



NEW ALL-PHASE™ FORMULA

FREQUENTLY ASKED QUESTIONS



1 WHY HAS ALL-PHASE CHANGED?

We've updated the All-Phase formula to provide a more concentrated source of nutrition. By increasing the levels of key nutrients—including protein, vitamins and minerals—we're able to deliver more nutrition in every pound.

2 WHY DID THE PRICE INCREASE?

The new formula contains significantly higher levels of premium nutrients than the previous formulation. We've invested in improving the product's nutritional value. The lower recommended feeding rate helps offset the price increase while providing even greater nutritional value.

WHY ARE THE FEEDING RATES LOWER?

- 3 The updated formula is more nutrient-dense. Since each pound supplies more essential nutrients, horses don't need to consume as much feed to meet their daily nutritional requirements.

AM I REALLY FEEDING LESS?

- 4 Yes. The new feeding recommendations have been carefully formulated to ensure horses receive improved—levels of nutrition while consuming less product. Always follow the recommended feeding rates based on your horse's body weight, workload, and forage quality.

IS THIS JUST A SMALLER FEEDING RECOMMENDATION TO MAKE THE PRICE LOOK BETTER?

- 5 No. The lower feeding rates are a direct result of the improved formulation. The nutrient concentration has been increased, allowing horses to receive the nutrition they require in a smaller daily serving.

6 HAS THE PROTEIN LEVEL CHANGED?

Yes. The protein level has been increased to better support muscle development, maintenance, and overall performance while maintaining a balanced nutritional profile. The new All-Phase will help balance a lower-protein forage or a lower-quality forage when high-quality forage is not available.

7 WHAT OTHER NUTRITIONAL IMPROVEMENTS HAVE BEEN MADE?

- Increased levels of essential amino acids
- Enhanced vitamin fortification
- Increased mineral fortification
- Lower NSC
- Higher protein
- Added Buffered Mineral Complex (BMC™), a source of highly bioavailable, marine-derived calcium and essential trace minerals

8 HAS THE INGREDIENT LIST CHANGED?

Yes, we have now included Buffered Mineral Complex (BMC™) which is a source of highly bioavailable, marine-derived calcium and essential trace minerals. We have also removed molasses from the formula. The ratio of ingredients have changed to reflect the increased nutrient values.

9 IS ALL-PHASE STILL SUITABLE FOR EASY KEEPERS?

Absolutely. All-Phase continues to be an excellent ration balancer for horses that require concentrated nutrition with a low-calorie inclusion.

FEED WITH CONFIDENCE. FEED BROOKS.

NEW ALL-PHASE FAQ'S



MORE NUTRITION

More vitamins, minerals and key nutrients in every scoop.



LESS FEED

Higher nutrient density means you feed less by weight.



LOWER NSC

Lower Non-Structural Carbohydrates to support calmer energy.



ENHANCED FORMULA

Optimized minerals, amino acids and trace minerals for all life stages.

10 CAN I FEED THE NEW ALL-PHASE THE SAME WAY AS BEFORE?

Because the feeding rates have changed, should follow the updated feeding guide rather than the previous recommendations.

11 DO I NEED TO SLOWLY TRANSITION TO THE NEW FORMULA?

If you still have some current All-Phase, transition over a few days by adding in some new All-Phase, and lowering the current All-Phase until you have switched over.

12 WHAT ARE THE BENEFITS OF THE NEW FORMULA OVER THE OLD FORMULA?

- More nutrition per pound
- Lower daily feeding rates
- Lower NSC
- Increased protein levels
- Enhanced vitamin and mineral fortification
- Better overall value through increased nutrient density

13 WILL A BAG LAST LONGER?

For many horses, yes. Since the recommended daily feeding rate has been reduced, a bag may last longer depending on the horse's size and feeding program.

14 DOES THIS CHANGE AFFECT FORAGE REQUIREMENTS?

No. Good-quality forage remains the foundation of every feeding program. All-Phase is designed to complement forage, not replace it.

15 SHOULD YOU COMPARE THE PRICE PER BAG OR THE COST PER DAY?

The cost per day is the more meaningful comparison. Although the bag price is higher, the reduced feeding rate means many horses require less feed each day, helping to offset the increased cost.

16 IS THE NSC LOWER?

Yes. The lower NSC formula is designed to support horses needing a lower sugar and starch diet.

17 CAN I USE ALL-PHASE AS THE SOLE BALANCER?

Yes. All-Phase is a complete ration balancer with adequate forage.

18 CAN ALL-PHASE BE FED WITH GRAIN OR OTHER SUPPLEMENTS?

Yes. All-Phase is designed to balance the diet-feed with forage and grain as appropriate.

19 WHERE CAN I FIND THE FEEDING RATE?

Refer to the feeding chart on the bag or view our product page which can be found on the Brooks Feeds website - brooksfeeds.com

WHO SHOULD I CONTACT IF I HAVE ADDITIONAL QUESTIONS?

If you have questions about the new formula or need assistance recommending the correct feeding program, contact your **Brooks Sales Representative** through our website or call 1-877-352-8236 or email info@brooksfeeds.com

DOWNLOAD THE
ALL-PHASE PRODUCT
SHEET HERE.

ALL-PHASE™ AND BMC™ ARE REGISTERED TRADEMARKS OF KENTUCKY EQUINE RESEARCH

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