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LELY life

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LIVE LIFE LELY

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World dairy EXPO 2013

Madison, Wisconsin, U.S.

Oct. 1-5 marks World Dairy Expo 2013, and Lely wants to connect with you! World Dairy Expo is truly where the dairy industry meets. Join us in Madison, Wis., along with 65,000+ dairy industry enthusiasts and see the newest addition to the Lely family – the Lely Vector automatic feeding system.

Lely will also sponsor Cinnamon Ridge Dairy's Virtual Farm Tour at Expo, Thursday, Oct. 3, at noon. Hear firsthand how the Maxwell family transitioned their dairy to robotic milking, as well as general operation information, management practices and benefits of a robotic milking lifestyle.

Lely will feature dairy products providing producers with more sustainable, enjoyable and profitable futures in dairy, including the Lely Astronaut A4 robotic milking system, Calm automatic calf feeder, Juno automatic feed pusher, Discovery mobile barn cleaner and (NEW!) Lely Vector automatic feeding system. No matter where this year's World Dairy Expo may take you, we hope to see you in the Arena Building.

For more information, visit www.worlddairyexpo.com.

>> VISIT LELY
AT BOOTH AR 461-483, TM I

ON THE COVER:

John Maxwell, Cinnamon Ridge Dairy, standing next to his herd. Read more about Cinnamon Ridge Dairy on page 3.

MEET
Cinnamon Ridge Dairy

Donahue, Iowa, U.S.

For over six generations, the Maxwell families, including brothers John and Edwin, and John's daughters, Amy and Kara, have been farming in Iowa. During that time, Cinnamon Ridge has seen growth, adaptation of new technology and diversification. The farm is named for the "Cinnamon" color of the Jerseys and "Ridge" is for the elevation of the farm. In the last 12 months, the farm has expanded to 260 Jerseys, with a rolling herd average of 21,234 pounds of milk, making them the seventh highest producing Jersey herd in the U.S. This expansion was made possible by the addition of robotics.

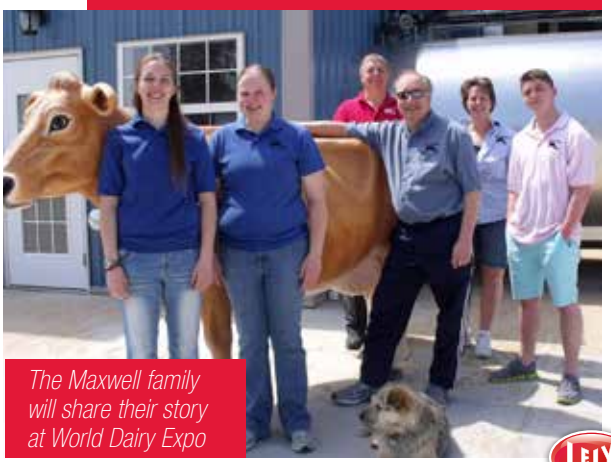
Cinnamon Ridge is focused on becoming the top Jersey production herd in the nation. Their milk is processed on the farm into cheese, which is sold in the retail store and restaurant on site. In addition to the dairy herd, Cinnamon Ridge is also home to a beef cow and embryo operation, a 10 thousand-head swine facility and poultry egg production. The store and restaurant feature all foods grown at Cinnamon Ridge. There is also an event center that the Maxwells use for farm tours. The farm hosts 2,500 visitors annually from all over the world.

The center is also available for public events, such as weddings, and wine and cheese parties. The Maxwells were honored in 1997 as the National Outstanding Young Farmer.

We invite you to join the Maxwells at World Dairy Expo in Madison, Wis., Thursday, Oct. 3, at noon, where the family will share their robotic milking story as part of the 2013 Virtual Farm Tour lineup. The tour will include a 30-minute presentation of their operation, including general operation information and highlights of the farm's management practices.

Join Us!

- **What:** Virtual Farm Tour
- **Who:** Cinnamon Ridge Dairy
- **Where:** World Dairy Expo, Mendota 1 meeting room in the Exhibition Hall
- **When:** Thursday, Oct. 3, noon



The Maxwell family will share their story at World Dairy Expo

MONITORING *changes* in rumination

AUTOMATIC MEASUREMENT OF RUMINATION OFFERS EARLY DETECTION OF HEALTH PROBLEMS.

