

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.browndairyequip.com

March
2016

THE NEWSLETTER FOR DAIRY FARM ESTABLISHMENTS

Looking Forward to Spring!

It is that time of year when we can think of those great spring days. It can only get better as Baseball Spring Training has started, the days are getting longer — and then we get a foot of snow. We get that today, and then it is supposed to be 55 degrees on the weekend. Yes, this is a diversion. The conversations over the past few months really haven't been about the weather or the presidential race that now lasts a year and a half, but about milk prices. We understand this is a major concern for you and the long-term effects on your business. Prices affect our business and our almost 50 employees as well. *Spring brings change and hopefully it will be positive.*

We have made a positive change at Brown Dairy Equipment. We've added a HIGH TECH phone system. Our **new phone system options** are meant to give you more prompt service. This is how it works. You may still call our toll free numbers for Bad Axe or Portland or the McBain number. You will be prompted to press 1 for service, 2 for Bad Axe Parts, 3 for McBain parts, or 4 for Portland parts. The reason we want you to push 1 if you need service, is that the phone goes directly to our service writers. These people are trained and know the proper questions to ask so you will be taken care of right the first time. They will then write up the call and electronically dispatch one of our technicians from any of our three locations. If you don't need service, pick the store you would like and you will speak with one of our customer service people to take care of your parts or other needs just as before.

In early February, we attended the Great Lakes Regional Dairy Conference in Mt. Pleasant. The conference had over 400 attendees, making it the largest crowd ever. Brown Dairy Equipment had multiple displays showing a variety of equipment, but the biggest draw was the new Thrifty Hoof Foaming Hoof Bath. This operational Hoof Bath displayed the lasting effectiveness of the foam. We have an information on this product inside this newsletter on page 3.

We also want to remind everyone about our **Brown Dairy Scholarship Program**. See details on page 8, or our website at browndairyequip.com.

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An Interview with Kerry Nobis of **Nobis Dairy**

Brown Dairy Equipment interviewed Kerry Nobis of **Nobis Dairy in St. Johns, Michigan** about his purchase of the **Udder Gun Teat Scrubber System**. Nobis Dairy milks in a double 15 parabone style parlor with a two gun Udder Gun System with the Mixing Prep System. This Mixing Prep System mixes water with their hydrogen peroxide concentrate on demand. When they are finished prepping a line of cows, Nobis Dairy places the gun into the docking station for cleaning with fresh water. The free stalls at Nobis Dairy are bedded with sand.

Brown Dairy Equipment (BDE): Kerry, what was your reasoning for buying this type of product?

Kerry Nobis (KN): There were a few reasons: We wanted more consistency in our cow prep, while making the job easier for our milking staff by eliminating repetitive motion, fatigue and injury. Specifically, we wanted better teat end cleanliness and more effective stimulation.

BDE: Did the Udder Gun meet your expectations?

KN: Yes, it did, and the employees like how easy it is to use.

BDE: Did you see any savings by using the Udder Gun?

KN: We use considerably less pre-dip and have been able to maintain our Somatic Cell Counts, and our coliform counts have been great.

BDE: Did the Udder Gun help you achieve results you had hoped for?

KN: We put a lot of cows through our parlor, the Udder Gun gave us better milk let down and shorter milking times.

BDE: Any other comments about the Udder Gun?

KN: There is a fair amount of maintenance, but service is easy and we do it ourselves. This product is not cheaply made. The repair parts are consistent in durability.

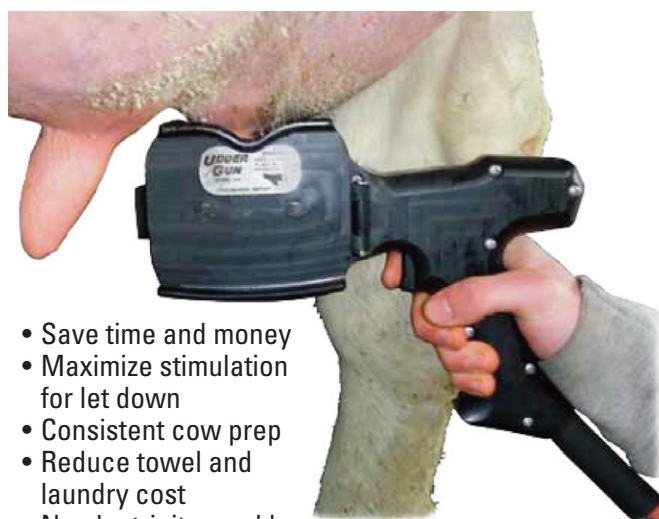
BDE: Would you recommend this product to other dairies looking to improve their prep procedures?

