

# HONEYCHOP

## High Fibre Oat Straw Horse Feeds

There's something in our range for every horse,  
pony or donkey whatever their work load



*High fibre Oat Straw Feeds*



*Simple natural ingredients*

*low starch,  
low sugar*

*From nature  
friendly farms...*



[www.honeychop.com](http://www.honeychop.com)



# The High Standards Set by Honeychop

Honeychop is made using quality Conservation Grade oat straw which is grown to 'Fair to Nature' standards, ensuring that we protect the countryside as well as produce high quality feed. Oat straw has a lower lignin content than other cereal straw, such as wheat or barley making it easier for horses to digest.

## Produced & Grown

- At Honeychop we manufacture and pack our feeds in a modern production facility on site in the heart of rural Suffolk at the family farm.
- Consistent quality is important to us and we maintain it by using only straw grown on our own farm or sourced from selected farmers who conform to the highest standards, allowing traceability of every bag right back to the field in which it was grown.
- All of our raw materials are dried naturally and we do not allow the use of Glyphosate for desiccation, nor do we use any chemically treated products such as nutritionally improved straw (NIS).
- We do not use cheap inferior ingredients, fillers or binders, simply the highest quality natural ingredients carefully selected and prepared under strict controls.
- We know exactly what goes into each and every bag of Honeychop and if it does not meet our high standards it will not make it into your feed room.

## **i. Chemical Residue Levels & Desiccants**

The straw we use is grown to the highest possible standards; the oats are actually used to make a well known breakfast cereal. In the United Kingdom we should be proud of our farming industry, one which operates at high traceable standards. A Government programme constantly inspects home-produced food to check for pesticide residue level, and since 2015, no maximum residue levels (MRL) were found in any grains tested. Therefore as a horse owner you have very little reason to be concerned about pesticide residue levels in feed. We do also go one step further and only ever allow our straw to dry naturally in the sun and never use Glyphosate to desiccate the crop. Buying Honeychop means not only can you be sure of our commitment to the British countryside, but you can also be assured that the oat straw in your horses, or ponies breakfast is grown to the same leading high standards as the oats in your bowl of breakfast cereal.

