

Cat Feeding Guide



Many of our products are suitable for both cats and dogs, as both are carnivores. However, cats have unique nutritional requirements and rely heavily on their sense of smell to decide whether to eat something. For example, while green tripe is healthy for cats, its strong smell might cause them to refuse it. Additionally, cats have a low thirst drive and depend on the moisture content of the meat they consume. Therefore, it is advisable to feed them meat with its natural juices rather than draining them off.

Cats are natural hunters, often preying on small game and birds. They require significant amounts of the amino acid taurine, which is abundant in heart meat. Many of our mixes include small game, poultry, and heart meat. Kidneys and livers, which are rich in essential nutrients and highly palatable to cats, are also incorporated into our blends.

Regularly providing your cat with meaty bones, such as rabbit or hare shoulders or legs, or turkey, chicken, or duck necks, is beneficial. This practice encourages them to rip and tear the meat as they would in nature, promoting dental health and proper digestion. The act of chewing stimulates the production of digestive enzymes, enhancing the nutritional benefits of their food, and it is an activity they thoroughly enjoy.

Feeding your cat a variety of foods is important for both nutritional completeness and to prevent dietary monotony, which can lead to fussiness and refusal to eat anything else.

Recommended meats & mixes are listed overleaf



Mixes with heart

Chicken, broth & organ -

Tongue, heart & kidney -

Rabbit & Heart -

Hare & Heart -

Supreme Cat Mix -

Chicken necks, heart, liver, kidney & venison bone broth

Tongue, heart meat & kidneys

Bone in rabbit meat with heart meat

Bone in hare meat with heart meat

Hare, organ meats & beef



Mixes with organs

Tongue, heart, kidney -

Chicken, broth & organ -

Hare, beef & organ mix -

Supreme Cat Mix -

Tongue, heart meat & kidneys

Chicken necks, heart, liver, kidney & venison bone broth

Bone in hare, boneless beef & organs

Hare, organ meats & beef

Other products that are also great for cats

Rabbit or hare portions -

Chicken necks -

Rabbit or hare meat cubes -

Shoulders or legs

Free flow frozen skinless chicken necks

Boneless rabbit or hare meat

Other popular meats

Beef / coarse or fine mince -

100% Canterbury beef, beef has traditionally been probably the most common meat to feed cats, although not strictly species appropriate, many cats enjoy it and do well on it.

Chicken mince -

Skinless chicken necks finely minced

How much should I feed ?

4 kg cat -

Food weight per day - 160 g (2 x 85 g blocks a day)

6 kg cat -

Food weight per day - 240 g (3 x 85 g blocks a day)