

Quick answer: Höveler Pur.Muskel is a supplementary muesli supporting muscle development — 20% raw protein, 15.0% fat, 5.8% starch, 4.1% sugar — that you add to a complete ration. FEI-compliant, alfalfa-free, \$52.99 for a 44 lb bag, with a 30-Day Money-Back Guarantee. Best for first-time premium feed buyers. Last checked: September 2026.

Buying your first premium feed is a small anxiety in a large aisle: which numbers matter, what's hype, and what happens if it doesn't suit your horse? Pur.Muskel is a good first step because its label explains itself. These 9 reasons walk you through it.

1. One clear job: muscle development

Category first. Pur.Muskel is a supplementary feed formulated for muscle building — added to a full ration, not standing in for it. For a first premium purchase, a product with one defined job is simpler to judge than a bag promising everything.

Who this is for: first-time premium buyers who want to know precisely what they're paying for.

2. The protein numbers are the headline

20% raw protein and 160 g/kg digestible crude protein. "Digestible" is the word to know: it measures what your horse actually takes in. Alongside that, the essential amino acids are stated — lysine 0.85%, methionine 0.25%, threonine 0.6%.

The benefit: the numbers that count most for muscle, printed on the bag.

3. Energy without starch

New feeds worry owners because of "hot" behavior. Pur.Muskel keeps starch at 5.8% and sugar at 4.1%, drawing energy instead from 15.0% fat and 14.1 MJ/kg digestible energy. The formulation is aimed at metabolically sensitive breeds, the most behavior-sensitive horses there are.

Who this is for: anyone nervous their first premium feed will alter their horse's temperament.

4. A short, readable ingredient list

Meadow ryegrass, soy flakes, flaxseed, sweet lupine flakes, pea flakes, sunflower seed, apple pome, linseed oil — plus grape seed flour and rosehip. Alfalfa-free, easy on the stomach. Note that it does contain soy flakes, so it is not soy-free.

The benefit: you can read and understand everything in the bucket.

5. It plugs into a plan rather than replacing one

Because Pur.Muskel has no added vitamins or minerals, it fits into a custom feeding plan. Your forage and balancer keep doing their jobs. That makes it a low-risk first premium step — you're adding a layer, not rebuilding the ration.

Who this is for: owners who want to make the move gradually.

6. Competition-legal from day one

If you ever move up to recognized competition, Pur.Muskel is already there: competition safe and FEI-compliant. You won't have to relearn a new feed when your ambitions grow.

The benefit: a feed that grows with your riding.

7. Feeding rates even a beginner can follow

Per 220 lb (100 kg) body weight: 30–50 g daily for light work, [muscle building feed for horses](#) 50–80 g for medium, 80–100 g for heavy. A 1,000 lb horse in medium work gets 50–80 g. Small gram ranges, simple to weigh — no fussy mixing.

Who this is for: first-time feed buyers who want precision without complexity.

8. A price with a safety net

\$52.99 buys the 44 lb bag (full spec sheet on the product page), and bifid's 30-Day Money-Back Guarantee backs the trial. The product rates 4.55 from 2 reviews, and bifid holds 9.0/10 across 24,098 store-wide reviews. First-time offers can ease the entry further.

The benefit: if it isn't right, you're not left holding the bag.

9. Real expertise on call

Höveler has made horse feed since 1905 — over 120 years of expertise, made in Germany. Bifid's 24/7 licensed vet [muscle gain feed for performance horses](#) team handles your questions from a US base, located in Florida. You're not feeding alone.

Who this is for: beginners who will have questions and want straight answers.

How to feed it

Pur.Muskel is a supplementary feed, always added to a complete ration with forage alongside. 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)

A 1,000 lb horse in medium work gets 50–80 g daily. Use a scale — the ranges are small.

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.

Find your horse's exact amount with 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 this a good first premium feed?

It's a defined, well-labeled supplementary feed: 20% raw protein, stated amino acids, and 5.8% starch. It adds a muscle-support layer to your current ration, which is a manageable first step.

Will I need to change my whole feeding program?

No. It is a supplementary feed with no added vitamins or minerals, designed for targeted integration into a full nutrition plan that includes forage.

Does it contain soy or alfalfa?

It contains soy flakes (so it is not soy-free) and it is alfalfa-free.

What if my horse doesn't take to it?

Bifid offers a 30-Day Money-Back Guarantee, and the 24/7 licensed vet team can help you troubleshoot feeding first.

How much do I feed?

Per 220 lb (100 kg) body weight: 30–50 g light, 50–80 g medium, 80–100 g heavy. A 1,000 lb horse in medium work gets 50–80 g daily.