Robotic dairies use rumination information not only to monitor the ration and digestion of the dairy herd but also, in combination with all other robot sensors, to reveal potential health issues and the reasons why a cow isn't producing well.

When Allan and Dianne Mulder bought Gifford Acres Farm from Allan's parents in 1993, they never imagined robots would someday milk their herd, or notify them of cow health issues before cows become ill. But after raising three daughters on their Abbotsford, British Columbia, farm, two robotic milkers and herd health monitoring arrived.

"There are many reasons to opt for robotic milking," says Katelyn, Allan and Dianne's oldest daughter. "For us, Dad wanted to slow down, and we decided to make it so running the farm would be a 'one and a half man' show."

In February 2011, Katelyn and her husband, Curtis Delange, moved home to take on farm duties and give Allan a chance to slow down and settle into semi-retirement.

"It was in 2006 that we first heard about robotic milking," says Katelyn. "We originally talked about robotics with the mindset of a 10 year plan once my husband and I moved home, however Dad was talking to the banker one day who asked, 'why not, just go for it?'"

Rumination, heat control and cow identification systems offer dairy farmers a completely new way to monitor cow health

Together, Curtis and Allan toured robotic dairies in Ontario. After significant research and discussion with various people, including a neighbor who had recently transitioned to automation, the family opted for Lely's Astronaut robotic milking system.

Today, the robotic milkers offer Gifford Acres full control over their herd of 90 milking-cows with the help of management tools within the robots and rumination monitoring.

MONITORING HERD HEALTH

Rumination activity is critical for every ruminating animal's health. Modern technologies give Gifford Acres a completely new way to monitor and improve individual cow health, making herd management easier. Lely's QWES-HR collars measure the rumination of cows together with their activity and offer Gifford Acres the earliest available information on potential cow health problems.

"Rumination gives us the ability to catch metabolic disorders at a subclinical level, especially ketosis," says Curtis. "Combining rumination with other sensors gives us the opportunity to determine whether a cow has an udder health or rumen health problem."

Thanks to improved health status, milk production, too, can increase. Changes in rumination are oftentimes the earliest sign a producer can obtain from cows to warn about potential problems. The earlier a potential health problem is recognized, the easier and cheaper the problem is likely to become.

"We've seen way more milk," says Curtis. "There is also less stress on the cow's udder and less stress throughout the entire herd."

If a cow is sick and needs to be treated, monitoring rumination tells Gifford Acres if the proper course of action has been taken because rumination will increase prior to milk increasing again.

"Along with activity, rumination gives us an upper hand when it comes to heat detection," says Curtis. "We can pick up on silent heats with drops in rumination and no change in activity."

Gifford Acres Farm, Abbotsford, British Columbia, Canada Pictured from left: Curtis and Katelyn DeLange with daughter, Madison; Dianne and Allan Mulder.

Scan to learn more about the Lely Vector automatic feeding system

LELY VECTOR
automatic feeding system

Feeding your cows is an important daily routine, which is why this October, at World Dairy Expo, Lely continues to innovate with the first U.S. public showing of their highly anticipated new product – the Lely Vector automatic feeding system. The Lely Vector is the next major step in automated methods within dairy farming and it matches the impact of the milking robot.

The Lely Vector ensures that correct rations are fed to cows consistently and on time, allowing farmers to achieve efficient and high-quality milk and production. The Lely Vector is a complete and efficient feeding system that allows modern dairy farmers to control their business the way they want to; while saving money, labor, time and energy.

With the Vector, Lely has developed a unique economic concept that allows for 24/7 flexible and fresh feeding of cows. The Lely Vector automatic feeding system is a state-of-the-art concept, developed in close cooperation with our customers that allows for optimal results while maintaining maximum respect for your cows.

For more about the Lely Vector, visit www.lely.com

MEET FMS ADVISOR, DAN SCHREINER

Dan Schreiner's work varies quite a bit which is what makes his job so enjoyable. He has the opportunity to work with farms of all sizes and with many different types of forage and ration styles across the U.S. and Canada. "One of the main success factors for free cow traffic systems is to make sure the partial mixed ration (PMR) is balanced properly at the bunk to encourage visits. I spend a lot of time working with farms and their nutritionists to make sure cows visit the robot and reach their production goals," says Dan. "It's really rewarding when producers have to set new goals because the old goals have been achieved."

