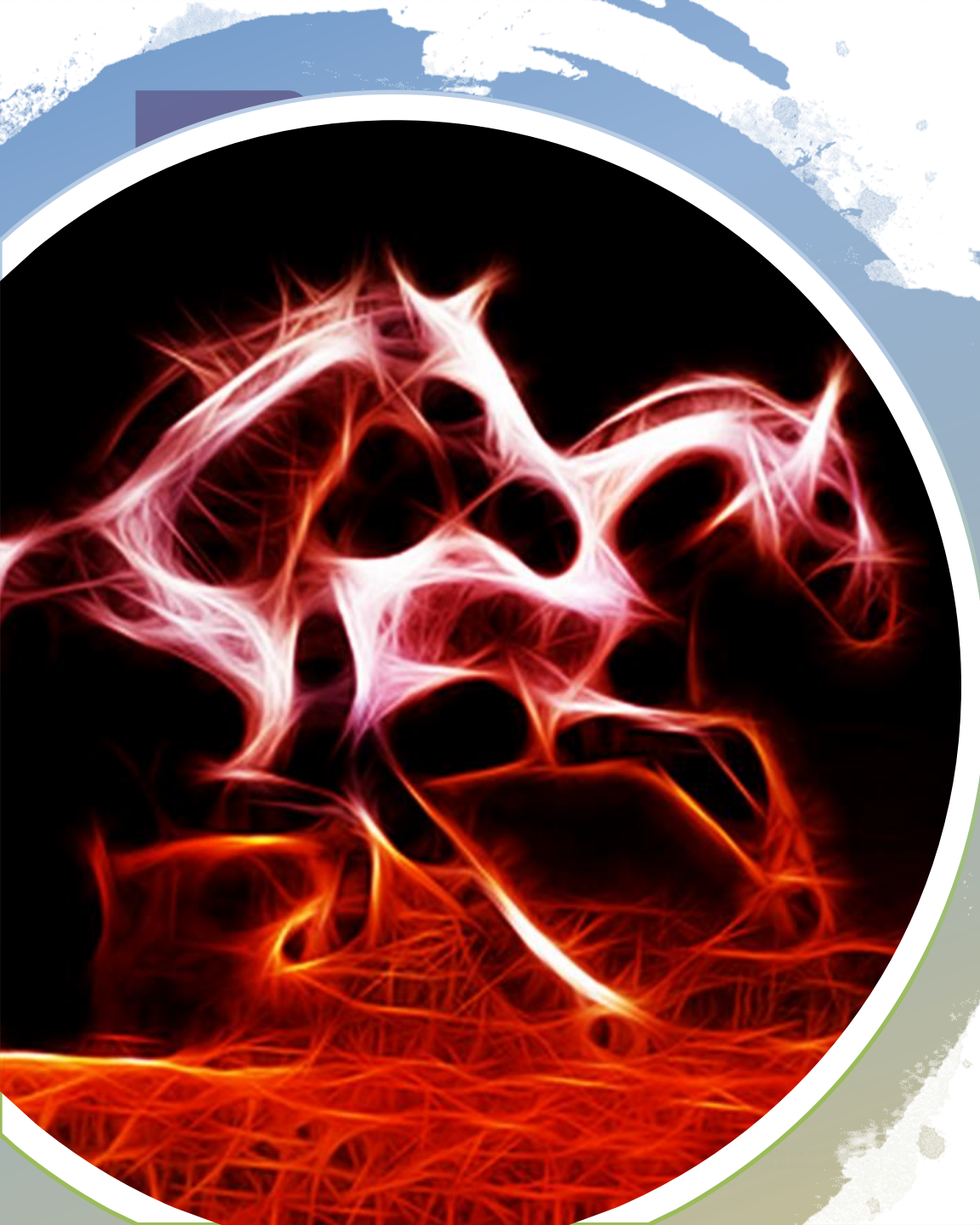


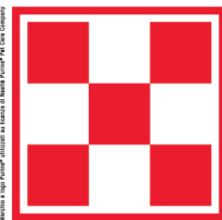


PURINA HORSE LINE

Arianna Aspersi

Horse Product Line Manager

Marking e logo Purina® utilizzati su licenza di Purina Animal Health Company



Purina



Research

Research center Cargill Animal Nutrition



Elk River, Minnesota
(USA)

Research and Development

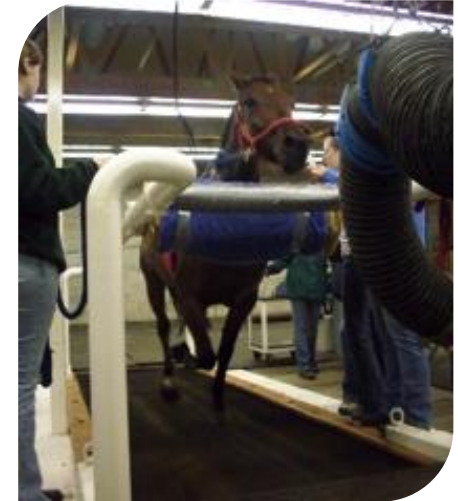
Innovation Laboratory

Nutrient Driven Solutions. Full Ingredient & Nutrient Analysis. In-vitro research.
Over 50,000+ samples tested annually



