

VETERINARY
FORMULATED
BY:
*Dr. Bob
Goldstein*

WISDOM™

FOOD & TREATS



SPRING 2025

EARTH ANIMAL

TABLE OF CONTENTS

- 4 FROM THE LAND RECIPE
- 6 CHICKEN RECIPE
- 8 FROM THE SEED RECIPE
- 10 FROM THE SEA RECIPE
- 12 FROM THE SOIL RECIPE
- 14 TURKEY
- 16 FROM THE AIR RECIPE





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WISDOM[™]

SPRING 2025



MORE CHOICE.
BETTER TASTE.
GREATER IMPACT.



FROM THE LAND RECIPES

MADE WITH GRASS-FED AND PASTURE-RAISED



VENISON



BEEF



BISON

CAREFUL SOURCING ENSURES ELEVATED NUTRITION



We source the finest, most
unique, & sustainable
proteins available.



We add nutrient-rich whole
foods: ancient grains, fruits,
vegetables, & sprouted seeds.



Air-dried at Riverstone, our
SQF Certified plant, to retain
nutrition, flavor, & texture.

FROM THE LAND RECIPES START WITH THE
SAME SIGNATURE PROTEIN BLEND USING
GRASS-FED & PASTURE-RAISED VENISON,
BEEF, & BISON



Our New Zealand venison, produced under strict
animal welfare standards, provides lean protein,
B vitamins, and minerals like zinc, phosphorus,
and iron to help dogs maintain energy.



Raised on sustainable ranches in New Zealand
and Ireland without antibiotics or hormones, our
cattle deliver essential amino acids, vitamins,
and key minerals.



From North Dakota's family-farmed regenerative
ranches, our rotationally-grazed bison provide
protein, B vitamins, and selenium to support
dogs' inflammatory response.

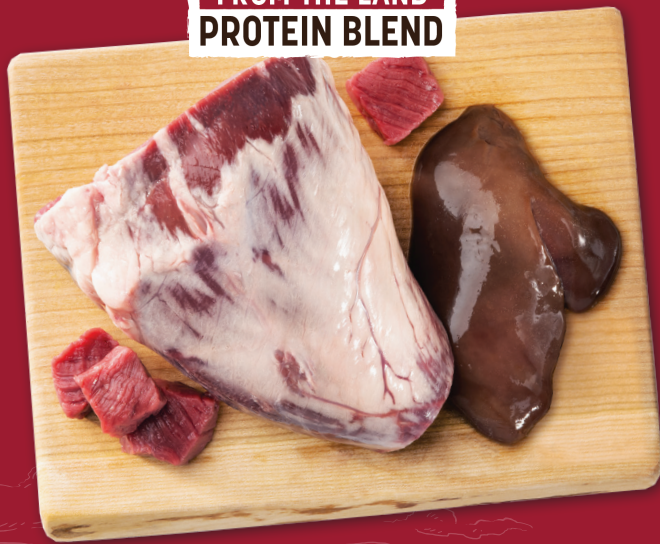


OUR COMMITMENT TO SAFETY

We make Wisdom in our own plant, Riverstone, in the farmlands
of Maryland. Riverstone is a Safe Quality Food (SQF) Certified
plant. SQF Certification shows our commitment to operational
excellence in managing food safety and quality systems.



SIGNATURE
FROM THE LAND
PROTEIN BLEND



AIR-DRIED DOG FOOD

GUARANTEED ANALYSIS:

Crude Protein (min.)	25%
Crude Fat (min.)	15%
Crude Fiber (max.)	5%
Moisture (max.)	18%
Omega-3 Fatty Acids* (min.)	1.75%

CALORIE CONTENT (CALCULATED):

ME 4186 kcal/kg (calculated) 569 kcal/cup

INGREDIENTS:

Venison, Beef, Beef Liver, Dried Sardine, Quinoa, Coconut
Glycerin, Flaxseed, Oats, Bison, Beef Heart, Venison Liver,
Dicalcium Phosphate, Ground Miscanthus Grass, Dried
Sweet Potato, Dried Carrots, Potassium Chloride, Dried
Pumpkin, Calcium Carbonate, Dried Cranberries, Sea
Salt, Choline Chloride, Sprouted Oats, Sprouted Flaxseed,
Sprouted Quinoa, Marine Microalgae Oil, Oregano Extract,
Cherry Extract, Mixed Tocopherols (a preservative),
Dried Kelp, Dried Apple, Zinc Proteinate, Iron Proteinate,
Biotin, Vitamin E Supplement, Copper Proteinate,
Manganese Proteinate, Sodium Selenite, Niacin, Calcium
Pantothenate, Riboflavin, Thiamine Hydrochloride,
Vitamin D Supplement, Vitamin A Supplement, Vitamin
B12 Supplement, Pyridoxine Hydrochloride, Folic Acid,
Rosemary Extract

MAP/MSRP	2LB	\$39.99
	8LB	\$129.99

AIR-DRIED JERKY

GUARANTEED ANALYSIS:

Crude Protein (min.)	22%
Crude Fat (min.)	20%
Crude Fiber (max.)	2%
Moisture (max.)	30%

CALORIE CONTENT (CALCULATED):

ME 3275 kcal/kg (calculated) 28 kcal/piece

INGREDIENTS:

Venison, Beef, Beef Liver, Quinoa, Coconut Glycerin, Bison,
Beef Heart, Venison Liver, Sea Salt, Apple Cider Vinegar,
Mixed Tocopherols (a preservative), Rosemary Extract