Apart from the Astronaut A4 milking robot, Dan is also involved with the Lely Vector automatic feeding system. "I am really excited about the Lely Vector and can hardly wait for the full commercial release in North America," says Dan. "The ability of the system to automatically adjust the amount of feed to the need is a fantastic feature. One of the biggest challenges in the feed program of any farm is to consistently and accurately feed the animals all day every day, and this system virtually eliminates this issue."

Dan Schreiner, Lely North America Farm Management Support and Vector Project Manager

MEET Hemdale Farms

Seneca Castle, New York, U.S.

In New York's Finger Lakes region, between Rochester and Syracuse, Hemdale Farms is proving how influential robotic milking really is on large dairy farms. Hemdale Farms is a second generation farming operation that consists of a 785 cow high-production dairy, and 2,800 acres of crops. Hemdale Farms has been milking with Lely Astronaut robots since 2007. The farm started with four robots, but within a year, Hemdale Farms recognized the benefits of robotic milking; specifically the aspect of cow comfort. Since the spring of 2010, Hemdale Farms has been milking completely with automation enlisting 13 Lely Astronaut robots.

"Since we've been completely robotic, we've probably cut out about 35 percent of our labor costs," said Pete Maslyn, Hemdale Farms' dairy manager. "Lely has been a good company to work with; they are forward thinking and always improving on what they have. I am glad we made the decision to work with them."

Scan to learn more about Hemdale Farms.

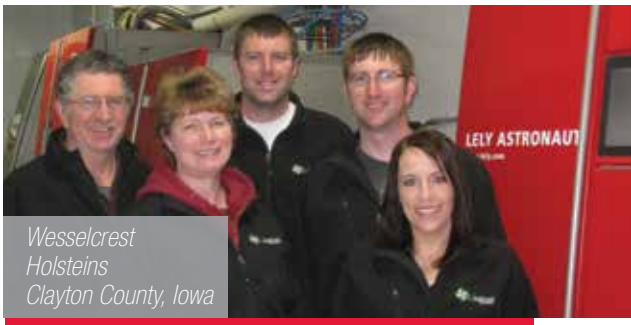
Pete Maslyn
Hemdale Farms
Seneca Castle, New York

MEET Wesselcrest Holsteins

Clayton County, Iowa, U.S.

Wesselcrest Holsteins was purchased in 1862 by Henry Herman Wessel. This fifth generation farm sits on 1,100 acres, with livestock consisting of 210 milk cows, 240 heifers, 50 bull calves, 35 beef cow calf pairs and 75 head of fat cattle. The operation is run by Walt and Judy Wessel along with their sons, Brent and Jason, and has seen continual growth in both acreage as well as technology. In 2011, the Wessels built a freestall barn and installed a robotic milking system to expand their herd and improve management by allowing for more data. The Wessels also wanted to incorporate the free flow system so their herd would be able to eat, drink and lie down when they desired.

Today, two Lely Astronauts milk 140 cows on Wesselcrest Holsteins. Lely technology has enabled the Wessels to milk their herd more often and free up time for other jobs around the farm. In addition to the robots, the farm utilizes a Juno automatic feed pusher, as well as a Luna cow brush.



Wesselcrest
Holsteins
Clayton County, Iowa

At a glance: May 2013

- Avg. production per robot: 6,319.5 lbs.
- Avg. production per cow: 95 lbs.
- Avg. SCC: 180
- Avg. Fetch cows: < 5

"Robotic milking gives us a little more flexibility with our busy schedules. One person can do the milking chores instead of needing three people at once to milk in the older tie-stall setup," said Brent Wessel. "Production is up significantly in the robot barn, most likely from increased milkings per cow, as well as going to sand bedding and larger stalls which provide better cow comfort."

With LELY on your side,

you're never alone.

No one offers more comprehensive knowledge and experience in robotic milking than Lely and their Lely Center dealer network. Customers benefit from Lely's valuable dairy management expertise where it matters most: on their farm. When customers purchase Lely products, they receive the service and experience that comes from the company that created the world's first robotic milking system. A comprehensive team, from your Lely Center dealer network to a Farm Management Support team.

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