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# PRODUCT SELECTOR

**A FEED FOR EVERY NEED**

## FIBRE RICH FEEDS

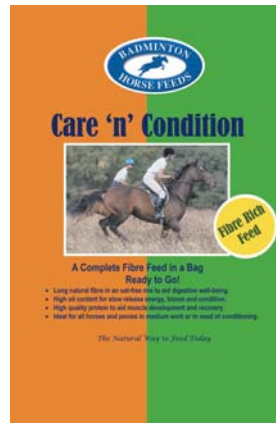
Fibre - and enough of it - is a must for all horses and ponies, whether they are ridden for leisure or are doing harder work. The horse evolved as a browser of vegetation and its digestive tract developed accordingly, being able to handle a considerable bulk of material and extract nutrients from the variable quality of forage throughout the year, whether spring grass or 'woody' winter pickings.

The benefit of feeding *enough* fibre of the *right* quality cannot be ignored. Long fibre forms the bulk of a horse's diet and is digested by bacterial action in the large intestine (hind gut). When a horse is eating, the action of chewing helps open up the cell structure of fibres for digestion and encourages the production of saliva. This moistening of food enables an easier passage through the digestive tract.

Generally, horses are fed 'hard feed' two or three times a day. The effect of this is to load the digestive system with easily digested, quick release energy feeds, which enter the stomach and small intestine. Without the presence of enough fibrous bulk material, there is a danger of 'overloading' the intestine as the passage of this volatile mixture of feed could be too swift, potentially leading to undigested starches and sugars passing into the hind gut with the threat of colic. Slowing down the passage of food through the gut is vitally important to enable proper digestion of fibre in the large intestine. The bacteria here need time in which to work thoroughly, extracting nutrients from the bulk material.

Our Fibre Rich Feeds slow down the passage of food through the gut to enable the horse to digest its food properly. These fibre rich feeds come in three different product forms for a range of work—The natural way to feed today.

## FIBRE BENEFITS



## Care 'n' Condition

● 5.2% Oil ● 14% Protein ● 16% Fibre

- Non-heating oat-free mix with added long natural fibre.
- High oil for bloom and condition.
- High quality protein for muscle development and recovery.
- Ideal for all horses and ponies in medium work or in need of conditioning. Excellent for veterans and convalescents.

## Feed 'n' Fibre

● 3% Oil ● 10% Protein ● 16% Fibre

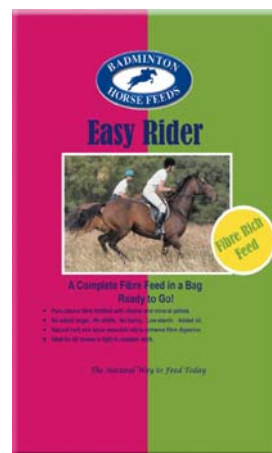
- Oat-free non-heating mix with added long natural fibre.
- Aids digestive well-being.
- Fortified with vitamins and minerals.
- Ideal for all horses and ponies in light to medium work or at rest.



## Easy Rider

● 6.5% Oil ● 9% Protein ● 28.5% Fibre

- Pure natural long fibre.
- No added sugar. No alfalfa. No barley. Low starch. Added oil.
- Natural herb and spice essential oils to enhance fibre digestion.
- Fortified with vitamin and mineral pellets.
- Ideal for all horses and ponies in light to medium work and laminitics.



## High Fibre Complete

● 2.5% Oil ● 8% Protein ● 19% Fibre

- Chunky nugget can be fed from the ground—the natural way to feed a horse.
- Can be used as a complete feed or partial hay replacer.
- Low in starch and sugar, fortified with vitamins and minerals.
- Ideal for natives, good doers, overweight horses and laminitics.

