

Josera

**Turn the stable
into a star kitchen!**



Discover our
new product variety!



• Mineralised • No added colourings, flavourings or preservatives • Climate-neutral • No genetically modified ingredients •

We take responsibility!

The family-owned company Josera – ERBACHER stands for healthy nutrition, sustainable and cost-conscious action as well as quality management in practice.

In the production of our premium horse feed, we only use high-quality ingredients and have our products extensively checked by our in-house laboratory to ensure that they are in perfect condition. We maintain long-term relationships with our partners and suppliers, so we can guarantee a consistently high feed quality. Furthermore, our products are openly declared with the best conscience.

A species-appropriate, natural diet for your horse is particularly important to us. Healthy horse nutrition is therefore based first of all on a sufficient supply of roughage, as this contains vital crude fibre, as well as energy and protein. In addition, the horse's feed ration should be supplemented with a high-quality mineral feed to compensate for deficiencies in the basic feed and to cover the horse's daily requirements of minerals, vitamins and trace elements. If your horse has an increased energy requirement, Josera offers you a wide range of high-quality mueslis. All our mueslis are oat-free and particularly easy to digest thanks to hydrothermally broken down grain.

With the Josera Flax & Fibre family, we also offer high-quality, grain-free horse feed with reduced sugar and starch content for feed-sensitive horses. All our mueslis are also highly mineralised and, at a daily amount of 2 kg, completely cover a large horse's need for minerals, vitamins and trace elements.

We do not use genetically modified ingredients or artificial colourings and flavourings!



**Pet food with passion –
and a good conscience**

**Josera is one of the most sustainable pet food
producers worldwide! More info at:
www.josera.com/service/guarantee**

Josera horse feed Quality promise



We use only the best, natural raw materials in the production of your horse feed. All products are permanently controlled in our in-house laboratory. This ensures the consistently high quality of your feed, excellent acceptance and an energetic horse. In addition, all Josera horse products are characterised by these valuable properties:



All our products are always openly declared, which means that we state exactly what is really contained – and stick to this!



All products have a comparatively low starch and sugar content and have an above-average amount of crude fibre.



All bags are made of paper from a renewable source. For the sake of the environment.



All concentrates are already mineralised to a high standard, have organically bound trace elements and can help to compensate for deficiencies in the basic feed.



All cot feeds are oat-free, so you can combine them perfectly with your stable's own oats or do without them altogether.



All products are produced without genetically modified raw materials and without artificial colours, flavours and preservatives.

Product range overview

Best care from foal to senior



Muesli Light Mix

Delicious apple and lucerne muesli for horses with a light workload

P. 24



Muesli Herbs & Fibre Mix

The oat-free, breath-supporting herbal muesli

P. 26



Muesli Active Mix

Energy muesli for the modern generation

P. 28



Sport Plus

The power booster for improved productivity even if fed in low quantities

P. 30



Senior

The muesli mix for vitality in older horses

P. 32



The benefit for digestion



Foal & Mare

The breeding muesli for optimal foal and mare nutrition

P. 34



Sensi Mash

The healthy mixture with added linseed and linseed oil

P. 36



Our treats: Natural, compatible, delicious.

Ideal for on the go and for use anywhere – in four deliciously healthy varieties, for every taste.



P. 60

Product range overview

Become
part of the
Josera
horse family!
P. 63

Grainfree: Our Flax & Fibre range



Natural Meadow Mix

100% grasses and herbs from natural meadows – CO₂-neutral production

P. 38



Flax & Fibre Natural

The grainfree textured mix, inspired by natural pasture grazing

P. 40



Flax & Fibre Energy

The top-quality, grainfree energy mix

P. 42



Flax & Fibre Mash

The best of a classic mash in a grainfree recipe

P. 44



Flax & Fibre Mineral

The grainfree premium mineral feed

P. 46

Needs-based supply with Josera mineral feed

Stable hygiene



Vita Mineral

The optimal complete nutrition for all breeds at every stage of life

P. 48



Mineral Cube

The mineral supplement in treat form for pasture and stable

P. 50



Lick products

For pasture and stable

P. 52



SHF

This is what purity smells like: Biological hygiene agent for bedding in horse stalls/stables

P. 54

Feeding correctly – know the energy requirement

You can find
our grainfree
Flax & Fibre
range on
pages 38 ff.

For healthy, adult horses, energy requirement plays a particularly important role. Here is what to consider:

Traditionally, horses get the energy they need – for additional work such as equestrian sports – from concentrated feed. In our latitudes, oats are predominantly used for this purpose. With a suitable muesli, however, the horse's digestive system can be relieved by highly digestible ingredients and often a need-based added value – such as herbs, minerals or valuable live yeasts – can be integrated. To do this, it is important to know the horse's needs. In addition, mueslis are usually tastier and are better absorbed by the horses.

Basically, a distinction is made in horse feeding between maintenance and performance requirements. The feeding quantity and selection of the appropriate feed should therefore be based on the horse's performance requirements.

Maintenance requirements

The maintenance requirement refers to the amount of energy needed to maintain the body temperature and to maintain vital metabolic processes. Maintenance requirements vary greatly depending on breed and husbandry system. Horses in open and active stables consume more energy for exercise and to regulate their body temperature. Primitive breeds that originate from rather barren landscapes

have lower maintenance needs than highly bred sport horses. The maintenance requirements can often already be covered by a sufficient supply of mineral feed and roughage.

Power requirements

The power requirements depend on the type of stress and the amount of power the horse needs to perform.

- Light work: daily approx. one hour at a walk and trot
- Medium work: daily approx. 1–2 hours at walk, trot and canter
- Hard work: maximum performance, e.g. in racing and endurance sports

As a rule, the energy for the performance requirements must be supplemented by additional concentrated feed. The following applies here: The higher the energy requirements of the horse, the higher the energy density of the concentrate should be, so that the amount fed can be kept as low as possible in order not to put unnecessary strain on the digestive tract.

With Josera your horse is well looked after all round

Mineral feed
(as required)

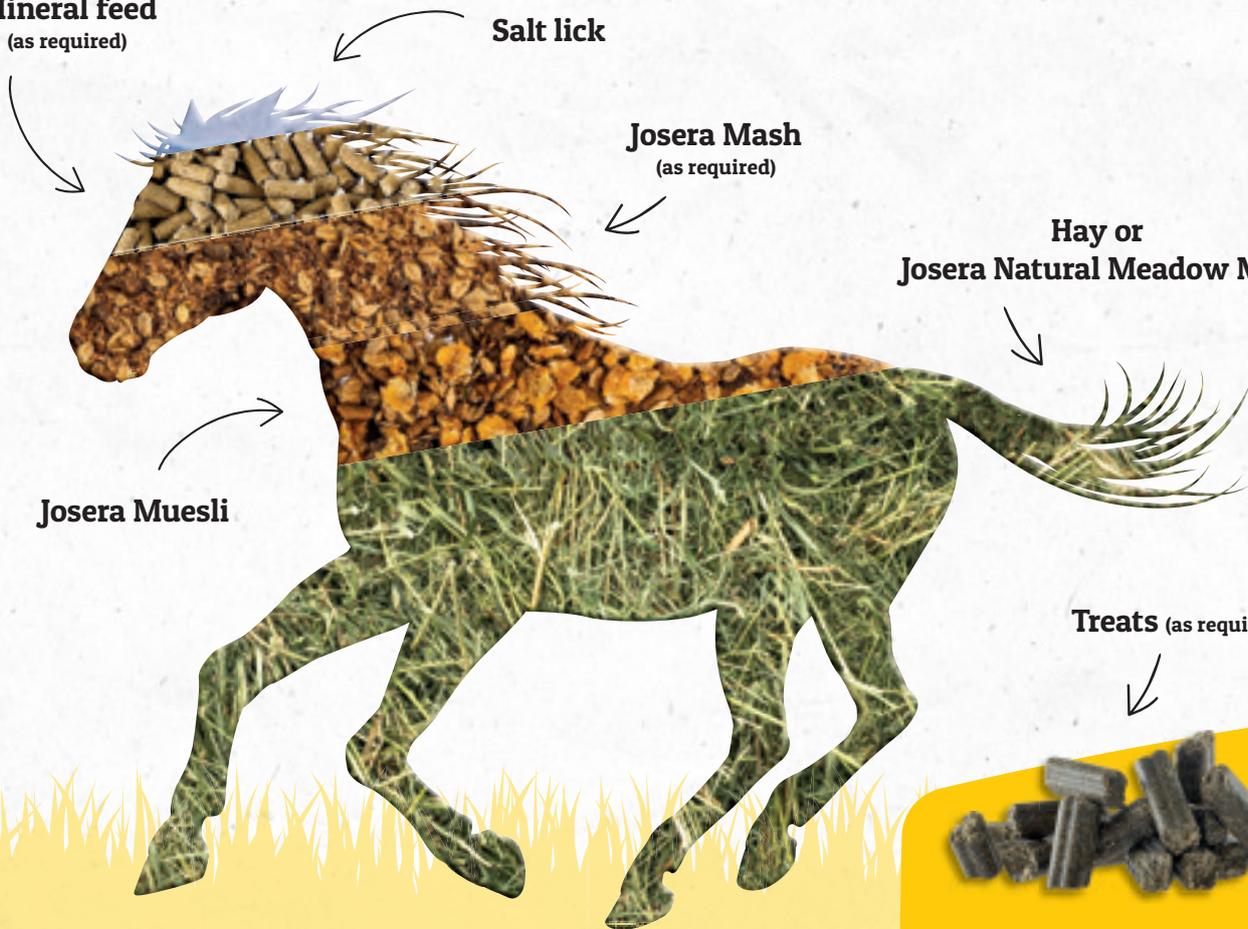
Salt lick

Josera Mash
(as required)

**Hay or
Josera Natural Meadow Mix**

Josera Muesli

Treats (as required)



The importance of roughage

Hay, like straw, haylage, silage and grass, belongs to roughage and is the basis of horse feeding.

For many millennia, the steppe animal horse fed on sparse grasses and developed a digestive tract that was perfectly adapted to these conditions. While the living conditions of our horses have changed drastically over time, their digestive system is still set to “steppe”. Therefore, hay is essential for the horse’s digestion due to its high crude fibre content.

First of all, the coarse texture of the hay promotes saliva formation, which in turn buffers stomach acid and thus protects the sensitive stomach lining. The high crude fibre content serves as a food source for the good intestinal bacteria of the large intestine and thus promotes an intact intestinal flora. If you feed too little hay, you risk your four-legged friend getting sick. A daily amount of hay of at least 1.5–2 kg per 100 kg body weight of the horse is recommended.