University Partnership

- Michigan State University
- Texas A&M
- University of Maryland
- University of Wisconsin – River Falls



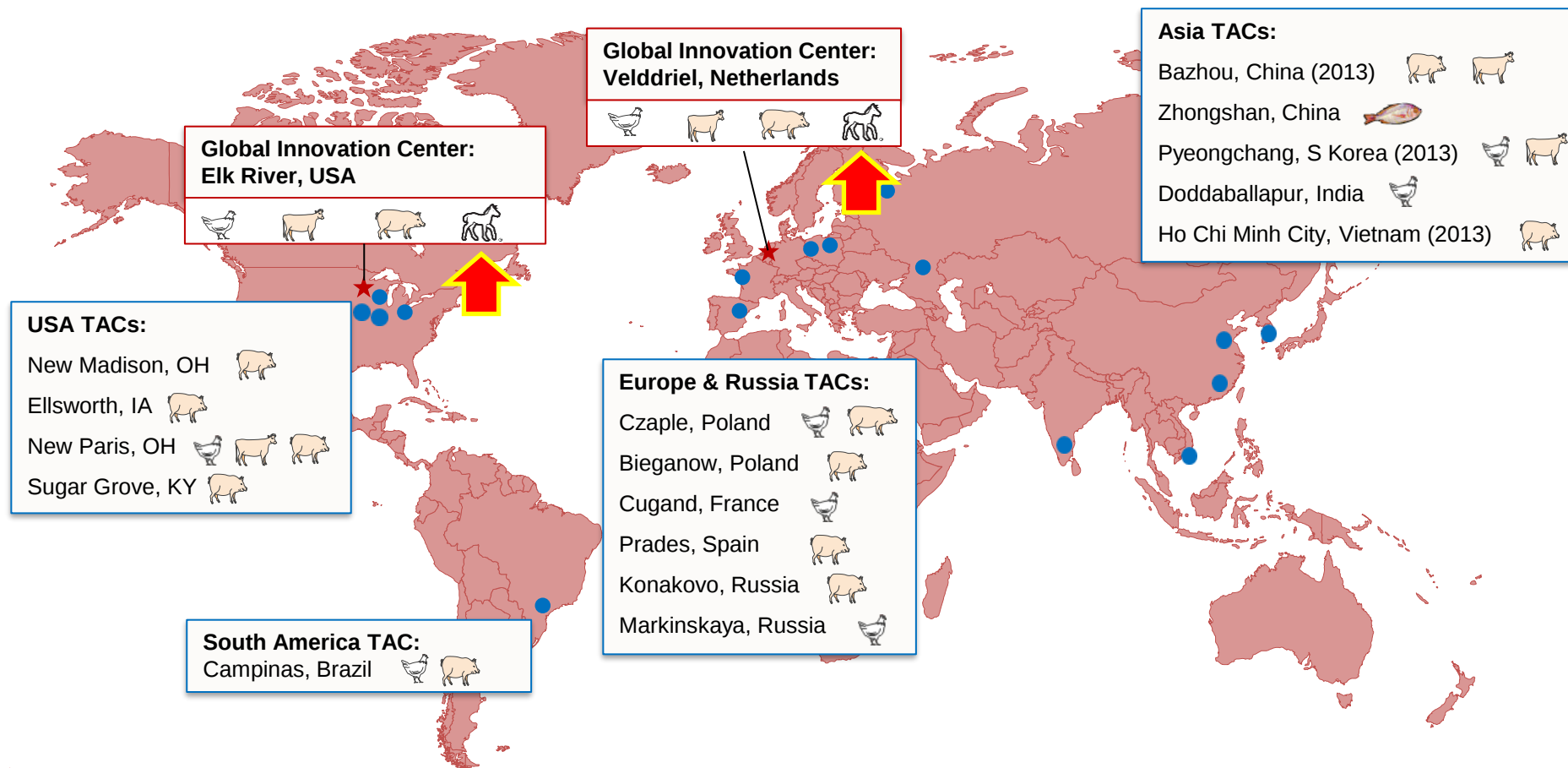
Active Research Program

Unbiased.
Collaborations with research partners like Texas A&M, MSU, U of M, Sam Houston State, etc.



