Triple Crown Nutrition

- Privately owned
  - Based in Wayzata, MN
- Horse only focus
- Triple Crown provides a premium line of horse feeds, forages and supplements
Key pieces of information you need to make basic recommendations

• The Triple Crown product line

• What makes one feed choice better than another
Triple Crown Feed Products
Remember these key product specs...

- Fat % and Protein %
- Estimated NSC% (starch + sugar value)
- Minimum feeding rate per day*
- Refer to slide 9
- Send the tough nutritional questions to us

*feeding rates based on 1,000lb horse
When is Triple Crown Appropriate?

• I add beet pulp to my feed
• I want to feed pre and probiotics
• I want a consistent formula
• I want a high quality feed that includes ingredients I won’t need to get by adding in supplements
• I want to feed the best
## Estimated Triple Crown Feed NSC Levels

<table>
<thead>
<tr>
<th>HORSE FEED AND FORM</th>
<th>WSC</th>
<th>ESC</th>
<th>STARCH</th>
<th>STARCH + ESC</th>
<th>NSC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Triple Crown Training, Textured</td>
<td>6.8%</td>
<td>5.5%</td>
<td>15.6%</td>
<td>21.1%</td>
<td>22.4%</td>
</tr>
<tr>
<td>Triple Crown Senior, Textured</td>
<td>5.3%</td>
<td>5.3%</td>
<td>6.4%</td>
<td>11.7%</td>
<td>11.7%</td>
</tr>
<tr>
<td>Triple Crown Complete, Textured</td>
<td>8.8%</td>
<td>8.8%</td>
<td>11.8%</td>
<td>20.6%</td>
<td>20.6%</td>
</tr>
<tr>
<td>Triple Crown Growth, Textured</td>
<td>11.4%</td>
<td>10.5%</td>
<td>7.8%</td>
<td>18.3%</td>
<td>19.2%</td>
</tr>
<tr>
<td>Triple Crown 30% Balancer, Pelleted</td>
<td>8.0%</td>
<td>9.2%</td>
<td>1.8%</td>
<td>11.0%</td>
<td>9.8%</td>
</tr>
<tr>
<td>Triple Crown Lite, Pelleted</td>
<td>4.8%</td>
<td>4.8%</td>
<td>4.5%</td>
<td>9.3%</td>
<td>9.3%</td>
</tr>
<tr>
<td>Triple Crown Low Starch, Pelleted</td>
<td>3.1%</td>
<td>3.1%</td>
<td>10.4%</td>
<td>13.5%</td>
<td>13.5%</td>
</tr>
<tr>
<td>Triple Crown Total Lifetime Care®, Pelleted</td>
<td>8.4%</td>
<td>5.0%</td>
<td>8.3%</td>
<td>13.3%</td>
<td>16.7%</td>
</tr>
<tr>
<td>Triple Crown Naturals, Pelleted</td>
<td>7.3%</td>
<td>7.0%</td>
<td>12.8%</td>
<td>19.8%</td>
<td>20.1%</td>
</tr>
<tr>
<td>Triple Crown Safe Starch® Forage, Chopped</td>
<td>6.9%</td>
<td>4.3%</td>
<td>1.8%</td>
<td>6.1%</td>
<td>8.7%</td>
</tr>
<tr>
<td>Triple Crown Alfa-Lox® Forage, Chopped</td>
<td>8.6%</td>
<td>6.6%</td>
<td>0.6%</td>
<td>7.2%</td>
<td>9.2%</td>
</tr>
<tr>
<td>Triple Crown Alfalfa Forage Blend, Chopped</td>
<td>9.9%</td>
<td>8.0%</td>
<td>4.7%</td>
<td>12.7%</td>
<td>14.6%</td>
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<tr>
<td>Triple Crown Grass Forage, Chopped</td>
<td>7.0%</td>
<td>8.1%</td>
<td>2.7%</td>
<td>10.8%</td>
<td>9.7%</td>
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<tr>
<td>Triple Crown Timothy Balance® Cubes</td>
<td>8.0%</td>
<td>6.7%</td>
<td>2%</td>
<td>8.7%</td>
<td>10.0%</td>
</tr>
<tr>
<td>FEEDING SITUATION</td>
<td>TRAINING</td>
<td>SENIOR</td>
<td>COMPLETE</td>
<td>GROWTH</td>
<td>30% SUPPLEMENT</td>
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<td>----------------------------------------------------------------------------------</td>
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<tr>
<td>Allergies to Molasses, Corn, Oats, Barley, Alfalfa</td>
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<tr>
<td>Founder / Laminitis</td>
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<tr>
<td>Ulcers: Colonic / Gastric</td>
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<td>Minis &amp; Ponies</td>
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<tr>
<td>HYPP (Hyperkalemic Periodic Paralysis)</td>
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<tr>
<td>Rescue / Starved Horse</td>
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<tr>
<td>Tying Up Disease (PSSM and Shivers)</td>
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<tr>
<td>ROA/COPD (heaves)</td>
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<tr>
<td>Weanling to Yearling with Physitis (4-12 months)</td>
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<tr>
<td>Weanling to Yearling, Broodmares</td>
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<tr>
<td>Cushing’s Disease / Insulin Resistance / Metabolic Syndrome</td>
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<tr>
<td>Obese Horse / Easy Keeper</td>
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<tr>
<td>Thin Horse / Hard Keeper</td>
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U - Great choice for Underweight Horses
O - Great choice for Overweight Horses

