

# Nutrena Products

# SafeChoice Original

- **A proven controlled starch formula for all life stages**
- Nutritionally balanced for growing and mature horses alike. SafeChoice Original helps make feeding a wide range of horses more convenient - without sacrificing nutrition quality or peace of mind.



Nutrient	Level
Crude Protein	14.0%
Lysine	0.80%
Methionine	0.30%
Threonine	0.50%
Crude Fat	7.0%
Crude Fiber	max. 15.0%
ADF	max. 15.0%
NDF	max. 34.0%
Dietary Starch*	max. 17.0%
Sugar*	max. 5.0%
Calcium	0.90 - 1.20%
Phosphorus	0.70%
Copper	50 ppm
Zinc	160 ppm
Selenium	0.60 ppm
Vitamin A	3,000 IU/lb
Vitamin D	350 IU/lb
Vitamin E	100 IU/lb
Biotin	0.45 mg/lb
Lactobacillus acidophilus	5.1M CFU/lb
Lactobacillus casei	5.1M CFU/lb
Bifidobacterium thermophilum	5.1M CFU/lb
Enterococcus Faecium	5.1M CFU/lb

\*NSC (Non-structural carbohydrates) =  
Dietary Starch + Sugar

# SafeChoice Original

- **Ideal blend of nutrients** offers controlled starch and fat levels for a balanced source of energy
- **Guaranteed amino acid levels** to support muscle maintenance and development
- **Added prebiotics and probiotics** to aid in digestion
- **Organic trace minerals** for improved immune support and skin/coat/hoof health
- Pelleted form

Life Stage	Activity Level	Lbs Feed per 100 Lbs Bodyweight
Maintenance	Maintenance	0.25 - 0.5
Pregnant Mares	First two trimesters of gestation	0.25 - 0.5
Pregnant Mares	Last trimester of gestation	0.5 - 0.75
Lactating Mares	Early lactation (foaling to 3 months)	1.0 - 1.5
Lactating Mares	Late lactation (3 months to weaning)	0.75 - 1.0
Performance Horses	Light exercise	0.5 - 0.75
Performance Horses	Moderate exercise	0.75 - 1.0
Performance Horses	Intense exercise	1.0 - 1.5
Growing Horses*	Foals	Creep feed
Growing Horses*	Weanlings	1.5 - 2.0
Growing Horses*	Yearlings	0.75 - 1.5

# SafeChoice Senior

- A high-fat, controlled starch, complete feed to meet the unique needs of senior horses.



Crude Protein	14.0%
Lysine	0.70%
Methionine	0.30%
Threonine	0.50%
Crude Fat	8.0%
Omega 6	2.50%
Omega 3	0.45%
Crude Fiber	max. 16.0%
ADF	max. 19.0%
NDF	max. 34.0%
Dietary Starch*	max. 14.0%
Sugar*	max. 6.0%
Calcium	0.75 - 0.95%
Phosphorus	0.65%
Copper	40 ppm
Zinc	140 ppm
Selenium	0.30 ppm
Vitamin A	4,500 IU/lb
Vitamin D	150 IU/lb
Vitamin E	150 IU/lb
Vitamin C	75 mg/lb
Biotin	0.45 mg/lb

\*NSC (Non-structural carbohydrates) =  
Dietary Starch + Sugar

# SafeChoice Senior

- **Exclusive Nutri-Bloom Advantage®** increases fiber digestion up to 15% for better health and bloom
- **Increased fat** level to help maintain energy level and ideal body condition
- **Organic trace minerals** for immune support, increased bioavailability and improved skin, hair and hoof quality
- **Added prebiotics and probiotics** to aid in nutrient digestion and digestive health
- Contains rice bran, flax seed and beet pulp
- Soak with warm water to form QuickMash® in just 3 minutes for horses with dental issues.

Weight of Horse	Maintenance	Light Work
	When Fed Without Hay or Pasture	
800lb	10 - 12 lbs	12 - 14 lbs
1,000lb	12 - 14 lbs	14 - 16 lbs
1,200lb	14 - 16 lbs	16 - 18 lbs
	When Fed With Hay or Pasture	
800lb	4 - 6 lbs	6 - 8 lbs
1,000lb	5 - 7 lbs	7 - 10 lbs
1,200lb	6 - 8 lbs	8 - 12 lbs

*SafeChoice® Senior gives your old friend what she needs to make every year golden. It's specifically designed for horses over fifteen, especially those suffering from unexpected age-related weight loss, exhibiting sluggishness, experiencing issues with muscle or coat quality, or having difficulty chewing their hay.*

# SafeChoice Special Care

- Low, controlled starch formula for horses with metabolic concerns and easy keepers



Crude Protein	14.0%
Lysine	0.80%
Methionine	0.30%
Threonine	0.50%
Crude Fat	7.0%
Crude Fiber	max. 15.0%
ADF	max. 19.0%
NDF	max. 39.0%
Dietary Starch*	max. 11.0%
Sugar*	max. 4.0%
Calcium	0.90 - 1.20%
Phosphorus	0.70%
Copper	50 ppm
Zinc	160 ppm
Selenium	0.60 ppm
Vitamin A	3,000 IU/lb
Vitamin D	350 IU/lb
Vitamin E	100 IU/lb
Biotin	0.45 mg/lb

