



# EQUINE LIFE

PREMIUM HORSE FEED  
FOR EVERY LIFE STAGE

Manufactured by **Moyer**  
& SON INC.

## Horse Talk

*Many thanks to all of our customers (new and old). Our sales of Equine Life Premium Horse Feed continue to grow. Much of our new growth is by word-of-mouth. You, our existing customer base, have provided many referrals, which have generated new customers through your testimonials to friends and neighbors. I sincerely appreciate each and every one of you.*

*I can truly say that the past year of my employment at Moyer & Son has been the most enjoyable of my 24 years with the company. I love hearing stories of how well your performance horses are doing and how pleased you are with your new crop of yearlings.*

*Thank you for your continued business.*

*Jim Elias  
Equine Nutrition and Sales*

### So, What's In That Bag Of Feed?

The Association of American Feed Control Officials (AAFCO) states that the following tag guarantees need to be listed on equine feed labels:

- Minimum Percentage of Crude Protein
- Minimum Percentage of Crude Fat
- Minimum Percentage of Crude Fiber
- Minimum and Maximum Percentage of Calcium
- Minimum Percentage of Phosphorus
- Minimum Copper in Parts Per Million
- Minimum Selenium in Parts Per Million
- Minimum Zinc in Parts Per Million
- Minimum Vitamin A

You are also entitled to know the ingredients used in the feed. "Collective Terms" are allowed to be used in the ingredient section. A collective term is easy to distinguish – instead of the actual name of the ingredient used, i.e. alfalfa meal, the term "forage product" is used. Another example is instead of showing the actual name of the ingredient, i.e. soybean meal, the collective term "plant protein product" is used.

By using "Collective Terms" the feed manufacturer can alter or change ingredients daily, weekly, or whenever they want to, and will not need to get their tags or brochures reprinted. Unfortunately, Collective Terms do not provide a lot of information to the customer – YOU! For instance, the collective term "roughage products" is used on feed tags. Roughage products like Soybean Hulls and Beet Pulp are a good non-starchy carbohydrates that ferment very well in the cecum – a good thing—when broken down they yield energy (calories), without starch overload. However, "roughage products" like Ground Almond Hulls, Barley Hulls, Corn Cobs, Peanut Hulls, (and many more) are not good. So, as a consumer, you really do not know exactly what you are getting when you buy feeds that are labeled with "Collective Terms". The feed could be a wonderful formula or nothing but filler.

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## Horse Talk *continued*

Collective terms also allow manufacturers to "least cost" feed weekly. If barley becomes cheaper than oats, they do not need to tell you that they changed formulas because barley and oats are both listed in the "Grain Products" group as a Collective Term.

Equine Life feeds are not least costed (changed based on market prices). The formulas are not altered unless a new development arises in the nutrition field that would improve our products. We will notify you of these developments and/or improvements made to our products.

Other items are required to be on the tag. We will discuss these items in a later issue.

### Q & A's

**Question:** *Could Equine Life feeds be made less expensive?*

**Answer:** Yes, each and every formula could be made for less money. Instead of using oats, we could use barley, which is less expensive. But, barley is higher in carbohydrate and more difficult to digest vs. oats. Instead of using pure soybean oil we could use cheaper sources of fat, or, not add it at all. Instead of using soybean hulls we could use peanut hulls. Instead of using a super vitamin premix with Natural E, we could use a cheaper vitamin combination. And, the list goes on, leaving you with a poor quality ration.

**Question:** *I notice that some companies have several pelleted products with the same percent of protein – how come these identical protein products are not the same price?*

**Answer:** Because they are not the same formula. One might be least costed and full of fillers, the other may be a more nutritious product. The term "percent protein" really does not tell the buyer much about the quality of the ration.

**Questions:** *OK. So, the protein is the same, but not from the same sources . . . what else could be the difference?*

**Answer:** Calories. One ration may be low in calories, which means you will need to feed more of it to obtain the same total caloric intake versus the better product. Better feeds are products that are not super high in carbohydrates and are high in fat. Look at it this way – if you need to feed 10 lbs. of Feed A to keep weight on your horse, but you only need to feed 8 lbs. of Feed B, you can afford to pay almost 20% more for Feed B. You need to look at the total cost per day to feed your horse.

**Question:** *I checked your prices, Equine Life feeds are affordable, how come?*

**Answer:** We are a small company with low overhead and nearly no advertising and marketing. We prefer to put our dollars into the nutrition of Equine Life, not in a high priced magazine advertisement. This mailer you are receiving is a very economical way of getting our message to you on a consistent basis.

**Question:** *OK, it's a tough economy. It was a tough winter. Last summer's drought pushed prices up. Hay quality is not so good, and is expensive, what should I do?*

**Answer:** Consider switching to Equine Life Horse Feed. QUALITY FEEDS, MADE LOCALLY, DELIVERED FRESH TO YOUR FARM, DIRECT FROM OUR MILL, AT AFFORDABLE PRICES.

*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](mailto:equinelife@emoyer.com).*