



PRODUCT GUIDE

Premium Equine Feed®

StepRight



For distribution in Ontario, Quebec,
and the Maritime provinces.

FIND THE RIGHT FEED FOR YOUR HORSE

Our enhanced Step Right Premium Equine Feed® program continues to incorporate a wide range of nutritional ingredients, ensuring proven and comprehensive nutrition for horses throughout their entire lifespan.

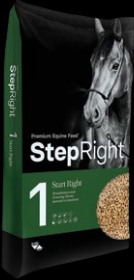
Step Right feeds have been carefully formulated by equine nutritionists who consider the individual needs of each horse based on their age and level of activity. Our nutritional experts ensure you have the right feed suited to optimize the performance of your horse. Our extensive experience in equine nutrition allows us to stand confidently behind our products. When you select Step Right, you get much more than what comes in the package. On the next page is an easy-to-use chart to help you select the right feed for your horse. More details on each product can be found within this guide.



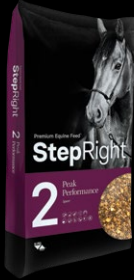
This is a guide only. Please consult with your local veterinarian to determine the feed that is best suited for your horse.

Broodmare & Growing Horses

Broodmares
and Foals



Optimized Development
of Growing Horses



Elevated
Digestible Protein

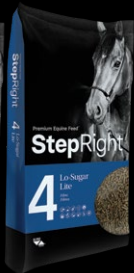


Mature Horses

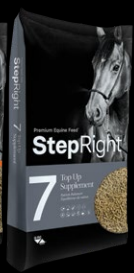
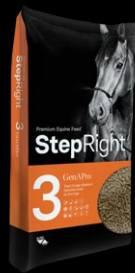
Involved in Light to
Moderate Exercise



When Forage Quality
or Quantity is Limited



Maintenance
Options

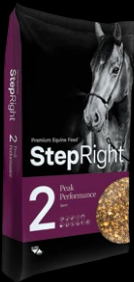


Maintaining Health
of Senior Horses



Specialty Horses

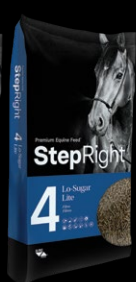
Involved in Performance
and Heavy Activity



Overall Health, Hoof Condition
and Ration Balancer



Sugar Sensitivities
and Low NSC Options



THE STEP RIGHT DIFFERENCE

Advanced nutrition for your equine companion

Our Step Right Premium Equine Feed program continues to evolve by providing nutritionally balanced diets for our equine partners, remaining at the forefront of our commitment to equine well-being and performance. All Step Right feeds include Trouw Nutrition's IntelliBond® and Optimin® trace minerals. These trace minerals have been developed to optimize bioavailability, ensuring that your horse has access to vital nutrients when they need them the most. Every feed is a source of biotin, prebiotics, probiotics, selenium, and a full complement of B vitamins.

SmartStep BeneFit Pak™

Our SmartStep BeneFit Pak fills in where the nutrients leave off, assisting the horse by modifying the fatty acid composition of the diet and providing additional antioxidants. These additives help horses cope with varied life challenges and stresses like hard work on the ranch, competition, changing environments, hygiene and aging. We've made every Step Right Premium Equine product with organic selenium yeast, non-hydrogenated vegetable oil, flax, turmeric, yucca schidigera, lysine and methionine.

Double conditioned pellet mill

Double-conditioned pellets are a superior alternative to single conditioner pellets. Achieved by adding an additional conditioning process during production, double-condition pellets increase pellet durability, digestibility, and palatability reducing any potential harmful bacteria.

Vacuum-infused technology

Vacuum-infused technology is a unique process in which, after the ingredients are mixed, the excess air pressure is removed from the mixture using a vacuum infuser, allowing the pellet to absorb the non-hydrogenous vegetable fat. The benefits of this process includes reducing cross contamination, supplying essential OMEGA 3 and 6 fatty acids, increasing energy levels, helping fat-soluble vitamin absorption and improving the quality of feed.

Integrated extrusion technology



Our extruded technology produces a kibble designed with optimal formulation and manufacturing processes. This process cooks ingredients under pressure, with high temperature steam for a short period of time. The feed is then pushed through a die to create kibble that is uniform in shape. This unique process distinguishes us from our competitors, as we customize our innovations to perfectly align with the requirements of horses today. There are many benefits to feeding extruded horse feeds, including:

- Improved digestibility and energy availability, which leads to a healthier horse with less feed required.
- Improved nutrient absorption in the small intestine.
- Increases chewing and saliva production which supports a healthy gastrointestinal environment.
- Reduced dust and fines, leading to more feed in the bag, less waste and more nutrients utilized by the horse.