# The Honeychop Range At A Glance

|  |   |
|--|---|
|  <p><b>Chopped Oat Straw - Our lowest calorie fibre feed</b><br/> <b>Fibre 40%, Protein 2.5%, Starch 0.2%,<br/>         Sugar 2%, DE 6 MJ/kg</b></p> <ul style="list-style-type: none"> <li>• Can be used as a full or partial hay replacer.</li> <li>• Suitable for laminitics, perfect for good doers and ideal for natives.</li> </ul>                           |  <p><b>Original - Promotes good digestion</b><br/> <b>Fibre 23%, Protein 5%, Starch 1.4%,<br/>         Sugar 11.5%, DE 8 MJ/kg</b></p> <ul style="list-style-type: none"> <li>• A high fibre oat straw chaff with the addition of limestone flour and salt.</li> <li>• Perfect to keep your horse occupied for longer.</li> </ul>                                      |
|  <p><b>Lite &amp; Healthy - Low calorie, molasses free</b><br/> <b>Fibre 28%, Protein 5%, Starch 0.1%,<br/>         Sugar 3%, Oil 10%, DE 8.5 MJ/kg</b></p> <ul style="list-style-type: none"> <li>• Added cinnamon &amp; herbs with antioxidant properties.</li> <li>• Perfect for those with or prone to laminitis, EMS or Cushing's.</li> </ul>                  |  <p><b>Plus Garlic - No need for an extra garlic supplement</b><br/> <b>Fibre 23%, Protein 5%, Starch 1.4%,<br/>         Sugar 11.5%, DE 8 MJ/kg</b></p> <ul style="list-style-type: none"> <li>• Contains enough garlic in a 1kg serving to eliminate buying an extra garlic supplement.</li> <li>• Helps to support general health and well-being.</li> </ul>        |
|  <p><b>Natural Choice Alfalfa - Excellent protein source</b><br/> <b>Fibre 26%, Protein 13%, Starch 0.1%,<br/>         Sugar 3%, Oil 10%, DE 9 MJ/kg</b></p> <ul style="list-style-type: none"> <li>• Perfect for fuelling work and promoting condition, without molasses and added calories.</li> <li>• Suitable for those with or prone to laminitis.</li> </ul>  |  <p><b>Plus Apple - Tempts even the fussiest feeder</b><br/> <b>Fibre 23%, Protein 5%, Starch 1.4%,<br/>         Sugar 11.5%, DE 8 MJ/kg</b></p> <ul style="list-style-type: none"> <li>• Just the right blend of oat straw &amp; apple flavouring to tempt even the fussiest of feeders.</li> <li>• Perfect to slow eating time and to help aid digestion.</li> </ul> |
|  <p><b>Senior - Easily digestible and easy to chew</b><br/> <b>Fibre 27%, Protein 8%, Starch 0.1%,<br/>         Sugar 8%, Oil 5%, DE 8 MJ/kg</b></p> <ul style="list-style-type: none"> <li>• High in quality protein and a great source of natural vitamins &amp; minerals.</li> <li>• Suitable for those with or prone to laminitis.</li> </ul>                   |  <p><b>Plus Herbs - Antioxidant herbs with a strong aroma</b><br/> <b>Fibre 23%, Protein 5%, Starch 1.4%,<br/>         Sugar 11.5%, DE 8 MJ/kg</b></p> <ul style="list-style-type: none"> <li>• Contains a blend of herbs known for their natural therapeutic and antioxidant properties.</li> <li>• Increases chewing time.</li> </ul>                                |
|  <p><b>Calm &amp; Shine - For calm riding and top condition</b><br/> <b>Fibre 25%, Protein 9%, Starch 0.9%,<br/>         Sugar 9%, Oil 5%, DE 8 MJ/kg</b></p> <ul style="list-style-type: none"> <li>• Provides a slow release of controlled energy with a blend of calming herbs.</li> <li>• Keeps your horse calm and in show shine condition.</li> </ul>        | <p><b>¿ What is DE?</b></p> <p>DE stands for digestible energy. The DE is the total energy available to the horse for maintenance and exercise after digestion.</p>   |

# free from..

• Molasses • Soya • Cereal • Artificial additives

We have three unique products in our “free from” range. All three products in the “free from” range are suitable for horses, ponies and donkeys with intolerances and those with or prone to laminitis. Free from soya, molasses, cereal, colourants and artificial additives, low in starch and containing only naturally occurring sugars.

When managing weight loss, especially for equines suffering from laminitis or equine metabolic syndrome, vets recommend that calories need to be reduced and the non-structural carbohydrate (NSC) content of the diet also needs to be less than 10% to encourage weight loss. All three products in our molasses free range are great for weight management; having an NSC of under 10% and being suitable for those with or prone to laminitis.

The products in our “free from” range can also be used as partial hay replacers; just exchange the weight of hay with the same amount of product.

## 1. What is NSC?

NSC stands for non-structural carbohydrates and this in simple terms means the combined total of starch and sugar.





# Chopped Oat Straw

**A unique chaff with nothing added, suitable for those with or prone to laminitis.**

free from...

- ✓ Molasses
- ✓ Additives
- ✓ Added Sugar
- ✓ Alfalfa
- ✓ Grass
- ✓ Cereals
- ✓ Oil
- ✓ Dust
- ✓ Wheat & Barley Straw
- ✓ GM Ingredients
- ✓ Preservatives
- ✓ Colourants
- ✓ Soya

Ingredients: Oat Straw

## Nutritional Analysis

|                   |         |
|-------------------|---------|
| Digestible Energy | 6 MJ/kg |
| Fibre             | 40%     |
| Protein           | 2.5%    |
| Total Sugar       | 2%      |
| Starch            | 0.2%    |

- 100% natural oat straw with a golden colour and soft texture.
- Dust extracted with nothing added, ensuring a clean product.
- Free from oil, soya, artificial additives, preservatives, chemical flavourings, added sugar, cereals, nutritionally improved straw (NIS), wheat and barley straw.
- High in fibre, low in starch, with no added sugar and very low in calories.
- With an NSC of only 2.2% this is our lowest calorie feed.
- Suitable for laminitics, natives and ideal for good doers.
- Perfect for horses, ponies and donkeys with intolerances.
- Can be used as a full or partial hay replacer, or fed ad-lib.



no added  
sugar &  
low starch



free from range..