NOTE: Please refer to DE Values chart on page 20 and body condition score of horse where multiple products apply.
NOTE: Triple Crown Forages may be fed in combination with feed recommendation.
Triple Crown Pelleted Feeds

**Lite** – Ideal for easy keepers, minis & ponies.
- **Concentrated** vitamins & minerals
- No grain or molasses
- Feeding rate- 1lb per 500lb bodyweight
- Low in calories – 3% fat & NSC ~10%
- Ideal for IR, metabolic horses, overweight

**Low Starch**
- Traditional vitamin and mineral inclusion
- No alfalfa, grain or molasses
- Minimum feeding rate 6 lbs* per day
- Moderate in calories – 6% fat & NSC ~14%
- Ideal for horses with allergies, HYPP horses
Triple Crown 30% Ration Balancer

- Very nutrient dense ration balancer
  - Concentrated vitamins & minerals
  - No grain or molasses
  - Low feeding rate - 1lb to 1.5lb per day/1,000lb horse
  - Low in calories – 3% fat & NSC ~ 10%
  - Ideal for IR, metabolic horses, overweight horses, mini’s, ponies

- Feed alone to easy keepers or mix with other feeds, if you are not feeding at their recommended minimum feeding rate
Triple Crown Textured Feeds

**Growth**- Ideal for foals, mares & stallions
  - Increased amino acid, nutrients for growth
  - High calorie– 10% fat & NSC ~**19.2%**
  - Minimum feeding rate 6 lbs* per day

**Complete**- Ideal for Performance & hard keepers
  - High calorie- 12% fat, 12% Protein, NSC ~**21%**
  - Minimum feeding rate 5 lbs* per day
Triple Crown Textured Feeds

**Senior** - Also ideal for performance, hard keepers, rescues
- High calorie - 10% fat, 14% Protein, low NSC - 11.7%
- Grain free, high fiber - feed to “hot” horses, ulcer horses
- Minimum feeding rate 6 lbs per day

**Training*** - Also ideal for performance, hard keepers, rescues
- Highest calorie - 13% fat, 13% Protein
- high fiber with grain base PLUS fish oil product for increased omega 3 fatty acids
- *Product is in limited markets
- Minimum feeding rate 6 lbs per day
Send these feed scenarios to us for help!

- Feeding foals and growing horses
- Hypp horses
- Metabolic horses - Cushings, Insulin Resistance, RER/tying up etc
- COPD horse
- Starved/rescue horse
- Horse on many supplements
- Allergy horses
- Severe Ulcers
- Picky eaters
- Horses with diarrhea issues
Alfa-Lox™ Forage

- Designed to promote gastric health, designed for ulcer prone horses, picky eaters, frequent travelers
- Alfalfa hay provides natural buffering effect
- MOS = stimulate immune function, Flax oil= anti-inflammatory and L-Carnitine = AA increase metabolism of nutrients, improve cellular repair
- Feeding rate 2-4lbs daily with regular feed program

14% Protein
7% Fat
25% Fiber
6.86 g/lb Omega 3’s
~9.2% NSC

40 lb bag
Safe Starch Formula

- “Complete diet” - a fortified forage with added fat, vitamins, minerals, pre/probiotics
- Orchard grass & timothy hay
- Provides fiber length, unlike complete pelleted diets
- Can be used as the sole ration or supplement
- Good choice for horses with metabolic issues or chronic colic

11% Protein
6% Fat
28% Fiber
<10% NSC

EquiMix® Inside
40 lb bag
Grass & Alfalfa Forage Blend

- Use to supplement or replace hay
- Add calories for improved body condition

Alfalfa Forage Blend
- 15% Protein
- 2.5% Fat
- 30% Fiber
- 40lb

Grass Forage
- Timothy Grass
- Orchard Grass
- 8% Protein
- 2.5% Fat
- 30% Fiber
- Low NSC- under 10%
- 40lb
Triple Crown Essential Omega Blend

- A combination of rice bran oil, flaxseed oil and soy oil
- Provides a balance of omega-3 and omega-6 fatty acids
- Used for extra calories and improved skin and coat condition
- Customers can order online

