

Brown Dairy Equipment Company

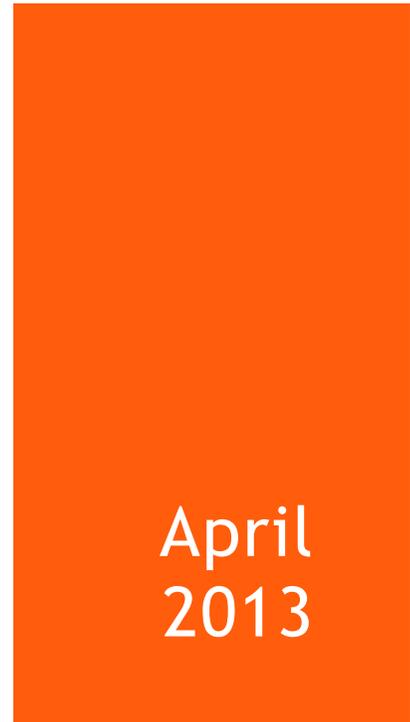
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April
2013

THE NEWSLETTER FOR DAIRY FARM ESTABLISHMENTS

IN THIS ISSUE

Seasons of Change

Spring is upon us after another odd winter. Some areas had little snow unlike the Muskegon area that had a record snowfall in February. Some are blaming the weather cycles on Global Warming and others call it Climate change. If you remember the 60's, they were saying we were going to have another "Ice Age". Whether it is the climate or just good old Michigan seasons, we can always expect change!

Brown Dairy Equipment has experienced quite a bit of change lately as well.

In late December we mourned the loss of Elaine Brown. Elaine was the wife of Bob Brown. She co-owned and operated Robert Brown Dairy Equipment along with her husband, Bob, from its founding in 1962 until her retirement in 1999. She is survived by her husband, Bob, one daughter, Lori and three sons, Randy, Dennis and Robert as well as 17 grandchildren and 2 great grandchildren. Dennis

purchased Brown Dairy Equipment in 2002.

Another change we experienced was the departure of Michael Cox. Michael and his wife Mary decided in January to make a life change and moved back to their home state of Indiana where their family lives. We want to thank Mike for his ten years of service and his contribution to the growth of Brown Dairy Equipment from our single store in Bad Axe to our current three locations and 36 employees.

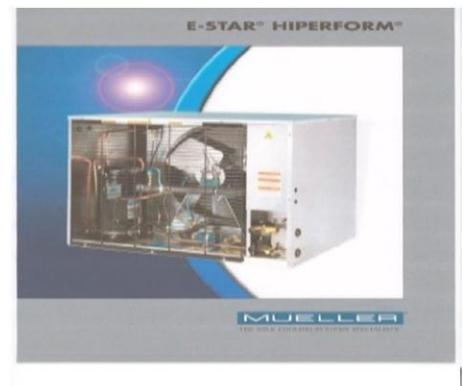
We want to thank all of the dairies who have trusted us for so many years and we welcome our new customers. We appreciate your confidence in Brown Dairy Equipment and our staff.

We have been working diligently to update our website with installation pictures and links to our equipment suppliers. If you have not visited our website, do so at www.browndairyequipment.com.



Our Cooling Product Offerings

Brown Dairy offers the three top brands of cooling systems in the US...read more...Page 3



Spring Cleaning

After a long winter, your cooling system could use a check-up prior to the scorching summer heat...read more... Page 4

New Scholarship Program

Over the 50 years Brown Dairy Equipment has been in business, we have always tried to support the participants of local 4-H fairs by purchasing milk or animals from the youth of Michigan. With the expansion of business, we now cover 53 counties extensively and are adding more customers all the time. It has become difficult to attend all of these events around the state to support these great causes. With that in mind, Brown Dairy Equipment has decided to offer scholarships for young people who desire to continue their education past High School. The Scholarship amount is yet to be determined. Each scholarship will be available to students who plan on attending a college and major in agriculture or to a student continuing their education at a technical school studying electrical or refrigeration training.



Please check our web site in the near future for additional information. An application to for this scholarship will be posted soon. Our next Newsletter will show a deadline to be eligible for the 2013 scholarship program.

www.browndairyequipment.com

BROWN DAIRY EQUIP. SUPPORTING EDUCATION



Great Lakes Dairy Conference

We had a great showing at the 11th annual Great Lakes Dairy conference, February 7-9 in Frankenmuth. Brown Dairy Equipment had four booths this year. Our displays included the GEA WestfaliaSurge Mlone Multi-Box Milking Robot. The BouMatic booth displayed Smart Dairy, Touch Point Milk Meter and Hi-Flow Pulsator. Our Orion Lighting booth showed our energy efficient lighting systems along with many other items we offer. We would like to thank Tom Olson of Holm and

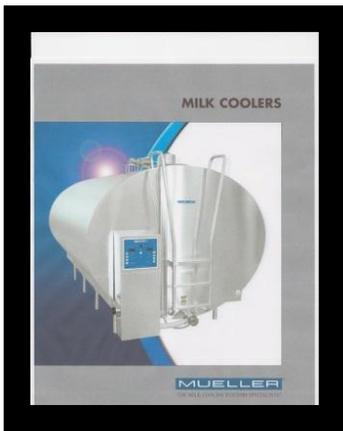
Laue for bringing a Holm and Laue Calf Feeding system and Milk Taxi for display!