SMART MINERALS



IntelliBond minerals

Trouw Nutrition's IntelliBond products are the first line of hydroxy trace minerals for use in animal feeds.

They feature high bioavailability and low environmental impact. IntelliBond minerals have a hydroxide group that creates a strong covalent bond with the mineral. These "smart bonds" help protect the mineral in the feed and the upper digestive tract, allowing for less reactivity and targeted availability.

IntelliBond's hydroxy trace minerals also feature our patented OptiSize™ large particle technology. Trace minerals created with this technology offer benefits that traditionally formulated trace minerals cannot. OptiSize large particle technology is the best way to ensure trace minerals are evenly distributed in feed.



Optimin organic trace minerals

Optimins are Trouw Nutrition's full range of organic trace minerals, developed by animal nutrition experts.

They are FAMI-QS certified, meaning that quality controls are performed on every batch to ensure quality, safety and performance. Due to the high quality of ingredients and excellent production process, Optimin trace minerals are easily absorbed by active transport mechanisms, which lowers the risk of mineral deficiencies, oxidative stress or competition between minerals for absorption.

Optimin Selenium Yeast works alongside Vitamin E to create a cellular antioxidant defense system. It provides a natural form of selenium to help increase immune function, increase stamina, reduce symptoms related to tying-up and increase fertility.



WEIGHT/UNIT MEASURE

Feeding the perfect amount of Step Right

Determining how much feed your horse needs can be a challenge. There is no uniform weight for manufactured equine feeds and the weight varies depending on whether the feed is pelleted, textured or extruded kibble. Having an accurate handle on feed intake 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 (feed scoop, coffee can or yogurt container) holds, take a kitchen measuring cup for dry ingredients and count the number of cups it takes to fill your scoop. Then use the table below to determine how many pounds or kilograms of feed you need to feed your horse each day.

	No. of cups in 1 kg	No. of cups in 1 lb	No. of cups/day (500 kg horse)
1 Start Right	6.17	2.81	15.43–23.15
2 Peak Performance	5.88	2.67	14.7–29.4
3 GenAPro	6.83	3.11	34.15–51.22
4 Lo-Sugar Lite	5.61	2.55	5.61–50.49
5 Top Up Mineral	4.37	1.98	1
7 Top Up Supplement	5.52	2.51	up to 5.52
8 Hi-Fat	6.37	2.89	15.9

Measurements are provided as a guide only.

Disclaimer: Individual results from the use of this product may vary as a result of differences in management environment, genetics, health, sanitation and or other factors. Therefore, Trouw Nutrition Canada Inc. and its brands Hi-Pro Feeds, Step Right Premium Equine Feed, Rancher's Equine Feed, its affiliates and its distributors do not warrant or guarantee individual results and shall not be held liable for any gaps in the results.

GLOSSARY OF SYMBOLS

To help you quickly identify the key features and benefits of each Step Right Premium Equine Feed, we have developed a series of easy to identify icons. Each icon represents a key nutrient or benefit included in the feed. Look for these icons at the bottom of each product page and on our in-store packaging to help you choose the best feed for your horse.



AMINO ACIDS



BIOTIN



B VITAMINS



CANADIAN ALFALFA



CHELATED SELENIUM YEAST



FORAGE REPLACER



GASTRO AID



GROWTH



HARD KEEPER



LOW NSC



OMEGA 3



PERFORMANCE



PRE AND PRO BIOTICS



RATION BALANCER



SLOW CONSUMPTION



TRACE MINERALS

1

Start Right

*Broodmares and
Growing Horses*

#17188795

Step 1 – Start Right is a soy-free pelleted feed designed specifically for lactating broodmares, foals and weanlings.

