



A COOL ENERGY, OAT-FREE FEED FOR  
**PLEASURE, SHOW & SPORT HORSES & PONIES**  
 DESIGNED TO MEET OPTIMAL NUTRITIONAL REQUIREMENTS

**NUTRITIONAL ANALYSIS**

Nutrients	As fed basis
Digestible Energy (min)	11.5 MJ/kg
Crude Protein (min)	13.0%
Lysine	0.6%
Crude Fibre (max)	12.0%
Added Salt (max)	1.0%
Crude Fat (min)	5.0%
Calcium (min)	1.0%
Phosphorus (min)	0.6%
Magnesium	0.5%
Zinc	180 mg/kg
Iron	300 mg/kg
Manganese	220 mg/kg
Copper	60 mg/kg
Selenium	1 mg/kg
Iodine	1 mg/kg
Cobalt	0.1 mg/kg
Vitamin A	13400 IU/kg
Vitamin C	335 mg/kg
Vitamin D3	1400 IU/kg
Vitamin E	275 IU/kg
Vitamin K3	7.3 mg/kg
Vitamin B1	10 mg/kg
Vitamin B2	6 mg/kg
Vitamin B3	70 mg/kg
Vitamin B5	18 mg/kg
Vitamin B6	5 mg/kg
Vitamin B9	2 mg/kg
Vitamin B12	49 µg/kg
Biotin	0.3 mg/kg

**INGREDIENTS**

Barley, cereal byproducts, lupins, molasses, canola oil, canola meal, minerals, natural yeast culture, organic chromium, natural vitamin E, mould inhibitor, KER Buffered Mineral Complex®, KER vitamin/organic trace mineral premix, including Zinpro Performance Minerals®.

**FEATURES AND BENEFITS**

- Supplies cool energy to maintain body condition without the heating effects of oats
- Contains added fat for cool energy and to promote a healthy coat shine
- Contains KER BMC®, a unique bio-available calcium, with supporting chelated minerals, research proven to improve bone density, provide gastric buffering and minimise acidity in the hindgut
- Provides all the essential nutrients, vitamins and minerals for optimal health and fitness of horses and ponies
- Suitable for idle and spelling horses, as well as those doing light to moderate work
- Contains a natural yeast culture to enhance digestion and mineral absorption
- Contains organic chromium to improve glucose metabolism, decrease lactic acid accumulation and reduce the severity of tying up
- Contains high levels of magnesium to calm nervous horses
- Contains extra calcium for high oxalate pastures eg kikuyu
- Premium blend of quality grains and ingredients used to maximise finished feed quality and palatability
- Pelleting improves energy utilisation from grains and reduces waste of powdered minerals and vitamins

**FEEDING DIRECTIONS**

Coolmax® is a complete feed, and can be fed as the sole concentrate.

Coolmax® should be fed in conjunction with a minimum of 1% body weight of good quality roughage in the form of pasture, hay or chaff.

Coolmax® should be introduced slowly to the diet over 7 days.

The amount fed should be divided into at least two feeds daily, with a maximum of 3kg of Coolmax® per feed.

Clean, fresh water should be available at all times.

**FEEDING RECOMMENDATIONS (kg/day)**

Bodyweight	300kg	400kg	500kg	600kg
Maintenance	1-2	1.5-2.5	2-3	2-4
Light work	1-2	1.5-3	2-4	3-5
Moderate work	2-3	3-4	4-5	5-6

The above table is a guide only and the amount fed should be adjusted according to the horse's age, temperament, condition, bodyweight and workload.

**EXAMPLE DIET FOR A 500KG, PLEASURE HORSE IN LIGHT WORK >**

