



PORTION CONTROL

HOW TO USE FEEDING GUIDELINES ON THE PET FOOD PACKET

Feeding a pet 'wisely' with the right food and the correct quantities is critical for ensuring they stay healthy and at the right weight. The Feeding Guideline is designed to help you do just that.



CHECK THE FEEDING GUIDELINES ON THE BACK OF THE PACK

These instructions recommend daily portions based on your pet's weight, life stage, and activity level, using scientific calculations.



USE THE FEEDING GUIDELINES AS A STARTING POINT

Every pet has unique calorie needs, so begin with the recommended amount for their ideal weight. If your pet gains or loses weight over 2-3 weeks, adjust the food amount and monitor until their weight stabilises.



DITCH THE CUP! WEIGH OUT FOOD WITH A MEASURING SCALE

Use a kitchen scale for accuracy—cups or eyeballing can lead to mistakes.



THE FEEDING GUIDELINES SHOW THE RECOMMENDED DAILY PORTION

As the recommended quantity of food is daily, it should be divided across the pet's meals.



FURTHER INFORMATION ON PET NUTRITION CAN BE FOUND AT WWW.UKPETFOOD.ORG



Sometimes, treating us well
means treating us less.



REGULARLY MONITOR YOUR PET'S WEIGHT

It can change throughout the year (e.g., more activity in summer). You may need to adjust their food accordingly. Many vets offer free weight checks and can help track your pet's weight.



BE TREAT-WISE

A complete and balanced pet food is designed to provide all the nutrients a pet needs in every serving, every day.

If you choose to treat your pet, do it occasionally. Adjust meals accordingly to help control calorie intake. Avoid human food and table scraps.



REMEMBER THE 10% RULE

Treats should make up no more than 10% of daily calories; 90% should come from complete food.



OTHER THINGS YOU NEED TO KNOW...

- ✓ Wet food has higher serving sizes due to its moisture content, but both wet and dry food provide the same energy if fed correctly.
- ✓ Feeding guidelines vary by brand, so always check the instructions.
- ✓ Consult your vet or the pet food manufacturer if unsure about portion sizes.



FURTHER INFORMATION ON PET NUTRITION CAN BE FOUND AT WWW.UKPETFOOD.ORG