

EQUINE
NUTRITION

VITALITY
STARTS
HERE



www.celebrite.coop



CÉLÉBRITÉ, PRODUCTS BUILT ON THE FUNDAMENTALS OF EQUINE NUTRITION

Headed into a tight turn?
Célébrité propels you towards success.



Photo : iStockphoto



Célébrité contributes to your horse's vitality and endurance, with its complete range of feed and supplements, built on the fundamentals of equine nutrition.

Feeds and supplements, personalized for each horse's requirements

The Co-op offers a wide selection of Célébrité supplements and feeds to meet the needs of every horse, from broodmares to performance athletes, by taking into consideration your horse's body condition, activity level, and the type of hay it receives. The Co-op also offers high-performance ELITE brand forage seed.

Selection of quality ingredients in conformity to anti-doping tests

The formulation of Célébrité feeds and supplements is the result of our team of experts' work, including agronomists in animal nutrition, supported by CRF global network. We make sure your animal's nutritional needs are met by 100% plant-based ingredients of the highest quality, carefully selected by our formulation and nutrition specialists.



Raising the bar for your horse?
Célébrité steps it up a notch.

From the world's largest network of animal nutrition research

The Co-op is co-owner of Cooperative Research Farm, the largest research organization in animal nutrition and management in the world. Since its founding, the association of multiple feed suppliers from Canada, the US, and Europe have conducted thousands of experiments in animal and equine nutrition. CRF keeps The Co-op up-to-date on the latest nutritional innovations and gives the opportunity to work in close collaboration with prestigious business partners in equine nutrition.

Made in Quebec for maximum freshness

Célébrité products are developed from CRF international research, but formulated and manufactured in Quebec in The Co-op's two feed mills, in Eastern and Western Quebec. Products are available at your local The Co-op or Unimat location, in stock or on order, and can be delivered directly to your stable.

Mills conform to HACCP principles

The principles of HACCP (Hazard Analysis Critical Control Point) pertain to food safety – both animal and human. These practices stand vigil over The Co-op's production facilities so that, while improbable, any contamination in the mill is immediately detected and corrected.



CRITICAL FACTORS FOR SUCCESS IN EQUINE NUTRITION



KEEP YOUR HORSE HYDRATED

Horses should have access to clean water at all times, including winter time, to both maintain proper levels of hydration and reduce the risk of colic.

WEIGH YOUR HORSE

Nutritional recommendations depend in large part on the weight of your horse. Weight should be checked regularly. The best tool is the scale, but a weigh tape can give a good estimate.

WEIGH THE FEED

Feeds of the same type can have different densities. Make sure you are feeding your horse the proper portion by weighing the food, rather than measuring the volume.

CHECK FORAGE QUALITY

Hay should be free of dust, mold, and weeds. It's the most important part of the horse's diet. To ensure hay quality and determine its composition, a laboratory analysis is strongly recommended.

HAY IS THE BASIS OF HORSE FEED.

Feed and supplements come in fact only to supplement it. To ensure you that your horse suffers neither from deficiencies nor excesses in certain nutrients, ask your expert-consultant to analyze your hay at The Coop's agri-food laboratory. He will therefore be able to balance it.

SERVE MULTIPLE MEALS

Feed should be divided into at least two meals per day. The more concentrated the feed, the more important the number of meals becomes. Dividing the daily ration into several servings reduces the risk of colic, digestive disorders, laminitis, and glycemic overload. A meal should never contain more than 1.5 kg of feed for a 500 kg horse.

EVALUATE BODY CONDITION

Combine training and diet work together to maintain optimal body condition. Review and revise the training program, the quantity of feed served, and the ration's energy balance as needed. To evaluate your horse's body condition, see chart on the next page.

KEEP YOUR HORSE COMFORTABLE

An environment that is quiet, clean, and dry is very important, and that goes for the pasture as well as in the stable. Adequate space, bedding, air quality, safe and secure equipment, and insect control are all important elements to consider.

KEEP AN EYE ON THE PASTURES

Pasture quality is very variable. It is influenced by the forage species present, the climate, seeding, and fertilization. To prevent negative effects during warm periods, access to shade and water are essential.

FULFILL VITAMINS AND MINERAL REQUIREMENTS

Forages do not contain enough vitamins and minerals to satisfy the needs of your horse. It is therefore essential to provide a supplemental source of these nutrients, via concentrates or vitamin and mineral blocks. Pro-Bloc mineral and good dry hay are great complements to pasture feeding.

