



Brown Dairy Equipment Company

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July
2013

THE NEWSLETTER FOR DAIRY FARM ESTABLISHMENTS

IN THIS ISSUE

A very exciting spring at Brown Dairy Equipment

We hope this edition of our newsletter finds you well! The corn and beans are planted and first cutting is in storage. By the time you receive this third quarter newsletter, second cutting will be well underway. Even though the spring was wet, most everyone has a better outlook for crops and our industry than this time last summer. If the weather cooperates we might see record yields!

This year might set a record for new parlor installs as well, ranging in size from double eight to double eighteen featuring simple detachers, to the latest in herd management with meters and activity monitoring identification. Three of the parlors are replacing stall or flat milking barns and one is replacing a parlor first built in 1957. We are excited to help these families build their dreams.

We would like to thank our current customers who allowed us to tour their facilities this past winter and spring, taking time from your busy day to

share your experiences of building a new project or remodeling your current facility and the faith you had in working with Brown Dairy Equipment. If you would like to set up a tour to see any of our existing or new installations, please give us a call.

At this time of year we understand, your time is at a premium. This is why our service technicians are willing to invest the hours to keep your milking and cooling systems running at peak performance 24 hours a day. Recently we hired three new technicians who are excited to learn our business and work with the dairy producers of Michigan.

Thank you for your confidence in our abilities to keep your dairy running smoothly when you are busy in the fields. We appreciate your business.



Scholarship Applications now being accepted on-line. Application deadline is August 10, 2013 for this fall.

Brown Dairy offers scholarships for the upcoming school year...read more...Page 2



BouMatic Equipment Promotions

Replace your old mechanical timer type washer with the Guardian II system....read more....

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New Scholarship Program

Brown Dairy Equipment is now offering scholarships for young people who desire to continue their education past High School. The Scholarship amount is yet to be determined. Each scholarship will be available to students who plan on attending a college and major in Dairy Management, Large Animal Veterinarian or to a student continuing their education at a technical school studying electrical or refrigeration training.

When you go to www.browndairyequip.com our front page has all the information and links to apply for our first year of scholarships.

We are very excited to help the youth of our area continue their education. We hope this allows these individuals to learn the skills to help them stay in the industry we love so much.



The Deadline for applications and your personal statement is **August 10, 2013.**

BROWN DAIRY EQUIP. SUPPORTING EDUCATION

Please apply now as the deadline is approaching quickly.

www.browndairyequipment.com



Parlor Upgrades with Turner Stalls

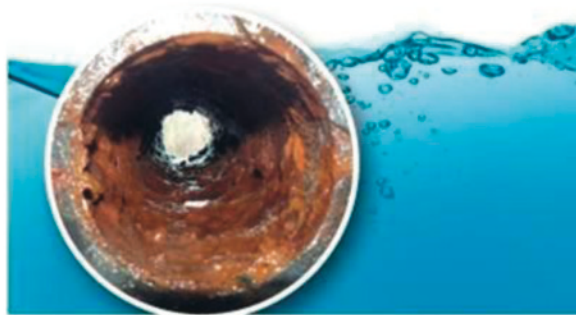
Our sales people and installers have been extremely busy completing two large parallel parlor

conversions. The old stalls had sequence gates cemented in the floor, so we cut those off and installed new Turner Vertical Lift Fronts. The Turner stall has the sequence gate mounted to the fronts which raise straight up leaving a clear and unobstructed exit lane for the cow. We also converted two herringbone fronts to Turner Vertical Lift style with indexing. Brown Dairy Equipment and Turner can custom build a system to fit your needs.

Speaking of custom? Brown Dairy brings more to your project than any other dealership or distributor in Michigan. From

Dennis Brown providing Delta CAD drawings, to a group of experienced installers who take pride in their workmanship, we can help bring your dream of a new milking system to life. Dennis and the sales team will develop drawings which are customized to your thoughts and needs. The theory is to put everything on paper before we move any dirt or breakout concrete.

Please give us a call so we may help you with your upcoming projects.



What's in your pipes?

By removing scale build up in your pipes, you will experience:

Lower Energy Costs

Improved Equipment Performance

Cleaner Drinkers

Does this interest you?

