

Quick answer: Höveler Pur.Muskel is a supplementary muesli for muscle development — 20% raw protein, 15.0% fat, only 5.8% starch — added to a complete ration, never fed alone. A 44 lb bag costs \$52.99 and the formulation is competition safe and FEI-compliant. Best for budget-conscious owners of horses in work. Last checked: September 2026.

Value in horse [threonine supplement for horses](#) feed isn't the lowest sticker price — it's what each pound of the bag actually does for a horse in work. If your budget is lean and your horse still owes you honest effort, these 9 points show where the money goes in Pur.Muskel.

1. \$52.99 for a 44 lb bag of purpose-built nutrition

The price is exact: \$52.99 for 44 lb — it's on the product page and it doesn't move. What you're buying is a supplement designed for a single job — supporting muscle development — rather than a generic mix diluted across many claims. Every dollar points at that job.

Who this is for: owners who want to pay only on the function their ration is lacking.

2. 20% raw protein replaces a separate protein top-up

With 20% raw protein and 160 g/kg digestible crude protein, this muesli can stand in for a second protein product in the feed room. One bucket, one line item, one job done.

The benefit: less product sprawl to buy to support muscle in a working horse.

3. Digestible protein, so you're not paying for waste

The digestibility figure — 160 g/kg — tells you how much protein your horse can really absorb. Buying digestible protein rather than label protein is where budgets quietly win.

Who this is for: owners tired of paying for numbers their horse never absorbs.

4. Small daily rates stretch the bag

Rates are small: per 220 lb (100 kg) body weight, 0.07–0.11 lb (30–50 g) for light work up to 0.18–0.22 lb (80–100 g) for heavy work. A 1,000 lb horse in medium work gets just 50–80 g a day. Those small gram ranges mean a 44 lb bag lasts a long time per horse.

The benefit: a defined daily cost you can budget from.

5. No added vitamins or minerals — no duplicate spending

Because Pur.Muskel carries no added vitamins or minerals, you don't pay for micronutrients your balancer or forage already covers. It fits into a custom feeding plan without overlap, which is exactly what a supplementary feed should do.

Who this is for: owners already using a balancer who just need the energy and protein piece.

6. Low starch and sugar at 5.8% and 4.1%

At 5.8% starch and 4.1% sugar, the formulation fits metabolically sensitive breeds. Getting muscle-support energy from 15.0% fat and 14.1 MJ/kg digestible energy helps you avoid paying extra for a separate low-starch fix.

The benefit: one feed covering the muscle goal and the metabolic concern at once.

7. FEI-compliant means no seasonal feed swaps

Competition safe and FEI-compliant, Pur.Muskel remains in the feed program year-round. That removes the cost and hassle of swapping feeds around show dates — a swap that always risks a digestive setback as well.

Who this is for: working-horse owners whose "season" is the whole calendar.

8. Bifid's service stack costs you nothing extra

Buying through bifid adds a 24/7 licensed vet team for feeding questions, a 30-Day Money-Back Guarantee, and a store-wide rating of 9.0/10 across 24,098 reviews. The US operation runs from Florida. If the feed doesn't suit your horse, the guarantee is your exit.

The benefit: expert help and a risk-free window at the same \$52.99.

9. A real track record behind every claim

Höveler has made horse feed since 1905 — over 120 years of expertise, made in Germany. The product rates 4.55 from 2 reviews, with owners reporting horses that hold stronger muscle condition. A long track record plus specifics beats marketing copy any day.

Who this is for: budget-minded owners who still want proven, not merely inexpensive.

How to feed it

Pur.Muskel is a supplementary feed — mixed into a complete ration with forage, never a feed on its own. Daily rates per 220 lb (100 kg) body weight:

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)

Example: a 1,000 lb horse in medium work gets 50–80 g daily. The gram ranges are tight, so put it on a scale.

Key specs at a glance: 20% raw protein, 160 g/kg digestible crude protein, 15.0% fat, 5.8% starch, 4.1% sugar, 44 lb bag, \$52.99.

Get your exact daily amount from the feeding calculator.

What an owner said

"Excellent performance 9" — Jessica, May 21, 2024 (Quality 5, Value 4, Price 5). Her horses maintain stronger muscle condition on it.

Frequently asked questions

Is \$52.99 a good value for a 44 lb bag?

Value depends on use: the daily rates are small (a 1,000 lb horse in medium work gets 50–80 g), so the bag stretches, and you're buying 20% raw protein with 160 g/kg digestible crude protein rather than filler.

Do I still need a vitamin-mineral balancer?

Yes. Pur.Muskel is a supplementary feed with no added vitamins or minerals — it is meant to sit inside a complete ration that includes your balancer and forage.

Will it suit a metabolically sensitive horse?

The formulation is aimed at metabolically sensitive breeds, with 5.8% starch and 4.1% sugar.

Is it competition legal?

Yes — competition safe and FEI-compliant.

What if it doesn't suit my horse?

Bifid offers a 30-Day Money-Back Guarantee and a 24/7 licensed vet team to help before you get there.