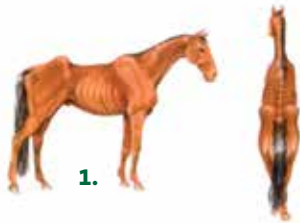
ENSURE MEDICAL FOLLOW-UP

Above all, your horse should be in good health. Make sure to follow the preventive medicine plan recommended by your veterinarian.

- Vaccinations
- Hoof trimming
- Deworming
- Dental care



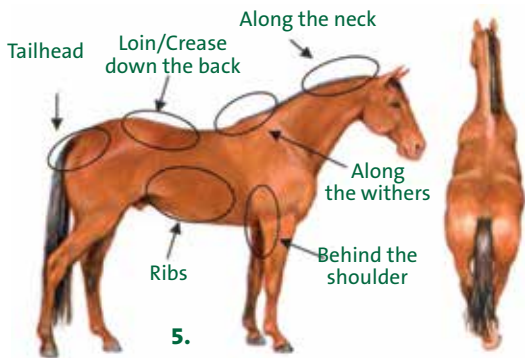
EVALUATING BODY CONDITION



1.



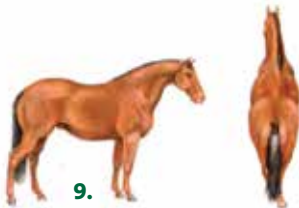
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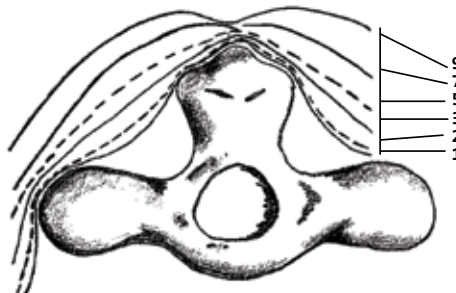
7.



9.

	Withers	Behind shoulder	Loin	Ribs	Tailhead
POOR					
1	Bone structure easily noticeable	Bone structure easily noticeable	Spinous processes project prominently	Tailhead and hook bones projecting prominently	Spinous processes project prominently
VERY THIN					
2	Faintly discernable	Shoulder accentuated	Transverse processes of lumbar vertebrae feel rounded	Slight fat cover over ribs. Ribs easily discernable.	Tailhead prominent
THIN					
3	Withers accentuated	Shoulder accentuated	Transverse processes cannot be felt	Slight fat cover over ribs. Ribs easily discernable.	Tailhead prominent but individual vertebrae cannot be visually identified
MODERATELY THIN					
4	Withers not obviously thin	Shoulder not obviously thin	Negative crease along back	Faint outline discernable	Fat can be felt. Hook bones not discernable
MODERATE					
5	Withers rounded over spinous processes	Shoulder blends smoothly into body	Back level	Ribs cannot be visually distinguished but can be easily felt	Fat around tailhead beginning to feel spongy
MODERATELY FLESHY					
6	Fat beginning to be deposited	Fat beginning to be deposited	May have slight positive crease down back	Fat over ribs feels spongy	Fat around tailhead feels soft
FLESHY					
7	Fat deposited along withers	Fat deposited behind shoulder	May have positive crease down back	Individual ribs can be felt, but noticeable filling between ribs with fat	Fat around tailhead is soft
FAT					
8	Area along withers filled with fat	Area behind shoulder filled in flush with body	Positive crease down back	Difficult to feel ribs	Tailhead fat very soft
EXTREMELY FAT					
9	Bulging fat	Bulging fat	Obvious positive crease down back	Patchy fat appearing over ribs	Building fat around tailhead

Lumbar vertebra-anterior view indicating profile lines for each body condition score



A LINE OF PRODUCTS DEVELOPED TO MEET EACH HORSE'S UNIQUE NEEDS

LEGEND: ■ Percentage of protein ■ Percentage of fat ■ Percentage of fibre

FEEDS



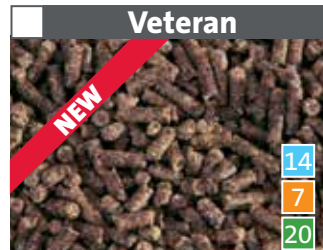
FEED FOR GESTATING OR LACTATING BROODMARES

- Promotes foetal development and mare health
- Energy from highly digestible fibre and fats promotes glycemic control
- Contributes to maintaining good energy levels in times of reduced ingestion capacity



FEED FOR FOALS, AGES 10 DAYS TO ONE YEAR

- Promotes optimal musculoskeletal development
- Highly appetizing ingredients encouraging consumption in early age
- Intermediate glycemic index with carbohydrate levels adapted to meet foals' needs