Organic masses of biofilm, algae and slime build up inside water lines and on the walls of animal drinking fountains. These masses harbor and breed bacteria that are continually released into the drinking water. As a result, water quality is compromised and may contribute to poor animal health and/or inhibit optimum production. Moreover, hard mineral scale build up can cause clogging in water lines, plate coolers and hot water tanks. If left untreated, water lines can plug up and cause drops in pressure, resulting in expensive corrective measures to restore the water system.

Clearitas® from Blue Earth Labs® is a NSF certified, nonhazardous formulation of highly oxidized chlorine engineered to remove organic and inorganic deposits within water pipes and storage vessels. The unique oxidizing properties of Clearitas enable it to penetrate and remove the attachment mechanisms that start and hold inorganic and organic material together and to surfaces. Water treatment with Clearitas also remediates waterborne bacterial issues, enhances traditional disinfectant and sanitizer effectiveness and improves overall water quality.

What does this mean for you? Clearitas will clean your pipes, increase your water flow and help keep bacteria from growing in the drinkers. Increased water flow through your plate cooler will increase efficiency resulting in less energy required by the bulk tank.

After one day of use, **Doug Westendorp** from MOO-ville Dairy stated, *"This stuff is awesome! The water in my drinkers is already clear and due to more water going thru the plate cooler we are overflowing our water tank."*

There are many systems installed throughout the state showing great results. For more information, please visit: <http://www.blueearthlabs.com> or contact Brown Dairy Equipment representative today!



blueearthlabs®
 the science of safe water®


FLORAN®
 

 safer. cleaner. better.®

Check out our website

www.browndairyequip.com

**"If you think you can do a thing or
think you can't do a thing, You're Right"**

Henry Ford

Contributed by Skip Reese, District Sales Manager, BouMatic USA

BouMatic Mission: Create value through innovative solutions to harvest the highest quality milk, gently, quickly, and completely.

This month we are focusing on three key products Evolution Pulsator, Magnum Liners, and the Flo-Star Max Claw which all play a big part in helping us reach the BouMatic Mission statement listed above. With that focus, we have compiled Key Parlor Performance Indicators that will help you analyze your dairy and see if you are following the BouMatic philosophy of “quickly, gently, and completely milking the cow”.

Achieving maximum parlor performance requires managing and monitoring of labor, proper milking procedures, adequate parlor maintenance, proper installation of the milking equipment and cow performance. Parlors equipped with milk meters linked to herd management software offer dairy managers the ability to monitor key performance indicators for each of these areas on a milking by milking basis.

Key Parlor Performance Indicators;

Cows per Hour - Cows per hour is calculated by dividing the total number of cows milked by the length of time required for the milking. True cows per hour must include fresh and treated pens.

Cows Per stall Per Hour - This calculation allows comparison between different parlor sizes and tends to ignore the Boumatic principle of harvesting the most milk possible in the shortest amount of time in a gentle manner. Parlors with little or no udder preparation may feel they have high cow throughput, while reducing the total amount of milk being harvested from individual cows.

With consistent udder preparation routines most conventional parlors should be able to maintain 4.25 to 4.75 turns per hour. The stalls per hour rate may be higher in lower producing pens and when milking crews are fresh. Turns per hour may vary according to the number of milking's per day. The industry averages are;

2X = 4.3 to 4.5 turns per hour

3X = 4.8 to 4.9 turns per hour

Milk per Hour

Milk per hour is calculated by dividing the total amount of milk by the length of time for a given milking. This is one of the key factors in the Boumatic philosophy of quickly and completely milking the cow.

Milk per Stall per Hour

Milk per stall per hour is calculated by dividing the total milk by the number of stalls by the overall time for a given milking shift. This monitor has the advantages of reflecting the overall rate of milk output and removing the effect of parlor size. Milk per stall per hour is the best single indicator of overall parlor

performance. The goal for 2X herds is a minimum of 150 pounds and a minimum of 120 pounds for 3X herds per stall per hour.