Crude Fat 98%
Omega-3 30%
Omega-6 29%

1 gallon jug
128 oz

www.triplecrownfeed.com
Triple Crown Naturals Line
Purpose of Naturals Feed Line

- Customer demand
- “No soy” customers
- Customers looking for GMO-free, soy free, closer to “natural” products
Naturals Horse Feed

- Moderate fat, high fiber feed, complete feed
- For Mature horses in light to moderate work
- Appropriate for breeding animals, young horses and senior horses with good dentition
- Not recommended for horses with metabolic issues and “easy keepers” may require a vitamin and mineral supplement

Naturals Feed

14% Protein
6% Fat
18% Fiber
21% NSC
Naturals Golden Ground Flax

- 100% GMO free golden flax
- No vitamin & mineral fortification
- Great omega-3 fatty acid supple
- 2 year shelf life due to a proprietary method of processing. Stabilized product!
Naturals Timothy Balance® Cubes

- GMO-free hay cube
- Vitamin & mineral fortified, guaranteed low NSC (<10%)
- Formulated for metabolic horses and other conditions where a nutritious diet low in NSC is recommended

Balance Cubes
8% Protein  
1.8% Fat  
35% Fiber  
<10% NSC

Guarantees on the bag

<table>
<thead>
<tr>
<th>Nutrient</th>
<th>Min.</th>
<th>Max.</th>
<th>PPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crude Protein</td>
<td>8.0%</td>
<td>8.0%</td>
<td></td>
</tr>
<tr>
<td>Crude Fat</td>
<td>1.8%</td>
<td>1.8%</td>
<td></td>
</tr>
<tr>
<td>Crude Fiber</td>
<td>35.0%</td>
<td>35.0%</td>
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<tr>
<td>Calcium</td>
<td>0.5%</td>
<td>1.0%</td>
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<tr>
<td>Phosphorus</td>
<td>0.3%</td>
<td>0.3%</td>
<td></td>
</tr>
<tr>
<td>Magnesium</td>
<td>0.3%</td>
<td>0.3%</td>
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</tr>
<tr>
<td>Manganese</td>
<td>90 ppm</td>
<td>90 ppm</td>
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</tr>
<tr>
<td>Copper</td>
<td>30 ppm</td>
<td>30 ppm</td>
<td></td>
</tr>
<tr>
<td>Zinc</td>
<td>90 ppm</td>
<td>90 ppm</td>
<td></td>
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<tr>
<td>Iodine</td>
<td>0.8 ppm</td>
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<tr>
<td>Selenium</td>
<td>0.2 ppm</td>
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</tr>
<tr>
<td>Moisture</td>
<td>12.0%</td>
<td>12.0%</td>
<td></td>
</tr>
<tr>
<td>NSC</td>
<td>7.0%</td>
<td>7.0%</td>
<td></td>
</tr>
</tbody>
</table>

Guarantees on the bag
Naturals Cube Products

- Alfalfa and Alfalfa/Timothy blend
- GMO-free
- Forage replacement or supplement
- Senior horses needing a soaked forage option

Cube facts

~12-15% Protein
~1.5% Fat
~30% Fiber
Feed Scenarios- Performance horses

- Hardkeeping performance horse in heavy work
  - **Feed:** TC Complete, TC Training* or TC Senior
  - **Forage:** Safe Starch, Alfa-Lox Forage*, Alfalfa Forage Blend

- Horse that tends to be “excitable”
  - **Feed:** Low Starch (moderate keeper), Senior (hard keeper)
  - **Forage:** Safe Starch, Alfa-Lox Forage*

- Show ponies, lesson ponies
  - **Feed:** TC Low Starch, Lite or 30% (based on calorie needs)
  - **Forage:** Safe Starch Forage or other TC forages

*some products may have limited availability
Feed Scenarios - Other

- Easy keeping trail riding horse
  - **Feed:** TC Lite or TC 30% Supplement (based on calorie needs)
  - **Forage:** Safe Starch or other TC forages
- Easy keeping senior horse, maintaining weight
  - **Feed:** TC 30% Supplement
  - **Forage:** Safe Starch or other TC forages
- Horse with poor dentition/ no teeth
  - **Feed:** TC Senior or TC Complete *soaking recommended
  - **Forage:** Safe Starch Forage or grass forage, soaked cubes
Check out our Website!

- Compare site
- Equimix page
- Product pages
- Articles
- Community
- Dealer locator
Customer Service
Jessica Drexler, PAS
Minnesota
952-473-6330

Or

Stacy Andersen
Pennsylvania
1- 800-451-9916

Email: info@triplecrownfeed.com

Live Chat: Mon-Fri

www.triplecrownfeed.com
Thank You!

Please, Take the Quiz on our Insider Page!