
ProForm
Step
Right
Premium
Equine Feed



HI-PRO
FEEDS

INTRODUCTION

Step Right's program provides essential ingredients backed by experienced equine nutritionists.

ProForm's Step Right Premium Equine Feed program was designed to match the diverse needs of horses through every stage or activity level of their life. Using a unique blend of nutrients, and fortifying each Step with Botanical Guardin™ and ZinPro 4-Plex® EQ, the Step Right program will optimize the performance of your horse each step of the way.

Backed by experienced equine nutritionists, each of our Steps consider the individual needs of each horse while formulating. When you select Step Right, you get much more than what comes in the package. Our team of nutritional experts is available to ensure you have the right feed suited to optimize the performance of your horse. Our years of experience in equine nutrition allow us to stand confidently behind our products.

Feed products that optimize performance, from a company that backs them up with the service you need. To learn more about our products, talk to your local ProForm dealer today.

1.800.663.2267 | hiprofeeds.com



ProForm is the official feed sponsor of the Canadian Para-Equestrian Team.



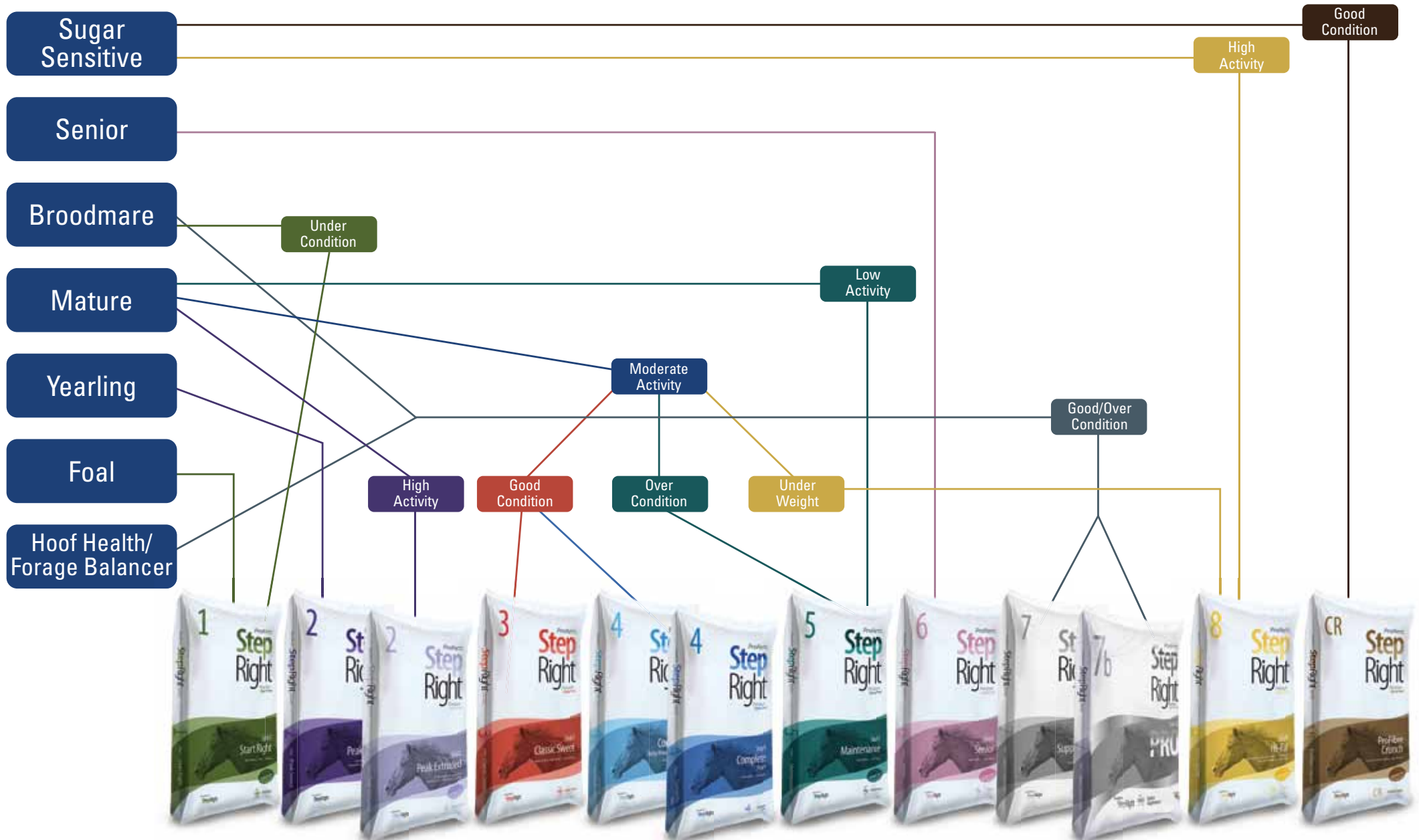
**Step Right Horse Treats in 3 flavours!
Partial proceeds from every bag support
the Canadian Para-Equestrian Team!**



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Step Right Feed Finder



The Step Right Difference



Extruded Feed — Highly Digestible Nutrition

Extruded feed is created through a process called extrusion. During this process, the ingredients are cooked under pressure with high temperature steam for a short period of time. The feed is then pushed through a die, which gives it a unique and uniform shape. There are many benefits to feeding extruded horse feeds:

- Improved digestibility and energy availability by breaking down bonds of starches, proteins and oils. Increased digestibility means a healthier horse with less feed required.
- Extruded feeds reduce colic. Nutrients become more readily absorbed in the small intestine.
- Extruded feeds encourage chewing and saliva production. Saliva is essential for preventing gastric ulcers because it acts as a buffer to stomach acid.
- Extruded feeds virtually eliminate dust and fines. Less dust at the bottom of the bag means more nutrients absorbed into the horse.

