



The first feed developed
for a horse's unique
digestive system

No grain necessary!

The complete, forage-based horse feed



Square Meal TMR

Total Mix Ration —
No grain required

Total
Mix
Ration

Advantages:

- **Every mouthful is the same**
 - Horses cannot sort leaves and stems
 - Consistent source of forage
- **Low in NSC (non-structural carbohydrates)**
 - Low starch
 - Low sugar
- **Little or no waste**
- **Reduced storage space**
 - Clean handling
- **Feed forage by weight, not by the bale***
- **Horse stays on the same diet while traveling**
- **Safe for metabolic/insulin-intolerant horses**
- **All the nutrients fed to the horse are used by the horse**



There's a Square Meal product for every horse!

Available in
easy-to-store and
transport bags



- **Next Generation™**
Young foals up to 2 years
- **Happy Horse**
Maintenance formula
- **Equine Winner**
High performance horses
- **Senior Supper™**
Mature horses

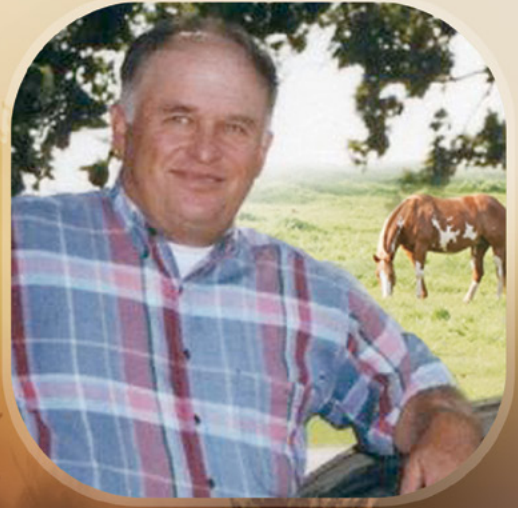
The Square Meal brand offers a series of products from Idle Acres, a 5th generation family farm, whose cropping program focuses on forage production.

*Avoid feeding on the ground and provide plenty of clean water.

Square Meal Biscuits™



*Harlan Anderson,
D.V.M. and farmer*

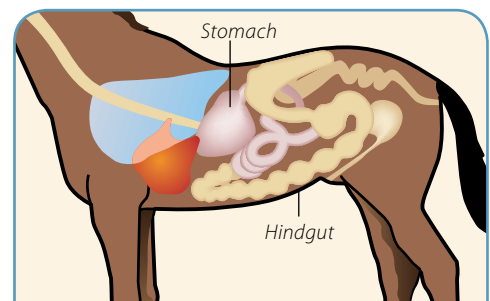


Produced by a vet who started with horse sense, not horse lore.

Unlike livestock, horses are lifelong companions. They're better off, as your pets are, with one complete feed that promotes longevity.

When you love horses, you can't know too much about them. But one vet found that where feed is concerned, the learning stopped a long time ago. People have always grained horses, right? Dr. Harlan Anderson re-thought horse feed, starting with how nature made a horse.

A horse's stomach and small intestines are very small. Food stays in the stomach less than one hour. Nature wants feed to pass through these structures quickly and in small amounts. This is why horses constantly graze. By contrast, the largest and most efficient part of their digestive system is the hindgut. It's basically a large fermentation reservoir where digestion and the absorption of nutrients take place over a longer period of time. It follows that ***the best feed would be one that complements a horse's system.***





Surprisingly, the *right* forage is better than forage plus grain.

The pet food industry has had nutrition figured out for years. Companion animals like dogs and cats get one complete food that is a Total Mixed Ration, or TMR. It promotes longevity, better health and a higher quality of life.

Square Meal primarily uses the same approach for horses. Alfalfa and grass is the primary source of the horse's nutrition. Square Meal is meant to be fed 24/7 because it mimics grazing, and is ideal for the stomach, small intestine and hindgut. It eliminates the need for additional grain.

There's also a significant reduction of nutrients that end up in the manure pile. Square Meal is a complete diet that produces no waste. And it's easy to feed and store.

A complete forage diet is not only more cost-efficient, it promotes optimal health throughout a horse's lifetime.

FORAGE

"I am finding no gastric health issues in horses being fed free choice biscuits with no grain."

Dr. Kevin Kline, University of Illinois at Champaign – Urbana

"For the seven years of TMR feeding trials, we have not had a single feed-related problem to date with the research horses."

Dr. Sarah Ralston, Rutgers, The State University of New Jersey

"It is possible that low glycemic-index feeds, such as forages, may not lead to reductions in insulin sensitivity even at greater degrees of body condition."

Dr. Shannon Pratt-Phillips, North Carolina State University



What's the science behind our complete, forage-based feed?



Horses have evolved over the millennia processing forages. These naturally pass to the hindgut very quickly for digestion. Conversely, horses have not evolved by eating grain. Grain is primarily starch, and horses are not efficient at processing cereal grains. What isn't digested and absorbed passes to the hindgut. Undigested grains are not welcomed in the hindgut, which leads to an acid hindgut. The lower pH kills off the nutrient-digesting microbes.

The meal feeding of cereal grain to the horse has led to most of the nutritional disorders we are seeing in today's modern horse. Feeding of Square Meal has been very successful in helping to maintain excellent animal health by avoiding feed related disorders. Eliminating the feeding of grain and the practice of meal feeding the grazing horse are the primary reasons for seeing these benefits.

"An ounce of prevention is worth a pound of cure," said Ben Franklin. Feeding of Square Meal prevents the harm to your horse and eliminates the need to cure the damages.

Research conducted over the last several years has proved that feeding forage-based cubes have a positive impact on horse health, including:

- Managing gastric health (Dr. Kevin Kline, University of Illinois at Champaign-Urbana)
- Healthy feed efficiencies (Dr. Sarah Ralston, Rutgers University, Cook College, New Jersey)
- Reduced concern of insulin resistance with eliminating grain and only feeding forage-based feed (Dr. Shannon Pratt-Phillips, North Carolina State University at Raleigh, North Carolina)

Proper nutrition is the best way to manage the animal's health. And proper nutrition is what Square Meal is all about.

"Square Meal Feeds is easy to find, easy to feed, nutritionally consistent, and is in front of my horses almost 24/7, creating a natural environment for my horses' health and happiness."

Lisa Mills, Horse Owner

"Square Meal Biscuits has been amazing for helping to maintain the weight and topline of our rescue horse, Clancy. I love how healthy he looks!"

Tammy Nielsen, Horse Owner

"There's no waste with it. It's a complete feed. They eat the whole thing."

Milo Miller, Horse Trainer

"We have had our 11 miniature horses solely on this product for the last year and they are thriving! Thank you Square Meal Feeds!"

Linda Steinhauer, Horse Owner

"Square Meal Biscuits keeps Twist running her best, feeling great, looking amazing, and maintaining her health without breaking the bank or worrying about feeding her too much."

Taylor Niece, Horse Owner

"Square Meal Biscuits has been amazing in supporting my show horses' gastric health. It's also a lot safer in managing bigger barns and ensuring all of the horses receive the best nutrition."

Rahn Greimann,
Horse Owner and Owner/Editor of
MidWest Horse Digest in Blue Earth

See featured case studies on our website:

www.SquareMealFeeds.com



Square Meal Biscuits™

The forage-based, complete horse feed

Produced by Square Meal Feeds LLC • Cokato, Minnesota

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