

*Building a Better Horse  
Progressively*



# Primary Absorption

## Site

Quality Glucose

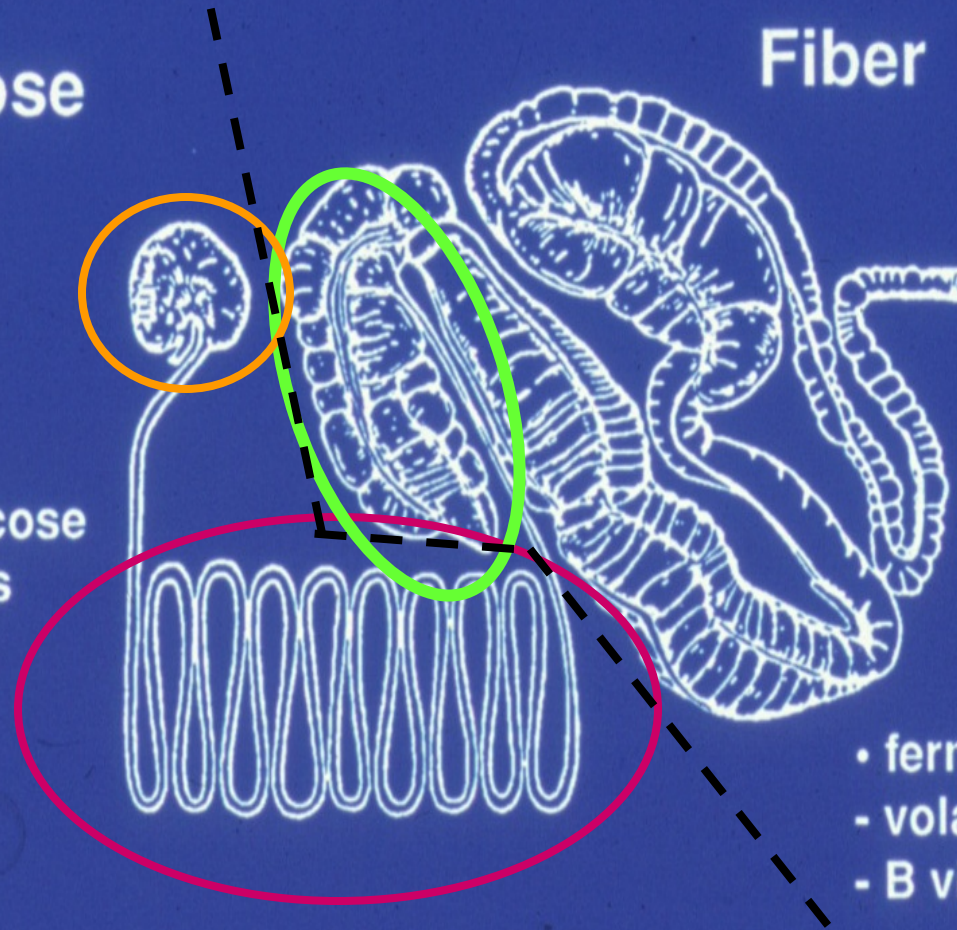
## Enzymatic

- Carbohydrates - glucose
- Protein - amino acids
- Fat - fatty acids

# Hindgut

Fiber

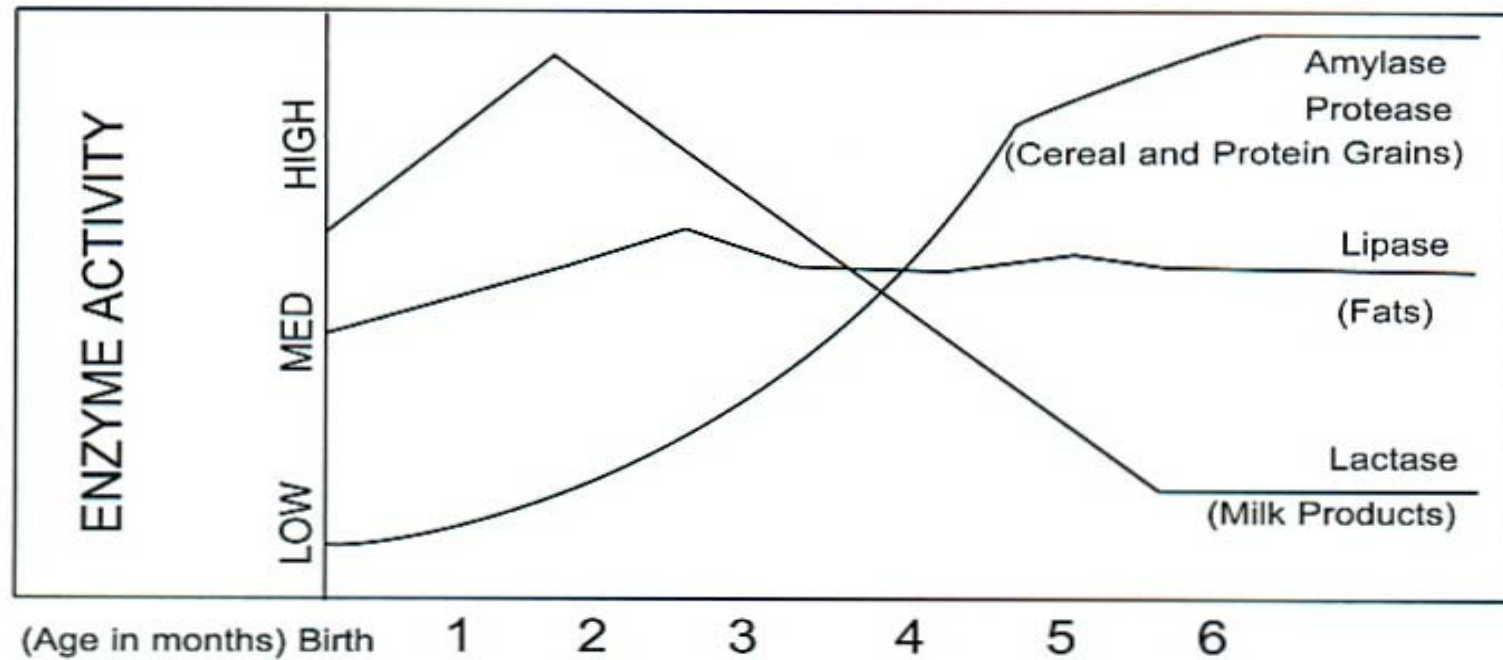
Alcohol



- fermentation
- volatile fatty acids