Fortified with **BOTANICAL GUARDIN™** *The Natural Way to a Healthy Horse*



Flax



Garlic



Rosemary Oil



Yeast



Vitamin E



Ginger



Lysine

Achieving nutrient goals is not the only requirement of horse owners. Assuring that all has been done to cope with stresses like hard work, showing, housing, hygiene, worming, etc. is important in a winning feed program. To help horses cope with their varied life challenges, we are proud to offer the Botanical Guardin™ concept.

The ingredients used in the Botanical Guardin™ proprietary blend include organic selenium yeast, flax, non-hydrogenated vegetable oil, ZinPro 4-Plex® EQ chelated trace minerals, Diamond V® Yeast Culture, lysine, vitamin E, methionine, garlic, rosemary, ginger and more.

This combination of ingredients is designed to fill in where the nutrients leave off, assisting the horse with the challenges of life by modifying the fatty acid composition of the diet and providing additional antioxidants.



ZinPro 4-Plex® EQ Chelated Trace Minerals

ZinPro's 4-Plex® EQ chelated trace mineral product for horses contains 4 essential trace minerals (zinc, manganese, copper and cobalt) in a readily bioavailable form. Adequate dietary supply of these trace minerals can positively impact hoof health, immune function, bone development, reproduction, skin and coat quality and hind gut function. Research has shown that providing your horses with supplemental sources of cobalt can have a significant positive effect on digestive efficiency in the hind gut. The negative effects of stress are decreased when horses have adequate trace mineral status and are consuming a balanced diet with readily bioavailable minerals.



Pro Hoof

All Step Feeds are fortified with supplemental Biotin, in addition to the 4-Plex® EQ, for improved hoof wall growth, integrity and tensile strength.



Diamond V® Yeast Culture

All natural and science-based, Diamond V® Yeast Culture helps to provide the critical nutritional support needed to optimize digestive function in your horse. Feeds that are not enzymatically digested in the stomach and small intestine of your horse are fermented to energy by beneficial bacteria in the hind gut. Research has shown that these bacteria can benefit from the rich nutrient source provided by the yeast metabolites in Diamond V® Yeast Culture.

Selenium Yeast

Selenium yeast is an organic form of the trace mineral selenium. Selenium yeast is produced when yeast cells are grown on a nutrient rich medium containing selenium. The yeast cells take up the selenium into their cells when they grow. When the selenium enriched yeast is dried, it provides an excellent source of highly bioavailable selenium for horses when fed as part of a balanced ration. Research has shown that the uptake of selenium in the digestive tract of the animal is much more efficient when it is fed in the form of selenium yeast.

Fortified with B Vitamins

Although most horses are able to synthesize essential B vitamins in the hind-gut, we've fortified every Step with additional B vitamins (vitamin K, vitamin B12, thiamin, riboflavin, niacin, pantothenate and folacin) to help horses in training meet their heightened dietary requirements and to supplement horses that are under stress and may be having trouble producing their own B vitamins. A balanced trace mineral program will also facilitate improved production and availability of these B vitamins.



Weight/Unit Measure



Feeding the Perfect Amount of Step Right

Determining just how much feed you are feeding your horse can be a challenge. How many of us have a set of scales out in the barn ready to weigh out the feed we have so painstakingly chosen for our horses? Very few. And to complicate matters, there is no uniform weight for any of the manufactured feeds we buy for our horses. They vary considerably according to whether they are in a pelleted form, a textured form, or an extruded kibble form.

Because it is so important for you to know what your horse is eating, we have provided a table with the weight per unit measure of all our feeds. That way, whether you use a feed scoop, a coffee can or a yogurt container to measure out your feed, you can calculate how much your horse is getting everyday. Having an accurate handle on feed intakes is the first step in formulating a well thought out, safe ration for your horse.

To determine how many cups of dry feed your measuring device holds, take a kitchen dry measuring cup and count the cups it takes to fill your scoop. Use the table below to determine how many lbs or kgs of feed you are actually providing to your horse every day.

	Weight of one cup (grams)	Number of cups in one kg	Number of cups in one lb
Step 1 - Start Right	96.48	10.3	4.7
Step 2 - Peak Sweet	117.71	8.6	3.9
Step 2 - Peak Extruded	99.56	10.0	4.6
Step 3 - Classic Sweet	111.30	9.0	4.1
Step 4 - Complete Pellet	139.57	7.3	3.3
Step 4 - Complete Rocky Mountain Crunch	98.39	10.1	4.6
Step 5 - Maintenance	105.00	9.5	4.3
Step 6 - Senior	131.81	7.7	3.5
Step 7 - Equine Supplement	128.55	7.7	3.5
Step 8 - Hi Fat	120.53	8.4	3.8
ProFibre Crunch	150.35	6.6	3.0

Measurements are provided as a guide only.

1 Start Right



Ensure you give your foal the right start with Step Right. Start Right is an extruded feed designed specifically for lactating brood mares, foals and weanlings.

Features and Benefits:

- Extrusion technology creates a small kibble that is highly digestible and palatable for young horses.
- All fat sources are non-hydrogenated vegetable oils that are selected to provide an optimum ratio of Omega 3 to Omega 6 fatty acids for a growing horse.
- Fortified with organic selenium, ZinPro 4-Plex® EQ chelated trace minerals, Diamond V® Yeast Culture, and Botanical Guardin™ for superior digestibility, growth and performance in your horse.

