

Hi everyone! This is the AskAnnie Podcast horse girl reviews on products you use!

We feature a special guest on this episode and would like to thank Nutrena's Equine Product Line Manager, Russell Muller, for being a part of this week's episode.

This episode is brought to you by Nutrena® Empower® Digestive Balance. Many horses, regardless of age or lifestyle, can suffer digestive upset. These challenges can be even greater in performance horses who are under stress from travelling, performing, and ever-changing schedules and environments. Empower® Digestive Balance is a pelleted top dress supplement with marine-sourced calcite and butyric acid designed to support overall gastrointestinal health and maintain normal gastric pH.

So, it's good to talk to you again Russel! Can you tell us what you and Nutrena have been up to since the last time we spoke in November of 2019? Oh, we've been up to a lot I mean, well last November we relaunched and put a refresh on our SafeChoice product line, and we never really stop thinking of what's next for our business and for our consumers and animals they feed. So, we've done some other product updates and continue to push that out and the latest thing we've brought out is our Empower® Digestive Balance. Awesome! I'm excited to talk about that. When we talked on Episode 24, we talked a lot about SafeChoice, but we're really going to focus on Nutrena's Empower® Digestive Balance. Can you tell me how this product come about? You know, we do a lot of listening to horse owners about what they need, what their animals need, what they're seeing with their horses whether it's in competition or at home or training or whatever they're doing with them and we just continue to hear about my horse has some form of digestive upsets. So when I talk about digestive upsets I'm thinking small and large intestine or gastric upset, which focuses on the stomach and that's where when you have a need of the animal and the horse owner you're really saying ok how can we solve that need and that's where we started ideating well over a year ago about how could we fit that need for our animal owners out there and the horses we love and that's where we came up with Empower® Digestive Balance to bring a lot of new technology to bear in one single easy to use product. Absolutely, really meeting the horse owners where they're at too. Yea, I mean it's really critical in that they really find value in and just betters the lives of whether it's the owner or the horse, I mean we've got to do both. Why is Empower® Digestive Balance a critical product to add to the already extensive line of Nutrena feeds? As we looked at what horses were impacted by digestive disturbances in general, you know it's not every horse. That was the thing we kept looking at, you know you hear about I've got two horses in my barn of 7 or 5 out of 20 or 8 out of 20 depending on what they're doing with that horses, but it was like do we add this technology to every feed or do we let people pick and choose. that's why we added it to the Empower line because the other Empower products, Empower Boost and Empower Topline Balance, you add to a feed in general, you add it on top of something else and we wanted to give people that choice. If you have a horse that doesn't have gastric or digestive upset, you didn't need the technology you didn't need those added nutrients, so you fed one of our main line feeds such as SafeChoice or Pro Force. For those horses that have that need we wanted to bring that technology to them in the form of Empower® Digestive Balance where they could add it to the horses they needed to help with. So, we really wanted to give people the choice

