



Horse Chow #100[®] Horse Feed

Purina[®] Horse Chow#100[®] horse feed is a complete feed for active pleasure horses. Containing highly digestible energy, protein, vitamins, minerals and roughage, Horse Chow #100[®] offers consistency in your horse's diet. As a complete feed without need of hay or pasture, it offers a practical and economical way to feed your horse.

Feed Form: All Pellets

Recommended For: Horses in their middle years that range from active pleasure to easy keepers.

Features	Benefits
Contains High-Quality Protein, Energy, Vitamins and Minerals	Gives horses the right amount of energy when they need it without making them more difficult to manage or causing obesity.
Hay Extender or Replacer	Replaces some, or all, of the hay in your horse's ration, contains alfalfa and other fiber sources.
Convenient	Great for traveling or at home.
Easy-To-Chew Pellet	Easy for adult horses to digest.
Vitamins and Minerals	Provides 100% of the required nutrients for horses when fed as directed* so no additional supplements are necessary. *Based on "Nutrient Requirements of Horses Sixth Revised Edition – 2007" published by the National Research Council.
Feed Guard[®] Nutrition System	The FeedGuard [®] Nutrition System is one of the industry's most innovative and exacting quality assurance programs. FeedGuard [®] Nutrition System can help deliver the trust, quality and performance that horse professional demand every day.

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Directions: Amounts of Horse Chow #100[®] Horse Feed to feed horses are shown below in pounds. Purina recommends that you periodically weigh the feed to ensure that your horse is receiving the proper amount in weight as well as in volume. Start with the amount shown for your horse's body weight. After observing your horse for a period of time, you may want to increase or decrease the daily feeding of Horse Chow #100[®] by up to 10% to keep your horse in the desired condition.

Weight of horse(lbs.)	600	800	Weight of horse(lbs.)	1000	1200	1400
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active pleasure horses amount to feed in lb./day			active pleasure horses amount to feed in lb./day			
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	lb.	Lb.		lb.	Lb.	Lb.
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Horse Chow #100	9.6	12.8	horse chow #100	16	19.2	22.4
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Guaranteed Analysis

CRUDE PROTEIN	MIN	10.00%
CRUDE FAT	MIN	2.00%
CRUDE FIBER	MAX	30.00%
CALCIUM (CA)	MIN	0.60%
CALCIUM (CA)	MAX	0.90%
PHOSPHORUS (P)	MIN	0.40%
COPPER (CU)	MIN	25 PPM
SELENIUM (SE)	MIN	0.30 PPM
ZINC (ZN)	MIN	100 PPM
VITAMIN A	MIN	3000 IU/LB

Important Considerations:

- Do not feed free-choice
- Feed at regular times (at least twice daily). When feeding rates exceed 1% of body weight, three daily feedings are preferred
- 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
- Have plenty of fresh, clean water available at all times
- Prevent the rapid eating by the horse of any feed stuffs
- Store feed in a dry, well-ventilated area protected from rodents and insects
- Do not feed moldy or insect-infested feed to animals as it may cause illness or death
- This product to be fed to the animal species as directed on the label
- In addition to nutritional care and consultation, be sure to make regular veterinary checkups and farrier appointments part of your horse wellness program