Feeding Instructions:

Feed to lactating brood mares after foaling, and to foals starting at about one week of age, and continue feeding to growing horses up to one year of age. Step 1 - Start Right should be offered as a component of a balanced ration, including access to good quality forage and ample access to clean water. For breed-specific feeding recommendations, consult with your veterinarian.

Brood Mare:	0.5 - 0.75% of body weight per day
Lactating Mare:	0.75 - 1.0% of body weight per day
Nursing Foal:	0.5 - 1.0% of body weight per day
Weanling Foal (6M - 200 kg):	0.5 - 1.5% of body weight per day

Always provide ample, clean, fresh water.

Feed Analysis:

Crude Protein (min)	16.0%	Zinc (act)	136 mg/kg
Crude Fat (min)	5.0%	Cobalt (act)	3.6 mg/kg
Crude Fibre (max)	8.0%	Selenium (added)	0.5 mg/kg
Sodium (act)	0.4%	Vitamin A (min)	12,000 IU/kg
Calcium (act)	1.0%	Vitamin D (min)	1,800 IU/kg
Phosphorus (act)	0.7%	Vitamin E (min)	150 IU/kg
Magnesium (act)	0.2%	Thiamin (added)	6 mg/kg
Iodine (act)	0.2 mg/kg	Riboflavin (added)	6 mg/kg
Copper (act)	28 mg/kg	Pyridoxine (added)	6 mg/kg
Manganese (act)	75 mg/kg	Biotin (added)	4.5 mg/kg



2 Peak Sweet 10



Peak Sweet 10 is a sweet, texturized, high-energy feed designed for performance horses, growing horses, stallions and hard keepers. Great for horses engaged in heavy exercise, or for those requiring additional energy intake for metabolic reasons.

Features and Benefits:

- A highly digestible and palatable diet containing whole grains including oats, and a fortified supplement pellet.
- Now containing 10% non-hydrogenated fat from canola oil for increased energy and performance.
- All fat sources are non-hydrogenated vegetable oils that are selected to provide a good ratio of Omega 3 to Omega 6 fatty acids to growing horses and high performance horses.
- Fortified with organic selenium, ZinPro 4-Plex® EQ chelated trace minerals, Diamond V® Yeast Culture, and Botanical Guardin™ for superior digestibility and performance in your horse.



Feeding Instructions:

Feed Step 2 - Peak Sweet 10 according to the activity level and condition of the horse. In general, the feeding level should be approximately 0.5-1.2% of body weight per animal per day. For example, a 450 kg horse would get between 2.25-5.4 kg of Step 2 - Peak Sweet 10 per day. For best results, split grain feedings up into a minimum of two feedings per day. Step 2 - Peak Sweet 10 should be offered as a component of a balanced ration, including access to good quality forage and ample access to clean water for the growing horse, the performance horse or horses with extra energy requirements. For breed-specific feeding recommendations, consult with your veterinarian.

Feed Analysis:

Crude Protein (min)	14.0%	Zinc (act)	175 mg/kg
Crude Fat (min)	10.0%	Cobalt (act)	4.7 mg/kg
Crude Fibre (max)	12.0%	Selenium (added)	0.5 mg/kg
Sodium (act)	0.4%	Vitamin A (min)	13,500 IU/kg
Calcium (act)	1.2%	Vitamin D (min)	1,800 IU/kg
Phosphorus (act)	0.75%	Vitamin E (min)	200 IU/kg
Magnesium (act)	0.3%	Thiamin (added)	8 mg/kg
Iodine (act)	0.2 mg/kg	Riboflavin (added)	7 mg/kg
Copper (act)	35 mg/kg	Pyridoxine (added)	7 mg/kg
Manganese (act)	103 mg/kg	Biotin (added)	5 mg/kg



2 Peak Extruded



The original high fat performance feed! Suited to the needs of performance horses, growing horses, stallions and hard keepers, Peak Extruded is great for horses engaged in heavy exercise, or those horses requiring additional energy intake for metabolic reasons.

Features and Benefits:

- An extruded kibble that is highly palatable and highly digestible.
- All fat sources are non-hydrogenated vegetable oils that are selected to provide a good ratio of Omega 3 to Omega 6 fatty acids to growing horses and high performance horses. Feeding 10 lbs per day will provide your horse with 1 lb of supplemental fat in the horse's diet in an easy-to-digest form.
- Fortified with organic selenium, ZinPro 4-Plex® EQ chelated trace minerals, Diamond V® Yeast Culture, and Botanical Guardin™ for superior digestibility and performance in your horse.

Feeding Instructions:

Feed Step 2 - Peak Extruded according to the activity level and condition of the horse. In general the feeding level should be in approximately 0.5-1.0% of body weight per animal per day. For example, a 450 kg horse would get between 2.25-4.5 kg of Step 2 - Peak Extruded per day. For best results, split grain feedings up into a minimum of two feedings per day.

Step 2 - Peak Extruded should be offered as a component of a balanced ration, including access to good quality forage and ample access to clean water for the growing horse, the performance horse or horses with extra energy requirements. For breed-specific feeding recommendations, consult with your veterinarian.

Feed Analysis:

Crude Protein (min)	14.0%	Zinc (act)	147 mg/kg
Crude Fat (min)	10.0%	Cobalt (act)	4 mg/kg
Crude Fibre (max)	10.0%	Selenium (added)	0.5 mg/kg
Sodium (act)	0.35%	Vitamin A (min)	13,000 IU/kg
Calcium (act)	0.9%	Vitamin D (min)	2,000 IU/kg
Phosphorus (act)	0.7%	Vitamin E (min)	200 IU/kg
Magnesium (act)	0.2%	Thiamin (added)	7 mg/kg
Iodine (act)	0.25 mg/kg	Riboflavin (added)	6 mg/kg
Copper (act)	29 mg/kg	Pyridoxine (added)	6 mg/kg
Manganese (act)	75 mg/kg	Biotin (added)	4.5 mg/kg



3 Classic Sweet



Classic Sweet is a sweet, texturized feed designed for mature horses under light to moderate exercise loads, according to body condition.

