



Brown Dairy Equipment Company

2153 North Van Dyke • Bad Axe, MI 48413

Toll Free: 800-373-2153 989-269-7081 Fax: 989-269-1953

McBain Office: 231-825-4144 Fax: 231-825-8188

Portland Office: 866-464-6455 Fax: 616-522-1461

Web Site: www.browndairyequip.com

October
2015

THE NEWSLETTER FOR DAIRY FARM ESTABLISHMENTS

IN THIS ISSUE

Brown Dairy Equipment continues to grow to better serve your needs!

It has been about five and a half years since Dennis and Mary Brown opened their third service location in downtown Ionia, Michigan with approximately five people. Today, our Portland location (south of Ionia on the southeast corner of I-96 and M-66) employs 15 full time people. Our Portland location is a full service dealership. The staff includes refrigeration experts, equipment service, scheduled maintenance and an installation team for all types of equipment. We also have Capital Equipment Sales, Aftermarket Sales and delivery along with a parts counter and customer service staff.

The Portland location supports dairies from Lenawee County in the southeast of Michigan across to Paw Paw in the southwest of Michigan. To the north we split the state with our McBain location from Fremont to the northwest and Mount Pleasant to the northeast.

We appreciate the dairy producers of this area who have allowed Brown Dairy Equipment to become a partner in their business. Our goal is to be the "GO TO" dealership to take care of your equipment and service needs.

We have also added staff and are experiencing continued growth in our Bad Axe and McBain locations. This breadth of coverage in the state of Michigan allows us to pool resources to provide our customers with outstanding service like no other dairy equipment dealership in the area.

In this issue you will see many new products and some proven products that we have offered for years. As the cold weather is just around the corner, our winter dips and insulated QUATRO boots are very popular. We are also offering discounts on other products.

As always we would like to thank our current customers who continue to support us with chemical purchases, scheduled maintenance and emergency service. We depend on our loyal customers who have worked with Brown Dairy Equipment since 1962. *We appreciate your business.*

**Meet Dairy Dynamics,
a long time Brown Dairy Partner** Page 2

**2015 Brown Dairy Equipment Scholarships
have been awarded** Page 3

DCC Waterbeds, the latest in cow comfort Page 3

EnviroLagoon makes an impact Pages 4 and 5

**Brown Dairy Equipment offers
the latest in Calf Feeding** Page 7

Winter Teat Dips Special Page 8

Dairy Dynamics is a manufacturer and key supplier of **DAIRY SANITATION** and **UDDER HYGIENE PRODUCTS** to Brown Dairy Equipment Co.



Dairy Dynamics is based in rural Illinois, with a second location in Texas, but its owner, Jim Sewell, is no stranger to the Michigan Dairy industry. Born and raised in Michigan and although his family's dairy farm was "swallowed" by the urban sprawl of Detroit decades ago, and is now a Michigan Historical Site, Sewell knew he was going to be involved with dairy cows since he was 6 years old. Sewell says, "I learned the dairy business out where 'the manure meets the concrete' working first as a herdsman then managing large commercial dairies before getting into the chemical business."

He joined a California based chemical company in 1987. His job was to introduce their products into the Midwestern market. Realizing Michigan water had characteristics unlike other parts of the country, he worked with chemists to design detergents that performed well in the state. Sewell states, "We had to re-design the detergents building them stronger; containing specialized components to combat the hard water often laden with metallic impurities."

Brown Dairy Equipment Company began using these products in 1989 under the Brown "State of Michigan" logo. Dairy Dynamics works closely with Brown Dairy providing ongoing training to their personnel. "It is amazing the investment Brown Dairy puts into training their employees. Not only do they provide chemical training for their salesmen, but they train their field repair and installation technicians as well. By doing so, Brown provides Michigan dairy producers with a total package of high quality products, designed specifically for Michigan, with the expertise to use them cost effectively for the best result," Sewell says.

Dairy Dynamics works with a team of chemists for formula design and to insure quality assurance. They produce over 100 products from teat dips to detergents and specialty products. Their facilities and processes operate in strict adherence to dictates of the FDA, EPA, and other regulatory agencies.

