

The foundation feed for a  
**HEALTHY  
HORSE**



Feed fibre first...feed *Fiber Fresh*



Optimising Nature's Brilliance

[www.fiber-fresh.com](http://www.fiber-fresh.com)

# Optimising Nature's Brilliance



We established Fiber Fresh in 1984 in the belief that we could make a difference to the health and performance of horses. The idea was simple: Produce high quality forage feeds that truly fulfil the nutritional needs of our equine friends.

Using innovative research and development techniques, along with recognising the power and brilliance of nature, we developed scientifically proven, natural products with unrivalled levels of nutrients and energy that provide horses with everything they need nutritionally.

33 years on, our commitment to tirelessly researching and developing our products, remains at the core of our family-owned business. By continuously *Optimising Nature's Brilliance*, we have created world-first, market leading formulas, using a proprietary process which makes the most of our natural ingredients.

“ We take great pleasure in seeing our equine clients enjoying peak health and performance in their horse's each season. ”

## Our unique process

Our process, which incorporates the protein-rich plant Lucerne, is at the centre of the Fiber Fresh story. Our founding director, Michael Bell, has been at the forefront of this pioneering journey, striving to maximise nutritional gains whilst unlocking medicinal and preventative benefits.

We are passionate about our customers and their horse's wellbeing. We take great pleasure in seeing our equine clients enjoying peak health and performance in their horse's each season.

“ We treasure the environment and are proud of our sustainable practices. ”

Although we have progressed into a globally recognised, market leading brand, we are still a family business guided by family values. We treasure the environment and are proud of our sustainable practices.

We have developed a wonderful range of products that promote health, development and performance that we believe are the best you can give your horse. And we are proud and humbled to do this by simply *Optimising Nature's Brilliance*.

## Advantages of feeding *Fiber Fresh*

- ✓ Superior protein for topline & muscle development
- ✓ Reduces the risk of colic, tying up and other digestive disorders
- ✓ Rich in calcium for growth and development
- ✓ Contains natural Biotin for healthy hooves & coat
- ✓ Helps maintain gastric health
- ✓ Dust Free
- ✓ Cool, slow release, highly digestible energy
- ✓ Naturally low in sugar & starch

## Feeding moist is best

- ✓ Avoids dust that cause respiratory issues
- ✓ Helps lubricate the throat unlike dry forages
- ✓ Improves digestion for reduced risk of colic and other digestive disorders

“ The National Research Council (NRC) guidelines advise that a horse should never be fed more than 50% of its total diet as grains or concentrates ”



## Getting it right in the feed bowl

Forage is an essential part of any equine diet, and getting the right amount of high quality forage in the feed bowl is often overlooked. Getting the correct balance of fibre in the feed bowl will improve gut function, digestive health and can improve the total digestibility of the diet. Meals containing a high percentage of grains and concentrates often lead to issues such as gastric ulceration so it is important that each and every feed is correctly balanced with the right amount of forage.



- ✓ A safer way of feeding grains and concentrates
- ✓ Improves feed efficiency and digestion
- ✓ Improves gastrointestinal (gut) health
- ✓ Can reduce the amount of grains and concentrates required in the feed bowl
- ✓ Improved condition, topline, coat condition and general health

Feeding *Fiber Fresh* feeds at a 2:1 ratio with grains or concentrates will ensure each meal is correctly balanced for your horse. The National Research Council (NRC) guidelines advise that a horse should never be fed more than 50% of its total diet as grains or concentrates (Dry Matter calculation). When mixing *Fiber Fresh* and grains together at the 2:1 ratio, each feed will meet the NRC guidelines. Always feed 2:1 by weight, not volume.

Feeding *Fiber Fresh* at the 2:1 ratio introduces a better balance of safe forage energy and nutrition for your horse. The added benefit of improved digestion and gastrointestinal (gut) health will often mean that less grains or concentrates are required to reach your required energy levels.

Scientific trials have shown that increasing the proportion of *Fiber Fresh* in the feed bowl can increase digestible energy by up to 9%.

### Feed example:

2kg of *FiberProtect*® and 1kg of a typical Low GI Sport horse mix provides the same energy and 31% more quality protein than 2kg of the same sport horse mix fed by itself.

