

Brown Dairy Equipment Company

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November
2014

THE NEWSLETTER FOR DAIRY FARM ESTABLISHMENTS

IN THIS ISSUE

Fall is upon us and so is a bountiful harvest!

It has been an extremely busy few months since we published the summer newsletter. The summer finally cooperated with some very good weather and abundant rain to make our growing season seem very long. The harvest is going full tilt as the first snowflakes fell on Halloween. The High School football playoffs are in high gear and many of the other fall sports are wrapping up. Many people are already thinking about Thanksgiving and all the holidays that follow. Time surely does fly.

In August we had a whirlwind tour of the state with Customer Appreciation Day Open Houses at our three locations on consecutive days. We had tremendous support from our vendors and the folks who made time in their busy day were treated to great food and conversation with many of our employees and representatives of the equipment companies whose products we offer. Thank you again for your continued loyalty and support since 1962.

We have successfully started milking in a few of our new projects after the early weather delays frustrated all involved. Our installation team has successfully completed or has started eight complete new systems and seven parlor remodels. This group of installers is very proficient at removing the fronts from old parallel or herringbone stalls and updating to the high quality Turner Lift Fronts in minimal down time.

Our largest project of the year is moving along and we are finally able to have our staff installing equipment.

This dairy is going to be a showplace for the Madero Rotary system along with the latest in BouMatic Automation and Mueller Cooling.

Brown Dairy Equipment has made a big step into three completely new ventures. Please look at pages four and five regarding these exciting new products.

Please remind all of your graduating High School Seniors to apply for the Brown Dairy Equipment Scholarship. If you go to www.browndairyequip.com, follow the link to our application and guidelines.

Brown Dairy Equipment Customer Appreciation Days.
Page 2

Customer Profile Page 3

Meet Tim Moore – Manure Equipment Specialist
Pages 4 and 5

Conewango liners and QUATRO boots. Page 6

Udder Gun Automated Teat Scrubber – cleans up the competition. Page 7

ENVIRO LAGOON Reduces Manure Solids Page 7

Brown Dairy Equipment's Winter Teat Dips Page 8

Brown Dairy Equipment Customer Appreciation Days

On August 12, 13 and 14, 2014 we had Customer Appreciation Day at our Bad Axe, Portland and McBain stores respectively. Our vendors showed great support at all three locations. These vendors participated:

- AfiMilk, USA
- BouMatic
- Lauren Agri-Systems
- Enviro-Lagoon
- Atlas Copco Air Compressors
- Weaver Equipment
- Milk Maven Pulsation Monitoring
- Mueller Milk Cooling
- Holm & Laue Calf Feeding Equipment
- FAN Separator
- ANIMAT Cow Comfort Solutions
- Dairy Dynamics Chemicals
- Orion Lighting
- Michigan Dairy Tech
- Blue Earth Labs – Clearitas
- Schurr Rotating Cow Brush
- AgroChem Chemicals

We appreciate the support of our business partners/ vendors and all Brown Dairy Employees who helped make this a success.

As always happens with planning an event especially in the summer, there were many conflicts so attendance wasn't as large as we hoped. Those that did come enjoyed visiting with our vendors and Brown Dairy Equipment employees. Lunch consisted of beef sandwiches, hot dogs, chips and ice cream — and was enjoyed by all! Door prizes were given out at each location.

We appreciate those that did take time from their busy schedules. We look forward to having more Customer Appreciation Days in the future.

The 48 employees of Brown Dairy Equipment thank all of our customers for your continued support!



Bad Axe Location



Portland Location



McBain Location

Meet the Schroder's

Husband and Wife team reminisce about life and Cary Dairy

On a cold snowy afternoon, I found myself sitting across the table from Dave Schroder, Dairy Manager at Cary Dairy in Battle Creek, Michigan.

The story is a fascinating one. How do a Husband and Wife end up working, together, at a dairy farm owned and operated by Steve Cary? The easy answer is, they don't, Dave manages the dairy and Melissa manages the calving operation on opposite ends of the farm! Let's start from the beginning...

As a very young boy growing up, Dave was always fascinated with cows. Going to the neighbors when he heard the milking machine starting up, he was always right on the owner's hip taking in all the information he could. Growing up going through high school, he worked on a few different dairy farms. Little did he know at the time, was that knowledge he was taking in would serve him well in the future. After high school he decided he was going to take a trip to California, much to the dismay of his father. During that 6 month time he said with a grin, "I went to work at a Mercedes dealership. Who gets to put that on their resumé?" Returning to Michigan, Dave decided it was time to go to college for electronics. "I found out quickly that college was not for me." With that, he began a 15 year stint working at Care Free Windows in Charlotte, Michigan. "It was simply for stability." During that time he would get married to Melissa and have their first child Ethan.

...but the love of cows still remained during that time.

An opportunity presented itself at Cary Dairy, a growing operation just north of Battle Creek, Michigan and Dave seized the opportunity. "I fed cows for 10 years, 6 days a week and loved it," Dave said with a smile. "It was exactly where I wanted to be." During that time, Cary Dairy's former Dairy Manager took an opportunity to move to Australia to manage a herd. After some serious soul searching, Dave took



over the Dairy Manager duties for Cary Dairy.