MAP/MSRP	4OZ	\$10.99
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*Not recognized as an essential nutrient by the AAFCO Dog Food Nutrient Profiles

AIR-DRIED DOG FOOD	AS FED	DRY MATTER	UNITS
Crude Protein	26.8	31.3	%
Arginine	1.3	1.52	%
Histidine	0.76	0.89	%
Isoleucine	1.03	1.2	%
Leucine	1.98	2.32	%
Lysine	1.64	1.92	%
Methionine	0.65	0.76	%
Methionine-cystein	0.94	1.1	%
Phenylalanine	1.04	1.22	%
Phenylalanine-tyrosine	1.82	2.13	%
Threonine	1.05	1.26	%
Tryptophan	0.28	0.33	%
Valine	1.33	1.56	%
Crude Fat	18.4	21.5	%
Linoleic Acid	1.72	-	g/100g
alpha-Linolenic Acid	2.61	-	g/100g
EPA+DHA	0.46	-	g/100g
Calcium	1.32	1.54	%
Phosphorus	1.19	1.39	%
Potassium	1.23	1.44	%
Sodium	0.41	0.48	%
Chloride	1.33	1.32	%
Magnesium	0.15	0.175	ppm
Iron	290	339	ppm
Copper	42.8	50	ppm
Manganese	39.3	46	ppm
Zinc	218	255	ppm
Iodine	2.35	2.75	ppm
Selenium	1.26	1.47	%
Vitamin A	8200	9600	IU/kg
Vitamin D	1640	1920	IU/kg
Vitamin E	234	274	IU/kg
Thiamine	30.2	35.3	%
Riboflavin	7.53	8.8	%
Pantothenic Acid	65	76	%
Niacin	51.4	60.1	%
Pyridoxine	4.15	4.85	%
Folic Acid	2.51	2.93	%
Vitamin B12	0.324	0.379	%
Choline	5000	5850	mg/kg

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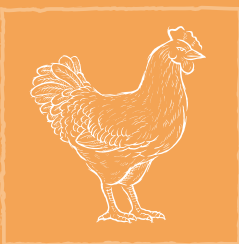
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SPRING 2025



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BETTER TASTE.
GREATER IMPACT.



CHICKEN RECIPES

MADE WITH SUSTAINABLY SOURCED
FREE-RANGE CHICKEN

CAREFUL SOURCING
ENSURES ELEVATED
NUTRITION

We source the finest, most unique, & sustainable proteins available.

We add nutrient-rich whole foods: ancient grains, fruits, vegetables, & sprouted seeds.

Air-dried at Riverstone, our SQF Certified plant, to retain nutrition, flavor, & texture.

CHICKEN RECIPES START WITH THE SAME
SIGNATURE PROTEIN BLEND USING STEP 3
G.A.P. CERTIFIED CHICKEN MUSCLE AND ORGANS.

Our free-range chicken muscle offers omega-6 fatty acids for skin and coat health, selenium for antioxidants, plus vitamins B6, B12, and zinc. Combined with organs like liver, heart, neck, and gizzard, it provides vitamin A for vision, B vitamins for nervous system function, iron for circulation, as well as calcium for bone and joint health.

The Global Animal Partnership (G.A.P.) label ensures animals are raised with high welfare standards, without antibiotics, added hormones, or animal by-products. There are no hormones approved for use in poultry by Federal Regulations.



OUR COMMITMENT TO SAFETY
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[+] Certified to Step 3 standards of Global Animal Partnership's (G.A.P.) multi-tiered program certified by Organic Public Trust.



AIR-DRIED DOG FOOD

GUARANTEED ANALYSIS:

Crude Protein (min.)	25%
Crude Fat (min.)	13%
Crude Fiber (max.)	5%
Moisture (max.)	18%
Omega-3 Fatty Acids* (min.)	1.75%

CALORIE CONTENT (CALCULATED):
ME 4230 kcal/kg (calculated) 541 kcal/cup

INGREDIENTS:
Chicken, Chicken Liver, Dried Sardine, Quinoa, Coconut Glycerin, Flaxseed, Chicken Neck, Oats, Chicken Heart, Chicken Gizzard, Dicalcium Phosphate, Ground Miscanthus Grass, Dried Sweet Potato, Dried Carrots, Potassium Chloride, Dried Pumpkin, Calcium Carbonate, Dried Cranberries, Sea Salt, Choline Chloride, Sprouted Oats, Sprouted Flaxseed, Sprouted Quinoa, Marine Microalgae Oil, Oregano Extract, Cherry Extract, Mixed Tocopherols (a preservative), Dried Kelp, Dried Apple, Zinc Proteinate, Iron Proteinate, Biotin, Vitamin E Supplement, Copper Proteinate, Manganese Proteinate, Sodium Selenite, Niacin, Calcium Pantothenate, Riboflavin, Thiamine Hydrochloride, Vitamin D Supplement, Vitamin A Supplement, Vitamin B12 Supplement, Pyridoxine Hydrochloride, Folic Acid, Rosemary Extract

MAP/MSRP	2LB	\$34.99
	8LB	\$119.99

AIR-DRIED JERKY

GUARANTEED ANALYSIS:

Crude Protein (min.)	26%
Crude Fat (min.)	10%
Crude Fiber (max.)	2%
Moisture (max.)	30%

