

# Brown Dairy Equipment Co.

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## April 2019

### THE NEWSLETTER FOR DAIRY FARM ESTABLISHMENTS



FROM THE,,,

## *President's Desk*

**Spring is here!** The weather is warming, crops are being planted, and the promise of summer is around the corner. Now is the time to plan for summer weather and consider having your systems checked to be in peak performance before the weather gets too warm. Contact us and we will be happy to schedule an appointment to review your dairy milking and cooling systems.

**Energy efficiency** is something we all need to think about with our dairy equipment. Brown Dairy Equipment has been working with DTE, Consumers Energy, and other energy companies to help dairy farms to become more energy efficient. Mike Whelan has been our point person to help your dairy operation in replacing equipment that may not be energy efficient and the energy company will also help pay for a cooling checkup. Ask us for details. See page 2 for additional information.

**June is Dairy Month** and when you see your Delivery Route Driver, Service Technician, Dairy Solutions Team Member, or visit one of our stores make sure you receive your dairy treat in June.

— Dennis Brown



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# Now Is The Time For Energy Efficiency

By: Mike Whelan

To say times are tough in Michigan's Dairy Industry would be an understatement. With milk prices being low, testing becoming more stringent, and challenges of keeping well trained staffed, it's easy to have sympathy for the struggles facing dairy producers. Nearly every customer I talk to in my travels has the same concerns, but they all, as expected, have different outlooks. Some have given up and accepted what they call "the inevitable" and are planning an exit strategy. Some others aren't ready to accept a similar fate and are cutting costs to make it through the current climate. Others are continuing to run their business how they always have and not investing in something unless they can see a return on investment or it is an absolute necessity. The last two groups of customers point to the future forecasts as a sign of hope, that this too shall pass, but I ask when and how long can they wait.

For the past two years I have heard "the future" come out of the mouth of dairy producers more than a fortune teller. Sure we are rebounding and yes the forecast is more promising than in the past, but we can't take future funds to the bank today. It is right to be hopeful, but only when that hope is used to motivate and uplift yourself in tough times. Looking to the future will not increase your milk production today; looking to the future will not help you pay for supplies, service, employee wages or the other costs associated with running the dairy. Unfortunately, every bill that arrives or expense that occurs in the present cannot be paid with future funds. Brown Dairy Equipment understands the struggle, knows it is real, but we refuse to be complacent and are looking for ways to help those looking to the future.

That is why Brown Dairy Equipment has made a concerted effort to understand what options are available to customers who are looking to be more efficient in the present and ultimately more profitable in the future. One of the best options

we have come across are the many energy efficient incentives available from energy providers. Every energy provider in the state takes part in these incentives in one way, shape or form. The amounts differ from energy provider to energy provider, but all provide money back to their customers for making energy efficient improvements. The improvements could be installing new equipment such as variable speed drives, plate coolers, chillers or switching to LED lights. However, one of the most cost

effective and easiest incentives to take advantage of is a refrigeration tune-up and it does not require the purchase of a new piece of equipment.

The refrigeration tune-up incentive can be claimed every two years and does not require prior notification to reserve the funds for a new equipment project. As stated earlier, the amount of the incentive can vary by energy providers, but all the companies cover up to 75% of the bill and use the same formula of pounds of milk shipped a day to determine how much will be paid towards the tune-up. All you have to do is call Brown Dairy Equipment and tell us you would like to schedule a refrigeration tune-up. We will gather the necessary information from you at that time and schedule one of our certified refrigeration experts to come perform the work. You will have peace of mind knowing that your cooling system will be ready for the warm days ahead and at a minimal cost; certainly far cheaper than an unplanned service call.

If you are looking for ways to succeed in the future give us a call. You may be able to change that

old reciprocating cooling compressor, add a plate-cooler, a fre heater, a VSD to your vacuum pump or milk pump, or simply have your refrigeration system tuned up.

