



Project References and product introduction





ATTRACTIVE INVESTMENT

The investment in flexible polymer products from Cow-Welfare is typically paid back already within the first six months.



ANIMAL WELFARE

Natural behaviour in to the barn. More relaxed cows, less stress, less or no injurie and marks. Better heat cycles and longevity.



OPTIMISED PRODUCTION

Content cows that rest more und live longer leads to optimised production. 2-3 kilo more milk from each cow daily is indeed a realistic expectation.



Cow-Welfare

HEALTHY COWS ARE PROFITABLE COWS

Which problems are solved?

Examples of problems that can be solved with cow welfare:

- Swollen neck
- Fast breathing
- Unbalanced walk
- Poor hoof health
- Curved back
- Poor utter health
- Heel erosion or skinned heels

What can be achieved?

Examples of achievements with cow welfare:

- Better heat cycles
- More milk
- More rumination
- Less injuries
- No stress
- No boss cows
- Increased lying time
- Cows are too big for their current barn

Which problems and oportunities are reasons for investment according to the farmers themselves?
- be inspired by our project references on the next pages...



Project References

Examples from the world



Project Facts

-  **Herd** 1,000 cows (SDM/Holstein of which 100 fresh cows are in section with Cow-Welfare products)
-  **Output** All 1,000 cows: 41.6 kg/cow daily average
100 fresh cows: 40.2 kg/cow average after 18 days in milk
-  **Milking** 3 milkings daily
-  **Barn** New fresh cow section with Cow-Welfare in March 2018
-  **Products** CW Flex Stall
CW Flex Feed
-  **Location** South Africa
-  **Reference** Klipheuwel Farm
Philip Blanckenberg

Introduction

Already after 18 days in milk, Philip Blanckenberg's 100 fresh cows deliver an average output of 40.2 kilo milk each. 60% of the cows are in first lactations.

According to Philip Blanckenberg his cows perform much better with Cow-Welfare Flex Stall and Flex Feed than normally. He has registered less problems and a higher yield since he got new free stalls and feeding tables in March 2018.

Philip Blanckenberg is a happy farmer, because he has documented a positive effect of his investment.

Example /results

The graph shows cull rate after 50 days in milk. It has never been lower than now (yellow line).



The table compares figures from April in 2016, 2017, and 2018 for 1st lactation cows. The average yield after 21 days in milk is ~2 kilo higher after Cow-Welfare was installed.

	Apr-16	Apr-17	Apr-18
1st Lactation Production			
Ave. Production	35.87	35.38	36.16
Ave. DIM	183	187	175
Peak	43.98	43.68	43.29
Peak as % of 3rd+ Lac.	74%	75%	76%
DIM @ Peak	56	60	64
Ave. Prod. @ 21 DIM	30.74	30.26	32.51
0-25 DIM	29.04	27.80	
26-50 DIM	36.87	37.62	
	38.33	38.22	

Higher yield, less problems - documented
40.2 kilo milk after 18 days in milk





This is the largest barn for dairy cows in Luxembourg, until now.

In May 2018 the first of 1,000 cows moved in.

Products: Cow-Welfare Stall and Flex Feed

Project Facts

 Herd	300 cows (SDM/Holstein)
 Output	Yield 12,800 ECM (energy-corrected milk) per cow delivered +5 kg/cow/day in new barn (average)
 Milking	3 milkings daily (palor/rotary)
 Cell count	80,000 (average)
 Barn	New barn in 2012
 Products	CW Flex Stall CW Flex Feed
 Location	Skærbæk, Denmark
 Reference	Tom Scholtens

Introduction

“My cows should feel good. I think they then thank me by delivering more milk”. This is how Tom Scholtens state the reason to invest in Cow-Welfare stalls and feeding table



“The heard is one of the highest yielding herds in Denmark. Genetically SDM cows are not much different, therefore the difference must be found in the barn design. The cows are not afraid to lay down because they know they will not get injuries or marks, neither when they lay down, nor when they get up. And they lie in a soft bed of sand with lots of light and air around them. In my opinion these are the most important changes between the old and new barn.”

