

# 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.



**\$16.99**

| 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.



**\$21.50**

|                 |              |
|-----------------|--------------|
| 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



**\$19.25**

|                 |              |
|-----------------|--------------|
| 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



**\$19.50**

|                 |              |
|-----------------|--------------|
| 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



**\$22.99**

|                    |              |
|--------------------|--------------|
| 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    |

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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!

**\$22.99**



**Now carrying ProForce Fiber!**

**More info coming soon!**

**\$23.50**



**Now carrying ProForce XTN!**

**More info coming soon!**

**\$23.50**

# 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



**\$33.99**

|                     |             |
|---------------------|-------------|
| 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   |

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# 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.



**\$24.99**

|                     |              |
|---------------------|--------------|
| 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.