Features and Benefits:

- A highly digestible and palatable diet containing whole grains including oats, and a fortified supplement pellet.
- All fat sources used are non-hydrogenated vegetable oils that are selected to provide a good ratio of Omega 3 to Omega 6 fatty acids to your horse.
- Fortified with organic selenium, ZinPro 4-Plex® EQ chelated trace minerals, Diamond V® Yeast Culture, and Botanical Guardin™ for superior digestibility and performance in your horse.

Feeding Instructions:

Feed Step 3 - Classic Sweet according to the activity level and condition of the horse. In general, the feeding level should be in approximately 0.5-1.2% of body weight per animal per day. For example, a 450 kg horse would get between 2.25-5.4 kg of Step 3 - Classic Sweet per day. For best results, split grain feedings up into a minimum of two feedings per day. Step 3 - Classic Sweet should be offered as a component of a balanced ration, including access to good quality forage and ample access to clean water. For breed-specific feeding recommendations, consult with your veterinarian.



Feed Analysis:

Crude Protein (min)	12.0%	Zinc (act)	140 mg/kg
Crude Fat (min)	2.5%	Cobalt (act)	3.5 mg/kg
Crude Fibre (max)	9.0%	Selenium (added)	0.35 mg/kg
Sodium (act)	0.35%	Vitamin A (min)	10,000 IU/kg
Calcium (act)	0.8%	Vitamin D (min)	1,500 IU/kg
Phosphorus (act)	0.6%	Vitamin E (min)	150 IU/kg
Magnesium (act)	0.2%	Thiamin (added)	6 mg/kg
Iodine (act)	0.2 mg/kg	Riboflavin (added)	5 mg/kg
Copper (act)	28 mg/kg	Pyridoxine (added)	5 mg/kg
Manganese (act)	77 mg/kg	Biotin (added)	3.8 mg/kg

4 Complete Pellet



Complete Pellet is a pelleted, high fibre feed designed for mature horses where forage quantity and quality is limited. Feed to mature horses as a partial forage replacement.

Features and Benefits:

- A convenient, high fibre pellet that is palatable and easy to handle.
- All fat sources used are non-hydrogenated vegetable oils that are selected to provide a good ratio of Omega 3 to Omega 6 fatty acids to your horse, whatever their condition or activity level.
- Fortified with organic selenium, ZinPro 4-Plex® EQ chelated trace minerals, Diamond V® Yeast Culture, and Botanical Guardin™ for superior digestibility and performance in your horse.

Feeding Instructions:

Feed Step 4 - Complete Pellet according to activity level and condition of the horse. In general, feeding level should be approximately 0.5-1.2% of body weight per animal per day split into a minimum of two feedings per day. Feeding level will vary depending on the size, condition and activity level of the horse. Step 4 - Complete Pellet should be offered as a component of a balanced ration, including access to good quality forage and ample access to clean water. For breed-specific feeding recommendations, consult with your veterinarian.

Note: This feed is not recommended for young growing horses or horses engaged in heavy exercise.



Feed Analysis:

Crude Protein (min)	12.0%	Zinc (act)	132 mg/kg
Crude Fat (min)	2.5%	Cobalt (act)	3.5 mg/kg
Crude Fibre (max)	14%	Selenium (added)	0.35 mg/kg
Sodium (act)	0.4%	Vitamin A (min)	10,000 IU/kg
Calcium (act)	1.0%	Vitamin D (min)	1,800 IU/kg
Phosphorus (act)	0.6%	Vitamin E (min)	125 IU/kg
Magnesium (act)	0.2%	Thiamin (added)	6 mg/kg
Iodine (act)	0.2 mg/kg	Riboflavin (added)	5 mg/kg
Copper (act)	27 mg/kg	Pyridoxine (added)	6 mg/kg
Manganese (act)	79 mg/kg	Biotin (added)	4.5 mg/kg

4 Complete Rocky Mountain Crunch



Rocky Mountain Crunch is an extruded high fibre kibble designed for mature horses where forage quantity and quality is limited.

Features and Benefits:

- A convenient, extruded high fibre kibble that is palatable and easy to handle.
- All fat sources used are non-hydrogenated vegetable oils that are selected to provide a good ratio of Omega 3 to Omega 6 fatty acids to your horse, whatever their condition or activity level.
- Fortified with organic selenium, ZinPro 4-Plex® EQ chelated trace minerals, Diamond V® Yeast Culture, and Botanical Guardin™ for superior digestibility and performance in your horse.
- Well-suited for travel and back country trips.

Feeding Instructions:

Feed Step 4 - Complete Rocky Mountain Crunch according to activity level and condition of the horse. In general, feeding level should be approximately 0.5-1.2% of body weight per animal per day split into a minimum of two feedings per day. Feeding level will vary depending on the size, condition and activity level of the horse. Step 4 - Complete Rocky Mountain Crunch should be offered as a component of a balanced ration, including access to good quality forage and ample access to clean water. For breed-specific feeding recommendations, consult with your veterinarian.

Note: This feed is not recommended for young growing horses under one year or horses engaged in heavy exercise.