Introducing Calf-San by Dairy Dynamics "The Chlorine Dioxide Bacteria Killer"

Calf-San is designed to be used for controlling scour causing bacteria in bottles, nipples, milk mixing vessels and utensils. Calf-San can also be used to clean maternity areas, calf housing and on the feet flanks and legs of both the calf and dam. Chlorine Dioxide (ClO₂) has been used for over 60 years to effectively kill bacteria more effectively than chlorine. Calf-San is convenient to use and is offered in two parts that are mixed one ounce of each to 5 gallons of water.

Brown Dairy is offering a starter kit that includes two one-gallon containers of each the base and activator, a two gallon wall rack and two one ounce pumps. The starter package retails for \$75.00. Also available in 5 gallon containers. *Ask your Brown Dairy Equipment aftermarket salesperson for more information or to place an order.*





2015 Brown Dairy Equipment Scholarships Awarded

We at Brown Dairy Equipment are proud to support continuing education for recent high school graduates.

This year's recipients are:

- JARED SANDERSON of Sandusky, MI
- NATHAN BUNING of Falmouth, MI
- COLE GINGRICH of Leroy, MI
- TED ROGGENBUCK of Harbor Beach, MI
- EVELYN OKKEMA of Blanchard, MI
- TERYAN BLOCK of Minden City, MI

Congratulations to this 2015 group of recipients and best of luck with your future endeavors.

We are accepting applications now for our 2016 Scholarship Program. Please visit www.browndairyequip.com for more information on how to apply.



AfiAct II

We speak cow
Let us help you connect with your herd

Milking cows, Dry cows and Heifers

- To breed
- That aborted
- That don't rest enough
- That will calve in the next few hours
- That are likely lame
- That are likely sick

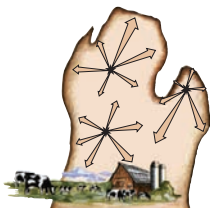
Best cow behavior monitoring system



For more information, contact:

Brown Dairy Equipment Co.

800.373.2153 browndairyequip.com



SINCE 2003 DCC Waterbeds®

Dual Chamber Cow Waterbeds



Comfort Built to Last

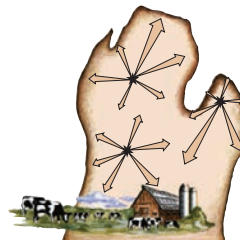
- Hock protection
- Promotes circulation
- Reduces maintenance
- Clean, dry surface
- Better milk, healthier cows
- 10-year limited warranty

www.DCCWaterbeds.com

For more information, contact:

Brown Dairy Equipment Co.

800.373.2153
browndairyequip.com



Testimonial on EnviroLagoon

Cary Dairy of Battle Creek, Michigan

At Cary Dairy, we utilize a closed loop manure system which includes a manure separator. We had used EnviroLagoon in the past but tried another product for a little over a year. Recently, we switched back to EnviroLagoon from Solutions 4 Earth and Brown Dairy Equipment, at a rate of two gallons per day with great success. Sometimes you need to go away from a product and come back to really see what good it is doing.

RESULTS WE HAVE SEEN AT THE DAIRY

- The screens on our manure separator are staying cleaner with better overall operation.
- Our separated sand is cleaner in appearance after we started using EnviroLagoon again.
- Odor has been noticeably reduced.
- The lagoon has quite a bit of foam on top. This means aerobic and anaerobic digestion is taking place, breaking down the solids on the bottom of the lagoon.

— Steve Cary, Owner



Foam on Cary Dairy Lagoon



**Stock Up and
SAVE
until Dec. 15, 2015.
Save 10%
on all
EnviroLagoon
orders!**

TURN YOUR MANURE HEADACHE INTO AN ASSET

EnviroLagoon® is a proven dairy waste management solution that has been used effectively for over 15 years. EnviroLagoon works well on any Dairy that has long-term manure storage.