Milk in the First 2 Minutes

Milk in the first 2 minutes is a very useful number to help monitor prep procedures and udder stimulation. The goal for 2X herds is 18 pounds and 14.5 pounds for 3X herds. These numbers are achieved when consistent milking procedures insure adequate milk letdown and overall excellent cow handling protocols are being followed.

Peak Milk Flow

Peak milk flow is defined as the amount of milk produced between the first and second minute after unit attachment. Peak milk flow is directly related to milk production and overall udder preparation. The goal for 2X herds is a minimum of 10 pounds and a minimum of 8.5 pounds for 3X herds.

Average Milking Duration

The goals are to harvest the first 25 pounds of milking 4 minutes or less. Each additional 10 pounds of milk should require less than an additional 0.5 minutes remembering milk flow at each point after attachment has a strong relationship to milk production.

Average Flow Rate

The average flow rate is calculated by dividing the actual milk production by the milking duration. Goals for 2X herds are a minimum of 8.5 pounds and a minimum of 6.5 pounds per minute for 3X herds.

Facility and Personnel problems that can affect the Key Parlor Performance Indicators;

1. Delays in entrance into the parlor from holding area.
2. Delays from entering parlor and occupying a stall.
3. Delays between the time a cow occupies a stall and unit attachment.
4. Delays when exiting the parlor.
5. Delays due to an empty holding area, e.g., between 2 groups of cows.
6. Delays from attachment of first unit on a side to last unit on same side.
7. Delays due to long duration of on-time for 1 cow, delaying rest of side.
8. Delays due to equipment factors (e.g., vacuum & detacher settings).
9. Delays due to lower flow due to inadequate pre-milking stimulation

*Parlor performance can be impacted by factors that occur outside of the parlor. Improper

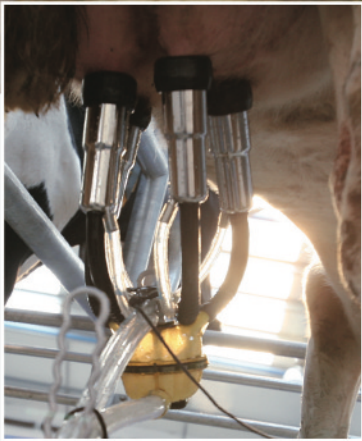
Methods of handling as cows are moved from the home pen to the parlor will impact milk ability and the overall performance in the parlor. Poor handling practices will interfere with oxytocin letdown and impede cow flow. Any investigation of parlor performance must include an evaluation of animal movement procedures and protocols as well as an assessment of the cow handling by personnel in the parlor itself.



It's all about the cow™



© 2011 BouMatic.



Every time you attach a BouMatic milking unit, you're drawing on the highest levels of experience, knowledge and dedication to dairy excellence the industry has to offer.

For BouMatic, it really is all about the cow. Every system, every program, every product we develop is designed for your cow's comfort, health and performance.

Milking gently, quickly and completely is BouMatic's commitment to your cows. Improving the productivity and profitability of your herd is BouMatic's commitment to you.

See how your cows and BouMatic can create more value on your dairy.

- SmartDairy® Management Systems
- Cow Traffic and Stall Systems
- Cooling Systems
- Dairy Chemicals
- Milk Harvest Equipment
- Genuine Parts and Supplies
- Automation and Controls

Promotions

HiFlo Evolution Pulsator

Volume pricing, with up to 35% discount on the most innovative pulsator to be introduced in years.

Flo-Star Max Milking Claw

Volume pricing on the light weight milking claw which is made of materials tougher than stainless steel. Up to 40% discount.

Magnum "M" Milking Liners

The New Rubber Milking Liner now made in Madison, Wisconsin by BouMatic. Please ask us about how to incorporate this new liner into your milking system.

Guardian II Pipeline Washer Program

Update your old pipeline washer and receive a minimum rebate of \$600.00. Many mechanical timers are no longer available for older washing systems. Please ask us how you could receive a larger rebate incorporating Brown Dairy Equip. Chemicals.

Air-Star DSL Vacuum Suppliers

Fantastic pricing on the Air-Star Dual Splash Lubricated Lobe vacuum supplier. Ask us how to put the Air-Star to work for you.

Flo-Star[®] MAX

Flo-Star[®] MAX – the ultimate milking unit. Improve your milking efficiency, parlor performance and overall profitability.

