



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.browndairyequipment.com

April
2014

THE NEWSLETTER FOR DAIRY FARM ESTABLISHMENTS

IN THIS ISSUE

Still waiting for Spring? Brown Dairy Equipment is ready as well!

In our last issue, I mentioned how harsh the winter started and how brutal the ice storm was on many of us. Now, in the third week of March, I am looking out my window at the massive piles of snow, writing the spring newsletter. Last year, many of you were in the fields by now but winter is hanging on. We have four new projects waiting for the snow to melt and ground to thaw so the excavators can get started. Hopefully, it won't delay construction time frames.

Even though the temperature is still unseasonably cold and many of you have had milk cooling issues caused by the cold, hot weather will be here before we know it. Brown Dairy Equipment currently has 16 certified refrigeration technicians ready to keep your cooling system operating at peak performance. Please make an appointment with our service manager to schedule a cooling system checkup before the temperatures soar.

With the price of milk, being what it is today, many of you have added animals and are in need of additional milk storage. Only Brown Dairy Equipment can offer all of the leading brands in milk cooling for your dairy. Our product offering includes, Mueller and BouMatic cooling systems. Products include milk tanks, chillers, plate coolers and heat recovery units for the entire state of Michigan. We also offer WestfaliaSurge cooling products in specific areas. With this product offering we will be able to supply your dairy with the absolute best the industry has to offer!

As a reminder, please let every 2014 high school graduate that you know we are offering scholarships for fall, 2014. Please have them visit our website for application details.

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.

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 8

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Brown Dairy Equipment excels in Calf Care equipment offering. Pages 4 & 5

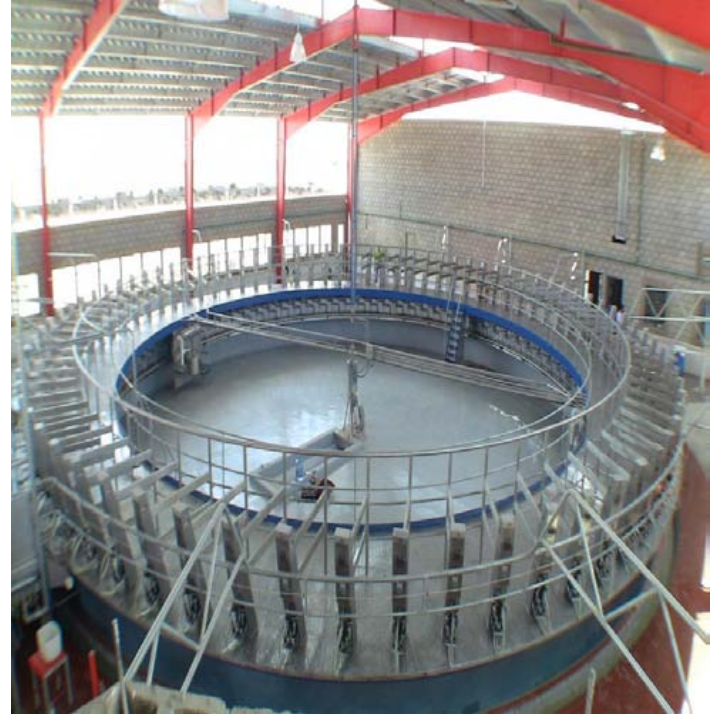
Brown Dairy Equipment wins Sales Award. Page 3

Brown Dairy Equipment sells our first Rotary Milking Parlor

Brown Dairy Equipment has plenty of experience designing, selling and installing conventional milking facilities. But now, we are excited to announce that we have sold and will be installing our first Rotary Milking Parlor in the state of Michigan. This 86 stall all stainless steel Madero Milking Systems Rotary will set new standards for all Rotary milking Systems in the Midwest.

When this facility commences milking in November of 2014, this parlor will be the **CROWN JEWEL** of the large collection of incredible milking centers that Brown Dairy Equipment has built since 1962.

We will keep you posted on our progress with this project on our website throughout the summer.