Not all hay is the same

In addition to the location of the meadow, the type of grass and herb varieties, the processing and storage, the cutting, i.e. the harvest time of the horse hay, also plays an important role. For horses, the first cut in the middle of flowering is optimal: here the hay contains the ideal texture as well as a high crude fibre and nutrient content.

In addition, the hay should be of high quality. Ideally, therefore, you should know the quality of your hay and take this into account in your horse’s overall ration.

The rule here is that horses with high energy requirements can also tolerate hay with higher nutrient contents, while horses with lower energy requirements, metabolic problems or horses that have hay freely available should preferably be given hay with low energy contents.



Tip! 



Feeding hay correctly:

- If the quality of the hay is not right (e.g. mould), serious respiratory diseases can occur.
- Stress is an important trigger of digestive problems, therefore every horse should have the possibility to enjoy its meal time in a relaxed manner and without stress and in an anatomically correct posture (with lowered head). Horses are herd animals and prefer to eat all at the same time.
- Inadequate feeding of hay in too small quantities and feeding breaks of more than four hours (e.g. if there is no straw to feed on) can also cause problems. Hay racks and nets can be helpful here, as they significantly extend the feeding time.
- If the amount of hay is not sufficient, for example due to a low hay harvest, or if the quality of the hay is insufficient, hay cobs can be a very good alternative. We also offer hay cobs made from 100 % meadow grasses and herbs. Find out more on p. 38.

Recognising high quality hay:

- Colour:** light to olive green
Aroma: aromatic, not musty/moist
Texture: not too soft, well recognisable texture, few woody and strawy parts
Appearance: no mould, no soil residues and not excessively dusty



Do you have any questions?

For Josera, good hay is the basis of proper horse nutrition. Therefore, it is particularly important to us that you are able to assess the quality of your hay and take this into account in the overall ration.

Our feed experts will be happy to advise you on this:

E-mail: export-petfood@josera.de

Tel.: +49 9371 940-120

Josera horse mueslis

We have the right solution for every phase of life!

Each phase of a horse's life places different demands on its feeding. The aim of the Josera feeding concept is to optimally take into account the individual circumstances in a horse's life and to offer suitable products for every situation. The Josera muesli range therefore specifically looks at the most important aspects that are crucial for feeding a horse:

- Growth and rearing phase of the horse
- Power requirements of the horse
- Special cases such as metabolic diseases

Growth and rearing phase

Did you know, for example, that it is advisable to feed foals rather cautiously with concentrated feed instead of risking musculoskeletal problems later on due to overly fast growth? A complete mineral feed, on the other hand, must not be missing in any case. The situation is completely different with the seniors in the stable: Here, it is often necessary to provide nutrients that contribute to the maintenance of the body substance and support the musculoskeletal system through the selection of suitable protein sources.

Power requirements

Basically, a distinction is made in horse feeding between maintenance and performance requirements. The feeding quantity and selection of the appropriate feed should therefore be based on the horse's performance requirements. For horses with low performance requirements, it is not absolutely necessary to feed a concentrate; in this case, the feeding of roughage and mineral feed is often sufficient. You can find out more about the power requirement on page 8.

Special cases

For horses with metabolic diseases or convalescent horses, different feeding concepts often apply. The same applies to horses that gain weight very quickly (light-fed horses) or horses that have difficulty building up weight (heavy-fed horses). **Tip:** If your horse is to be fed a grainfree, sugar-reduced or starch-reduced diet, we recommend taking a look at our Flax & Fibre range (p. 38 ff.).

**Are you already familiar with our grainfree
Flax & Fibre range? Take a look at p. 38 ff.**



Why oat-free?

Did you know that all Josera mueslis are oat-free? Oats are an excellent concentrate for many horses and rightly have a permanent place in many feed troughs. However, stables often offer their own oats, while other horse owners only want to feed oats in small quantities.

To give you the choice, we do not use oats in our mueslis, but you can mix all products perfectly with oats yourself or feed them in addition to oats – the choice is yours!



Learn more about our mueslis on pages 24–33.



Feeding grain free

Best cared for with the Josera Flax & Fibre family! Whether it's muesli, mineral feed or treats – grainfree is all the rage. But why exactly?

On the one hand, grain has proven itself over hundreds of years to provide additional energy for horses that often had to work hard, and on the other hand, grainfree feeding corresponds to the horse's nature. As a steppe animal, it also fed on grasses, bark and herbs rich in crude fibres and thus low in starch and sugar. In addition, there are also health reasons why grainfree nutrition for horses is becoming more and more important.

Studies show that approx. 50 % to 65 % of all horses in Germany are overweight. This excess weight not only puts a strain on the musculoskeletal system, but also on the metabolism. Diseases such as Equine Metabolic Syndrome (EMS) and even laminitis are pre-programmed. However, it is not the grain-based feed itself that is to blame, but the excessive supply of starch- and sugar-containing products with too little work for the horse.

Concentrated feed containing cereals does not serve to satiate the horse like hay, but to provide energy. This energy is provided in the form of cereal starch, which is broken down into glucose in the small intestine. Postprandial, i.e. after feed intake, the blood glucose level rises because of this. In a healthy horse, the pancreas now produces insulin. This hormone docks onto insulin receptors in the tissue and thus makes sugar available for muscle activity. However, if too

much sugar or starch is added in the long term, the blood sugar level remains at a permanently elevated level. The insulin receptors react more and more sluggishly and eventually lose their function: insulin resistance and a derailed metabolism are the result.

Feeding according to requirements

In order to avoid this derailment process and not to further burden horses that are already ill, it is essential to provide low-starch and low-sugar nutrition that meets the horse's needs. Grainfree products, such as the Josera Flax & Fibre family, provide the horse with essential crude fibre and vital nutrients without overloading the metabolism with sugar or starch. Not only horses with metabolic disorders and overweight horses benefit from this, but also those that do not have a high energy requirement but still need to be pampered with tasty feed.

Thanks to our Flax & Fibre family, your horse can be provided with all-round low-starch and low-sugar feed: whether muesli, mineral feed or mash – with us you will find grainfree feed of the highest quality.



The best of the Josera Flax & Fibre family:

- **Inspired by natural grazing:** our Flax & Fibre family is rich in crude fibre – this is closest to the horse's natural diet and promotes intact digestion
- **Genuinely grainfree:** the Flax & Fibre range is 100 % grain-free – which means we also do without rice and grain by-products such as bran and husks
- **Low in sugar and starch:** thanks to its particularly low sugar and starch content, our Flax & Fibre family is gentle on your horse's sensitive metabolism
- **High-quality mineralised:** not only the Josera Flax & Fibre Mineral, but also the Flax & Fibre mueslis and the mash are fully mineralised and vitaminised

Get to know the products of our Flax & Fibre family on pages 38–47.



Mash

The benefit for digestion.

Mash is a special feed for horses that can be fed as a supplement several times a week. Originally it consists of various bran, cereal flakes and linseed, which have a particularly beneficial effect on the horse's digestion due to their mucus-forming abilities. Nowadays, however, there are also grainfree alternatives that are particularly suitable for horses with grain intolerances or metabolic disorders.

Even old riding masters knew about the benefits of supplementary mash feeding. At that time, mash was still put together by the farmers themselves and had to be cooked for a long time. Nowadays, there is a whole range of ready-made mixtures, which makes handling much easier. The advantage of ready-made mash horse feed – such as Josera Sensi Mash – is that the ingredients used are specially treated. This means you no longer have to boil the mash. So you can simply pour it on in the stable with preferably warm water, let it swell and feed it to your four-legged friend after only a short time.

Mash primarily has a beneficial effect on the horse's gastrointestinal tract due to its mucus-forming components and the oils it contains. This is particularly interesting for horses with sensitive digestion, which are prone to colic, for example. But mash can do much more than just support digestion.

After intensive training or a strenuous tournament, your horse's electrolyte balance needs to be regenerated and new strength replenished. Mash not only provides your four-legged friend with energy and liquid, but also compensates for electrolyte losses due to heavy sweating thanks to added minerals.

Mash can also be a valuable companion during the change of coat. On the one hand, it covers the increased energy requirements during the change of coat, on the other hand, the linseeds contained provide your four-legged friend with valuable fatty acids and thus ensure a shiny coat.

Older horses with dental problems also benefit from mash. Due to its mushy consistency, it can be eaten without any problems and helps your senior not to lose substance even in old age thanks to its highly digestible energy.

**You will find our grainfree Josera
Flax & Fibre Mash on pages 44–45!**



The special thing about a mash from Josera:

- **The linseed:** Josera uses particularly high amounts of linseed – this is not only good for the digestion, but also for the coat
- **The mineralisation:** Our mashes are fully mineralised and contain all vital trace elements and vitamins
- **Easily digestible:** In Josera Sensi Mash we use only hydrothermally broken down barley flakes, which are particularly easy to digest
- **Low sugar:** Our mashes have a low sugar content of approx. 6 % and thus do not burden the horse's sensitive metabolism
- **Highest acceptance:** The tasty recipes are eaten with pleasure even by fussy horses
- **Short preparation time:** After approx. 15–20 minutes of swelling time with warm water, your mash is ready to feed

Find out more about our two Josera mashes on pages 36–37 and 44–45.



Breeding

Bringing a healthy foal into the world and raising it demands great achievements from the mare's body.

Therefore, it is especially important to support the mare with the right feeding during pregnancy and lactation.

Pregnancy lasts about 11 months, but nothing changes in the mare's feeding until the 8th month of pregnancy. She continues to be fed according to her performance as a riding horse. It is only from the 8th month of pregnancy that the mare's feeding must be adjusted so that the foal can already develop optimally in the belly and the mare can produce sufficient rich milk. At this stage, in addition to basic feed of the best quality, the use of a high-quality concentrate is advisable.

Immediately after birth, the newborn foal only needs mare's milk. Especially the very first milk, the colostrum, is important to build up a strong immune system. Already after two weeks, the curious foal begins to nibble at stalks of hay and grass.

From the 2nd month of life, you can start feeding a concentrate specially tailored to foals. Thanks to high-quality proteins, essential amino acids and vital nutrients, the muesli supports optimal devel-

opment of the foal. Coordinated levels of calcium, copper & zinc are essential during growth for the formation of resilient bones, ligaments & tendons!

But be careful: The growth rate of the foal can also be influenced by the feed. Growing too fast can be accompanied by developmental disorders of the musculoskeletal system.

