

## Brown Dairy Equipment Company

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# December 2016

THE NEWSLETTER FOR DAIRY FARM ESTABLISHMENTS



# Happy Holidays

FROM ALL OF THE EMPLOYEES  
AT BROWN DAIRY EQUIPMENT CO.

We would like to thank all of our customers  
for your continued support of Brown Dairy Equipment in 2016.

We are all looking forward to a more prosperous 2017 with better milk prices and bountiful crops.



During the last week of November, the sales staff of Brown Dairy Equipment participated at the Dairy Farmers of America Mideast Member Conference and Trade Shows. From Clare to Ubly, St. Johns to Comstock Park our staff visited with the dairy producers and showed some of our products. Brown Dairy Equipment provided an exciting new product named Calf San as door prizes at each event. Thanks to DFA and their members for inviting us. Our booth in Comstock Park shown at left.



The Brown Dairy Equipment Co.

# 2017 Michigan Dairies Calendar

**IS NOW AVAILABLE!**

Stop by one of our stores or ask your Route person for a copy.

Our calendar showcases many of the dairies and other installations we have completed over recent years.



## Increase Live Births & Profitability

MooCall monitors your cow or heifers contractions and alerts you before calving begins.



**IN STOCK! New Product! MOOCALL**  
**\$299**  
 Includes 1-yr. subscription  
 \$136 renewal after 12 months

**IN STOCK at all Brown Dairy Equipment Co. locations!**

Works anywhere in the world with GSM signal

Quick attachment Adjustable to any size tail

LED status indicator

No additional hardware required

Rechargeable battery lasts 30+ days per charge

Texts up to two phone numbers



Suits all cattle breeds

Tail-mounted, non-invasive, safe and secure design



After calving, just move to the next cow due to calve

Unlimited notifications via companion app

## Buy a MooCall Calving Sensor and enjoy a 60 day money-back guarantee.

**Buy One Calving Sensor:** Join 15,000 other happy cattle breeders by purchasing a MooCall calving sensor.

**60 Day Money-Back Guarantee:** Our existing customers love their calving sensors so much that it gives us the confidence to offer you a full 60 day money-back guarantee. This means you can buy with confidence.

**Enjoy more live calves, sleep and profit:** Because getting up in the middle of the night to check on cows that aren't calving will be a thing of the past, we know you are going to love our calving sensor. Your productivity will drastically increase this calving season, as will your bottom line.

**How MooCall Technology Works:** This non-invasive, tail mounted sensor gathers over 600 pieces of data a second. It can accurately predict when your cow is most likely to give birth by measuring tail movement patterns triggered by labor contractions. When they reach a certain level of intensity over a period of time, it then sends an SMS text alert directly to your cell phone, on average one hour prior to calving.

# IMMIX G2 "ELIMINATING THE UNKNOWN"



Milking performance and procedure information to assist in improved parlor management.

Instant help available for the simple settings of all IMMIX takeoffs from the office computer.

Set maximum milk time for both Automatic milking mode and Manual milking mode.

Real time information at the computer.

Simplified CAN network wiring.

A BECO 7/8" system with associated milking quality benefits.

## Parlor Management in an Economical Detacher



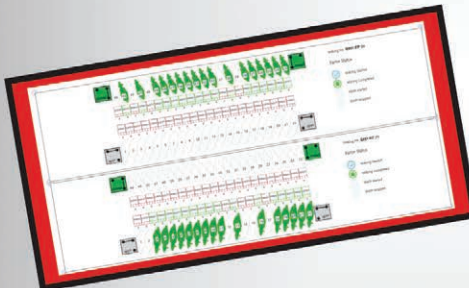
### The BECO IMMIX G2

is an affordable vacuum operated detacher that will show parlor performance information. The network programming of detacher settings is accomplished with the on-farm computer or laptop. The vacuum cylinder features a heavy duty rope with "Grab and Go" starting available as an option. Teamed with the high flow sensor, vacuum stability is unmatched. The BECO IMMIX features one of the longest warranties in the industry. *The BECO IMMIX detacher would be an excellent replacement for those older detachers that utilize expensive parts and are prone to breakdowns.*



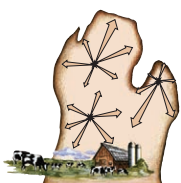
REAL TIME PIT DATA

SEE EVERYTHING HAPPENING IN YOUR PARLOR FROM THE COMFORTS OF YOUR OFFICE



EASY TO INTERPRET DASHBOARD

SEE ALL CRITICAL PARLOR PERFORMANCE DATA AT A GLANCE



Available from...

**Brown Dairy Equipment Co.**

• Bad Axe • McBain • Portland

**800.373.2153**

[browndairyequip.com](http://browndairyequip.com)

# Brown Dairy Equipment Newsletter Winter 2016-17

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## WINTER IS HERE!

### **THERMAPLEX** Sanitizing Pre- or Post- Milking Teat Dip

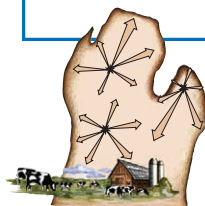
*Therma-Plex* consists of a 1% Capric-Caprylic acid germicide combined with a **70+**% skin conditioning system containing: Lanolin, Glycerin, Aloe Vera Extract, and Propylene Glycol.

*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:

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