was designed for working dogs, whelping females, stressed animals, and show dogs. This food will put on good weight and gives the coat a shine from the natural animal fats being expressed through the skin. Our Lamb is sourced from New Zealand, Australia, or Colorado.

### GUARANTEED ANALYSIS

Min Crude Protein.....	22%
Min Crude Fat.....	18%
Max. Crude Fiber.....	1%
Max. Moisture.....	58%
Omega 3 / Omega 6 Ratio...	1:4
Calcium / Phosphorus.....	1:1

Calorie Content (calculated; ME): 2,576.2 kcal/kg and 584 kcal/8oz



## Goat & Produce

Our goat is sourced from Colorado, or imported from Australia or New Zealand. This is a very lean protein, great for weight sensitive dogs & cats. This is an excellent source of antioxidants from the blueberries and cranberries and is a fantastic option for the most finicky eaters.

**INGREDIENTS:** Goat, Ground Goat Bone, Carrots, Apples, Green Beans, Broccoli, Spinach, Pumpkin, Acorn Squash, Beets, Parsley, Blueberries, Cranberries, Olive Oil, Cod Liver Oil, Calcium Carbonate, Rosemary Powder, Sage Powder.

### GUARANTEED ANALYSIS

Min Crude Protein.....	17%
Min Crude Fat.....	2%
Max. Crude Fiber.....	1%
Max. Moisture.....	78%
Omega 3 / Omega 6 Ratio...	1:2
Calcium / Phosphorus.....	1:1

Calorie Content (calculated; ME): 984.7 kcal/kg and 223 kcal/8oz



# Humble Beginnings

OC Raw Dog is a family owned business born from a personal mission of making the best possible nutritious natural food for our dogs for a reasonable cost. We believe in simple basics. We are passionate dog enthusiasts who had a few litters a year out of love for our rare breeds. Although no longer breeding, our local customer base grew out of demand from our puppy owners, their friends and family, and word of mouth. Our humble beginnings were family grind fests on the driveway to now manufacturing the food in a commercial kitchen certified and inspected by the CA Department of Food and Agriculture.



Our experience with dogs drove the formulations to have a purpose, more than a balanced and complete diet. Each formulation has the foundation fruits and vegetables of carrots, apples, broccoli, spinach, acorn squash, beets, parsley, and blueberries to meet the nutritional guidelines set by AAFCO. They are in consistent ratios to allow for easy transition between the formulations. The lamb is the densest calorically and designed to put good healthy weight on relatively fast when fed 3% of body weight. The Turkey & Produce contains the highest protein to build good strong lean muscle mass on athletic dogs both young and old. For more details on each formulation designed purpose, please go to our website at [www.ocrawdogg.com](http://www.ocrawdogg.com). Of course you're also welcome to contact via email or by phone for any questions.



We are true believers of rotation. By rotating the formulations you create a more balanced diet and minimize the risk of developing an allergy.





# BENEFITS OF **OC RAW**

**100% RAW**

**100% GRAIN FREE**

**COMPLETE & BALANCED**

**SINGLE PROTEIN DIETS**

**USDA CERTIFIED MEATS**

**8 CANINE FORMULATIONS**

**3 FELINE FORMULATIONS**

**3 DIVERSE PACKAGING OPTIONS**

**90:10 MEAT:PRODUCE RATIO (CANINE)**

**95:5 MEAT:PRODUCE RATIO (FELINE)**

**WHOLE FOOD NUTRITION**

**FRESH FRUITS & VEGETABLES**

**SUPERIOR PALATABILITY**

**NATURALLY PROCESSED**

**WITHOUT HEAT OR PRESSURE**

**USA / NEW ZEALAND SOURCED INGREDIENTS**

**LICENSED & INSPECTED BY THE CALIFORNIA  
DEPARTMENT OF FOOD & AGRICULTURE**

**FREEZER PROGRAMS**

**RETAIL SAMPLE PROGRAMS**

**FED WITH OUR 100% GUARANTEE**





**MADE IN THE U.S.A.**

For the full OC Raw Dog story,  
and to find out all of the benefits  
of your dog being a Raw Dog,  
visit:

[www.ocrawdogg.com](http://www.ocrawdogg.com)

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