Feed Analysis:

Crude Protein (min)	14.0%	Zinc (act)	130 mg/kg
Crude Fat (min)	2.0%	Cobalt (act)	3.6 mg/kg
Crude Fibre (max)	14.0%	Selenium (added)	0.35 mg/kg
Sodium (act)	0.4%	Vitamin A (min)	10,000 IU/kg
Calcium (act)	1.0%	Vitamin D (min)	1,800 IU/kg
Phosphorus (act)	0.5%	Vitamin E (min)	125 IU/kg
Magnesium (act)	0.2%	Thiamin (added)	6 mg/kg
Iodine (act)	0.2 mg/kg	Riboflavin (added)	5 mg/kg
Copper (act)	27 mg/kg	Pyridoxine (added)	6 mg/kg
Manganese (act)	81 mg/kg	Biotin (added)	4.5 mg/kg



5 Maintenance



Maintenance is an extruded, high fibre feed designed specifically for mature horses requiring less dietary energy and protein.

Features and Benefits:

- A large, extruded kibble that forces your horse to eat slowly by encouraging chewing.
- Excellent palatability and unique shape also make it a great choice as a horse treat.
- All fat sources used are non-hydrogenated vegetable oils that are selected to provide a good ratio of Omega 3 to Omega 6 fatty acids to your horse.
- Fortified with organic selenium, ZinPro 4-Plex® EQ chelated trace minerals, Diamond V® Yeast Culture, and Botanical Guardin™ for superior digestibility and performance in your horse.

Feeding Instructions:

Feed Step 5 - Maintenance according to activity level and condition of the horse. In general, feeding level should be approximately 0.5-1.2% of body weight per animal per day split into a minimum of two feedings per day. Feeding level will vary depending on the size, condition and activity level of the horse. Step 5 - Maintenance should be offered as a component of a balanced ration, including access to good quality forage and ample access to clean water. For breed-specific feeding recommendations, consult with your veterinarian.

Note: This feed is not recommended for young growing horses or horses engaged in heavy exercise.

Feed Analysis:

Crude Protein (min)	10.0%	Zinc (act)	148 mg/kg
Crude Fat (min)	4.0%	Cobalt (act)	4 mg/kg
Crude Fibre (max)	10.0%	Selenium (added)	0.3 mg/kg
Sodium (act)	0.4%	Vitamin A (min)	8,000 IU/kg
Calcium (act)	0.8%	Vitamin D (min)	2,000 IU/kg
Phosphorus (act)	0.5%	Vitamin E (min)	70 IU/kg
Magnesium (act)	0.2%	Thiamin (added)	7 mg/kg
Iodine (act)	0.2 mg/kg	Riboflavin (added)	6 mg/kg
Copper (act)	27 mg/kg	Pyridoxine (added)	6 mg/kg
Manganese (act)	74 mg/kg	Biotin (added)	4.5 mg/kg



Excellent for long trail rides!

Makes a great treat!

Excellent for horses prone to bolting feed.

6 Senior



Feed designed to make your horse feel young again. Senior is a blend of extruded and pellet feed, created to address the unique dietary challenges faced by senior horses, hard keepers or mature horses having difficulty maintaining condition.

Features and Benefits:

- A blend of pellets and extruded kibbles allows easy consumption by senior horses, even those with dental issues.
- Formulated from ingredients chosen specifically for suitability as components in a senior horse diet.
- All fat sources used are non-hydrogenated vegetable oils that are selected to provide a good ratio of Omega 3 to Omega 6 fatty acids to a senior horse.
- Fortified with organic selenium, ZinPro 4-Plex® EQ chelated trace minerals, Diamond V® Yeast Culture, and Botanical Guardin™ for superior digestibility and performance in your horse.

Feeding Instructions:

Feed according to activity level and condition of the horse. In general, feeding level should be approximately 0.5-1.0% of body weight per animal per day, split into a minimum of two feedings per day. Feeding level will vary depending on the size, condition and activity level of the horse. Step 6 - Senior should be offered as a component of a balanced ration, including access to good quality forage and ample access to clean water. For breed-specific feeding recommendations, consult with your veterinarian.

Feed Analysis:

Crude Protein (min)	14.0%	Zinc (act)	150 mg/kg
Crude Fat (min)	4.5%	Cobalt (act)	4.5 mg/kg
Crude Fibre (max)	12.0%	Selenium (added)	0.35 mg/kg
Sodium (act)	0.4%	Vitamin A (min)	12,000 IU/kg
Calcium (act)	1.0%	Vitamin D (min)	2,000 IU/kg
Phosphorus (act)	0.6%	Vitamin E (min)	125 IU/kg
Magnesium (act)	0.2%	Thiamin (added)	10 mg/kg
Iodine (act)	0.2 mg/kg	Riboflavin (added)	7 mg/kg
Copper (act)	30 mg/kg	Pyridoxine (added)	7 mg/kg
Manganese (act)	85 mg/kg	Biotin (added)	4.5 mg/kg



ProForm Step Right SUPPLEMENTS

Introducing the NEW Step 7 Equine Pellet and the NEW Step 7b PRO

ProForm Feeds is pleased to be able to offer our equine customers our new reformulated Step 7 Equine Supplement, as well as the brand new Step 7b PRO. Both of these products have been formulated to complement the ration of any horse — in particular, those that are on straight hay, pasture or minimal amounts of manufactured feeds. Both formulations of Step 7 Equine contain the essential trace minerals selenium, copper, manganese, zinc and cobalt, in both inorganic and organic form. Step 7 Equine contains the full recommended daily intake of ZinPro 4-Plex® EQ, proven in peer-reviewed research to assist your horse in optimizing hoof growth and strength, as well as supporting healthy immune function. Step 7 Equine also contains the maximum daily intake of Biotin recommended in peer-reviewed research for optimizing hoof growth, structure and tensile strength. Step 7 Equine also contains Diamond V® Yeast Culture and complexed cobalt (ZinPro 4-Plex® EQ) for improved hind gut health. Step 7 Equine is available in both a balancer pellet and a powdered supplement, and is a cost-effective, efficient way for you to ensure you are meeting your horse's nutritional needs, without running a smorgasbord out of your barn!