Madero Premium Rotary Milking Parlor

Great Lakes Regional Dairy Conference

If you were not able to make the Great Lakes Regional Dairy Conference this past February 6th and 7th in Mount Pleasant, you really missed a good meeting. Brown Dairy Equipment was very well represented with six different booths.

Our Brown Dairy Equipment booth was the hit of the show with our large screen video presentation of the Cary Dairy Parlor remodel running constantly. All of the people watching the video could not believe that we were able to accomplish what we did in five hours. See the video at www.browndairyequip.com

We also showed the new Schurr Cow Brush, Orion Lighting, UV Milk Filter and many new products Brown Dairy has to offer.

Our sales staff was very well represented by Dennis Brown, Bob West, Paul Seeley, Jeff Baird and Ben Potter helping customers. People who stopped by our booths left with quite a bit of product knowledge.

Our suppliers also provided experts to help the dairy producers of Michigan. We were helped by Ken and Amir from AfiMilk, USA, Tom from Lauren, Rich from Milk Maven, Kyle from Michigan Dairy Tech, Skip from BouMatic, Steve from AgroChem and Missy from Calf Star/ Holm & Laue.

We hope to see you all in Frankenmuth for the show next year.

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

Call any Brown Dairy Equipment Office today to arrange a no cost demonstration of the Milk Maven Monitor.

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

afimilk[®]
Vital know-how in every drop



In October 2011 Brown Dairy Equipment was approached to become dealer for AfiMilk, USA Systems. Since then we have grown to be the largest AfiMilk dealer in North America. The picture above is the Award given at the AfiMilk Dealer Meeting held in Salt Lake City, Utah March 4th, 5th and 6th, 2014.

Brown Dairy Equipment is grateful to all of the existing AfiMilk users in Michigan who have purchased parts and service on your equipment. We hope we have surpassed your expectations. We also welcomed 11 new AfiMilk users to the family. These installations have brought state of the art products such as AFILAB, MPC Controller and AFIAct II wireless ID tags. As of this writing, we have two AfiLab systems installed and three AfiAct II systems operating.

AfiMilk has been the leader in Activity monitoring for years and the AfiAct II brings this to an entirely different level. **This is what Brad Becker, Herdsman- Cornerstone II Dairy in Fowler, Michigan has to say about their system;**

"The activity system basically replaces an extra employee who would normally be walking around checking for heats and sick cows"

"Since installing the AFIAct II system, our palpated pregnancy rate doubled from 30-35% to 65% in just 3 months"

"The AFIAct system completely takes the guess work out of looking for sick cows, it's all right there waiting for you"

The AfiAct II tag is the most advanced AfiMilk System to date. This tag not only tracks Activity but monitors lying time and lying bouts. We can add the AfiAct II to your existing AfiMilk System or we can set this up as a stand- alone system on any 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

AFIFARM SOFTWARE TRAINING in April, 2014

Brown Dairy Equipment is excited to offer AFIFARM software training. We will have sessions on April 16, 17 and 18 at the Corner Landing in Ionia from 9AM until 4PM. Lunch will be provided.

Call Bob West at 989-975-9080 for more information. Class sizes will be limited so reservations will be required.

We not only build the most advanced milking facilities for your Mature Cows, but we also offer products to raise her from a newborn.

From feeding to shelter, Brown Dairy offers many items to help you grow that calf to reach its maximum potential.

Calf Shelters

Comfy Calf Suites by Can Arm

Dairy calves are born without circulating antibodies that allow the calf to kill disease causing pathogens. Individual calf housing is built to help prevent the spread of disease between pre-weaned calves. **Comfy Calf Suites** are designed with non-porous dividers that are unlikely to harbor diseases. Adequate ventilation is needed to minimize the pathogens in the barn. The buildup of ammonia and other noxious compounds may impair a calf's immune response. The open style of the **Comfy Calf Suites** allows proper air flow throughout the barn removing any buildup of ammonia.

