

# Bluebonnet® Feeds

## Crafting Premium Feed for Your Horse

BY JYME L. NICHOLS  
Director of Technical Services  
Bluebonnet Feeds – Ardmore, OK

**B**luebonnet® Feeds has been manufacturing and selling animal feed across Texas and Oklahoma for over three decades, but recently it has commanded the attention of horsemen across the country. Since its beginning, Bluebonnet® Feeds has stood by the motto that “Quality is the Best Value” and over the years has developed some of the most effective feed products in the industry including the legendary Stride® Equine Diet Balancer supplement which was far ahead of its time. Bluebonnet® Feeds was a leader in the industry when it came to an open label, and used ingredients like North Atlantic Kelp Meal way before the industry considered it a “desirable” feed ingredient. The open-minded nature and desire for continuous improvement never left the culture as Bluebonnet® Feeds was purchased in 2008 by the humble and well-respected Standard Nutrition Company, which has been a leader in animal nutrition and consulting for over

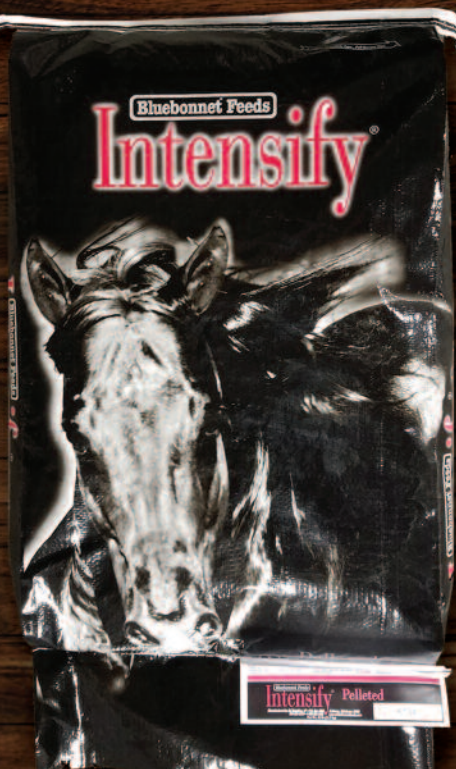
130 years. Under this new ownership, Bluebonnet® Feeds sought new technologies and fine-tuned manufacturing until a new era in equine nutrition was born. The development of the INTENSIFY® line of premium horse feeds has set Bluebonnet® at the top of the class, and leading professional trainers and veterinarians across the country are taking notice.

Other companies try to copy INTENSIFY®, but the proprietary blend of quality ingredients and advanced technology that goes into every bag has

proven impossible to duplicate, and the reasons go far beyond the ingredients. When trucks or railcars full of raw ingredients arrive at the mill, they are each inspected and tested to ensure the ingredients are of high quality. Bluebonnet® is so selective about what ingredients are used, that ingredient trucks are rejected when they do not meet the established quality standards. Rest assured that every bag of feed will have the exact same ingredients every time; Bluebonnet® never uses by-products, and employs a “locked-formula” policy which means the formula does not change from week to week like other feeds in the industry.

High quality ingredients are the foundation of Bluebonnet® Feeds, but the other component is the people involved with the manufacturing of the feed. Bluebonnet® Feeds is a unique brand because the products come from one single mill in Ardmore, Oklahoma. Every person in the mill takes pride in their work and they know what the feed should look like. Each supervisor of the three major production areas have worked in the mill between 25 and 35 years each. As new production personnel join the company they train under these stoic team members and then cross-train so that everyone has an understanding of the entire process. No amount of technology or fancy equipment can replace the level of care and commitment to excellence that these employees embrace on a daily basis.

If quality ingredients, single-mill manufacturing, and long-term caring employees are not hard enough for competitors to replicate, the nutritional technology just might be. Bluebonnet® Feeds has the ability to post-coat finished feed with soybean oil. This allows the fat content of INTENSIFY® feeds to be 8, 10, and even 12% which provides more “cool” energy calories and gives horses a nice “bloom” without making them hot-headed. The pellet integrity is also important; when you get to the bottom of a bag of premium Bluebonnet® horse feeds you will find that you are able to feed the entire bag and not left with useless fines and dust. Bluebonnet® Feeds sources high quality vitamins and uses organic trace minerals, but customers get most excited







*Natural Blend® Performance is an ultra-clean grain blend for those who enjoy feeding whole grains. Fortified with high levels of fat and precise vitamin and mineral levels, this feed is excellent for performance horses who need extra energy.*



*Intensify® Omega Force is a low starch formula fortified with prebiotic and probiotic digestive support which provides safer more complete utilization of feed. High fat levels and Intensify® Technology give horses a beautiful bloom while maintaining a calm mind.*



*Intensify® Textured is a high quality sweet feed designed with Intensify® Technology. High quality ingredients and a light coating of molasses makes this a feed even the most picky eater will enjoy.*

about the specialty ingredients such as yucca schidigera, north Atlantic kelp meal, toxin binders, biotin, B-vitamins, organic selenium yeast, natural digestive enzymes, prebiotics, and probiotics. These are all items that people used to have to add as a supplement, but Bluebonnet® has built them all into the INTENSIFY® line of horse feeds to simplify the life of every feed-room chemist.

Since many people across the country do not have access to a Bluebonnet® Feeds dealer, and shipping 50 lb bags of feed is not cost efficient, we decided to launch the Stride Animal Health® line which embraces the same philosophies and technologies as our feed lines. In fact, some of the same nutritional components that are included in the INTENSIFY® feeds were concentrated down and are now available as a top-dress supplement (i.e. Stride® 101 and Transform DSI®). This is our effort to ensure that everyone outside of the south central United States can easily access Bluebonnet® nutrition and have it shipped straight to their doorstep.

Bluebonnet® Feeds is a brand you can trust. We are here to stay

*Intensify Pelleted feeds contain Bluebonnet's "Intensify Technology" which combines cutting edge nutrition with high quality ingredients and specialized milling processes to create one of the most advanced equine feeds on the market. This feed is safe for growth, performance, breeding, and maintenance horses of all ages.*

and we are excited for the future as we are actively seeking new dealers across the country. Bluebonnet® Feeds is honored to be the premium feed line of choice for the NRHA, and is excited to be a nutritional resource for NRHA members. Look for monthly nutrition articles right here in the *Reiner* magazine that will cover a broad spectrum of nutrition topics. For more information, or to find (or suggest) a dealer near you visit [www.bluebonnetfeeds.com](http://www.bluebonnetfeeds.com). ♦

