

Milking Systems



...caring for cows for over thirty years

Milking Systems

Introducing Genus Milking Systems

The purpose of a milking machine is to remove the maximum quantity of high quality milk without injury to the cow, while expending minimum labour.

Genus Milking Systems provide advice on all aspects of milking and milk hygiene all over the UK, including: -

- **Machine testing** - ensuring the highest standards are kept, to milk cows as efficiently as possible, in turn increasing profits.
- **Parts** - one of the largest suppliers of all milking machines in the UK, saving you £££'s
- **Liner suppliers** - ensuring your liners don't put your cows at risk of infections. Top quality liners at competitive prices.
- **Mastitis consultancy** - cost of mastitis? £211 per cow*. Which is money down the drain which should be in your pocket.

*Source MDC, British Mastitis Conference October 2005



Machine Testing

Your milking machine works for around four hours every day. If you drove your car for that long every day you would cover around 90,000 miles and it would need at least eight services in a year. Even if milking machines appear to be working satisfactorily, they are often faulty and inefficient.

Regular milk machine testing and servicing will identify any problems in your milking machine system, resulting in the following benefits:-

- **Saves time and money** - on average the milking process represents 3.9 hours of labour per day. But this can dramatically increase when small faults arise.
- **Improve teat condition** - problems such as high milking vacuum, faulty pulsation and inappropriate liner size can all lead to incomplete closure of the teat orifice, which puts cows at significant risk of mastitis infection.
- **Comply with farm assurance** - current recommendations demand the machine should be tested at least once a year. You should look to exceed this to meet ever-increasing consumer demands.
- **Peace of mind - Priceless!** - with less labour being employed, you no longer have time to make routine/minor changes and deal with, ultimately, breakdowns. Having the confidence that your machine won't let you down is priceless.



Milking Parlour Parts

From thermometers to vacuum pumps, from rubber tubing to dump buckets, it is important that these are kept in full working order.

Poor pulsation / vacuum

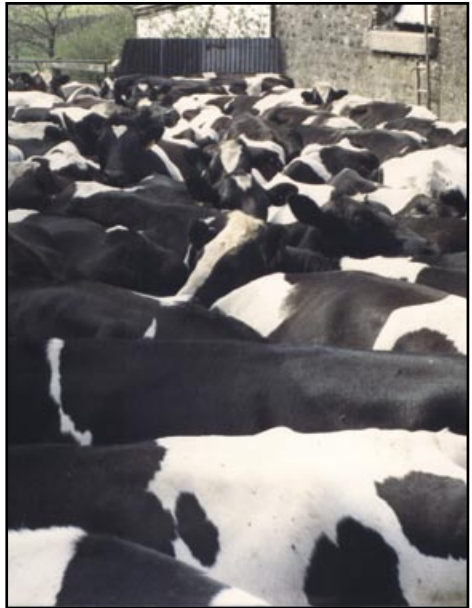
Did you know that wrong pulsation performance can reduce milk yield by 3.7%? Additionally ineffective pulsation consistently results in an increase in new infection rate, and a reduction in teat end vacuum from 40.7 to 36.5 kPa which can increase milking time by 56 seconds per cow.

If this happened in a 100 cow herd, it would increase milking time by up to one hour per milking, that's nearly two hours a day! This time could be saved with regular testing, which will ensure all parts are working at their optimum level.

Our stores are able to supply parts within three working days (subject to availability) and our staff are based all around the country, so there is always someone close by. Alternatively you can call our Genus Milking Systems number **0870 1919 364**.



Faulty equipment could cost you £££'s, ensure you have the right parts for your parlour.



The direct cost of faulty or insufficient equipment will be - reduced milking hygiene payments, lower milk cheques and more time spent milking!

Liner Suppliers

Reduce disease incidence and improve animal health...

If used longer than the recommended guidelines, liners can harbour and aid the transfer of bacteria, cause teat damage and leave your cows open to mastitis infection. See Table 1 for recommended liner use.

Table 1: Liner Changes (recommended guidelines)

Rubber liners should be changed every 2,500 milkings or six months (whichever comes first).