without forcing that technology into every horse in a place that maybe didn't need it. Yea, that makes absolute sense. There are some really interesting nutritional components within Empower® Digestive Balance, and I'm going to butcher these names, but it looks like marine calcite, encapsulated butyric acid, zinc and proprietary yeast culture. What are the individual purposes of these unique ingredients and how do they help horses? Well, you didn't do too bad on the names, so nice job there! We'll start with the marine calcite, it's a form of calcium that comes from algae in the ocean and it's a calcium. It's the same calcium that we add to feeds on a regular basis on a nutrient content. However, it has a more porous structure, it's a more open structure like a sponge. So, calcium itself buffers acid, or it offsets or counteracts acid and when its more porous or open its able to interact with more acid so think horses that are in high competition or high stress situations, we got to control that stomach acid which can lead to, uncontrolled stomach acid or acid erosion of that stomach lining leads to ulcers. The horse naturally has a buffer that it uses on a regular basis when it chews and that's saliva. Saliva typically buffers stomach acid but with the things that we do with horses they don't chew as often they don't produce as much as saliva in their diet, and that's what the marine calcite does. It just happened to be a calcium source from the ocean from algae that is just more open porous structure. So that's really the first one is and that's for the marine calcite focus is, really in that stomach around buffering, just the natural digestive acid that occurs on a regular basis for the horse just to keep it in check so that it doesn't get out of control and cause problems. The encapsulated butyric acid and zinc are actually one product with two components and its serves two different needs but it's one component. That product, the encapsulated butyric acid and zinc focusses on the small and large intestine so it makes it past the stomach the encapsulation helps make it past the stomach and at that point again when we add stress to the horse whether its heat related, stress related, training related, trailering related, the normal gastrointestinal lining of the small and large intestine can break down via stressful situations. That combined component of the encapsulated butyric acid and zinc serves two functions. One the butyric acid itself is a calorie source for the cells of the small and large intestine so they just work better. It gives a targeted calorie source, so they stay at a high functioning and the zinc make sure they stay connected. You can get really into some technical stuff here, but if that gastrointestinal lining becomes too open things that we don't want absorbed in the blood stream can start getting absorbed in the blood stream that's what the stress does and so the zinc keeps that what we call a tight junction tight. So that the bad stuff stays in the intestinal side and the good stuff stays in the blood side and it's all encapsulated so that it makes it to the small and large intestine. it's a very new technology that has come out from some suppliers and it's got good research behind it and works really well. it really that's what brings the next phase of after you make it past the stomach into the large and small intestine where we're working on the entire digestive tract. Then the last thing you mentioned proprietary yeast culture, again the yeast that we add there's always good, beneficial microbes in the horses' gut and that yeast culture just becomes food for those beneficial microbes. So, by adding yeast culture in it just provides more food source for those beneficial microbes that help everything work really at peak efficiency, so all those things work together so that we bring one product that really works from the stomach all the way back on the horse that's where it got the term Digestive Balance as its working on the entire digestive system. That's really interesting especially about just how they all work together and putting those capsules on them, so they make it through the

digestive system to where they need to impact is just really cool. That's what we wanted to do is bring something that brought a lot of multi-factor benefits in one product so you weren't mixing two or three products in you know you could do one product that serves multiple needs. Definitely! What group of horses would be the best candidate for Empower® Digestive Balance? You know that's a really good question and I think it's there's a broad term that we use and that's a horse under stress. So that's an open grey area but anytime we take a horse out of their natural environment which is running on a pasture we change their dietary makeup we change how we feed them, we change all of this stuff, and we've got to try to rebalance all that out. I think the first class of horses that is really targeted for is horses that are in heavy competition, training, trailering, that just adds a lot of whether it's the sloshing from the training that happens when you're loping or cantering a horse around to putting them on a trailer, to the stress we put on them at a show or competition it upsets the balance of how the horse is really designed to function. Typically, we don't feed enough hay in that situation and get all that and we're focusing on that with these technologies there. Some other ones we're looking at, that's the major target, the major target horse if we had to pick one. The other ones that some people don't think about is horses that are on stall rest, horses that are either laid up or injured so they have to be in a stall all the time. That's not normal either. We may like that, not having to go outside with everything going on in the world, but we found even during our quarantines and everything we get stressed! The horse is the same way, they're a social animal. They like to get out of their stall so another one that we've identified is that stall rest, stall rest horse. You really use it whether you use it continually or intermittently depends on what you're asking that horse to do on a daily basis. Anytime we're really upsetting that horse's normal natural lifestyle which is a lot of horses today because they like being out on pasture and grazing and free roaming we've got to counteract that. Definitely! You mentioned this a little earlier, but what are the feeding instructions for Empower® Digestive Balance? You mentioned it could be fed with other feeds, so what are those instructions? We should always feed; I mean we have to feed Empower® Digestive Balance on top of a balanced diet. Hay, feed, that's supplying the nutrition, this isn't a "quote on quote" nutrition source to balance out the diet from a protein, fat, fiber standpoint. We always need to add this on top of some other feed whether it's another diet balancer or a traditional feed like a SafeChoice or something and then you need to look at your situation. For a 1000 lb. horse, this is where it gets, the owner gets several options of what they want to do, for a 1000 lb. horse which is standard where we start our feeding rates on, we want to get 24 oz a day into that horse. So, you know a pound and a half. You can do that in twice a day feeding, typical morning afternoon feedings, 12 oz morning and night. If the horse owner is a little more intensively manages their horse, you can go up to 4 feedings a day, 6 oz four times a day. The more you feed it, the better it will work. There's a balance there though because we know feeding four times a day just becomes too much, we give that option from twice a day feeding to four times a day feeding and everything in between, but you're still shooting for that 24 oz a day for a 1000 lb. horse. A way to visualize that is 1 cup flour measuring cup from a kitchen that measures one cup of flour would give you 6 oz of weight of Empower® Digestive Balance and that's all written out on the tag and the feeding directions, so people have that easy reference if they're using some type of scoop. So that's what you want to get in on a daily basis then it comes in to if you feed it daily or what I call intermittently. For the horses I have here at my place as well, I do a little bit of both ways. I have some horses that are