### Remember

Always feed by weight and not volume and preferably use scales to ensure accurate quantities. Feed at least 50% of your horse's daily dry feed intake as forage and at least half of that as your preferred *Fiber Fresh* feed. Avoid excessive use of grain based feeds and prolonged periods without forage-based fibre. Evenly divide the recommended daily feed amount into two or more equally spaced feeds per day. Always provide free access to water.



Optimising Nature's Brilliance

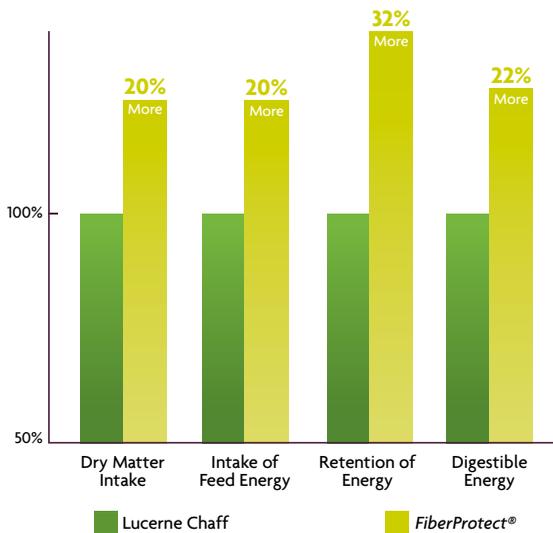
[www.fiber-fresh.com](http://www.fiber-fresh.com)

# Key research findings

## 1. *Fiber Fresh* feeds are scientifically proven to be better than dried forages\*

Recent scientific research on thoroughbreds at Massey University has confirmed that *FiberProtect*® provides horses with considerably more slow release energy than traditional dry lucerne chaff. The study, carried out to compare the hydration level, nutrient intake and digestibility of dry lucerne chaff against that of *FiberProtect*® found that *FiberProtect*® provided 20% more dry matter intake, 20% more energy intake, 32% more retained energy, 22% more digestible energy, and improved hydration.

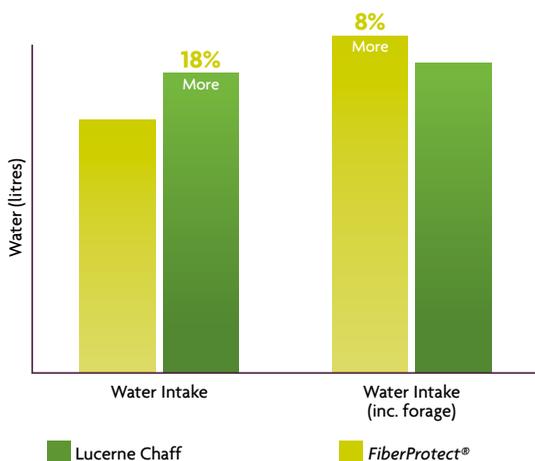
Increase in energy from *FiberProtect*® compared to lucerne chaff



## 2. Feeding *Fiber Fresh* results in proven superior hydration for your horse\*

Replacing lucerne chaff with *FiberProtect*® provides horses with 3.6 litres (8%) more water per day. Substituting dry forages with any *Fiber Fresh* product will reduce the loss of electrolytes, and the potential for tying up and colic associated with dehydration.

Increased hydration from *FiberProtect*® compared with lucerne chaff



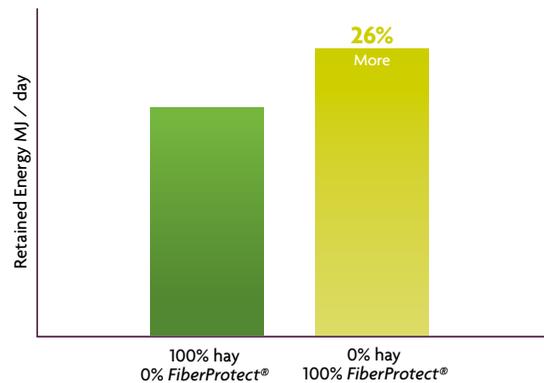
## 3. The protein in *Fiber Fresh* feeds is superior to lucerne chaff\*\*

Horses fed *FiberProtect*® had more than double the level of retained protein (203%) compared to those fed dry lucerne chaff. Crude protein digestibility was significantly (18%) higher in the horses fed *FiberProtect*®. Amino acid levels were higher and digestibility was significantly better in almost all 17 amino acids. Digestibility of the main limiting amino acids, lysine (24%) and methionine (30%) were significantly higher in *FiberProtect*® than dry lucerne chaff.