Comfy Calf Suites allow for observation of specific feed intake and overall health of each individual calf, with the galvanized spindle gates at the front and open top. **Comfy Calf Suites** dramatically decrease the amount of time and effort spent on cleaning pens vs. some alternatives. Deep interlocking plastic panels and heavy hot-dipped galvanized steel make **Comfy Calf Suites** built tough to house calves up to 8-10 weeks of age.



Igloo by Holm & Laue

Housing calves in the natural climate outdoors is increasingly becoming more popular. Natural climate housing is the best way in which bacteria load will be at a minimum. Although calves are able to easily adjust to changing climatic conditions, adequate housing aids in good health from the beginning.



Individual hutches have been the norm for many years, however it is very time-consuming to address the individual needs of every calf. Farmers all over the world have been looking for a combination of healthy natural-climate housing and the efficiency of raising calves in groups. **The result of this search is the H&L Igloo, for up to 15 calves.**

Calf Feeders by Holm & Laue

The article "Make Mine a Triple", by Kim Schoonmaker was a feature article in Dairy Herd Management and shows some very positive responses to feeding calves 3X versus 2X. One advantage was more live calves, and another was 1,136 pounds more milk in the first lactation. There is difficulty sometimes with the costs associated with extra labor costs. These types of machines help to eliminate that extra expense while improving your bottom line in the long run.

This article can be found by going to: www.dairyherd.com/dairy-herd/features/Make-mine-a-triple-141091693.html

Holm and Laue has designed the HL100 calf feeder to meet the demands of a busy dairy. The HL100 will feed up to 100 calf's either powdered milk or whole milk up to 6 times per day with minimal labor involved. The feeder will dispense the correct amount per calf, warm the milk to feeding temperature, and purge itself with water after each feeding. Individual calf intake will be monitored and flagged should it not eat enough. Once flagged, the dairymen can easily see what calf's need to be checked.

The Holm & Laue calf feeder has several features to offer, including:

- Temperature adjusted automatically, so the ration arrives at the teat warm
- Liquid or powder additive doser available for administering drugs
- Automatic milk delivery through the teat
- Automatic temperature reduction depending on calf age
- Automatic hot water rinse through the teat
- Whole milk system with high level hygiene
- Powder Additive doser available for medicines, or electrolytes
- Anti-pirate milk shut-off
- Automatic ID tag activation
- Great delivery system for powdered milk
- Easy to clean and operate
- Power-Saver mode



Pasteurizers

Brown Dairy offers a variety of pasteurizers for any size dairy. Although bulk pasteurizing seems to be the path many dairies take, flash pasteurizing will grow with the dairy.

Batch pasteurizing limits you to size, while flash pasteurizing will only take you slightly more time. Brown Dairy offers the following:

Daritech

Daritech is a manufacturer of long lasting Batch pasteurizers ranging in size from 20 gallons to 200 gallons. Each comes with a PLC that allows you to not only pasteurize milk, but allows you to pasteurize colostrum as well. Daritech manufactures a control assembly for larger bulk tank pasteurizing, that is used in connection with 300-800 gallon batch tank.



Calf-Star

Flash pasteurizers range in sizes from 2.5 GPM up to 10 GPM. Using either electric or gas to power the boiler these pasteurizers allow you to quickly pasteurize and feed for a busy schedule. A major benefit to a flash pasteurizer is this will grow with your dairy. The more calf's you add will only add seconds to the time you need to pasteurize.

Holm & Laue

Milk Taxi batch pasteurizer allows you to preprogram the unit to begin pasteurization automatically any time of the day. Pasteurized milk will then be ready at the appropriate temperature when you want to start feeding. The cold water-based cooling unit, (included in the standard equipment of the pasteurizer) offers quick cooling of the milk after a pasteurization cycle or after part of the milk was fed to the calves. The practical dispensing arm and the quantity-calibrated pump always accurately send the allocated amount of milk diet into the buckets. All you do is preselect one of the five dosing quantities and push the dispensing button on the handle. Comes with or without Electric-drive.



