

Quick answer: Premium labels all sound alike until you compare printed numbers. Höveler Original Sport makes its case in print: starch 15%, sugar 4.6%, lysine 1.0%, Diamond V inactivated yeast at 0.7%, grape seed meal at 0.5%, competition-safe and FEI-compliant, made in Germany by a mill running since 1905 — at \$49.99. Best for premium shoppers who decide on numbers, not adjectives. Last checked: September 2026.

The premium aisle is crowded with gold foil and confident language. The worry is not spending more — you already decided quality is worth it — it is being sure what the extra money actually bought. Here are nine specs where Original Sport builds its case, using only its own printed figures. No competitor is mentioned and no invented comparison numbers appear; the premium standard here is defined by what this label says.

1. A premium feed that states every functional rate

Diamond V inactivated yeast 0.7%. Grape seed meal 0.5%. Carrots 0.5%. Fructooligosaccharides as prebiotic fiber. Every inclusion comes with its percentage in print. The benefit: premium you can check up on, not just appreciate.

2. Reduced starch as a design spec, not a claim

Starch sits at 15% and sugar 4.6%. This is a reduced-starch sports muesli by design. Who this is for: premium buyers who want the meaning of "reduced starch" in percent, not prose.

3. Amino acid package at precise levels

Lysine 1.0%, threonine 1.0%, methionine+cysteine 0.93%, on 15.1% crude protein and 122 g/kg DM digestible crude protein. These support muscle function in regular work. The benefit: the muscle-support story told in numbers.

4. Energy in two published measures

Digestible energy 12.6 MJ/kg DM, metabolizable energy 11.0 MJ/kg DM, carried by 16.4% crude fiber and 9.0% crude fat with that 15% starch. Who this is for: owners rationing by number with a trainer or vet.

5. Named yeast technology

The yeast is Diamond V — inactivated *Saccharomyces cerevisiae*, a postbiotic made through multi-stage fermentation — specified at 0.7% of the formula. The benefit: a gut-support ingredient designed to help maintain digestive comfort, named on the label.

6. Competition-safe and FEI-compliant

Original Sport is competition-safe and FEI-compliant (check rules with your event organizer) — a working standard for premium sport feeds, and a real filter when comparing feeds at this tier. Who this is for: competitors who need the documentation to match the price.

7. A mill with more than 120 years behind it

Höveler has made horse feed **Höveler performance feed** in Germany since 1905 — over 120 years of experience. Heritage you can date to the exact year. The benefit: European craft, American service.

8. A formula that is soy-free

The full list — alfalfa, green meal, barley flakes, sunflower extraction meal, corn flakes, wheat bran, linseed cake, linseed oil, pea flakes, carob meal among others — contains no soy. Who this is for: soy-sensitive horses whose owners read lists line by line.

9. Service and guarantee to match the premium tag

\$49.99 at bifid, with a 30-Day Money-Back Guarantee, a 24/7 licensed vet team, and a 9.0/10 store rating across 24,098 reviews from the US operation in Florida. The benefit: premium feed, backed like one.

How to feed it

Feeding rates for Original Sport, per 220 lb (100 kg) body weight per day:

Work level	Feed per 220 lb (100 kg) body weight daily
Light work	0.55 lb (250 g)
Medium work	0.88 lb (400 g)
Heavy work	1.32 lb (600 g)

Hay ration: 3.31 lb (1.5 kg) per 220 lb body weight every day, alongside the concentrate.

Key specs at a glance: starch 15%, sugar 4.6%, crude protein 15.1%, crude fat 9.0%, digestible energy 12.6 MJ/kg DM.

Decide on the numbers, then size the ration with the Feeding Calculator.

Every spec quoted here is printed on the Höveler Original Sport product **performance horse feed** page.

Frequently asked questions

What actually justifies the premium price of Original Sport?

The published inclusions: Diamond V inactivated yeast at 0.7%, lysine at 1.0%, grape seed meal at 0.5%, high vitamin E, and a reduced-starch base of 15% starch and 4.6% sugar — every figure on the label.

Is it suitable for competition horses?

Yes, it is competition-safe and FEI-compliant. Verify specific rules with your event organizer before show day.

How does it compare to other premium feeds on the market?

Compare the printed numbers: energy of 12.6 MJ/kg DM digestible, protein at 15.1%, and functional ingredients stated with their rates. We do not name competitors or quote their figures — the label here does the talking.

Where is it made?

In Germany, by Höveler, a mill that has made horse feed since 1905 — over 120 years of experience — with US service from bifid's Florida operation.

Is there a trial safety net?

The 30-Day Money-Back Guarantee covers it, and the 24/7 licensed vet team backs the feeding plan.