There were various seminars offered during the conference and one, in particular was a Robotic Milking comparison panel. Our customer, Amy Martin of Gingrich Meadows Farm, was one of the panelists and spoke highly of her two four box Mlone milking systems and the expertise Brown Dairy Equipment provided in the installation

Our Cooling Product Offering

and training of her new venture. Thank you Amy!

We appreciate the current and future customers who stopped by to visit and discuss their future needs as well as picking up valuable information for future projects.



We have the luxury of selling the three top brands of cooling systems in the US and servicing all makes of cooling systems. Bob Brown was on the ground floor of bulk milk systems in Michigan back in the early 60's with Dairy Kool Tanks. We continue to offer BouMatic/Dairy Kool milk tanks and cooling products. We have added the GEA WestfaliaSurge product in select areas and we are Mueller dealers for the entire state.

Cooling is Mueller's only business. They specialize in cooling systems from the most basic milk tank to systems which can instantly cool 30,000 pounds of milk per hour.

The new Mueller E-Star Hiperform condensing unit with Electronic Valve Control is 16% more efficient than conventional cooling systems. Our technicians can replace your old and tired condensing units with a new energy efficient scroll compressor and save you money every day.

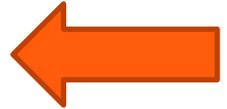
Older heat recover systems, which heat water from the boiling refrigerant, can fill with lime and make less of the "FREE" hot water you were recovering when it was new. All new units include Anode Rods to provide corrosion protection. The Mueller Fre-Heater is a great replacement for your old in-efficient system. The Fre-Heater is available in three sizes, two of which can include an electric heating element to provide addition hot water. All Fre-Heaters come with a five year limited warranty for peace of mind.

Believe it or not, older plate heat exchangers can corrode as well. The well water side of many plate coolers can become caked with lime and iron residue. This will lower the ability of the plate to transfer heat from the milk to the water. Also many of the older plates were sized for your system 20 years ago and 50 pounds of production per cow. New larger plates allow for more heat transfer surface and better cooling.

Please call us to have one of our sales associates analyze your current needs. You might be surprised how much energy can be saved. There are programs available through your energy provider to update these systems and defray out of pocket cost to you.

WWW.BROWNDAIRYEQUIP.COM

Promotion



Now until the end of May we are offering a substantial discount to update your old Mueller Wash Control to the HiPerForm II Control.

Suggested Retail \$3,837.00

Promo Retail \$2,650.00

Plus installation.

Give us a call. We can update cooling controls on almost any brand of tank to the HiPerForm II.

Introducing Mueller® HiPerForm® II

**Improved Peace of Mind...
It's Within Your Control**

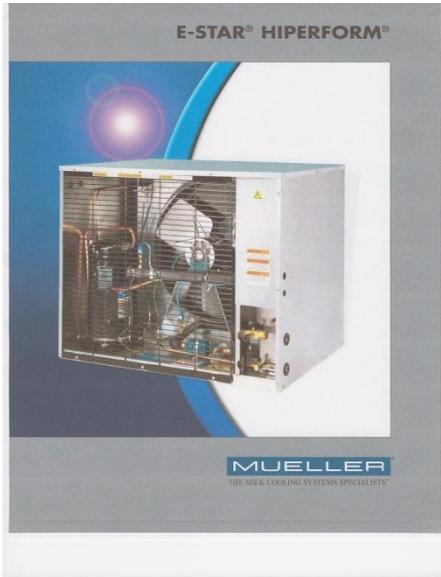
- Flexible front panel programming
- Complete with chemical dispensing box
- Adaptable retrofit for existing tanks and CIP systems
- Common replacement parts to other Mueller® controls
- Remote start cooling and wash for robotic milking systems
- Based on some proven reliable principals as Mueller's Sentry® III control

MUELLER The Milk Cooling Systems Specialists

4171 Buck Road • Springfield, Missouri 65701-0401, USA
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Spring Cleaning

After a long winter, your cooling system could use a check-up prior to the scorching summer heat. Brown Dairy Equipment has 15 certified refrigeration technicians which makes us uniquely qualified to keep your cooling system operating flawlessly. Our technicians offer two levels of service for your dairy;



Spring Condenser Cleaning Special

We will clean your condensing units to insure proper air flow. This will cut run time and save you electricity. We will also make a visual check for evidence of refrigerant leaking. As units get older, we see filters and accumulators rusting making for potential leaks. Any leak may cause compressor failure in the future.