”

**Calm content cows deliver
5 kilo more milk from each cow each day**





After

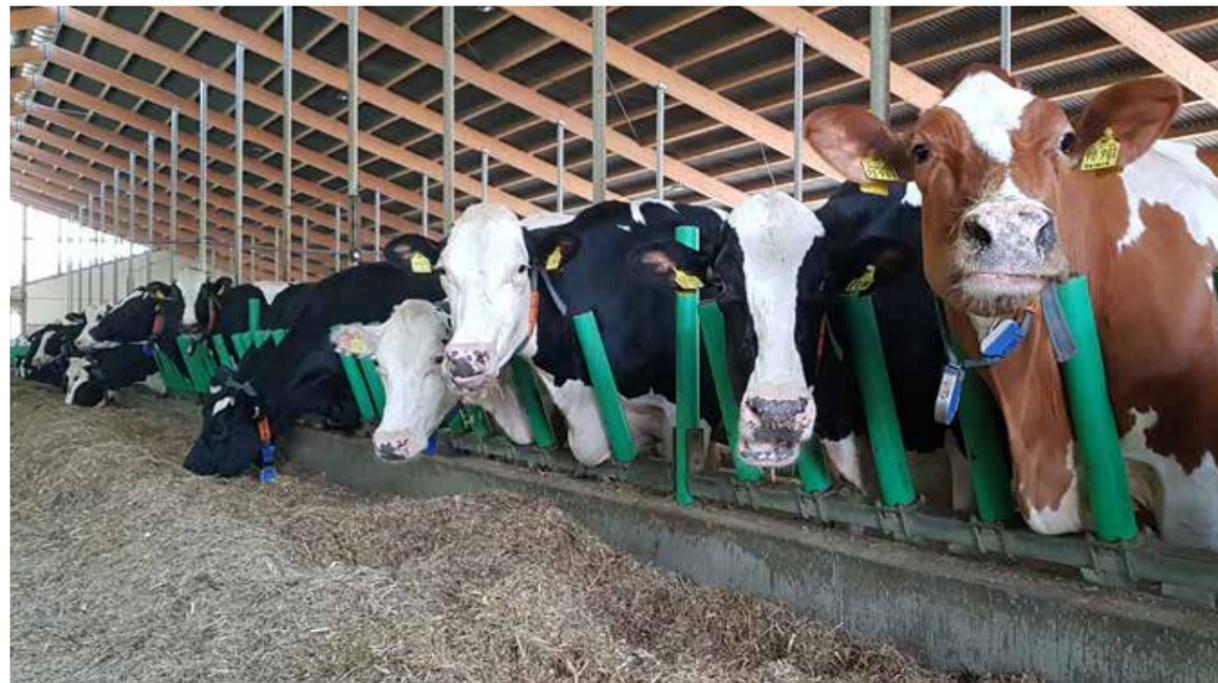


Before

Project Facts

 Herd	400 cows
 Barn	Products installed in November 2015
 Products	CW Flex Stall CW Flex Feed CW LatexSoft
 Location	Veit Mohr, Germany

The cows are very relaxed and the heat cycles so good that 120 of 400 cows are not inseminated but let the bull do the job naturally. It is possible because the free stalls and feed barriers are of high quality and strength, but also because the cows are content and relaxed in Cow-Welfare stalls.



Heat cycles are improved - cows are relaxed



Project Facts

-  Herd 90 cows (purebred Holsteins)
3.5 lactations in average
2 cows had 8 lactations until now (as of May 2018)
-  Output Yield 40.5 kg. daily average
Fat 4.18%, protein 3.5%
-  Milking 2 milkings daily (parlor/rotary)
-  Cell count 115,000 (average)
(vs. 150,000 in old barn)
-  Barn New barn in 2016
-  Products CW Flex Stall
CW Flex Feed
-  Location Prince Edward Island, Canada
-  Reference MacTalla Farm Inc.
MacQuairrie Family

Introduction

Natural eating behaviour. Less stress. No boss cows. No marks and damages. Increased lying time. Better rumination. Cell count down. Yield up. This is the life of a dairy cow at MacTalla Farms Inc.



“We have made some significant changes to our farm over the last year, recently switching from an older style free stall to a newly constructed tarp barn.”

“Cow comfort is a top priority for us and making the decision to include Cow-Welfare stalls and the Flex Feed rail fit well with our goals for our new barn. We have noticed a vast improvement in cow comfort – the cows spend most of their time eating or laying down, and less time competing for resources.”

”

Cow comfort added 10.5 kg milk per day
Same amount of feed, just more milk





This is the largest barn for dairy cows in France, until now.

1,200 cows live here.

Products: Cow-Welfare Stall and Flex Feed



Project Facts

 Herd	Mixed herd of big and small cows - some of them Jersey
 Cell count	Lower than 100,000 (average)
 Products	CW Flex Stall CW Flex Feed
 Location	Switzerland
 Reference	Pascal Monhart

Introduction

Pascal Monhart wanted a barn with high cow comfort, low construction costs, simple working procedures, and that is easily manageable. "I have achieved that in full!", he explains.