CALORIE CONTENT (CALCULATED):
ME 2705 kcal/kg (calculated) 18 kcal/piece

INGREDIENTS:
Chicken, Quinoa, Chicken Liver, Chicken Neck, Coconut Glycerin, Chicken Heart, Chicken Gizzard, Sea Salt, Apple Cider Vinegar, Mixed Tocopherols (a preservative), Rosemary Extract

MAP/MSRP	4OZ	\$9.99
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*Not recognized as an essential nutrient by the AAFCO Dog Food Nutrient Profiles

AIR-DRIED DOG FOOD	AS FED	DRY MATTER	UNITS
Crude Protein	25.2	30.3	%
Arginine	0.72	0.86	%
Histidine	0.67	0.82	%
Isoleucine	1.08	1.3	%
Leucine	2.1	2.52	%
Lysine	1.88	2.26	%
Methionine	0.52	0.62	%
Methionine-cystein	0.77	0.92	%
Phenylalanine	0.99	1.19	%
Phenylalanine-tyrosine	1.81	2.17	%
Threonine	1.1	1.4	%
Tryptophan	0.24	0.29	%
Valine	0.92	1.1	%
Crude Fat	16	19.2	%
Linoleic Acid	3.88	-	g/100g
alpha-Linolenic Acid	2.54	-	g/100g
EPA+DHA	0.34	-	g/100g
Calcium	1.58	1.94	%
Phosphorus	1.37	1.65	%
Potassium	1.5	1.8	%
Sodium	0.51	0.61	%
Chloride	1.55	1.86	%
Magnesium	0.185	0.222	ppm
Iron	313	376	ppm
Copper	26.1	31.4	ppm
Manganese	49.8	59.8	ppm
Zinc	207	249	ppm
Iodine	4.58	5.5	ppm
Selenium	1.1	1.32	%
Vitamin A	62000	74500	IU/kg
Vitamin D	1100	1350	IU/kg
Vitamin E	406	488	IU/kg
Thiamine	206	248	%
Riboflavin	32.5	39	%
Pantothenic Acid	108	130	%
Niacin	157	189	%
Pyridoxine	68	81.7	%
Folic Acid	19.6	23.6	%
Vitamin B12	0.532	0.689	%
Choline	4120	4950	mg/kg

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BETTER TASTE.
GREATER IMPACT.



FROM THE SEED RECIPES

MADE WITH SUSTAINABLY SOURCED
PLANT-BASED PROTEIN BLENDS

CAREFUL SOURCING
ENSURES ELEVATED
NUTRITION

We source the finest, most unique, & sustainable proteins available.

We add nutrient-rich whole foods: ancient grains, fruits, vegetables, & sprouted seeds.

Air-dried at Riverstone, our SQF Certified plant, to retain nutrition, flavor, & texture.

FROM THE SEED RECIPES START WITH
SIGNATURE PLANT-BASED BLENDS THAT
COMBINE WHOLESOME SUNFLOWER WITH
OTHER TASTY SOURCES OF PROTEIN.

- Lentils are a low-water footprint ingredient, made using a cold extraction process that removes the starches and leaves a powder.
- Our sunflower protein is produced sustainably. Our partner is committed to creating a better range of plant-based food ingredients that are resource-saving, natural, and healthy with an excellent taste profile.
- We use environmentally-friendly alfalfa that's pressed into a juice then dried into a protein-rich powder.
- Pumpkin protein is a sustainable, nutrient-rich powerhouse packed with vitamins A, C, and E. This eco-friendly ingredient is high in fiber and antioxidants, supporting digestion and immune function.
- Potato protein is a highly digestible, sustainable ingredient produced from potato byproducts. This novel protein source contains all essential amino acids and is naturally hypoallergenic, making it ideal for dogs with sensitivities.

SIGNATURE
PLANT BASED
BLENDS

FOOD: LENTIL, SUNFLOWER MEAL, & ALFALFA

JERKY: PUMPKIN, POTATO PROTEIN, & SUNFLOWER MEAL



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AIR-DRIED DOG FOOD

GUARANTEED ANALYSIS:

Crude Protein (min.)	28%
Crude Fat (min.)	13%
Crude Fiber (max.)	5%
Moisture (max.)	18%
Omega-3 Fatty Acids* (min.)	0.8%

CALORIE CONTENT (CALCULATED):

ME 4357 kcal/kg (calculated) 595 kcal/cup

INGREDIENTS:

Lentil Protein, Sunflower Meal, Quinoa, Potato Protein, Alfalfa Nutrient Concentrate, Sunflower Oil, Coconut Glycerin, Flaxseed, Dicalcium Phosphate, Yeast Extract, Coconut Oil, Dried Sweet Potato, Dried Carrots, Oats, Potassium Chloride, Dried Pumpkin, Choline Chloride, Sea Salt, Calcium Carbonate, Yeast Culture, Dried Cranberries, Organic Sprouted Oats, Organic Sprouted Flaxseed, Organic Sprouted Quinoa, Taurine, Marine Microalgae Oil, Oregano Extract, Cherry Extract, Mixed Tocopherols (a preservative), Dried Kelp, Dried Apple, Zinc Proteinate, Iron Proteinate, Biotin, Vitamin E Supplement, Copper Proteinate, Manganese Proteinate, Sodium Selenite, Niacin, Calcium Pantothenate, Riboflavin, Thiamine Hydrochloride, Vitamin D Supplement, Vitamin A Supplement, Vitamin B12 Supplement, Pyridoxine Hydrochloride, Folic Acid, Rosemary Extract