We will also check the amp draw of your compressor and connect gauges to evaluate proper function and refrigerant levels.

Please call our Toll Free number 1-800-373-2153 to schedule an appointment for one of our technicians to call on your dairy. You may also call one of our branches to schedule service as well.



Failure is the path of least persistence!

There is no right way to do the wrong thing!

A good example is the best Sermon!

Help Wanted

Brown Dairy Equipment is growing again!

We are looking for Service Technicians for our Bad Axe, McBain and Portland, Michigan locations. Experience is preferred but we will train a motivated person. Refrigeration, Electrical, Plumbing and/or welding experience is desired.

We offer competitive wages, Blue Cross/Blue Shield, Paid Vacation, 401K and Profit Sharing.

If you or someone you know would like to join our current 36 employees, send a resume to Donna Glaza by e-mail at dglaza@browndairyequip.com or by mail to our main office; 2153 N. Van Dyke * Bad Axe, MI 48413



MUELLER® EFFICIENCY

It doesn't matter if
you milk 50 cows
or 5,000



You work hard to produce the most milk while keeping your input costs in check. Why not cool that milk as quickly as possible to obtain all the quality premiums available? Why let the energy meter rob you of your hard-earned profits?

Milk cooling is not an off-the-shelf, one-size-fits-all commodity. It takes *The Milk Cooling System Specialists* to give you the fastest, most efficient cooling available. Mueller® offers many ways to significantly increase the speed and reduce the energy consumed in milk cooling. Call us to find out how we can improve your bottom line.

MUELLER
THE MILK COOLING SYSTEMS SPECIALISTS™

**Brown Dairy Equipment is your Authorized Mueller Distributor in
Bad Axe, McBain and Portland, MI**

“This heat is killing my conception rates”

Does the summer time heat cause problems getting your cows and heifers bred?

Are your days open too high?

Are you looking for a system to help you get more animals pregnant without the use of drugs?

Are you concerned about the use and handling of drugs used in a Synchronization program?

Are you looking for a stand- alone system which will work in your free stall barn of heifer facility?

Are you looking for a system to incorporate milk weights and conductivity for use as a management tool?

Is your semen supplier offering you a system which will not tie into Milk Metering in the future?

If the answer to any the above questions are, “YES”, Brown Dairy Equipment can help you. We are in a unique position to help our customers because of the many options we offer.

Some Statistics to consider;

OVSYNCH averages 3 times at \$18.00 per round of shots.

One missed heat can cost \$42.00 to \$105.00 per cow.

Lowering Days Open can save from \$2.50 to \$5.00 Per Day Per Cow.

Stand Alone Systems

AfiAct – The AfiAct System incorporates a remotely located antenna, in an animal traffic area, and the AfiTag or the NEW Pedo-Plus Activity Monitoring leg tag. The AfiTag is the most widely used Activity monitoring/Identification tag in the world. The Pedo-Plus not only monitors increased activity but also provides information a cow’s rest and restlessness. The AfiFarm software evaluates this data to accurately evaluate cow comfort and welfare.

BouMatic Heat Seeker II Real Time Activity System. This new product provided by BouMatic utilizes the Real Time Activity Leg Tag + which includes both Two Hour Activity monitoring and ISO identification. We can locate an antenna in your barn. The antenna will pick up tags within a 50 meter radius and register her activity in two hour increments. This system can send the in heat alerts to a computer or to a smart phone for instant access to your animals.

GEA WestfaliaSurge offers the Cow Scout S System. This new product provided by WestfaliaSurge utilizes the Cow Scout S leg tag which includes both Two Hour Activity monitoring and ISO identification. We can locate an antenna in your barn. The system will pick up tags within 300 feet of the antenna and register her activity in two hour increments. This system can send the in heat alerts to a computer or to a smart phone for instant access to your animals.

In Parlor Identification

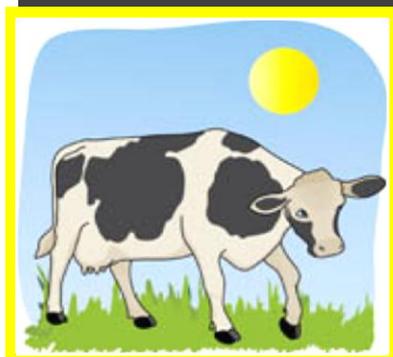
AfiMilk – utilizing the AfiTag or Pedo-Plus leg tags, we offer in-parlor individual identification tied to the AfiFarm software and AfiFlo milk meter. The milk meter will register milk weights and conductivity on an individual animal basis and track this in the AfiFarm software.