## 4. Get more energy from your hard feeds when feeding *Fiber Fresh*\*

Scientific research recently conducted on thoroughbreds at Massey University has shown that replacing meadow chaff with increasing amounts of *FiberProtect*® as the forage component in a grain-based diet of oats and barley increased the total retained energy (RE) in the horse by 26%.

Improvement in retained energy with increasing proportions of *FiberProtect*® in the diet



## 5. Feeding *FiberProtect*® can rapidly counter the negative effects that high grain feeding can have on gastric health\*\*

In a peer-reviewed scientific study, when fed at recommended levels as the sole feed to spelling horses, *FiberProtect*® provided dietary relief of symptoms of gastric discomfort, corrected an acidic stomach environment and returned the stomach to a normal healthy condition within 28 days in 100% of horses studied.

*FiberProtect*® was also shown to be effective as an aid in the management of gastric health in active horses following the reintroduction of high grain racing or competition diets.



\* Data on file – 2012: *Journal of Applied Animal Nutrition*. \*\* Data on file – 2013: *Journal of Applied Nutrition*.

# Gastric health / ulcer management

**50-90%** OF HORSES HAVE GASTRIC ULCERS

## THOROUGHBRED RACEHORSES

80 - 90%

## WESTERN PLEASURE & PERFORMANCE HORSES

40 - 75%

## ENDURANCE HORSES

70%

## ENGLISH PERFORMANCE HORSES

60%

## What are Gastric Ulcers?

Gastric ulcers are a commonly occurring sore or raw wound in the lining of the stomach, or occasionally duodenum. The most likely cause is hydrochloric acid, produced continuously by the horse to digest food in the stomach.

The top third of the equine stomach has a thin smooth “non-glandular” lining, similar to the oesophagus and is vulnerable to burning by stomach acid. In contrast, the bottom two thirds is “glandular”, lined with thick glands that secrete digestive acids and covered with a dense layer of mucus and bicarbonate (an acid buffer, like baking soda) which protects against stomach acid.

These two regions meet abruptly at the margo plicatus, adjacent to where most ulcers occur. Ulcers initially start with erosion of the mucosa (stomach lining), penetration into the sub-mucosa which can lead to perforation and are often associated with bacterial infection.

“ FiberProtect® is proven to aid in the treatment / healing and prevention of gastric ulceration in horses. ”

## What causes Gastric Ulcers?

Naturally, the horse is a trickle-feeder, eating small amounts of fresh forage for 16-18 hours a day, keeping a mat of chewed forage buffering the non-glandular region of the stomach. Chewing forage also stimulates saliva (containing bicarbonate) production, which buffers the stomach in addition to the water contained in moist forage.

However, modern horses have restricted access to quality forage, rapidly consume 1-2 meals of acidic cereal-based concentrates daily and are exercised on empty stomachs, all of which contributes to acid splashing on and burning the non-glandular region of the stomach. Although less common, ulcers in the glandular region of the stomach can occur too, caused by stress, including stress of training, transport, housing, social situations etc and/or the use of non-steroidal anti-inflammatory drugs e.g. phenylbutazone (Bute).

The prevalence and severity of ulcers increases with work intensity and duration. Gastric ulcers are rare in horses kept at pasture.

## Symptoms – what to look for

A definitive diagnosis of gastric ulcers requires gastroscopy under sedation by a trained veterinarian. Clinical signs are often not seen until severe ulceration has developed, despite the pain.