MAP/MSRP	2LB	\$34.99
	8LB	\$119.99

AIR-DRIED JERKY

GUARANTEED ANALYSIS:

Crude Protein (min.)	25%
Crude Fat (min.)	8%
Crude Fiber (max.)	2%
Moisture (max.)	30%

CALORIE CONTENT (CALCULATED):

ME 2570 kcal/kg (calculated) 13 kcal/piece

INGREDIENTS:

Pumpkin, Potato Protein, Sunflower Meal, Dates, Coconut Glycerin, Kelp, Quinoa, Coconut Oil, Yeast Extract, Sunflower Oil, Apple Cider Vinegar, Citrus Fiber, Mixed Tocopherols (a preservative), Rosemary Extract

MAP/MSRP	40Z	\$9.99
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*Not recognized as an essential nutrient by the AAFCO Dog Food Nutrient Profiles

AIR-DRIED DOG FOOD	AS FED	DRY MATTER	UNITS
Crude Protein	32.2	37.4	%
Arginine	1.74	2.02	%
Histidine	0.71	0.82	%
Isoleucine	1.23	1.43	%
Leucine	2.54	2.95	%
Lysine	1.78	2.07	%
Methionine	0.46	0.53	%
Methionine-cystein	0.8	0.93	%
Phenylalanine	1.55	1.8	%
Phenylalanine-tyrosine	2.73	3.17	%
Threonine	1.08	1.25	%
Tryptophan	0.28	0.32	%
Valine	1.61	1.87	%
Taurine	0.33	0.38	%
Crude Fat	15.5	18	%
Linolenic Acid	2.98	-	g/100g
alpha-Linolenic Acid	1.17	-	g/100g
EPA+DHA	0.06	-	g/100g
Calcium	1.8	2.1	%
Phosphorus	1.17	1.36	%
Potassium	1.38	1.6	%
Sodium	0.62	0.72	%
Chloride	1.09	1.27	%
Magnesium	0.237	0.275	ppm
Iron	315	366	ppm
Copper	30.3	35.2	ppm
Manganese	49.8	57.8	ppm
Zinc	186	216	ppm
Iodine	1.96	2.28	ppm
Selenium	0.82	0.95	%
Vitamin A	14000	16000	IU/kg
Vitamin D	2080	2410	IU/kg
Vitamin E	419	486	IU/kg
Thiamine	1.94	2.25	%
Riboflavin	5.71	6.63	%
Pantothenic Acid	71.2	82.7	%
Niacin	26.4	30.6	%
Pyridoxine	5.96	6.92	%
Folic Acid	2.72	3.16	%
Vitamin B12	0.666	0.773	%
Choline	4250	4930	mg/kg



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MORE CHOICE.
BETTER TASTE.
GREATER IMPACT.



FROM THE SEA RECIPES

MADE WITH SUSTAINABLY SOURCED
WILD-CAUGHT CATFISH CLAMS SARDINES

CAREFUL SOURCING ENSURES ELEVATED NUTRITION



We source the finest, most
unique, & sustainable
proteins available.



We add nutrient-rich whole
foods: ancient grains, fruits,
vegetables, & sprouted seeds.



Air-dried at Riverstone, our
SQF Certified plant, to retain
nutrition, flavor, & texture.

FROM THE SEA RECIPES START WITH
THE SAME SIGNATURE PROTEIN BLEND USING
WILD-CAUGHT CATFISH, CLAMS, & SARDINES.



Oceanwise Certified invasive catfish from the
Chesapeake Bay provides essential fatty acids and
protein while supporting bay restoration efforts.



MSC Certified upcycled clams deliver high-quality
protein plus brain-supporting nutrients including
B12, DHA, EPA, and choline.



MSC Certified Sardines, raised on plant-based
diets, offer omega-3s, protein, and essential
nutrients while ensuring minimal mercury
compared to other fish.



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of Maryland. Riverstone is a Safe Quality Food (SQF) Certified
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excellence in managing food safety and quality systems.



SIGNATURE
FROM THE SEA
PROTEIN BLEND



AIR-DRIED DOG FOOD

GUARANTEED ANALYSIS:

Crude Protein (min.)	24%
Crude Fat (min.)	12%
Crude Fiber (max.)	5%
Moisture (max.)	18%
Omega-3 Fatty Acids* (min.)	2.3%

CALORIE CONTENT (CALCULATED):

ME 4155 kcal/kg (calculated) 532 kcal/cup

INGREDIENTS:

Catfish, Clam, Dried Sardine, Quinoa, Coconut Glycerin,
Flaxseed, Oats, Dicalcium Phosphate, Ground Miscanthus
Grass, Dried Sweet Potato, Dried Carrots, Potassium
Chloride, Dried Pumpkin, Calcium Carbonate, Fenugreek,
Dried Cranberries, Sea Salt, Choline Chloride, Sprouted
Oats, Sprouted Flaxseed, Sprouted Quinoa, Oregano
Extract, Cherry Extract, Marine Microalgae Oil, Mixed
Tocopherols (a preservative), Dried Kelp, Dried Apple, Zinc
Proteinatate, Iron Proteinatate, Biotin, Vitamin E Supplement,
Copper Proteinatate, Manganese Proteinatate, Sodium
Selenite, Niacin, Calcium Pantothenate, Riboflavin,
Thiamine Hydrochloride, Vitamin D Supplement, Vitamin
A Supplement, Vitamin B12 Supplement, Pyridoxine
Hydrochloride, Folic Acid, Rosemary Extract