...so where does Melissa come in?

Working as a Vet Tech in Battle Creek, Melissa's story is equally as fascinating. Not only did she have the day to day duties at the clinic, she was also witness to several firsts at Binder Park Zoo. The veterinarian she was working for just happened to be the lead Vet for the Zoo as well! "I saw the first set of cheetah cubs and baby giraffes come to the zoo, it was really neat," she says with a smile. It was only a part time job, so she was looking to add a second job. Enter Cary Dairy calving operation.

"At first I was just feeding calves part time in the afternoon." That only lasted 10 months. For the past 9 years Melissa has been in charge of the entire calving facility on a full time basis. At any given time she is dealing with as many as 180 calves that are on milk or in transition.

I asked Dave and Melissa to tell me about Steve Cary as an employer. It was very evident that they surely appreciate Steve. The words "Passionate, Caring, Goal Oriented" were both part of their descriptions. "Steve is very caring towards all of his employees."

I also asked Steve to give me his thoughts on Dave and Melissa. "It's peace of mind," he said. "They take ownership of the farm and are both very good at what they do." There is clearly a mutual respect between Dave, Melissa and Steve Cary.

It's been 17 years since Dave started at Cary Dairy and 9 years for Melissa. "We shut work off at home," says Melissa. "We have a few cows and horses of our own to take care of, so we need to keep work and home life separate." The husband and wife team will be married 30 years this year and have one son (Ethan) who is 24.

It was great sitting down with Dave and Melissa, the love they share for their work and each other is very clear. Brown Dairy Equipment wishes Dave and Melissa all the best and success in the future!



Meet Tim Moore and the newest additions to the Brown Dairy Equipment product offering

Tim Moore joined Brown Dairy Equipment this summer as our Manure Handling and Cow Comfort Specialist. Tim has years of experience selling these products, along with most of a lifetime in sales. Tim brings the expertise we needed to venture into a totally new product offering.

We at Brown Dairy Equipment are very excited to offer the Dairy Producers of Michigan along with those in Northern Indiana and Ohio the most respected products in their respective fields. The FAN Group has a wide array of Manure Separator, Bedding Recovery Units and pumping systems. They are the worldwide leader in manure technology. An exciting new product is mechanical phosphorus removal.

Secondly, the addition of the ANIMAT product line allows us to provide cow comfort in the milking parlor, cattle walkways and in the free stall barn. This product is well known for its quality and long life.

Our latest new offering is the environmentally friendly SLURRYSTORE Nutrient Management System. The SLURRYSTORE System has been in use for over 35 years with many of these original systems still in use. SLURRYSTORE Systems are NRCS Approved and can be used for manure storage or used in Digester Applications.

If you have any questions about these products, please contact Tim on his cell at 517-881-1035.

Pioneering Green Bedding

The FAN Separator is the key ingredient of a system giving farmers a choice in their bedding material. The FAN Press Screw Separator can handle thick (20% solids) as well as thin slurries (down to 0.1% solids). Dryness of separated solids can be adjusted between 25% and 42% depending on the application and model.



New models are changing the way farms are bedding for the future. The new BIG JOHN Bedding Separators have automatic weight control arms, smart control panel technology, 36% to 42% Dry Solids with screens priced 1/3 less over previous models. Using a FAN Separator will decrease the amount of solids required to spread on your fields plus decrease your slurry input by 25%.

Call us today to schedule a visit to see a working press screw separator!



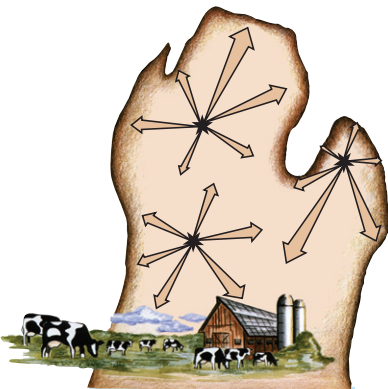
Their Comfort, Your Productivity!



Thanks to its unique design and construction using highest quality materials, Interlock rubber mats represent years of use and satisfaction, and your cows will be grateful for it. Interlock rubber floor coverings for barns adapt to all types of flooring and are the ideal alternative to grooved or un-grooved concrete. Whether for new buildings or for retrofitting existing constructions, Animat is easy to install. As soon as the installation is complete, you will observe firsthand the change in your herd's behavior:

- the increase in feed intakes
- easier and increased heat period detection
- improved milk production.

Animat is excellent for: free stalls and housing alleys, horse stalls, milking parlors and calf houses.



New additions to our offerings are leading the way in...

MANURE TECHNOLOGY

COW COMFORT

ENVIRONMENT FRIENDLY PRODUCTS!



Best Storage for Maximum Nutrient Value!

Consistent Nutrient Value - Agitation Makes the Difference

- Center agitation system evenly blends nutrients.
- Better utilization of "waste" translates into less purchased fertilizer.



