



EQUINE LIFE

PREMIUM HORSE FEED
FOR EVERY LIFE STAGE

Manufactured by  Moyer & SON INC.

Horse Talk

Dear Valued Customer:

It is our goal to provide you with quality product delivered on time and complete. To ensure that we meet this goal we focus on the continuous improvement of our ingredients, formulations, manufacturing processes, transportation and delivery.

Over the past several weeks I have reformulated our rations to improve the quality of our formulations. Below are the details.

Please give me a call if you have any questions at 610.216.0364. I am always available to answer your questions over the phone or at your barn.

Sincerely yours,

Jim

Jim Elias, Equine Nutrition/Sales

NUTRITIONAL UPDATES

I had planned on talking about "middle protein ingredients" that are used in horse feeds this month. However, since we have just upgraded many of our rations, I want to be sure that everyone is aware of the changes we made to enhance the nutritional quality of our formulations.

EQUINE LIFE FEED	PREVIOUS FAT LEVEL	NEW FAT LEVEL	NEW VITAMIN E LEVEL
10% Maintenance Sweet	7.5%	10.0%	unchanged
Bright Horizon	3.5%	6.0%	unchanged
Easy Keeper Sweet Feed	3.0%	5.5%	unchanged
Blue Ribbon	11.5%	12.5%	160 IU/LB
12% Performance Plus	9.5%	12.0%	120 IU/LB
14% Sweet Conditioner	9.5%	12.0%	120 IU/LB
12% Activity	7.0%	9.0%	120 IU/LB
12% Hi Fat Pellets	6.0%	unchanged	120 IU/LB
14% Hi Fat Pellets	6.0%	unchanged	120 IU/LB
16% Sweet Foal	6.0%	8.0%	120 IU/LB
14% Senior Pellets	6.0%	unchanged	120 IU/LB

The additional fat is being provided by soybean oil. Added fat increases the caloric amount of the grain ration without the need for extra carbohydrates that can be difficult for a horse to digest and also cause some horses to be hyperactive. This upgrade not only nutritionally improves the ration but it also saves you money. You will be able to feed less and your horse still receives the nutrition and calories he needs.

visit us at www.equinelife.com

Horse Talk *continued*

FORAGE *written by Jessica Heward, equine intern*

Forage provides the many nutrients and fiber essential for the gastrointestinal health of your horse. Hay and pasture are the most common sources of forage for horses. Unfortunately, growing and harvesting conditions vary from year to year, limiting availability and quality. Below are additional options you have available.

When hay is scarce, **beet pulp** is a great substitute. However, there are many questions surrounding how, when, and why feeding beet pulp is advantageous. Beet pulp is a by-product created from the extraction of simple sugars in the manufacturing of table sugar. The pulp left over has very little or no sucrose (sugar) left in it. Beet pulp contains approximately 10% crude protein and 18% crude fiber. It is higher in energy than most hays, but is closest to Alfalfa hay harvested in early bloom. We offer beet pulp with and without molasses. Molasses increases palatability and reduces pulp dust. In comparison, hay contains many portions of insoluble fiber, while much of beet pulp is soluble. Beet Pulp is also a excellent source of calcium, not as high as alfalfa, but still a good source making it an acceptable forage substitute for hay.

Another great substitute for baled hay is **cubed hay**, such as alfalfa cubes. Alfalfa cubes are made by either dehydration or sun curing. The alfalfa is then sent to processing plants where it is chopped and cubed. The nutrition value is similar to long-stem hay in digestible energy, crude protein, and calcium. (We offer alfalfa cubes in 50 lb. bags.) The cubes are a slightly more expensive option to hay, but there is little to no waste. Cubes are easy to transport, easy to handle, and easy to store. They also contain less dust for the horse with respiratory problems. Alfalfa cubes are a far more convenient alternative to the traditional baled hay. For more information on beet pulp and alfalfa cubes give us a call. We will answer any questions you may have.

Equine Life Sponsors Handicapped Riders Division at the Devon Horse Show

We were proud to sponsor the **Handicapped Riders Division** of the **108th Devon Horse Show** in May. This year marked the 25th anniversary of the Handicapped Riders participation. In 1980 this Division competed for the first time with eleven riders. During this year's show, 126 handicapped riders competed at the Thorncroft Equestrian Center, just a few miles away from the horse show grounds in Devon, Pennsylvania.

On May 29, our equine intern, Jess Heward, was at Thorncroft to talk with the riders, horses' owners and the center's staff promoting Equine Life premium horse feeds. The following day, in the Dixon Oval at the Devon Horse Show Grounds, David Moyer and Jess presented the Thorncroft Trophy. Jess also presented five pounds of carrots to the winning rider. When we asked Thorncroft's director what would be an appropriate congratulatory gift (for the rider) she said "Carrots, of course!" The riders have fun giving the carrots to the horses—and the horses always enjoy the treat!

We were proud to sponsor such a worthwhile event and look forward to doing so again next year.

I am always available to answer any questions you may have regarding Equine Life Premium Horse Feed. I can be reached at 800-345-0419, ext. 2208 or via E-mail at equinelife@emoyer.com.