- B vitamins

# MATCHING NUTRITION TO THE YOUNG HORSE

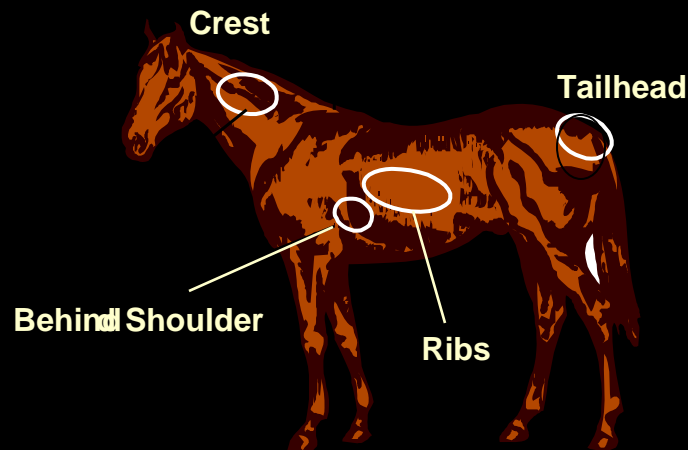
## DIGESTIVE ENZYME ACTIVITY OF THE GROWING HORSE



**Total Diet/day for a suckling and weanling (1,000 lb. mature weight)**

Foal's First Pellet (lb.)	1.0	2.5	3.5	1.5	--	--
BNU/day	--	--	0.5	2.0	2.5	3.0
Hay (lb)	-	--	1.5	2.5	3.0	4.0

