

Quick answer: Höveler Western Sport is a 44 lb bag of German muesli for working western horses, formulated with linseed cake and linseed oil, 260 mg of Vitamin E and 1,185 µg of biotin per kg, at \$37.99. Best for a horse in training whose coat has gone dull. Last checked: September 2026.

You have curried, brushed, and rinsed, and the coat still reads flat and dusty under the show lights. A dull coat is usually a report [performance horse feed](#) from the inside: the hair is the last place nutrition shows up and the first place it shows a deficit. Here are five ways this feed supports coat shine from within.

1. Linseed in two forms for coat oils

The ingredient list carries both linseed cake and linseed oil — you can see it in full on the [bifid product page](#). Linseed is the traditional European coat ingredient, supplying the oils that help the coat keep natural gloss. The formula also includes sunflower oil, so the oil profile arrives from more than one direction.

Who this is for: owners currently paying for a separate oil or coat product for shine.

2. Biotin at 1,185 µg per kilogram

Each kg delivers 1,185 µg of biotin, the B-vitamin best known for supporting healthy hair and hoof growth. Coat quality tracks the growth cycle, so a consistent daily dose matters more than a short-lived blitz.

The benefit: shine worked at the follicle, not just at the surface.

3. Vitamin E at 260 mg per kg as antioxidant support

Western Sport provides 260 mg of Vitamin E per kg, to support normal muscle and tissue function in horses in real work. Working horses use up antioxidant capacity more quickly, and a diet running short on support often shows it in the coat first of all.

Who this is for: horses in medium to intensive training whose condition reads dull mid-season.

4. A balanced ration fixes the underlying report

A dull coat is often the visible end of a thin ration. This feed carries 14.0% crude protein, 6.10% crude fat, zinc/copper at 18.8 mg and selenium at 0.25 mg from sodium selenite plus 0.25 mg from selenium yeast per kg — the minerals hair depends on. A balanced, complete base often does more for shine than anything you spray on.

The benefit: the coat improves because the diet under it got better.

5. Made with over 120 years of formulation history, risk-free to try

Höveler has made German horse feed since 1905. At \$37.99 for a 44 lb bag, with a 30-Day Money-Back Guarantee and a 9.0/10 store rating across 24,098 reviews, testing the coat-and-condition route is a low-stakes bet.

Who this is for: anyone who has paid more for grooming products than for the feed that feeds the coat.

How to feed it

Rates are given per 220 lb (100 kg) of body weight per day:

Work levelDaily rate per 220 lb (100 kg) body weight 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: 44 lb bag, \$37.99, 6.10% crude fat, 260 mg/kg Vitamin E, 1,185 µg/kg biotin, muesli mix with linseed cake and linseed oil. For heavy work, adjust the amount to your horse's condition and training intensity, always with adequate forage alongside. Size the daily ration at the [bifid Feeding Calculator](#).

Frequently asked questions

What makes a horse's coat dull?

Usually it is a ration short on good protein, oils or trace minerals, or a coat that simply needs longer on better nutrition. Western Sport addresses those inputs directly with linseed oil, biotin at 1,185 µg/kg, Vitamin E at 260 mg/kg and zinc/copper at 18.8 mg/kg. Persistent dullness despite good feeding is worth a vet check for underlying causes.

How long before a coat improves on new feed?

The hair cycle is not fast — give a steady correct ration eight to ten weeks before making the call. Feed at 0.88 lb (400 g) per 220 lb (100 kg) of body [non-soy horse diets](#) weight for medium work, with forage provided alongside.

Does it contain oats that could dry the coat out?

The formula is completely oat-free, deliberately low-grain. Energy comes from alfalfa at 28%, cereal flakes and added linseed and sunflower oils.

Is it safe to feed alongside a coat supplement?

Usually yes, though review total intakes first — this feed already carries biotin, Vitamin E and selenium. The 24/7 licensed vet team can review the combined ration with you so you avoid doubling up.