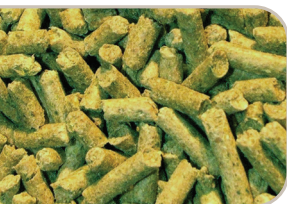




PURINA
STRATEGY[®]
PROFESSIONAL FORMULA GX

OVER ONE BILLION FEEDINGS

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 1 billion feedings later, it is still the gold standard in convenience and value 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 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.
- High 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 Polyunsaturated 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.
- High 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 broodmares, optimal growth and muscle development in young horses and strong muscle maintenance in performance horses.

Guaranteed Analysis:

Crude Protein (min)	14.00%
Lysine (min)	0.90%
Crude Fat (min)	6.00%
Crude Fiber (max)	12.50%
Calcium (min)	0.90%
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
Vitamin E (min) ...	125.00 IU/lb

For more information on Strategy[®] Professional Formula GX horse feed, or to find the Purina retailer nearest you, visit purinamills.com/horse-feed 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® 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:

- **Constant Nutrition® Formulation:** The actual nutrition in any type of ingredient can vary for countless reasons, so we formulated our feed for optimal nutrition instead of by individual ingredients.
- **Top Quality Ingredients:** We source only the best ingredients and only purchase those that meet our stringent quality standards. In fact, every year, thousands of tons of ingredients that don't meet our strict nutritional standards are sent away.
- **Perfected At The Mill:** We use near infrared reflectance (NIR) technology to measure—and compensate—for the actual nutrient levels in ingredients at many of our mills. Not at a far-off supplier or in a random lab.
- **Satisfaction Guaranteed:** We stand behind every bag of feed we sell. If any bag of Purina® feed you buy fails to meet or exceed your expectations, we'll give you your money back.

Purina® Feedguard® Nutrition System is our assurance that Purina® Feed can give your animals the nutrition they need to be their best.



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.

LIFESTYLE	WEIGHT OF HORSE IN POUNDS				
	600	800	1,000	1,200	1,400
Minimum Hay or Equivalent Pasture*	7.00	9.50	12.00	14.50	17.00
<i>Strategy® Professional Formula GX Horse Feed (lbs/day)**</i>					
Light Work	3.50	4.50	5.75	6.75	7.75
Moderate Work	4.75	6.25	7.75	9.25	10.75
Heavy Work***	6.00	7.75	9.75	11.75	13.50
Very Heavy Work***	8.75	11.75	14.50	17.25	20.25
Early Gestation (first 250 days)	2.50	3.25	4.00	4.75	5.50
Late Gestation (last 90 days)	3.50	4.75	5.75	7.00	8.00
Lactation (when fed separately)	7.75	10.25	12.75	15.25	17.75
Breeding Stallion	4.25	5.50	6.75	8.25	9.50

WEANED FOAL THROUGH YEARLING	WEIGHT OF HORSE IN POUNDS				
	300	400	500	600	700
Minimum Hay or Equivalent Pasture*	3.0	4.0	6.0	7.0	8.5
Strategy® GX Horse Feed (lbs/day)***	7.50-8.50	7.75-8.75	7.25-9.5	7.75-10.25	8.00-10.25

*This is the recommended minimum amount of hay to be fed. If feeding more hay, reduce the feeding rate of Strategy® GX Horse Feed by 1.0 lb for every additional 2.0 lbs of hay fed. EXAMPLE: Using the chart above, if feeding 14 lbs instead of 12 lbs of hay to a 1,000 lb maintenance-elevated activity level horse, reduce Strategy® GX Horse Feed offered by 1.0 lb from 5.25 to 4.25 lbs per day (2.0 lbs of additional hay divided by 2.0 lbs = 1.0 lb less of Strategy® GX Horse Feed).

**Do not feed less than 0.35 lbs per 100 lbs of body weight per day. EXAMPLE: A 1,000 lb horse has ten 100 lb increments (1,000 divided by 100 = 10). So for this horse, do not feed less than 3.5 lbs per day (10 x 0.35 = 3.5 lbs per day). If your horse gains too much weight at that minimum feeding rate, then you should replace Strategy® GX Horse Feed with Purina® Enrich Plus® Ration Balancing Feed.

***Use lower feeding rate for moderate growth rate and the higher feeding rate to support more rapid growth rate.

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