U.S. Innovation Center Campus
Elk River, MN

Global Center for Nutrient & Ingredient Knowledge, animal metabolism expertise. PhD's from around the world



★ Global Innovation Center
● Technology Application Center (TAC)

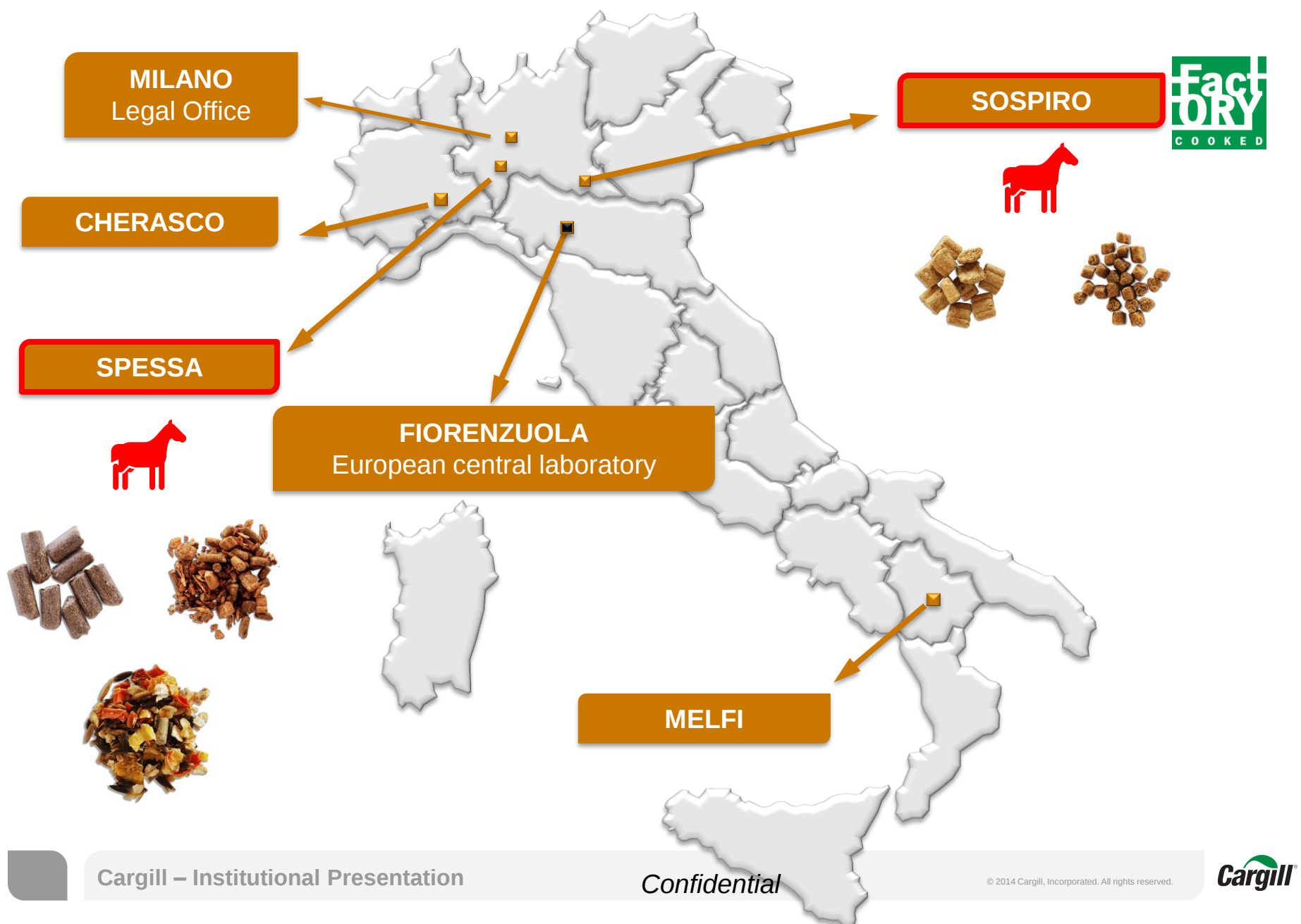
Other Collaborations with CAP: Dalhart TX (Beef); Fortuna, MO (Pork)

