

Driving progress in Irish milk production for 75 years

ACCORDING to Brian O'Neill, sales director "local presence with global support" truly describes the essence of DeLaval which operates in more than 100 countries and is the undisputed market leader worldwide in milking equipment sales.

DeLaval scientists find new ways to improve milk quality,

animal welfare and the environment for both animal and milker.

COST EFFECTIVE

It has research centres in Europe and the USA where innovative and cost effective solutions are developed for the benefit of Irish and other milk producers.

In recent years, the company has received numerous awards at prestigious international exhibitions such as Agribex, Agromek, Dairy Event, EuroTier, Milk Forum, Semana Verde, SPACE etc.

These were for innovations such as the DeLaval Cell Counter which measures the somatic cell count in the milk,

on site and in just 45 seconds and has won seven awards to date.

Other award winners include the ingenious VPR100 plant test equipment, Automatic Footbath (AFB 1000), the Swinging Cow Brush (cows love it) and the popular CF 150 computerised calf management system.

Extensive dealer network

THE company has over 25 dealers and 50 plus service technicians throughout the island so there is always a DeLaval dealer close with full service and emergency support. "Our dealers and engineers are fully trained in all areas of machine installation, service and repair. They also carry a full range of dairy hygiene, animal health and cow comfort products."

Lifetime value on Ryan farm



Pat Ryan, Lauragh, Cappagh, Co Waterford, winner of the EBI competition is pictured at the Teagasc open day on his farm with Andrew Cromie, ICBF, Matt Ryan, Teagasc Dairy Programme manager, Tom Rafter, ACC Bank and John Maloney, CAO Waterford.

PAT and Pauline Ryan farm near Dungarvan and last year they won the prestigious EBI competition for the outstanding breeding and financial management of their dairy herd. This national award scheme is organised by Teagasc, *Irish Farmers Journal*, ACC Bank and ICBF.

Milk protein content averaged an incredible 3.69% during 2004 and they sell milking cows as second calvers. With 200 cows to milk, labour and management are critical issues so it's no surprise that they have a DeLaval rotary parlour. This 25 unit milking system has been in operation since June 1979.

Paddy Jackman, DeLaval area manager and William Scanlon, their local DeLaval dealer, were both involved in the sale and commissioning of the new plant. Pat's parents, James and Theresa, were among the first in Ireland to invest in a rotary parlour. No doubt the comprehensive annual DeLaval service has ensured a long life and optimum performance over the last 27 years.

Since then, this unique rotary has been upgraded with an auto greasing system, a new drive unit, electronic pulsation and Automatic Cluster Removal (ACR) system. "Energy requirements are relatively low and we hope to get another 10 years out of it," says Pat Ryan.



Ibar Murphy, EFS with Servaas Dodebier and Brian O'Neill at Johnstown Castle Agri Museum.



New DeLaval rotary at Bellair Estate in Co Offaly.

However, Enniscorthy Farm Systems — EFS has just clinched a deal for a 40 unit DeLaval rotary with Artram Farms in Castlebridge. This farm has 200+ cows and the farm manager, Servaas Dodebier, is from Holland. He

has worked in Ireland for the last 14 years — prior to this he worked in New Zealand for nine years. Servaas "always liked DeLaval milking systems and was impressed by the good service available".



JJ Costello tells Tim Hussey of DeLaval that it is a pleasure to milk in the new parlour.



Wallace Magowan tells Stafford McElrea of DeLaval that cows are milking better in the new parlour, however the cost of feed has not increased.

Customer profiles

JJ Costello milks a sizable spring calving herd near Causeway in North Kerry. He has a 12-unit direct to line DeLaval milking parlour which milks the cows in less than 50 minutes. "Without a doubt it is a pleasure to milk in the new parlour".

Wallace Magowan and his father, Maurice, have a large

pedigree Holstein Friesian herd near Bangor and liquid milk is supplied to Lakeland Dairies.

They plan to increase cow numbers and to push up milk yields to 10,000kg pa.

Their milking plant has a 12x2 low level parlour with Euro 50 stalls plus a labour saving ACR system, Harmony

lightweight clusters, Auto ID, electronic milk meters, automated cleaning, in/out of parlour feeding.

One person can now milk over 1200 litres per hour. With the Alpro computer system, cows are fed to yield and milking better, however, the cost of feeding has not increased.