Example /cell count

“I still get impressed when I see how fast and freely a cow gets down in Cow-Welfares Flex Stall. My cows have **no galls, marks or injuries whatsoever – none**. Furthermore, there’s always quiet in my barn – no loud noises and no stress.”



"I always pay close attention to the somatic cell count. After the installation of Cow-Welfares free stall and feed fence, the cell count hasn't been higher than 100.000. The cows rest for a longer period, and the hoofs are thereby more off the aisles than normal – you won't find digital dermatitis in my barn."



Somatic cell count decreases



Project Facts

 Herd	150 SDM/Holstein cows
 Barn	Renovation of existing barn in May 2018
 Product	CW Flex Stall
 Location	Kumamoto Prefecture, Japan
 Reference	Takao Farm

Introduction

Conventional iron boxes are replaced with flexible stalls.

Already the day after CW Flex Stall was mounted, the cows lie down and the position is correct. It was a pleasant surprise for the farmer.

“The cows got accustomed as soon as it is installed. The most of the boxes are occupied. It looks simple structure but controls cows well. The cows look like free and stay relaxed.”

”

Notice, cows lying in position that makes stalls dirty



Correct lying positions - leads to cleaner cows

Immediate adaptation





“Cows are flight animals. If they suddenly get up, tumble, or get stuck, the flexible system means that they will never get really stuck. That is animal welfare.”

Herdsman Malthe Ebbesen
Graasten Agricultural College, Denmark

Products: Cow-Welfare Flex Stall & Latex Soft CHY

Project Facts

 Herd	200 cows
 Output	37-38 kilo per day in area with Cow-Welfare ~32 kilo in iron free stalls
 Cell count	150,000 - 180,000
 Barn	Extension to existing barn first products installed in 2010
 Products	CW Flex Stall CW Flex Feed
 Location	Kassel, Germany
 Reference	MaRaMe GbR Ralf Meier

Introduction

The neighbors were quite skeptical at first, but they quickly changed their view on the flexible equipment made of polymer.

The cull rate has dropped significantly, and the somatic cell count is around 150,000 - 180.000, which is satisfactory to Ralf Meier.

“There is no better feeling than walking through the barn in the evening, enjoying the view of my cows resting in the free stall. It’s nice to know that the stress reduction gives me more profit. I sleep well at night.”

“Many things will change in my barn, but Cow-Welfare Flex Stall will stay. The free stalls from Cow-Welfare are the best investment I’ve made!”



Example /cull rate

Ralf Meier has a very specific example of how Cow-Welfare Flex Stall has helped him and his cows: “I had a cow where age and health weren’t optimal any more, and strictly speaking, it shouldn’t have had any more calves. I chose to give the cow a second chance, and I made it live in the area with Cow-Welfares free stalls. Two years are gone, and the cow has given birth to two more calves, and a third is on its way. The cow’s yield is at 14,000 kg per year – that is something you can measure on the bottom line when you can profit from your cows in several years more than expected.”



Significant drop in cull rate





“The cows **no longer have bumps and missing hair** on their necks, and there is no damage to their shoulders which was my biggest concern.”

Van der Meulen Dairy Ltd
Canada

Products: Cow-Welfare Flex Feed



10-year warranty
10+ years with flexible polymer

Patented flexible stalls since 2007



Product Information
Basic introduction

Cow-Welfare Flex Stall



Cow-Welfare Flex Stall

Introduction

Patented flexible stalls made of flexible polymer material. Compared to conventional iron cubicles, the flexible design significantly increases the animal welfare in the barn. This leads to healthier cows who live longer and produce more milk. For the farmer this means a significantly higher profit and an improved bottom line.

Benefits

- Several adjustment opportunities (illustrated to the right)
- Attractive investment - payback time often less than 6 months
- Positive impact on health, heat cycles and cull rates - animal welfare that pays
- Optimised production; 1.5 - 3 kg more milk from each cow is a realistic expectation
- Made of flexible polymer - more than 10 years on the market