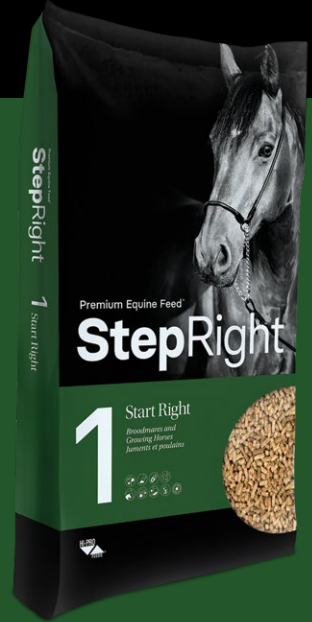
Benefits

- Suitable for mares in the final stage of gestation and throughout lactation when nutrient demands are highest.
- Designed for lactating broodmares, foals and weanlings.
- An option for horses who have an allergy or may be sensitive to soy.

Feeding Instructions

This feed has been designed to be fed to brood mares, foals and yearlings to help establish sound development of the young growing horse. Horses should be fed according to their individual needs (condition, age, level of activity, etc.) in at least two separate feedings per day. This feed should be offered as a balanced ration, including access to good quality forage. Provide access to free choice salt and fresh clean water at all times. For breed-specific feeding recommendations, consult your veterinarian.

Age/Performance	% of body weight	No. of kg	No. of cups
Nursing foal (400 kg)	0.5%	2.0	12.35
Weanlings (400 kg)	0.5%–1.5%	2.0–6.0	12.35–37.04
Brood mares (500 kg)	0.5%–0.75%	2.5–3.75	15.43–23.15
Lactating mares (500 kg)	0.75%–1.0%	3.75–5.0	23.15–30.86



Feed analysis

Crude protein (min)	16.0%
Crude fat (min)	4.1%
Crude fiber (max)	6.5%
Sodium	0.4%
Calcium	1.0%
Phosphorus	0.7%
Magnesium	0.29%
Riboflavin	7.5 mg/kg
Pyridoxine	10 mg/kg
Zinc	288 mg/kg
NSC	43.11 %
Cobalt	0.2 mg/kg
Selenium (added)	0.51 mg/kg
Vitamin A (min)	13,500 IU/kg
Vitamin D (min)	2,100 IU/kg
Vitamin E (min)	500 IU/kg
Thiamin	10 mg/kg
Copper	46 mg/kg
Manganese	193 mg/kg



2

Peak Performance

Sport

Available by special order.

#17188815

EXTRUDED TECHNOLOGY INCLUDED
Highly Digestible Nutrition

Step 2 - Peak Performance is designed for performance and growing horses in training, stallions, hard keepers and horses involved in moderate to heavy activity.

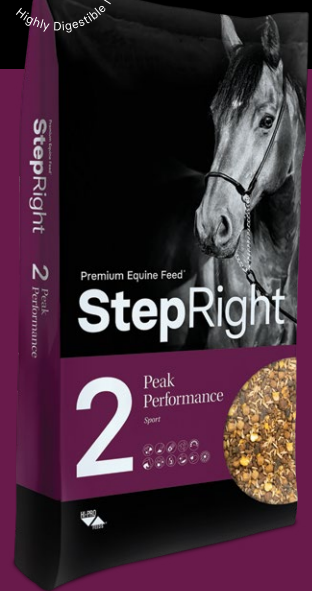
Benefits

- A source of energy from Canadian grains with 10% fat and optimal starch levels for performance and energy.
- Contains Canadian oats and grains, designed to sustain the energy requirements of equine athletes.
- Incorporates long stem forage to provide additional fibre and digestible protein in the form of GenAPro Mini Cubes.
- Includes extruded technology which encourages chewing and saliva production and supports a healthy gastrointestinal environment.
- An option for picky eaters or for horses who find textured feed more appealing.

Feeding Instructions

This feed has been designed to be fed to performance horses, growing horses and stallions. Horses should be fed according to their individual needs (condition, age, level of activity, etc.) in at least two separate feedings per day, approximately 0.5 - 1.0% of body weight per animal per day. This feed should be offered as a balanced ration, including access to good quality forage. Provide access to free choice salt and fresh clean water at all times. For breed-specific feeding recommendations, consult your veterinarian.

