

# FirstMate

The Best Nutrition is Simple™



**FAMILY**  
OWNED & OPERATED  
SINCE 1989

**VETERINARIAN  
FORMULATED**

**LIMITED INGREDIENT &  
GRAIN FRIENDLY DIETS**

**HIGH PERCENTAGE  
OF MEAT PROTEIN**



## ♥ Brand Story ♥

As any captain knows, there is no one more important on a boat than the first mate. A good first mate has the skipper's full trust. And the best first mates are our pets, of course.

Michael Florian fished commercially for many years following his studies. It was fishing that honed a strong work ethic, and that emphasized the importance of trust and honesty. These core values are evident in FirstMate Pet Foods today. Michael and his team know that to ensure quality, they need to control their products' production. That is why FirstMate sources their own ingredients and makes all of their products at their two Canadian manufacturing facilities.

In addition to control, FirstMate prioritizes quality ingredients and enhanced production processes to ensure you see the difference in their products. A **Vacuum Infusion System** adds the essential fats and oils by infusing them at room temperature throughout each piece. The result is consistent nutrients between batches – independent pet retailers and pet parents the confidence that their first mate is receiving quality nutrition in every bite.



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## From our Canadian Facility to Your Home

In a world where quality is constantly being outsourced, it is nice to know where your pet's food is coming from. All our pet foods are made in our Canadian facilities. We never outsource production; our ingredients are hand selected and our products are small batch produced. Family owned and operated since 1989.

## Quantifiable Quality

We are committed to providing the highest standard and level of transparency in our food. Our facilities, ingredients and foods adhere to the most stringent of international standards including those of the: Canada Food Inspection Agency (CFIA), United States Department of Agriculture (USDA), and European Union (EU).

## Simple Nutrition

FirstMate specializes in Limited Ingredient Diets. Our Grain Free & Grain Friendly formulations are truly unique in the marketplace. These diets are 100% nutritionally complete using only one source of protein and one or two sources of carbohydrates. Our simple approach to nutrition improves digestibility. This reduces stress on the digestive system and minimizes the likelihood of an allergic reaction.

## Animal Based Protein

All FirstMate formulas deliver a high percentage of protein from meat rather than vegetable sources. We never add vegetable protein boosters such as pea protein meal, alfalfa meal or flaxseed meal. All our formulas include 60–98% animal-based protein.