In practice, it has proven successful to wean the foals from their mother at the age of about six months. The separation from their mother means great stress for the foals, which is accompanied by increased nutritional requirements. Therefore, the foals should already have been supplied with all important nutrients before weaning in order to be well equipped through the time of weaning. If the foal continues to receive its high-quality foal feed, this makes it easier for the young horse.

The entire lactation period is also very exhausting for the mother mare. In order for her to survive this period without losing weight, it is not uncommon for her to have to be fed 4-5 kg of concentrated feed.



Breeding muesli must include:

It is important to feed a concentrate that is optimally adapted to the needs of foal and mare. **Important ingredients:**

- Calcium for bones and nerves
- Vitamin A for infection defence and eyesight
- Biotin for coat and hooves
- Copper for bones and cartilage
- Zinc for metabolism, eyesight and intact skin
- High-quality protein sources for optimal body function

Therefore, always compare the "inner values" of different mueslis!



Find out more about our Josera Foal & Mare on pages 34-35.

Mineral feed

Mineral feed serves to provide the horse with minerals according to its needs, trace elements and vitamins.

The horse needs minerals, trace elements and vitamins for vital metabolic processes, even when it is not performing work or breeding.

Part of the requirement for minerals, trace elements and vitamins is covered by the basic feed, but often the nutrition is not sufficient. A so-called subclinical deficiency occurs. This means that a defect is often not clearly visible on the outside. However, many metabolic processes no longer run optimally. From the outside, we often only recognise this by signs such as a dull coat, brittle hooves or an increased susceptibility to infections and skin diseases.

For this reason, mineral feeds from Josera are specifically designed to compensate for deficiencies in the basic feed. For example, we supplement trace elements such as zinc, copper and selenium, for which there are often deficiencies in the basic feed, in concentrations that cover requirements. A balanced biotin supplement can have positive effects on coat, skin and of course hooves, which is why our mineral feeds contain a high level of biotin.

We do our best to ensure that your horses are always adequately supplied and regularly optimise the vitamin and mineral content of our products according to the latest scientific recommendations.

A mineral feed from Josera can be combined very easily with Josera horse mueslis, because 1 kg of Josera horse muesli already contains approx. 50 g of mineral feed. This amount can be deducted from the added mineral feed. With a feeding quantity from 2 kg muesli, a large horse is sufficiently supplied with minerals. If it needs less muesli, the missing amount of vitamins and minerals should be supplemented accordingly.

**You will find our grainfree Josera
Flax & Fibre Mineral on pages 46-47!**



What makes mineral feed so important:

- **Vitamins** are substances with a wide range of tasks that are necessary, for example, to maintain health, fertility and performance. Some of them, such as vitamin C, can be produced by the horse itself. For others, such as vitamin E, it relies on absorption through feed.
- **Minerals** such as calcium and phosphorus are essential for strong bones. Magnesium plays an important role for loose muscles and strong nerves.
- **Trace elements** are essential for the organism: copper, for example, participates in joint metabolism, while zinc strengthens the skin and the immune system. Organically bound, zinc and copper can be absorbed highly efficiently in the intestine, which is why Josera uses them in this organic binding form.

Learn more about our mineral feeds and mineral licks on pages 46–53.



Stable hygiene

The hygiene in the stable and the quality of the stable air has a great influence on the well-being and health of the horses.

In the long term, high ammonia concentrations caused by the horses' excretions can lead to damage to the respiratory tract – and not only that. Ammonia smells very unpleasant and is perceived by horses and humans as an odour nuisance. Moisture on the stable floor is also often a problem. It is not always possible to let the floor dry completely before bedding. This allows germs to survive in the moisture and the germ pressure increases over time. Hoof problems and diarrhoea in young animals can be the result.

Stable hygiene products can help neutralise stress for the horse before it occurs. **Josera SHF** (stable hygiene freshness) consists of a 100 % biodegradable mixture of natural active ingredients. It neutralises the ammonia produced and ensures that soils dry thoroughly, thus breaking chains of infection. **Josera SHF** also has a blend of selected essential oils (such as citronella and eucalyptus) that provide long-lasting freshening of the stable air and other benefits.

But when should I pay particular attention to the issue of stable hygiene? My stall is regularly mucked out and newly littered – is the topic of stall hygiene important for me?

The following points can help to make an assessment:

- Are you a breeder? The newborn foal is still very susceptible to germ contamination, especially in the first few days.
- Does it smell stale or like ammonia in your stable? **Josera SHF** can help neutralise the unpleasant odours.
- Does your horse have respiratory problems? Poor stable air quality could be a cause – in this case it is worth optimising it.
- Does your horse have soft hooves or mallenders? If dampness is the cause, a stable hygiene agent may be the solution.
- Is there generally a high level of infection in your stable? Optimising stable hygiene can interrupt infection chains and prevent germ transmission.
- Do you have extra stall mats in your stable? Excrement and urine residue tends to collect especially in the corner elements or under the mats. **Josera SHF** also helps with this.
- Do you already use a product for stable hygiene? **Josera SHF** is 100 % biodegradable and does not cause any resistance in insects – just compare!



At a glance:

The use of a suitable stable hygiene product can provide the following advantages, among others:

- Ammonia is neutralised
- Infection chains are interrupted
- Excess moisture is bound
- A pleasant, fresh smell unfolds in the stable
- The air quality in the stable improves noticeably
- The respiratory tract of the horses is relieved



Learn more about the Josera Hygiene Concept and Josera SHF on pages 54–55.

Muesli Light Mix

(Leichter Mix)

- Reduced sugar & protein for balanced horse nutrition
- With lucerne & apple fibre for a delicious taste and to stimulate digestion
- Hydrothermally treated grains for optimal digestibility

Delicious apple and lucerne muesli for horses with a light workload

Josera Muesli Light Mix is the protein-reduced, oat-free apple muesli for horses in light work or maintenance. **Josera Muesli Light Mix** is fully mineralised, which is why no additional mineral feed needs to be fed from a feeding quantity of 2 kg per day. The high-quality mineralisation contributes to an optimal metabolism as well as to the support of strong tendons, ligaments and joints.

The muesli contains hydrothermally broken down cereal flakes that are particularly easy to digest. In addition, it is protein-reduced and contains only 4.0 % sugar. **Josera Muesli Light Mix** tastes great with the delicious apple. Thanks to its well-balanced recipe, it is ideally suited for the basic care of several horses as well as for the targeted feeding of light physical worked horses. Due to the oat-free recipe, it can be ideally mixed with the stable's own oats.

Josera Muesli Light Mix – Complementary feed for horses

Composition: barley flakes, hydrothermally treated 37 %; maize flakes, hydrothermally treated 23 %; lucerne meal 22 %; apple pomace 10 %; molasses 3.3 %; wheat bran 2 %; calcium carbonate 1 %; monocalcium phosphate 0.5 %; sodium chloride 0.5 %; magnesium oxide 0.2 %; vegetable oil, refined 0.1 %. **Directions for use:** Due to the higher trace element content compared to complete feeds, this complementary horse feed may only be fed up to 50 % of the daily ration. Please store in a cool and dry place. **Feeding recommendation: When used as the sole manger feed to supplement the hay ration:** Depending on the level of activity, approx. 300–500 g per 100 kg of body weight per day to cover energy needs. An amount of 2 kg or more per day is sufficient to meet all vitamin and mineral requirements of a large horse. For smaller feeding quantities, we recommend supplementation with Josera Vita Mineral or Josera Flax & Fibre Mineral. 1 litre of Josera Muesli Light Mix = approx. 530 g.

The analytical ingredients and additives can be found on pages 56–59.

Excellent value for money

Organic trace elements

Lucerne & apple fibre

Reduced sugar & protein

Hydrothermally treated grain



Muesli Herbs & Fibre Mix

(Wald & Wiese)

- With eucalyptus, thyme, pine needles and ribwort – good for the respiratory system
- Natural composition promotes a healthy gastrointestinal tract
- Reduced sugar & starch for balanced horse nutrition

The oat-free herb muesli that supports the respiratory system

It doesn't get any greener than this! For our herbal muesli **Josera Muesli Herbs & Fibre Mix** we looked around in the fields, woods and meadows for natural ingredients that can contribute to an energetic horse life. Soothing herbs (eucalyptus, thyme, spruce needles and ribwort) and our tried-and-tested peppermint oil meet hearty barley flakes and texture-supplying lucerne. **Josera Muesli Herbs & Fibre Mix** is supplemented with tasty carrot pieces and apple fibres. **Josera Muesli Herbs & Fibre Mix** is not only particularly tasty, but also offers real added value: the healthy herbal mixture can support the respiratory tract and calm the gastrointestinal tract. In addition to the herbs contained, our genuine peppermint oil is also found in this muesli: it can bind the smallest dust particles and additionally supports the horse's respiratory tract. Therefore **Josera Muesli Herbs & Fibre Mix** is particularly suitable for feeding dust-sensitive horses.

Thanks to the high fibre content, the horse is encouraged to chew and salivate abundantly in the feed, which supports healthy digestion. Our kernel-like and highly digested barley flakes are particularly easy to digest compared to unprocessed cereals. **Josera Muesli Herbs & Fibre Mix** has a reduced starch content and only 4.6% sugar. It is therefore also very suitable for feeding horses that are sensitive to digestion and horses with reduced energy requirements.

The balanced mineralisation with increased levels of biotin, copper and zinc ensures that deficiencies in the basic feed are compensated for and thus supports numerous functions in the horse's body. Thanks to the ADMR-compliant recipe, nothing stands in the way of a horse tournament visit.

Josera Muesli Herbs & Fibre Mix – Complementary feed for horses

Composition: barley flakes, hydrothermally treated 25 %; lucerne meal 22.5 %; maize flakes, hydrothermally treated 17.5 %; sunflower hull pellets 8 %; meadow grasses, gently dried 6 %; apple pomace flakes 5 %; lucerne, dried (hay) 3.5 %; vegetable oil, refined 2.5 %; molasses 2.3 %; herbs (eucalyptus, thyme, spruce needles, ribwort plantain) 1.5 %; carrot pieces, dried 1.5 %; maize, ground 1.5 %; calcium carbonate 0.9 %; wheat bran 0.8 %; calcium sodium phosphate 0.6 %; sodium chloride 0.4 %; barley, ground 0.2 %; magnesium oxide 0.2 %; peppermint oil (Mentha x piperita L.) 0.024 %. **Directions for use:** Due to the higher trace element content compared to complete feeds, this complementary horse feed may only be fed up to 50 % of the daily ration. Please store in a cool and dry place. **Feeding recommendation: When used as the sole manger feed to supplement the hay ration:** Depending on the level of activity, approx. 150–500 g per 100 kg of body weight per day to cover energy needs. An amount of 2 kg or more per day is sufficient to meet all vitamin and mineral requirements of a large horse. For smaller feeding quantities, we recommend supplementation with Josera Vita Mineral or Josera Flax & Fibre Mineral. 1 litre of Josera Muesli Herbs & Fibre Mix = approx. 380 g.