Leader in the world thanks to our numerous research centers

Cargill in Italy



Italian Cargill Plants



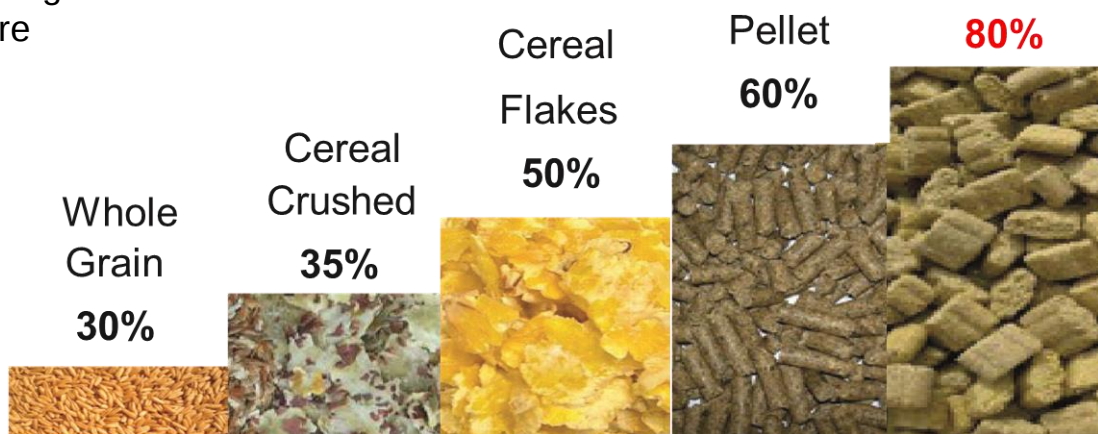
Our specialty:



Technology

FACTORY COOKED is an exclusive CARGILL PURINA innovation in the feed sector which consists of a set of different technologies:

- Production technology
- New nutritional knowledge
- Management and use of new ingredients
- Product management software



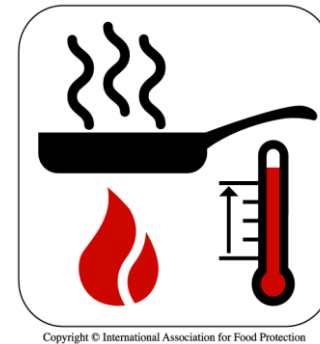
... more digestibility less kg ...



Factory Cooked Technology



- increases starch gelatinization
 - Reduces protein solubility
 - Increases fat protection
 - High inclusion of liquids
 - Reduces the contamination of fungi and bacteria
- = safety of the final product



Copyright © International Association for Food Protection

TOTAL EXTRUDED FEED

Purina Horse Feed Catalogue



Purina

BREEDING



Breeder Factory

An entire technology to ensure to the brood-mare the production of milk and to the foal a vigorous growth. Extruded feed with an integration especially studied for the breeding phase.



Omolene 200

Multiparticle feed with top integration. Specific for breeding: it optimizes milk production for the brood-mare and makes the weaning of the foal easier.

SPECIALS



Horse Integri-T

The highest digestible energy obtained by an exclusive formula. Health and safety without molasses, oat, corn, barley. Nutritional feed suitable to progressively recover optimal physical conditions and to feed sensitive horses. It contains an exclusive complex of prebiotics.



Horse Mash

Precooked mash (cereal grains and flakes, dehydrated carrots, mineral salts and vitamins) and ready to use (just add water) for horses of whatever age carrying out any activity.



Horse Optimal 2.0 Supplement

It provides a balanced content of vitamins and mineral salts, essential for sporting horses, pregnant brood-mares and lactation and for growing foals. Rich in prebiotics and probiotics, Horse Optimal 2.0 helps the horse to assimilate the fibre in case of poor hay, thus optimising the absorption of other fundamental nutrients for the athletic performance [lots].



Nrg Xpro Immunity Supplement

The latest born from Purina® research and NRG XPRO™ technology. It is a highly concentrated formulated to optimize the immune system, digestive efficiency and support cognitive and behavioral functions (e.g. stress management, intense workouts, travel, lactation, etc.).

SPORT



Athlete Supplement

High-energy Factory Cooked® feed containing Omega3 and Omega6 fatty acids. High fat content. It sustains the organism when it is subjected to high pressures and medium-long intensity efforts, physical form recovery.



Strategy

Strength and proteins for athlete horses. High energy, top muscles and resistance to efforts. Top level fat content, available and long-lasting energy. Construction and protection of muscle mass. Excellent feed for athletes.



Horse Starr

Feed for athlete horses, that show to be in perfect physical condition every day, a concentrated of energy and technology for the most performing horse and the most demanding client.



Power

High energy feed for high performance horses. Top level fat content, available and long-lasting energy. Excellent feed for agile and quick athletes.



Omolene 100 Tech Supplement

Multiparticle feed with top integration. A concentrated of energy ready to use for horses expected to do their best.



Rider

Champion of pliability: perfect feed for every need. Rich in fats, excellent vitamin-mineral integration, safe: it offers to our horse all the energy it needs, while maintaining it calm and peaceful.



Quiet Complete

Highly digestible complementary food for high performance. Designed specifically to meet the nutritional requirements of horses characterized by a "hot" temperament and sensitive to stressful agents.



NEW! Horse Jumper

Ideal for the show jumping discipline, made with a formulation able to support gastro-intestinal health, manage stress and help mobility (bones and joints). Purina Factory Cooked® Technology makes Horse Jumper a totally extruded feed: more digestible, palatable and efficient than traditional complementary feeds.

