

ARGALL DAIRY SYSTEMS

FAMILY OWNED. FARM FOCUSED

WE ARE THE EXPERTS IN SERVICE, INDUSTRY KNOWLEDGE, & INNOVATION.
WE SUPPORT OUR FARMERS, OUR EMPLOYEES, OUR FAMILIES, & WE ARE HERE TO SUPPORT YOURS, TOO.



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@ARGALLDAIRYSYSTEMS



ARGALL
DAIRY SYSTEMS, INC

ARGALL DAIRY SYSTEMS

Before we dive in, we want to tell you why we have created the Argall Dairy Systems newsletter. We know the last four years have been tough. Our goal with this newsletter is to inform farmers of new products and services that can help their dairy.

Argall Dairy Systems opened their doors 25 years ago in the small town of Belleville, WI and expanded their business to Platteville, WI 10 years ago. Scott Argall, founder of ADS, grew up on his family dairy farm and Scott's father started his own dairy dealership over 40 years ago.

From the start, it has always been the Argall's mission to be farmer's trusted local partner for success in dairy solutions. Today, we continue to stand by this mission but we also have expanded our mission: to be Wisconsin's dairy experts by partnering with global leaders in dairy technology to provide our customers with the most innovative and highest quality equipment on the market.

Our services and visions have changed but our roots have remained the same. We recognize the importance of being family focused now more than ever in our world which is why we treat our employees and customers like family. We support our farmers, our employees, our families, and we are here to support yours, too.

When our customers have a problem - we fix it. Whether it's an issue with their equipment, milk quality, cow health, or need to find ways to cut costs, we work with our customers to find solutions.

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WHAT WE DO

WHO WE ARE

Argall Dairy Systems is a BouMatic milking equipment dealer and a Lely Robotics dealer located in Belleville and Platteville, Wisconsin with 25 years of experience serving southwestern and central Wisconsin, eastern Iowa, and northern Illinois. We have the capabilities of providing the highest quality milking systems and dairy farm equipment by partnering with global leaders in dairy technology. We strive to be your trusted local partner for success in dairy solutions. We have built lasting partnerships through trust, expertise and service you can count on.

PRODUCTS & SERVICES WE OFFER

Our dedicated service team is available 24/7. We service a variety of equipment brands including Mueller, Bender, Sunset and Universal. We offer our customers a full-line route program that brings added value and price discount incentives. We also offer a preventative maintenance program to ensure optimal performance of equipment and to reduce breakdowns and emergency service calls.

BOUMATIC

- Automated Milking Equipment
- RealTime Activity Systems
- Vacuum & Pulsation Components
- Milk Cooling Equipment

CALF STAR/ HOLM & LAUE

- Milk Taxi Calf Milk Dispenser
- Milk Jug Whole Milk Storage
- Small Batch Pasteurizer
- Medium & Large Frame Pasteurizers

LELY

- Astronaut Automatic Milking
- Vector Automatic Feeding
- Juno Automatic Feed Pusher
- Discovery Automatic Manure Collectors & Scrapers
- Calm Calf Feeder
- Luna Brush for Cow Comfort

ADDITIONAL

- Hoof Care Products
- Water & Sand Treatment
- Parlor Foaming Equipment
- Cow Deck & Milker Parlor Mats
- Therma-Stor Heat Recovery Units
- Crowd Gates & Rapid Exit Lift Stalls

BRANDS WE PARTNER WITH





OUR PROJECTS

FROM ROBOTS AND
RETROFITS TO BARN
IMPROVEMENTS &
ROTARY GOAT PARLORS,
WE COVER IT ALL.

