

Quick answer: Höveler Western Sport is a premium, oat-free, low-grain muesli with 28% alfalfa, 14% protein, 12.19 MJ digestible energy per kg, and FEI-compliant status, at \$37.99 for the 44 lb bag. Best for **performance horse feed** owners shopping the premium tier who want the spec sheet to justify the shelf it sits on. Last checked: September 2026.

Premium is a word every feed bag claims, so the test is what is really inside. Western Sport wins the tier on formulation detail, heritage, and standards compliance — here are seven signs it clears the bar.

1. A 120-year formulation house behind it

Höveler has made horse feed in Germany since 1905 — over 120 years of expertise — and Western Sport is a living expression of that work. Premium, in this case, means institutional know-how, not a startup recipe. The benefit: a formula refined across generations of working horses.

Who this is for: owners shopping the premium tier who want heritage, not gimmicks.

2. Alfalfa-led energy at 28%

The leading ingredient is alfalfa at 28%, before the grains. That ordering tells you this is a feed built around forage quality and muscle development rather than cheap grain bulk. Most feeds in the mid tier lead with grain; this one prioritizes the ingredient tied to topline and peak performance.

Who this is for: owners who go through ingredient decks from top to bottom before checking price.

3. Precision nutrition numbers on the label

The guaranteed analysis goes deep: 14.0% crude protein, 6.10% crude fat, 16.7% crude fiber, digestible crude protein at 107 g/kg, lysine 0.58%, methionine+cysteine 0.46%, threonine 0.53% — every figure published on the bifid product page. Listing the amino acid fractions is a premium-tier habit, because they are what the horse really uses for muscle.

Who this is for: buyers who want the full mineral and amino picture, not just protein and fat.

4. A complete micronutrient package

Per kg, the formula packs 260 mg vitamin E, 1,185 µg biotin, 141 mg choline chloride, both organic and inorganic selenium sources (0.25 mg sodium selenite plus 0.25 mg selenium yeast CNCMI-3399), and the full B-vitamin range. A premium feed handles the micronutrients so the supplement shelf shrinks.

Who this is for: owners currently buying a separate hoof-and-coat supplement to patch a basic feed.

5. FEI-compliant and competition-safe as standard

Western Sport is competition-safe and FEI-compliant — confirm the rules with your event organizer. Premium feeds for sport horses meet this bar by design choice, with no gymnastics required. Show day and any Tuesday get the same bucket.

Who this is for: competitors who expect their feed to clear doping rules without a second thought.

6. Oat-free, low-grain engineering

The muesli is oat-free, with starch at 18.30% and sugar at 5.30% in a high-energy, low-grain design. Building energy around digestible sources — 12.19 MJ/kg — rather than raw grain is where the formulation money goes. Inactivated brewer's yeast rounds out the hindgut support.

Who this is for: premium-tier shoppers who tie quality to digestive engineering, not just ingredient names.

7. Premium product, premium service model

Bifid backs the tier with a 24/7 licensed vet team, a 30-Day Money-Back Guarantee, and a 9.0/10 store rating across 24,098 reviews, supported from Florida. European craft, American service — and at \$37.99 for 44 lb, the premium tier does not demand a premium invoice.

Who this is for: owners who want the complete package — feed, vet access, and guarantee — in one purchase.

How to feed it

Daily rate per 220 lb (100 kg) of body weight:

Work levelDaily rate Light work0.55 lb (250 g) Medium work0.88 lb (400 g) Heavy workNot listed — the page gives no heavy-work rate; adjust to condition and training intensity, with adequate forage always provided.

Key specs at a glance: 14% crude protein, 6.10% crude fat, 16.7% crude fiber, 12.19 MJ digestible energy/kg, 18.30% starch, 28% alfalfa. Calculate your horse's exact ration with bifid's feeding calculator.

Frequently asked questions

What makes Western Sport a premium feed?

Three things: a 120-year German formulation house behind it, an alfalfa-led [competition endurance feed](#) recipe at 28% with complete amino acid and micronutrient disclosure, and FEI-compliant status. The \$37.99 price for 44 lb is the surprise.

Is it suitable for competition horses?

Yes. It is competition-safe and FEI-compliant, so it can be fed all year through show season. Always check specific rules with your event organizer.

Is Western Sport soy-free?

No. The ingredient list includes 1.5% soy extraction meal feed. It is oat-free, not soy-free.

What energy does it provide?

12.19 MJ of digestible energy per kg, with convertible energy at 11.21 MJ/kg, delivered through a low-grain muesli format.

Does the premium tier come with support?

Yes. Bifid provides a 24/7 licensed vet team and a 30-Day Money-Back Guarantee, backed by a 9.0/10 store rating across 24,098 reviews.