KN: Absolutely.

BDE: Thank you for your time, Kerry.

UDDER GUN™

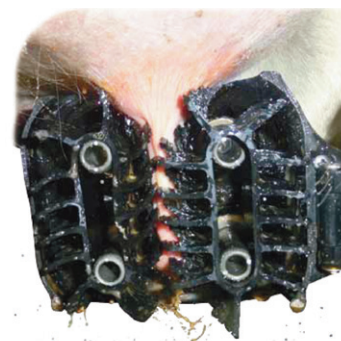
TEAT SCRUBBER
*Cleans, Sanitizes, and Stimulates Cows
Quickly and Consistently*



- Save time and money
- Maximize stimulation for let down
- Consistent cow prep
- Reduce towel and laundry cost
- No electricity used by system
- Ergonomic, easy to use gun
- Low water usage, 1 to 2 oz. per cow

How the Udder Gun™ outperforms all others for superior cleaning and stimulation

- Engineered to mimic a calf suckling at 60 licks per second
- Exclusive elastomer teat belts have flaps to contact and conform to each teat
- The belts auto adjust to size and shape of teat
- Warm water/sanitizer sprayed onto belts and teat at 6 oz./min.
- Teat tip is cleaned when entering and exiting teat belts
- Teat belts allow for more flap contact with whole teat than rotary brushes
- As the teat belt flaps rotate around the lower shaft, they accelerate to flick off water and debris





THRIFTY HOOF

**SUPERFOAMER +
CHEMICAL CONCENTRATE**

**NEW
PRODUCT!**



Dairies will see 2 primary benefits:

- (1) **Healthier cows.** The foaming footbath applies product to your cows' hooves that stays on the hoof. With healthier feet, they will feed and drink more and give more milk. They will also last longer in your herds.
- (2) The fully automated system **USES NO WATER** thereby eliminating 98% of copper from entering your lagoon – copper that seriously reduces crop production.

A New Way of Doing HOOF BATHS



The "ready-to-use" Copper Sulfate Foaming Hoof Care attaches to her hooves as the cow walks through the bath. The thicker foam stays on 30 minutes longer than a normal foot bath, increasing effectiveness in fighting hoof warts and foot rot. The specially formulated bath penetrates the hoof and maintains a low pH throughout application.



Available from...

Brown Dairy Equipment Co.
800.373.2153 browndairyequip.com

Float the pressure points.

DCC Waterbeds protect the hocks. Ask any producer or look at the research. **DCC Waterbeds:**

- Protect the hocks at a level on par with sand bedding
- Float the cows' pressure points
- Promote strong circulation to the udder and legs
- Ensure consistent comfort every minute of every day

The ISO bed has 2 completely isolated water chambers, eliminating any water movement between the front and rear chambers. This offers more cushion for the cow's knees as she drops to the lying position and floats the cows' pressure points with even more consistency.

The ISO is made from the same materials as the Original, so there are years of in-barn use to support the 10-year (free stall) limited-warranty coverage.



**Custom Fit.
Every Cow. Every Time.**



The ISO is an improvement on a product that has provided cow comfort for more than a decade.



Ask us about **DCC Waterbeds® ISO.**

ISOLATED CHAMBERS. ULTIMATE COMFORT.

Brown Dairy Equipment Co.

• BAD AXE • McBAIN • PORTLAND

800.373.2153 • browndairyequip.com

WAKE YOUR ALFALFA UP THIS SPRING WITH



Nutricor® + iKonic™

BUILDS STRONGER ROOTS AND HEALTHIER PLANTS

Resulting In Increased Tonnage & More Quality Feed Per Acre



For more information call:

BROWN DAIRY EQUIPMENT CO. 800.373.2153 or visit browndairyequip.com

**All Pre-Orders must be received in June 2015. Once delivered, items may not be returned.*

**SOLUTIONS
4Earth**
Solutions4Earth.com



AfiMilk Activity Tag Upgrade

Many original AfiTAGs are reaching the end of their useful life. Now Brown Dairy Equipment is offering a TRADE-UP program so dairies can upgrade to the latest in technology, AfiACT II tag. Not only will this upgrade give you a full THREE YEAR replacement warranty, but also give you better tag retention with the easy-to-use plastic ratchet style strap. This leg tag not only identifies cows in the parlor, but tracks lying time, lying bouts and can be tracked 24/7 with a wireless tag reader located in your barn.