Curious about supplements for your horse? We can help!

Have you ever walked through the supplement section of your local feed store and wondered if you were letting your horse down by not adding a selection of them to his daily ration...

...Or maybe you just wanted to simplify your feeding routine for a number of horses who have very diverse nutritional requirements? Equine supplements can include a multitude of products, including probiotics, prebiotics, nutraceuticals and pharmaceuticals — but today, we are going to look at vitamin and mineral supplements. Vitamin and mineral supplements can be further subdivided into organic, non organic, complexed and chelated sources. It can be an almost overwhelming task to even attempt to choose the right vitamin/mineral supplement for your horse.

Chelated, Complexed and Organic ... What do these terms mean?

Trace mineral nutrition can be a tricky balancing act. Forages can provide significant amounts of important trace minerals to your horse's diet, but they are not always balanced for optimum absorption in the gut. Complexing and chelating trace minerals refers to a process where the mineral is processed to ensure great bioavailability. Sometimes these are referred to as organic trace minerals. Research has shown that providing minerals from varied sources, including both inorganic and complexed sources, can optimize their uptake from the gut, thereby improving your horse's ability to meet his trace mineral needs through his diet.



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ProForm Step Right SUPPLEMENTS

Why do I even need to feed my horse a supplement?

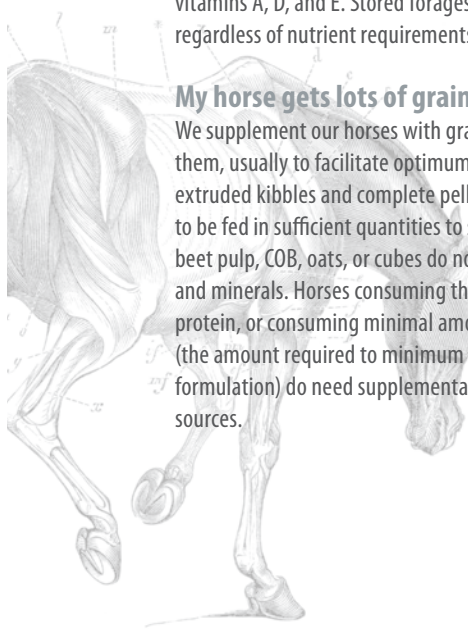
Good question! Horses evolved as grazers and browsers. In the wild, they consumed a wide variety of fresh plants and forages, ensuring that the nutrient content of their diet was fairly diversified and largely complete, especially at certain times of the year. We also know that horses in the wild did not usually live to the kind of senior years that we expect our horses to now, and the reasons they died younger were largely due to disease and injury, and most certainly influenced by their overall health. We also ask much more of our horses now than horses in the wild were asked to do. Our modern horses have the genetic potential to perform the jobs we ask them to do, and so providing the nutrients and “fuel” they need is especially important. Equine supplements have evolved as a method to ensure that we are able to provide our horses with what they need in a compact, convenient package — although horse owners still have the challenge of deciding exactly what they need to supplement in their horse’s diets.

My hay is superior quality horse hay. Do I still need supplements?

Hay alone will provide your horse with sufficient energy and protein in many cases. It depends on the quality of the hay and the requirements of your horse. It may not provide sufficient trace minerals in the correct ratios, and it is unlikely to provide your horse with sufficient quantities of the fat-soluble vitamins A, D, and E. Stored forages are low in fat-soluble vitamins, so a complete diet for any horse, regardless of nutrient requirements, should always include supplemental fat-soluble vitamins.

My horse gets lots of grain. Does he need any additional supplements?

We supplement our horses with grain and other concentrates to provide extra energy and protein for them, usually to facilitate optimum growth or performance. Manufactured feeds such as sweet feed, extruded kibbles and complete pellets do contain supplemental vitamins and minerals, but they need to be fed in sufficient quantities to supply enough supplemental vitamins and minerals. Feeds such as beet pulp, COB, oats, or cubes do not contain any supplemental vitamins and minerals. Horses consuming these as sources of additional energy and protein, or consuming minimal amounts of manufactured fortified feeds (the amount required to minimum nutrient needs will depend on the feed formulation) do need supplemental vitamins and minerals from other sources.



7 Equine Supplement



A complete, pelleted vitamin and mineral supplement, Equine Supplement is intended for horses consuming non-complete feeds such as ProFibre FX, oats or COB (corn, oats and barley). Equine Supplement is also suitable for horses on pasture, over-conditioned horses and horses with low energy requirements.

Features and Benefits:

- A safe, convenient option to ensure your horse is getting well supplied with trace minerals and fat-soluble vitamins, even if they are not consuming a lot of concentrate feeds.
- All fat sources used are non-hydrogenated vegetable oils that are selected to provide a good ratio of Omega 3 to Omega 6 fatty acids to your horse.
- Fortified with organic selenium, ZinPro 4-Plex® EQ chelated trace minerals, Diamond V® Yeast Culture, and Botanical Guardin™ for superior digestibility and performance in your horse.

Feeding Instructions:

In general, feed according to the following schedule, adjusting for size, age and overall body condition of the horse. For breed-specific feeding recommendations, consult with your veterinarian.

Brood Mares (450 kg):	up to 1.0 kg/day
Mature Horses (450 kg):	up to 1.0 kg/day
Growing Horses:	0.25 kg supplement / 100 kg body weight

Always provide ample, clean, fresh water.