\*NSC (Non-structural carbohydrates) =  
Dietary Starch + Sugar

# SafeChoice Special Care

- Formulated **without corn or corn co-products**
- **Ideal blend of nutrients** offers controlled starch and fat levels for a balanced source of energy
- **Guaranteed amino acid levels** to support muscle maintenance and development
- **Added prebiotics and probiotics** to aid in digestion
- **Organic trace minerals** for improved immune support and skin/coat/hoof health
- Pelleted form

Life Stage	Activity Level	Lbs Feed per 100 Lbs Bodyweight
Maintenance	Maintenance	0.25 - 0.5
Pregnant Mares	First two trimesters of gestation	0.25 - 0.5
Pregnant Mares	Last trimester of gestation	0.5 - 0.75
Lactating Mares	Early lactation (foaling to 3 months)	1.0 - 1.5
Lactating Mares	Late lactation (3 months to weaning)	0.75 - 1.0
Performance Horses	Light exercise	0.5 - 0.75
Growing Horses*	Foals	Creep feed
Growing Horses*	Weanlings	1.5 - 2.0
Growing Horses*	Yearlings	0.75 - 1.5

*SafeChoice Special Care is specially designed for horses that are prone to metabolic issues related to starch intake, and is formulated at just 11% starch. If you're looking to avoid corn in your horse's feed, SafeChoice Special Care is the perfect choice. It's also ideal for easy keepers, ponies, and miniature horses.*

# SafeChoice Perform

- High fat, controlled starch formula for performance horses and hard-keepers



Crude Protein	14.0%
Lysine	0.80%
Methionine	0.30%
Threonine	0.50%
Crude Fat	9.0%
Crude Fiber	max. 15.0%
ADF	max. 14.0%
NDF	max. 32.0%
Dietary Starch*	max. 20.0%
Sugar*	max. 8.0%
Calcium	0.90 - 1.20%
Phosphorus	0.70%
Copper	50 ppm
Zinc	160 ppm
Selenium	0.60 ppm
Vitamin A	3,000 IU/lb
Vitamin D	350 IU/lb
Vitamin E	120 IU/lb
Biotin	0.45 mg/lb

\*NSC (Non-structural carbohydrates) =  
Dietary Starch + Sugar



# SafeChoice Perform

- **Properly balanced feed** with controlled starch and a high concentration of energy from fat
- **Guaranteed amino acid levels** to support muscle maintenance and development
- **Added prebiotics and probiotics** to aid in digestion
- **Organic trace minerals** for improved immune support and skin/coat/hoof health
- Pelleted form

Life Stage	Activity Level	Lbs Feed per 100 Lbs Bodyweight
Maintenance	Maintenance	0.2 - 0.45
Pregnant Mares	First two trimesters of gestation	0.2 - 0.45
Pregnant Mares	Last trimester of gestation	0.4 - 0.65
Lactating Mares	Early lactation (foaling to 3 months)	0.9 - 1.5
Lactating Mares	Late lactation (3 months to weaning)	0.65 - 0.9
Performance Horses	Light exercise	0.4 - 0.65
Performance Horses	Moderate exercise	0.65 - 0.9
Performance Horses	Intense exercise	0.9 - 1.5
Growing Horses*	Foals	Creep feed
Growing Horses*	Weanlings	1.3 - 1.8
Growing Horses*	Yearlings	0.65 - 1.3

*SafeChoice Perform is the controlled starch formula for hard workers and hard-keepers. It has the balance of highly digestible energy you've come to trust from SafeChoice® Original, plus it's formulated with more energy from fat to meet the needs of performance, breeding horses and lactating mares.*

# ProForce Fuel

- High fat, controlled starch feed for equine athletes and hard-keepers



Crude Protein	12.0%
Lysine	0.75%
Methionine	0.35%
Threonine	0.45%
Crude Fat	13.0%
Omega 6 Fatty Acid	6.0%
Omega 3 Fatty Acid	1.0%
Crude Fiber	max 10.0%
ADF	max. 12.0%
NDF	max. 27.0%
Dietary Starch*	max 13.0%
Sugar*	max 7.0%
Calcium	0.75 - 1.05%
Phosphorus	0.5%
Copper	55 ppm
Zinc	220 ppm
Selenium	0.6 ppm
Vitamin A	4,000 IU/lb
Vitamin D	350 IU/lb
Vitamin E	150 IU/lb
Biotin	1.0 mg/lb

\*NSC (Non-structural carbohydrates) =  
Dietary Starch + Sugar

# ProForce Fuel

- **Versatile, high calorie feed ideal for a wide range of horses**
- **Guaranteed amino acid levels** to support muscle development and maintenance
- **Balanced Omega 3 and 6 fatty acids** help reduce the effects of inflammation
- **Added prebiotics and probiotics** to aid in nutrient digestion and digestive health
- **Organic trace minerals** for improved immune support, increased bioavailability and improved skin, hair and hoof quality

