



PURINA
STRATEGY[®]
 PROFESSIONAL FORMULA GX

For any horse, at any life stage



In 1991, Strategy[®] Professional Formula GX horse feed revolutionized horse nutrition by becoming the first commercial pelleted feed created for horses of all ages and lifestyles. Over 15 years and 600 million feedings later, it is still the gold standard in convenience, value and performance for horse professionals.



A BETTER VALUE

- Highly Digestible Ingredients—provides nutrient density and supports proper digestion
- Nutritionally Balanced—eliminates the need for expensive supplements and time-consuming mixing
- Pelleted Feed Form—prevents sorting, reduces waste and improves stability during storage

MORE CONVENIENT

- One convenient professional formulation for all your horses without compromising on nutrition
- Pellets are easy to transport, feed and store
- Consistently Fresh, Quality Natural Ingredients—appeals to even finicky horses for consistent intake

HELPS BREEDING HORSES THRIVE

- Keeps breeding stallions on a high nutrition plane
- Enhanced Amino Acids—supports fetal development and milk production in brood mares
- Multiple Sources of Energy and Muscle Fuel—supports the energy needs of lactating mares and breeding stallions
- Added Copper, Calcium, Phosphorus, Selenium and Key Vitamins—helps pregnant mares develop healthy foals

PROMOTES STRONG GROWTH

- Added Vitamins & Minerals—helps promote development of strong bones, tendons and muscles
- Quality Protein—optimizes muscle growth and development in young growing horses
- Multiple Sources of Energy and Muscle Fuel—supports the energy needs of growing horses while providing fewer calories from starch

HORSES CAN LOOK AND FEEL BETTER

- Multiple Sources of Energy—promotes a more level temperament and may help minimize or avoid digestive disturbances in horses on higher grain diets
- High Levels of Poly-unsaturated Oils—helps improve overall appearance and body condition for shinier, healthier looking horses
- Controlled Starch and Sugar—may help reduce the risk of adverse health effects caused by the management error of overfeeding

TOP PERFORMANCE HORSES

- More Calories Coming from Fats and Fiber than Traditional Grain Mixes—may provide a calming effect in some horses
- Quality Protein with Enhanced Amino Acids—helps performance horses recover from exercising and training
- Added Copper, Calcium, Phosphorus, Selenium and Key Vitamins—supports proper physiological functions in working and performance horses
- Multiple Sources of Energy and Muscle Fuel—helps build stamina and endurance to enhance your horse's ability to perform

HIGH QUALITY PROTEINS

Not all proteins are alike. Even feeds with high levels of protein may not be providing the best possible nutrition if the quality, level, balance or digestibility of key amino acids (the building blocks of proteins) are lacking. That's why Strategy[®] horse feed contains many of the highest quality proteins available along with added essential amino acids to ensure an optimal amino acid balance. It's a nutritional difference you can see - through strong fetal development and milk production in brood mares, optimal growth and muscle development in young horses and strong muscle maintenance in performance horses.

Guaranteed Analysis:

Crude Protein (min)	14.00%
Crude Fat (min)	6.00%
Crude Fiber (max)	12.50%
Calcium (min)	1.00%
Calcium (max)	1.30%
Phosphorus (min)	0.60%
Copper (min)	80.00 ppm
Selenium (min)	0.60 ppm
Zinc (min)	280.00 ppm
Vitamin A (min)	3,000.00 IU/lb

For more information on Strategy[®] horse feed, any other Purina[®] horse feed, or to find the Purina dealer nearest you, visit www.horse.purinamills.com or call 1-800-227-8941.



PURINA
STRATEGY
PROFESSIONAL FORMULA GX



Now there are more reasons than ever to trust Strategy® Professional Formula GX horse feed.