Age/Performance	% of body weight	No. of kg	No. of cups
Yearlings (400 kg)	0.75%–1.0%	3.0–4.0	17.64–23.52
Long yearlings (400 kg)	0.5%–1.0%	2.0–4.0	11.76–23.52
Two year olds (450 kg)	0.5%–1.0%	2.25–4.5	13.23–26.46
Pregnant mares (500 kg)	0.5%–0.75%	2.5–3.75	14.7–22.05
Lactating mares (500 kg)	0.5%–1.0%	2.5–5.0	14.7–29.4
Performance horses (500 kg)	0.5%–1.0%	2.5–5.0	14.7–29.4



Feed analysis

Crude protein (min)	14.0%
Crude fat (min)	10.0%
Crude fiber (max)	12.0%
Sodium	0.5%
Calcium	1.35%
Phosphorus	0.8%
Magnesium	0.32%
Riboflavin	10.2 mg/kg
Pyridoxine	14.1 mg/kg
Zinc	316 mg/kg
NSC	31.3 %
Cobalt	0.32 mg/kg
Selenium (added)	0.43 mg/kg
Vitamin A (min)	14,000 IU/kg
Vitamin D (min)	2,240 IU/kg
Vitamin E (min)	625 IU/kg
Thiamin	16.1 mg/kg
Copper	52 mg/kg
Manganese	208 mg/kg

3 GenAPro

Total Forage Replacer

Available by special order.

#17296225

Step 3 – GenAPro is a complete feed with 21% fibre and less than 9% NSC that can be fed as a partial or total hay replacer. This alfalfa-based product is well suited for travel or when forage quality and/or quantity is limited.

Benefits

- Sugar and starch levels are below 10% NSC.
- Ideal for competition horses that travel frequently and require a consistent quality forage.
- With 15% protein, levels are consistent with what would be provided in hay, which is important for growth, performance and maintaining muscle condition.
- Mini cube feed form encourages chewing and saliva production, which supports a healthy gastrointestinal environment.

Feeding Instructions

This feed can be fed when feeding a low roughage feeding program. Horses should be fed according to their individual needs (condition, age, level of activity, etc.) in at least 2 separate feedings per day. This feed should be offered as a balanced ration, including access to good quality forage. Provide access to free choice salt and fresh clean water at all times. For breed-specific feeding recommendations, consult your veterinarian.

	% of body weight	No. of kg	No. of cups
500 kg horse	1.0%–1.5%	5.0–7.5	34.15–51.22



Feed analysis

Crude protein (min)	15.0%
Crude fat (min)	3.0%
Crude fiber (max)	21.0%
Sodium	0.4%
Calcium	1.5%
Phosphorus	0.5%
Magnesium	0.23%
Riboflavin	13.0 mg/kg
Pyridoxine	26.6 mg/kg
Zinc	282 mg/kg
NSC	8.8 %
Cobalt	0.3 mg/kg
Selenium (added)	0.3 mg/kg
Vitamin A (min)	9,000 IU/kg
Vitamin D (min)	1,500 IU/kg
Vitamin E (min)	80 IU/kg
Thiamin	13.0 mg/kg
Copper	46 mg/kg
Manganese	196 mg/kg

4

Lo-Sugar Lite

Fibre

#17188855

Step 4 - Lo-Sugar Lite is a pelleted feed with 21% fibre, specifically formulated for horses who are prone to sugar sensitivities, metabolic resistance, insulin resistance and founder.

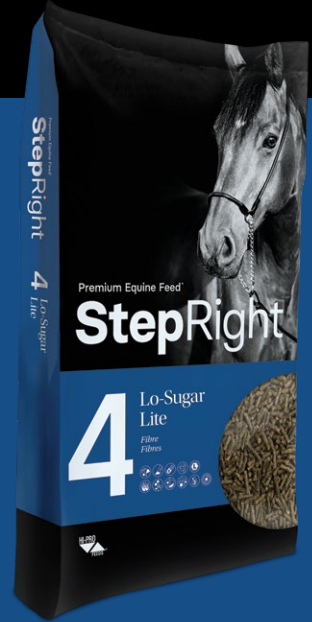
Benefits

- A safe option for miniature horses, donkeys and other horses prone to founder.
- Sugar and starch levels are below 10% NSC to help maintain the overall health and performance of the horse.
- Designed to complement a forage-based diet, encouraging the consumption of hay or pasture as an additional fibre source.

Feeding Instructions

This feed has been designed to be fed to mature horses requiring a high fiber diet. Horses should be fed according to their individual needs (condition, age, level of activity, etc.) in at least two separate feedings per day. This feed should be offered as a balanced ration, including access to good quality forage. Provide access to free choice salt and fresh clean water at all times. For breed-specific feeding recommendations, consult your veterinarian.