# Lite & Healthy

**A low sugar fibre blend perfect for good doers and those with or prone to laminitis, EMS, or Cushing's.**

*free from...*

- ✓ Molasses
- ✓ Artificial Additives
- ✓ Added Sugar
- ✓ Alfalfa
- ✓ Wheat & Barley Straw
- ✓ Preservatives
- ✓ Colourants
- ✓ Soya

**Ingredients:** Oat Straw, Timothy Grass, Linseed Oil, Rapeseed Oil, Marigolds, Herbs, Limestone Flour, Cinnamon

## Nutritional Analysis

|                   |           |
|-------------------|-----------|
| Digestible Energy | 8.5 MJ/kg |
| Fibre             | 28%       |
| Protein           | 5%        |
| Total Sugar       | 3%        |
| Starch            | 0.1%      |
| Oil               | 10%       |

- 100% natural fibre blend of oat straw and timothy grass, with a light coating of linseed and rapeseed oil, blended with cinnamon, marigold flowers and a mix of herbs.
- A non-heating high fibre blend, suitable for all horses and ponies.
- Free from soya, artificial additives, preservatives, chemical flavourings, added sugar, cereals, alfalfa and nutritionally improved straw (NIS), wheat and barley straw.
- Cinnamon is an antioxidant and is known to help balance the blood sugar levels.
- An NSC of 3.1% makes it perfect for those with or prone to laminitis, EMS, or Cushing's.
- Includes a mix of dried herbs all known for their natural antioxidant properties.
- High in fibre with no added sugar and low in starch.
- Can also be used as a full or partial hay replacer.



# Natural Choice Alfalfa

**A non-heating low sugar, slow release energy fibre feed perfect for fuelling work and promoting condition.**

*free from...*

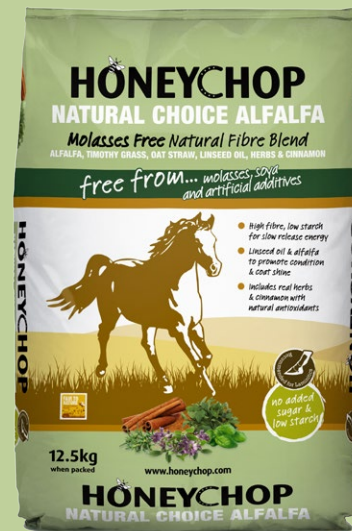
- ✓ Molasses
- ✓ Artificial Additives
- ✓ Added Sugar
- ✓ Alfalfa
- ✓ Wheat & Barley Straw
- ✓ Preservatives
- ✓ Colourants
- ✓ Soya

**Ingredients:** Alfalfa, Timothy Grass, Oat Straw, Linseed Oil, Rapeseed Oil, Herbs, Limestone Flour, Cinnamon

## Nutritional Analysis

|                   |         |
|-------------------|---------|
| Digestible Energy | 9 MJ/kg |
| Fibre             | 26%     |
| Protein           | 13%     |
| Total Sugar       | 3%      |
| Starch            | 0.1%    |
| Oil               | 10%     |

- Soft alfalfa is blended with timothy grass, oat straw, linseed and rapeseed oil, cinnamon and a mix of real herbs all high in antioxidants.
- An excellent fibre source with no added sugar and low in starch, high in quality protein that provides a non-heating slow release energy.
- Free From soya, artificial additives, preservatives, chemical flavourings, added sugar, cereals, nutritionally improved straw (NIS), wheat and barley straw.
- Promotes coat shine and condition, the perfect product to fuel work without the added sugar.
- A higher protein level makes it a great choice for both old and young stock.
- With an NSC of only 3.1% this carefully selected blend is suitable for those with or prone to laminitis.
- Can also be used as a full or partial hay replacer.



