



Brown Dairy Equipment Company

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January
2014

THE NEWSLETTER FOR DAIRY FARM ESTABLISHMENTS

IN THIS ISSUE

Happy New Year from all of us at Brown Dairy Equipment

We hope 2013 was as good for you as it was for us at Brown Dairy Equipment. Although many of us dreaded the cold of December with the ice storms and power outages that caused so many issues, if you are a Spartan fan, a trip to the Rose Bowl can make that frustration vanish quickly.

We are lucky to have worked with so many great dairy farm families this year. It is very rewarding for us to help these families realize their dreams, taking these projects from scratches on paper to milking cows for the first time. We did set a record this year for new parlors and parlor remodels. With seven brand new milking centers and nine parlor remodels, we have more excellent tour stops for those of you thinking to update your system. You can see many of our installations on our website.

Our installation crews have had as many as four projects being installed simultaneously. They have had many long days and nights in hotels to help

install close to 460 stall points in 2013. We are grateful to the employees who spent so many nights out and their families who were waiting for them at home. Our success depends on their dedication and professionalism.

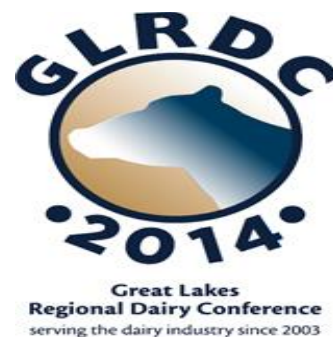
We would like to thank our current customers who continue to support us with chemical purchases, scheduled maintenance and emergency service. We all like the shiny new parlors but we depend on our loyal customers who have worked with Brown Dairy Equipment since 1962. Again, thank you for your confidence in our abilities to keep your dairy running smoothly. We appreciate your business.

We are excited to announce the addition of **Ben Potter** to our Portland staff. Ben will be our Milk Quality Specialist working with dairies to improve quality with our sanitation products and many of the tools shown in this edition of our newsletter. Ben had formerly worked as an information specialist with Northstar Cooperative.



Scholarship Applications now being accepted on-line. Application deadline is April 30, 2014 for this fall.

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



12th Annual Great Lakes Dairy Conference

Join us for this year's Dairy Conference at the Soaring Eagle Casino and Resort, read on for more details!... Page 2

Brown Dairy Scholarship Program

Brown Dairy Equipment is now accepting scholarship applications for the fall of 2014. This will be our second year offering these scholarships! 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.

Go to our website at:
www.browndairyequip.com,

The front page of our website has all the information and links to apply for our scholarships.

We are very excited to help the youth of our area continue their education. We hope this allows these individuals

to learn skills which help them stay in the industry we love so much.

The Deadline for applications and your personal statement is **April 30, 2014**.

Please apply now as the deadline is approaching quickly.

www.browndairyequipment.com



BROWN DAIRY EQUIP. SUPPORTING EDUCATION



12th Annual Great Lakes Regional Dairy Conference

Plan to join us February 6-8, 2014 for the 12th Annual Great Lakes Regional Dairy conference to be held at the Soaring Eagle Casino and Resort in Mount Pleasant, MI.

Workshops this year cover a variety of topics including Reducing The Loss of Feed During Storage, Midwest Dairying – What does Your Future Look like? Dairying in a Global Economy, Don't Overlook Drug Residue, Are you a Professional Heifer Grower or Should You Contract with Someone Who Is? Organizing Work for Increased Productivity and Efficiency on Your Dairy, Protecting the Helping Hand, Connect With Your Community: Every Relationship Counts, Reduce Your Financial Risk Through Milk and Grain Marketing plus Breakout sessions and Exhibitor Showcases! Stop by one of our five booths for new product

information, meet our sales team and let us answer any questions you may have regarding our products.

You can register for the Great Lakes conference online at www.glrdc.msu.edu or call (517) 353-3175. Register before January 17, 2014, and save up to \$25 per day! Online registration closes February 2, 2014 at midnight.

Hotel reservations can be made at www.soaringeaglecasino.com. Make your reservation before January 22, 2014, by going online or calling (888) 732-4537 and specify the group code DAIRY020514 to receive the special conference rate of \$107 per night.