	% of body weight	No. of kg	No. of cups
500 kg horse	0.2%–1.8%	1.0–9.0	5.61–50.49



Feed analysis

Crude protein (min)	13.8%
Crude fat (min)	4.6%
Crude fiber (max)	21.0%
Sodium	0.4%
Calcium	1.2%
Phosphorus	0.7%
Magnesium	0.28%
Riboflavin	6.0 mg/kg
Pyridoxine	8.0 mg/kg
Zinc	233 mg/kg
NSC	17.83 %
Cobalt	0.16 mg/kg
Selenium (added)	0.33 mg/kg
Vitamin A (min)	13,187 IU/kg
Vitamin D (min)	2,000 IU/kg
Vitamin E (min)	345 IU/kg
Thiamin	8 mg/kg
Copper	37 mg/kg
Manganese	169 mg/kg

5

Top Up Mineral

Fortifier

Available by special order.

#17287255

Step 5 - Top Up Mineral Fortifier is a loose mineral specifically formulated for horses in need of additional vitamins and minerals in their diet, serving as an essential component to achieve a well-balanced ration.

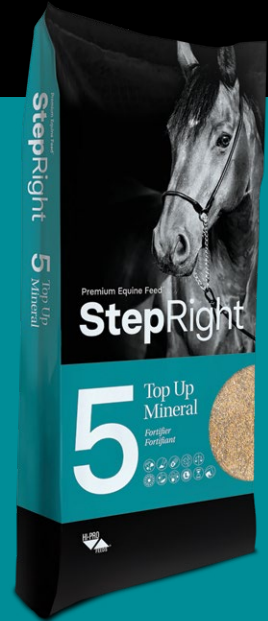
Benefits

- A safe, convenient option to ensure your horse is getting enough essential trace minerals and fat-soluble vitamins.
- Suitable for broodmares, horses on pasture and over-conditioned horses.
- Cost-effective solution to top dress any horse's non-fortified feed or feed free choice.

Feeding Instructions

Feed this mineral at the rate of 250 grams per day to a 500 kg horse along with sufficient forage from pasture or hay (typically totaling about 12.5 kg of dry matter). Provide access to free choice salt and fresh clean water at all times. For breed-specific feeding recommendations, consult your veterinarian.

	% of body weight	No. of kg	No. of cups
500 kg horse	0.25%	0.25	1



Feed analysis

Calcium	16.0%
Phosphorus	8.0%
Magnesium	1.8%
Sodium	3.0%
Copper	710 mg/kg
Manganese	2,300 mg/kg
Zinc	400 mg/kg
Cobalt	30 mg/kg
Selenium (added)	15 mg/kg
Vitamin A (min)	600,000 IU/kg
Vitamin D (min)	40,000 IU/kg
Vitamin E (min)	1,155 IU/kg
Thiamin	350 mg/kg
Riboflavin	175 mg/kg
Pyridoxine	90 mg/kg
Biotin	6,500 mg/kg



7 Top Up Supplement

Ration Balancer

#17188895

Step 7 – Top Up Supplement Ration Balancer is a low inclusion balancer for horses consuming non-complete feeds such as oats or COB (corn, oats, barley), or for topping up your horses’ nutritional program. It’s suitable for horses who are on pasture, over-conditioned or with low energy requirements.

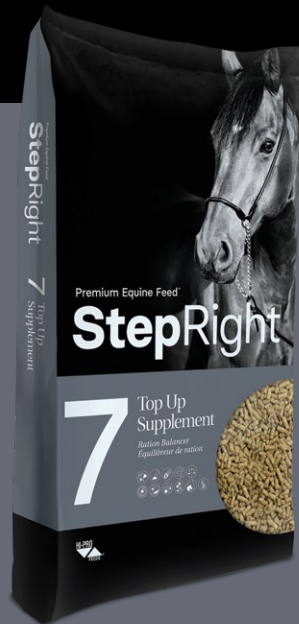
Benefits

- A pelleted supplement enhancing equine performance, promoting overall hoof health and strengthening immune function.
- A low inclusion, supplement balancer pellet, with elevated proteins, vitamins and minerals designed for any horse.
- A cost-effective way to meet the nutritional needs of each horse.
- Feed as a supplement to balance out forage, pasture, or non-fortified feed and grains.
- Well-suited for stables offering a complete nutritional program.
- Includes prebiotics and probiotics to help promote a healthy gastrointestinal tract.

