



PURINA[®]



**FEED
SAFETY**

**IS OUR
NUMBER ONE
PRIORITY**

CERTIFIED QUALITY
MADE IN THE USA
WHAT DOES NOT
RE OR USE FEED
MEDIC



CERTIFIED QUALITY



**MADE IN A FACILITY
THAT DOES NOT
STORE OR USE FEED
MEDICATIONS**



PURINA®

How does Purina feed safety protocol relate to you as a horse owner?

- Our medication free production environment contributes to maintain the wellbeing of your horse. It also minimizes the risks of an accidental positive drug test from feeding a Purina horse feed at a show or race.
- It safeguards your horse feed from harmful mycotoxins which can affect your horse's immune system, reproductive success and overall health.
- It helps to protect your horse feed from containing contaminants or foreign materials due to prior use of bulk trucks.
- It assures precise formulation and manufacturing of your horse feed for optimum health and value for your money.

**PEACE
OF MIND**

Our plant in
Strathroy, Ontario.

**WATCH
THE VIDEO!**



Feed safety is the most important factor in our Purina feed quality program for horses.

Purina, a Cargill company, spares no efforts to meet or exceed the very high quality expectations our consumers have for the Purina feeds they select for their horses.

We are proud to manufacture our horse feeds exclusively at our new speciality feed facility located in Strathroy, Ontario. At this new specialty plant, we are using the most advanced equipment and systems to ensure superior animal health and feed safety.

MEDICATION FREE PLANT

At our Strathroy speciality feed plant, no medicated feed additives are allowed to enter the facility. This minimizes the risk of harmful drug contamination of your horse feed.

TRANSPORTATION SAFETY PROTOCOL

Cross contamination can occur during the bulk transport of feed ingredients. In order to prevent this, we insist on truck pre-load inspections and we have a feed safety protocol to be followed for the transport of bulk feed ingredients. If a truck has carried anything not on our acceptable list of previous loads, we do not use that truck. For the same reason, our final horse products are only allowed to be shipped in bags or totes. To minimize feed safety hazards, no finished feeds are shipped in bulk.





In order to maintain these state of the art food safety standards for our horse feeds, our Strathroy plant is:

Annually inspected by the Canadian Food Inspection Agency.

HACCP certified by annual third party audits; the Hazard Analysis and Critical Control Points is a feed safety control system designed to identify critical situations that could potentially cause issues and to have appropriate measures for prevention and control in place.

● **MYCOTOXIN TESTING**

Mycotoxins are toxins produced by molds and fungi that can develop in feed ingredients. At elevated concentrations they may be detrimental to your animal's health. Ingredients at risk are tested for mycotoxins at plant arrival and the load must be approved before the truck can unload.

● **REDUCED RISK OF CROSS-CONTAMINATION**

Our Strathroy plant is a compact plant with few conveying systems. We also use separate bagging lines for horse feed and pet food, also manufactured at this facility. These aspects further reduce the risk for cross-contamination of finished feeds.





MADE IN CANADA

Purina understands the relationship you have with your horse.

That is why feed safety is the most important factor in our feed quality program.



NUTRITION:

YOU HAVE QUESTIONS...

WE HAVE ANSWERS.



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YOUR LOCAL PURINA DEALER