What changes are being made to Purina® Amplify® Supplement?

Purina Animal Nutrition has invested heavily in a new manufacturing facility with extensive state of the art extrusion capabilities at our St Joseph, MO location where the Amplify® supplement is produced. This provided the opportunity to make several updates and improvements to the product. Starting in January 2019, the packaging for the 50-pound bag will change from the current paper bag to a poly-woven one with a vertical orientation and updated design. Also, as we review and update formulas on horse products as needed, slight adjustments in calcium, selenium, vitamin A, and vitamin E were made and will be reflected in the guaranteed analysis.

Why is a change being made?

The updated manufacturing process results in improved physical characteristics of the Amplify® nugget, including overall quality and texture of the extruded particle. The updated nugget is more consistent in size than the previous particle, with a cleaner, smoother appearance. Additionally, based on the way Amplify® is fed as a top-dress, we determined the Vitamin A and selenium levels should be lowered to better compliment balanced feeds and the vitamin E should be increased to provide increased antioxidant support for high fat diets.

Will my horse notice a difference?

Your horse will likely prefer the new Purina® Amplify® supplement. To determine whether the new form of Amplify® supplement would affect horses’ acceptance of the product, we conducted several trials at the Purina Animal Nutrition Center. We tested the new nugget compared to original Amplify® as a supplement as well as an ingredient in several current products (including Equine Senior® and Ultium® Competition Horse Formula). We found that as a supplement, horses preferred the updated version almost 2 to 1, showing that the new Amplify® is even more palatable than original Amplify®.

In our research trials, when new Amplify® was compared to original Amplify® as a feed ingredient, such as the inclusion of Amplify® in Purina® Equine Senior® or Ultium® Competition Horse Formula, we saw no difference in horses’ acceptance of the feeds due to the change in the nugget.

Will the product provide the same nutritional benefits and results for my horse?

You can expect the same great performance from the updated Amplify® nugget. The ingredients, fat content, fatty acid profile, and digestibility of the product are not affected. The adjustments in the nutrient levels of Amplify® won’t affect the nutrient guarantees of feeds with Amplify® included. In those products, the vitamins and minerals added will be adjusted accordingly to maintain current guaranteed nutrient levels on all products with Amplify®.

Will the change in the Amplify® supplement affect how my Purina® Equine Senior® soaks?

No. In soaking tests at the Purina Animal Nutrition Center, Equine Senior® Horse Feed containing the updated Amplify® nugget had the same great soaking properties as the current product.

Does it still measure the same in the supplement cup?

Yes, the density of the updated product is the same as original Amplify®. The updated nugget will still measure accurately in the current supplement cups, so the ½-pound and one-pound markings are unchanged.