Feeding Instructions

This supplement may be fed at up to 1 kg daily to 450 kg pregnant mares, 450 kg mature horses, or growing horses. Growing horses should be fed 250 grams per 100 kg of body weight. Do not feed in excess of 1 kg per head per day. Do not feed any other supplements, vitamins or minerals without veterinary supervision. When mares foal, switch to Step 1 Start Right horse feed. Feed lactating mares according to the stage of lactation. Always change grain feeding levels slowly. Feeding amounts will vary according to size, age and condition of your horse. Provide access to free choice salt and fresh clean water at all times. For breed-specific feeding recommendations, consult your veterinarian.

Age/Performance	% of body weight	No. of kg	No. of cups
Pregnant mares (450 kg)	up to 1 kg/day	1.0	up to 5.52
Mature horses (450 kg)	up to 1 kg/day	1.0	up to 5.52
Growing horses	0.25%	Depends on Weight of Horse	



Feed analysis

Crude protein (min)	17.90%
Crude fat (min)	3.4%
Crude fiber (max)	8.1%
Sodium	0.7%
Calcium	2.3%
Phosphorus	1.0%
Magnesium	0.40%
Riboflavin	23 mg/kg
Pyridoxine	27 mg/kg
Zinc	643 mg/kg
NSC	34.32 %
Cobalt	0.48 mg/kg
Selenium (added)	3.18 mg/kg
Vitamin A (min)	68,100 IU/kg
Vitamin D (min)	10,500 IU/kg
Vitamin E (min)	1,231 IU/kg
Thiamin	26 mg/kg
Copper	210 mg/kg
Manganese	417 mg/kg

8

Hi-Fat

Available by special order.

Cool Energy

#17188835

Step 8 - Hi-Fat Cool Energy is a pelleted, vacuum infused feed designed for hard-working performance horses or horses that require fat-sourced energy for better condition.

Benefits

- With 20% fat, 16% fibre and less than 7% NSC, Step 8 is suitable for mature, senior, performance and metabolically challenged horses.
- Ideal for helping horses maintain their body condition, especially over winter or cooler months.
- Fat sources include non-hydrogenated canola oil, flax and rice bran, which provide an optimal 3:6 fatty acid profile.
- Vacuum infused technology allows for high fat levels, promoting an overall healthy gut microbiome.
- Double conditioned, large format pellet to enhance saliva production which supports a healthy gastrointestinal environment.

Feeding Instructions

This feed has been designed to be fed to performance horses. Horses should be fed according to their individual needs (condition, age, level of activity, etc.) in at least 2 separate feedings per day. This feed should be offered as a balanced ration, including access to good quality forage. Provide access to free choice salt and fresh clean water at all times. For breed-specific feeding recommendations, consult your veterinarian.

	% of body weight	No. of kg	No. of cups
500 kg horse	0.5%	2.5	15.9



Feed analysis

Crude protein (min)	13.0%
Crude fat (min)	20.0%
Crude fiber (max)	16.0%
Sodium	0.35%
Calcium	1.25%
Phosphorus	0.45%
Magnesium	0.18%
Riboflavin	11.3 mg/kg
Pyridoxine	19.8 mg/kg
Zinc	279 mg/kg
NSC	6.9 %
Cobalt	0.25 mg/kg
Selenium (added)	0.3 mg/kg
Vitamin A (min)	13,950 IU/kg
Vitamin D (min)	2,180 IU/kg
Vitamin E (min)	700 IU/kg
Thiamin	124 mg/kg
Copper	45 mg/kg
Manganese	190 mg/kg

Premium Equine Feed®

StepRight



Find the right feed for your horse.

Our Step Right Premium Equine Feed® program continues to evolve to provide nutritionally balanced diets for our equine partners, remaining at the forefront of our commitment to their well-being and performance.

All Step Right feeds include Trouw Nutrition's IntelliBond® and Optimin® trace minerals and are carefully formulated by equine nutritionists who consider the individual needs of each horse based on their age and level of activity. When you select Step Right, you get more than what is in the package.



See your local dealer or
visit trouwnutrition.ca
for more details.





Rancher's Equine Feed offers nutritionally balanced feeds to meet the needs of all your horses.

A source of essential vitamins and minerals, Rancher's Equine Feed provides a balanced nutritional diet, meeting your horses' energy and performance requirements while supporting optimal body condition.

Nutrition based and reasonably priced, Rancher's Complete Pellet and Rancher's Sweet Texture are two balanced feed options to perfectly fit the dietary needs of your horse.

Available at your local dealer.



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More details available at trouwnutrition.ca or your local dealer.

