

Strategy® GX and Strategy® Healthy Edge® Formula Update FAQs

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What changes are being made to Strategy® GX and Strategy® Healthy Edge® Horse Feed?

The current calcium source in both feeds is being replaced with a natural calcium source (also contained in the Outlast® Gastric Support Supplement) that meets calcium requirements, but has the additional benefit of very effectively helping support optimal gastric pH. In addition, the sugar and starch content of the Strategy® Healthy Edge® formula has been slightly reduced. Both formulas will still provide the same quality balanced nutrition customers have come to rely upon.

Why are you making these changes?

We know that any feed formulation change can generate some concern and anxiety, therefore we do not make any changes without extensive evaluation to support the decision. Reports indicate that 80% or more of athletic horses, broodmares, and young growing horses may be affected by gastric discomfort due to persistent low gastric pH, which can affect overall health, performance and behavior. The responses to Outlast® Gastric Support Supplement and the two feeds that already contain the Outlast® ingredients, Ultium® Gastric Care and Race Ready® GT, have been overwhelmingly positive. Everything we learned during the development of the Outlast® supplement, combined with the wide variety of horses fed Strategy® GX and Strategy® Healthy Edge® Horse Feed, led to the decision to include this beneficial ingredient in these two great products. Our goal is to provide cost-effective, consistent gastric support along with the excellent nutrition provided in these two feeds.

My horse doesn't have gastric issues, so why do I need the Outlast® Gastric Support Supplement in my feed?

Research continues to reveal that more horses experience gastric discomfort related to a highly acidic environment in the stomach than previously realized. The Outlast® ingredient is a high-quality, natural calcium source with the additional benefit of being very effective at supporting optimal gastric pH. When included in the feed formulation, this ingredient replaces existing calcium sources, so the change to the formula is extremely minor. Calcium is an essential nutrient in horses' diets, and is therefore always provided in balanced horse feeds, and a large percentage of horses are proving to benefit from effective support of optimal gastric pH. But even if a horse does not currently have any gastric issues, they can still benefit from the highly digestible and unique source of calcium contained in Outlast® Gastric Support Supplement.

Do I need to transition slowly from the old formula to the updated formula?

It is not necessary to make a gradual change, because there is nothing in the formula update that should cause digestive upset or other issues commonly associated with diet changes. In our extensive field trials, over 300 horses were transitioned to the new feed formulas all at once with no reported problems. Horses and horse owners will not even be able to tell a difference in the appearance of the feed. However, if it makes you more comfortable to make a gradual transition, best practices call for making any new feed change at a rate of approximately 1 lb per day. For example, if your horse is eating 4 lbs of feed/day, the first day you would feed 3 lbs old feed and 1 lb new feed. The second day you would feed 2 lbs old feed and 2 lbs new feed. And so on.



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Will the formula update result in a price increase?

We know that feed prices are always a concern, and we are very careful about doing anything that would make the price of our feeds increase. We also don't want to add something to the feed that most horses don't need. However, when we continued to see how many horses were benefiting from the Outlast® ingredients, we knew we could provide that support in an extremely cost-effective manner by including it in Strategy® GX and Strategy® Healthy Edge® Horse Feed. The Outlast® ingredient is a natural, high-quality calcium source with the additional benefit of being very effective at supporting optimal gastric pH. When included in the feed formulation, this ingredient is replacing existing calcium sources, so the change to the formula is extremely minor. We are making this change to help as many horses as we can. In most cases, the performance of the horses makes the small additional cost well worth it to the horse owner. In many cases, the horses look and feel better and may maintain body weight and body condition on slightly less feed, which may cancel out the added cost per day of feeding. It is very unusual to find something that makes this much difference to so many horses at a minimal added cost per bag.

Is this safe for my broodmares and growing horses?

Yes, the Outlast® ingredient has been fed to all life stages of horses over the past 5 years, and there have been no reported safety concerns for pregnant mares or growing foals. When fed as directed, the updated versions of both Strategy® GX and Strategy® Healthy Edge® Horse Feed will continue to provide the required nutrients from a blend of high-quality ingredients. The nutrient values of the updated formulas are similar to the original versions, and some customers may notice positive changes in behavior and/or performance in horses they may not have realized were experiencing gastric discomfort.

I already use Outlast®, does this mean I don't need to buy the supplement anymore?

A key hallmark of [The Purina Equine Gastric Health Program](#) is flexibility. The program can be adjusted based on the risk level of individual horses. A 4-lb meal of Strategy® GX or Strategy® Healthy Edge® Horse Feed provides one full serving of Outlast® Gastric Support Supplement (for a 1000 lb horse). Meal sizes less than 4 lbs still provide gastric support, but for maximum support, you may top-dress an appropriate amount of Outlast® supplement to the meal to reach a full serving size. The Outlast® supplement can also be offered between meals at times of stress such as when horses are trailered, being ridden, or have feed, hay, or water withheld for several hours.

How do I get more information if I have additional questions?

For more information on Outlast® Gastric Support Supplement and finding better ways to support your horses' gastric comfort, please download the [Purina Equine Gastric Health Program brochure](#). In addition, we are happy to answer any additional questions you may have, including those regarding alternative feed options to help maintain the level of nutrition expected without added gastric support. Please contact Purina Customer Service at 1-800-227-8941 or via our website at <https://www.purinamills.com/horse-feed>.



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