*Signs include:*

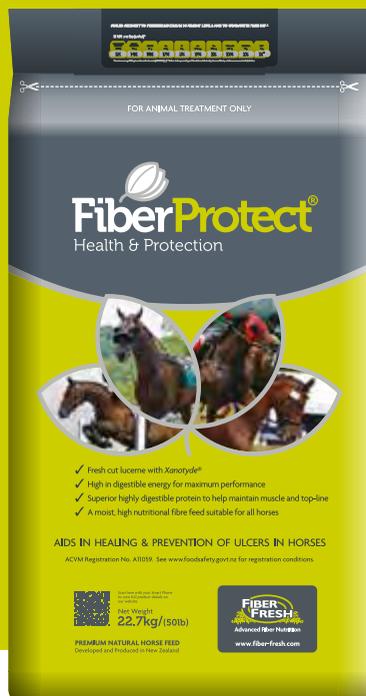
- ✓ Poor appetite or picky eating (particularly decreased consumption of concentrates)
- ✓ Poor body condition or weight loss
- ✓ Rough / poor hair coat
- ✓ Changes in attitude or behaviour
- ✓ Poor or decreased performance/ reluctance to train
- ✓ Excessive time spent lying down
- ✓ Mild to severe colic

## Prevention and treatment

FiberProtect® is proven to aid in the treatment / healing and prevention of gastric ulceration in horses. Used at the following recommended daily feeding rates, FiberProtect® will ensure improved general health and behaviour in your horse as well as aid in the removal of stomach ulcers, and help prevent ulcer recurrence provided that cereal based hard feed does not make up more than 50% of the daily feed.

## Feeding recommendation

	FiberProtect®	
	Gastric Health – rapid restoration (in spelling horses)	Gastric Health – prevention of ulcers
<b>Feeding rate per 100kg BW</b>	3kg	1.75kg
<b>Example: 500kg</b>	15kg	8.75kg



Packed in a special 22.7kg/50lb plastic package sealed airtight to guarantee freshness

### Typical Analysis (Dry Matter Basis)

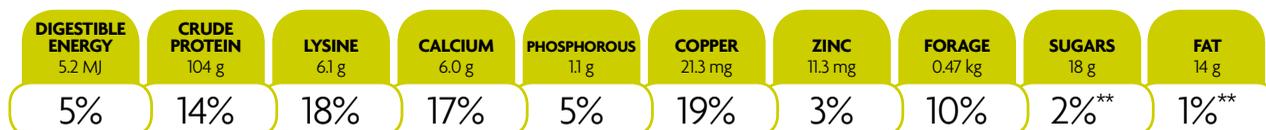
Crude Protein.....	22.2%
Crude Fibre.....	27.0%
Crude Fat.....	2.9%
Calcium.....	12.8 g/kg
Phosphorus.....	2.4 g/kg
Vitamin E.....	72.4 mg/kg
Selenium.....	0.049 mg/kg
Lysine.....	12.9 g/kg
Methionine.....	3.4 g/kg
Cysteine.....	2.1g/kg
Nutritional Juices (as fed).....	53%

**Digestible Energy (DE)**  
**11.08 MJ/kg**

### General Health Daily Feeding Guide

Body weight	Resting	Light Work	Moderate Work	Heavy Work	Weanlings & Yearlings	Breeding Stallions	Lactating Broodmares
<b>Feeding rate per 100 kg BW</b>	0.75 kg	1.00 kg	1.25 kg	1.75 kg	1.50 kg	1.50 kg	1.75 kg
<b>500kg</b>	3.75 kg	5.00 kg	6.25 kg	8.75 kg	For growing horses provide at least 1.5kg FiberProtect® per 100kg BW	7.50 kg	8.75 kg
<b>600kg</b>	4.50 kg	6.00 kg	7.50 kg	10.50 kg		9.00 kg	10.50 kg
<b>Daily Energy intake (%)</b>	28%	31%	34%	41%	26% (weanlings), 32% (yearlings)	43%	34%

Every kg of FiberProtect® fed represents the following % of the horses total intake:



\* Based on average 500kg horse in moderate work (NRC 2007).

\*\* Refers to the percentage of the diet contributed by these nutrients, not the recommended daily intake.