We hope to see you in February!

Lloyd Booms is retiring after 41 years!

By: Bob Brown, founder of Robert Brown Dairy Equipment, Co.

In 1973 we had an employee named Paul Booms who decided to leave and take over the family farm when his father retired. Paul knew that Brown Dairy needed help, so he told his younger brother Lloyd to apply for the position. When Lloyd came to see me, he seemed very young and quiet. He answered questions well and projected a good attitude so he was hired on February 2nd, 1973. Different than today, we only had a few employees so everybody did whatever was necessary to get the job done. Lloyd was immediately thrown into the mix on service and installations. Even though he was new, his hands on skills and insight helped him figure out most any problem.

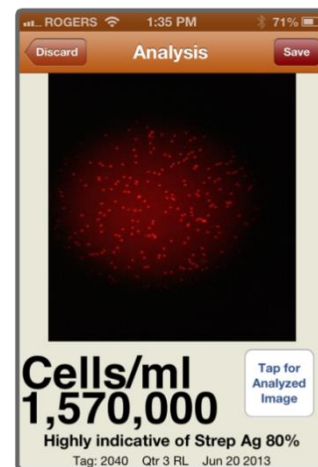
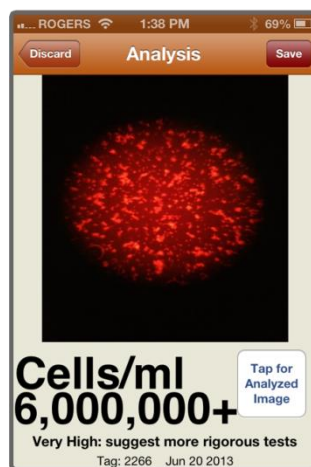
Soon, we put Lloyd on the route truck which entailed sales, service and delivery. Lloyd was not fond of sales, so we sent him to refrigeration school along with milking schools and other training sessions. Before long Lloyd was in charge of our service department. As our service department grew, Lloyd moved into installation supervision. Before long, word was out among the entire Michigan dairy community recognizing Lloyd as a TOP Notch service and installation technician. Lloyd oversaw some of the very finest dairy installations anywhere in the country. These installations were recognized for function, durability and most importantly neatness and eye appeal that would last the life of the dairy. It has taken quite a while to train people who can do this much for the dairy producers.

Lloyd, everyone at Brown Dairy Equipment and the hundreds of dairy families you have worked with throughout Michigan will miss you. I want to thank you for the 41 years working with us and being a key component in our success and growth. We wish you and Liz a very long and enjoyable retirement.

Featured product in “Progressive Dairyman” DAIRY QUALITY INSTANT SCC & IMAGE ANALYSIS

Now available exclusively from
Brown Dairy Equipment

An incredible new innovation in milk quality testing. Somatic Cell Count testing can now be done right in the milking parlor. Using the Dairy Quality device and an iPhone, SCC readings can be determined in seconds without the expense and time it takes to send samples off to the lab.



Using the Dairy Quality kit and an iPhone:

- A sample is drawn and loaded into a **Dairy Quality** slide chamber which automatically mixes the sample with reagents to identify somatic cells.
- The imaging technology of the device then scans the milk.
- An image of the scan is captured by the iPhone camera and analyzed by the **mpengo Dairy** app.
- The results are displayed on the iPhone seconds later.

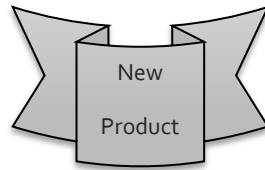
It's that simple!

The **Dairy Quality** device with the associated **mpengo Dairy** app not only provides you with an SCC value, but also displays a clear visualization of the actual milk sample showing the presence of somatic cells. The difference between a 'good' sample and a 'problem' sample is obvious. With our device, you not only get an accurate count of the SCC, but can see the result for yourself on the screen. **The Dairy Quality kit Includes:**

- *The Dairy Quality device*
- *One iPhone mounting case*
- *20 sampling slides & syringes and 1 pair gloves*

Now offering instant pregnancy testing

MilkMaven™



MilkMaven is a 24/7 Pulsation and Vacuum monitoring and true diagnostic system.