ROBOT FARM

GUNDERSON FAMILY DAIRY - SHANNON, IL

2 LELY A5 ROBOTS - HERD AVERAGE CONSISTENTLY OVER 100 POUNDS OF MILK A DAY



BRIEF HISTORY:

In 2010, Rob and Kelli Gunderson started farming independently with a 58-tie-stall pipeline barn and a 99-stall freestall barn. In 2014, they purchased 5-acres and began building a 100- x 264-foot bedded pack barn. Over the next few years, they continued to expand their dairy with the largest expansion occurring in the summers of 2017 and 2018 where they installed 230 freestalls and added a robot room and milk house. In February of 2019, they installed two Lely A5 robots which allowed for 120 of their cows to be transitioned from the tie-stall barn to the new facility. Gundersons still milk 70 cows in the tie-stall barn but their end goal is to purchase two more robots and fully transition to the new facility.

INTERVIEW WITH THE GUNDERSONS:

Largest benefit with having two Lely A5s:

- Ability to spend more time on herd health rather than milking. The rumination collars help Rob and his employees identify sick cows sooner, which helps achieve the cows feeling better faster.
- Increase in milk production! The Gundersons feel the robots offer a huge advantage in getting fresh cows off to a good start. They have numerous fresh cows being milked four to five times a day, producing more than 150 pounds a day at 30 days in milk.
- The A5s have given Rob more flexibility to spend time with his family. Rob is able to go to more of his kids' sporting events and other activities that often take place in the afternoons, evenings and weekends. This past fall, he was even able to coach his son's flag football team.

Experience with transitioning their barn over to robots:

- The Gundersons felt transitioning their barn over to A5s was very smooth. The cows adjusted to the robots quickly, and are comfortable and content in the barn.

Experience with Argall Dairy Systems:

- The Gundersons have found their partnership with Argall Dairy Systems to be very beneficial. They expressed the team is very capable, available, and supportive. The Gundersons also appreciate that the team shares their knowledge as far as maintaining and servicing the robots as this helps them minimize down time and repair costs. Overall, the Gundersons are happy with the investment and their partnership with Argall Dairy Systems.

ROBOT RETROFIT

THOMPSON FAMILY FARM - BARNEVELD, WI RETROFIT BARN

Are you interested in “modernizing” your barn but rebuilding isn’t an option? Have you heard of “retrofitting?” Retrofitting your barn involves taking your existing barn and restructuring it to accommodate robots. Contrary to popular belief, you can make robots work in an existing freestall barn. In fact, you can retrofit almost all sizes of operations.

How you ask? Well, we design your barn with the cows in mind. Retrofit barns are all about cow flow and creating a calm, stress-free environment to improve cow health and well-being to result in better producing cows. You want your barn to be free of obstacles so your cows can easily visit the robot throughout the day. With our customer, Kyle Thompson, we did just this. We took their existing stanchion barn and transformed it into a single robot retrofit barn. We designed their layout for optimal cow traffic to the robot. We incorporated a comfortable distance to and from the robot making the milking process enjoyable for cows, added hoof baths, feed, and water stations, and designed the barn with sufficient ventilation and easy access to the robot room.

HERE IS WHAT KYLE HAD TO SAY ABOUT THEIR RETROFIT BARN:

The main benefit we have seen is flexibility. Flexibility in when we start and end our day, flexibility with fieldwork, and flexibility in our daily life. We are able to start our day an hour later and end an hour earlier, we are able to decide when we want to do chores, and we are able to spend more time with our family.

The most challenging part of the process was figuring out what we wanted to do and what we could make work. With Argall Dairy Systems help, we looked at a lot of different set-ups to determine what would work best on our farm.