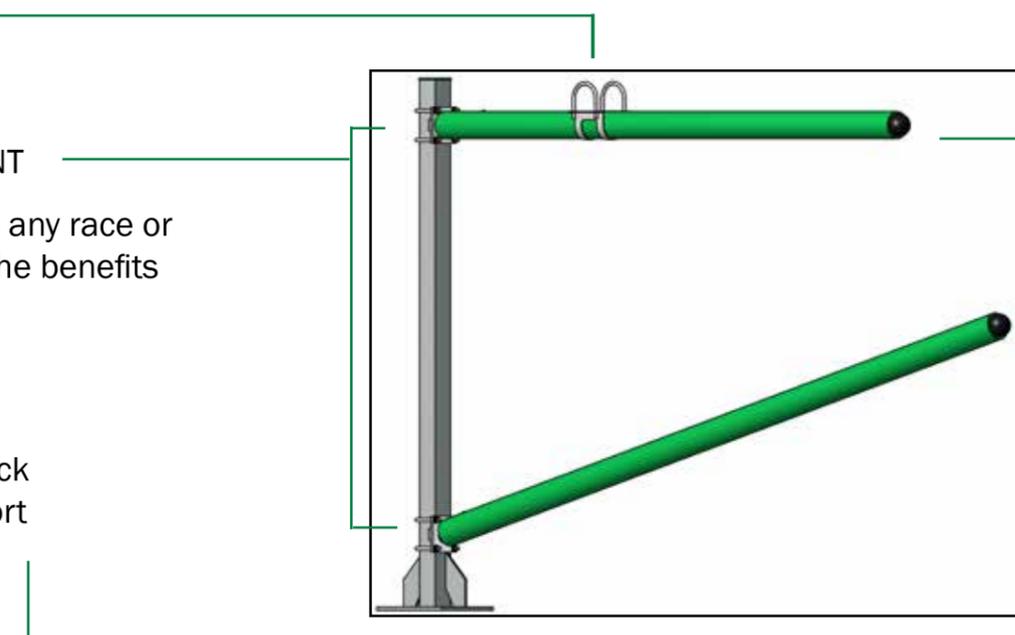
ADJUSTABLE NECK RAIL

UNIQUE OPPORTUNITIES FOR ADJUSTMENT

The system can be adapted individually to any race or size of cows - this is essential to achieve the benefits

SMOOTH COW TRAFFIC

To enable the cows to easily and quickly back out of the beds, the upper pipe is kept short