MAINTENANCE



Fiber

Highly digestible fibrous, complete and balanced feed. It provides energy while maintaining the horse calm. Excellent in case of respiratory problems. Perfect partial or total substitute of the hay.



Fitness Sport

Specially formulated feed to safely maintain your horse's optimal physical condition. Fitness Sport optimizes the assimilation of all nutrients, with an emphasis on digestible fiber.



Country Chips

Simple, safe and flexible horse feed. Studied for horses in medium-light activity that require a contribution balanced and efficient nutrients. Feed composed of pellets and Factory® Chips.



NEW! Horse Feed 365

New feed for horse stable characterized by fibrous pellets supplemented with minerals and vitamins and with visible corn flakes. Balance of nutrients and delicious taste.

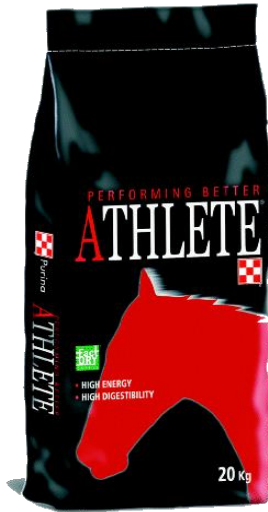


**PURINA,
THE BEST FOR
YOUR HORSE**

PURINA HORSE FEED → 130 years of history! (since 1894)



Horses Line Supplement



foal



mare



Athletic
adult



senior



Supplement **Omolene 100**



Instant power, for competition and support.

Energy from sugar!



foal



mare



athletic
adult



senior



Supplement Athlete

14% fat, 14% protein



Jumping horses (stallions),
races, horse owners of
pleasure horses. In
particular moments, perfect
for fast recoveries, heat
stress prevention, and
much more. High level of
fatty acids $\omega 3$ e $\omega 6$.



foal



mare



athletic
adult



senior



Supplement

Nrg XPRO Immunity

14% fat, 20% protein



The latest born from Purina® research and NRG XPRO™ technology. It is a highly concentrated complementary feed formulated to optimize the immune system, digestive efficiency and support cognitive and behavioral functions (e.g. stress management, intense workouts, travel, lactation, etc.).



foal



mare



athletic
adult



Senior –
sensible
horse

NRG XPRO-Immunity:

Better health for better results



BENEFITS



**IMMUNE
SYSTEM
+ EFFICIENT**



**+ AVAILABLE
ENERGY**



+ PERFORMANCE



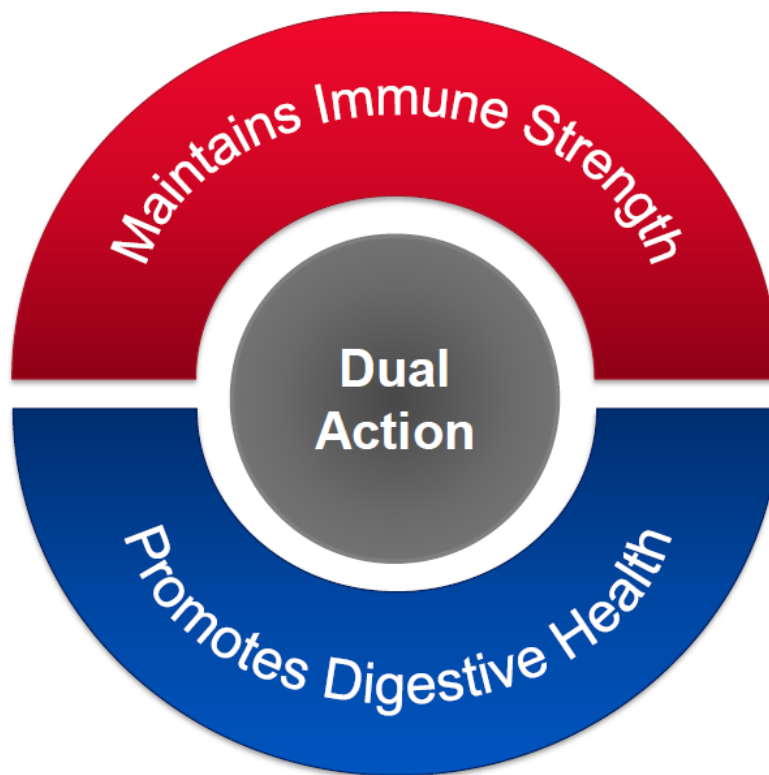
NRG XPRO Immunity:



**Strong Innate Immunity,
Better Protection**



**Optimal
Microbial Diversity**



**Strong Adaptive Immunity,
Faster Response & Recovery**



**Better
Gut Integrity**





Supplement Horse Optimal 2.0

30% protein, 6% fat



- ✓ Purina Yeast Ultra Complex
(Probiotic and Prebiotic + trace mineral)
- ✓ Purina Health Bone
(bone mineralization)
- ✓ Marino derived multimineral
(buffer effect -> competition horses)