*free from range..*

# Calm & Shine



**The perfect high fibre feed to keep your horse calm and in top show shine condition.**

**Ingredients:** Oat Straw, Dried Grass, Mint, Marigold, Camomile, Nettle, Molasses, Oil, Limestone Flour, Natural Preservative

## Nutritional Analysis

|                   |         |
|-------------------|---------|
| Digestible Energy | 8 MJ/kg |
| Fibre             | 25%     |
| Protein           | 9%      |
| Total Sugar       | 9%      |
| Starch            | 0.9%    |
| Oil               | 5%      |



- A blend of high fibre oat straw, dried grass, marigold flowers, nettle, mint, camomile and rapeseed oil.
- Our carefully selected blend of herbs will make your horse or pony shine from the inside out.
- A high fibre feed that is low in sugar and starch, providing a slow release of limited controlled energy from high quality digestible fibre and oil-based ingredients.
- An excellent fibre choice if your horse or pony is a little excitable, or if you just want great condition and ease of riding.
- Includes camomile and a blend of calming herbs.
- Promotes coat shine and condition, the perfect product to fuel work.
- A total NSC of just under 10% means it is also suitable for those prone to laminitis.





# Senior



**Ingredients:** Oat Straw, Alfalfa, Mint, Oil, Molasses, Limestone Flour, Natural Preservative

## Nutritional Analysis

|                   |         |
|-------------------|---------|
| Digestible Energy | 8 MJ/kg |
| Fibre             | 27%     |
| Protein           | 8%      |
| Total Sugar       | 8%      |
| Starch            | 0.1%    |
| Oil               | 5%      |



**The perfect fibre product for your senior companion.**

- A high fibre, low sugar, short chop blend of oat straw, alfalfa, mint and rapeseed oil.
- Alfalfa is higher in protein and has a higher overall vitamin content than grass and hay, making it ideal to improve condition.
- A high fibre feed that is low in sugar and starch, providing a slow release of limited controlled energy from high quality digestible fibre and oil based ingredients.
- The inclusion of oil helps maintain strong hooves, glossy coats and better all-round condition.
- Being a short chop, it decreases the need to rely so much on the teeth for cutting, which is great for those who suffer from poor oral health.
- A total NSC of under 10% means it is also suitable for those prone to laminitis.
- Easily digestible and easy to chew making it the perfect fibre feed for the older horse or pony.



*specialised range..*

# Original

Promotes good digestion and increases chewing time, keeping your horse occupied for longer.



**Ingredients:** Oat Straw, Molasses, Limestone Flour, Salt, Natural Preservative

## Nutritional Analysis

|                   |         |
|-------------------|---------|
| Digestible Energy | 8 MJ/kg |
| Fibre             | 23%     |
| Protein           | 5%      |
| Total Sugar       | 11.5%   |
| Starch            | 1.4%    |

- A high fibre oat straw chaff with the addition of limestone flour and salt with a low sugar dressing.
- It is ideal to mix with a concentrate feed to slow down eating time.
- Provides an adequate level of calcium and salt in the diet.
- Promotes good digestion and increases chewing time, keeping your horse occupied for longer.



# Garlic

A high fibre feed with enough garlic in a 1kg serving to eliminate buying an extra supplement.



**Ingredients:** Oat Straw, Molasses, Crushed Garlic, Limestone Flour, Salt, Natural Preservative

## Nutritional Analysis

|                   |         |
|-------------------|---------|
| Digestible Energy | 8 MJ/kg |
| Fibre             | 23%     |
| Protein           | 5%      |
| Total Sugar       | 11.5%   |
| Starch            | 1.4%    |

- Garlic is known to help maintain a healthy blood pressure, immune system and respiratory health.
- Feeding 1kg of Honeychop Plus Garlic per day will eliminate the need to buy an extra supplement.
- Its strong aroma can mask unpalatable smells and flavour making it perfect to mix with supplements or medications
- A high fibre oat straw chaff with the addition of limestone flour and salt with a low sugar dressing.