MAP/MSRP

2LB	\$34.99
8LB	\$119.99

AIR-DRIED JERKY

GUARANTEED ANALYSIS:

Crude Protein (min.)	22%
Crude Fat (min.)	12%
Crude Fiber (max.)	3%
Moisture (max.)	30%

CALORIE CONTENT (CALCULATED):

ME 2735 kcal/kg (calculated) 14 kcal/piece

INGREDIENTS:

Catfish, Clam, Dried Sardine, Coconut Glycerin, Quinoa,
Ground Miscanthus Grass, Inulin, Sodium Alginate,
Calcium Lactate, Apple Cider Vinegar, Fenugreek,
Mixed Tocopherols (a preservative), Rosemary Extract

MAP/MSRP

4OZ	\$9.99
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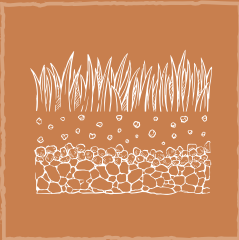
*Not recognized as an essential nutrient by the AAFCO Dog Food Nutrient Profiles

AIR-DRIED DOG FOOD	AS FED	DRY MATTER	UNITS
Crude Protein	27.6	32.5	%
Arginine	2.15	2.53	%
Histidine	0.65	0.76	%
Isoleucine	1.42	1.67	%
Leucine	2.48	2.92	%
Lysine	2.3	2.7	%
Methionine	0.63	0.74	%
Methionine-cystein	0.92	1.08	%
Phenylalanine	1.32	1.55	%
Phenylalanine-tyrosine	2.31	2.71	%
Threonine	1.07	1.28	%
Tryptophan	0.24	0.28	%
Valine	1.63	1.92	%
Crude Fat	12.5	14.7	%
Linoleic Acid	1.7	-	g/100g
alpha-Linolenic Acid	3.04	-	g/100g
EPA+DHA	1.08	-	g/100g
Calcium	1.57	1.85	%
Phosphorus	1.26	1.48	%
Potassium	1.28	1.5	%
Sodium	0.56	0.66	%
Chloride	1.32	1.55	%
Magnesium	0.178	0.209	ppm
Iron	421	495	ppm
Copper	28	32.9	ppm
Manganese	44.6	52.5	ppm
Zinc	223	262	ppm
Iodine	4.16	4.89	ppm
Selenium	1.98	2.33	%
Vitamin A	19300	22700	IU/kg
Vitamin D	1860	2190	IU/kg
Vitamin E	296	348	IU/kg
Thiamine	29.5	34.7	%
Riboflavin	7.75	9.12	%
Pantothenic Acid	57.2	67.3	%
Niacin	37	43.5	%
Pyridoxine	4.74	5.58	%
Folic Acid	4.26	5.01	%
Vitamin B12	1.075	1.264	%
Choline	4330	5090	mg/kg

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GREATER IMPACT.



FROM THE SOIL RECIPES

MADE WITH SUSTAINABLY SOURCED
🦗 CRICKETS 🐛 BLACK SOLDIER FLY LARVAE

CAREFUL SOURCING ENSURES ELEVATED NUTRITION



We source the finest, most
unique, & sustainable
proteins available.



We add nutrient-rich whole
foods: ancient grains, fruits,
vegetables, & sprouted seeds.



Air-dried at Riverstone, our
SQF Certified plant, to retain
nutrition, flavor, & texture.

FROM THE SOIL RECIPES ARE MADE WITH THE HIGHEST QUALITY INSECT PROTEINS.



Crickets provide superior nutrition while being
a novel, clean, hypo-allergenic protein. They are
easily digestible and support gut flora for overall
wellness.



Black soldier fly larvae protein contains
anti-inflammatory and antibacterial properties.
It also supports overall health by contributing
to healthy gut flora.

DID YOU KNOW?

*In addition to being a clean superfood, insect protein
has the lowest environmental footprint of all animal
proteins on the planet!*



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of Maryland. Riverstone is a Safe Quality Food (SQF) Certified
plant. SQF Certification shows our commitment to operational
excellence in managing food safety and quality systems.



AIR-DRIED DOG FOOD NEW! FOR ADULT DOGS

GUARANTEED ANALYSIS:

Crude Protein (min.)	29%
Crude Fat (min.)	12%
Crude Fiber (max.)	5%
Moisture (max.)	18%
Omega-3 Fatty Acids* (min.)	0.8%

CALORIE CONTENT (CALCULATED):

ME 4236 kcal/kg (calculated) 574 kcal/cup

INGREDIENTS:

Dried Cricket, Dried Black Soldier Fly Larvae, Sunflower
Meal, Coconut Glycerin, Lentil Protein, Alfalfa Nutrient
Concentrate, Sunflower Oil, Yeast Extract, Flaxseed,
Dicalcium Phosphate, Quinoa, Dried Sweet Potato, Dried
Carrots, Oats, Potassium Chloride, Dried Pumpkin, Choline
Chloride, Sea Salt, Calcium Carbonate, Yeast Culture,
Dried Cranberries, Organic Sprouted Oats, Organic
Sprouted Flaxseed, Organic Sprouted Quinoa, Taurine,
Marine Microalgae Oil, Oregano Extract, Cherry Extract,
Mixed Tocopherols (a preservative), Dried Kelp, Dried
Apple, Zinc Proteinate, Iron Proteinate, Biotin, Vitamin E
Supplement, Copper Proteinate, Manganese Proteinate,
Sodium Selenite, Niacin, Calcium Pantothenate, Riboflavin,
Thiamine Hydrochloride, Vitamin D Supplement, Vitamin
A Supplement, Vitamin B12 Supplement, Pyridoxine
Hydrochloride, Folic Acid, Rosemary Extract

MAP/MSRP	2LB	\$34.99
	8LB	\$119.99

AIR-DRIED JERKY NEW!