**PURINA FEEDGUARD®
NUTRITION SYSTEM**

A major factor in Strategy® Professional Formula GX horse feed's unequalled performance is the Purina FeedGuard® Nutrition System. It's one of the

industry's most innovative and exacting quality assurance programs, and here's what it provides for you and your horses:

- **Highest Quality Ingredients** - Stringent quality standards help ensure many of the industry's highest quality ingredients available are used
- **Testing with Near Infra-red Reflectance (NIR)** - A process measuring actual nutrient levels of specific ingredients instead of supplier averages is used to help increase nutritional consistency
- **Utilizes a Constant Nutrition Formulation** - Automatically compensates for naturally varying nutrient levels in ingredients for greater nutritional consistency bag after bag
- **Ingredient Testing Program** - Designed to minimize the risk of grains containing potentially harmful contaminants
- **Uses a Total Horse Nutrition Formulation** - Considers all key nutrients and their interactions with each other to better support overall horse health

The FeedGuard® Nutrition System can help deliver the trust, quality and performance horse professionals demand every day.

Feeding Directions With Hay Or Pasture

Start with the amounts given for the weight and class of the horse. After observing the horse for a period of time, the amount fed may be increased or decreased by 10% to obtain the desired body condition and weight. More specific recommendations may also be obtained from a Purina representative. Please consult the tag sewn onto this bag for complete feeding recommendations.

LIFESTYLE	HAY LBS. PER DAY*	STRATEGY LBS. PER DAY**
ACTIVE PLEASURE	1.2% of Body Weight	1/3 to 1/2% of Body Weight
PERFORMANCE	1.2% of Body Weight	3/4 to 1-1/2% of Body Weight***
PREGNANT MARES (1 to 7 Months)	1.2% of Body Weight	1/3 to 1/2% of Body Weight
PREGNANT MARES (Last 90 Days)	1.2% of Body Weight	1/2 to 2/3% of Body Weight
LACTATING MARES	1.2% of Body Weight	1 to 1-1/2% of Body Weight
BREEDING STALLIONS	1.2% of Body Weight	3/4 to 1% of Body Weight
SUCKLING FOALS	—	1 lb per Month of Age
GROWING WEANLINGS	1% of Body Weight	1-1/4 to 2-1/2% of Body Weight****
GROWING YEARLINGS	1% of Body Weight	1 to 1-1/2% of Body Weight****

EXAMPLE: 1,000 lb active pleasure horse x 1/3% of Body Weight = 1,000 x .003 = 3 lbs of Strategy® Professional Formula GX horse feed fed per day**.

* This is the recommended minimum amount of hay to be fed. If feeding more hay, decrease amount of Strategy® Professional Formula GX horse feed fed by 1 lb per 2 lbs of additional hay fed. If feeding a grass hay diet, feed 1/2 to 1 lb/horse/day MORE of the Strategy® Professional Formula GX horse feed. After observing the horse for a period of time, the amount fed may be increased or decreased by 10% to obtain the desired body condition and weight.

** Do not feed less than 1/3% of Body Weight of Strategy® Professional Formula GX horse feed to mature horses or less than 1% of Body Weight to growing horses. If they gain too much weight at this minimum feeding rate, then horses should be changed from Strategy® Professional Formula GX horse feed to Nature's Essentials® Enrich 12® or Enrich 32® Horse Supplement.

*** Feed at the higher rate for harder working horses.

**** Feed at the higher rate if rapid growth is desired.

Feed at regular times. Divide total daily feeding into at least two servings with three daily servings preferred. Do not feed over 5 lbs of Strategy® Professional Formula GX horse feed in one serving. DO NOT feed free-choice. Any feed changes should be made gradually over a period of 7 to 10 days. Changes in the rate of feeding should not exceed one pound per day for each horse. Always feed a minimum of 1 to 1-1/2% of Body Weight of good quality, clean hay or pasture. Inadequate amounts or poor quality hay may lead to colic and other digestive disturbances. Have salt and plenty of fresh, clean water available at all times. Maintain an effective control program for internal parasites. Be sure that horses are free of dental problems.

For more information on Strategy® Professional Formula GX horse feed, or to find the Purina dealer nearest you, visit www.horse.purinamills.com or call 1-800-227-8941.