Cow-Welfare Flex Stall

Neck rail guides cow to right position

Neck rail encourages cows to lay down

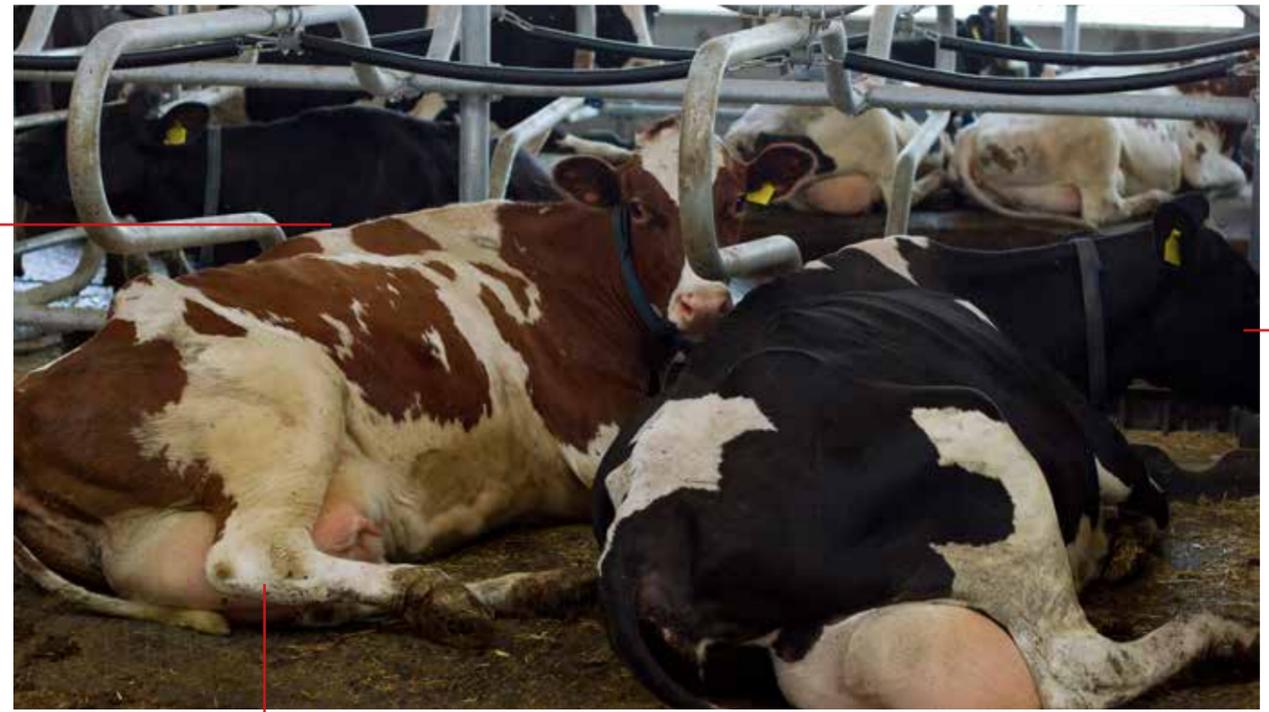
Height adjusted according to races

Flexible polymer - means comfort and no pain for the cows

Less or no injuries and marks

Flexible **Conventional**

Risk of serious back injuries



Injuries and marks on back of knees

Cow can become afraid of injuries, thus afraid to lay down - cause of reduced lying time, stress, and less milk

Cow-Welfare Flex Feed



Cow-Welfare Flex Feed

Introduction

Patented flexible feed barriers made of flexible polymer material
Compared to conventional feed barriers the flexible innovative design significantly increases the animal welfare in the barn. This leads to healthier cows who live longer and produce more milk. For the farmer this means a significantly higher profit and an improved bottom line.

Benefits

- Attractive investment - payback time often less than 6 months
- Optimised production - 2 kg extra milk per cow is a realistic expectation
- Natural eating behaviour makes a huge impact on animal welfare - it means less stress, increased resting time, lower cull rates and better heat cycles
- No marks and injuries from neck rail - leads to more content cows

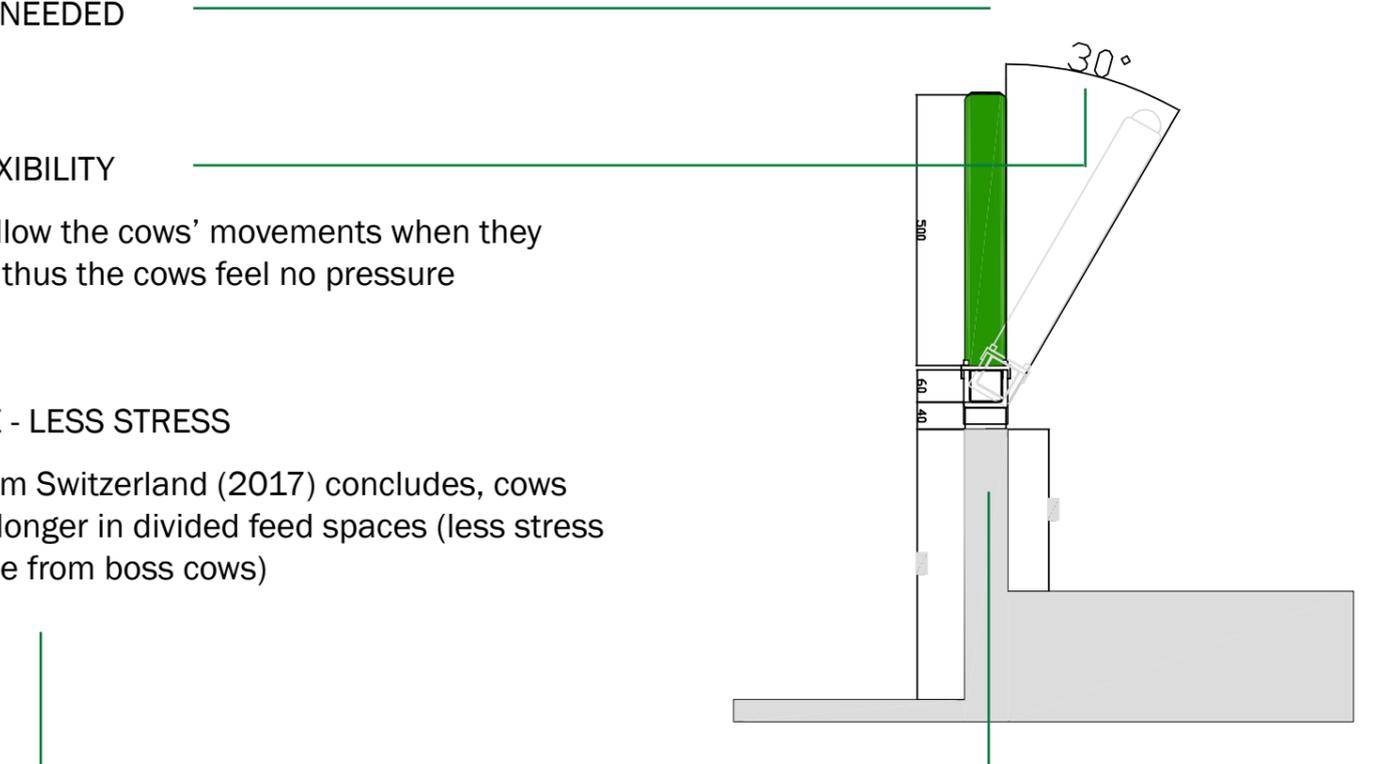
NO NECK RAIL NEEDED

PATENTED FLEXIBILITY

The dividers follow the cows' movements when they reach for feed, thus the cows feel no pressure