Foal



Mare



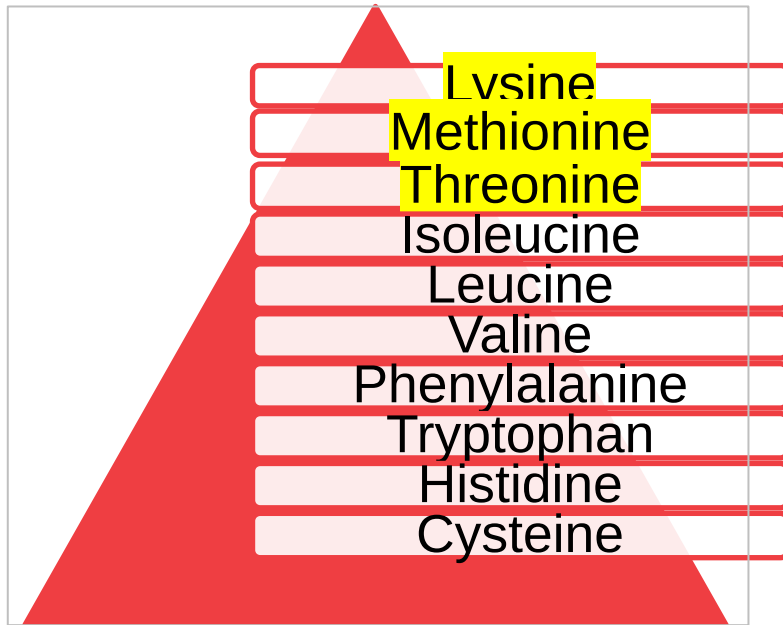
Athletic
adult



Senior

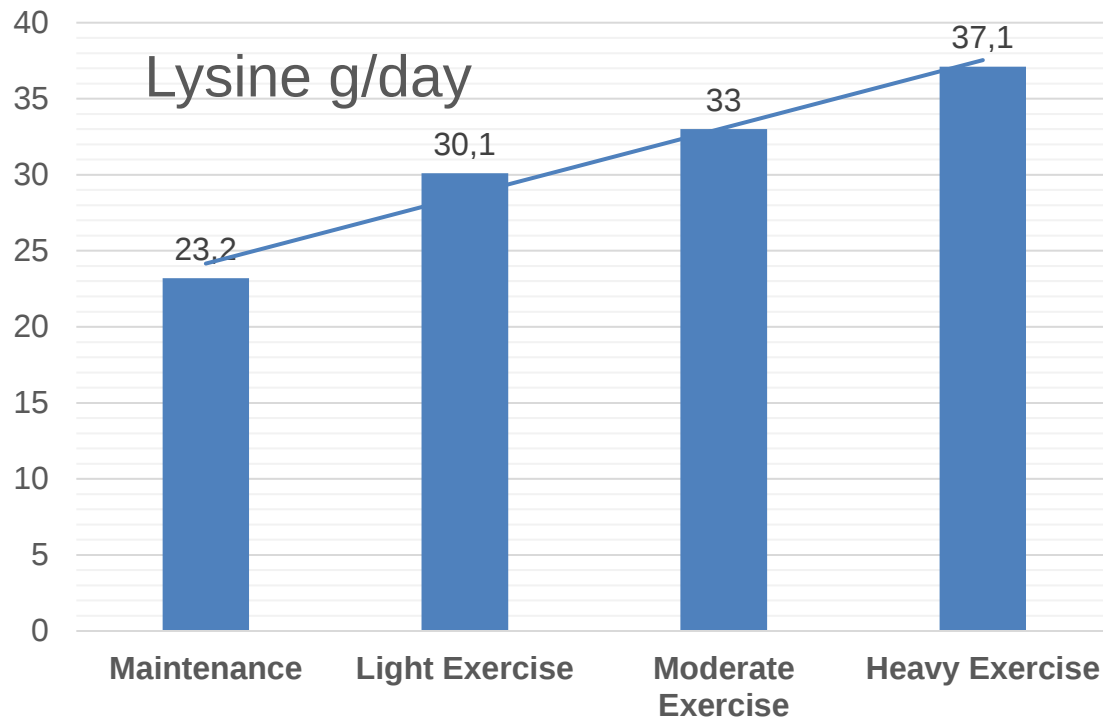
**10 essential
Amino Acid**

Supplement **Horse Optimal 2.0**



Body Structure	% Amino Acids (Crude Protein)
Hair	95%
Hoof	95%
Tendon	93%
Skin	90%
Muscle	73%
Bone	30%

