

# FUELLING EXCELLENCE FROM THE INSIDE OUT

## WHAT IS THE CONNECTION BETWEEN CHEWING AND HINDGUT HEALTH?

### LONG STEM FIBRE

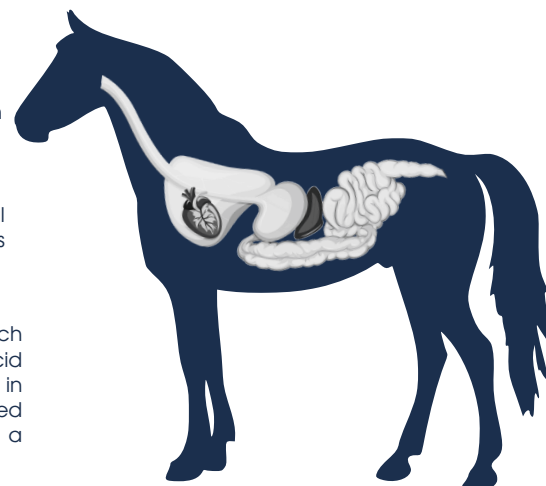
When consuming 1kg of hay and long stem fibre feeds, horses will chew approximately 3000 – 4500 times, taking around 40 minutes. For 1kg grain, the number of chews reduces to 800-1000 times and around 10 minutes, and for 1kg of sweet feeds and grain based pellets, the number of chews goes down to 350-500 times and about 5 minutes.

### HINDGUT HEALTH

High fibre feeds feed the 'good' bacteria in the hindgut and promote optimal fermentation. It helps to reduce disturbances in the hindgut that can lead to problems like hindgut acidosis, colic, laminitis, sloppy manure and behavioural problems.

### ULCERS

Long stem, high fibre feeds, particularly those containing lucerne, buffer strong stomach acid and form a floating mat in the stomach which acts like a lid to help stop the acid splashing around. Limited chewing time can lead to an accumulation of gastric acids in the horse's empty stomach, which can lead to gastric ulcers. With constantly secreted stomach acid, increasing chewing to promote saliva production will help provide a natural buffer.



### LONG STEM

All Johnson's Natural Formula feeds are based on high fibre ingredients, which are not ground up into a powder, but kept in the natural, long stem form, so horses are encouraged to chew, just as they are designed to.



### POOR TEETH

Can be soaked to form a soft meal. Contributes to the fibre requirement for horses with poor teeth that may not be able to manage pasture or hay.



### NON HEATING, SLOW RELEASE ENERGY

Significantly lower starch levels compared to grain based feed, reduces energy provided as glucose. High fibre converts to volatile fatty acids, providing safe, sustained energy – perfect for performance horse training and competing. Perfect for horses who need additional condition but get hot on traditional feeds.



### MORE ECONOMICAL

Horses stay full for longer, which can reduce hay intake. No need to feed with additional chaff. No wastage. More digestible than raw grains/grain based feed. 65% of the horse's digestive system is dedicated to fibre digestion.



### PREMIUM AUSTRALIAN INGREDIENTS

Guaranteed quality and consistency – set ingredients and ongoing testing. Does not contain by products or imported ingredients.



### AIDS IN HYDRATION

Fibre can hold water in the digestive system which act as a fluid reservoir that can be drawn upon to help with hydration. Horses eating all fibre diets will drink around one third more water compared to a fibre and grain diet.