- Three levels of monitoring that are user defined
 1. Green = Good
 2. Yellow = Outside of specifications
 3. Red = Catastrophic an alert is sent to email and phone of equipment failure
- Provides Pulsation consistency throughout the parlor
- Looks at pulsation consistency not just one pulsator
- The only system that eliminates all graphing
- All Software is in the cloud
- No computer worries
- No updates needed
- No program crashes
- Units are continually updated from the cloud

Diagnostic View



- What is the value of “graphing” a barn when it is only a 10 second snapshot at that moment of that pulsator?
- It is not looking at the “whole” parlor just that one pulsator
- What is the true cost of a failed pulsator?
 1. How many mastitis cases did it cause?
 2. How many incomplete milk outs?
 3. How much did it slow down your milking?
- MilkMaven will give you 24/7 graphing with a true look at your whole parlor?
- 24/7 alerts on a “failed” pulsator.
- A diagnostic view of each pulsator with historical data to view on each pulsator.

- Easy to Install in Herringbone, Rotary or Parallel systems
 1. No wires
 2. Connect tubing to twin air near pulsator
 3. Install E10 controller connected to router
- Low cost very comparable to once a month graphing
- Low maintenance
- Change batteries once a year
- 3 year worry free warranty



Please call us today to see how affordable 24 hour per day pulsation monitoring can be. We can install in almost any type and size of parlor.

www.browndairyequip.com



AfiLab™ In-Line, Real-Time Milk Analyzer from AfiMilk-USA,

By Ken Berberich – Account Manager Great Lakes – AfiMilk USA

AfiMilk has been known for years for building equipment which provides the most accurate information for dairymen around the world concerning milk weights, conductivity, activity recordings, and software programs for various breeds of dairy animals.

At this time we would like to introduce **AfiLab** which is an exciting new tool for dairy producers. AfiLab allows them to measure milk for fat, protein, and lactose as well as indicating blood on every cow in real time at every milking.

AfiLab is present at each milking point and is installed between the AfiMilk Milk Meter and the milk collection line. **AfiLab** measures the milk composition of each individual cow. Connected to the AfiMilk system, **AfiLab** collects data continuously, providing vital information that enhances decision-making for dairy managers.

AfiLab analysis adds a new dimension to dairy farming. Yielded data is used to optimize feeding and for following-up and alerting nutrition disorders. The device's on-line analysis of milk components is checked against thresholds for health issues among individual cows and for raising milk processing efficiency.

By providing this vital information, **AfiLab** enhances management capabilities, giving dairy managers a competitive edge in their dairy operations.

AfiLab timely detection of milk composition changes enables early identification of health problems including: **Low Fat Syndrome, Mastitis, Negative Energy Balance and Ketosis and Ruminant Acidosis.**

AfiLab provides milk component data used for monitoring and planning feeding regimes and for early detection of nutritional problems.

Quality Control Alerts: By identifying the presence of blood in the milk, **AfiLab** allows the AfiMilk software to stop milking, thus protecting bulk milk from contamination.

AfiLab is an optical device with no moving parts so there are no maintenance costs. The measurement does not require reagent substances so there are no measuring costs. The measurement requires no effort from the dairy operators. **AfiLab** requires no additional water or detergents to clean it.

We now have two AfiLab Systems now installed by Brown Dairy Equipment. Please feel free to call for a more in depth explanation of how this exciting tool may be able to help the management practices on your dairy.

AfiAct II™

afimilk®
Vital know-how in every drop

The next-generation solution for the most accurate heat detection

Operating wirelessly, AfiAct II heat detection system significantly improves fertility performance, increases pregnancy rates, minimizes open days and reduces operating costs; thus savings of \$100-\$150 per cow per lactation, even when sync protocol is being implemented.



Most accurate system on the market



Highest heat detection rate, lowest rate of false alerts



Long range radio collects behavior data anywhere on the farm — up to hundreds of meters

The highly scalable, adaptable system



Supports any herd size — up to tens of thousands of cows



Integrates with AfiMilk's farm and milking parlor management system



Accessible from the Web on any type of device — smartphone, tablet, laptop



Available as a stand-alone system

Simple, easy installation



Off-the-shelf Wi-Fi router

"...with AfiMilk we are able to do a much better job breeding our cows," says Brian Houin from Homestead Dairy (Indiana, USA), whose herd has over a 28% pregnancy rate.



