

Brown Dairy Equipment Co.

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January 2018

THE NEWSLETTER FOR DAIRY FARM ESTABLISHMENTS



FROM THE,,

President's Desk

Welcome to 2018!

We look forward to a safe and prosperous year. As always we welcome new challenges, but with challenges come opportunities. We appreciate being able to work with so many great dairy farm families and we thank you for providing us the opportunity to serve you and your dairy business.

We would like to thank our customers for your continued support with route deliveries of your chemical and farm needs, scheduled maintenance, and emergency service. We depend on our loyal customers who have worked with Brown Dairy Equipment over the last 55 years. We look forward to opportunities to help you and your dairy business grow and thrive in the coming year. Thank you for your confidence in our team's abilities to keep your dairy running smoothly. *We appreciate your business!*

We are highlighting our Aftermarket Sales and Delivery Team and Milk Quality Specialists. The route delivery team will deliver aftermarket products to your farm on a regular scheduled basis. We will check all your supplies so your dairy farm will not run out until the next scheduled delivery. Let us help to ensure your dairy operation has quality milk production and we can help with herd health management. *Meet the team on page 2.*



Aftermarket Sales and Delivery Program



Visit us at the Great Lakes Regional Dairy Conference

February 8 – 10, 2018 at the Soaring Eagle Casino and Resort in Mt. Pleasant. *More details on page 3.*

— Dennis Brown

IN THIS ISSUE

Aftermarket Sales & Delivery Team and Milk Quality Specialists Page 2

16th Annual Great Lakes Regional Dairy Conference Page 3

Added Value Services Page 4

Aftermarket Sales and Delivery Team and Milk Quality Specialists

Brown Dairy Equipment's Aftermarket Sales and Delivery Team and Milk Quality Specialists are your one stop source for your dairy's needs. We offer environmentally-friendly detergents, sanitizers, udder health care products, and numerous other products. We offer quality products, competitive prices, and prompt service.

Our Aftermarket Sales and Delivery team has the ability to accommodate each scenario by incorporating **Boumatic®** or **Dairy Dynamic®** teat dips and chemicals for your sanitation challenges. We offer **EnviroLagoon®** for lagoon treatment as an option for waste water needs. To help with scale removal and deposit water line buildup we offer **Clearitas 410®**, when used together with sanitizers it will remove scales, deposits, films and residues from water systems and equipment.

Our sales team can assist you with **Dunlop® boots** to keep your feet safe, warm, and can last three times longer than traditional PVC or rubber boots. Ask our sales team about other products we carry at Brown Dairy Equipment.

Brown Dairy Equipment has an amazing liner program. The program can be tailored to fit every farm's needs and there is a solution to be found with our many liner options, including traditional rubber, long life rubber and silicone. Call us for information on what we can do for you.

Our Milk Quality Specialists will focus a large part of their time on assisting your dairy farm with milk quality while keeping your goals a priority for a safe and wholesome end product. We will assist in finding solutions to milk quality problems.

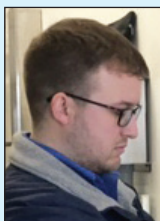
Meet the Team



Steve Sadro Steve has been with Brown Dairy Equipment for over 14 years. He has been selling and delivering chemicals, teat dips, and other supplies to north east and the Thumb area dairy farms. He is based in our Bad Axe store location. Steve takes great pride in his role at Brown Dairy Equipment. He is detail oriented and knowledgeable on supplies. If you would like more information, please contact Steve with any questions or farm needs.



Travis Cressmen Travis joined our Brown Dairy Equipment team with past dairy route supply experience. He provides route sales and supplies from our Portland store location to the south west and central Michigan dairy farms. He is always eager to help with any questions regarding dairy supplies, please do not hesitate to contact him to get information on how he can add you to his route delivery.



Nathan Baird Nathan is based out of our McBain store location. He comes with a background in customer service and has the dual role of route delivery and is one of our Milk Quality Specialists. Nathan understands that your success is our success.



Matt Nederhoed Matt comes to Brown Dairy Equipment with valuable knowledge from being a dairy herdsman. Matt is a member of the Aftermarket Sales Team and he is able to help you improve your milking operation. He specializes in assisting farmers to meet their milking goals by using the latest technology, including the Vadia Control, to give you milking time information like never before.