Standard retail pricing on the AfiACT II tag with strap is \$80.96, but now trade-in your CLEAN AfiTAG or PEDO-PLUS Tag and pay \$64.96 for the latest technology tag and the easy-to-use strap.

**NOTE: Ideal versions earlier than "15" will need to be updated in parlors and sort gates.*



Madison, Wisconsin – October 2016

AFIMILK, USA is proud to announce that SwissLane Dairy Farms and Tom Oesch of Alto, MI are winners of their World Dairy Expo AFIACT II drawing. While visiting the AfiMILK booth at World Dairy Expo, Tom completed a registration form to be entered in the "WIN AN AFIACT II SYSTEM" drawing. Tom's name was drawn by the president of AfiMILK, USA on the final day of the show.

SwissLane and Tom Oesch were presented with the AfiACT II Long Distance Barn Reader, ACT II Software and 100 AfiACT II tags by Ken Berberich AFIMILK Account Manager – Great Lakes (pictured above with Tom Oesch) and Bob West of Brown Dairy Equipment. *Congratulations, SwissLane!*



AfiACT II™

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.

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New AfIMILK Products offered by Brown Dairy Equipment!

Brown Dairy Equipment and AfIMILK are proud to announce the release of two exciting new products.

AFIFARM 5 – THE NEXT GENERATION OF AFIFARM HERD AND DEVICE MANAGEMENT SOFTWARE.

For years, AfIFARM software has given dairy farmers the tools to manage their parlor and herd health to increase productivity and profitability. As technology evolves, AfIMILK announces AfIFARM 5, integrating new technologies and high performance features to keep your operation running smoothly and productively.

- AfIFARM 5 integrates around the clock heat detection with AfIACT II. The AfIACT II system supports time sensitive breeding multiple times per day, presented in an easy to use format.

- With AfIFARM 5 you can stay updated 24/7/365 with alerts, notifications on your computer or emails / messages on your smartphone, tablet or other device. You may also be connected to Brown Dairy Equipment for service related notifications.

- AfIFARM 5 makes it easier to assign tags to the cow during milking. Since tags are primarily attached to cows in the milking parlor, a semi-automatic procedure allows tag assignment during milking.

- AfIFARM 5 provides easier monitoring with AfICONTR0L. From AfICONTR0L's central dashboard, you can monitor and control system components, get milking rates and follow the milking progress. AfICONTR0L synchronizes with every tag and every milk meter along with the entire parlor for greater usability of the AfIMILK system.

Call us today for more information about getting your system upgraded to AfIFARM 5.

AfIMILK announces the acquisition of **SILENT HERDSMAN**. AfIMILK has been a leader in leg pedometers since they released their first estrus detection sensor in 1984. With SILENT HERDSMAN, AfIMILK will be the leading provider of head sensors as well.

- SILENT HERDSMAN is a patented, neck mounted cow monitoring system that monitors cows and heifers 24/7 via a patented sensor mounted on a neck collar.

- The system detects estrus and health problems based on cow activity, rumination and eating patterns.

- Data is transmitted wirelessly from the collar via a base station to a central computer on the farm that issues alerts for changes indicating estrus or illness.

- Producers can receive alerts, and remotely monitor individual animals or the entire herd from virtually any computer, tablet or smartphone. They are able to spend less time directly observing the herd, and more time breeding and treating cows automatically identified by the system.

- Simple to install, operate and maintain, SILENT HERDSMAN requires no special expertise beyond the basic knowledge of a touch-screen PC system.

- SILENT HERDSMAN is a premium product that provides health monitoring based on rumination and eating, it is recommended for heifers and as a Stand Alone cow monitoring system.

Call us today to talk about this exciting new product from AfIMILK and Brown Dairy Equipment.



afimilk[®]
Vital know-how in every drop



Mueller and Brown Dairy Equipment Leaders in Energy Savings!

Brown Dairy Equipment is proud to bring new Mueller energy efficient products to the marketplace. For years Mueller has been building the best in condensing units in their factory. Now we introduce **the NEW HiPerForm Condensing Unit with a digital scroll compressor and electronic expansion valve.** These items make the Mueller HiPerForm Condensing unit the most energy efficient dairy farm cooling system available. The digital scroll has the capability to unload half of its capacity. Now a 5 horsepower scroll can run as a 2.5 horsepower unit when milk flow / cooling load demands less cooling instead of cycling on and off. This unit performs extremely well when milk flow is sporadic, such as in a robot barn.