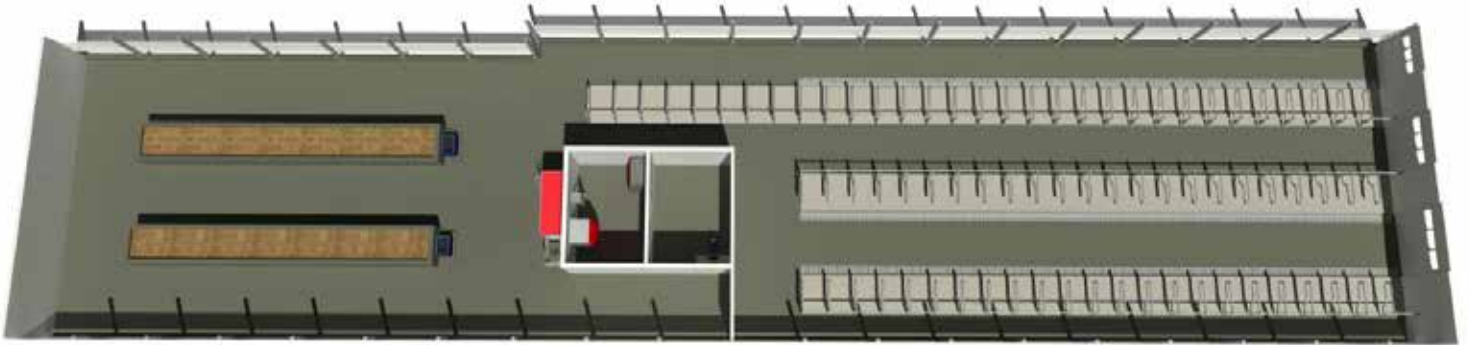
Getting the cows used to the new layout was not as challenging as we were expecting. Argalls spent time with us to take us through a training program on how to get our cows used to the robots, the new setup, and answer questions we had.

Since updating our barn, we have continued to work with Argall Dairy Systems. Our experience with Argalls has been great. They always answer their phone, talk you through questions, and come to our farm right away to fix any problems.

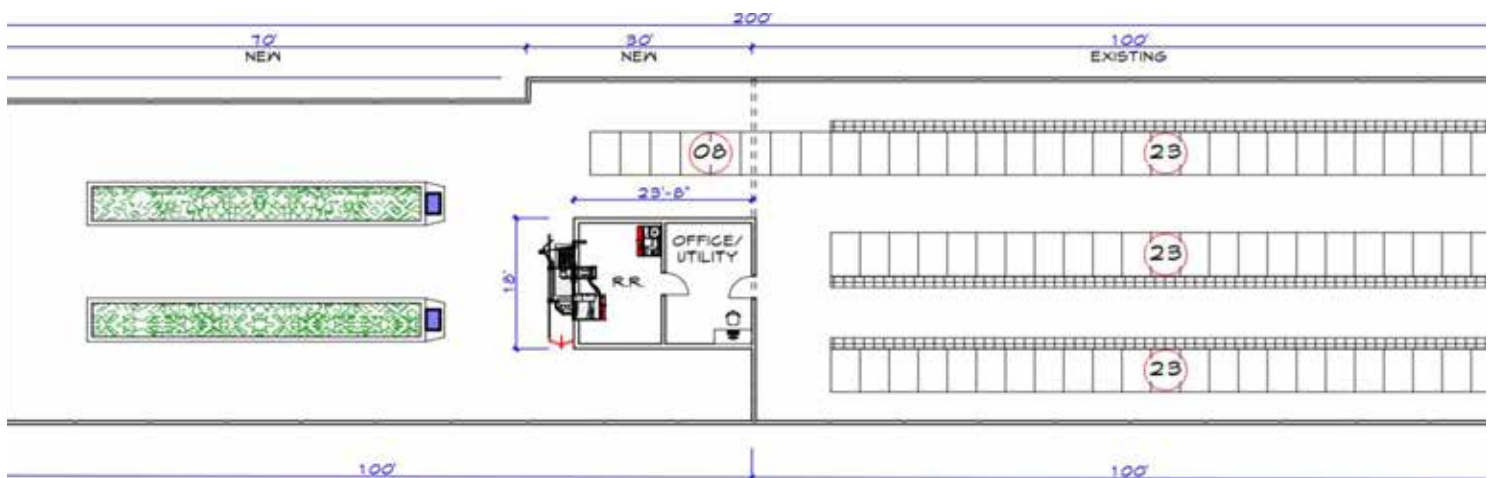
If you are interested in learning whether retrofitting your barn is right for you, contact us!