**Brown Dairy
Equipment Co.**

800.373.2153 • browndairyequip.com

SCHURR ROTATING COW BRUSH



New Product

SCHURR COW BRUSH

The milk performance of your cows depends on the welfare and comfort of your animals - only healthy and groomed milking cows performing well in terms of milk production. Our SCHURR cow-brush 2-brush-system fulfills the demands and needs of your cows. With one horizontal and one vertical brush selective cleaning of the back, breast and sides is possible.



DLZ - German magazin for agriculture, test 10-2010 "best 2-brush-system"



movable and flexible to all directions



robust, custom made gear box with long service life



fully dust proof and water-protected motor/ electronics

100°

constant angle of the brushes 100°

MAKE SURE THAT IT'S SCHURR.

A Schurr 2-brush-system differs from all other cow-brushes on the market:

- Highest, most selective cow-comfort
- Cleans all parts of the body
- Best body adaption, large-area brush massage
- Long-living brush material made of 100 % Nylon

ARGUMENTS FOR A SCHURR COW-BRUSH 2-BRUSH-SYSTEM

All of our products are constructed and developed by our own company. Our experience and knowledge in this field is unique and guarantees high quality products for your farm.

The SCHURR motor + electronic is international approved.

The SCHURR gearbox is constructed for permanent operation on all farms.

Our patented parallelogram construction enables all cows with different body height to clean and brush themselves very easily. The construction offers unique flexibility.

SUSPENSION

- vertical movement of both brushes about 9,82" (25 cm)
- sideways movable through strong rubbers
- non-sensitive against heavy impacts

BRUSHES

- high grade, non-kink nylon material
- service life of many years

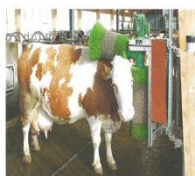
MOTOR + ELECTRONIC

- suitable for indoor and outdoor installation
- changes rotation when overload occurs (adjustable)

GEARBOX

- best characteristics of stability and robustness
- service-free gearbox

Our SCHURR cow-brush 2-brush-system is thousandfold approved. Our experience and knowledge in this field is unique and guarantees high quality products.



TECHNICAL SPECIFICATION

Motor:	230 V/50Hz/60 Hz
Power:	0,37 KW
Rotation:	60 rpm
Vertical movement:	9,82" (250 mm)
Nosing:	63.39" (1100 mm)
Weight:	297 lb (135 kg)

MAKE SURE THAT IT'S SCHURR.

INTRODUCTORY PRICE UNTIL 2-28-13

REGULAR \$3,950.00

NOW \$3,750.00

Help make your cows comfortable today.

Used Equipment available

Since we have been busy installing new milking equipment around the state, our customers have plenty of good used milking equipment available. Please contact Dennis at our Bad Axe Location or Bob at our Portland location if you are interested in any of the equipment mentioned below. We will be glad to put you in contact with the owners. All subject to prior sales.

- Mueller 4000 gallon milk tank with two single phase condensing units.
- Mueller 6000 gallon milk tank with three 5 horsepower single phase units.
- 2- Surge 4000 gallon all stainless exterior with two single phase condensing units.
- Westfalia Surge 3000 gallon tank with two units.
- 2x12 milking parlor with Delaval takeoffs, pulsators and low line. No milking units.
- Delaval 3" high line with variable speed milk pump and 12 Universal pulsators.
- 2x10 BouMatic Herringbone with Rapid Exit Reel type front. This includes 22 BouMatic milk meters, portal identification and yellow identification tags.
- Large BouMatic floor mount plate cooler.
- 2x8 Herringbone parlor with Delaval Alpro Milk Meters and complete low line system.
- Portland store has three used condensing units. All are 3HP single phase and are R-22.
- Double 12 Westfalia Surge Challenger Herringbone 36" stall with indexing fronts.
- Calf Star 60 Gallon Mini-Flash Calf Milk Pasteurizer
- 21 Waikato in line 92 Pound Mark 3 Milk Meters.