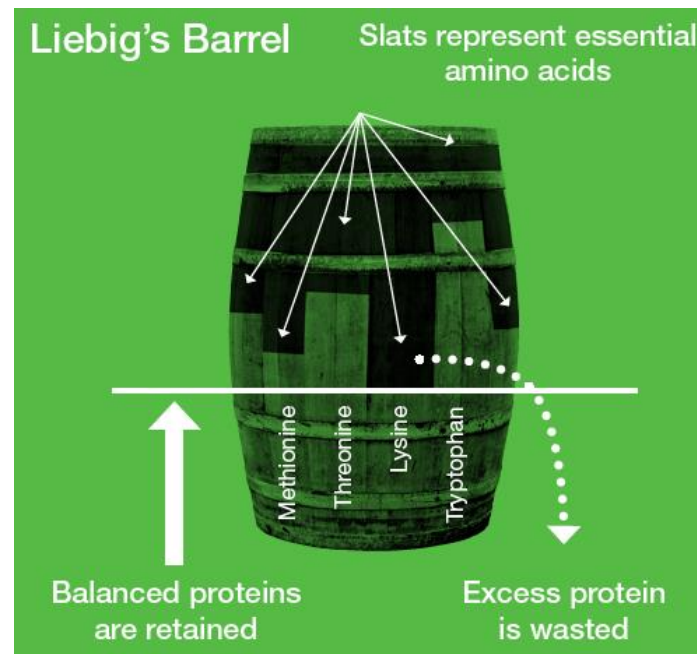
AAE STEP 1: Balancing Lysine



NRC. Table 16-3 Daily Nutrient Requirements of Horses (Mature Body Weight of 500 kg).
Nutrient Requirements of Horses 6th Revised Edition.

AAE STEP 2: Balancing Lys, Met, Thr

- tag: quantity of protein and quality?
- Amino acid balance model owned by Cargill / Purina!



Cargill Research conducted at Texas A&M University

*K. N. Winsco, J. A. Coverdale, T. A. Wickersham and J. L. Shelton, 2011. Influence of dietary **methionine** concentration on growth and nitrogen balance in weanling Quarter Horses. J. Anim. Sci. 89(7):2132-8*



Horse Optimal 2.0

The best for your horse ... always!



Ideal for complete cereal ration and for enrich complementary feed



Horses Line **Breeding**



(gestation, lactation and foals until to training)



Breeder



☐ Omolene 200





Breeder

Use: mare & foal.



It maximizes the milk production of the mares and it assures the foal a good growth. Ideal for weaning.

- | | |
|-----------|------|
| • Protein | 16,0 |
| • Fat | 6,0 |
| • Fiber | 7,5 |



Omolene 200



Use: professional.

Energy booster ideal for the foal's weaning, for the mare's milk, for the horse out of form, for the fast and long-lasting recovery.

- Protein 15,0
- Fat 4,0
- Fiber 9,0



Horses Line Performance

(all equestrian disciplines)



Rider



Strategy



Power



Horse Starr



Quiet Complete



Horse Jumper

*extruded feed obtained with the Technological Process **Factory Cooked***





Rider



Use: All around product.

Best Seller!

Jumping horses, western riding, races, horse owners of pleasure horses, and much more.

- | | |
|-----------|------|
| • Protein | 12,5 |
| • Fat | 5,5 |
| • Fiber | 8,5 |



Strategy

Use: Professional.

Jumping horses (stallions), yearlings & long yearlings (athletes), races. Used also for weaning and growth of athletes.

- Protein 14,5
- Fat 6,0
- Fiber 9,0



Horse Starr

Use: Sport Horse.

Jumping horses, western riding, races, endurance, arabian show

- Protein 11,0
- Fat 7,0
- Fiber 12,0

→ CHELATED MINERAL and YEAST

- Protein 12,0
- Fat 6,0
- Fiber 21,0



Horse Integri-T

The sensible choice for your horse

Exclusive formulation



no molasses



no corn



no barley



no oat

10%
SUGAR STARCH



Recommendations

- **Integri-T™** is a complete feed designed to meet the special nutrient requirements of performance horses, breeding, show horses and yearlings that require a **low sugar/starch** (non-structural carbohydrates – NSC) diet.
- **Integri-T™** is ideal for horses that “tie-up”, has **gastro-intestinal diseases**, glycemic troubles, get excited of grain, history of laminitis, Cushing’s Disease or insulin resistant.



Horse Jumper

- Protein 12,0
- Fat 6,0
- Fiber 7,5

Use: Jumping Sport Horse.

Ideal for the discipline of show jumping and made with an exclusive formulation capable of supporting gastrointestinal health, managing stress and helping mobility (bones and joints).



