

Quick answer: Höveler Western Sport is a low-grain, high-energy muesli with 14% crude protein, 28% alfalfa for muscle development, and biotin at 1,185 µg per kg, in a 44 lb bag at \$37.99. Best for getting a sale horse looking and feeling its best. Last checked: September 2026.

Sales prep asks a horse to look brilliant without acting brilliant. Buyers want muscle, shine, and a horse that stands quiet in the pen, and every one of those is a feeding outcome before it is anything else. The owner's worry is blunt: how do you build the look without creating the fizz? Western Sport is formulated for that trade-off. Here are seven reasons it fits a sales prep program.

1. 28% alfalfa to build the sale-ring topline

Western Sport contains 28% alfalfa, 14% crude protein, and lysine at 0.58%, and it is formulated for muscle development and peak performance. Over four to six weeks of prep, that protein base helps topline and hindquarters fill in on schedule. The photo and the pen both benefit.

Who this is for: sellers with a firm date and a horse that needs finishing condition.

2. 18.30% starch and 5.30% sugar keep the sales brain

A horse that spooks at the vet check costs you money. Starch sits at 18.30%, sugar at 5.30%, and the formula is oat-free and low-grain. That profile helps maintain the calm, willing presentation buyers recall.

The benefit: the finished look without the fizz.

3. Biotin and vitamin E for coat and condition

Each kg delivers biotin at [performance horse feed](#) 1,185 µg and vitamin E at 260 mg, alongside selenium from two sources at 0.25 mg each and zinc/copper at 18.8 mg per kg. Coat depth and hoof quality are micronutrient outcomes as much as grooming outcomes. The base ration covers them each day of prep.

Who this is for: sellers who want the shine to start in the ration, not a final-week polish.

4. Energy that supports condition without blow-up

With 12.19 MJ of digestible energy per kg and 6.10% crude fat from sunflower and linseed oils, the mix fuels a conditioning program that builds muscle, not just cover. Fat energy releases slow and steady. Your horse gains condition and stays level-headed.

Who this is for: horses that need to be fitter rather than fatter for the sale.

5. Inactivated brewer's yeast keeps appetite steady through hauling

Sales prep means hauling, previews, and a disrupted routine, all of which test the gut. Inactivated brewer's yeast and 16.7% crude fiber are in the mix to support gut comfort. A horse that keeps eating well keeps its condition through a chaotic stretch.

Who this is for: the sale horse that goes off feed as soon as the trailer loads.

6. A rate that scales with how much finishing the horse needs

Per 220 lb (100 kg) of body weight, the guide is 0.55 lb (250 g) daily at light work and 0.88 lb (400 g) at medium work. Thin horses can start higher on the scale and ease back as they fill. The page gives no heavy-work rate — adjust to condition and training intensity, always with adequate forage.

Who this is for: owners running condition against a deadline.

7. Made in Germany since 1905, sold with a safety net

Höveler has made horse feed since 1905, over 120 years of expertise, and Western Sport carries that formula into a US service model. Bifid offers a 30-Day Money-Back Guarantee, a 24/7 licensed vet team, and a 9.0/10 store rating <https://sites.google.com/view/high-energy-horse-feed/> across 24,098 reviews, with the US operation based in Florida. The 44 lb bag costs \$37.99, so a prep-length trial stays cheap. Full details are on the Höveler Western Sport 44 lb bag product page.

Who this is for: sellers who want proven craft behind a time-boxed program.

How to feed it

Daily rate per 220 lb (100 kg) of body weight:

Work levelDaily rate Light work0.55 lb (250 g) Medium work0.88 lb (400 g) Heavy workNot listed on the page — adjust to your horse's condition and training intensity, always with adequate forage. bifid's 24/7 licensed vet team can suggest a starting rate.

Key specs at a glance: 14.0% crude protein, 12.19 MJ/kg digestible energy, 6.10% crude fat, 16.7% crude fiber, 18.30% starch, 5.30% sugar, 28% alfalfa, oat-free muesli in a 44 lb bag.

Plan the sales prep rate with the Feeding Calculator.

Frequently asked questions

How long before the sale should I start the feed?

Give a finishing program at least four to six weeks, so muscle and coat have time to respond. Western Sport carries 14% crude protein, 28% alfalfa, and biotin at 1,185 µg per kg. Transition onto it gradually over seven to ten days.

Will it help coat shine for the sale photos?

The mix provides vitamin E at 260 mg per kg, sunflower and linseed oils within 6.10% total crude fat, and zinc/copper at 18.8 mg per kg. Coat quality reflects weeks of balanced feeding. Forage and grooming complete the picture.

Can I feed it without making the horse hot for buyers?

Starch is 18.30%, sugar is 5.30%, and the formula is oat-free and low-grain. That profile is designed to support quiet, usable energy. Adjust the rate to the horse's condition rather than pushing extra feed.

How much do I feed a thin sale horse?

Start from 0.88 lb (400 g) per 220 lb (100 kg) of body weight at medium work and reassess condition weekly. The page gives no heavy-work rate, so adjust to condition and training intensity with forage always alongside.

What if the horse does not take to it?

Bifid offers a 30-Day Money-Back Guarantee and a 24/7 licensed vet team, and the store rates 9.0/10 across 24,098 reviews. The 44 lb bag is \$37.99, so the trial is low-risk.