# FiberProtect®

## Health & Protection

*Aids in healing and prevention of ulcers in horses*

- ✓ Fresh cut lucerne with Xanotylde®
- ✓ High in digestible energy for maximum performance
- ✓ Superior highly digestible protein to help maintain muscle and top-line
- ✓ A moist, high nutritional fibre feed suitable for all horses

FiberProtect® is a moist, high energy, high nutritional fibre feed comprising of fresh cut lucerne and suitable as the base forage fibre for all horses. High in calcium, it also features good levels of quality digestible protein and the full range of amino acids which together are essential for many vital functions in the horse.

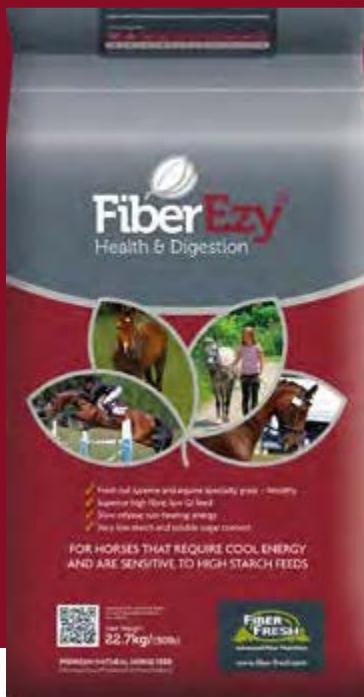
We recommend FiberProtect® when higher levels of digestible protein, essential amino acids and increased muscle development for better top-line condition is required. FiberProtect® is scientifically proven to maintain gastric in horses and is best fed on its own or with grain/cereal based concentrate feeds to counter the effects that high starch and soluble carbohydrates have on gastrointestinal health.

### Ingredient Composition

Lucerne (alfalfa) with Xanotylde® and 1% cured molasses

### Gastric Health Daily Feeding Guide

	Ulcer Healing	Ulcer Prevention
<b>Feeding rate per 100 kg BW</b>	3 kg	1.75 kg
<b>Example: 500kg</b>	15 kg	8.75 kg



# FiberEzy<sup>®</sup>

## Health & Digestion

*For horses that require cool energy and are sensitive to high starch feeds*

- ✓ Fresh cut lucerne and equine specialty grass – timothy
- ✓ Superior fibre, low GI feed
- ✓ Slow release non-heating energy
- ✓ Very low starch and soluble sugar content

Packed in a special 22.7kg/50lb plastic package sealed airtight to guarantee freshness

### Typical Analysis (Dry Matter Basis)

Crude Protein.....	19.7%
Crude Fibre.....	27.8%
Crude Fat.....	4.4%
Calcium.....	14.0 g/kg
Phosphorus.....	3.4 g/kg
Vitamin E.....	140.2 mg/kg
Selenium.....	0.02 mg/kg
Lysine.....	7.0 g/kg
Methionine.....	3.0 g/kg
Cysteine.....	1.9g/kg
Nutritional Juices (as fed).....	55.4%

### Digestible Energy (DE) 10.40 MJ/kg

*FiberEzy<sup>®</sup>* is a moist, high nutritional fibre comprising of lucerne and the equine specialty grass timothy. The inclusion of timothy grass provides a consistently higher form of dietary fibre for even better gut function and digestive health.

*FiberEzy<sup>®</sup>* is a nicely balanced multiple fibre, safe, and healthy base feed suitable for all horses. It is best recommended when higher fibre feeding is the objective and when high levels of energy is not required.

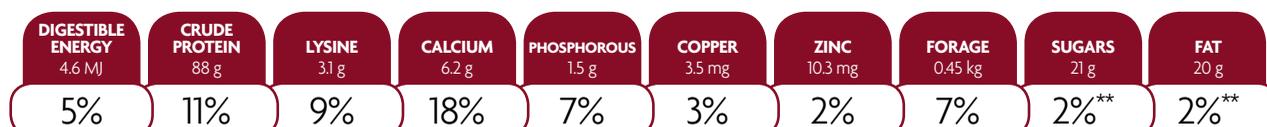
*FiberEzy<sup>®</sup>* is ideal for horses that require cool energy or are participating in activities that don't require high energy outputs. It is a common sense fibre choice for a calm and steady performance or for horses that are sensitive or prone to laminitis, are convalescing or recovering from surgery.

### Ingredient Composition

Lucerne (alfalfa), timothy grass, and cured molasses (1%).

