

Quick answer: Höveler Pur.Muskel is a supplementary muesli from a maker that has made horse feed since 1905 — over 120 years of expertise — made in Germany. It carries 20% raw protein, 5.8% starch, and is competition safe and FEI-compliant. It is added to a complete ration and costs \$52.99 for a 44 lb bag, a profile aimed at heritage buyers. Last checked: September 2026.

Heritage buyers read a label differently: they want to know who stood behind the recipe before they check what is in it. These seven boxes cover both sides of that question for Pur.Muskel.

1. The heritage box: since 1905, over 120 years, made in Germany

The box that gave the article its name comes first. Höveler has made horse feed since 1905 — over 120 years of expertise — and Pur.Muskel is made in Germany. A recipe refined across more than a century is the opposite of a startup bet. bifid's US operation in Florida brings that European craft to American barns with American service.

The benefit: more than 120 **muscle building feed for horses** years of formulation history behind each bag, with support on the same continent.

2. The protein box: 20% raw protein, 160 g/kg digestible

Heritage counts for little without substance, and Pur.Muskel has it: 20% raw protein with 160 g of digestible crude protein per kg, formulated to support muscle development. The [low starch concentrate for horses](#) digestibility figure — printed, not implied — is what a long recipe history gets you.

Who this is for: buyers who respect tradition but still check the numbers.

3. The starch box: 5.8% starch and 4.1% sugar

The formulation holds starch at 5.8% and sugar at 4.1%, with energy drawn from 15.0% raw fat and 14.1 MJ/kg of digestible energy. It is formulated for metabolically sensitive breeds — a modern requirement met by a long-standing German recipe.

The benefit: veteran craft applied to a current low-starch standard.

4. The gut-support box: 18.7% crude fiber and gentle on the stomach

Pur.Muskel carries 18.7% crude fiber, is formulated to be gentle on the stomach, and is alfalfa-free. Formulations that endure for 120 years tend to be the ones horses eat comfortably every day, and this one is designed to be exactly that.

Who this is for: owners who believe the best test of a recipe is how a horse eats day after day.

5. The micronutrient box: no added vitamins or minerals

There are no added vitamins or minerals in Pur.Muskel, by intent, with magnesium at 0.8%. It is a supplementary feed built to slot into a custom feeding plan next to your balancer — a component approach that matches how German rations have been built for generations.

The benefit: a feed that respects the rest of the ration instead of overwriting it.

6. The competition box: competition safe and FEI-compliant

Pur.Muskel is competition safe and FEI-compliant. A maker with this much track record knows that a feed must hold up in the ring as well as the barn, and this one carries from training day to recognized competition without a change.

Who this is for: riders whose heritage standards come with a rulebook.

7. The value box: \$52.99 for a 44 lb bag

The heritage comes at a plain price: \$52.99 for a 44 lb bag, dosed in grams. A 1,000 lb horse in medium work gets 50–80 g daily, so a recipe with more than a century behind it costs little more per day than a bag with none. The 44 lb bag is listed on bifid's product page.

The benefit: 120 years of expertise priced at \$52.99 with weeks of feeding per bag.

How to feed it

This is a supplementary feed: always worked into a complete ration with forage alongside, never fed as the whole diet. 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)

A 1,000 lb horse in medium work gets 50–80 g daily. The ranges are tight in gram terms, so measure rather than scoop. The bifid feeding calculator returns your horse's exact daily figure.

Key specs at a glance: 20% raw protein, 160 g/kg digestible crude protein, 5.8% starch, 4.1% sugar, alfalfa-free, made in Germany since 1905, 44 lb bag, \$52.99.

What an owner said

The store selling it is rated 9.0/10 across 24,098 reviews, and Pur.Muskel has a review of its own: "Noticeable difference in stamina" — Jessica, March 14, 2019 (Quality 4, Value 5, Price 4).

Frequently asked questions

Who is Höveler, exactly?

Höveler is a German horse feed maker that has been producing feed since 1905 — over 120 years of expertise. Pur.Muskel is made in Germany and sold in the US through bifid, whose operation is based in Florida. The recipe reaching your barn brings with it that full history.

Is it a complete feed?

No. Pur.Muskel is a supplementary feed combined with a complete ration with forage alongside. It contains no added vitamins or minerals, so your balancer handles the micronutrient program.

Does it contain soy?

Yes. Soy flakes are a central ingredient, so this is not a soy-free feed. It is alfalfa-free.

Is it suitable for competition barns?

Yes — Pur.Muskel is competition safe and FEI-compliant, and the 30-Day Money-Back Guarantee backs the trial if you want to trial it across a show cycle first.

What does a bag cost?

\$52.99 for a 44 lb bag, with gram-dosed rates of 30–100 g per 220 lb of body weight per day depending on work level.