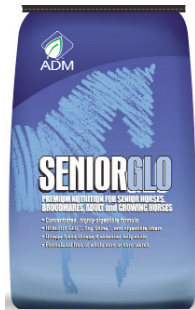


# SENIORGLO® Horse Feed

Product Number  
**10130AB**

Premium Nutrition for Adult and Senior Horses



## Product Positioning

A source of energy that does not contribute to metabolic and digestive disorders and developmental orthopedic disorders (DOD) is a long-awaited breakthrough for the horse industry. SENIORGLO, a Premium Blend product, contains stabilized rice bran, which is considered the best source of beneficial dietary fat for horses. SENIORGLO, which does not contain whole corn or corn starch, is formulated by combining stabilized rice bran, Omega Flax™, and vegetable oil with protein, vitamin, and mineral sources to produce a unique feed that is more energy dense, thus lowering the feeding rate compared to traditional grain-based horse feeds. SENIORGLO is a key component of Forage First® programs and is the perfect fit for meeting the nutritional challenges faced by mature horses. Forage First programs combine good-quality forage, GROSTRONG® vitamin-mineral products, and Premium Blends to produce balanced

total rations. With this combination of feeds, horses can be healthy and perform at their best when fed less grain than they would receive from traditional horse rations. Consequently, horses are at less risk of metabolic and digestive disorders and DOD that may result from high-starch intake. Stabilized rice bran is the foundation of ADM's Equine Premium Blend products.

## Product Description

SENIORGLO is a premium, concentrated feed for senior horses, broodmares, adult horses, and growing horses. SENIORGLO is formulated to be fed at 4-8 lb per day along with good-quality forages. With SENIORGLO you can adjust the forage-to-concentrate ratio of your total feeding program to make it just right for your senior horse. SENIORGLO contains HEALTHY GLO™, Omega Flax™, vegetable oil, and highly digestible fiber from alfalfa, beet pulp, and soybean hulls. SENIORGLO comes in soft pellets which are easy for senior horses to chew. SENIORGLO is also excellent in feeding programs for broodmares and growing horses.

## Features

Contains stabilized rice bran, which provides a concentrated source of energy from natural rice oil

Unique combination of fibers (soybean hulls and beet pulp) in a no corn starch formula

Specially formulated

Contains Omega Flax

Concentrated formula

Contains GROSTRONG Minerals

Zinpro®\* 4-Plex®\* C (complexed zinc, manganese, copper, & cobalt)

Provides CitriStim®

Provides Proponse® yeast

Provides direct fed microbials

## Benefits

Highly digestible energy sources provide more energy per pound compared to grains, thus reducing amount of starch in the diet which may lower "grain-high" disposition, risk of digestive disorders, and thermal load; adds body condition to thin horses; contributes to hair coat shine and "bloom."

Highly digestible fiber sources provide non-starch energy sources that are ideal for horses prone to digestive disorders.

To meet the specialized nutrient needs of senior horses, such as increased requirements for protein, phosphorus, B-complex vitamins, and vitamin C.

Ground flax seed is a rich source of Omega 3 and Omega 6 essential fatty acids.

Enables streamlined feeding, choice of forage, and choice of forage/concentrate ratio.

Provides major minerals, trace minerals, vitamins, and electrolytes (includes salt) to ensure horses receive nutrients needed for maintenance, growth, and performance.

Complexed mineral sources are more readily available compared with inorganic sources, which could be crucial to stressed horses and may also provide health benefits such as immunity, skeletal growth, and hoof integrity.

An ADM proprietary feed ingredient, which is a source of yeast mannans and beta glucans that may favorably impact the gut microbial population.

Studies have shown yeast enhances feed palatability, digestibility, and hindgut fermentation.

Enables more efficient metabolism of nutrients from the foregut, resulting in better nutrient utilization of the entire ration.

*Features and benefits continued on next page.*



*Features and benefits continued.*

Portion of vitamin E is natural-source	Protects body tissues from oxidative damage. The need for vitamin E is vital to immune system functioning and may be especially important for working horses as they are more prone to exercise-induced muscle damage. Research shows natural-source vitamin E is more bio-available compared with synthetic vitamin E.
Soft pellet form	Soft pellets make it easier for senior horses to pick-up and chew; better nutrient digestibility and absorption; easy-to-feed and reduces feed waste.
Highly palatable flavor	Encourages feed consumption by senior horses, adult horses, broodmares, and growing horses.