Made of cutting edge, engineered resins that are tougher than stainless steel and fully approved for dairy use.

Flo-Star[®] MAX Reduces:

- Squawking
- Unstable milking vacuum
- Long milking times
- Over milking
- Kick-offs
- Liner slips
- Fall-offs
- Liner twist

Magnum[™] M Liners

- **Magnum[™] M Series = Maximum Milkability**
Liner Series means an ideal fit for your cows
- **High Performance, Greater Profitability**
Faster, more thorough milkout
- **Heavy Duty Construction**
More rubber than other "premium" liners
- **Improved Mouthpiece Contact**
Progressive lip thickness reduces slips
- **Better Tension & Integrity**
Ribs on outer barrel reduce ballooning and twisting

www.boumatic.com BouMatic • PO Box 8050 • Madison, WI 53708 • 608-222-3484

HiFlo[™] Evolution Pulsator

- Perfect, Reliable Pulsation
- Saves Time, Saves Money
- Easy to Service
- Ultra Durable
- Easy Installation in Any Parlor

Welcome to the Newest Generation of Legendary Pulsators from BouMatic.
A new standard of performance, durability and profitability in milking pulsation.

Engineered Efficiency
The HiFlo[™] Evolution delivers superior pulsation performance from an efficient design that also comes with easy installation and low cost service.

Engineered for maximum milk yields, discover how your milk harvest system can reach new levels of performance and profitability with the HiFlo[™] Evolution.

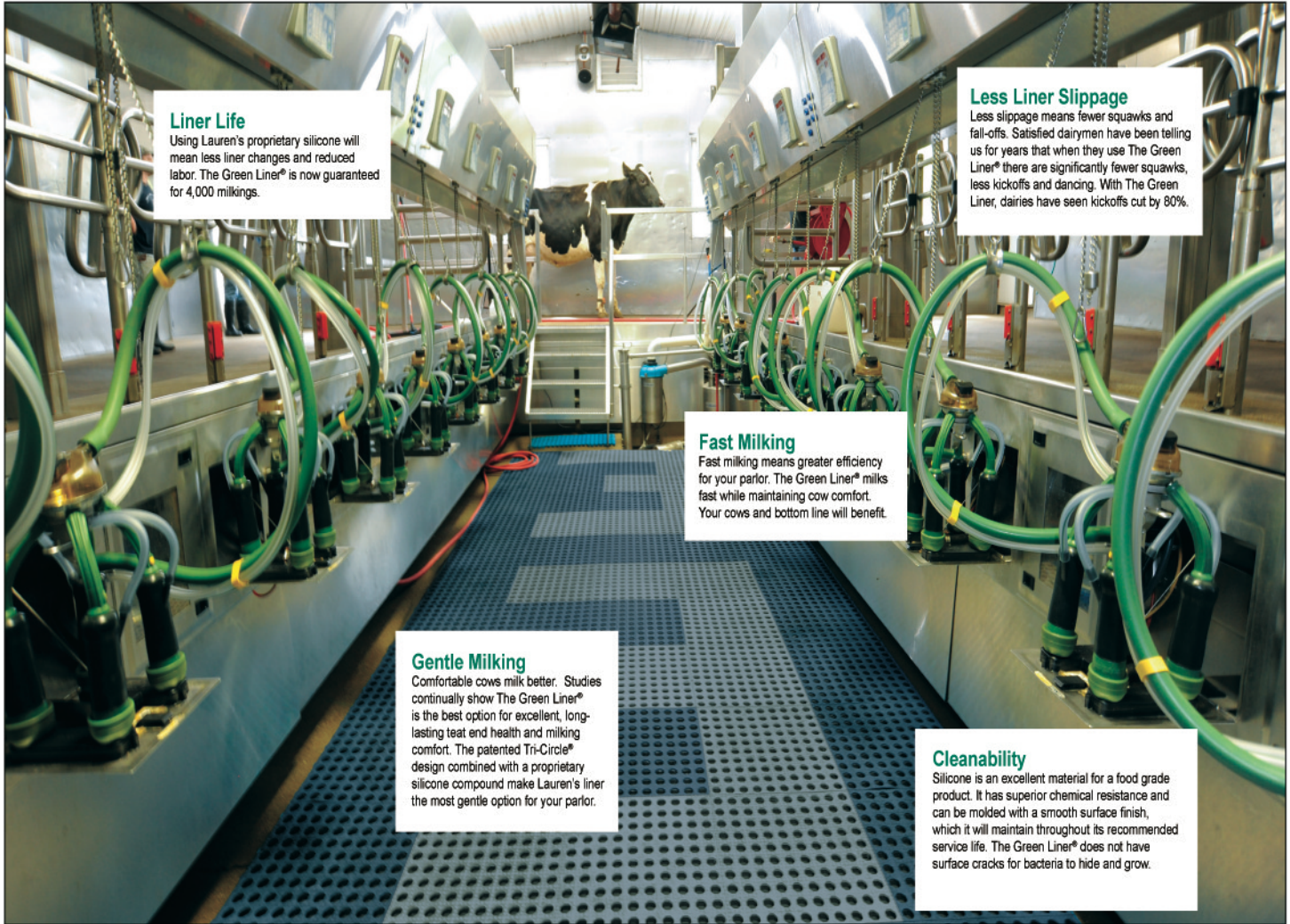
See your BouMatic Dealer today.