BouMatic - utilizing the Heat Seeker II neck or leg tag or the Real Time + leg tag, we can utilize portal identification to link to the BouMatic Smart Dairy Touch Point or View Point Systems which incorporate the Smart Dairy Milk Meter to record individual milk weights and conductivity readings. This information is sent through the Smart Dairy Controller and into your management software.

GEA WestfaliaSurge offers the Rescounter II leg or neck tags or the Cow Scout S leg tag to use with individual or portal identification in your milking parlor. We connect the identification system through Dairy Plan C-21 herd management software to link the Metatron and Dematron Family of milk metering systems which monitor milk conductivity as well.

Unlike any of our competitors, from milking machine dealers to semen companies, no one can offer your dairy the options offered by Brown Dairy Equipment. These tools can help you make better Management decisions. We have trained installers and service people to service all of the products in all three stores. Please give us an opportunity to help you with your new Activity Monitoring or Milk Metering System.

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AfiFarm Training

By Dan McKay – AFIMILK USA

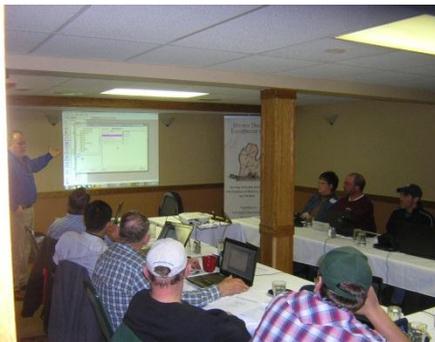
Over 40 AfiMilk dairy producers attended AfiFarm training Organized by Bob West and Brown Dairy Equipment Portland, The class was taught by Amir Ben-Yehoshua -Applications Support Manager from AfiMilk. The morning session included basic AfiFarm settings and setup. The afternoon session included more advanced training including report design and other useful tools. Some of the attendees were new to AfiFarm and others had years of experience managing their herds with the software.

Now that the first session is under our belt the staff at Brown Dairy Equipment plans to offer advanced training classes in the future that will help users explore the vast resources available in AfiFarm. These advanced classes will be taught by Amir Ben-Yehoshua and will be planned soon. The feedback from this "basic" training session included suggestions for more training on Report Building as well as training for Consultants and Veterinarians. Future classes will be planned for both an introduction to AfiFarm as well as an advanced training for experienced users.

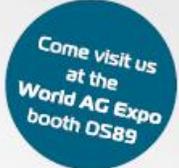
The attendees learned about new products offered by AFIMILK. This included details on the AfiLab Flow through Milk Analyzer, The AfiHub communication center and AfiFarm 4 software upgrade.

Please contact Brown Dairy Equipment about our upcoming trainings.

"AfiFarm is the world's most comprehensive management software for advanced dairy farm and herd management. Its strength derives from its comprehensive animal database consisting of data automatically collected by real-time AFI modules such as AfiMilk, AfiAct, AfiWeigh, and other sources of data and animal events." (AfiMilk Website www.afimilk.com)



www.browndairyequip.com



AfiAct

More than automatic Heat Detection

"We've used it from day one to do all of our breeding, along with the AfiAct system. That's how we catch all the cows for breeding. We don't do any visual heats. Everything is done with the AfiFarm software.

I used to tell the boys: "This cow's in heat" and they would just say: "Yeah Dad, we know that. You don't need to go into the barn and watch for cows jumping for heats. It goes to the computer and its there for you in the morning. So I come out in the morning and cows waiting for me to breed.

Glen & Brad Rohrer, Meadow Lane Dairy
Milking 560 cows, Lancaster, PA





afimilk
Vital know-how in every drop

www.afimilk.com

Brown Dairy Equipment Newsletter Spring 2013

2153 North Van Dyke
Bad Axe, MI 48413

Did you know all the items that Brown Dairy Equipment can offer your dairy?

Dexter Industrial Washing Machines and Dryers.

Calf Star Pasteurizers

Holm and Laue automated calf feeding systems.

Turner Herringbone and Parallel Parlor stalls for new parlors and remodels.

Lauren AgriSystems Silicone Milking Liners.

DARITECH – WESTWAARD pasteurizers

Madero Dairy Systems – Rotary Milking Parlors

Norbco Barn Equipment

High Quality Brown Dairy Equipment line of Cleaners, Sanitizers and Teat dips.

Dairy Dynamics Cleaning and Teat dip Products.

BouMatic Cleaners and Sanitizers

Clearitas Water Treatment systems.

A & L Cleaning products

BECO PulsNexus Pulsation Monitoring