\*Not trademarks of ADM.

For equine technical information or assistance: Call our Equine HELPLINE at 1-800-680-8254 or check ADM's Equine Web site: [www.grostrong.com](http://www.grostrong.com).

### Product Form/Packaging

Pelleted form in 50-lb bags.

### How Much is Needed

• 0.3 to 0.8 lb per 100 lb of body weight daily (see Instructions for Feeding).

### Guaranteed Analysis

Crude Protein, min. ....	14.0%
Lysine, min. ....	0.7%
Crude Fat, min. ....	8.0%
Crude Fiber, max. ....	20.0%
Acid Detergent Fiber, max. ....	25.0%
Neutral Detergent Fiber, max. ....	40.0%
Calcium (Ca), min./max. ....	0.7-1.1%
Phosphorus (P), min. ....	0.6%
Copper (Cu), min. ....	30 ppm
Selenium (Se), min. ....	0.6 ppm
Zinc (Zn), min. ....	150 ppm
Vitamin A, min. ....	5,000 IU/lb
Vitamin E, min. ....	250 IU/lb

### Ingredients

Stabilized Rice Bran, Wheat Middlings, Dehydrated Alfalfa Meal, Cane Molasses, Ground Flax Seed, Wheat Germ Meal, Extracted Citric Acid Presscake, Calcium Carbonate, Dried Beet Pulp with Molasses, Salt, Lignin Sulfonate, Soybean Meal, Vegetable Oil, Brewers Dried Yeast, Magnesium Oxide, Sodium Propionate (A Preservative), d-alpha Tocopheryl Acetate and dl-alpha Tocopheryl Acetate (sources of Vitamin E); Ascorbic Acid (Source of Vitamin C), Natural and Artificial Flavors, Monocalcium Phosphate, Dicalcium Phosphate, Lactobacillus Acidophilus Fermentation Product Dehydrated, Lactobacillus Casei Fermentation Product Dehydrated, Bifido Bacterium Thermophilum Fermentation Product Dehydrated, Enterococcus Faecium Fermentation Product Dehydrated, Sodium Bentonite, Zinc Oxide, Manganous Oxide, Copper Sulfate, Defluorinated Phosphate, Ferrous Sulfate, Mineral Oil, Vitamin A Acetate, Calcium Pantothenate, Thiamine Mononitrate, Riboflavin Supplement, Niacin Supplement, Cobalt Carbonate, Sodium Selenite, Cholecalciferol (Source of Vitamin D<sub>3</sub>), Vitamin B<sub>12</sub> Supplement, Zinc Methionine Complex, Manganese Methionine Complex, Copper Lysine Complex, Cobalt Glucoheptonate, Potassium Iodide, Menadione Sodium Bisulfite Complex (Source of Vitamin K Activity).

### Questions & Answers

- Q. Is there much demand for a senior horse feed?

A. Yes. Because of recent advances in equine medicine and nutrition, many horses are now living longer and more productive lives. In fact, many horses now perform successfully after age 20 and live to be over 30. Special feeds for senior horses may help them stay healthier longer.
- Q. What special nutritional needs do older horses have?

A. Research with senior horses indicates they may be less efficient at absorbing or utilizing certain nutrients. SENIORGLO feed ingredients have been specially selected and combined to include added protein, phosphorus, B-complex vitamins, and vitamin C that match the needs of senior horses. SENIORGLO also contains Proponse yeast that has been shown to increase fiber digestibility. It also provides complexed trace minerals and a direct fed microbial. Another unique aspect of SENIORGLO is the inclusion of CitriStim, an ADM proprietary feed ingredient, which is a source of yeast mannans and beta glucans. Researchers have demonstrated yeast mannans may have a beneficial impact on animal growth and health via their deleterious impact on pathogenic gut bacteria.
- Q. Why does SENIORGLO contain stabilized rice bran?

A. Stabilized rice bran provides energy from rice oil, structural carbohydrates, and non-structural carbohydrates. Stabilized rice bran also provides natural-source vitamin E, which is important for its antioxidant activity. Natural-source vitamin E is more biopotent in horses than synthetic vitamin E.
- Q. In addition to stabilized rice bran, what other energy sources does SENIORGLO contain?

