

Quick answer: Höveler Original Sport includes linseed three ways — linseed cake, linseed oil, and whole linseed — helping deliver 9.0% crude fat in a reduced-starch sports muesli. Best for owners who want coat and steady-energy support from a traditional ingredient instead of a separate oil product. Price: \$49.99. Last checked: September 2026.

Flax is the oldest trick in the feeding book, and most owners know the punchline: shiny coat, cool energy. The usual problem is getting the dose right — pouring oil, grinding seed, keeping it fresh. Höveler solved that by putting linseed into Original Sport in three forms at once. Here are seven reasons that earns its place in the bag.

1. Three forms of linseed in one formula

Read the ingredient list and linseed appears three different times: linseed cake, linseed oil, and linseed itself. Cake brings the seed's protein and fiber structure, oil brings fat in concentrated form, and the whole seed brings the rest. Using three forms lets the formulator tune fat level and texture rather than leaning on a single source. The benefit: a well-rounded flax contribution instead of one one-note ingredient.

2. It helps the feed reach 9.0% crude fat

Original Sport analyzes at 9.0% crude fat, and linseed oil in the ingredient list is one of the direct contributors, alongside sunflower oil. Fat is a steady, dense energy source for working muscles, and 9.0% is a strong performance level for a muesli holding starch at just 15%. Who this is for: riders who want energy from fat rather than from a pile of starch.

3. Steady energy, not a firework

Fat-heavy rations are the classic answer for horses that run up on grain. With 9.0% crude fat from linseed and sunflower sources and only 15% starch and 4.6% sugar, Original Sport is designed to deliver steady, usable energy. The linseed package is a big part of how the formula gets there. The benefit: energy you can ride, not fight.

4. Coat condition from a fat the horse evolved to use

Owners reach for flax for one visible reason above all: coat shine. Because the linseed fat is built into the ration at 9.0% crude fat, the coat benefit arrives through normal daily feeding at 0.88 lb (400 g) per 220 lb (100 kg) body weight at medium work. No measuring cups of oil, no rancid jugs in the feed room. Who this is for: anyone chasing that show-ring shine without a supplement shelf.

5. Linseed cake adds protein as well as fat

Linseed cake is the seed after oil extraction, and it carries protein. It sits alongside sunflower extraction meal, alfalfa, and pea flakes in a formula that delivers 15.1% crude protein and 122 g digestible crude protein per kg of dry matter. So the flax story in this feed is two stories: fat for energy and coat, along with a protein assist for muscle maintenance. The benefit: one traditional ingredient doing double duty.

6. Palatability comes free

Whole linseed, linseed cake, and a flake-based muesli texture make this an easy feed to start. Add carrots at 0.5% and most horses dig in from day one. A nutrient-dense feed does nothing if it sits in the bucket, and the linseed forms help keep Original Sport inviting. Who this is for: the owner of a fussy eater who leaves powdery supplements behind.

7. European craft, made in Germany since 1905

Linseed has been a mainstay of European horse feeding for generations, and Höveler has been making horse feed since 1905 — over 120 years of expertise. Original Sport is made in Germany and sold in the US with a 24/7 licensed vet team and a 30-Day Money-Back Guarantee. An old-world ingredient, a modern formula, American service. The benefit: an old feeding wisdom held to current quality standards.

How to feed it

Feeding rates for Original Sport, per 220 lb (100 kg) body weight per day:

Work level	Feed per 220 lb (100 kg) body weight daily
Light work	0.55 lb (250 g)
Medium work	0.88 lb (400 g)
Heavy work	1.32 lb (600 g)

Hay ration: 3.31 lb (1.5 kg) per 220 lb body weight daily, alongside the concentrate.

Key specs at a glance: 9.0% crude <https://sites.google.com/view/hoveler-horse-feed/> fat, 15% starch, 4.6% sugar, 15.1% crude protein, 16.4% crude fiber.

Size the ration to your horse with the Feeding Calculator.

Frequently asked questions

Is the linseed in this feed safe as-is, or does it need soaking?

The linseed is included as a feed ingredient in processed form within the formula, at rates set by the manufacturer. You feed the muesli dry as directed — no home preparation needed. Follow the bag rate for your work level.

How does 9.0% crude fat compare to a typical feed?

It is a respectable fat level for a sports muesli, achieved with linseed oil and sunflower oil while keeping starch at 15%. The point is energy density without starch load.

Will flax make my horse hot?

Fat is generally associated with steady rather than sharp energy, and Original Sport is reduced-starch (15%) and low-sugar (4.6%) by design. It is formulated for calm, usable energy in regular work.

Can I add more oil on top?

Many owners do supplement separately, but start by feeding the correct rate — 0.88 lb (400 g) per 220 lb (100 kg) body weight at medium work — and evaluate from there. The 24/7 licensed vet team is glad to help you think through the whole ration.

Does linseed help weight gain?

At 9.0% crude fat and 12.6 MJ/kg DM digestible energy, the feed is dense in energy, which supports condition in horses in work when fed at the right rate. Adjust the rate to body condition rather than guessing.

Where can I read more about the ingredients?

The bifid ingredient library covers what is in the range, and the full panel for Original Sport is printed on its product page.