The analytical ingredients and additives can be found on pages 56–59.

**The best
from nature**

**Rich in crude fibre and
other dietary fibre**



**Peppermint oil and
natural medicinal herbs**



Reduced starch & sugar formula



Container sizes: 15 kg bag

Muesli Active Mix

(Aktiv 2.0)

- Power packed with active ingredients such as vitamin E, biotin, selenium and omega-3 for muscle cell protection
- LLL-complex with linseed, lucerne, and probiotic live yeast for a healthy gastrointestinal tract
- High-quality minerals to promote strong tendons, ligaments and joints

Energy muesli for the modern generation

Josera Muesli Active Mix is the muesli for active sport and leisure horses. It is perfectly adapted to the needs of active horses and optimised for daily use in feeding.

The Josera Active package provides lasting muscle cell protection and supports lasting enjoyment of exercise. Both the selenium, biotin and vitamin B1 content are specially adapted to the increased needs of performance horses. Important trace elements such as zinc and copper are present in a mix of organically and mineral-bound forms and are therefore particularly readily available to the horse. Omega-3 essential fatty acids can have an anti-inflammatory effect and positively influence immunological processes, such as joint metabolism.

The LLL complex – with probiotic live yeasts, linseed oil and lucerne components – supports an intact intestinal environment: crude fibre components encourage better insalivation of the feed, which naturally neutralises the pH value of the horse's stomach. Thanks to the probiotically active live yeasts, excess starch is additionally broken down in the intestine. The linseed oil contained not only makes the coat shine, but also supports the entire organism and additionally provides easily digestible energy.

Josera Muesli Active Mix is fully mineralised, so no additional mineral feed needs to be fed from a feeding quantity of 2 kg per day. Of course, **Josera Muesli Active Mix** is ADMR-compliant. For phases of particularly intense workload or with a particularly high energy requirement, we recommend **Josera Sport Plus** with 14 MJ digestible energy as a supplement. Ask our experts!

Josera Muesli Active Mix – Complementary feed for horses

Composition: maize flakes, hydrothermally treated 38 %; barley flakes, hydrothermally treated 30 %; lucerne meal 10 %; apple pomace 10 %; molasses 4.3 %; wheat bran 2 %; vegetable oil, refined 1.1 %; linseed oil 1 %; calcium carbonate 1 %; monocalcium phosphate 0.5 %; sodium chloride 0.5 %; magnesium oxide 0.2 %. **Directions for use:** Due to the higher trace element content compared to complete feeds, this complementary horse feed may only be fed up to 50 % of the daily ration. Please store in a cool and dry place. **Feeding recommendation: When used as the sole manger feed to supplement the hay ration:** Depending on the level of activity, approx. 300–500 g per 100 kg of body weight per day to cover energy needs. An amount of 2 kg or more per day is sufficient to meet all vitamin and mineral requirements of a large horse. For smaller feeding quantities, we recommend supplementation with Josera Vita Mineral or Josera Flax & Fibre Mineral. 1 litre of Josera Muesli Active Mix = approx. 480 g.

The analytical ingredients and additives can be found on pages 56–59.

With LLL-complex

Gentle on the stomach

Wholesome minerals

LLL complex (linseed oil, lucerne, live yeast)

Active ingredients



Container sizes: 15 kg bag, 20 kg bag

Sport Plus

- Valuable oils as an energy source for vitality, stamina, strength and speed
- Active package with vitamin E, biotin, selenium and omega-3 for muscle cell protection
- With live probiotic yeast to stabilise intestinal flora and strengthen the immune system

The power booster for improved productivity even if fed in low quantities

Josera Sport Plus is the oat-free power booster for horses of all disciplines. Charisma, endurance, strength and speed require optimal nutrition of the horse. The hydrothermally broken down grain in **Josera Sport Plus** is particularly easy to digest and provides the horse with quickly available energy. High-quality vegetable oils, on the other hand, serve as a long-term and sustainable source of energy, which provide stamina especially during endurance performances and can act as a "turbo boost" during the competition season.

The Aktiv package contained in **Josera Sport Plus** with vitamin E, biotin, selenium and omega 3 fatty acids optimises the regeneration of heavily stressed muscles. The probiotic live yeast contained in **Josera Sport Plus** supports the sensitive large intestinal flora of active horses and thus reduces the risk of digestive disorders. In addition, linseed and vitamin A protect the intestinal mucosa. Due to the high energy density, the amount of manger feed can be specifically reduced and the digestive tract of your horse can be additionally protected.

Of course, **Josera Sport Plus** is ADMR-compliant.

Josera Sport Plus can be perfectly combined as an energy booster with the sports muesli **Josera Muesli Active Mix**. For phases of particularly intensive workload or with a particularly high energy requirement, we recommend replacing 1/3 of the **Josera Muesli Active Mix** ration with **Josera Sport Plus** or supplementing the ration with it. Ask our experts!

Josera Sport Plus – Complementary feed for horses

Composition: maize flakes, hydrothermally treated 37 %; barley flakes, hydrothermally treated 28 %; maize germ 8 %; lucerne meal 6 %; molasses 4.3 %; linseed, extruded 3.6 %; wheat bran 2.9 %; maize, ground 2.8 %; vegetable oil, refined 1.6 %; calcium carbonate 1.2 %; linseed oil 1.1 %; monocalcium phosphate 0.7 %; sodium chloride 0.6 %; chicory pulp, dried 0.4 %; sunflower seed, extracted 0.4 %; magnesium oxide 0.2 %.

Directions for use: Due to the higher trace element content compared to complete feeds, this complementary horse feed may only be fed up to 50 % of the daily ration. Please store in a cool and dry place.

Feeding recommendation: When used as the sole manger feed to supplement the hay ration: Depending on the level of activity, approx. 300–500 g per 100 kg of body weight per day to cover energy needs. An amount of 2 kg or more per day is sufficient to meet all vitamin and mineral requirements of a large horse. For smaller feeding quantities, we recommend supplementation with **Josera Vita Mineral** or **Josera Flax & Fibre Mineral**. 1 litre of **Josera Sport Plus** = approx. 520 g.

The analytical ingredients and additives can be found on pages 56–59.

**14 MJ
digestible
energy**

Extra energy



Active ingredients



**Stabilises
intestinal flora**



**Muscle
cell protection**



Senior

- **Vital complex:** with increased nutrient density and concentration of vital substances, specially tailored for older horses
- **Easy to chew and can be soaked for horses with dental problems**
- **With live probiotic yeast to stabilise the intestinal flora and strengthen the immune system**

The muesli mix for vitality in older horses

Josera Senior is the muesli for a long, energetic horse life. With increasing age, the efficiency of the organism decreases even in healthy horses. This changes the nutritional requirements of ageing horses.

Josera Senior takes into account the increased need for essential amino acids, zinc, selenium and vitamins and helps to counteract the possible loss of muscle and body weight. Therefore, it is also ideally suited for feeding underweight horses of all ages. **Josera Senior** contains probiotic live yeasts which are activated when the horse eats and stimulate the bacteria of the large intestinal flora. This reduces the risk of digestive disorders.

A vital complex of vitamins A, C, E and selenium strengthens the immune system and helps prevent premature cell ageing and infections. These properties help horses maintain good forage condition. In case of dental problems or limited function of the chewing apparatus, **Josera Senior** can be fed soaked without any problems (please always prepare fresh). **Josera Senior** promotes the vitality, radiance and well-being of your horse into old age.

Josera Senior – Complementary feed for horses

Composition: barley flakes, hydrothermally treated 32 %; maize flakes, hydrothermally treated 31 %; apple pomace 10 %; soya bean flakes, hydrothermally treated 8 %; molasses 4.3 %; linseed, extruded 3.6 %; wheat bran 2.9 %; maize, ground 2.5 %; calcium carbonate 1.2 %; linseed oil 1.1 %; monocalcium phosphate 0.7 %; sodium chloride 0.6 %; chicory pulp, dried 0.4 %; sunflower seed, extracted 0.4 %; vegetable oil, refined 0.1 %.

Directions for use: Due to the higher trace element content compared to complete feeds, this complementary horse feed may only be fed up to 50 % of the daily ration. Please store in a cool and dry place. **Feeding recommendation: When used as the sole manger feed to supplement the hay ration:** Depending on the level of activity, approx. 150–500 g per 100 kg of body weight per day to cover energy needs. An amount of 2 kg or more per day is sufficient to meet all vitamin and mineral requirements of a large horse. For smaller feeding quantities, we recommend supplementation with **Josera Vita Mineral** or **Josera Flax & Fibre Mineral**. 1 litre of **Josera Senior** = approx. 520 g.

The analytical ingredients and additives can be found on pages 56–59.

**All-round
package
for seniors**

Ideal for weight gain

**Easily
digestible**

Can be soaked

**Vital
complex**



Foal & Mare

(Fohlen & Stute)

- Specially formulated as optimal nutrition for mares and for good foal growth
- Essential amino acids from high-quality protein sources maintain optimal breeding condition, support maximum milk supply and the mare's fertility.
- Optimal mineral properties for the development of strong bones, tendons and cartilage

The breeding muesli for optimal foal & mare nutrition

Josera Foal & Mare is the high-quality muesli mix for pregnant and lactating mares, as well as for foals up to the completion of the first year of life. Brood mares have special requirements for the supply of energy, protein and minerals in the last third of pregnancy and during lactation. Foals also have special demands on their daily feed ration in the first year of life.

Josera Foal & Mare contains lots of protein from high-quality protein sources that provide the horse with essential amino acids. These are needed for the formation of milk proteins and the optimal growth of the foal. The hydrothermally digested cereal flakes in **Josera Foal & Mare** are highly digestible and thus help to cover the increased energy requirement. The contents of calcium, copper and zinc are adapted to the special needs of foals and mares. Copper, which is especially important for the development of the foal's joints, is present in organically and mineral-bound form and is therefore highly available. The vitamins contained promote the fertility of the mare, ensure high vitality of the foal and ensure a good immune system.