# Apple



**Ingredients:** Oat Straw, Molasses, Apple Flavouring, Limestone Flour, Salt, Natural Preservative

## Nutritional Analysis

|                   |         |
|-------------------|---------|
| Digestible Energy | 8 MJ/kg |
| Fibre             | 23%     |
| Protein           | 5%      |
| Total Sugar       | 11.5%   |
| Starch            | 1.4%    |

**A high fibre oat straw chaff combined with apple flavouring to tempt even the fussiest of feeders.**

- A high fibre oat straw chaff with the addition of limestone flour and salt with a low sugar dressing.
- Contains apple flavouring to tempt fussy feeders.
- Provides an adequate level of calcium and salt in the diet.
- Ideal to mix with a concentrate feed to extend chewing time and encourage slower digestion.



# Herbs



**Ingredients:** Oat Straw, Molasses, Herbal Supplement, Limestone Flour, Salt, Natural Preservative

## Nutritional Analysis

|                   |         |
|-------------------|---------|
| Digestible Energy | 8 MJ/kg |
| Fibre             | 23%     |
| Protein           | 5%      |
| Total Sugar       | 11.5%   |
| Starch            | 1.4%    |

**High fibre chaff with added herbs known for their natural antioxidant properties.**

- Contains thyme, oregano, mint and basil, which are all herbs known for their natural antioxidant properties.
- A high fibre oat straw chaff with the addition of limestone flour and salt with a low sugar dressing.
- Wonderful aroma that can mask unpalatable smells and flavours making it perfect to mix with supplements or medications.
- Highly nutritious and extremely palatable, perfect for your fussy feeder.



*traditional range..*



# Why feed a chaff?

Feeding a chaff is a very useful addition to the diet. Not only does it provide forage which should be the foundation of any horse's diet, but it also encourages chewing. This is important because, unlike humans, horses only produce saliva whilst chewing. Feeding a chaff will encourage chewing and stimulate the production of saliva, which protects the upper stomach from acid in the lower stomach and thus helps to maintain gastric health.

It is important to remember that the horse's natural diet is one of ad-lib forage, making it vital to feed and manage the horse in a way that mimics nature as closely as possible.

Studies have shown that horses like a variety of forage and will choose between different types if given the option. This behaviour is similar to a grazing animal browsing in the field. With this in mind, it is a great idea to offer a forage option in the stable along side the hay net.

Horses evolved eating a high fibre diet and fibre is still the single most important component in your horse's diet aside from water. If your horse isn't getting enough fibre you may be faced with serious consequences, such as colic, dehydration and diarrhoea. Ensure your horse's diet has enough fibre and that your horse always has access to plenty of clean fresh water.

## **i. How much fibre to feed?**

The minimum quantity of fibrous feeds you should offer your horse per day is 1% of its own body weight. This can be worked out easily as it equals 1kg of fibre to every 100kg of bodyweight. An average horse of 500kg should be fed 5kg of fibre per day. This however is the minimum amount; preferably a horse should be fed at least 2% of its bodyweight per day in fibrous feeds. This level will give the horse plenty of feed to chew on, keeping their gut full.



# Fair to Nature Farming

On the family farm, alongside manufacturing Honeychop, we harvest over 1000 acres each year growing food and feed ingredients to the highest standards for specialist markets. The Fair to Nature logo means that our farm and the specially selected group of farmers we use to supply our oat straw are both Fair to Nature & Leaf accredited. This means we all help to preserve the wildlife and flora of the British countryside. Our growers comply with Fair To Nature protocol and strive to improve the countryside, its habitats and the environment around us.