GUARANTEED ANALYSIS:

Crude Protein (min.)	30%
Crude Fat (min.)	7%
Crude Fiber (max.)	5%
Moisture (max.)	30%

CALORIE CONTENT (CALCULATED):

ME 2345 kcal/kg (calculated) 9 kcal/piece

INGREDIENTS:

Dried Cricket, Dried Black Soldier Fly Larvae, Coconut
Glycerin, Quinoa Flour, Yeast Extract, Sodium Alginate,
Calcium Lactate, Apple Cider Vinegar, Mixed Tocopherols (a
preservative), Rosemary Extract

MAP/MSRP	4OZ	\$9.99
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*Not recognized as an essential nutrient by the AAFCO Dog Food Nutrient Profiles

AIR-DRIED DOG FOOD	AS FED	DRY MATTER	UNITS
Crude Protein	32.8	39.2	%
Arginine	2.32	2.77	%
Histidine	0.85	1.02	%
Isoleucine	1.3	1.55	%
Leucine	2.14	2.56	%
Lysine	1.7	2.03	%
Methionine	0.48	0.57	%
Methionine-cystein	0.77	0.92	%
Phenylalanine	1.37	1.64	%
Phenylalanine-tyrosine	2.8	3.35	%
Threonine	1.04	1.21	%
Tryptophan	0.44	0.52	%
Valine	1.72	2.05	%
Crude Fat	12.6	14.2	%
Linoleic Acid	2.75	-	g/100g
alpha-Linolenic Acid	1.01	-	g/100g
EPA+DHA	0.07	-	g/100g
Calcium	1.8	2.18	%
Phosphorus	1.28	1.53	%
Potassium	1.44	1.72	%
Sodium	0.83	0.99	%
Chloride	1.61	1.92	%
Magnesium	0.235	0.281	ppm
Iron	322	384	ppm
Copper	27.9	33.3	ppm
Manganese	74.1	88.5	ppm
Zinc	192	229	ppm
Iodine	2.26	2.7	ppm
Selenium	0.76	0.91	%
Vitamin A	6450	7700	IU/kg
Vitamin D	2800	3340	IU/kg
Vitamin E	252	301	IU/kg
Thiamine	4.43	5.29	%
Riboflavin	9.23	11	%
Pantothenic Acid	82.8	98.9	%
Niacin	48.5	57.9	%
Pyridoxine	3.18	3.8	%
Folic Acid	2.43	2.9	%
Vitamin B12	0.256	0.306	%
Choline	5660	6760	mg/kg



VETERINARY
FORMULATED
BY :
*Dr. Bob
Goldstein*

WISDOM™

SPRING 2025



MORE CHOICE.
BETTER TASTE.
GREATER IMPACT.



TURKEY RECIPES

MADE WITH SUSTAINABLY SOURCED

G.A.P. CERTIFIED TURKEY

CAREFUL SOURCING ENSURES ELEVATED NUTRITION



We source the finest, most
unique, & sustainable
proteins available.



We add nutrient-rich whole
foods: ancient grains, fruits,
vegetables, & sprouted seeds.



Air-dried at Riverstone, our
SQF Certified plant, to retain
nutrition, flavor, & texture.

TURKEY RECIPES START WITH THE SAME SIGNATURE PROTEIN BLEND USING STEP 1 G.A.P. CERTIFIED TURKEY MUSCLE AND ORGANS.



Our family-farmed turkey offers highly digestible
protein rich essential amino acids, B vitamins,
selenium, iron, potassium, phosphorus, and zinc.
Turkey liver, heart, neck, and gizzard provide vitamin
A for vision, B vitamins for the nervous system, iron
for circulation, and calcium for bone health.



[+] The Global Animal Partnership (G.A.P.) label ensures
animals are raised with high welfare standards,
without antibiotics, added hormones, or animal
by-products. There are no hormones approved
for use in poultry by Federal Regulations.

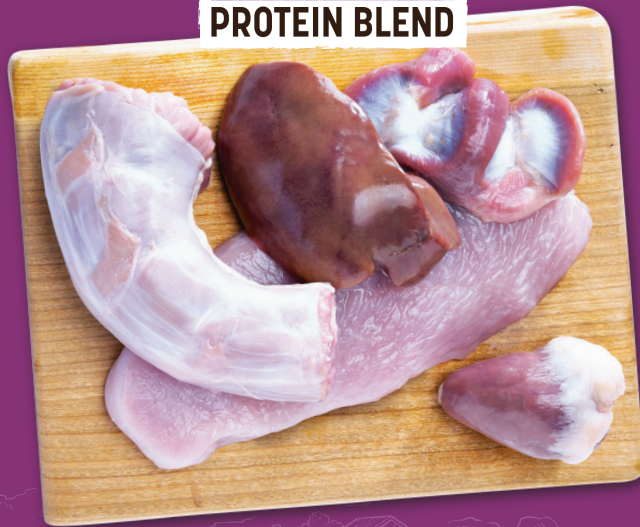


OUR COMMITMENT TO SAFETY

We make Wisdom in our own plant, Riverstone, in the farmlands
of Maryland. Riverstone is a Safe Quality Food (SQF) Certified
plant. SQF Certification shows our commitment to operational
excellence in managing food safety and quality systems.