Just call and answer a few questions such as pounds of milk shipped a day and your energy provider to help determine what Energy Incentive is best for you and the amount you would qualify for; we will take care of the rest. Please call Brown Dairy Equipment 800-373-2153 or email Mike Whelan at [mwhelan@browndairyequipment.com](mailto:mwhelan@browndairyequipment.com) for more information.

## COMMON AGRICULTURE INCENTIVE AMOUNTS BY ENERGY PROVIDERS

MEASURE	D.T.E. INCENTIVE	CONSUMERS ENERGY INCENTIVE	CO-OPS & OTHERS*
REFRIGERATION TUNE-UP INCENTIVE BASED ON POUNDS OF MILK SHIPPED A DAY	\$0.01	\$0.04	\$0.015
SCROLL COMPRESSOR INCENTIVE BASED ON POUNDS OF MILK SHIPPED A DAY	\$0.01	\$0.04	\$0.04
V.F.D/V.S.D. FOR VACUUM PUMP INCENTIVE BASED ON VAC. PUMP HP	\$30.00	\$100.00	\$50.00
V.F.D/V.S.D. FOR MILK PUMP W/EXISTING PRE-COOLER INCENTIVE BASED ON POUNDS OF MILK SHIPPED A DAY	\$0.03	\$0.10	\$0.06
V.F.D/V.S.D. FOR MILK PUMP W/NEW PRE-COOLER INCENTIVE BASED ON POUNDS OF MILK SHIPPED A DAY	\$0.065	\$0.14	\$0.06
MILK PRE-COOLER CHILLER, PLATE COOLER INCENTIVE BASED ON POUNDS OF MILK SHIPPED A DAY	\$0.07	\$0.20	\$0.10

*\*Due to the number of Co-Operative energy providers in Michigan actual incentive amounts may vary. Please call 800-373-2153 to verify incentive*

# Advice: Continual Improvement and Meeting Public Part Way

By Sherry Bunting, Special for Farmshine, Friday, January 25, 2019 (excerpt from article)

NEW HOLLAND, Pa. – While dairy producers are focused on the biological functions of the cow, the public puts emphasis on more subjective aspects of animal welfare, dealing with how the animal “feels” and if the animal is living a “natural life.”

In some ways, the dairy industry is partly to blame for ‘mythconceptions’ by continually using images that perpetuate a more subjective ideal of animal welfare, whereas the realities of biological function are scientific and objective and can be more easily measured. “Do not underestimate the power of consumer groups working through social media and animal activism. It is important that we understand how others are looking at what we do, and to prioritize what is reasonable, where these areas converge,” said Dr. Nigel Cook, animal production medicine professor at the University of Wisconsin-Madison. The well-known Wisconsin dairy housing specialist is a recognized expert on animal welfare across various housing environments and how to satisfy the needs of the cow and meet the demands of consumers.

He warned that, “Companies we sell to are into brand protection, and they do not want to be associated with bad stuff.”

That said, Cook noted that while dairy producers are committed to continual improvement, the industry’s promotion, branding, and advertising needs to show cows managed in real-life dairy facilities.

Those dairy producers who are implementing and putting continual improvement into play are showing their commitment to being in the dairy industry into the future.

Likewise, those in the industry who are promoting and marketing dairy need to shift gears to put nice pictures of real-dairy into the public domain: Show those goodies chopped up and provided to the cow as an equally acceptable way to manage cows as is the pastoral grazing scenes. Show cows lying down in comfortable stalls and their care in confinement, not just lying down in pasture.

Instead of shielding consumers from reality, the industry needs to market what is real, while new knowledge and resources help dairy farms make continual improvement at all phases – from planning new projects and investing in upgrades to implementing cow comfort and executing daily management.

[Cook further comments about the prevalence of lameness and identifies some solutions.] Truth be told, lameness is a huge animal welfare problem – globally – across dairy systems.

