

Quick answer: Höveler Pur.Muskel combines apple pome and rosehip in its ingredient list, and together with a low 5.8% starch muesli texture it is designed to tempt picky eaters while supporting 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 cannot work. Every owner of a fussy eater knows the ritual: the nose pushed around the bucket, the partly finished ration, the worry that the good ingredients are going to waste. Pur.Muskel answers with apple pome and rosehip in the mix and a format horses take to. Here are 7 reasons the bucket comes back empty.

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

Apple pome appears in the list right between sunflower seed and before linseed oil. This is intentional flavor architecture, rather than an accident of formulation: a recognizable, horse-approved note worked into a muesli. Fussy eaters tend to vote 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 [soy-free horse feed](#) the end of the ingredient list alongside grape seed flour. It gives the muesli its botanically varied character and underscores the palatability story apple pome begins. Two botanicals in a 13-item list is a sign the formulation was composed, 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 dense uniform 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 draws the horse in; a monolith invites picking.

Who this is for: owners whose horse pushes aside or quits plain pellets.

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

Some horses turn down feed because it tastes hot or sharp with starch. Pur.Muskel keeps starch at 5.8% and sugar at 4.1% — a soft, 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 willingly is actually doing the job.

Who this is for: owners who need the two together — a horse that finishes 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 modest, appetizing addition to the normal feed — much simpler than swapping an entire ration overnight.

The benefit: integration 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 advantage never has to stop before a show. bifid backs the trial with a 30-Day Money-Back Guarantee — handy for a fussy eater, where the first week shows you most of what you need to know.

Who this is for: competitive owners of picky eaters who want a risk-managed 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 — layered onto 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 gets 50–80 g daily. Weigh the ration; these are amounts in grams, 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 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 comes from the apple pome and the muesli makeup, rather than a sweet coating.

Can I feed it alongside my current feed?

Yes — that is the design. 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 handle feeding questions along the way.