Body weight	Resting	Light Work	Moderate Work	Heavy Work	Weanlings & Yearlings	Breeding Stallions	Lactating Broodmares
<b>Feeding rate per 100 kg BW</b>	0.75 kg	1.00 kg	1.25 kg	1.75 kg	1.50 kg	1.50 kg	1.75 kg
<b>500kg</b>	3.75 kg	5.00 kg	6.25 kg	8.75 kg	For growing horses provide at least 1.5kg <i>FiberEzy<sup>®</sup></i> per 100kg BW	7.50 kg	8.75 kg
<b>600kg</b>	4.50 kg	6.00 kg	7.50 kg	10.50 kg		9.00 kg	10.50 kg
<b>Daily Energy intake (%)</b>	25%	28%	30%	37%	23% (weanlings) - 28% (yearlings)	38%	31%

Every kg of FiberEzy<sup>®</sup> fed represents the following % of the horses total intake:



\* Based on average 500kg horse in moderate work (NRC 2007).

\*\* Refers to the percentage of the diet contributed by these nutrients, not the recommended daily intake.



Packed in a special 22.7kg/50lb plastic package sealed airtight to guarantee freshness

### Typical Analysis (Dry Matter Basis)

Crude Protein.....	18%
Crude Fibre.....	30.9%
Crude Fat.....	2.9%
Calcium.....	9.8 g/kg
Phosphorus.....	2.6 g/kg
Vitamin E.....	36.8 mg/kg
Selenium.....	0.02 mg/kg
Lysine.....	9.5 g/kg
Methionine.....	2.7 g/kg
Cysteine.....	2.0g/kg
Nutritional Juices (as fed).....	58.1%

### Digestible Energy (DE) 12.35 MJ/kg

# FiberMix®

## Health & Performance

*For racing or sport horses with additional energy requirements*

- ✓ Fresh cut lucerne and whole oat plant
- ✓ Superior digestible energy
- ✓ Slow release sustained energy
- ✓ Low starch and soluble sugar content

**FiberMix®** is a moist, high energy, high nutritional fibre feed comprising of lucerne and freshly harvested whole oat crop. **FiberMix®** is suitable for all horses especially race and sport horses in more vigorous exercise programmes where additional energy is required from the forage component of the diet.

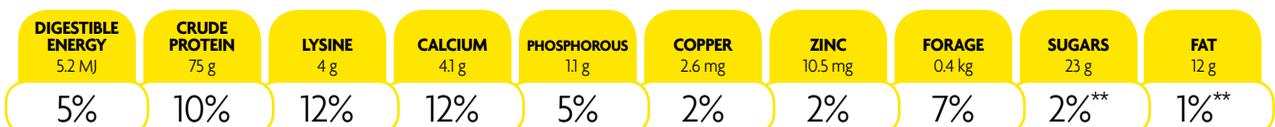
With a digestible energy (DE) of 12.35 MJ/kg DM, **FiberMix®** is the highest energy equine forage fibre feed known. With high levels of fibre and good nutrient values, **FiberMix®** is an excellent choice as the base forage for those who may be feeding energy dense concentrate feeds but would like to complement these feeds with a high quality energy rich forage fibre.

#### Ingredient Composition

Lucerne (alfalfa), whole oat crop and cured molasses (1%).

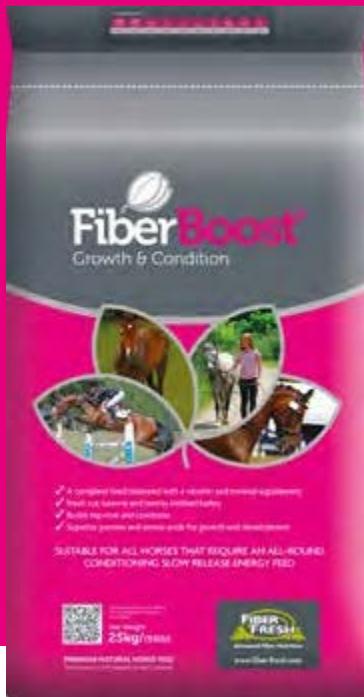
Body weight	Resting	Light Work	Moderate Work	Heavy Work	Weanlings & Yearlings	Breeding Stallions	Lactating Broodmares
<b>Feeding rate per 100 kg BW</b>	0.75 kg	1.00 kg	1.25 kg	1.75 kg	1.50 kg	1.50 kg	1.75 kg
<b>500kg</b>	3.75 kg	5.00 kg	6.25 kg	8.75 kg	For growing horses provide at least 1.5kg <b>FiberMix®</b> per 100kg BW	7.50 kg	8.75 kg
<b>600kg</b>	4.50 kg	6.00 kg	7.50 kg	10.50 kg		9.00 kg	10.50 kg
<b>Daily Energy intake (%)</b>	28%	31%	33%	41%	26% (weanlings) - 32% (yearlings)	43%	34%