With the average worldwide lameness percentage at 22% for tiestalls, 23% for freestalls, and 23% for robotic facilities. Cook explained that, “Lameness is a huge animal welfare issue, and there is an enormous range among farms from 8% to 55%.”

He showed from statistical analysis of DHIA records that high production confinement herds averaged 13% lameness, which “rivals the best grazing herds that are producing half as much milk.”

Facility related factors include limiting time on concrete, deep-bedded stalls, how manure is managed and the standing surface. For example, slatted floor barns have drawbacks depending on the width and sharpness of the slats.

In barns with automatic scrapers, Cook noted that care should be taken to avoid using them at high cow traffic times.

Dividing feed and watering areas also helps by reducing competition and potential for injury. In addition, placing footbaths for use 4x/week, access to the hoof trimming chute and prompt treatment of hoof issues are critical.

In Wisconsin, some of the work being done by the Dairyland Initiative involves strategic use of rubber flooring where it matters most, like in the milking center and holding areas, and that lying time can be increased with fast-moving air where the cows are lying down.

The good news? “We know how to fix this! Progress is being made. We are getting better,” he said.

He noted research showing an association between lameness and hock injury.

While longer lying bouts are for reducing the number of times cows get up and down, this can be a problem when cows are down longer because of lameness. In these cases, cows struggle to change position in their stalls and get pressure injuries.

Cook said that free subscriptions are available to access housing modules as well as modules on life cycle approaches to lameness at <https://thedairylandinitiative.vetmd.wisc.edu/>

Excerpt from Farmshine Publication, January 25, 2019



Made of **100% recycled premium rubber**, the matting provides **excellent traction** and ensures **comfort and safety**.

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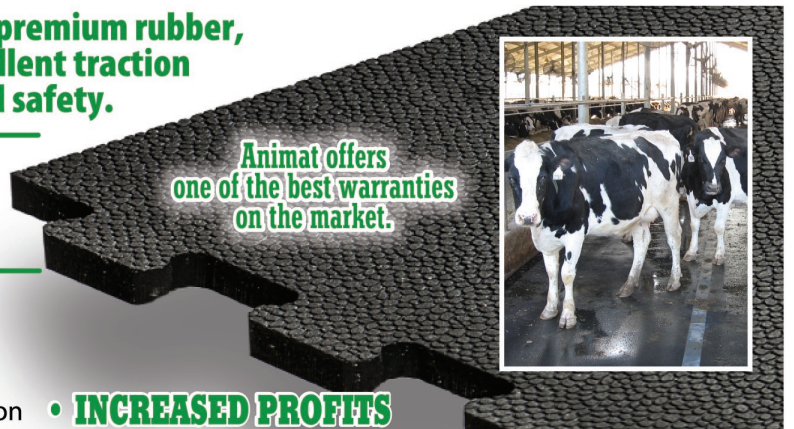
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- Parlors
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**OPTIMAL COMFORT** for your herd.

- BENEFITS:**
- Increased Comfort
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Animat offers one of the best warranties on the market.

# Brown Dairy Equipment Newsletter

## Spring Edition 2019

2153 North Van Dyke  
Bad Axe, MI 48413



## Is it time to have your cooling unit checked before the hot temperatures arrive?

*Climate can impact your milk refrigeration system.*

One of Brown Dairy Equipment's knowledgeable Service Technicians can inspect your cooling system to help prevent growth of bacteria and maintain a high-quality milk product.

### Other factors to consider to keep your cooling system working properly:

**AIR FLOW** – Do you have the proper flow? • **REFRIGERANT** – Do you have the right amount of refrigerate in your system? • **TEMPERATURE and TIME** – Is your temperature exceeding 45°F or is the cooling system running longer than 30 minutes after the end of each milking?

- **EMPLOYEES** – Education is important on keeping milk cool.
- **SCHEDULED MAINTENANCE** – A regular maintenance check-up can look for any issues you may be having with the cooling system.



### Call us today to schedule an appointment

to have your milk cooling system checked or to discuss the energy rebate program.



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