



MORE CHOICE.
BETTER TASTE.
GREATER IMPACT.

VETERINARY
FORMULATED
BY: *Dr. Bob Goldstein*



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.

SIGNATURE
FROM THE LAND
PROTEIN BLEND



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.



WISDOMTM

SPRING 2025

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 Protein, Iron Protein, Biotin, Vitamin E Supplement, Copper Protein, Manganese Protein, 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