Every kg of **FiberMix®** fed represents the following % of the horses total intake:



\* Based on average 500kg horse in moderate work (NRC 2007).

\*\* Refers to the percentage of the diet contributed by these nutrients, not the recommended daily intake.



Packed in a special 25kg/55lb plastic package sealed airtight to guarantee freshness

### Typical Analysis (Dry Matter Basis)

Crude Protein.....	14.2%
Crude Fibre.....	18.4%
Crude Fat.....	3.5%
Calcium.....	14.8 g/kg
Phosphorus.....	5.9 g/kg
Vitamin E.....	111 mg/kg
Selenium.....	0.4 mg/kg
Lysine.....	6.9 g/kg
Methionine.....	2.0 g/kg
Cysteine.....	2.2 g/kg
Nutritional Juices (as fed).....	45%

### Digestible Energy (DE) 12.2 MJ/kg

# FiberBoost®

## Growth & Condition

*Suitable for all horses that require an all-round conditioning slow release energy feed.*

- ✓ A complete feed balanced with a vitamin and mineral supplement
- ✓ Fresh cut lucerne and freshly kibbled barley
- ✓ Builds top-line and condition
- ✓ Superior protein and amino acids for growth and development

**FiberBoost®** is an oat free, complete feed mixed in the correct proportion of fresh cut lucerne and freshly kibbled barley balanced with a vitamin and mineral supplement. **FiberBoost®** provides superior protein and amino acids for growth and development required in young growing horses and those requiring a conditioning feed. The balance of protein and slow release energy makes it ideal for stallions, broodmares and sport horses wanting a conditioning safe feed.

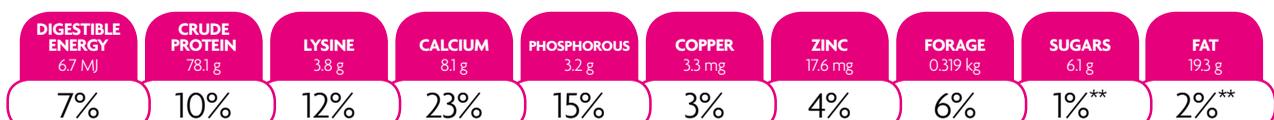
**Fiber Boost®** is a specifically formulated feed that will support weight gain, optimal growth rates, and improve general body condition and top-line.

#### Raw ingredient Composition

Lucerne (alfalfa), kibbled barley, cured molasses (4%), and a vitamin and mineral supplement.

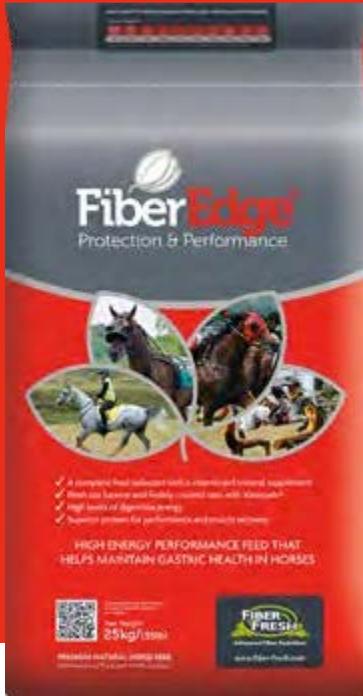
Body weight	Resting	Light Work	Moderate Work	Heavy Work	Weanlings	Yearlings	Breeding Stallions	Lactating Broodmares
<b>Feeding rate per 100 kg BW</b>	1.05 kg	1.25 kg	1.45 kg	1.65 kg	2.45 kg	1.85 kg	1.35 kg	2.00 kg
<b>500kg</b>	5.25 kg	6.25 kg	7.25 kg	8.25 kg	Provide at least 2.45kg <b>FiberBoost®</b> per 100kg BW	Provide at least 1.85kg <b>FiberBoost®</b> per 100kg BW	6.75 kg	10.00 kg
<b>600kg</b>	6.30 kg	7.50 kg	8.70 kg	9.90 kg			8.10 kg	12.00 kg
<b>Daily Energy intake (%)**</b>	50%	50%	50%	50%	50%	50%	50%	50%