PRIVATE SPACE - LESS STRESS

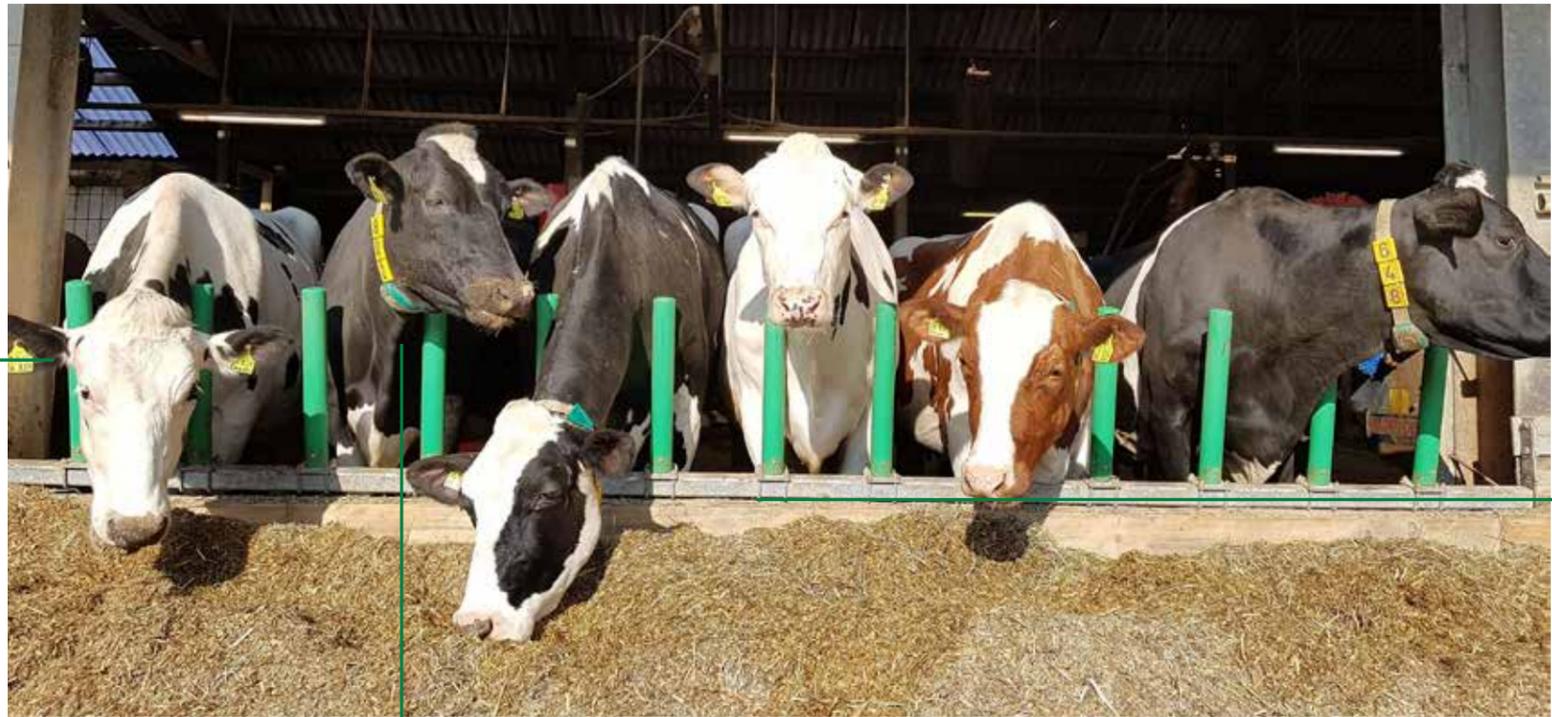
As research from Switzerland (2017) concludes, cows eat better and longer in divided feed spaces (less stress and disturbance from boss cows)



Cow-Welfare Flex Feed

Reference photo 1: Haus Düsse, 20 February 2018

Room for 6 cows



No stress

Natural eating behaviour - no desire to stand along the feeding table

Reference photo 2: Haus Düsse, 20 February 2018



Lifting the head causes trouble

Marks from neck rail

Limited comfort makes cows want to stand along the feeding table

Flexible **Conventional**

Cow-Welfare LatexSoft CHY



Other product

CW LatexSoft CHY

CW LatexSoft CHY

Cow-Welfare LatexSoft CHY

(Comfort High Yield mattress)

Introduction

Cow mattress with a slant and a two-zone structure.