In Your Words

Meet Paramount Enterprises Dairy, LLC

Brent Robinson-Owner • Caro, MI • Milking 1,250 Cows



Brent Robinson enjoys a rich history of dairy farming that extends back to his early high school days working on a small local farm. It was here that Brent's passion for the dairy industry was noticed by the farms owners, Arden and Geraldine Eadie, which prompted them to teach Brent all aspects of dairy farm operations. Self-described as a cow enthusiast focused on continuous improvement, Brent and his love for dairy are a perfect match.

Today, Brent is the owner and business manager of Paramount Enterprises Dairy, LLC, and works full time as a Cargill nutritionist. He founded Paramount Dairy in 2004 with just 30 cows. The dairy has quickly grown to a herd size of 1,250 milking cows, 1,100 heifers and 19 employees.

We had the opportunity to interview Brent about his dairy, his relationship with Brown Dairy Equipment Co., and his experience with Lauren AgriSystems' products.

LAG - What do you like most about dairying?

BR - Dairy and nutrition are a passion for me. I enjoying being able to work with the cows and continually improve our systems and operations management. We are always trying to improve our output. Dairying is a career that lets me make changes and see results.

LAG - Why did you start using the Lauren Liner?

BR - In 2006 Paramount Dairy was struggling with throughput in the parlor, somatic cell counts and teat end health. My dealer, Brown Dairy Equipment Co. was quick to respond with a solution to the issues. They recommended switching to Lauren's DairyGrade™ silicone liner and making slight adjustments to my equipment settings to match the recommendations set by Lauren. Our dealer was right and the solution worked! Switching liners was simple and fast. I was thrilled with the results and have seen a 20% increase in my throughput as well as improvement in other areas. If efficiency and quality are your goal, then the Lauren Liner is a great fit.

LAG - What is it like working with Brown Dairy Equipment as your Dealer?

BR - Brown's has developed a relationship by listening to my needs and the needs of my dairy. They have helped maintain maximum capacity with my existing equipment and continue to look for new ways to squeeze more efficiency out of our facility. Brown's is with me every step of the way and it is appreciated!


Caro, MI



Brown Dairy Equipment

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Every dairy has a story.
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on laurenagrisystems.com
or [f/TheLinerGuys](https://www.facebook.com/TheLinerGuys)



FROM HOOVES TO HAY

WE'VE GOT YOU COVERED.

Count on AgroChem for advanced chemical solutions that support healthy dairy operations in Michigan and nationwide!

HOOF CARE PRODUCTS

USE HEALMAX® TO REPLACE FORMALDEHYDE.



- Safe, biodegradable and cost-effective
- No formaldehyde, heavy metals or acids
- See results in less than a week
- Available in Spray, Foam or Footbath Concentrate

REDUCE COPPER BY UP TO 80% WITH HOOFMAX.®



- The **original** chemical additive formulated to significantly increase the potency of copper or zinc sulfate in the footbath
- Guaranteed to reduce copper sulfate usage
- Reduces the cost of the footbath program

HAY PRESERVATIVES

PRESERVE HAY HEALTH WITH HAYFRESH.



- Inhibits against mold and yeast growth
- Helps preserve feed nutritional value and palatability
- Reduces the risk of mycotoxins

GUARD AGAINST AEROBIC MOLDS WITH FORAGEGUARD.



- Inhibits growth of aerobic molds and yeast in baled hay and high-moisture grains
- Provides aerobic stability to ensure completion of fermentation in upright silos, bags and bunkers
- Can be added to the TMR to prevent heating

Contact your AgroChem Dealer, Brown Dairy Equipment in Bad Axe, Portland or McBain at (800) 373-2153 or visit www.browndairyequip.com.

www.agrocheminc.com

**LEADING THE HERD
IN HOOF CARE.**

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FARM & DAIRY PRODUCTS

Brown Dairy Equipment Newsletter Spring 2014

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BROWN DAIRY EQUIPMENT SUPPORTING EDUCATION

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