

CoolStance: The only premium and SAFE copra for your horse!

With the recent scare over copra meal and reports that it has caused the death of two horses and been withdrawn from dairy feed over safety concerns, many of you may have stopped feeding copra to your horses. However for so many of us, copra has become a trusted staple in the feeding regime of our horses, so for those of you who are despairing over having lost this valuable feed ... keep reading as all is not lost!

For over 20 years now, clean, safe, high quality copra has been providing horse owners with a valuable alternative to cereal grain as an energy base in a horse's diet. The balanced energy and protein, coupled with an attractive mineral profile and the unique properties of the residual coconut oil mean copra is useful for conditioning horses whilst keeping them cool and calm, as well as supporting healthy hoof growth, muscle development and a gleaming coat.

So why is it that a feed that has been fed safely for so long has now started causing serious problems?

The quality and safety of copra meal is all dependent on how and where the meal is produced. Copra meal is simply the dried flesh of a coconut that is left over after most of the oil has been extracted. To extract oil from coconuts, the coconut flesh must be dried, crushed and then heated. Following heating, the oil is then either mechanically pressed from the coconut or chemically extracted. There are 2 places in this process where the quality and safety of copra meal can be negatively affected. Firstly, the drying process must be thorough. Coconut flesh that is left moist becomes a breeding ground for mold and mold produces the mycotoxins including aflatoxin which are capable of causing serious health complications and even death as recently demonstrated. The second place where quality and safety can be affected is during the heating process. Some processing plants heat the coconut flesh at too high a temperature for too long, causing the destruction of amino acids and creating a burnt smell and taste, reducing the palatability of the resulting copra meal.

With the increase in popularity over the years of copra meal as an economical and nutritionally valuable horse feed, new and inexperienced importers and feed suppliers have entered the copra meal market and have unscrupulously introduced low quality and unsafe copra meal onto the equine feed market ... with dramatic and tragic effects.

For more information or to order CoolStance/PowerStance, please
call 803-647-1200 or e-mail Claudia@stanceglobal.com

However, there is one brand of copra meal you always have and can always continue to trust – CoolStance®

Stance Global, an Australian based company, has been supplying high quality copra for over 20 years to horse owners and beef cattle producers. The Stance Global copra, which has just been recently rebranded from CoolFuel to CoolStance® is sourced exclusively from the select Rabaul mill in Papua New Guinea. Stance Global keep a close eye on the quality control procedures employed at the Rabaul mill and regularly monitor the copra for aflatoxin to ensure it remains below the detectable limit of 5 ppb (analyses are available on request).

So for those of you who already recognize the enormous health and behavioral benefits available to your horse through copra, or for anyone who wants to try copra and see the difference for yourself, ALWAYS choose CoolStance®. It is the only consistently high quality and safe copra meal available on the market today.



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