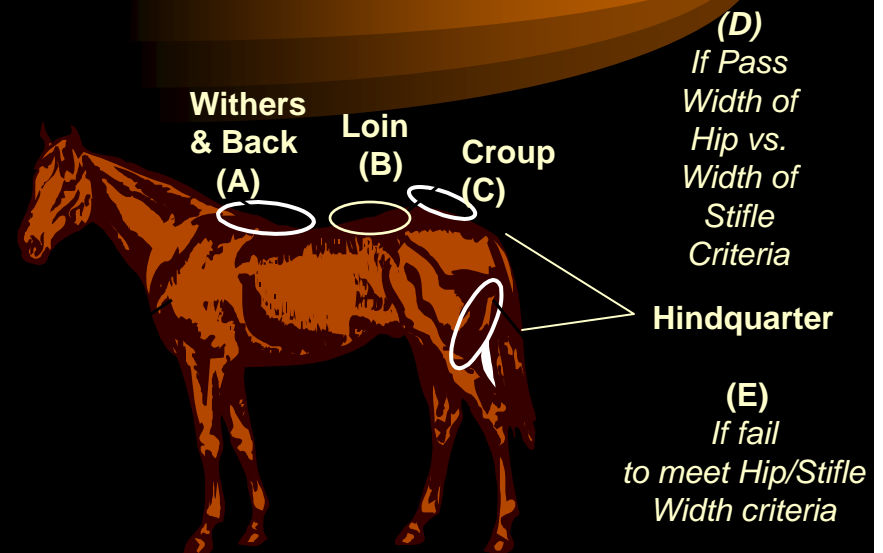
# Body Condition Score and Muscle Score To Help Evaluate Condition and Nutrition



## BODY CONDITION SCORE (BCS)

Score 1-9

Calories



## MUSCLE AND TOP LINE (MDS)

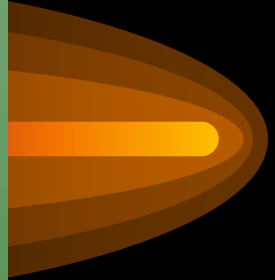
Score A-E

Amino Acid Balance

(D)  
If Pass  
Width of  
Hip vs.  
Width of  
Stifle  
Criteria

(E)  
If fail  
to meet Hip/Stifle  
Width criteria





**32 Days into  
Rejuvenaide  
Supplement**



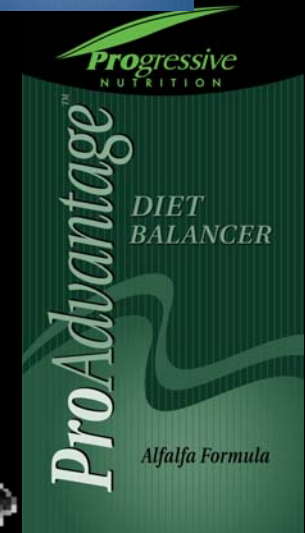
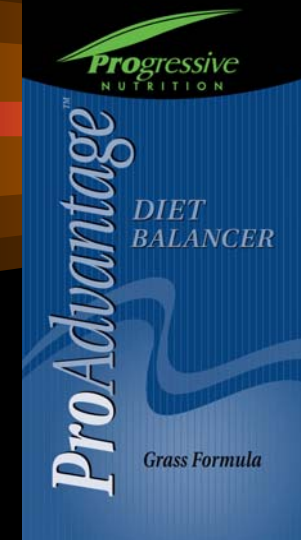
# Diet Balancer Supplements

- **ProAdvantage – Grass formula**

- Pelleted Diet balancer meant to complement grass or mixed forages
- Feed to all ages and stages of horses
  - 3 months on
- Concentrated for low feeding amounts\
  - 1-2 lbs per day average
  - 3-5 lbs per day on growing horses or lactating mares
- Can be fed with cereal grain (oats, corn, barley) or fed alone when additional calories are not needed
  - May also serve as supplement on top of other feeds
- Includes amino acids, vitamins, minerals, oils, flaxseed, yeast, biotin, digestive aid in a palatable form
- Contains no grain for low starch content and fewer digestive upsets

