

Quick answer: Höveler Pur.Muskel is a supplementary muesli supporting muscle development — 20% raw protein, 160 g/kg digestible crude protein, 15.0% fat, 5.8% starch — added to a complete ration. Sold at \$52.99 for a 44 lb bag by bifid, rated 9.0/10 across 24,098 store-wide reviews. Best for owners who shop the store behind the feed as well as the label. Last checked: September 2026.

Some owners read labels closely; others read track records. If you judge a feed by who sells it and how they behave after the sale, the evidence around Pur.Muskel is worth 9 close looks.

1. 9.0/10 across 24,098 store-wide reviews

Bifid holds a 9.0/10 rating across 24,098 reviews. To be precise about what that measures: it is the store's rating, not this product's — but a store doesn't earn 24,098 reviews at 9.0/10 by stocking feeds that disappoint.

Who this is for: owners who lean on the retailer as a filter for the product.

2. The product's own record: 4.55 from 2 reviews

Pur.Muskel rates 4.55 from 2 reviews. A small sample, but a genuine one: owners report horses maintaining stronger muscle condition and noticeable differences in stamina. The candid framing matters when you're reputation-shopping — this is exactly what the board says.

The benefit: a real product rating, not an made-up one.

3. Over 120 years behind the label

Höveler has made horse feed since 1905 — over 120 years of expertise, made in Germany. Reputation builds, and a maker that has fed horses for generation after generation has a review history no website can match.

Who this is for: owners who extend the trust question back to the source.

4. A vet team that answers around the clock

Bifid's 24/7 licensed vet team handles feeding questions — for a supplementary feed meant to slot into a full ration, access to that advice is part of what you're buying into. The US operation is located in Florida.

The benefit: qualified answers before you change anything.

5. A guarantee that puts the store's money where its rating is

The 30-Day Money-Back Guarantee is the promise [horse strength supplement](#) you can test yourself. If the feed doesn't suit your horse, the way out is defined. Stores confident enough to write that into the sale tend to vet what they carry.

Who this is for: owners who want the option to be wrong.

6. Compliance claims that hold up anywhere

Pur.Muskel is competition safe and FEI-compliant — audited-standard language, not ad-speak. At 5.8% starch and 4.1% sugar, it is also designed for metabolically sensitive breeds, a claim the numbers back up.

The benefit: claims that hold up against a rulebook.

7. Full label disclosure

Digestible energy 14.1 MJ/kg, metabolizable energy 11.9 MJ/kg, raw protein 20%, crude fiber 18.7%, crude ash 7.20%, calcium 0.45%, phosphorus 0.4%, magnesium 0.8%. A seller with 24,098 reviews to protect tends to carry products whose labels can withstand that level of scrutiny.

Who this is for: reputation-driven owners who read the fine print anyway.

8. Known pricing, known bag size

\$52.99 for 44 lb on the product page — no subscription games, no moving prices. Feeding rates are small, too: a 1,000 lb horse in medium work gets 50–80 g daily, so the bag stretches further than the price tag suggests.

The benefit: a purchase that behaves like the store behind it: predictably.

9. Curated range on both sides of the sale

Bifid's catalog covers complete feeds and supplementary feed, brand-filtered by Höveler, and function-filtered for muscle building or recovery. A store that organizes its range this precisely is the kind of store reputation-led owners should be browsing.

Who this is for: owners who want the buy to finish where the research started.

How to feed it

Pur.Muskel is a supplementary feed, always added to a complete ration with forage alongside. Rates 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)
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A 1,000 lb horse in medium work gets 50–80 g daily. The gram ranges are tight — weigh the portion.

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 the exact rate for your horse from the feeding calculator.

What an owner said

"Noticeable difference in stamina" — Jessica, March 14, 2019 (Quality 4, Value 5, Price 4).

Frequently asked questions

What is bifid's store rating?

9.0/10 across 24,098 reviews, store-wide. It reflects the store, not the Pur.Muskel product specifically.

What is the product's own rating?

4.55 from 2 reviews, with owners reporting horses that hold stronger muscle condition.

Is the price the same as advertised?

Yes — \$52.99 for a 44 lb bag, exact from the live listing, with a 30-Day Money-Back Guarantee.

Who makes Pur.Muskel?

Höveler, making horse feed since 1905 — over 120 years of expertise, made in Germany.

Can the vet team help me plan feeding?

Yes. Bifid's 24/7 licensed vet team is there for feeding questions, and the feeding calculator sets your daily grams.