SIGNATURE • TURKEY • PROTEIN BLEND



[+] Certified to Step 1 standards
of Global Animal Partnership's
(G.A.P.) multi-tiered program
certified by Organic Public Trust.

AIR-DRIED DOG FOOD

GUARANTEED ANALYSIS:

Crude Protein (min.)	25%
Crude Fat (min.)	13%
Crude Fiber (max.)	5%
Moisture (max.)	18%
Omega-3 Fatty Acids* (min.)	1.75%

CALORIE CONTENT (CALCULATED):

ME 4260 kcal/kg (calculated) 545 kcal/cup

INGREDIENTS:

Turkey, Turkey Liver, Dried Sardine, Quinoa, Coconut
Glycerin, Flaxseed, Turkey Neck, Oats, Turkey Heart,
Turkey Gizzard, Dicalcium Phosphate, Ground Miscanthus
Grass, Dried Sweet Potato, Dried Carrots, Potassium
Chloride, Dried Pumpkin, Calcium Carbonate, Dried
Cranberries, Sea Salt, Choline Chloride, Sprouted Oats,
Sprouted Flaxseed, Sprouted Quinoa, Oregano Extract,
Cherry Extract, Marine Microalgae Oil, Mixed Tocopherols
(a preservative), Dried Kelp, Dried Apple, Zinc Proteinate,
Iron Proteinate, Biotin, Vitamin E Supplement, Copper
Proteinate, Manganese Proteinate, Sodium Selenite,
Niacin, Calcium Pantothenate, Riboflavin, Thiamine
Hydrochloride, Vitamin D Supplement, Vitamin A
Supplement, Vitamin B12 Supplement, Pyridoxine
Hydrochloride, Folic Acid, Rosemary Extract

MAP/MSRP	2LB	\$34.99
	8LB	\$119.99

AIR-DRIED JERKY

GUARANTEED ANALYSIS:

Crude Protein (min.)	22%
Crude Fat (min.)	14%
Crude Fiber (max.)	2%
Moisture (max.)	30%

CALORIE CONTENT (CALCULATED):

ME 2905 kcal/kg (calculated) 18 kcal/piece

INGREDIENTS:

Turkey, Quinoa, Turkey Liver, Turkey Neck, Coconut
Glycerin, Turkey Heart, Turkey Gizzard, Sea Salt, Apple
Cider Vinegar, Mixed Tocopherols (a preservative),
Rosemary Extract

MAP/MSRP	4OZ	\$9.99
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*Not recognized as an essential nutrient by the AAFCO Dog Food Nutrient Profiles

AIR-DRIED DOG FOOD	AS FED	DRY MATTER	UNITS
Crude Protein	28.3	34.2	%
Arginine	1.33	1.61	%
Histidine	0.67	0.81	%
Isoleucine	1.01	1.22	%
Leucine	1.89	2.28	%
Lysine	1.71	2.07	%
Methionine	0.6	0.72	%
Methionine-cystein	0.87	1.05	%
Phenylalanine	0.98	1.18	%
Phenylalanine-tyrosine	1.7	2.05	%
Threonine	1.07	1.29	%
Tryptophan	0.22	0.27	%
Valine	1.34	1.62	%
Crude Fat	14	16.9	%
Linoleic Acid	4.36	-	g/100g
alpha-Linolenic Acid	3.08	-	g/100g
EPA+DHA	0.48	-	g/100g
Calcium	1.55	1.87	%
Phosphorus	1.19	1.44	%
Potassium	1.14	1.38	%
Sodium	0.43	0.52	%
Chloride	1.13	1.37	%
Magnesium	0.151	0.182	ppm
Iron	319	386	ppm
Copper	25.2	30.4	ppm
Manganese	40.6	49.1	ppm
Zinc	205	248	ppm
Iodine	2.5	3.02	ppm
Selenium	1.23	1.49	%
Vitamin A	50900	61600	IU/kg
Vitamin D	778	940	IU/kg
Vitamin E	298	354	IU/kg
Thiamine	19.7	23.8	%
Riboflavin	7.11	8.59	%
Pantothenic Acid	87.3	106	%
Niacin	52.4	63.3	%
Pyridoxine	4.75	5.74	%
Folic Acid	4.76	5.75	%
Vitamin B12	0.218	0.264	%
Choline	4510	5450	mg/kg



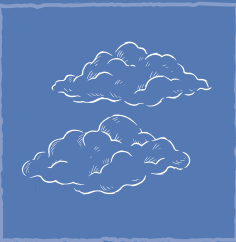
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WISDOM

SPRING 2025



MORE CHOICE.
BETTER TASTE.
GREATER IMPACT.



FROM THE AIR RECIPES

HYPOALLERGENIC, SUSTAINABLY SOURCED,
AND CAGE-FREE DUCK QUAIL GOOSE

CAREFUL SOURCING ENSURES ELEVATED NUTRITION



We source the finest, most
unique, & sustainable
proteins available.



We add nutrient-rich whole
foods: ancient grains, fruits,
vegetables, & sprouted seeds.



Air-dried at Riverstone, our
SQF Certified plant, to retain
nutrition, flavor, & texture.