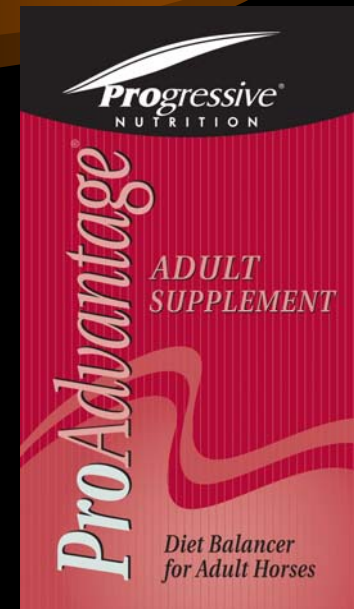
- **ProAdvantage – Alfalfa formula**

- Same as above except formulated to be fed with alfalfa or other legume forages



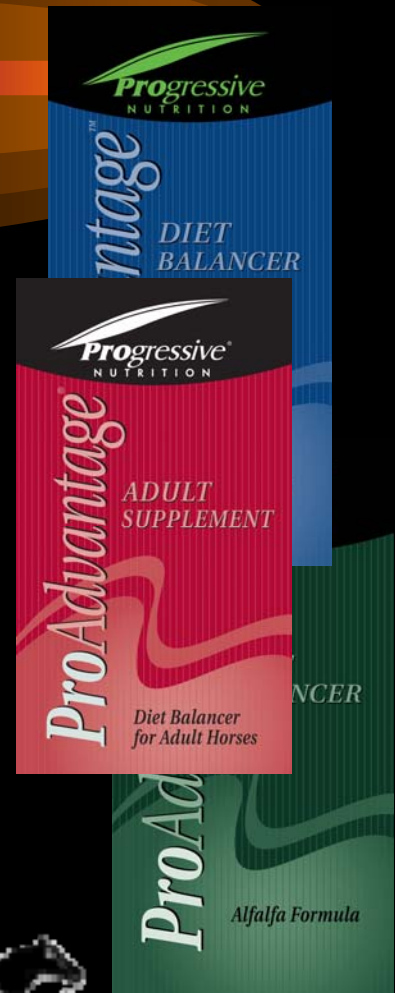
# Diet Balancer Supplements

- **ProAdvantage – ADULT formula**
  - Pelleted Diet balancer meant to complement grass or mixed forages
  - Feed to horses 2 yrs of Age and Older
    - NOT fortified for growing or reproducing animals
  - Concentrated for low feeding amounts
    - 1-3 lbs per day
  - Can be fed with cereal grain (oats, corn, barley) or fed alone when additional calories are not needed
    - May also serve as supplement on top of other brand name feeds
  - Includes amino acids, vitamins, chelated minerals, oils, flaxseed, yeast, biotin, digestive aid in a palatable form
  - Contains no grain for low starch content and fewer digestive upsets
    - Works well on horses with metabolic disturbances like PSSM, Cushings, EMS, etc.