The LatexSoft CHY cow mattress is made with a two zone structure, one for the front knees and one for total body weight of the cow. The top cover is made of 100% pure new rubber to make everything as comfortable as possible for the cows. That top cover is the only one on the market with a double nylon net between the rubber layers, to provide the highest comfort and at the same time have a long lasting lifetime.

The right bedding will increase the lying time of cows and with that the milk yield. Research has documented that decreasing bedding reduces the lying times of cows.

Benefits

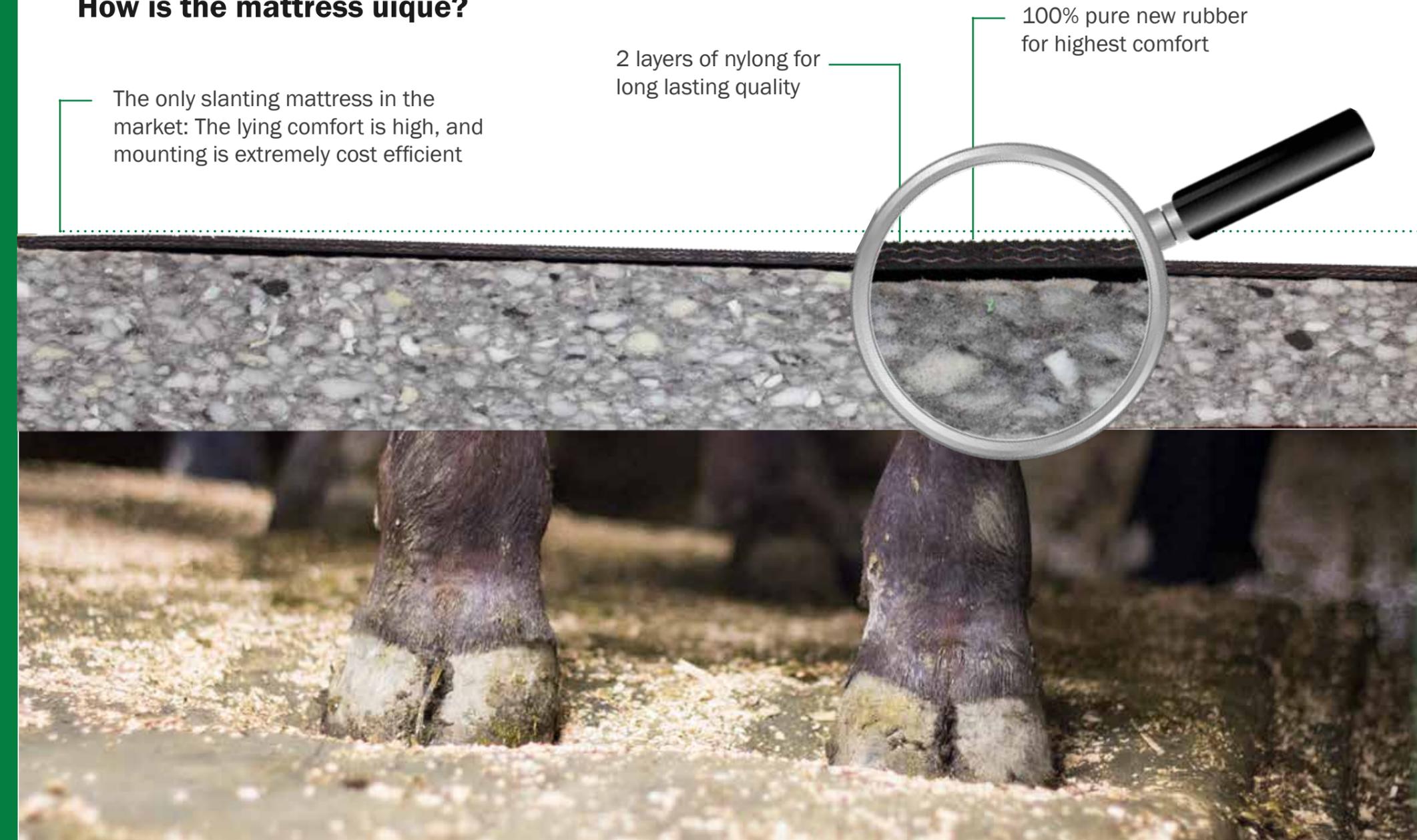
- A plane floor with a slanting mattress is much cheaper than a a slanting floor with a flat mattress
- Higher front end means comfort adapted to the weight of cows
- Developed to reduce the weight on the cows forefoot joints when it lays down
- Contributes to clean cows with dry hooves and halthy utters
- Improved lying comfort increases the lying time which improves health and longevity
- Requires a minimum of maintenance and cleaning

How is the mattress uique?