Feed Analysis:

Crude Protein (min)	12.0%	Zinc (act)	600 mg/kg
Crude Fat (min)	4.0%	Cobalt (act)	25 mg/kg
Crude Fibre (max)	8.0%	Selenium (added)	3.0 mg/kg
Sodium (act)	0.6%	Vitamin A (min)	30,000 IU/kg
Calcium (act)	2.0%	Vitamin D (min)	5,500 IU/kg
Phosphorus (act)	1.0%	Vitamin E (min)	600 IU/kg
Magnesium (act)	0.25%	Thiamin (added)	18 mg/kg
Iodine (act)	2.5 mg/kg	Riboflavin (added)	50 mg/kg
Copper (act)	220 mg/kg	Pyridoxine (added)	50 mg/kg
Manganese (act)	350 mg/kg	Biotin (added)	20 mg/kg

7 PRO Supplement

A complete vitamin and mineral supplement in a concentrated loose formulation, Step 7 PRO is intended for horses consuming non-complete feeds such as ProFibre FX, oats or COB (corn, oats and barley). Step 7 PRO has been formulated for superior equine performance, including improved hoof health and growth, as well as improved immune function. Step 7 PRO is also suitable for horses on pasture, over-conditioned horses or horses with low energy requirements.

Features and Benefits:

- A safe, convenient option to ensure your horse is getting well supplied with essential trace minerals and fat-soluble vitamins, even if they are not consuming a lot of concentrate feeds.
- Fortified with organic selenium and ZinPro 4-Plex®EQ chelated trace minerals, Diamond V® Yeast Culture, biotin for hoof health and Botanical Guardin™ for superior digestibility and performance in your horse.

Feeding Instructions:

In general, feed according to the following schedule, adjusting for size, age and overall body condition of the horse. For breed-specific recommendations, consult your veterinarian. Always ensure ample access to clean water for optimum health. Brood Mares (450 kg): up to 250 g/day; Mature Horses (450 kg): up to 250 g/day; Growing Horses: 50 g supplement / 100 kg body weight.

Feed Analysis:

Sodium (act)	3.0%	Selenium (added)	12 mg/kg
Calcium (act)	9.6%	Vitamin A (min)	120,000 IU/kg
Phosphorus (act)	6.4%	Vitamin D (min)	22,000 IU/kg
Magnesium (act)	1.25%	Vitamin E (min)	2,400 IU/kg
Iodine (act)	10 mg/kg	Thiamin (added)	76 mg/kg
Copper (act)	890 mg/kg	Riboflavin (added)	200 mg/kg
Manganese (act)	1,400 mg/kg	Pyridoxine (added)	200 mg/kg
Zinc (act)	2,400 mg/kg	Biotin (added)	80 mg/kg
Cobalt (act)	100 mg/kg		



ProForm Step Right Premium Equine Feed

Worried About Sugar and Your Horse? We Can Help!

We've all read about it...the dangers of that hidden sugar lurking in every conceivable thing you might want to feed your horse. Even our old standby — grass hay — has been the focus of escalating press about its role as a contributor to metabolic issues in horses.

Should I be worried?

Not necessarily! If you have a healthy horse that is not overweight and not genetically predisposed to metabolic issues, chances are that sugar need not cause you any lost sleep at all. If you do have a horse that is overweight or metabolically challenged in some way, then controlling both calorie and sugar intake in his diet can be beneficial.

What about my hay?

Good quality grass hay remains as one of the best and safest feeds for our horses. The sugar content in many grass hays can be high, but with an accurate lab analysis of your hay, you can find ways to manage the use of it for any horse in your barn. Having a lab analysis done on your hay can be useful, and is a very important step in successfully managing a ration for a metabolically challenged horse.

My horse is a fat pasture ornament. What do I do?

There is nothing wrong with a "pasture ornament" but a "fat pasture ornament" should cause any horse owner concern. Obesity in horses is the leading cause of many equine metabolic diseases, including insulin resistance, equine metabolic syndrome, and Cushing's disease, not to mention its contribution to disease conditions such as laminitis, colic and developmental diseases in young horses. If your horse is obese or even moderately overweight, you should be considering some management changes that include exercise and diet.

My horse is a high performance athlete that works very hard. Is sugar OK?

High performance horses that are in heavy training and/or work need starch and sugar in their diets to provide fuel for anaerobic respiration. Diets with high levels of starch and sugar in them need to be fed in smaller meals to ensure that the sugars and starches are digested in the stomach, not the hind gut of the horse. Processing starches using technology such as extrusion can significantly improve the ability of your high performance horse to safely utilize starch/sugar based energy safely.



Step Right Premium Equine Feed products optimize the performance of your horse. Match the diverse performance and lifestyle needs of your horse to a superior nutritional prole backed by experienced equine nutritionists. hiprofeeds.com.

My horse is a senior horse with IR, Cushing's and chronic diarrhea.