Jeff Baird Jeff is the Aftermarket Sales Manager and is based in our McBain store location. He works alongside the route and sales team to help provide superior support and service to dairy farms statewide. The ability to acknowledge that each customer has a unique set of goals, outcomes, and challenges ensures his team provides customized service. Please don't hesitate to contact Jeff with any questions or concerns you may have.

Join Brown Dairy Equipment at the 16th Annual Great Lakes Regional Dairy Conference

Plan to join us February 8-10, 2018 for the 16th Annual Great Lakes Regional Dairy Conference to be held at the Soaring Eagle Casino and Resort in Mt. Pleasant, MI. Stop by our booth for new product information, meet our sales team, and let us answer any questions you may have regarding our products.

Workshops this year touch on current topics and information:

- **Michigan producers and experts** will examine the major drivers of the mailbox milk price and consider options that farmers have to influence or manage their milk check income.
- **Gary Sipiorski, Vita Plus Inc.**, who will highlight the current status of the industry, and show producers where there is light and what they can do to guide their operations through the fog.
- **Mark Stephenson, University of Wisconsin**, will delve further into milk pricing and the challenges in the Midwest.
- **Nate Donnay, director of dairy market insight at INTL FCStone**, will break down current global and local factors affecting milk prices and discuss what producers should expect in the next 12 to 24 months.
- **Brandon Treichler, Select Milk Producers quality control veterinarian**, explains how labs test milk for quality parameters and how the results help identify opportunities to produce higher quality milk as well as basic troubleshooting strategies when bacteria counts rise.
- **"All Things Milk Q and A"** where producers can fire questions at the experts.

- **Peter Hansen, University of Florida**, who will decode the data and share strategies to help producers make the most profitable decisions for the future of their farms in regard to understanding the science of genomics.
- **Kathryn Proudfoot, Ohio State University**, explores how you can use dairy cow behavior to help you make better management and housing decisions at calving.
- **David Kohl, Virginia Tech professor emeritus**, will discuss how dairies can position themselves for success in the economic reset.
- **Susanne Pejstrup, Lean Farming Inc.**, farmers will learn strategies in lean farming to help increase productivity.
- **Karl W. Butterer, Foster Swift Collins & Smith PC**, learn the latest changes in the labor policy, regulations and requirements are confusing and constantly changing.
- **Producers who have installed robotic systems** from Lely, DeLaval and GEA will share their experiences in a panel discussion.

You can register for the Great Lakes conference online at events.anr.msu.edu/GLRDC2018/ or call 517-884-7089. Registrations received by Jan. 21, 2018, will save you up to \$25 per day. Online registration closes Feb. 4, 2018, at midnight. Visit www.glrdc.org to get the complete conference schedule.

Make your hotel reservations before Jan. 23, 2018 by going online to www.soaringeaglecasino.com or calling 877-232-4537 and specify the group code **GL020818** to receive the special conference rates of \$107 for a first-class room.



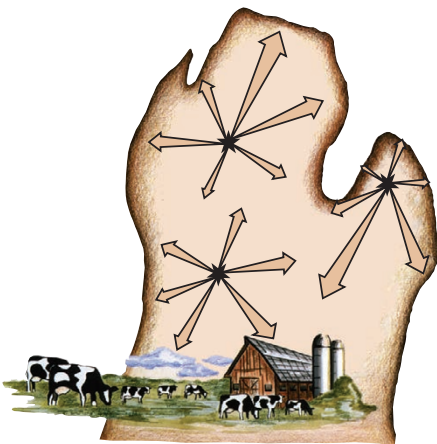
February 8-10, 2018 • Soaring Eagle Casino and Resort • Mt. Pleasant, MI

Brown Dairy Equipment Newsletter

Winter Edition 2018

2153 North Van Dyke
Bad Axe, MI 48413

Brown Dairy Equipment is your one stop source for all your dairy operation needs.



- Dairy Supply Route Delivery
- Scheduled Maintenance Program
 - 24/7 Service
 - Design Consulting and Project Management
 - Parlor Installations



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