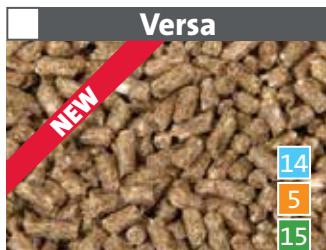
FEED FOR ELDERLY HORSES

- Good balance between the energy sources, amino-acids and minerals with strong bioavailability help with the metabolism's efficiency.
- Highly digestible.
- Highly appetizing ingredients encouraging consumption



FEED FOR PERFORMANCE HORSES OR WITH HIGH CALORIC REQUIREMENTS

- Promotes muscle activity and post-exercise recovery
- High energy-density feed that's well-balanced in fibre, fat and starch
- Moderate glycemic index



FEED FOR MODERATE TO INTENSE EXERCISE AND GROWTH

- Contains yeast, which contributes to digestive tract health and fibre digestion
- Well-balanced in fibre, fat and starch
- Moderate glycemic index



VERY LOW GLYCEMIC INDEX FEED WITH OMEGA-3

- Without added starch
- Energy from digestible fibre and fats
- Fat content from flax seed, source of Omega-3 fatty acids



GRAIN FREE FEED FOR HORSES WITH LIGHT TO MODERATE ENERGY NEEDS

- Very low glycemic index
- Well suited for horses sensitive to feed high in starch or sugar
- Meets part of horses' fibre requirements



FEED FOR ELDERLY OR FRAGILE HORSES, OR AS AN ALL-IN-ONE FOR ADULT HORSES

- All-in-one formula, ideal for horses with age-related digestive and dental problems
- Excellent feed for wind-broke horses, as all hay dust is eliminated



FEED FOR HORSES WHO NEED A GOOD SOURCE OF ENERGY, WITHOUT MOLASSES

- Tasty textured feed with a high proportion of high-quality oats
- Added soybean oil for body condition maintenance



MAINTENANCE FEED OR LIGHT EXERCISE

- Good base feed when paired with high-quality hay or pasture
- Appetizing formula
- Completes low-protein grass hays



MAINTENANCE FEED OR LIGHT EXERCISE

- Good base feed when paired with high-quality hay or pasture
- Appetizing formula

VITAMIN AND MINERAL SUPPLEMENTS



PROTEIN SUPPLEMENT WITH VITAMINS AND MINERALS

- For horses with greater needs in protein (broodmares, foals, and active horses)
- Can be used to complete hay low in protein, or poor quality hay
- Contains 24% highly-digestible protein



VITAMIN AND MINERAL SUPPLEMENT FOR HORSES CONSUMING LITTLE OR NO COMPLETE FEED

- With added amino acids essential for protein synthesis
- With added Vitamin B complex, for proper metabolism of carbs, fats and proteins
- Promotes muscle activity and post-exercise recovery
- Low glycemic index



PELLETED VITAMIN AND MINERAL SUPPLEMENT

- Enriched with essential minerals and vitamins, for good metabolic function and maintenance of muscle tissue, bone, hooves, and respiratory, digestive and reproductive systems
- Can complete ration for horses receiving a limited amount of feed



POWDERED CONCENTRATED VITAMIN AND MINERAL SUPPLEMENT

- Contains high levels of calcium, phosphorus and salt, necessary to meet horse's daily requirements
- Generously fortified with minor elements and vitamins for good metabolic function



FREE-CHOICE VITAMIN AND MINERAL SUPPLEMENT

- Source of vitamins and minerals for completing forage- or grain-based rations, or horses who need an additional supplement
- Very appetizing and promotes water consumption

HAY SUBSTITUTES



HAY SUBSTITUTE FOR DUST-SENSITIVE HORSES, OR HORSES WITH DENTAL PROBLEMS

- Developed to meet part of horses' fibre requirements
- Product available in bags for easy storage and effortless trail rides

SEEDS



SEEDS FOR PASTURES AND DRY HAY

- ELITE seeds are high-yielding and produce high-quality forage plants
- A leader in seeds for forages and field crops in Quebec

BEDDING



ABSORBENT BEDDING ADDITIVE

- Product with incredible absorption power, to be combined with shavings or straw, with no detrimental effects for the horse
- Reduces ammonia for improved air quality, and useful in transport trailers
- Contributes to hoof health

LEARN MORE ON OUR WEBSITE

www.celebrite.coop

- Exclusive advice in equine nutrition and management
- Details on products
- Answers to your questions
- Your local expert-consultant contact information

Expertise in equine nutrition is just a click away!

Célébrité products are available in Unimat and participating BMR stores.



**Co-operation works for everyone.
Talk it over with your expert-consultant.**

