



Portions in Grams

Work out the grams of the food you already buy, from calories and target weight

PETSLIKEMINE
WEIGHT MANAGEMENT

PET NAME _____	TARGET (IDEAL) WEIGHT _____	CURRENT FOOD _____
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You do not feed "a cup", you feed calories, and a cup of one food is never the same calories as a cup of another. This is the brand-neutral bit: you can very often just weigh and cut back the food already in your cupboard. Work out the daily calories your pet needs for their TARGET weight, read the kcal per 100g off the bag, and convert to grams of your food. The Feeding Calculator does this in seconds; here is the maths so you can see it.

WHY CUPS AND SCOOPS MISLEAD

- A measuring cup of dry food ranges from about 18% under to about 80% over the intended portion: nearly double, from a tool that looks precise
- The scoop in the bag, a mug or a yoghurt pot are all worse, and only about 16% of dog and 3% of cat owners weigh the food at all
- Switch foods and the scoop quietly lies again: a dense kibble packs far more in the same cup
- A cheap digital kitchen scale that reads grams and has a zero (tare) button is the one fix

THE FOUR STEPS (FEED TO THE TARGET WEIGHT, NOT TODAY'S)

- 1 Find the resting need from the IDEAL weight.** Bigger bodies burn more at rest. For weight loss you feed to the weight you want, not the one they are now, with a deliberate deficit built in. The Feeding Calculator works this out; the underlying figure is the RER, 70 multiplied by the ideal weight in kg to the power 0.75.
- 2 Turn that into a daily calorie target.** A life-stage or weight-loss factor is applied to the resting need. This is the number the calculator gives you; let the tool do the precise factor, because it differs between dogs and cats.
- 3 Read the kcal per 100g off your bag.** It is on the label, often in small print, written as something like "kcal/100g" or ME. Find it for your exact food.
- 4 Divide to get grams a day.** Daily calories divided by the food's kcal per 100g, times 100, equals the grams a day. Carve about 10% off first for treats.

WET AND DRY ARE NOT SWAPPABLE BY WEIGHT

Dry kibble is roughly 300 to 400 kcal per 100g; wet food only about 80 to 120 kcal per 100g, because most of a pouch is water. So 50g of one is not the same meal as 50g of the other. Weigh each food to its OWN kcal-per-100g number, and if you feed both, add the calories up. A wet or part-wet ration can feel like more food for the same calories, which helps a hungry dieter.

WORK OUT YOUR PET'S GRAMS (WRITE IT IN)

STEP	YOUR PET
Daily calorie target (from the Feeding Calculator or your vet)	_____
kcal per 100g of your food (off the bag)	_____
Daily calories ÷ kcal-per-100g × 100 = grams a day	_____
Minus about 10% for treats, then ÷ meals a day = grams per meal	_____

FASTER: THE FEEDING CALCULATOR

Our free Feeding Calculator at /tools/feeding-calculator does all four steps and the treat budget in about ten seconds, brand-neutral, for the food you already feed. Most owners are surprised how little their pet actually needs. Re-run it as your pet slims, because the grams come down with them.

Written and reviewed by Dr Alastair Greenway MRCVS and Claire Greenway BVM&S MRCVS. This sheet explains and records. It does not diagnose or prescribe. Always follow your own vet's instructions.

How to use. Feed the grams, not the scoop: daily calories for the target weight, divided by your food's kcal per 100g, with about 10% carved off for treats. Let the Feeding Calculator do the sums. A wellbeing aid, not a substitute for veterinary advice.

FEED THE GRAMS, NOT THE SCOOP