















Feed Comparison Chart

Premium Equine Feed

StepRight



Use this chart as a reference when transitioning to the updated Step Right Premium Equine Feed and Rancher's Equine Feed Programs.

PREVIOUS PRODUCT	REPLACEMENT PRODUCT	KEY BENEFITS	FEATURES AND BENEFITS OF NEW PRODUCT
 <p>STEP 1 Start Right</p>	 <p>STEP 1 Start Right</p>		<ul style="list-style-type: none"> Soy-free formula Pellets are double conditioned for better durability, digestibility, and taste, while reducing harmful bacteria Contains additional vitamin E to support a strong immune system and muscle growth
 <p>STEP 2 Peak Sweet STEP 2 Peak Extruded</p>	 <p>STEP 2 Peak Performance</p>		<ul style="list-style-type: none"> Provides high energy with 10% fat and ideal starch levels for performance Added GenAPro Mini Cubes for extra fibre and digestible protein Incorporates extruded technology to encourage chewing and saliva production, which supports a healthy gastrointestinal environment
 <p>STEP 3 Classic Sweet</p>	 <p>RANCHERS Sweet Textured</p>		<ul style="list-style-type: none"> Fortified with vitamins, minerals, and rolled grains for optimum digestion Added extra energy from Canadian sourced grains (rolled barley, rolled oats, rolled corn)
	 <p>STEP 2 Peak Performance</p>		<ul style="list-style-type: none"> Provides high energy with 10% fat and ideal starch levels for performance Added GenAPro Mini Cubes for extra fibre and digestible protein Incorporates extruded technology to encourage chewing and saliva production, which supports a healthy gastrointestinal environment
 <p>STEP 4 Complete Pellet STEP 4 Complete RMC</p>	 <p>RANCHERS Complete Pellet</p>		<ul style="list-style-type: none"> Convenient pellet fully fortified with vitamins and minerals High protein and easy starch digestion ideal for trail or travel Meets needs when forage quality or quantity is limited Partial forage replacement for mature horses
	 <p>STEP 3 GenAPro</p>		<ul style="list-style-type: none"> Low sugar and starch (<10% NSC) Suitable for competition horses that travel often and need reliable forage High protein levels aid growth, performance, and muscle condition Mini cube form promotes chewing and saliva, which supports a healthy gastrointestinal environment



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PREVIOUS PRODUCT	REPLACEMENT PRODUCT	KEY BENEFITS	FEATURES AND BENEFITS OF NEW PRODUCT
<p>STEP 5 Maintenance</p>	<p>STEP 3 GenAPro</p>		<ul style="list-style-type: none"> • Low sugar and starch (<10% NSC) • Suitable for competition horses that travel often and need reliable forage • High protein levels aid growth, performance, and muscle condition • Mini cube form promotes chewing and saliva, which supports a healthy gastrointestinal environment
	<p>STEP 7 Top Up Supplement</p>		<ul style="list-style-type: none"> • Pelleted supplement for enhanced performance, hoof health, and immune function • Highly palatable with low sugar and high protein • Supplement to balance forage, pasture, or non-fortified feed
<p>STEP 6 Senior</p>	<p>STEP 6 Senior</p>		<ul style="list-style-type: none"> • Easy consumption for horses with dental issues • Pellets are double conditioned for better durability, digestibility, and palatability • Premium ingredients and added nutrients tailored for senior horse diets
<p>STEP 7 Supplement Pellet</p> <p>STEP 7 Step Right Horse Mineral</p>	<p>STEP 7 Top Up Supplement</p>		<ul style="list-style-type: none"> • Pelleted supplement for enhanced performance, hoof health, and immune function • Highly palatable with low sugar and high protein • Supplement to balance forage, pasture, or non-fortified feed
	<p>STEP 5 Top Up Mineral</p>		<ul style="list-style-type: none"> • Includes essential nutrients, trace minerals and fat-soluble vitamins • Enhances performance, hoof health, growth, and immune function • Cost-effective supplement for non-fortified feeds or free choice feeding
<p>STEP 8 Hi-Fat</p>	<p>STEP 8 High Fat</p>		<ul style="list-style-type: none"> • High fat, low NSC diet suitable for mature, senior, performance, and metabolically challenged horses • Vacuum infusion technology for high fat levels and gut health • Pellets are double conditioned for better durability, digestibility, and taste, while reducing harmful bacteria
<p>STEP RIGHT ProFibre Crunch</p>	<p>STEP 4 Low Sugar Lite</p>		<ul style="list-style-type: none"> • Low sugar and starch (<10% NSC) • Safe for miniature horses, donkeys, and horses prone to founder • Pellets are double conditioned for better durability, digestibility, and palatability • Complements forage-based diets looking to add extra fibre
<p>STEP RIGHT GenAPro</p>	<p>STEP 3 GenAPro</p>		<ul style="list-style-type: none"> • Low sugar and starch (<10% NSC) • Suitable for competition horses that travel often and need reliable forage • High protein levels aid growth, performance, and muscle condition • Mini cube form promotes chewing and saliva, which supports a healthy gastrointestinal environment