



Beyond Marketing: The Making of Premium ADM Equine Products

“Premium” is often defined as having or reflecting superior quality or performance, such as the need for premium gasoline for high-end vehicles. “Premium” can also represent exceptionally greater value compared with others of its kind, as in premium seats at a concert. And finally, “premium” can also conjure thoughts of a bonus, reward or something extra.

ADM’s equine products are “premium” from the perspective of utilizing highly selected ingredients obtained from preferred suppliers, incorporating innovative feed technology, applying intense and thorough research and offering nutritional and technical support backed with 130 years of expertise in developing and manufacturing feed products. “Doing what’s right for the horseSM” has become ADM’s mantra because at heart our foremost concern is to ensure horses receive balanced, healthy diets aligned with their unique digestive system.

Highly Selected Ingredients

Today’s equine athletes need very specialized rations with all nutrients in the correct amounts and proportions if they are to perform at their best, either in the arena or on the trail. Traditionally, cereal grains have been used to supply the horse with extra energy and other nutrients. Unfortunately, feeding horses too much grain (starch source) can result in metabolic and digestive disorders, such as colic, founder and tying-up, and may contribute to developmental orthopedic disease (DOD). ADM’s premium line of GLO products provide a limited or low amount of starch/sugar because these products contain stabilized rice bran, which is considered to be the best source of beneficial fat (natural rice oil) for horses. This helps lower the “grain-high” disposition that often results from feeding diets containing a large amount of grain. Another advantage of incorporating stabilized rice bran in GLO products is the stabilization process that inactivates the lipase enzyme—the enzyme responsible for causing rancidity. This process also maintains the potency of vitamin E and other antioxidants naturally contained in stabilized rice bran.

ADM’s GLO products also contain Omega Flax™ (ground flaxseed) that provides another highly digestible, concentrated energy source and Omega 3 essential fatty acids, which are known to have an anti-inflammatory effect and to enhance healthy skin and coat.

ADM’s GLO products incorporate a significant amount of our proprietary natural-source vitamin E, which helps protect 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.



Feeding a high-quality, premium horse feed will help ensure horses receive balanced, healthy diets.

Many of the highly selected ingredients used in ADM’s “premium” equine products have been found to be beneficial to gut health, yet another factor that uniquely makes this group of products superior to many other available products. Key ingredients include:

- CitriStim®, an ADM proprietary feed ingredient, which is a source of yeast mannans and beta glucans that may favorably impact the gut microbial population and stimulate the horse’s immune system for better health and well-being;
- Prospan® yeast, which enhances feed palatability, digestibility and hind-gut fermentation;
- Direct-fed microbials, which enable more efficient metabolism of nutrients from the foregut, resulting in better nutrient utilization of the entire ration; and
- A unique proprietary blend of minerals—Zinpro®* 4-Plex®* EQ, a complexed (organic) source of zinc, manganese, copper and cobalt specifically formulated for horses. Complexed minerals are more readily available for absorption compared with inorganic sources, which is especially crucial for the stressed or heavily worked horse.

ADM's Premium Blend Feeds are formulated to utilize MoorMan's® GROSTRONG® Minerals, a proprietary mineral and vitamin formulation that optimizes nutrient availability, digestion and utilization. MoorMan's GROSTRONG Mineral package also includes electrolytes to keep horses in proper acid-base balance, especially during hot, humid weather when sweating is normal. Of critical importance is the electrolyte component of MoorMan's GROSTRONG, which limits the amount of added potassium. This offers a safety factor for horses with hyperkalemic periodic paralysis (HYPP).

Quality

ADM implements stringent quality assurance practices to ensure the nutritional integrity of our feed products. We continually evaluate performance and quality assurance programs to ensure consistent products and service quality to our customers.

Feed Technology

ADM's Feed Technology Group provides technical expertise in feed manufacturing and processing to achieve the desired physical properties in the finished product, such as pellet durability, pellet softness, caking tendency, dustiness and shelf life. This group also operates a well-equipped pilot plant that is a key factor in product development and in evaluating new and alternative ingredients. The pilot plant is essential for testing small batches of feed prior to commercialization. Constant evaluation of equipment for feed manufacturing, laboratory analysis, new ingredients and feed programs means ADM can capture the advantage of innovation and pass them along to horse owners.



Feed company research and a quality assurance program help provide horses owners with reassurance that the company has the best interests of the horse and owner in mind when developing nutritional products.

Research

ADM's equine research program is a dedicated process and enables us to provide "Proven Performance from Innovative Nutrition®". Through our own research, proprietary data and field research, combined with efforts at land grant universities and our business partners, we are at the forefront of determining horse nutritional needs.

Technical and Nutritional Support

For our customers, technical support does not end when the product is delivered. We are customer-needs focused. Our goal is to fulfill your needs and wants by offering nutritional solutions and providing added value. Our Equine Nutrition Hotline is available to any individual with a question, problem and/or need. We are also accessible on the internet for product information and on Facebook, where proof-of-performance testimonials are posted.

Expertise and History

Moorman Manufacturing Company (also known as MoorMan's, which is now part of ADM) has been researching, formulating and manufacturing vitamin-mineral supplements since 1885. With time comes experience, and ADM is unsurpassed in formulation expertise, reliability, nutritional soundness and leading-edge technology. Horse owners can be assured of our commitment to ensuring high-quality products that perform.

Vision

ADM takes seriously our responsibility to look into the future and continually do what's right for the horse. We work with our customers to envision what the industry will look like tomorrow and what it will take, working alongside you, to reach your goal and beyond.

When you feed ADM's "Premium Blend" and GLO equine products within a properly designed nutrition program, your horse won't need additional nutritional supplements ... it's all in the bag and remember, you're doing what's right for the horse.

*MoorMan's, GROSTRONG, CitriStim, Prospanse and Proven Performance from Innovative Nutrition are trademarks of Archer Daniels Midland Company. "Doing what's right for the horse" is a service mark of Archer Daniels Midland Company *Zinpro and 4-Plex are registered trademarks of Zinpro Corporation.*

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