

Cost comparison validation and Logic.

The comparison is based on average prices of well known brands available from retailers geographically located in the N, S, E and W of the UK

In line with current veterinary and nutritional thinking, a balanced diet should contain a chaff, an energy source and a broad spectrum balancer.

The comparison was based on these three dietary platforms; a chaff, an energy source and a broad spectrum balancer

Retailers were selected across three categories; small retailer, large country store and national retailer

Retailers were not notified in advance

Prices were shop door/till prices/online and did not include delivery charges.

Averages were taken across all products - with the lowest and the highest being deducted from the average calculation to level out the peaks and troughs.

Consumption times* were taken from averages: chaff approx. 8 days per bag, energy source approx. 7 days and balancer 30 days.

Pure Working consumption* rate was rounded down. (see below)

Due to bag size variances, all bag costs were calculated and are based on prices for a similar product in a 15kg bag.

Prices were taken across 10 products at the high end and the low end of the product spread from each retailer.

If everything were chosen from the lower end of the RRP's, the daily cost would be £2.48

If everything were taken from the higher rate then the cost per day would be £5.67 per day.

For consistency purposes we have taken the average between the two which is £4.07 per day

For consistency, the Pure Feed product selected for comparison was at the RRP at 1st September

For consistency, all other products in the comparison were at store advertised RRP's at 1st September

Pure Working was selected as being the mid range Pure Feed product which sat price wise in the middle of the range

Pure Working is fed for a healthy 500kg horse at a rate of 2kg per day - a bag will therefore last for 7.5 days

– this has been rounded down to 7 days in the calculations

Figures have been rounded down in all cases.

Prices and averages were based on details available on the 1st September 2022.

These may change due to variances in material supply and retailer price points.

*The length of time it would take a 500kg horse to consume the bag at the recommended feeding rates.