Thanks to the unique composition of the feed, the mare gives particularly rich milk, which contributes to the best care of the foal. In addition, **Josera Foal & Mare** can also contribute to a better mare's condition by optimally supplying the mare with energy and vitamins.

Josera Foal & Mare – Complementary feed for horses

Composition: barley flakes, hydrothermally treated 27.3 %; maize flakes, hydrothermally treated 20 %; soya bean flakes, hydrothermally treated 20 %; linseed, extruded 10 %; molasses 5.1 %; apple pomace 4.1 %; extracted soya 3.5 %; yeast 2.2 %; wheat bran 1.5 %; calcium carbonate 1.5 %; monocalcium phosphate 1.1 %; sodium chloride 1.1 %; vegetable oil, refined 1 %.

Directions for use: Due to the higher trace element content compared to complete feeds, this complementary horse feed may only be fed up to 50% of the daily ration. Please store in a cool and dry place. **Feeding recommendation: Josera Foal & Mare as a sole manger feed to supplement the hay ration:** Per foal per day (approx. 600 kg adult weight): From 2 to 12 months old: 0.5–2.5 kg Josera Foal & Mare Per mare per day (approx. 600 kg body weight): month 8 of pregnancy until birth: approx. 1.5 kg Josera Foal & Mare Month 1 to 3 of lactation: approx. 4 kg Josera Foal & Mare Month 4 to 5 of lactation: 4–2.5 kg Josera Foal & Mare. For smaller feeding quantities, we recommend supplementation with Josera Vita Mineral or Josera Flax & Fibre Mineral. 1 litre of Josera Foal & Mare = approx. 500 g.

The analytical ingredients and additives can be found on pages 56–59.

**With
breeding
complex**

**Support mare fertility
and milk supply**

Extra copper, biotin & selenium

**Optimal
foal development**



Sensi Mash

(Mash Rapid)

- **Very high linseed content with chicory pulp for a healthy intestine and optimal digestion**
- **Valuable fatty acids for an unbeatably shiny coat and strong hooves**
- **High-quality mineralisation for all metabolic processes**

The healthy mixture with added linseed and linseed oil

Linseed makes the difference – because it provides the nutrients that have made Mash so popular with horses and riders for generations! **Josera Sensi Mash** is the delicious, beneficial mixture with an above-average flax content of more than 20%! The extruded linseeds are pre-treated, therefore **Josera Sensi Mash** no longer needs to be cooked. Mixed with warm water, **Josera Sensi Mash** can be fed after only 15–20 minutes swelling time (if cold water is used, the swelling time is extended by approx. 5–10 minutes).

The mucilage contained protects the horse's intestinal wall and thus helps to keep it intact. The bran supports the intestinal motor function and helps to prevent constipation. Chicory pulp has a prebiotic effect and supports healthy intestinal flora. As **Josera Sensi Mash** is particularly tasty, it is also suitable as a restorative feed for heavy-fed horses or after situations of high stress (competition, transport, re-housing, illnesses, etc.).

The unsaturated fatty acids, vitamins and minerals ensure the best coat shine, intact skin and stable hooves. **Josera Sensi Mash** is therefore also ideal for use during the change of coat in spring and autumn. Due to its mushy consistency, **Josera Sensi Mash** can be eaten without problems by horses with teeth and chewing problems.

Josera Sensi Mash – Complementary feed for horses

Composition: barley flakes, hydrothermally treated 27 %; wheat bran 22.6 %; linseed, extruded 20.1 %; apple pomace 11 %; molasses 5.2 %; pregelatinised wheat flour 4 %; maize, ground 2.9 %; vegetable oil, refined 1.6 %; sodium chloride 1.5 %; linseed oil 1.1 %; calcium carbonate 1 %; chicory pulp, dried 0.5 %; sunflower seed, extracted 0.5 %; monocalcium phosphate 0.5 %; magnesium oxide 0.2 %. **Directions for use:** Due to the higher trace element content compared to complete feeds, this complementary horse feed may only be fed up to 50 % of the daily ration. Soak before feeding. Please store in a cool and dry place. **Feeding recommendation:** Depending on size of horse, feed additionally 1–2 kg of Josera Sensi Mash 2–3 times a week or use to replace the usual manger ration. **Preparation:** e.g. Mix 1 kg of Josera Sensi Mash (1 litre = 480 g) with 2 litres of warm water (50 °C). Let it soak for 15–20 minutes and feed at a moderate temperature.

The analytical ingredients and additives can be found on pages 56–59.

**High
flax content**

**Fully
mineralised**

**Shiny coat &
strong hooves**

No boiling

**Regulates
digestion**



Container sizes: 2 kg bucket, 15 kg bag

Natural Meadow Mix

(Kraut & Rüben Heucobs)

- Low fructan content thanks to optimal harvest time
- Dust-free thanks to repeated sifting and gentle processing
- Free from molasses and no added sugar



100 % grasses and herbs from natural meadows – CO₂-neutral production

The contents are what it says: 100 % grasses and herbs from natural meadows, because for our **Josera Natural Meadow Mix** we only use grasses and herbs from sustainable and regional production. In addition, the **Josera Natural Meadow Mix** are produced and dried completely CO₂-neutral – thanks to solar energy and reforestation projects!

The **Josera Natural Meadow Mix** are traditionally used as a roughage substitute or supplement. For example, for feeding horses that are too thin or older horses, convalescent horses, horses with dental problems or for additional fluid intake. The **Josera Natural Meadow Mix** follow the tradition of our popular “Flax & Fibre” range: Natural grainfree recipes, equipped with high-quality crude fibre and healthy meadow herbs.

The **Josera Natural Meadow Mix** are also double-sieved and processed particularly gently. Therefore, they are dust-free, which supports horses with respiratory problems, for example. The hay cobs are produced without molasses and no sugar is added. They contain only 4.0 % fructan and 2.0 % starch. The 16 mm cobs retain the natural texture of the grasses, smell very delicious and are available for feeding after approx. 30 minutes swelling time in ideally warm water.

Josera Natural Meadow Mix – Feed material for horses

Composition: meadow grasses and herbs, gently dried 100 %.
Directions for use: Soak before feeding. Please store in a cool and dry place. **Feeding recommendation:** **As a sole basic feed (complete hay substitute):** 1.5 kg Josera Natural Meadow Mix per 100 kg body weight per day. **As a basic feed supplement (to enhance an existing hay ration):** 1 kg Josera Natural Meadow Mix replaces 1 kg hay. **Preparation:** To soak, add 2–3 litres of water per kg of hay cobs and let it soak for at least 30 minutes. Using warm water reduces the soaking time.

The analytical ingredients and additives can be found on pages 56–59.

**CO₂-neutral
production**

Dust-free



**Low fructan
content**



Rich in crude fibre



No molasses



Container sizes: 20 kg bag

Flax & Fibre Natural

(Kraut & Rüben Struktur)

- Only 0.4 % starch and 3.8 % sugar for horses with feeding related metabolic disorders
- Lots of crude fibre, selected herbs and milk thistle oil for horses with sensitive digestion
- Minerals and oilseeds for strong hooves and a shiny coat

The grainfree* textured mix, inspired by natural pasture grazing

Thanks to its grainfree recipe, **Josera Flax & Fibre Natural** is the ideal textured mix for a deliberately starch- and sugar-reduced horse diet. Due to the extremely low starch (0.4 %) and sugar content (3.8 %) as well as the high fibre content, it is particularly suitable for feeding horses that are prone to metabolic disorders and overweight.

Josera Flax & Fibre Natural is inspired by a horse's natural pasture diet. The fibre content has a satiating effect, promotes a harmonious large intestinal flora and prevents digestive problems. The carrots, valuable marc and beneficial herbs contained can contribute to the horse's well-being. Minerals and oilseeds contribute to an intact skin, beautiful coat and strong hooves. Lucerne, sunflower meal, linseed meal, milk thistle oil and pea flakes also supply the horse's body with valuable fatty acids and high-quality proteins.

In **Josera Flax & Fibre Natural** there are also vital, essential amino acids that contribute to optimal muscle metabolism. **Josera Flax & Fibre Natural** is refined by an optimum supply of vitamins, minerals and trace elements.

Josera Flax & Fibre Natural – Complementary feed for horses

Composition: lucerne meal 33.8 %; apple pomace 13.5 %; sunflower seed, extracted 12.2 %; extracted linseed 11.1 %; lucerne, dried (hay) 10.2 %; carob pieces, dried 5 %; milk thistle oil 4.5 %; sunflower seed 2.3 %; carrot pieces, dried 2 %; molasses 1.2 %; herbs (hawthorn leaves, milk thistle leaves, artichoke leaves, dandelion leaves) 1 %; pea flakes 0.9 %; calcium carbonate 0.6 %; dicalcium phosphate 0.6 %; sodium chloride 0.5 %; brewers' grains, dried 0.4 %; brewers' yeast 0.3 %; magnesium oxide 0.3 %. **Directions for use:** Due to the higher trace element content compared to complete feeds, this complementary horse feed may only be fed up to 50 % of the daily ration. Please store in a cool and dry place. **Feeding recommendation: When used as the sole manger feed to supplement the hay ration:** Depending on the level of activity, approx. 150–400 g per 100 kg of body weight per day to cover energy needs. An amount of 2 kg or more per day is sufficient to meet all vitamin and mineral requirements of a large horse. For smaller feeding quantities, we recommend supplementation with Josera Vita Mineral or Josera Flax & Fibre Mineral. 1 litre of Josera Flax & Fibre Natural = approx. 470 g.

The analytical ingredients and additives can be found on pages 56–59.

* grainfree recipe

Reduced starch & sugar formula

Medicinal herbs & oil seeds

Fully mineralised



Flax & Fibre Energy

(Kraut & Rüben Energie)

- Provides extra energy thanks to easily digestible fibre and energy-rich oilseeds
- Efficient muscle development thanks to high-quality plant protein
- Just 1.7 % starch and 5.9 % sugar, which reduces strain on the metabolism

Top-quality, grainfree* energy mix

Josera Flax & Fibre Energie combines the best properties of an energy muesli with the proven concept of the grainfree* Josera Flax & Fibre family: texture-providing lucerne, tasty medicinal herbs such as milk thistle and artichoke, as well as genuine milk thistle oil meet energy-rich oilseeds (linseed and sunflower) and selected, high-quality plant proteins. The highly digestible recipe contains only 1.7 % starch and 5.9 % sugar and is therefore particularly suitable for horses with metabolic sensitivities.