A. SENIORGLO contains dehydrated alfalfa, soybean hulls, and beet pulp—very desirable sources of structural carbohydrates. These fiber sources provide energy without producing the symptoms of grain overload. SENIORGLO also contains Omega Flax (ground flax seed), which is a rich source of Omega 3 and Omega 6 essential fatty acids.

*Questions and answers continued on next page*

Questions and answers continued.

5. Q. Why is SENIORGLO available in soft pellets?
  - A. Grinding and pelleting ingredients make them easier for horses to chew and digest. Senior horses often have difficulty picking up and chewing feeds, and they often spill and waste a lot of feed. Soft pellets are easier to chew.
6. Q. What is different about the feeding rate of SENIORGLO?
  - A. Most senior horse feeds have been formulated to be fed at a rate of 15 to 20 lb per 1000 lb horse daily. They often contain large amounts of ground hay or forage products. SENIORGLO is a more concentrated product designed to be fed at 3 to 8 lb per 1000 lb horse daily. Providing pasture or 12–20 lb of good-quality hay along with the recommended amount of SENIORGLO is a simple, easy, and often more economical way to meet a senior horse's nutritional needs.
7. Q. Can SENIORGLO be fed to broodmares and younger horses?
  - A. Yes. SENIORGLO is also an excellent feed for nursing foals, weanlings, yearlings, adult horses, and broodmares. Foals may require additional protein. Combine SENIORGLO with ShowBoost® or GROSTRONG Mintrate® according to label instructions to provide more protein. As a general rule, feed SENIORGLO to horses three years of age and older and feed JUNIORGLO™ to horses three years of age and younger.

## Instructions for Feeding

SENIORGLO Horse Feed is a pelleted concentrate for senior horses, broodmares, adult horses, and growing horses. Feed as specified in the table below with good-quality forage, which is free of dust and mold. Provide fresh, clean water and a GROSTRONG Minerals for Horses product according to feeding recommendations.

		<b>Recommended Intake*</b>	
		<b>Lb per 100 lb of Body Weight</b>	
		<b>SENIORGLO Horse Feed</b>	<b>Good-Quality Hay**</b>
<b>Mature Horses:</b>	Maintenance	0.30	2.0–3.0
	Light work	0.50	2.0–3.0
	Moderate work	0.75***	2.0–3.0
	Heavy work	1.00***	2.0–3.0
<b>Geriatric Horses</b>		0.40–0.80	1.5–2.5
<b>Broodmares</b>		0.30–0.80	2.0–3.5
<b>Growing Horses</b>		0.20–0.80****	1.5–2.0

Adjustments to feed intake should be based on body weight, condition and activity of the horse, and forage quality and availability. Do NOT exceed feeding recommendations. If more energy is needed in the total ration, we recommend adding a HEALTHY GLO™ product or MOORGLO® Limited Starch Supplement according to product feeding recommendations. Any feed changes should be made gradually over a 7-10 day period. Changes in rate of feeding should not exceed 1 pound per horse daily. SENIORGLO Horse Feed is also an excellent feed for use in broodmare and growing horse rations. Call the Nutrition HELPLINE at 1-800-680-8254 for free horse feeding suggestions.

\* A GROSTRONG Minerals for Horses product should be fed according to product feeding recommendations or provided free-choice in granular, block, or QuadBLOCK® form.

\*\* FORAGE FIRST Alfalfa or Timothy/Alfalfa Cubes can be used as a good-quality hay source at the rate of 85-90% of the amount suggested for long-stemmed hay (for example, 11-17 pounds daily for a 1000 lb horse). The cubes can be soaked for horses that have trouble chewing long-stemmed hay.

\*\*\* We recommend adding a Premium Hi-Fat Supplement, such as MOORGLO® or HEALTHY GLO™ according to label instructions.

\*\*\*\* A high-protein supplement like StaySTRONG™ 33 Ration Balancer should be fed with SENIORGLO to growing horses according to label instructions or feed JUNIORGLO™ to horses three years of age or younger.

**CAUTION:** Consumption of this product by sheep and goats may result in copper toxicity. Follow label directions. Feeding added selenium at levels in excess of 0.3 ppm in the total diet is prohibited.