STOMACH & GUT HEALTH



STRESS MANAGEMENT



JOINT SUPPORT



Horses Line

Maintenance

(medium activity, mare first 7th month of gestation)



- ☐ Fiber
- ☐ Feed 365
- ☐ Fitness Sport

pelleted products with or without corn flakes

- ☐ *Country Chips* (with extruded cereal)



HORSE FIBER MASH

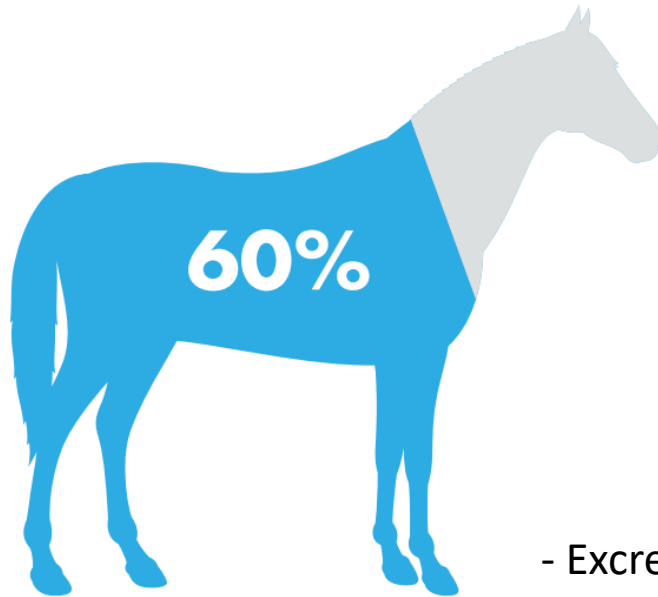
HYDRATION-BALANCE-COMFORT



Arianna Aspersi



Good Idratation



Water plays a fundamental role in:

- Nutrient utilization and digestion
 - Body temperature regulation
 - Muscle activity (contractions)
 - Joint lubrication
- Excretion of "waste" substances (faeces and urine)

The horse's body is made up of 60% water

"A horse can live for almost a month without food but can only survive about five days without water"

Peter Huntington, B.V.Sc., M.A.C.V.Sc., direttore della nutrizione presso il Kentucky Equine Research (Australia).

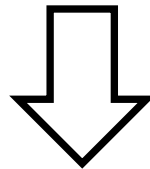


Good Idratation

Signs of poor water intake (dehydration):



- fatigue
- poor athletic performance
- decreased appetite



- poor appetite
- decreased ingestion
- decreased energy available
- poorer intestinal health



Purina

Cargill



Purina

FIBER MASH

Mash with high digestible fibers useful to rehydrate the horse in any situation. Particularly recommended for transport, post-hospitalization, "warm" horses and elderly horses with problems even dental table. Daily administration is also possible in combination with other foods



**WITHOUT MOLASSES,
CORN, BARLEY, OATS
AND MEDIC GRASS**

ANALYTICAL DATA* (% of t.q.)

Protein	12 %
Fat	4.5%
Fibre	20 %



What advantages does Fiber Mash offer?

- 1) Thanks to the high hygroscopic power it allows a high inclusion of water in the ration for prompt rehydration after work or in situations of poor water intake (winter, elderly or debilitated horses)
- 2) the high fiber content (20%) and a complete pull of yeasts keep the intestinal microbiota in balance and support digestive efficiency
- 3) the absence of cereals, molasses, alfalfa and oats make it a suitable food for sensitive horses with a hot temperament and metabolic problems



Hydration and gastro-intestinal well-being



Purina

Cargill



How and when to use Fiber Mash?

ALWAYS administer WET:

from 1 to 2.5 kg in 4/6 liters of water (cold or hot depending on the season) even every day as a replacement or in addition to other foods.

Example in addition of every horse feed ration:



1kg

FIBER
MASH



4 Liter

WATER



Purina

Cargill

HORSE MAXI BREAK



Purina

Member of the Purina Group, a subsidiary of the Purina Company



Purina Comfort Horse Maxi Break is the right product to reward your horse:

a natural snack with no added colorings and the irresistible aroma of red fruits!
Totally extruded and highly digestible food to be administered as a reward throughout the day in small quantities.

Analytical components:

Crude protein 10.0%, Crude fat 5.5%, Crude fiber 5.2%, Crude ash 3%, Sodium 0.2%, Lysine 0.39%, Methionine 0.18%

Composition:

Maize, Barley, Wheat middlings, Soya husks (from genetically modified soya), Soya oil (from genetically modified soya), Sodium chloride.

Instructions for Use:

Administer Horse Maxi Break at a rate of 0.2-0.3 kg per day.
Leave clean drinking water available.





BUY 2 X

bag 20 kg



HORSE MAXI BREAK
cod. 107663912

Free:

1 X

Spoon



12 X

Buckets



New Horse Snack!

Thanks for your attention