Thanks to its unique blend, the feed contains 12.1 MJ digestible energy – without any grain*! **Josera Flax & Fibre Energie** is therefore not only suitable for feeding sports horses, but can also be used to top up heavily fed horses.

Thanks to the high-quality ingredients, **Josera Flax & Fibre Energie** contributes to a sustainable muscle build-up and an intact metabolism: The essential amino acids contained from lucerne and soybeans provide exactly the right building blocks for efficient muscle building. Copper, biotin and selenium are present in increased concentrations. The mineralisation ensures that deficiencies in the basic feed are compensated for and supports numerous functions in the body, such as the metabolism, the immune system and the optimal growth of coat and hooves. The vitamin and mineral content is regularly adapted to the latest scientific recommendations.

Josera Flax & Fibre Energie – Complementary feed for horses

Composition: oilseed mixture (toasted soybeans, linseed, sunflower seed) 22 %; lucerne meal 22 %; apple pomace 14 %; lucerne, dried (hay) 10 %; extracted linseed 7.5 %; carob pieces, dried 6 %; timothy, dried 6 %; milk thistle oil 4.5 %; pea flakes 3 %; carrot pieces, dried 0.8 %; sunflower seed, extracted 0.7 %; calcium carbonate 0.6 %; dicalcium phosphate 0.6 %; molasses 0.6 %; herbs (hawthorn leaves, milk thistle leaves, artichoke leaves, dandelion leaves) 0.5 %; sodium chloride 0.5 %; brewers' grains, dried 0.3 %; magnesium oxide 0.3 %; brewers' yeast 0.2 %. **Directions for use:** Due to the higher trace element content compared to complete feeds, this complementary horse feed may only be fed up to 50 % of the daily ration. Please store in a cool and dry place. **Feeding recommendation: When used as the sole manger feed to supplement the hay ration:** Depending on the level of activity, approx. 150–500 g per 100 kg of body weight per day to cover energy needs. An amount of 2 kg or more per day is sufficient to meet all vitamin and mineral requirements of a large horse. For smaller feeding quantities, we recommend supplementation with Josera Vita Mineral or Josera Flax & Fibre Mineral. 1 litre of Josera Flax & Fibre Energie = approx. 470 g.

The analytical ingredients and additives can be found on pages 56–59.

* grainfree recipe

Grainfree

**High-quality
oil seeds**



**Medicinal herbs and
milk thistle oil**



Reduced starch & sugar formula

**High energy and
protein content**



Container sizes: 15 kg bag

Flax & Fibre Mash

(Kraut & Rüben Mash)

- With linseed, natural oils and minerals for a glossy coat and good hoof growth
- Significantly reduced levels of starch and sugar for horses suffering from metabolic disorders
- Rich in mucous-forming components and prebiotics for healthy digestion

The best of a classic mash in a grainfree* recipe

Josera Flax & Fibre Mash is the grainfree* alternative for all horse lovers who want to pamper their horses in a healthy way. A mash from Josera is traditionally characterised by a high linseed content, as this provides the nutrients that have made mash so popular with horses and riders for generations! To support healthy intestinal flora, **Josera Flax & Fibre Mash** contains a high proportion of mucus-forming components such as linseed and the particularly high-quality psyllium husks. A healthy herb mixture with fennel, aniseed, caraway and thyme refines the recipe. Prebiotic chicory pulp improves the intestinal flora, promotes healthy digestion and the horse's well-being. The dietary fibres contained promote the natural functions of the digestive system.

High-quality essential oils support the entire metabolism and provide a healthy shine to the coat. Together with a coordinated mineralisation and vitaminisation, they promote the improvement of the skin and coat. **Josera Flax & Fibre Mash** can also contribute to healthy bones and firm hooves. Particularly in the change of coat or in situations of special stress such as rehabilitation or in competition sport, **Josera Flax & Fibre Mash** can be fed. The low-sugar real apple and carrots contained in **Josera Flax & Fibre Mash** also make it very tasty.

Josera Flax & Fibre Mash – Complementary feed for horses

Composition: meadow grasses, gently dried 35 %; apple pomace flakes 23.3 %; extracted linseed 22.5 %; linseed 10 %; chicory pulp, dried 3 %; vegetable oil, refined 2 %; herbs (fennel, thyme, anise, caraway) 1.5 %; calcium carbonate 0.7 %; psyllium husks 0.5 %; carrot flakes 0.5 %. **Directions for use:** Due to the higher trace element content compared to complete feeds, this complementary horse feed may only be fed up to 50 % of the daily ration. Soak before feeding. Please store in a cool and dry place. **Feeding recommendation:** 2–3 times a week depending on size of horse 0.5–1 kg as a supplement or to replace the usual manger ration. We recommend 100–150 g per 100 kg body weight. **Preparation:** e.g. Mix 1–2 litres of Josera Flax & Fibre Mash (note: 1 litre of mash = 450 g) with two to three times as much warm water (approx. 50 °C). Let it soak for 15–20 minutes and feed at a moderate temperature. If necessary, it can also be mixed with cold water; this extends the soaking time by around 5 minutes.

The analytical ingredients and additives can be found on pages 56–59.

* grainfree recipe

**Molasses-free,
reduced starch & sugar**

**Fully
mineralised**

**Psyllium husks &
chicory pulp**

With herbs



Flax & Fibre Mineral

(Kraut & Rüben Mineral)

- **Delicious, grainfree recipe and natural ingredients for maximum acceptance**
- **Rich in minerals - supports performance and immunity**
- **Particularly low starch and sugar content - also suitable for sensitive horses**

The grainfree* premium mineral feed

Who said that mineral feed doesn't need to be tasty? **Josera Flax & Fibre Mineral** is the premium mineral feed for natural and tasty horse nutrition. As with the other products in the Josera Kraut & Rüben family, the same applies here: High-quality extracts from lucerne, apple, linseed, sunflower and selected herbs give the feed its good smell and delicious taste. You can feed it directly from your hand! Thanks to the low starch and sugar content and the grainfree recipe, **Josera Flax & Fibre Mineral** is also suitable for giving to horses with feeding-related metabolic disorders.

The internal values of **Josera Flax & Fibre Mineral** are also right: the composition was developed according to the latest scientific findings. For example, trace elements such as zinc and copper are contained in organically bound form and are particularly highly available. **Josera Flax & Fibre Mineral** also impresses with its high biotin and selenium content, which ideally compensates for deficiencies in the basic feed.

Josera Flax & Fibre Mineral supports the development of the bones and joints of foals and young horses in a natural way. It also enables optimal hoof growth for your horse and ensures a shiny coat and an intact immune system.

Josera Flax & Fibre Mineral – Mineral feed for horses

Composition:** lucerne meal 15.6 %; sunflower seed, extracted 13.7 %; calcium carbonate 12.8 %; dicalcium phosphate 12.5 %; apple pomace 10.4 %; sodium chloride 9.4 %; extracted linseed 6.3 %; molasses 6.1 %; magnesium oxide 5.1 %; herbs (hawthorn leaves, milk thistle leaves, artichoke leaves, dandelion leaves) 3 %. **Directions for use:** Due to the higher trace element content compared to complete feeds, this complementary horse feed may only be fed up to 2.7 % of the total ration. Please store in a cool and dry place. **Feeding recommendation: Daily feed quantity per 100 kg body weight:** horses in maintenance or light work and brood mares up to month 7 of pregnancy 20 g / 100 kg body weight, horses in heavy work and brood mares from month 8 of pregnancy 25 g / 100 kg body weight, foals and young horses up to 36 months old 30 g / 100 kg body weight.

The analytical ingredients and additives can be found on pages 56–59.

* grainfree recipe

** The difference from the 100 % value is due to premixing of vitamins and minerals.

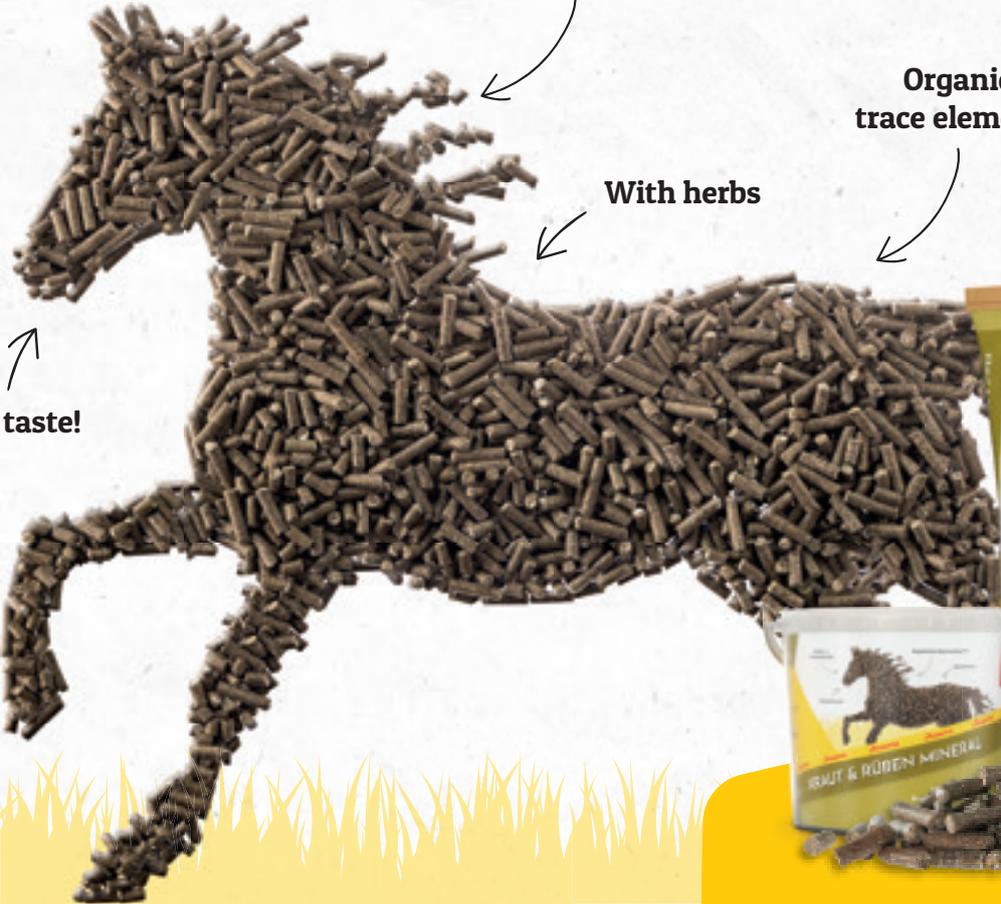
Grainfree

Reduced starch & sugar formula

Organic trace elements

With herbs

Pure taste!