THOMPSON PLANS - EXTERIOR



THOMPSON PLANS - INTERIOR



THOMPSON PLANS - INTERIOR

WAIKATO ROTARY GOAT PARLOR

LAUGHING GOAT DAIRY - CUBA CITY, WI



In 2019, Jean Rossard, former owner of Montchevre Cheese Plant in Belmont, Wisconsin, and his two sons, Simon and Julian, started Laughing Goat Dairy in Cuba City, Wisconsin.

This 60-stall rotary, installed by Argall Dairy Systems, is the first goat rotary of this particular equipment in the United States and the second in North America. Currently milking 400 goats, the Rossards plan to eventually milk over 1,000 goats.

The rotary parlor contains Waikato milking equipment: Centrus stalls with a composite deck, NaviGate Dairy Management System, auto feeding, milk yield sensors, presentation arm, and an operator console display.

Scott Argall, owner of Argall Dairy Systems, traveled to Canada with Waikato and Rossard to see the equipment in action prior to installation.



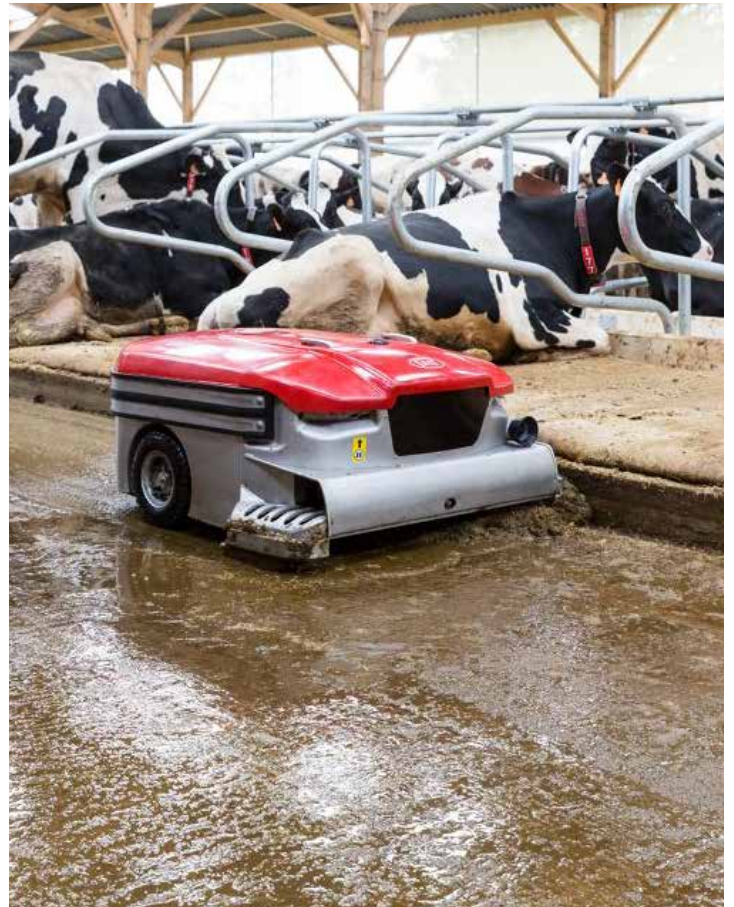
REVOLUTIONARY MANURE ROBOT DESIGNED TO CLEAN SOLID BARN FLOORS INSTALLED AT KUNDURT FARMS IN MONROE, WI

Did you know mastitis, reduced fertility and foot health issues are the top three reasons for culling on dairy farms? A clean barn floor keeps feet, legs, udders and tails cleaner and helps inhibit the growth of bacteria. This reduces hygiene related to feet and udder health issues.

In June of 2020, we installed two of the new Lely Discovery Collectors at Kundert Farms in Monroe, WI. Kunderts have over 100 cows in a natural ventilation barn. The main reason Dan Kundert made the decision to invest in the Collector was to improve the living conditions for his cows to result in a healthier, better producing herd.

With the Collector, the routes and cleaning frequency are customizable to what works best for you and your cows. Even when the Collector is cleaning, its compact design allows the machine to easily navigate in between the cows, the sorting gates, and around the cubicle passages and waiting area. The entire goal with the Discovery Collector is to be hassle-free.