We CAN help. ProForm Feeds has developed a comprehensive program to assist you with your metabolically challenged horse starting with:

- 1) The availability of quick, accurate hay analysis in our Chilliwack laboratory. We offer one day turn around and a full analysis on CP, ADF, NDF, WSC, ESC, NSC and DE not to mention the major minerals. An accurate lab analysis is the first step in building a safe ration for any horse. One of our equine nutritionists is also always available to review your lab results with you should you desire.
- 2) We offer a full line of extruded feeds. Extrusion technology uses a combination of heat, steam and pressure to cook feed ingredients, breaking down complex starches and sugars to ensure that they are readily digestible in the stomach of your horse. Extruded feeds also offer a safe way to increase the inclusion of high quality vegetable fats, such as canola oil, in the diet of your horse. Canola oil is a better feed choice for horses than either corn oil or soybean oil, because it is a much better source of Omega 3 fatty acids, and offers a better ratio of Omega 3 to Omega 6 fatty acids. A dietary imbalance of Omega 6 fatty acids can negatively impact certain metabolic pathways in the animal, and can contribute to inflammation in your horse.
- 3) We offer a low NSC line of feed for the metabolically challenged horse. This line up includes Step 8 Hi Fat 20 (containing 20% fat from canola oil), Profibre Crunch (a minimal-grain feed utilizing soy hulls to provide a complete feed with an NSC of less than 10%) and ProFibre FX, a non-fortified forage replacement supplement containing 100% soy hulls.
- 4) On-staff equine nutritionists who are available anytime for consultation. Our equine nutritionists are the architects of the ProForm Step Right Program, and they offer nutritional support based on a combination of years of experience, extensive education and ongoing research.

8 Hi-Fat



Hi-Fat is a high fat, high fibre, low NSC extruded horse feed for horses with higher energy requirements or special nutrient requirements.

Features and Benefits:

- An extruded kibble that is highly palatable and highly digestible. It contains the highest non-hydrogenated fat level in any complete horse feed available.
- Ideal for increasing energy density in the ration during cold weather. Because it doesn't increase body heat generated by hind gut function, it is ideal for increasing energy intake for performance horses in hot weather.
- Fat sources used include canola oil, ground flax and rice bran and all are selected to provide a good ratio of Omega 3 to Omega 6 fatty acids to growing horses and high performance horses.
- A safe way to supplement energy in the form of fat, instead of NSC, for the metabolically challenged horse.
- Fortified with organic selenium, ZinPro 4-Plex® EQ chelated trace minerals, Diamond V® Yeast Culture, and Botanical Guardin™ for superior digestibility and performance in your horse.

Feeding Instructions:

Feed Step 8 - Hi-Fat in at least two separate feeds per day, according to the activity level and condition of the horse. In general, mature horses (450 kg) can be fed up to 2.5 kg (5 lb) of Hi-Fat per day. This will provide your horse with approximately 0.45 kg (1 lb) of supplemental fat per day in a safe, convenient form. Step 8 - Hi-Fat should be offered as a component of a balanced ration, including access to good quality forage and ample access to clean water. For breed-specific feeding recommendations, consult with your veterinarian.

Feed Analysis:

Crude Protein (min)	12.0%	Zinc (act)	128 mg/kg
Crude Fat (min)	20.0%	Cobalt (act)	4 mg/kg
Crude Fibre (max)	18.0%	Selenium (added)	0.5 mg/kg
Sodium (act)	0.35%	Vitamin A (min)	13,000 IU/kg
Calcium (act)	1.0%	Vitamin D (min)	2,000 IU/kg
Phosphorus (act)	0.6%	Vitamin E (min)	200 IU/kg
Magnesium (act)	0.33%	Thiamin (added)	7 mg/kg
Iodine (act)	0.23 mg/kg	Riboflavin (added)	6 mg/kg
Copper (act)	28 mg/kg	Pyridoxine (added)	6 mg/kg
Manganese (act)	81 mg/kg	Biotin (added)	10 mg/kg



CR ProFibre Crunch



ProFibre Crunch is a high fibre, extruded kibble pellet complete feed blend for horses requiring special nutrients. Manufactured with no added sugar and minimal starch, it is ideal for horses with metabolic issues.

Features and Benefits:

- An extruded kibble pellet blend that is highly palatable, highly digestible and safe for the metabolically challenged horse.
- Contains no added sugar and minimal starch, and provides energy in the form of digestible fibre sources such as soy hulls, alfalfa and beet pulp.
- Fortified with flax, an excellent natural source of Omega 3 fatty acids.
- Fortified with organic selenium, ZinPro 4-Plex® EQ chelated trace minerals, Diamond V® Yeast Culture, and Botanical Guardin™ for superior digestibility and performance in your horse.

Feeding Instructions:

Feed ProFibre Crunch to mature horses or young horses over one year with metabolic issues and/or sugar sensitivities. Feed ProFibre Crunch in at least two separate feeds per day for best results. In general, mature horses (450 kgs) can be fed ProFibre Crunch from 0.5 – 1.8% of body weight per day. ProFibre Crunch can safely replace a portion of the horse's daily intake of hay, thereby reducing its intake of fructan (a form of sugar found in plentiful supply in most cool season grass hays) significantly. ProFibre Crunch should be offered as a component of a balanced ration, including access to good quality forage and ample access to clean water. It is always advisable to test your hay for nutritional analysis when feeding the metabolically challenged horse. For breed-specific feeding recommendations, consult with your veterinarian.

Feed Analysis:

Crude Protein (min)	14.0%	Zinc (act)	132 mg/kg
Crude Fat (min)	5.0%	Cobalt (act)	4.1 mg/kg
Crude Fibre (max)	25.0%	Selenium (added)	0.35 mg/kg
Sodium (act)	0.4%	Vitamin A (min)	11,000 IU/kg
Calcium (act)	1.2%	Vitamin D (min)	2,000 IU/kg
Phosphorus (act)	0.5%	Vitamin E (min)	120 IU/kg
Magnesium (act)	0.3%	Thiamin (added)	7 mg/kg
Iodine (act)	0.2 mg/kg	Riboflavin (added)	6 mg/kg
Copper (act)	34 mg/kg	Pyridoxine (added)	6 mg/kg
Manganese (act)	66 mg/kg	Biotin (added)	5 mg/kg





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