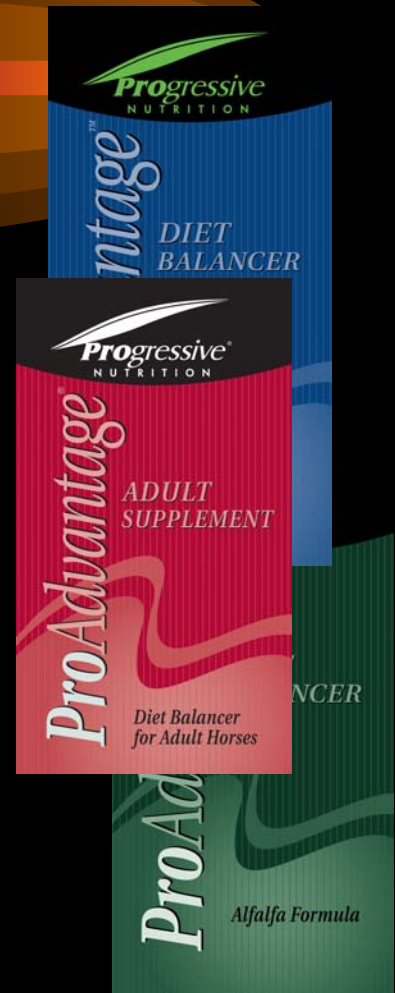
# Advantages of ProAdvantages

- **Economical:**
  - Can be cheaper than feeding other feeds
    - Many times cheaper than feeding another feed at higher levels, or adding several supplements to existing feed
    - Example: 5 lbs of \$14.00/bag of feed = \$1.40/day  
vs. 1.5 lbs of \$32.00/bag of = \$0.96/day
      - No other hoof, hair coat, vitamin, mineral, digestive supplements needed
    - Can be used as an all inclusive supplement on top of current feed if additional calories are needed by horse
      - More economical than feeding several supplements to address several things
  - **Just do the math!**
    - Do it for the customer, as they won't take the time or effort to do it!
    - Stress cost per head per day.... Not cost per bag!!



# Advantages of ProAdvantages

- **Flexible:**
  - Can feed to all ages and stages
    - Makes it a good choice in situations where a farm has both mature horses, young horses, bred mares, performance horses
    - Essentially it can be fed to all horses from 3 months of age up to any age if they can still chew it
  - Can feed as sole grain ration
    - Can replace other supplements and grain which can be cost effective
    - Can make feeding very easy, as all horses get the same product in a set amount
- **Highest Quality**
  - Utilizes high quality protein, fiber, fat sources with the perks of additional nutrients
    - Client isn't paying for any filler and has no worries about undigestible ingredients and consequences
  - Fixed formula with individual ingredients listed on tag
- **Safety**
  - No raw grains used in product so very low risk of colic or founder if overfed or accidentally consumed
  - Ionophore FREE manufacturing facility
- **Results Oriented!!**
  - Can see a visible difference on horse within 30-60 days
    - Benefit of highest quality ingredients
    - Benefit of attention to the small details that will make a difference
    - Essentially just doing things right!!



# *Effects of Quality Ingredients?*



*A 30-year old gelding, before feeding Progressive*

*The same 30-year old gelding, just 26 days later –  
now on Progressive Nutrition's Premium Senior Formula*



To the left is the same gelding 60 days into feeding trial.

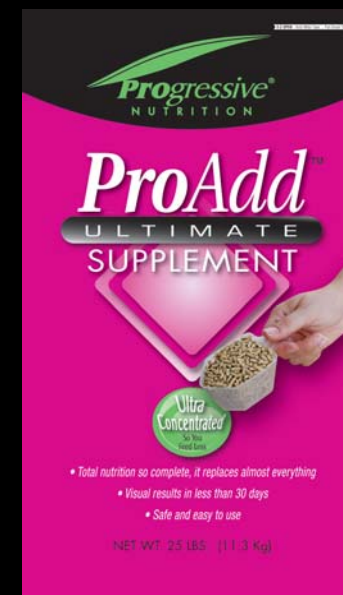
Original feed had almost exact same analysis as the Progressive Product.

This horse told us however, that there was a huge difference in the quality of ingredients!

# Diet Balancer Supplement

- **ProAdd Ultimate**

- Pelleted Diet balancer (mini-pellet) meant to complement grass or mixed forages
  - Comes in 25 lb Bag
- Feed to all ages and stages of horses
  - 3 months and older
- DOUBLE concentrated for low feeding amounts
  - Feed ½ of recommended amount of other ProAdvantage products
- Human Quality Ingredients
  - Soy free option
  - Uses whey protein and other alternative protein sources plus purified amino acids
- Ideal for certain conditions
  - Obese horses
  - Laminitic horses that don't need weight
  - Horses with metabolic disturbances that require them to have very low starch/sugar diets (PSSM, IR, EMS, etc)
    - Contains less than 7% Starch and sugars
- Can be fed with cereal grain (oats, corn, barley) or fed alone when additional calories are not needed
  - May also serve as supplement on top of other brand name feeds
- Includes amino acids, vitamins, chelated minerals, soy oil, flaxseed, yeast, biotin, digestive aid in a palatable form



