



THE RIGHT CHOICE

COW NOW

Cow Now - know now with Cow Scout!

GEA's new Cow Scout activity monitoring system may be the best new system to work in the dairy industry in years. Why no other system compares:

- Accessible anytime, anywhere - that means that you don't have to go to the barn to collect activity info. It's emailed to your phone!
- Activity Data is collected every 7 minutes and compiled in 2 hour increments.
- Regular antenna reads to 300' and long range to 3000'.
- Can be used for cows or heifers.
- Uses pedometers or neck bands.
- Can also work for pasture cows.
- Reduced activity can be detected (lameness).
- Eating time is recorded providing timely health data.
- Long Life Tags.
- Movement technology uses an accelerometer like your smart phone.
- More ways to view information.

From wherever they are to wherever you are. We now have a special program for competing tag trade in.

www.gea-farmtechnologies.com

DAIRY HISTORY

Dairy work 75 plus years ago, including milking, making cream and butter and also the sophisticated art of making cheese in Europe, was always done by women. The word "dairy" is from the Middle English "dey" - a female servant. The dairy in the early days was associated with the house, not the land. A man's place was outside in the public eye while the woman's was at home. Also, milk was perhaps considered self-evidently a woman's affair. Consequently, a "cool hand" was the term used for giftedness in butter-making; kneading butter required swift, firm movements and a low temperature. When a farmer from an English county like Cheshire, famous for its dairy produce, sought a wife, he chose brawn over delicacy every time for dairy work.

From Much Depends on Dinner by Margaret Visser.

SMALL CHAIN SCRAPER

We are soon going to be ready to sell our GEA/Houle North American built small Chain Scrapers. The following are some of the strengths of this product line:

- Proven clean scraping blades made by GEA/Houle.
- Hardened 13mm chain made in North America.
- Heavy Duty corners wheels made by GEA/Houle.
- Uses GEA/Houle's newly developed control for North American style barns.
- Ability to control with Smart Phone.
- Two year warranty for parts and labour.
- Ability to scrape uneven alley lengths.
- Urethane Wear Blocks for blades in sand.
- Can be used to upgrade and supply DeBoer systems.
- Uses regular Canadian 60HZ electric motors.
- Good choice of blades from 16°, straight & "V" blades.

GEA/Houle, a name that all farmers in North America know!

AMAZING STATS

- * There are over 150 GEA/Houle rope and cable scrapers in BC with SS cable lasting longer than 5 years.
- * There are over 12,000 Westfalia-Surge Magnum 90i Parallel stalls (Individual Index) in California. (BC has over 350 stalls).
- * Our oldest Westfalia meters (same as the new ones) are still milking in Fort Langley today, and they were installed over 27 years ago.
- * Our original model "B" Take-offs put in 25 years ago or more are still running on about 40 farms.
- * Many of our scraper systems, running 24/7, have over 80,000 hours run time.
- * There are over 100 GEA/Houle Agi Pumps performing pumping, agitating and fluming in B.C.
- * There are 14 Rotary milking parlours in B.C., 10 are GEA Westfalia-Surge.



* There are a total of 5 Rotaries in Washington State, all are GEA Westfalia-Surge.

* There are over 50 BeddingMaster compost bedding makers in Canada and Pacific Dairy Centre has sold 16 of them.

* There are over 25 GEA/Houle manure tanks, equaling over 125,000 gallons of tank space in B.C.

* Manure Drag Systems, hard and soft hoses, are overtaking liquid manure spreaders for gallons spread.

* There are approximately 15,000 cows being bedded with green or pasteurized manure fibre.

PANAMA MEETINGS

At our Gea dealer meetings, we had the pleasure of listening to a dairy economist from the IFCN, a network of 15 independent economists who watch the Global dairy industry. The following is a list of some of his more interesting points:

- * 70% of dairy products cost is the cost of producing milk.
- * World prices drive national prices.
- * Shortages are usually at the equator.
- * When oil is high, milk is usually high.
- * The largest processor in the world does 3% of total milk.
- * The world needs 20 million more kilograms of milk per year.
- * Only 62% of the world's milk reaches processors.
- * There are approx 145 million dairy farms, average of 2-3 cows per farm.
- * Approx. 1 billion people live on a farm with a dairy animal.
- * 95% are small farms with 57% of the cows.
- * Competition to dairy can be land uses.
- * A 8,000 litre cow is a standard cow.
- * China is the largest importer of milk.
- * Shipping is 1 to 2 cents per litre.
- * The US is not as strong as the EU in dairy.
- * Grass is still the main source of feed.



GEA
CowScout™

engineering for a better world

Activity monitoring system

*From wherever they
are to wherever you
are – KNOW NOW.*

- Reduce labor.
- Increase pregnancy rates.
- Better monitor herd health.
- Limit need for hormones.



GEA Farm Technologies

7 DAYS

Animal No. 1117
Group 1. Group 5
Location 0. Farm
Reproduction state 4. Open
Responder 984000000780687

● Birth date 10-29-2008
● Calving date 02-01-2012
● Heat date 04-01-2012
● Insemination date 04-01-2012
● Dry off date 01-01-2012

The Estrus Cycle

Research indicates the average estrus cycle lasts up to 32 hours.

Optimal insemination time is 10 hours after the onset of estrus.

