

Quick answer: Höveler Western Sport 44 lb bag costs \$37.99 and delivers a published analysis most feeds at the price point simply do not: 14.0% crude protein, 12.19 MJ digestible energy per kg, 28% alfalfa, and a full vitamin and mineral panel. Best for owners whose checklist weighs cost against content. Last checked: September 2026.

Cheap feed is costly the moment the horse tells you it is not enough. The value box on any buyer's checklist should ask what the money really buys — so here are nine boxes Höveler Western Sport checks for owners comparing feeds on value, not just price.

1. The value box: \$37.99 for a published premium analysis

The 44 lb bag costs \$37.99, and that buys you 14.0% crude protein, 107 g digestible crude protein per kg, and 12.19 MJ of digestible energy per kg. The price line and the analysis line go on the same checklist, and here they check out together.

Who this is for: owners who price per specification, not per sack.

2. The value box, part two: 28% alfalfa in the bag

Alfalfa is the first-listed ingredient at 28%, formulated for muscle development and peak performance. Forage-quality protein inside the concentrate is substance a cheaper grain mix just does not have.

Who this is for: owners tired of paying little for feeds that deliver even less.

3. The energy box: performance numbers at the price point

Western Sport is built for medium to intensively trained western horses, with 12.19 MJ digestible energy per kg and 6.10% crude fat from sources such as sunflower oil and linseed oil. That is working-horse fuel in a bag priced at \$37.99.

Who this is for: owners of horses in real work who cannot feed on cheap-bag promises.

4. The low-starch box: 18.30% starch without the premium surcharge

Starch sits at 18.30% and sugar at 5.30% in a low-grain, high-energy, oat-free design, with 16.7% crude fiber and inactivated brewer's yeast. Formulas built this thoughtfully often carry steep price premiums; this one does not.

Who this is for: owners who assumed gut-friendly design meant gut-wrenching cost.

5. The micronutrient box: the additive panel included

The published additives list Vitamin E at 260 mg per kg, biotin at 1,185 µg, and dual selenium — 0.25 mg sodium selenite plus 0.25 mg selenium yeast CNCMI-3399. Owners on a budget often go without top-ups; this feed's panel closes that gap.

Who this is for: buyers tallying the total cost of feed plus top-ups.

6. The heritage box: 120 years of expertise at \$37.99

Höveler has made horse feed since 1905 — over 120 years of expertise — and Western Sport is made in Germany. European craft usually sounds like a price barrier; here it works out to \$37.99 for 44 lb.

Who this is for: owners who want the imported-feed standard without the matching bill.

7. The risk box: a 30-day exit door

The purchase is covered by the 30-Day Money-Back Guarantee, so a \$37.99 decision that is not right for your horse does not have to [performance horse feed](https://sites.google.com/view/competition-horse-feed/) become a permanent mistake. That is real value on the <https://sites.google.com/view/competition-horse-feed/> checklist: the right to be wrong.

Who this is for: owners burned by full-price bags their horses rejected.

8. The support box: a 24/7 vet team at no extra line item

bifid's 24/7 licensed vet team answers feeding questions around the clock, and the store rates 9.0/10 across 24,098 reviews. Service that costs nothing extra belongs in any honest value calculation.

Who this is for: buyers new to premium feed who want help making the most of the bag correctly.

9. The show box: competition-safe at the working-horse price

Western Sport is competition-safe and FEI-compliant — confirm rules with your event organizer. Owners who thought show-legal means show-priced can check this box at \$37.99.

Who this is for: competitors on a tight budget who still require a legal feed.

How to feed it

Daily rate per 220 lb (100 kg) of body weight:

Work levelDaily rate Light work0.55 lb (250 g) Medium work0.88 lb (400 g) Heavy workNot listed — adjust to your horse's condition and training intensity, always with adequate forage

Key specs at a glance: 14.0% crude protein, 12.19 MJ digestible energy/kg, 28% alfalfa, 18.30% starch, 5.30% sugar, 16.7% crude fiber — all in a \$37.99, 44 lb bag. Size the ration for your horse at the [feeding calculator](#).

Frequently asked questions

How much does Höveler Western Sport cost?

The 44 lb bag costs \$37.99. It is covered by bifid's 30-Day Money-Back Guarantee, and the store rates 9.0/10 across 24,098 reviews.

Is \$37.99 good value for a premium muesli?

The price includes a published premium analysis: 14.0% crude protein, 107 g digestible crude protein per kg, 12.19 MJ digestible energy per kg, 28% alfalfa, and a complete vitamin and mineral panel. That is the spec that usually costs more.

Does the value version cut corners on ingredients?

No — the ingredients list is headed by 28% alfalfa and carries barley flakes, 3.5% pea flakes, linseed cake, and inactivated brewer's yeast. It is made in Germany by Höveler, which has made horse feed since 1905.

Is Western Sport soy-free?

No — it includes 1.5% soy extraction meal feed. It is oat-free, which suits oat-sensitive horses.

Can I return the bag if it does not suit my horse?

Yes, the 30-Day Money-Back Guarantee covers the purchase. bifid's 24/7 licensed vet team can also help you size the ration before you commit.