The frequency you need to change your liners (liner life) can be calculated by using this simple equation:

$$\frac{2,500 \times \text{no. of units}}{\text{No. of cows} \times \text{no. of milkings per day}}$$

So, for a 100 cow herd with eight milking units, milking twice a day the equation looks like this:

$$\frac{2,500 \times 8}{100 \times 2} = 100 \text{ days or three months}$$



Changing liners regularly reduces the risk of teat damage and infection



If you extend liner usage beyond 2,500 milkings it will have detrimental effect on liner performance. And with each case of mastitis costing around £211, this will in turn, have an effect on herd profitability.

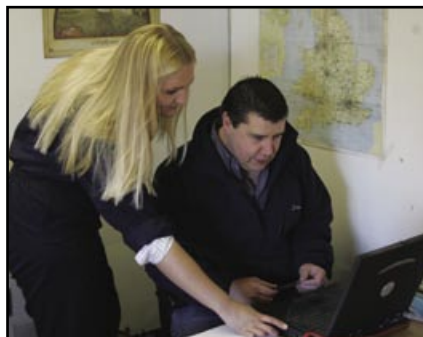
Having the right liners is important and we can offer you the right liner for your machine, at the right price!

Mastitis Consultancy

Cow health and milk hygiene are crucial elements of performance and efficiency. Not only do cows suffer with production set back after a serious case of mastitis, but sub clinical mastitis can cause a loss of lactating tissue in the udder which cannot be seen and can be permanent!

Also, milk hygiene standards are of great importance, which can mean the difference between profit and loss on a dairy unit.

Our Mastitis Consultancy Services provide a dedicated team of trained and experienced consultants who focus on reducing both the sub clinical and clinical incidence of mastitis within a herd.



The emphasis is on good milking practice with observations and recommendations made during and after the milking visit on:

- Management of milking and dry cows, heifers (summer and winter)
- Pasture management
- Paperwork and records
- Hygiene, housing and ventilation

Our consultants visit the farm on a regular basis, according to the type of contract set and agreed in the first visit. There is regular contact via email, fax or telephone between visits.

The average cost of a clinical mastitis case costs £211. Furthermore, sub clinical mastitis affects both the bulk somatic cell count and hygiene levels, on many farms this is pushing the milk into penalty bands.

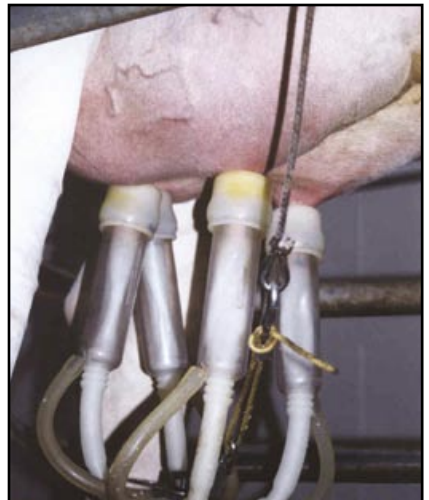
The overall cost of mastitis on farm can be enormous, but can be reduced and controlled with help from the Mastitis Consultancy Service Team

Genus Milking Systems

Our Milking Systems Consultants are highly qualified to service your machines to BSI (British Standard Institute) and ISO (International Standard Organisation) standards. We believe this makes us the only national company to provide a full service.



- *We provide the full range of parlour parts nationwide, ensuring our prices stay the same countrywide.*
- *We supply a full range of liners to suit most parlour types and are one of the leading suppliers in the UK, enabling us to keep top quality liner prices low.*
- *Our mastitis consultants are some of the best in the country. We provide practical cost-effective advice aimed at improving udder health and returning enhanced profitability.*



***For all your milking systems needs call -
Genus Milking Systems on 0870 1919 364***

Milking Systems

“Before I started to use Genus Milking Systems, I hadn’t realised just how inefficient my milking machine had become at times, and just how much time I was wasting on general maintenance and during milking itself. Now that I have regular servicing, faults are spotted and corrected before they cause a problem. I now know I am getting the best from my milking equipment. The staff are always at the end of the phone and go out of their way to meet my needs. Buying parts is very easy and the parts I need are always available.

I earn my living from milking cows, I have no other income, hence this operation is key to my livelihood - I don’t waste money or time and Genus help me to achieve maximum potential.”

G Wise, No. 13 Holding, Park Lane, Audley, Staffordshire.

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