# *Essential Fatty Acids*

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- **Omega-3 and Omega-6 fatty acids yield distinct by-products with different biological activities**
- **By-products derived from omega-6 fatty acids are more pro-inflammatory**
- **By-products derived from omega-3 fatty acids are naturally anti-inflammatory**
- **Imbalance of omega-6:omega-3 consumption can lead to altered physiological state**
  - **Joint issues**
  - **Reproductive issues**
- **Most horse diets have sufficient omega-6 fatty acids, but are deficient in omega-3's**

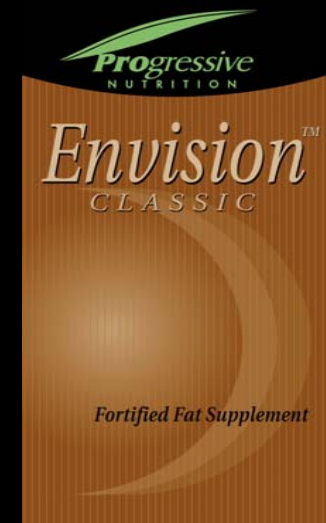
## *Fatty Acid Composition of Selected Oils*

<u>Oil Sources</u>	<u>Percent Oil in the Seed</u>	<u>Percent Omega 3s in the Oil</u>	<u>Omega 6:3 Ratios</u>
Flaxseed (Linseed)	36.0%	53.3%	1:4
Menhaden (fish oil)	100%	31.0%*	1:15
Canola (Rapeseed)	28.0%	12.9%	2:1
Soybean	18.0%	7.0%	7:1
Rice Bran	20.0%	0.8%	29:1
Corn (Maize)	3.6%	0.7%	84:1
Sunflower	19.0%	0.2%	199:1

# *Comparisons/Advantages Fat Supplement*

## **Envision™ Classic- Fortified Fat Supplement**

- **One of the highest fat levels for fat supplement on market**
- **Extruded for maximum digestibility**
- **High quality omega-3 sources in soy oil and flax as sole fat sources**
  - **Balanced omega-3 and omega-6 levels**
- **No Corn or Fillers Added**
  - **Several competitors products contain ground corn or corn grain in the ingredient listing**
    - **Read the feed tags and you will see them!**
  - **Most people that are looking for a fat supplement really don't intend to be feeding additional grain, especially corn**
  - **Several companies are also adding filler products like alfalfa and rice or oat hulls, etc.**
- **Economical on a per lb basis**
  - **Generally can replace the calories contained in 3 lbs of an average feed or grain with 1 lb of Envision from a calorie standpoint**



# COMPARING FEED TAGS

Envision Classic		Farnam Weight Builder	
Crude Protein	12%	Crude Protein	14%
Lysine	0.8%	Lysine	??%
Fat	26%	Fat	40%
Copper	30 ppm	Copper	none ppm
Zinc	80 ppm	Zinc	none ppm
Selenium	0.3 ppm	Selenium	none ppm
Vitamin E	300 IU	Vitamin E	none IU

Heat processed soybeans, heat processed flaxseed, vegetable oil, wheat midds, brewers rice... amino acids, proteinates

Maize distillers grains w/ solubles, dehydrated vegetable fat, heat processed flaxmeal, no amino acids, no mineral/vitamin at all

Cost is: \$32/40 lb bag = \$0.80/lb or .05/oz

Cost is: \$29.95/8 lb = \$3.74/lb or \$0.23/oz

4 oz (haircoat only) = \$0.20/day

2 oz (haircoat only) = \$0.47/day

1 lb (weight gain) = \$0.80/day

4 oz (weight gain) = \$0.94/day

# Progressive Nutrition Small Package Products