We are passionate about wildlife and have dedicated 10% of our land purely to wildlife habitats. At Honeychop we know that the way feed is grown is very important to today's consumer. You can be assured that by purchasing our products you are helping to maintain the countryside, its wildlife and the environment.

## Assurance

With all these accreditations and our commitment to the British countryside, you can be assured that every ingredient that goes into our feeds is as safe and natural as it can be.

We are also part of the BETA NOPS CODE, UFAS and LEAF Marque scheme. These all mean that only the highest standard of ingredients sourced from approved suppliers reach the Honeychop bag, providing us with full traceability from the packaged product right back to the field where it was grown. We are environmentally sustainable and evaluate any risk of NOPS contamination.





### **! Feeding your horse can sometimes be extremely confusing**

Ask four people at the yard how to feed your horse and you will probably get four very different answers! More and more research is being carried out into equine nutrition and there are more and more products in your local feed store. With this in mind it is often difficult when considering the correct nutrition and management for your horse, so here are a few tips to help.

**Feed little and often** - Horses are non-ruminant herbivores that are designed to trickle feed. In their natural environment they can graze on average 16-18 hours per day. Their stomachs are small (a horse's stomach is the size of a rugby ball), so hard feeds should not be larger than 2kg (less for ponies). Fibre such as chaff can be added to a concentrate to encourage chewing; the more the horse chews, the more saliva is produced. This is important because, unlike humans, horses only produce saliva whilst chewing and saliva has a buffering effect so helps reduce the risk of equine gastric ulcer syndrome (EGUS).

**Feed a scoop of fibre before riding** - While it is advisable to not feed concentrates before exercise, vets are now recommending access to forage right up to the onset of fast work. The fibre helps prevent acid splash in the stomach so will also help prevent equine gastric ulcer syndrome (EGUS).

**Regularly condition score, or use a weigh tape** - By regularly weigh taping or condition scoring you will be able to detect quickly if your horse needs to gain, lose or maintain weight. This information is critical when working out a dietary plan for your horse.

**Feed by weight, not volume** - As a guide, a stubbs round scoop holds 250 grams of chaff from our traditional range and around 200 grams of our molasses free range, which means four/five scoops is equal to 1kg.

**Feed at the same time every day** - Horses are creatures of habit and thrive on routine. An upset in routine can cause the horse stress.

# Feeding Guidelines

Feed good quality and adequate fibre. Horses are designed to eat fibre; it is essential for stimulating healthy gut function and also has psychological benefits for the horse. It must be of a high quality and not be old, dusty, or mouldy. Remember a scoop of fibre before riding will help prevent acid splash in the stomach!

- **Ensure all feed changes are introduced gradually-** Horses are hind gut fermenters so the gut flora must be allowed time to adjust to new diets. Ensure that you change feeds over gradually as this will help prevent any digestive upset.
- **Make sure plenty of clean fresh water is available at all times-** It is important to always make sure buckets and water troughs are clean, and that water is readily available. It is not uncommon during the summer months for a horse to double its water intake. During winter it is also important to make sure water is not frozen.
- **Feed according to work load, condition and temperament-** Most horses should consume between 1.5% to 2.5% of their bodyweight (BW) per day in feed. This total can be divided between forage and concentrates. Overweight or maintenance diets should be approx 1.5% of BW, pregnant mares up to 8 months should be approx 2% BW, while growing young stock and lactating mares can consume up to 2.5% BW, as a general guide. Remember every horse is unique and if in doubt you should always consult an equine nutritionist.

## Feeding Notes

**For feeding advice or to find out more about our  
range, speak to one of our helpful team.  
We are always happy to help.**

**email: [info@honeychop.com](mailto:info@honeychop.com)  
or call: 01359 230823**



@Honeychop



@Honeychop  
Feeds

**[www.honeychop.com](http://www.honeychop.com)**



@Honeychop  
Horse Feeds



@Honeychop

**Halls Farm, Halls Lane, Norton, Bury St Edmunds, Suffolk, IP31 3LG**

We constantly strive to improve our feeds so slight changes may occur after the printing of this leaflet  
Printed November 2018

