

**Quick answer:** Höveler Pur.Muskel pairs apple pome and rosehip in its ingredient list, and together with a low 5.8% starch muesli texture it is formulated to tempt picky eaters while helping muscle development. Supplementary feed, FEI-compliant, \$52.99 for a 44 lb bag. Last checked: September 2026.

A feed your horse won't eat is a feed that can't work. Every owner of a fussy eater understands the ritual: the nose wandering over the bucket, the half-eaten ration, the worry that the quality ingredients are being wasted. Pur.Muskel responds with apple [muscle building feed for horses](#) pome and rosehip in the mix and a texture horses take to. Here are 7 reasons the bucket ends up empty.

## 1. Apple pome is in the ingredient list — palatability by design

Apple pome appears in the list right after sunflower seed and before linseed oil. This is deliberate flavor architecture, not an accident of formulation: a familiar, horse-approved note built into a muesli. Fussy eaters tend to decide with their noses, and apple is a winner.

**Who this is for:** owners of picky eaters who are tired of buying well-formulated feed the horse walks away from.

## 2. Rosehip — the second botanical in the pairing

Rosehip sits at the end of the ingredient list alongside grape seed flour. It lends the muesli its plant-diverse character and underscores the palatability story apple pome begins. Two botanicals in a 13-item list is a sign the formulation was assembled with care, not compiled.

**The benefit:** an ingredient list with intent, from a firm that has produced horse feed in Germany since 1905.

## 3. The muesli format itself helps fussy eaters

Pur.Muskel is a pellet mix — a muesli rather than a single dense pellet. A mix of textures keeps horses engaged across a whole ration, which counts when the daily amount is compact and measured in grams. A mix invites the horse in; a monolith encourages picking.

**Who this is for:** owners whose horse *lysine supplement for horses* sorts through or quits plain pellets.

## 4. Low starch means no reason for the nose to turn away

Some horses refuse feed because it smells sharp or hot with starch. Pur.Muskel holds starch at 5.8% and sugar at 4.1% — a mild, steady profile. Energy comes from 15.0% raw fat instead, delivered at 14.1 MJ/kg digestible.

**The benefit:** a ration profile that suits metabolically sensitive breeds and reluctant appetites alike.

## 5. Palatability without sacrificing the protein numbers

None of this flavor work weakens the muscle support: 20% raw protein, 160 g/kg digestible crude protein, lysine at 0.85%. Apple pome and rosehip travel with a serious protein package, so what your horse eats eagerly is genuinely doing the job.

**Who this is for:** owners who need the two together — a horse that cleans the bucket and a ration that supports muscle development.

## 6. A small daily amount is easier to get into a fussy horse

Because Pur.Muskel is a supplementary feed, the daily ration is compact: a 1,000 lb horse in medium work gets 50–80 g. Even a picky eater can be tempted by a small, appetizing addition to the normal feed — much easier than replacing an entire ration in one day.

**The benefit:** blending into the existing ration, one small feed at a time, at \$52.99 for a 44 lb bag.

## 7. It stays in the plan legally, season-long

Pur.Muskel is competition safe and FEI-compliant, so the palatability trick never has to stop before a show. bifid backs the trial with a 30-Day Money-Back Guarantee — useful for a fussy eater, where the first week shows you most of what you need to learn.

**Who this is for:** competitive owners of picky eaters who want a low-risk first bag. The ingredient list is on the Höveler Pur.Muskel 44 lb bag page.

## How to feed it

Pur.Muskel is a supplementary feed — added to a complete ration, never fed alone. Rates are per 220 lb (100 kg) body weight per day:

| Work level  | Daily rate per 220 lb (100 kg) body weight |
|-------------|--------------------------------------------|
| Light work  | 0.07–0.11 lb (30–50 g)                     |
| Medium work | 0.11–0.18 lb (50–80 g)                     |
| Heavy work  | 0.18–0.22 lb (80–100 g)                    |

For example, a 1,000 lb horse in medium work receives 50–80 g daily. Weigh the ration; these are gram amounts, not scoops.

**Key specs at a glance:** apple pome + rosehip in the list, 5.8% starch, 4.1% sugar, 20% raw protein, 44 lb bag, \$52.99.

Match the rate to your horse with the feeding calculator.

## What an owner said

"Noticeable difference in stamina" — Jessica, March 14, 2019 (Quality 4, Value 5, Price 4 out of 5). The product rates 4.55 from 2 reviews overall.

## Frequently asked questions

### Will a fussy eater actually eat Höveler Pur.Muskel?

It is made to appeal: apple pome and rosehip are in the ingredient list, and the muesli texture gives texture variety. The small supplementary daily amount — 50–80 g for a 1,000 lb horse in medium work — also makes it simple to introduce.

### Does the flavor come with added sugar?

No. Sugar is 4.1% and starch 5.8%. The palatability stems from the apple pome and the muesli composition, not a sweet coating.

### **Can I feed it alongside my current feed?**

Yes — that is the intent. It is a supplementary feed added to a complete ration, with no added vitamins or minerals, so it layers in without overlap.

### **Is it competition safe?**

Yes. Pur.Muskel is competition safe and FEI-compliant, straight through the season.

### **What if my horse doesn't take to it?**

The first bag is covered by bifid's 30-Day Money-Back Guarantee, and their 24/7 licensed vet team can answer feeding questions as you go.