Container sizes: 4 kg bucket, 15 kg bag

Vita Mineral

(Joker Mineral)

- **Excellent availability: organically bound trace elements, minerals and vitamins**
- **Particularly high biotin and selenium content to support skin, coat and hoof health**
- **30 cents per day for the health of your horse**

The optimal complete nutrition for all breeds at every stage of life

Josera Vita Mineral is the premium mineral feed for all phases of a horse's life. Every horse needs minerals and vitamins to maintain its vital functions, even if it does not perform any work or breeding. **Josera Vita Mineral** contains vital substances in optimal coordination with the needs of every horse: Whether youngster or senior, pensioner or sport horse – **Josera Vita Mineral** makes it possible to supply the horse with minerals, trace elements and vitamins as required. And that already for less than 30 cents per day!

Josera Vita Mineral has high-quality ingredients, for example zinc and copper are present in organically bound form and are therefore particularly readily available. **Josera Vita Mineral** ensures that the daily requirement of minerals, vitamins and trace elements is covered and thus supports the healthy development of the bones and joints of foals and young horses, strengthens the horse's hooves and ensures beautiful skin, a shiny coat and an intact immune system. The particularly high biotin and selenium content ideally compensates for deficiencies in the basic feed.

Josera Vita Mineral – Mineral feed for horses

Composition*: maize, ground 30 %; calcium carbonate 17 %; wheat bran 15 %; dicalcium phosphate 14.4 %; sodium chloride 8 %; molasses 5.9 %; magnesium oxide 4.5 %; vegetable oil, refined 0.6 %. **Directions for use:** Due to the higher trace element content compared to complete feeds, this complementary horse feed may only be fed up to 2.7% of the total ration. Please store in a cool and dry place. **Feeding recommendation: Daily feed quantity per 100 kg body weight:** horses in maintenance or light work and brood mares up to month 7 of pregnancy 20 g / 100 kg body weight, horses in heavy work and brood mares from month 8 of pregnancy 25 g / 100 kg body weight, foals and young horses up to 36 months old 30 g / 100 kg body weight.

The analytical ingredients and additives can be found on pages 56–59.

* The difference from the 100 % value is due to premixing of vitamins and minerals.

**Excellent
value for
money**

**Supports the
immune system**



**Strong bones
and joints**



**Shiny coat &
strong hooves**



Container sizes: 4 kg bucket, 15 kg bag

Mineral Cube

(Mineralcobs)

- Practical feeding by hand
- Excellent acceptance
- Ideal for a herd of horses or horses in pastures

The mineral supplement in treat form for pasture and stable

Josera Mineral Cube contain all the necessary minerals and vitamins to supply and keep your horse healthy! They are very tasty and easy to feed due to the handy treat shape. This way, the daily mineral supply becomes a reward for your horse! Especially during the grazing season or also in robust husbandry, when horses do not receive a manger feed, the dosage and feeding of a mineral feed is often difficult. **Josera Mineral Cube** are the practical alternative here. They are suitable for horses and ponies of all breeds from light to sporty use. Numerous functions in the organism are regulated by the vitamins, minerals and trace elements contained in **Josera Mineral Cube**.

Josera Mineral Cube – Mineral feed for horses

Composition: wheat bran 39 %; lucerne meal 16,5 %; calcium carbonate 15,5 %; dicalcium phosphate 7,5 %; molasses 7 %; sodium chloride 6 %; magnesium oxide 5,5 %. Analytical constituents: crude protein 8 %; crude oils and fats 2 %; crude fibre 8,8 %; crude ash 41,5 %; starch 12 %; sugar 5 %; calcium 7,5 %; phosphorus 2 %; sodium 2 %; magnesium 3 %. **Directions for use:** Due to the higher trace element content compared to complete feeds, this complementary horse feed may only be fed up to 6 % of the daily ration. Please store in a cool and dry place. **Feeding recommendation: Ponies and small horses:** 70 g per day (approx. 6 cobs). Large horses: 130 g per day (approx. 12 cobs).

The analytical ingredients and additives can be found on pages 56–59.

**For feeding
by hand**

Coat & hooves

**Stimulates
metabolism**

Bones & joints



Lick products

Natural lick

The pure salt lick

Essential for every horse: the **natural lick** provides the horse with important electrolytes sodium and chlorine. Losses through sweat can be compensated for by the horse at any time by using the **natural lick**. It has organic approval and can be used in organic / biological production in accordance with Regulations (EC) No 834/2007 and (EC) 889/2008.

Net weight: 10 kg



Mineral block

Mineral lick with salt, minerals & trace elements

The **mineral block** provides the horse on the pasture with the electrolytes sodium and chlorine as well as all bulk and trace elements. The wide calcium-phosphorus ratio helps to compensate for phosphorus surpluses in other ration components.

Net weight: 10 kg



Vital block

Lick stone with vitamins, salt, minerals & trace elements

The **vital block** contains vitamins as well as highly usable minerals including salt and trace elements. It is offered to horses in the stable and on the pasture as an additional source of vitamins and minerals. The wide calcium-phosphorus ratio in the **vital block** can promote the compensation of phosphorus surpluses in other ration components.

Net weight: 10 kg



Mineral bucket plus

Lick in a bucket with vitamins, salt, minerals & trace elements

The **mineral bucket plus** is preferably used in pasture husbandry, as it is very weather-resistant. It serves to supplement the horses' supply of all minerals and trace elements as well as vitamins A, D3 and E.

Net weight: 25 kg



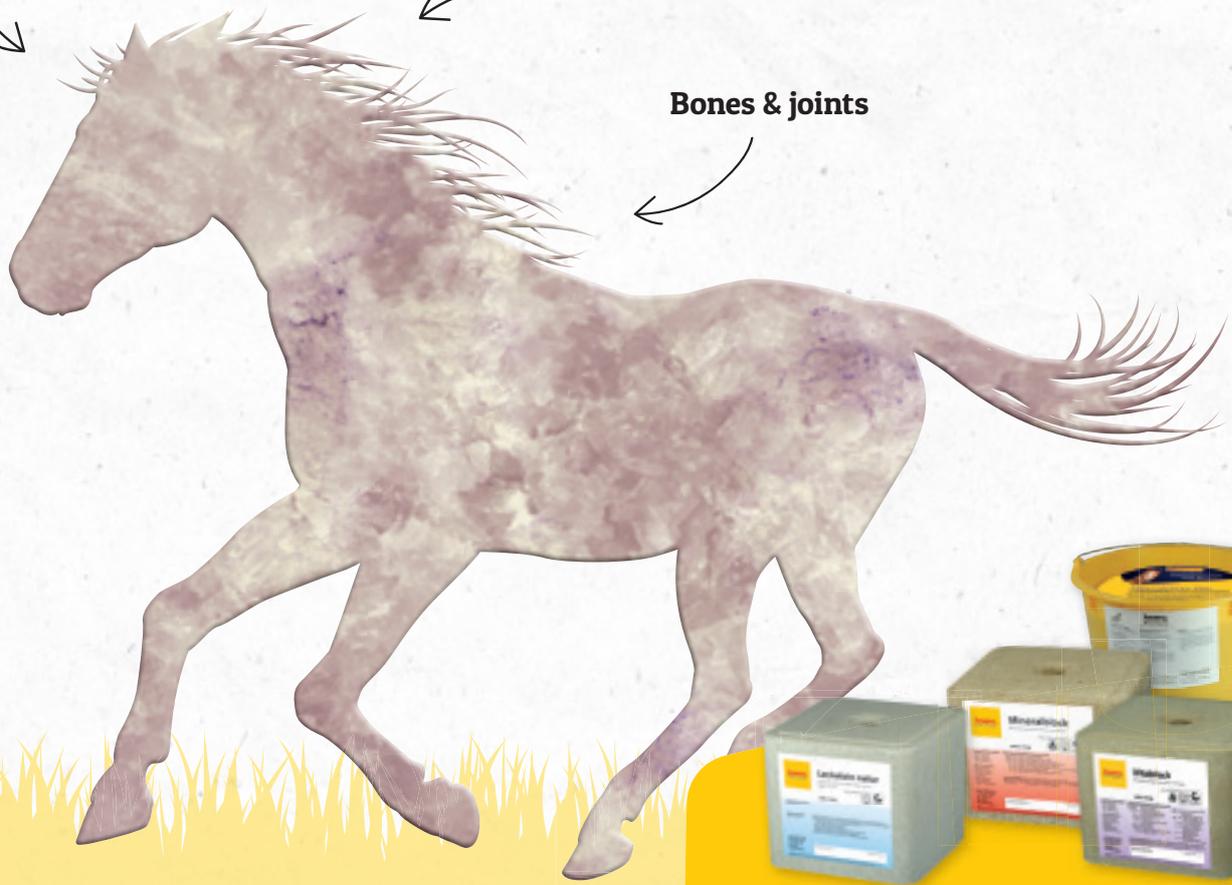
Coat & hooves



Stimulates metabolism



Bones & joints



SHF

(Stable - Hygiene - Freshness)

- Neutralises ammonia
- Breaks chains of infection
- Binds moisture
- Fresh smell

This is what purity smells like:

Biological hygiene agent for bedding in horse stalls/stables

Josera SHF is the innovative stable hygiene product with a 100 % organic recipe. **Josera SHF** provides long-lasting freshness and cleanliness in the horse stable even with a small dosage. The recipe binds excess moisture and thus prevents the formation of ammonia. This relieves the horses' respiratory tracts, noticeably improves the stable climate and interrupts infection chains, which can reduce the infection pressure in the stable – especially in winter or in times of increased susceptibility to disease in the horse population.

The reduction in moisture can also help improve hoof health, especially in horses with overly soft hooves. Depending on the stable situation, **Josera SHF** unfolds a long-lasting effect that promises pleasant and natural freshness in the horse stalls throughout the week.

Josera SHF is suitable for organic farming, can be used over the long term and does not cause resistance in insects – for the sake of the bee.

Josera SHF – Biological hygiene agent

Composition: Inorganic active ingredients; essential oils (e.g. citronella, eucalyptus). **Directions for use:** Josera SHF can be sprinkled over the entire surface or directly onto damp or germ-infested areas. Do not use the product on animals.

Recommended dosage: 55–110 g/m² depending on the degree of soiling.