always a little more stressed or a little more fractious, so they get Empower® Digestive Balance daily. Then I've got other horses that they're pretty calm cool and collected at home but when I'm going to a show or put them on a trailer I do more of an intermittent feeding. I'll start it 2 or 3 days before we travel to get that into them then I keep it on through the event. You can do it daily, you can do it intermittently, just increase the feeding before you start or you can do let's just say you're at an event and you need a little benefit while you're at an event, especially an event that you're going to, maybe like a barrel racing or roping where you're going to run really hard one time a day and you need them to peak. You can give them an individual feeding say an hour before just do another 6 oz feeding an hour before. So really three ways to get the maximum benefit. All shooting towards the 24 oz or 1.5 lbs. for a 1000 lb. horse. I like that it can be customized for each individual need, it seems like it can really fit any horse's lifestyle that needs it. Where can horse owners find Nutrena® Empower® Digestive Balance? We've got over 4000 Nutrena retailers across the US we just launched the product in May so we're getting it placed in stores now so I would, the easiest way to find out is go to [nutrenaworld.com](http://nutrenaworld.com) and go to our dealer locator, find the local dealer that's in your area and call them ahead right now. It's so new they might not have it in stock yet, but we have over 4000 outlets across the US that could potentially be carrying the product here very shortly. It always helps when a horse owner calls and say hey I want to try Empower® Digestive Balance to push that retailer saying hey I need to get some of this stuff in because I've got people calling me. [Nutrenaworld.com](http://Nutrenaworld.com), go to our dealer locator that's the best way to find a dealer in your market. Right now, it's so early, I would call them ahead, give it several months and it'll probably be stocked locally at our retailers. Perfect! Are there any other feed options from Nutrena that listeners should keep an eye out for? I think you asked me this question back in November, and yes, we've got new stuff coming we're not quite ready to release all that stuff, but we're always looking to keep our products on the cutting edge. Like we did last year with SafeChoice, we've done that with Empower® Digestive Balance, we did release a feed line called Country Feeds Equine, it's a real user-friendly feed into several retailers back about a month ago and we got stuff coming in the future as well that hopefully I can comeback on your podcast and talk to you about in the future. Absolutely, we'll just keep an eye out just in case we see something! Keep an eye out, we'll be back in touch! We **don't** rest too much here at Nutrena, we like to keep new things coming for everybody. Absolutely, that's all I have Russell, was there anything else that you wanted to talk about? No, I just appreciate the time and check out [nutrenaworld.com](http://nutrenaworld.com) and if you don't know about Empower® Digestive Balance or the other products for sure check us out. Awesome, well thank you very much for being on the podcast today! Thank you!

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