Activity Level	Lb feed per 100 lbs of bodyweight
Performance Horses - Maintenance	0.25 - 0.50
Performance Horses - Light work	0.50 - 0.75
Performance Horses - Moderate work	0.75 - 1.00
Performance Horses - Heavy work	1.00 - 1.50
Broodmares - Last one-third of pregnancy	0.25 - 0.50
Broodmares - Early lactation	1.00 - 1.50
Broodmares - Late Lactation	0.50 - 1.00
Stallions - Non-breeding	0.25 - 0.50
Stallions - Breeding	0.50 - 1.00

*ProForce Fuel is a highly versatile, controlled starch feed. Fuel is a unique combination of pellets and the Empower Boost extruded nugget for horses in training and for adult maintenance and breeding horses.*



**Now carrying ProForce Senior!**

**More info coming soon!**



**Now carrying ProForce Fiber!**

**More info coming soon!**



**Now carrying ProForce XTN!**

**More info coming soon!**

# Empower Boost

- An extruded combination of high-fat rice bran and flaxseed for an improved blend of omega-6 and omega-3 fatty acids, which aid in reducing the effects of stress



Crude Protein	12%
Crude Fat	22%
Crude Fiber	max. 8.0%
ADF	max. 8.0%
NDF	max. 15.0%
Dietary Starch*	max. 22.0%
Sugar*	max. 4.0%
Calcium	1.5% - 2.0%
Phosphorus	0.9%
Copper	25 ppm
Zinc	75 ppm
Selenium	0.6 ppm
Vitamin E	500 IU/lb
Omega-3 Fatty Acids	2.7%
Omega-6 Fatty Acids	7.7%
Biotin	1.5 mg/lb

\*NSC (Non-structural carbohydrates) =  
Dietary Starch + Sugar

# Empower Boost

- **Highly digestible fat** from vegetable sources provides the extra nutrition to help support performance, endurance, and weight gain
- **Added prebiotics and probiotics** aid in digestive health
- **Organic trace mineral** complexes for increased bioavailability, immune system support, and nutrient utilization
- **Added vitamin E and selenium** for anti-oxidant benefits.
- **Balanced Calcium:Phosphorus ratio** for proper nutrient utilization.
- **Stabilized nugget form** for easier feeding and improved shelf life made possible by state-of-the-art extrusion technology.

Activity Level	Lbs per head per day
Maintenance	0.5 to 1.0
Light to Moderate Work	1.0 to 2.0
Moderate to Heavy Work	2.0 to 3.0
Lactating Mares	1.0 to 3.0
Breeding Horses	1.0 to 2.0

## Feed Empower<sup>®</sup> Boost Supplement to:

- Hard keepers or underweight horses
- Horses in heavy training
- Performance horses
- Race horses
- Horses requiring nutritional support for Tying Up



# Empower Balance

- Concentrated controlled starch supplement to balance hay or grass diets.



Crude Protein	30.0%
Lysine	2.2%
Methionine	0.6%
Threonine	1.2%
Crude Fat	5.0%
Crude Fiber	max. 8.0%
ADF	max. 9.0%
NDF	max. 17.0%
Dietary Starch*	max. 8.0%
Sugar*	max. 6.0%
Calcium	3.0% - 3.5%
Phosphorus	1.5%
Copper	250 ppm
Zinc	750 ppm
Selenium	2.5 ppm
Vitamin A	18,000 IU/lb
Omega-3 Fatty Acids	0.5%
Omega-6 Fatty Acids	1.7%
Biotin	1.5 mg/lb

\*NSC (Non-structural carbohydrates) =  
Dietary Starch + Sugar

# Empower Balance

- **Supports the nutritional needs of horses with metabolic disturbances, easy keepers, miniature horses, and ponies**
- **Controlled starch formula** helps support proper starch digestion and utilization
- **Concentrated nutrient levels** allow for low feeding rates
- **High-quality protein** with guaranteed amino acid levels to support muscle development and maintenance
- **Added prebiotics and probiotics** aid in nutrient absorption and digestive health
- **Organic trace mineral** complexes for increased bioavailability, immune system support and nutrient utilization
- **Guaranteed levels of biotin** help support hair coat and hoof quality
- A highly palatable pellet promotes consistent intake and prevents sorting of ingredients.

Life Stage/Activity Level	Lbs per 100 lbs of Bodyweight
Maintenance	0.1 - 0.2
Light to Moderate Work / Late Lactation	0.15 - 0.25
Moderate to Heavy Work / Early Lactation	0.2 - 0.3
Breeding Horses	0.15 - 0.25

## Feed Empower Balance to:

- Easy keepers and overweight horses
- Miniature horses and ponies
- Horses requiring nutritional support for insulin resistance or Cushing's Syndrome.