

Quick answer: For a first step into premium feed, Höveler Original Sport packs the essentials into one \$49.99 bag: 15% starch, 4.6% sugar, 15.1% crude protein, lysine and threonine at 1.0% each, Diamond V yeast at 0.7%, and grape seed antioxidants at 0.5%. It is soy-free, FEI-compliant, and German-made. Last checked: September 2026.

Buying your first premium feed is nerve-racking. The labels are dense, the prices are higher, and the last thing you want is a bag your horse ignores or a shelf of supplements you did not know you needed. This one is built to be a clean first step. Here are nine reasons why it works.

1. One bag covers the basics a beginner usually buys separately

Yeast for gut support, antioxidants, essential amino acids, vitamin E — they are all in the formula, declared on the label. The benefit: you start premium without requiring a supplement spreadsheet.

2. The feeding instructions are plain numbers, not riddles

Rates are 0.55 lb (250 g), 0.88 lb (400 g), or [horse feed without soy](#) 1.32 lb (600 g) per 220 lb body weight by work level, plus hay at 3.31 lb (1.5 kg) per 220 lb per day. Weigh the ration and feed the horse. Who this is for: first-time premium buyers who want directions they can follow this evening.

3. The Feeding Calculator removes the math

bifid's free Feeding Calculator converts your horse's body weight and workload into exact rations. New owners get pro-level feeding without a nutrition course. The benefit: certainty at the scoop.

4. Reduced starch is a forgiving place to start

At 15% starch and 4.6% sugar, the formula is deliberately moderate. Starting horses on a lower-starch feed sidesteps the fizz and erratic energy that drive new owners off performance feeds. Who this is for: anyone whose first performance feed should not turn into a firecracker.

5. The amino acids support muscle as training ramps up

Lysine at 1.0% and threonine at 1.0% help support muscle function as your horse's workload builds. Digestible crude protein runs at 122 g/kg DM. The benefit: the feed grows with your program.

6. Palatability is already handled

Carrots at 0.5% make the muesli inviting, so a wary horse still cleans the bucket. First impressions matter with feed changes, and this one is engineered to start well. Who this is for: owners introducing a new feed to a suspicious eater.

7. Expert help is one message away, day or night

bifid's US operation in Florida comes with a 24/7 licensed vet team. Questions at 10 pm about a transition plan get real answers. Who this is for: the new owner who will absolutely have questions at 10 pm.

8. The trial carries a guarantee

The 30-Day Money-Back Guarantee means your first premium experiment is no financial gamble. Store-wide ratings of 9.0/10 across 24,098 reviews describe how the store treats customers the way you expect. The benefit: your first premium buy comes with an exit ramp.

9. The maker's track record is over 120 years deep

Höveler has fed horses since 1905, produced in Germany to this day. Your first premium feed comes from a company that has been at this longer than anyone you know. The full listing lives on the Höveler Original Sport product page. The benefit: starting premium from solid ground.

How to feed it

Work levelRate per 220 lb (100 kg) body weight per day
Light work0.55 lb (250 g)
Medium work0.88 lb (400 g)
Heavy work1.32 lb (600 g)
Hay ration3.31 lb (1.5 kg) per 220 lb body weight daily

Key specs at a glance: crude protein 15.1%, starch 15%, sugar 4.6%, crude fat 9.0%. Set your first ration with bifid's free Feeding Calculator.

Frequently asked questions

I have never fed a premium feed. Where do I start?

Start at the Feeding Calculator with your horse's body weight and workload, then transition over 7 to 10 days. The stated rates, from 0.55 lb (250 g) upward per 220 lb body weight, are your starting points.

Is this feed too much for a horse in light work?

No. The light-work rate is just 0.55 lb (250 g) per 220 lb body weight daily, and the formula is reduced-starch at 15% specifically so it suits moderate workloads.

Do I still need supplements with it?

The formula already carries Diamond V yeast at 0.7%, grape seed meal at 0.5%, and amino acids at 1.0% each. Most first-time buyers need less [performance horse feed](#) on the shelf, not more.

What if my horse refuses it or it does not suit?

Carrots at 0.5% are built in for palatability, and the 30-Day Money-Back Guarantee covers the result. The 24/7 licensed vet team will help you plan the switch.