Watch the HiFlo[™] Evolution One-Minute-Maintenance video at BouMatic.com

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WHAT TO CONSIDER WHEN CHOOSING YOUR MILKING LINER



Liner Life

Using Lauren's proprietary silicone will mean less liner changes and reduced labor. The Green Liner® is now guaranteed for 4,000 milkings.

Less Liner Slippage

Less slippage means fewer squawks and fall-offs. Satisfied dairymen have been telling us for years that when they use The Green Liner® there are significantly fewer squawks, less kickoffs and dancing. With The Green Liner, dairies have seen kickoffs cut by 80%.

Fast Milking

Fast milking means greater efficiency for your parlor. The Green Liner® milks fast while maintaining cow comfort. Your cows and bottom line will benefit.

Gentle Milking

Comfortable cows milk better. Studies continually show The Green Liner® is the best option for excellent, long-lasting teat end health and milking comfort. The patented Tri-Circle® design combined with a proprietary silicone compound make Lauren's liner the most gentle option for your parlor.

Cleanability

Silicone is an excellent material for a food grade product. It has superior chemical resistance and can be molded with a smooth surface finish, which it will maintain throughout its recommended service life. The Green Liner® does not have surface cracks for bacteria to hide and grow.

Brown Dairy Equipment is an Authorized Lauren AgriSystems Dealer

www.laurenagrisystems.com

Lauren takes a very professional approach to liner installation. Along with the Lauren technicians, we will evaluate your dairy, checking teat ends, vacuum levels along with pulsation rates and ratios prior to making a liner recommendation. After liner installation we will re-evaluate your teat ends and give you a report on the changes. This is why we guarantee healthier teat ends while using Lauren Liners.

Ask us how Brown Dairy Equipment and Lauren can help you improve teat end health, provide faster milking and save labor on liner changes.



"Our Greatest weakness lies in giving up. The most certain way to succeed is to try just one more time"

Thomas A. Edison

Brown Dairy Equipment Newsletter Summer 2013

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Did you know all the items that Brown Dairy Equipment can offer your dairy?

Dexter Industrial Washing Machines and Dryers.

Calf Star Pasteurizers

Holm and Laue automated calf feeding systems.

Turner Herringbone and Parallel Parlor stalls for new parlors and remodels.

Lauren AgriSystems Silicone Milking Liners.

DARITECH – WESTWAARD pasteurizers

Madero Dairy Systems – Rotary Milking Parlors

Mueller Cooling Systems

BouMatic Milking Systems

Norbco Barn Equipment

High Quality Brown Dairy Equipment line of Cleaners, Sanitizers and Teat dips.

Dairy Dynamics Cleaning and Teat dip Products.

BouMatic Cleaners and Sanitizers

Clearitas Water Treatment systems.

A & L Cleaning products

AfiMilk Systems for metering and cow health monitoring.