The only slanting mattress in the market: The lying comfort is high, and mounting is extremely cost efficient

2 layers of nylong for long lasting quality

100% pure new rubber for highest comfort



Cow-Welfare LatexSoft CHY

Increased lying time and no injuries and marks



Slope of almost 4% ensures lying comfort and moisture free mattresses

Gentle sleeping comfort by 2 zone structure

After

Injuries and marks

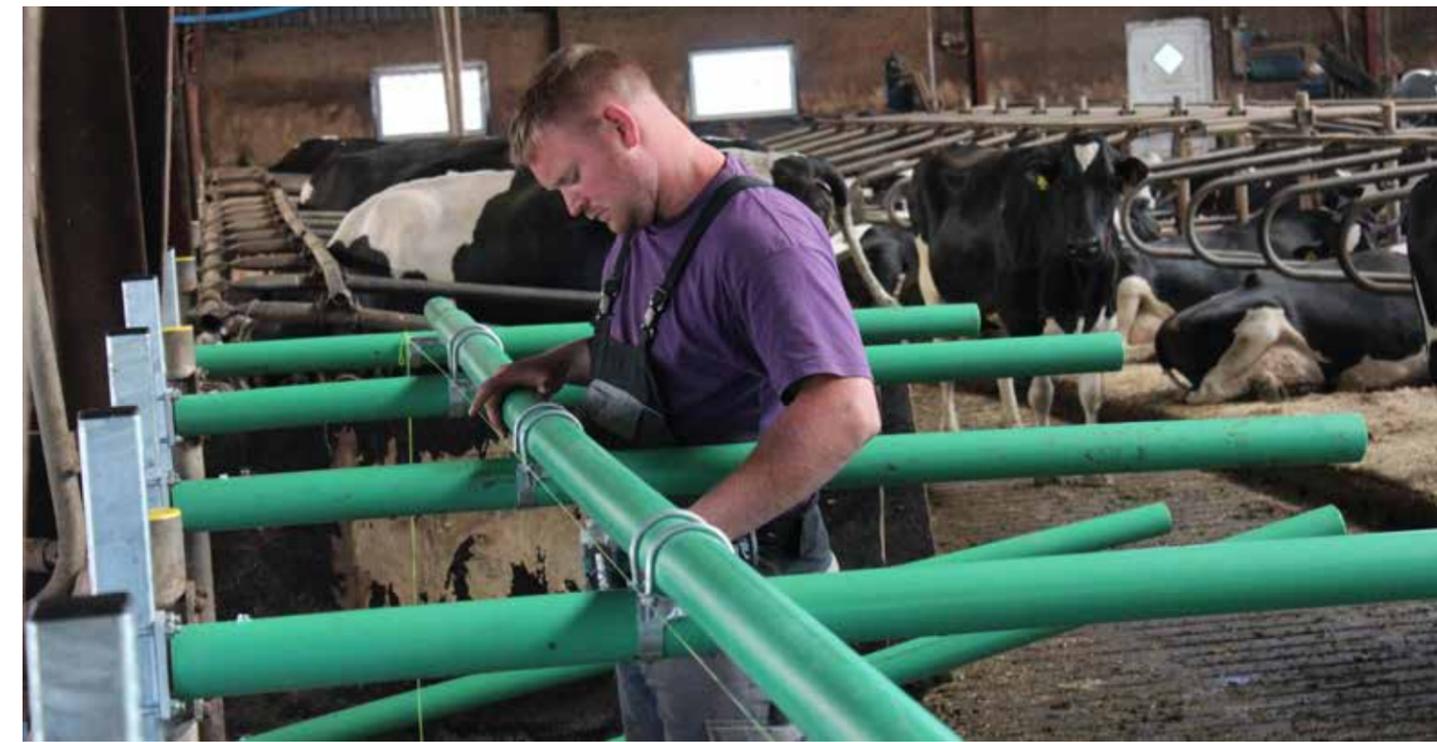


Hard, old mattress with little comfort

Before



Simple installation - can be done by farmers themselves





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