With the new Collector, the daily chore of scraping manure is a thing of the past for Dan. If you're interested in learning more about the Collector, contact us.





SHORT-TERM SAVINGS

QUICK, EASY, COST-EFFECTIVE SOLUTIONS FOR YOUR DAIRY

You read that right, not all long-term cost saving solutions need to break the bank. Read on to learn more about services you can take advantage of quickly to start saving money!

1 START USING RECON ECACTIV

WHAT IS RECON ECACTIV:

One of the strongest and most cost-effective germicides on the market

WHY ECACTIV:

1. Huge cost savings
2. Improved herd health
3. Significant reduction in mastitis and cell count

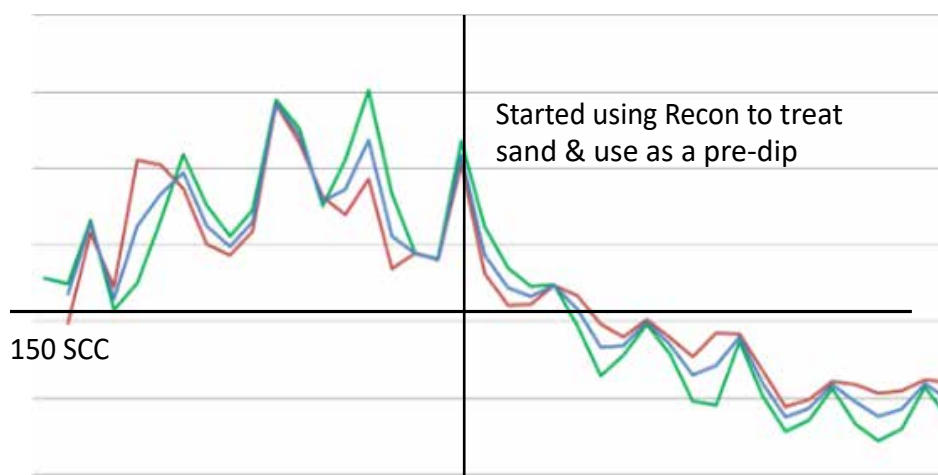
MULTI-PURPOSE:

Farmers can use EcActiv for

1. Recycled Sand
2. Pre-Dip
3. Drinking Water Treatment
4. Sanitization for Calf and Milking Equipment

Over 250 dairies who have transitioned to Recon EcActiv have not only seen huge cost saving, but have also seen improved heard health and significant reduction in mastitis and cell count. Check out the SCC results of our customer, Larson Acres, after incorporating Recon on their farm. Larson Acres has been able to significantly reduce their clinical cases of mastitis, and has experienced huge financial and herd health gains.

LARSON ACRES SOMATIC CELL COUNT AFTER INCORPORATING RECON ON THEIR FARM:



We know Recon works but we want our customers to know it, too, so we are offering a free 30-day trial. Contact our sales manager, Dan Bleifuss, at 608-513-6182 to discuss if Recon is right for your farm.

SAVE \$\$
ON YOUR
PRE-DIP



IMPROVE
HERD
HEALTH



30-DAY
FREE RECON
TRIAL

#2 INCORPORATE ON-FARM BLENDING

YOUR DAIRY.

YOUR FORMULA.™



On-farm blending is for farmers looking to get the same results with their same products at a lower cost. On-farm blending allows for you to blend dips right on your farm using your own water resulting in huge cost savings!

ADDITIONAL BENEFITS:

1. Save space: Using concentrate takes up less floor space than ready to use product.
2. Iodine, Peroxide or Chlorine Dioxide: You decide - you have the ability to blend the highest quality of either kind of dips.
3. Control: Blend what you want, when you want it, and how you want it with no worries. Flowmeters and alarms ensure an optimal batch is made, assuring you that your dips will be consistent and of high quality.

SAME
RESULTS,
SAME
PRODUCTS,
JUST AT A
LOWER COST!