Every kg of **FiberBoost®** fed represents the following % of the horses total intake:



\* Based on average 500kg horse in moderate exercise (NRC 2007).

\*\* Refers to the percentage of the diet contributed by these nutrients, not the recommended daily intake.



# FiberEdge®

## Protection & Performance

*High energy performance feed that helps maintain gastric health in horses*

- ✓ A complete feed balanced with a vitamin and mineral supplement
- ✓ Fresh cut lucerne and freshly crushed oats with Xanolyde®
- ✓ High levels of digestible energy
- ✓ Superior protein for performance and muscle recovery

Packed in a special 25kg/55lb plastic package sealed airtight to guarantee freshness

### Typical Analysis (Dry Matter Basis)

Crude Protein.....	16.3%
Crude Fibre.....	22.7%
Crude Fat.....	4.1%
Calcium.....	13.4 g/kg
Phosphorus.....	5.6 g/kg
Vitamin E.....	100 mg/kg
Selenium.....	0.04 mg/kg
Lysine.....	6.3 g/kg
Methionine.....	2.0 g/kg
Cysteine.....	2.6 g/kg
Nutritional Juices (as fed).....	45%

### Digestible Energy (DE) 11.9 MJ/kg

**FiberEdge®** is a complete feed mixed in the correct proportion of fresh cut lucerne and freshly crushed oats balanced with a vitamin and mineral supplement. **FiberEdge®** provides superior levels of digestible protein and a full range of amino acids that helps maintain muscle repair and recovery after strenuous exercise.

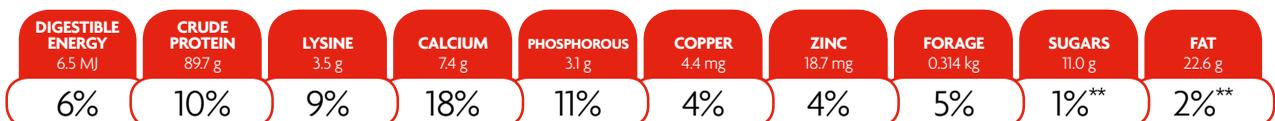
Specifically formulated, **FiberEdge®** provides both rapid and sustained release energy for horses in the highest levels of training and competition, whilst also maintaining gastric health.

### Raw Ingredient Composition

Lucerne (alfalfa), Xanolyde®, crushed oats, cured molasses (4%) and a vitamin and mineral supplement.

Body weight	Resting	Light Work	Moderate Work	Heavy Work	Weanlings	Yearlings	Breeding Stallions	Lactating Broodmares
<b>Feeding rate per 100 kg BW</b>	1.05 kg	1.25 kg	1.50 kg	1.70 kg	2.55 kg	1.85 kg	1.40 kg	2.05 kg
<b>500kg</b>	5.25 kg	6.25 kg	7.50 kg	8.50 kg	Provide at least 2.55kg <b>FiberEdge®</b> per 100kg BW	Provide at least 1.85kg <b>FiberEdge®</b> per 100kg BW	7.00 kg	10.25 kg
<b>600kg</b>	6.30 kg	7.50 kg	9.00 kg	10.20 kg			8.40 kg	12.30 kg
<b>Daily Energy intake (%)**</b>	50%	50%	50%	50%	50%	50%	50%	50%

Every kg of **FiberEdge®** fed represents the following % of the horses total intake:



\* Based on average 500kg horse in heavy exercise (NRC 2007).

\*\* Refers to the percentage of the diet contributed by these nutrients, not the recommended daily intake.