Mueller has also introduced a 70 Plate Multi-pass plate cooler that can be used with well water or a chiller. This allows medium sized or robot dairies the opportunity for better pre-cooling with a minimal investment.

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.

With these energy efficient products added to our cooling line-up, many of the electrical providers have energy rebates available to defray the cost of these upgrades.

Please check with your electrical supplier for the exact programs available in your area. A partial listing is:

- Add a scroll compressor for dairy refrigeration Rebate of \$.04 per pound of milk per day
- Add a Mueller Fre-Heater Recovery Unit (with electric water heater) Rebate of \$.16 per pound of milk per day
- Have a dairy refrigeration tune-up / spring cleaning Rebate of \$.02 per pound of milk per day
- Add a Mueller Accu-Therm Plate Cooler Rebate of \$.10 per pound of milk per day
- Add Opti-Flo Variable Speed Milk Pump with existing plate Rebate of \$.05 per pound of milk per day
- Add Opti-Flo Variable Speed Milk Pump with new plate Rebate of \$.07 per pound of milk per day

Ask us about rebates on variable speed drives for your vacuum supplier (\$75.00 per horsepower), fans or Orion Long Day Lighting.

Brown Dairy Equipment's Commitment to Continued Training for our Employees



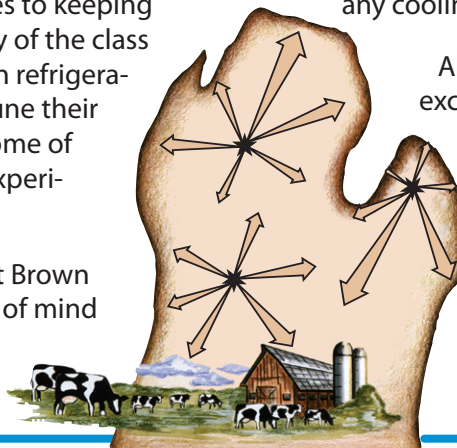
Pictured above, left to right: Matt Schipinski, Tim Jones, Casey Sadro, Shaun Jensen, Tony Nelson, Mike Costello, Andy Lawens, Jamie Britton, Kyle Blair, Robb Garrett, Delta College Instructor, Joe Skornia, Shane Curns, and Cody Kocsis. Missing from picture is Service Advisor Scott Schmitt.

On January 20, 2016, 13 Brown Dairy Equipment employees began **multi-level refrigeration training** at Delta College in Midland, Michigan. Over the course of six weeks, Instructor Joe Skornia covered many aspects of cooling and refrigeration as it relates to keeping your milk cold on the dairy farm. Many of the class attendees were already experienced in refrigeration. This was a chance to really fine tune their skills, while at the same time giving some of our newer employees very valuable experience.

Training is very important for us at Brown Dairy Equipment. You can have peace of mind knowing that when a technician is at

your farm, you are receiving top notch service with the utmost professionalism. While many of our competitors only have 1 or 2 people with refrigeration experience, we have 19 that are certified and able to help you with any cooling situation.

All three of our locations are staffed with excellent service and installation technicians. From Bad Axe, to McBain, to Portland, Brown Dairy Equipment has the technicians ready to help you keep your dairy facility working in excellent condition. Give us a call anytime to discuss your scheduled maintenance or service needs. Brown Dairy Equipment is here to help!



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BROWN DAIRY EQUIPMENT Scholarship Program



The Brown Dairy Equipment Scholarship Program is heading into its fourth year. If you know a student looking to continue their education past high school, please have them apply today.

Applicants who are going to attend a college or university and plan to study animal science, pre-vet, agri-business, agricultural education or any other major in the field of agriculture may apply. Also, students who may be attending a technical school studying the electrical or refrigeration trades may also apply.

For scholarship details, please visit www.browndairyequip.com, find the scholarship section and download the application. Complete and submit to Mary Brown. To reach Mary Brown, you may email her at mbrown@browndairyequip.com, fax to 989-269-1953 or mail to Brown Dairy Equipment Company, 2153 N. Van Dyke, Bad Axe, MI 48413. *Our 2016 deadline for applications is April 15, 2016.*



BROWN DAIRY EQUIPMENT CO.

serving Michigan Dairy Farm Families since 1962