



The following information will help you get to know us better, and serve as a helpful and educational tool for your store associates. If you have questions or would like to know more, please contact us anytime.

Get to Know Oxbow

Oxbow Animal Health is family-owned and operated and we're passionately committed to helping small animals lead longer, healthier lives. From the start, small mammal nutrition and care has been our specialty - not a sideline. Our timothy hay-based formulas and lifestaged diets have defined the way small animals are fed today and are recommended by leading veterinarians worldwide. Looking forward, we'll continue to lead the way with innovative, wholesome nutrition and care products to meet the needs of pets and their caregivers.

- Oxbow was the first company to include timothy hay in the diets of small animals and was first to market with appropriate lifestaged diets for these pets.
- We work hand-in-hand with leading exotic animal veterinarians and nutritionists to develop premium, nutritionally-correct solutions for small animals' needs.

Oxbow's Commitment to Quality - From Plant to Pet

Oxbow's commitment to quality starts in the field. We work hand in hand with our network of expert hay growers to ensure that the hay produced for Oxbow has all the premium attributes we require and our customers expect.

When hay arrives at the Oxbow farm, our quality assurance process continues. Hay is graded, analyzed and altogether scrutinized before it ever enters our facility. Testing on all products and ingredients is multi-faceted and only the best products enter the market. Only when our end product meets the approval of pets is our quality commitment complete.

Oxbow builds quality into our products through 26 specific procedures between the field and the food bowl.



Oxbow Hay

75% of every small herbivore's diet should consist of high quality grass hay. Hay should be offered "free choice" – available to pets at all times. Among many benefits, hay helps prevent obesity and digestive issues, encourages dental health, and provides mental enrichment. Oxbow hays undergo rigorous quality assurance testing and are hand-sorted prior to packaging.



The Anatomy of Oxbow Foods

A nutritionally-balanced, fortified food is a vital part of every small animal's diet. Fortified foods provide essential vitamins, minerals, and nutrients small pets need to thrive. Oxbow foods are nutritionally-correct and formulated to provide the appropriate amount and type of fiber, carbohydrates, and proteins for each specific species and life stage.



Guinea Pig Foods

Essentials Adult Guinea Pig Food

Timothy Hay ⇒ Essential fiber
Soy ⇒ Fiber and quality protein
Stabilized Vitamin C ⇒ Nutritional requirement

Essentials Young Guinea Pig Food

Alfalfa Hay ⇒ Essential fiber and energy
Soy ⇒ Fiber and quality protein
Stabilized Vitamin C ⇒ Nutritional requirement

NATURAL SCIENCE Adult Guinea Pig Food

Timothy, Orchard, Oat Hay ⇒ First 3 ingredients for essential fiber
Yellow Pea, Tomato, Canola ⇒ Fiber and balanced protein
Rosemary & Thyme ⇒ High palatability
Stabilized Vitamin C ⇒ Nutritional requirement

BeneTerra Organic Guinea Pig Food

Organic Grass Hay ⇒ Essential fiber
Canola & Sunflower ⇒ Balanced protein
Stabilized Vitamin C ⇒ Nutritional requirement

Rabbit Foods

Essentials Adult Rabbit Food

Timothy Hay ⇒ Essential fiber
Soy ⇒ Fiber and quality protein
Wheat ⇒ Energy source

Essentials Young Rabbit Food

Alfalfa Hay ⇒ Essential fiber and energy
Soy ⇒ Fiber and quality protein
Wheat ⇒ Energy source

NATURAL SCIENCE Adult Rabbit Food

Timothy, Orchard, Oat Hay ⇒ First 3 ingredients for essential fiber
Yellow Pea, Tomato, Canola ⇒ Fiber and balanced protein
Rosemary & Thyme ⇒ High palatability

BeneTerra Organic Rabbit Food

Organic Grass Hay ⇒ Essential fiber
Canola & Sunflower ⇒ Balanced protein
Flax ⇒ Omegas 3&6

Rat Foods

Essentials Adult Rat Food

Brown Rice ⇒ Low calorie energy
Oats & Wheat ⇒ Fiber and energy
Soy and Fish Meal ⇒ Balanced protein

Essentials Mouse & Young Rat Food

Corn ⇒ Essential energy for young rats
Soy and Fish Meal ⇒ Balanced protein
Wheat ⇒ Fiber and energy

Mouse Food

Essentials Mouse & Young Rat Food

Corn ⇒ Essential energy for mice
Soy and Fish Meal ⇒ Balanced protein
Wheat ⇒ Fiber and energy

Hamster Food

Essentials Hamster & Gerbil Food

Timothy Hay ⇒ Beneficial fiber
Oats & Barley ⇒ Energy source
Canola ⇒ Healthy protein and fat

Gerbil Food

Essentials Hamster & Gerbil Food

Timothy Hay ⇒ Beneficial fiber
Oats & Barley ⇒ Energy source
Canola ⇒ Healthy protein and fat

Chinchilla Food

Essentials Chinchilla Food

Alfalfa Hay ⇒ Essential fiber and energy
Soy ⇒ Fiber and quality protein
Wheat ⇒ Energy source

FAQs You Might Hear from Customers

Why are Oxbow foods just pellets and kibble? Where are the seeds and color puffs?

Oxbow foods are formulated to closely mirror the nutrition pets would find in nature. By providing a uniform pellet or kibble, pets are not able to selectively choose certain bits, which leads to incomplete nutrition. Uniform foods ensure pets get the correct balance of fiber, protein, fats, vitamins and minerals to optimize health and longevity.

What's the difference between Oxbow's various hays?

All of Oxbow's grass hays are nutritionally interchangeable – the differences relate to taste and texture. Grass hays are an ideal fiber source for adult pets, containing lower levels of calcium, protein and energy. Every pet is different, so it's important for pet parents to provide a variety of different grass hays to satisfy their animal's taste and texture preferences, promote mental enrichment, and encourage the overall consumption of hay.

Alfalfa is a legume hay with a higher energy, protein, and calcium content and is ideal for young, growing, and pregnant/lactating pets. A small pinch of alfalfa can be fed to adult animals as a treat.

Why Oxbow?

From Oxbow's beginning, we have been committed to meeting the specific needs of small pets. Our innovative, wholesome nutrition and care products are backed by the knowledge and benefit of five generations of hay-growing expertise and the support and recommendation of top exotics veterinarians and nutritionists worldwide. From the Oxbow farm to a pet's food bowl, our commitment to pets never ends.

Why is it necessary to transition from a young formula to the adult formula for certain species but not others?

For some species (hamsters, gerbils, chinchillas, and mice), a single diet provides appropriate nutrition throughout all lifestages. For other species (rabbits, guinea pigs, and rats), two diets are necessary to provide appropriate energy amounts at different lifestages. Our Essentials "Young" formulas contain appropriate, higher energy ingredients to meet the needs of young, pregnant, and lactating animals, while our "Adult" formulas contain lower energy and are appropriate for mature pets.

When should animals be transitioned to the adult formulas?

Rats: transition to Essentials – Adult Rat at 6 months.

Rabbits: transition to adult formulas at 1 year.

Guinea Pigs: transition to adult formulas at 6 months.

Transition gradually, following the instructions provided on packaging.