#3 TAKE ADVANTAGE OF OUR CONDENSER CLEANING PROMOTION TO AVOID PERFORMANCE PROBLEMS & REDUCE SERVICE CALLS

Twice a year we run a condenser cleaning promotion to encourage farmers to get their condenser and coils cleaned before heading into the summer and winter months.

Cleaning your condenser and coils is critical to avoiding performance problems as any condenser buildup can inhibit air flow and transfer of heat.

Additionally, our farmers see electrical savings from units running more efficiently, reduce risk of dumping a warm tank of milk, and experience less emergency service calls.

This promotion includes the following “Six Point Service” at a special rate of \$175. *Call us for more information on this special!*

1. Check freon levels and check for leaks
2. Set fan cut-in pressures
3. Check electrical connections and contactor
4. Chemically clean condensing coil
5. Oil the fan motors
6. Check the compressor amp draw





**LONG-TERM
IMPROVEMENTS**

IMPROVE WORK-LIFE BALANCE WITH A LELY ROBOT

We often hear our farmers say “I’d love a robot but it’s not financially possible.” We’re here to tell you it is. Lely understands that in order to be a successful dairy farm, you have to make improvements to your dairy overtime. They also understand that these improvements cost money which is why they have created the “Lely Finance Program.” With Lely Finance, you have two options: “lease” or “installment contract.”

Leasing Benefits:

- Low monthly payments – Leasing provides you with the use of the equipment at a low monthly cost.
- 100% financing – Allows you to finance up to 100% of the equipment costs.
- Conservation of capital – Since your capital isn’t tied up in equipment costs, it can be spent on expanding and improving your operations.
- Preserves credit – Leasing doesn’t tie up your lines of credit.
- Safeguards against obsolescence – Leasing keeps equipment up-to-date. As your business grows, you may outgrow the equipment, or the equipment may become outdated. With leasing, you have the flexibility to upgrade to the newest and latest technology to keep pace with your customer’s future needs.

Installment Contract Benefits:

- Cash flow maintenance – Installment contracts allow you to spread out the cost of the equipment over time.
- A path to ownership – You own the equipment outright.

Which is right for you? Contact us to determine your path to the “Lely Life.”

LELY’S 5,000TH ROBOT OFFER!

Take advantage of Lely’s 5,000th robot offer! Qualified buyers will have the chance to receive a \$5,000 manufacturer discount on each purchase of a Lely Astronaut A5 robotic milking system and Lely Vector automatic feeding system. PLUS, with the purchase of the Lely Astronaut A5, buyers will be able to choose between:

- 1) FREE upgrades worth up to \$15,000. Qualified buyers will select from the following options: Gravitor stainless steel weigh floor, MQC-C2, feed presence sensor, Lely-branded cow statue, Titania liquid feed dispenser, Pura steam cleaning system, multiple feed dispensers/buffer, and Astri-Foamer cleaning system.
- 2) An exclusive lease on the Lely Astronaut A5 with 5 months of no interest and no payments, then \$5,000 payments per month* for five years.

If you purchase a Lely Vector, you can still qualify for 0.95% APR financing* for 60 months on the Lely Vector for qualified buyers.

To learn more about Lely’s offer, please visit lely.com

AND WHEN YOU INSTALL YOUR ROBOT, WE’LL BE HERE TO HELP YOU EVERY STEP OF THE WAY WITH FMS

Not only do farmers question the financial component of implementing a robot, but they also ask “How will we know how to operate the robot properly and get our cows used to the robot?” This is where FMS comes in. FMS stands for Farm Management Support. When you update your operations to incorporate a robot(s), you receive access to your very own FMS advisor. Your FMS advisor will be responsible for:

- Assisting customers throughout the startup process to make a smooth transition to the robots.
- Supporting customers through the first few months after startup.
- Providing expertise in the areas of milk quality, T4C, and on-farm observations to find opportunities on dairies (milk production, robot performance and efficiency, and SCC).

For additional information on how we may be able to help your dairy - contact us!