Frost Proof Powdered Sanitizing Winter 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.

Frost Proof is a free flowing white powder which contains .5% Chlorhexidine DiAcetate, a product known for bacterial kill.

Don't just stop post dipping in cold weather and expose yourself to additional mastitis, dip your cows with Frost Proof and help prevent teat damage in cold weather.

Frost Proof is now available at any of our three locations in 65, 35 and 5 pound containers.

Customer Profile

Cary Dairy of Battle Creek, Michigan

Cary Dairy of Battle Creek, Michigan was established in 1913. They built their latest milking center in 1991. At that time they built a state of the art BouMatic Reel type rapid exit herringbone parlor with milk meters, cow ID and sort gates. They have grown from 200 cows in 1991 to their current level of 800 cows.

We started talking with Steve Cary in the summer of 2012 about his goals and future plans for the milking parlor, cooling system and automation package. We decided that more cooling would be needed if we went to a parlor with more units. When the cooling system upgrade was decided, we went with a Mueller LS-30 cabinet chiller with two ten horsepower condensing units, a Mueller large frame multi-pass plate cooler and new Fre-Heaters. This system, working with the new milk/wash reservoir and OptiFlo true variable speed milk pump system provides continuous flow of milk to allow the milk to be instantly cooled into their current milk tanks. Milk quality is better as the milk is cooled to 36 degrees in a matter of seconds instead of being cooled slowly in the milk tanks.

Now to the milking parlor upgrade. Cary Dairy had added an extra stall to the front to the front of their herringbone a few years ago to make the parlor more efficient. With the space of this herringbone, we could have fit a double 18 parlor but decided to stay with a double 16. The next decision was to install the Turner Parallel Vertical Lift Gang Indexing Parlor Stall with new cabinetry. The automation would be upgraded to the new AfiMilk MPC milk meters which control the BouMatic Hi-Flo pulsators, air chain detachers and remote start switches. Steve also decided to install the AfiLab in-line Milk analyzer which will monitor the components of his milk every milking.

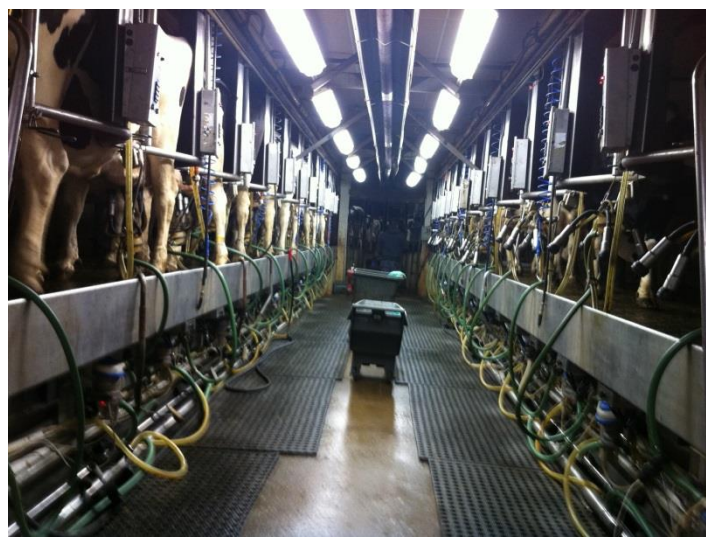
The identification system utilizes the latest AfiMilk identification system, the AfiAct II tag. The AfiAct II tag identifies in the milking parlor three times a day at each stall but will also read wirelessly every 15 minutes out in the barn. Cary dairy plans to monitor their dry cows and close up cows with this great new product. This new technology will monitor the well-being of the dry cows but will also tell the dairy when a cow is nesting prior to calving.

After many planning discussions with the management team at Cary Dairy, it was determined that changing the complete parlor at one time would be easier on the cows and employees. Training for cows and people would only happen once this way. With this decided, Dennis Brown planned 16 of his employees working in six different groups and with the help of four Cary Dairy employees, we made this change in five hours. We have posted the video of this five hour change-over in the Project section of our website at www.browndairyequip.com or on you tube at "Cary dairy parlor remodel". This is quite an accomplishment that not many dealerships could have orchestrated.