Environmentally Sound

- Designed and constructed using bolted glass-fused-to-steel panels for secure storage and high corrosion resistance.
- Above ground - minimizes the danger of run-off, leaching and ground water contamination.
- Environment-friendly odor control - releases odors above ground level into higher air currents.



For more information, call **800-373-2153** or visit our website

www.browndairyequip.com



Milking speed: UP Hyperkeratosis: DOWN

No hype. Just proven fact.

- Square, narrow-bore, tapered barrel promotes high-speed milking
- Minimizes mastitis and hyperkeratosis
- Engineered to improve teat end health
- Manufactured from natural rubber formulation
- Fits perfectly in stainless steel 06 style shells



Learn more about the full line of Evolution[®]X² liners at **Brown Dairy Equipment • 800-373-2153**

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Producers in Evolution[®]X² trials have experienced reduced "unit on time" along with increased milk production as compared with competitive square liners.

Scan to learn more



Scan to learn more.

STEP UP TO A MORE *comfortable* FARM BOOT.

QUATRO[®] BOOTS

- Quick-Dry Polyester Lining
- Full Rubber Cladding
- Removable Comfort Insole
- Mud Release Outsole
- Available in non-insulated and insulated, with or without steel toe

QUATRO[®]

CAN'T BEAT 'EM FOR COMFORT

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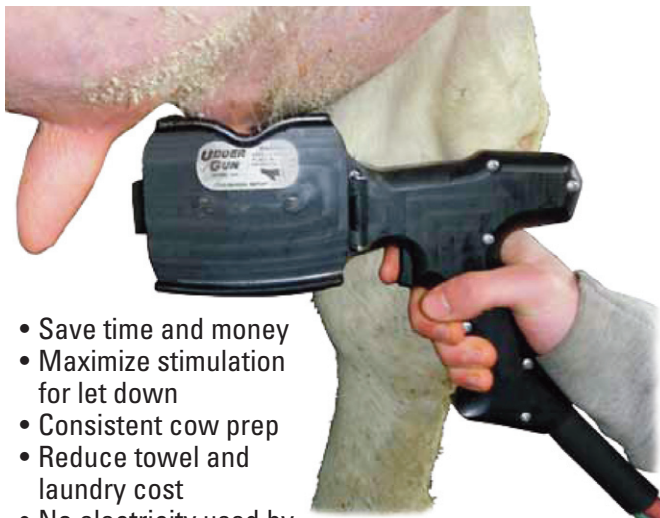
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UDDER GUN™

TEAT SCRUBBER

Cleans, Sanitizes, and Stimulates Cows Quickly and Consistently



- Save time and money
- Maximize stimulation for let down
- Consistent cow prep
- Reduce towel and laundry cost
- No electricity used by system
- Ergonomic, easy to use gun
- Low water usage, 1 to 2 oz. per cow

How the Udder Gun™ outperforms all others for superior cleaning and stimulation



- Engineered to mimic a calf suckling at 60 licks per second
- Exclusive elastomer teat belts have flaps to contact and conform to each teat
- The belts auto adjust to size and shape of teat
- Warm water/sanitizer sprayed onto belts and teat at 6 oz./min.
- Teat tip is cleaned when entering and exiting teat belts
- Teat belts allow for more flap contact with whole teat than rotary brushes
- As the teat belt flaps rotate around the lower shaft, they accelerate to flick off water and debris



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ENHANCE NUTRIENT VALUE

REDUCE ODOR



ENVIRO LAGOON™

DAIRY WASTE MANAGEMENT SOLUTION

Easy To Use. Quick Results.

"Immediately after adding EnviroLagoon to our manure system, **pits became much easier to agitate and pumped out in significantly less time.** The product also reduced odor levels of the manure during field application."

- Kelly O., Auburn, NY

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SOLUTIONS 4Earth

For more information, call 800-373-2153 or visit our website www.browndairyequip.com

Brown Dairy Equipment Newsletter Fall 2014

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WINTER IS COMING!

THERMAPLEX Sanitizing Pre- or Post- Milking Teat Dip

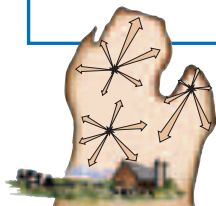
Therma-Plex consists of a 1% Carpric-Caprylic acid germicide combined with a 70+% skin conditioning system containing: Lanolin, Glycerin, Aloe Vera Extract, and Propylene Glycol.

Therma-Plex is an excellent choice in cold, wet, winter weather. *Therma-Plex is often used year round* because of the therapeutic skin conditioning that results from its use.

FROST PROOF Powdered Sanitizing Teat Dip

Frost Proof is a powdered teat dip for use in cold weather.

Frost Proof combines two effective germicides for mastitis control and soothing Aloe Vera to condition skin tissue. The active ingredient is .5 % Chlorhexidine Diacetate with Aloe Vera Extract skin conditioners.



FOR MORE INFORMATION, CONTACT:

Brown Dairy Equipment Co.

800.373.2153 • browndairyequip.com