**100 %
organic**

**Breaks
chains of infection**



Fresh smell



**Binds
moisture**



Neutralises ammonia



Analytical constituents



Meaning for:	Analytical constituents:		Muesli Light Mix	Muesli Herbs & Fibre Mix	Muesli Active Mix	Sport Plus
Growth, maintenance, regeneration	Crude protein	%	10	10.7	8.5	9.5
Strength, endurance, healthy skin	Crude oils and fats	%	2.5	5.6	4.5	10
Digestion, gut	Crude fibre	%	10.5	14.3	7.5	5
Supply of minerals	Crude ash	%	6	7.3	5	5
Bones, nerves, blood clotting	Calcium	%	1	0.8	0.9	0.9
Bones, energy metabolism	Phosphorus	%	0.4	0.4	0.3	0.4
Water and electrolyte balance, nerves	Sodium	%	0.2	0.3	0.2	0.3
Muscles and nerves	Magnesium	%	0.2	0.3	0.2	0.3
Every metabolic process	Digestible energy (DE)	MJ/kg	11.6	10.8	12.7	14
Supply of amino acids	Digestible crude protein (dXP)	%	7.6	6	6.5	7.6
Energy, strength	Starch	%	37	26	43	44
Rapidly available energy	Sugar	%	4	4.6	4	3.5
Muscle development	Lysine	g/kg	2.9	4.1	1.8	2.5
	Fructan	%	-	-	-	-



Senior	Foal & Mare	Sensi Mash	Natural Meadow Mix	Flax & Fibre Natural	Flax & Fibre Energy	Flax & Fibre Mash	Flax & Fibre Mineral	Vita Mineral	Mineral Cube
11	18	11.7	10.5	16.2	16.4	16.2	-	-	8
6.5	7.5	11	3	7.6	12.5	7.7	-	-	1.95
5.5	5.5	8	27	19	17	17.7	-	-	8.8
5	8.5	6.5	9	8.7	7.7	7.3	46	47	41.5
0.9	1.3	0.7	-	1.3	1.1	1	8.3	10	7.5
0.4	0.6	0.7	-	0.6	0.5	0.5	2.5	2.5	2
0.3	0.6	0.6	-	0.3	0.2	0.4	3.5	3	3
0.3	0.2	0.3	-	0.4	0.4	0.3	2.5	2.5	2
12.9	12.4	12.5	7.9	10.4	12.1	10.9	-	-	-
8.1	14.2	8.8	-	12.4	11.4	11	-	-	-
42	31	24.5	2	0.4	1.7	3.9	3.1	20	-
4.5	5.5	5.5	7.5	3.8	5.9	6.2	2.6	5	-
3.4	8.4	4.1	-	8.1	8.5	6.4	-	-	-
-	-	-	4	-	-	-	-	-	-

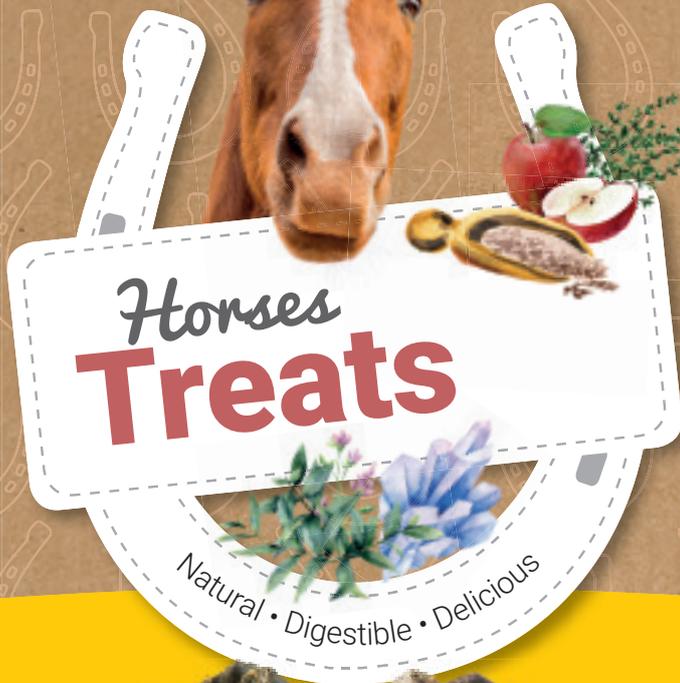
Additives



Meaning for:	Additives: nutritional additives per kg:		Muesli Light Mix	Muesli Herbs & Fibre Mix	Muesli Active Mix	Sport Plus
Resistance to infection, vision	Vitamin A	I.U.	8,000	8,000	8,000	9,600
Mineral balance	Vitamin D3	I.U.	800	800	800	960
Cell protection, fertility, muscles	Vitamin E / all-rac-alpha-tocopheryl acetate	mg	330	330	610	675
Resistance to infection, cell protection	Vitamin C	mg	-	-	200	200
Energy metabolism, nerve function	Vitamin B1	mg	17	17	35	38
Numerous metabolic processes, eyes	Vitamin B2	mg	12	17	12	14
Protein metabolism	Vitamin B6	mg	12	15	12	14
Blood formation, growth	Vitamin B12	mcg	150	150	150	180
Metabolism, skin	Niacin	mg	30	100	30	36
Metabolism, resistance to infection	Calcium D pantothenate	mg	20	50	20	24
Blood formation, antibody production	Folic acid	mg	7	14	7	8
Energy metabolism, skin, hooves	Biotin	mcg	500	1,000	1,000	1,100
Fat metabolism, nerves	Choline chloride	mg	250	250	250	300
Healthy skin, vision, metabolism	Zinc, organically bound	mg	108	108	108	129
see above	Zinc, inorganically bound	mg	108	108	108	129
Skin, bones, metabolism	Manganese, inorganically bound	mg	100	100	100	120
Blood formation, cartilage formation	Copper, organically bound	mg	25	25	25	30
see above	Copper, inorganically bound	mg	25	25	25	30
Thyroid, energy metabolism	Iodine, inorganically bound	mg	1	2.2	1	1.2
Cell protection	Selenium, inorganically bound	mg	0.9	0.9	0.9	1
Foal growth	Iron, inorganically bound	mg	-	-	-	-
Meaning for:	Additives: Digestive additives per kg:					
Digestion	Saccharomyces cerevisiae (live yeast)	KBE	-	-	20 10*9	20 10*9



Senior	Foal & Mare	Sensi Mash	Natural Meadow Mix	Flax & Fibre Natural	Flax & Fibre Energy	Flax & Fibre Mash	Flax & Fibre Mineral	Vita Mineral	Mineral Cube
9,600	20,000	8,000	-	8,000	8,000	8,000	160,000	160,000	200,000
960	2,800	800	-	800	800	800	16,000	16,000	20,000
675	230	330	-	330	330	330	6,600	6,600	2,000
200	-	-	-	-	-	-	-	-	500
38	12	17	-	17	17	17	350	350	100
14	7	12	-	17	17	17	350	350	100
14	6	12	-	15	15	15	300	300	100
180	46	150	-	150	150	150	3,000	3,000	500
36	41	30	-	100	100	100	2,000	2,000	500
24	23	20	-	50	50	50	1,000	1,000	250
8	2	7	-	14	14	14	280	280	20
1,100	1,200	500	-	1,000	1,000	1,000	20,000	20,000	5,000
300	460	250	-	250	250	250	5,000	5,000	-
129	75	108	-	108	108	108	2,150	-	-
129	75	108	-	108	108	108	2,150	4,300	2,470
120	110	100	-	100	100	100	2,000	2,000	850
30	30	25	-	25	25	25	500	-	-
30	30	25	-	25	25	25	500	1,000	345
1,2	1	1	-	2,2	2,2	2,2	44	44	15
1	0.8	0.9	-	0.9	0.9	0.9	18	18	8
-	170	-	-	-	-	-	-	-	-
20 10'9	-	-	-	-	-	-	-	-	-



Tips for feeding treats

» It's all in the mixture

Make sure to choose healthy treats. Because treats and feed praise don't have to be calorie bombs, but can support your horse's health.

» The right balance:

If you can't resist your horse's gaze and feed it lots of small snacks, you should also include the treats fed in the daily ration calculation. However, you should not feed your horse more than 200 g of treats per day.

» The feed price increases diligence:

Treats have been proven to be a very strong incentive to learn. They can therefore make training with your horse easier, especially for difficult lessons.

Supplementary feed for horses

Feeding instructions, composition, analytical constituents: see www.josera.com



Pommelie

Grainfree
apple thyme treats

- » Grainfree
- » 100 % apple and thyme
- » Healthy and tasty



Breathie

Tasty eucalyptus
bronchial treats

- » With delicious eucalyptus for horses
- » Can support the respiratory tract
- » Handy treats perfect for in-between rewards



Smoothie

Healthy
flax fur shine treats

- » 10 % linseed for a healthy stomach, firm hooves and best coat shine
- » Very good acceptance



Vitalie

Valuable mineral
vitamin treats

- » High-quality minerals and vitamins
- » High biotin content for healthy hooves, skin and coat
- » Mineral feed for feeding by hand



Always in contact

Would you like a little more? We will be happy to provide you with personal advice!

Do you have questions about feeding your horse or about our products?

If you would like professional advice or are not satisfied with your food, we will be happy to help you by phone. Our in-house customer service will be happy to deal with your individual questions and feeding problems.

Your direct line to us:



Josera petfood GmbH & Co. KG
Industriegebiet Süd, D-63924 Kleinheubach
Tel.: +49 9371 940-120 | Fax: +49 9371 940-5-159
E-Mail: export-petfood@josera.de

www.josera.com



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Has your horse already found its favourite Josera feed? Then become part of the #joserahorsefamily!

Is this not your first Josera bag? That's a good thing, because long-term satisfied customers are just as important to us as long-term cooperation with our suppliers and partners.

To bring horse people from all walks of life closer together, we have launched **#joserahorsefamily**. The **#joserahorsefamily** includes horse lovers, partners and fans of all disciplines, horse breeds and riding styles who place their trust in us day after day. What connects us? The love for the horse and the passion for delicious, high-quality feed that is adapted to all needs accordingly!



We would be delighted if you would also become part of our community and share this hashtag.



Your hotline for information, questions
and tips about all four-legged friends:
+49 9371 940-120
Give us a call, we'll be happy to help!
www.josera.com



Do you have other four-legged friends? We also make dogs and cats happy every day. Promise!

At www.josera.com you will not only find information about our horse feed range and the family business Josera, but also all the information about our high-quality dog and cat food. We look forward to seeing you there!



Your Josera specialist