FROM THE AIR RECIPES START WITH THE SAME SIGNATURE PROTEIN BLEND USING SUSTAINABLY SOURCED DUCK, QUAIL, & GOOSE



From cage-free family farms in Pennsylvania, our
duck muscle, liver, and gizzards provide easily
digestible protein and healthy fatty acids, plus B
vitamins and phosphorus for energy metabolism and
muscle strength.



Raised cage-free with third-party audited natural
behavior standards, our quail provides lean protein,
phosphorus, and iron for strong muscle growth.



Our cage-free Belgian geese provide essential
fatty acids and selenium-rich protein, activating
antioxidant enzymes to support healthy cells and
immune function.

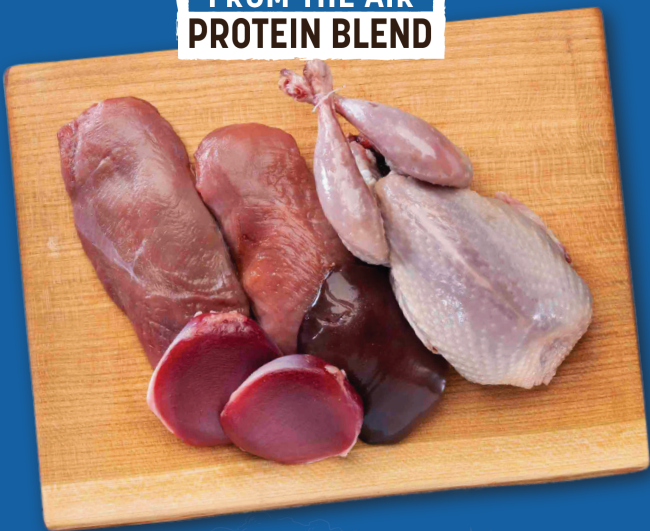


OUR COMMITMENT TO SAFETY

We make Wisdom in our own plant, Riverstone, in the farmlands
of Maryland. Riverstone is a Safe Quality Food (SQF) Certified
plant. SQF Certification shows our commitment to operational
excellence in managing food safety and quality systems.



SIGNATURE FROM THE AIR PROTEIN BLEND



AIR-DRIED DOG FOOD



GUARANTEED ANALYSIS:

Crude Protein (min.)	24%
Crude Fat (min.)	14%
Crude Fiber (max.)	5%
Moisture (max.)	18%
Omega-3 Fatty Acids* (min.)	1.75%

CALORIE CONTENT (CALCULATED):

ME 4108 kcal/kg (calculated) 558 kcal/cup

INGREDIENTS*:

Quail, Duck, Dried Salmon, Quinoa, Coconut Glycerin,
Dried Sweet Potato, Goose, Flaxseed, Dried Carrot, Dried
Pumpkin, Duck Liver, Duck Gizzard, Ground Miscanthus
Grass, Sprouted Flaxseed, Sprouted Quinoa, Dicalcium
Phosphate, Oregano Extract, Cherry Extract, Dried
Cranberries, Potassium Chloride, Sea Salt, Choline
Chloride, Mixed Tocopherols (a preservative), Dried
Kelp, Yeast Culture, Dried Apple, Marine Microalgae Oil,
Zinc Proteinate, Biotin, Vitamin E Supplement, Niacin,
Calcium Pantothenate, Copper Proteinate, Riboflavin,
Thiamine Hydrochloride, Vitamin A Supplement, Vitamin
D Supplement, Vitamin B12 Supplement, Pyridoxine
Hydrochloride, Folic Acid, Rosemary Extract

MAP/MSRP	2LB	\$39.99
	8LB	\$129.99

AIR-DRIED JERKY



GUARANTEED ANALYSIS*:

Crude Protein (min.)	21%
Crude Fat (min.)	20%
Crude Fiber (max.)	2%
Moisture (max.)	30%

CALORIE CONTENT (CALCULATED):

ME 3275 kcal/kg (calculated) 19 kcal/piece

INGREDIENTS:

Quail, Duck, Quinoa, Goose, Coconut Glycerin, Duck
Liver, Duck Gizzard, Sea Salt, Apple Cider Vinegar, Mixed
Tocopherols (a preservative), Rosemary Extract

MAP/MSRP	4OZ	\$10.99
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*Not recognized as an essential nutrient by the AAFCO Dog Food Nutrient Profiles

AIR-DRIED DOG FOOD	AS FED	DRY MATTER	UNITS
Crude Protein	NON S O N G O M I N G C O M I N G		%
Arginine			%
Histidine			%
Isoleucine			%
Leucine			%
Lysine			%
Methionine			%
Methionine-cystein			%
Phenylalanine			%
Phenylalanine-tyrosine			%
Threonine			%
Tryptophan			%
Valine			%
Crude Fat			%
Linoleic Acid			g/100g
alpha-Linolenic Acid			g/100g
EPA+DHA			g/100g
Calcium			%
Phosphorus			%
Potassium			%
Sodium			%
Chloride			%
Magnesium			ppm
Iron			ppm
Copper			ppm
Manganese			ppm
Zinc			ppm
Iodine			ppm
Selenium			%
Vitamin A			IU/kg
Vitamin D			IU/kg
Vitamin E			IU/kg
Thiamine			%
Riboflavin			%
Pantothenic Acid			%
Niacin			%
Pyridoxine			%
Folic Acid			%
Vitamin B12			%
Choline			mg/kg