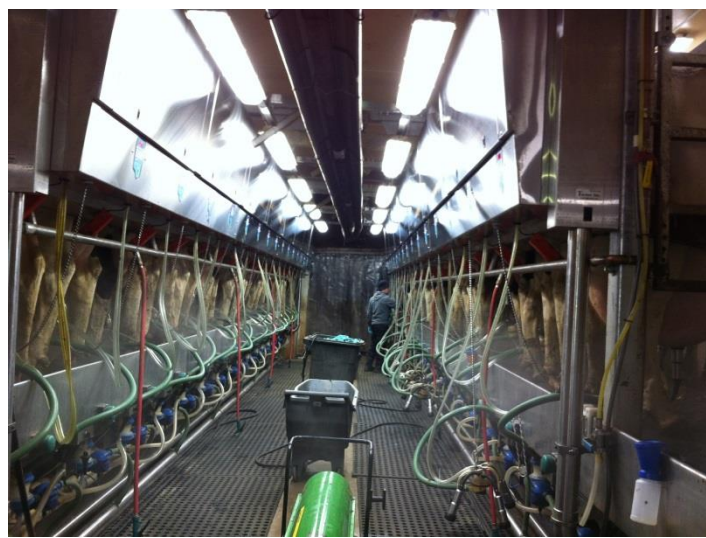
We have since finished the individual identification system, communication to the computer plus AfiLab system. At this writing we still have to update his sort gates and install the new crowd gate. We have also installed a new Calf Star flash pasteurizer, milk jug storage device and a milk taxi for distributing milk to the calves.

If you have any questions about the project at Cary Dairy or the products installed on the farm, please feel free to contact us.

Cary Dairy Parlor Before remodel



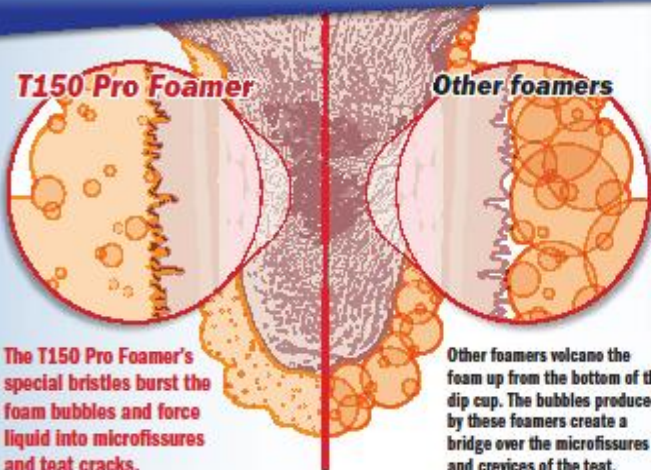
Cary Dairy milking in Parallel Parlor



Brown Dairy Equipment Newsletter Winter 2014

2153 North Van Dyke
Bad Axe, MI 48413

This Is The Best Dipping Tool On Planet Earth!



The T150 Pro Foamer's special bristles burst the foam bubbles and force liquid into microfissures and teat cracks.

Other foamers volcano the foam up from the bottom of the dip cup. The bubbles produced by these foamers create a bridge over the microfissures and crevices of the teat.

The dollar savings from buying less teat tip really adds up.

"We first saw the T150 Pro Foamer demonstrated at the Central Plains Dairy Expo in March of 2012. When looking at this system and the rising costs of iodine, it certainly made sense to see if we could save some money. We're definitely glad we made the switch. By far and away the biggest benefit we have enjoyed is the considerable dip savings. We are at least using 1/3 less than we were before. The dollar savings from buying less teat tip really adds up. The savings are considerable. We have also noticed some time savings from not having to refill those small little dip cups. The T150 is also more sanitary."

Bill Thiele
Thiele Dairy (Milking 1,440)
Clearwater, NE



IT'S IN THE CRACKS

There are millions of microfissures and crevices on the cow's teat. Most are not visible to the naked eye. This is where the bacteria is harbored.

Now Available through
Brown Dairy Equipment

800-373-2153



1-866-677-1166 • 208-677-1166
www.mastitismanagementtools.com

