

Consistent Nutrition in Every Bag



Why Purina® uses our Constant Nutrition® feed formulation strategy instead of fixed or least-cost formulation.

Your horse has nutrient requirements — not ingredient requirements. That's why you look at the guaranteed analysis on a bag of feed to decide whether it's appropriate for the age and activity level of your horse.

But that label only tells you so much. You'd think two products that both contain 14 percent protein and 6 percent fat would be basically the same feed. But these feeds may be using different formulation strategies.

"Least-cost" formulations allow a manufacturer to adjust ingredients based on cost, as long as the formula still meets the guaranteed analysis. But changing ingredients can dramatically change how the diet affects the horse. Think of soybean meal and cottonseed meal. They have similar protein levels, but cottonseed doesn't provide the same quality of protein to support growth.

Major changes in ingredients can also change palatability or cause digestive upset.

"Fixed" or "locked" formulations always use the same ingredients in the same amounts. This sounds convenient and accurate, but all ingredients — even high-quality ones — vary in nutritional content.

Not all oats, for example, have the same protein or mineral content from region to region or from one growing season to the next. So the nutrients in every bag will vary.

At Purina, we do it differently. Our Constant Nutrition® formulation is a key component of our Purina® FeedGuard® Nutrition System. This strategy provides consistent, reliable nutrition in every bag of premium Purina® horse feed.

We set stringent quality standards for ingredients and buy only from suppliers who meet strict criteria. When ingredients arrive at our manufacturing facilities, we inspect them, sample them and analyze their nutrient levels. This is more accurate than using published book values or supplier averages.

Our formulation system makes very small adjustments in the amounts of ingredients to maintain consistent nutrient concentrations in the finished product.

Constant Nutrition® ensures your horse always gets the most consistent nutrition possible — and you get exactly what you pay for.

Find the right feed for your horse at purinamills.com/horse-feed/feed-finder

FEED: YOU GET WHAT YOU FORMULATE FOR

Constant Nutrition® compensates for natural nutrient variability in ingredients.