Available in: 2.5 Gal. Jugs, 55 Gal. Drums & 270 Gal. Totes

Easy To Use Liquid Solution With Quick Results

EnviroLagoon works by feeding the bacteria that already exist in the manure and speeding up the decomposition of the manure. This makes the manure easier to handle when it comes to pump out time as well as getting more manure out of storage and into the fields.

EnviroLagoon offers further benefit on farms that separate out sand or solids, by helping keep separation screens cleaner for longer. In sand lanes, EnviroLagoon will help remove organic matter so it can dry faster and be reused more quickly. Barns that use flush systems will benefit from having cleaner flush water and reduced likelihood of slick spots in the alleys.



EnviroLagoon is a great tool to enhance the entire nutrient cycle on a dairy.

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



Technology Leader in Liquid Solid Separation



Let us show you the **BENEFITS OF GREEN BEDDING!**



Submersible motor mixers for rapid homogenization of viscous medium.



Slurry pumps with unique pumping capacity, powerful chopper.

The Next Generation of Green Bedding Separators from FAN! The PSS3.3-780 HD produces high-quality bedding material with a dry matter content of up to 38% in solids.



FOR MORE INFORMATION, CONTACT:
Brown Dairy Equipment Co.
800.373.2153 • browndairyequip.com



SEPARATOR
www.fan-separator.de



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

Brown Dairy Equipment • 800-373-2153

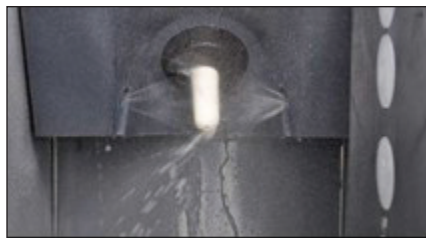
BACKED BY A SIX-MONTH MANUFACTURER'S WARRANTY!

Quatro is a registered trademark of Skellerup Footwear
©2014 Skellerup Footwear USA
www.skellerupfootwear.us

The Best Calf Feeding System now leaps ahead of the competition! Introducing the HygieneStation from Holm & Laue: a model for healthy calves!



The HygieneStation is the new feeding station for calves, used in conjunction with the Holm & Laue HL100 automatic feeder. Its new technical functions implement the latest developments and requirements, thus ensuring optimum hygiene and nutrition for calves.



Always a clean teat

The teat on a feeding station has the potential to spread pathogens.

With the HygieneStation, the teat is cleaned of saliva following each visit and the saliva drains away via a large bowl. This reduces the calves' exposure to germs by an average of 80%!

Now the calves can learn for themselves

As soon as a calf sucks on the teat, a small amount of milk flows into its mouth stimulating the calf's initial drink impulse. This function is supported by the new power mixer, which mixes the milk freshly for each visit. Thanks to the pump in the HygieneStation, milk is conveyed to the calf within 4 seconds.



Perfectly clean tube

Now, for the first time, the new HygieneStation automatically flushes out and

cleans the entire milk line all the way to the teat after each feed. This lowers calves' exposure to bacteria, improves their health and reduces the need for manual cleaning.

Now the feeding day is a full 24 hours

The teat is constantly lit by an LED. Practice has shown that this enables calves to position themselves better at night; the milk intake increases during the night hours. This also means that the calf barn is calmer during the day, because the feeding process is evenly distributed over a 24-hour period.



Using Mother Nature as an example

The teat in the feeding station is positioned so that it slants downwards. This supports the calf's natural drinking position. Stretching the head encourages the natural reflex of the esophageal groove and reduces the risk of milk passing into the rumen.



Brown Dairy Equipment Newsletter Fall 2015

2153 North Van Dyke
Bad Axe, MI 48413

WINTER IS COMING!

Book your winter dips today and

SAVE 10%!

Promotion good until 11-15-15.

THERMAPLEX Sanitizing Pre- or Post- Milking Teat Dip

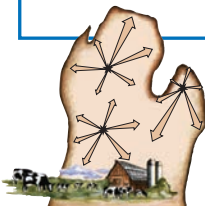
Therma-Plex consists of a 1% Capric-Caprylic acid germicide combined with a 70+% skin conditioning system containing: Lanolin, Glycerin, Aloe Vera Extract, and Propylene Glycol.

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