

About the authors

Jan Hulsen grew up on a farm with dairy cattle and finishing pigs. With a degree in veterinary science and a strong interest in communication he enjoyed three years of on farm work in a large animal practice before refocusing on helping farmers sharpen their critical thinking and observation skills, and increasing their awareness of the needs of their livestock and other management issues.

With his company Vetvice, Jan developed the Cow Signals® concept and wrote the successful series of Cow Signal books. Vetvice is active in more than 30 countries, providing lectures and training sessions in the areas of Cow Signals, hoof care, fertility and reproduction, management of calves and heifers, dry period and transition management, and building for the cow.

The book series Future Farming® goes beyond the needs of the cow, and focuses on the management of livestock, and people and other resources on the modern dairy farm. The insights of co-author Jack Rodenburg, a thirty year veteran in dairy facilities design and management in Canada have enhanced the Vetvice team and this practical guide to robotic milking.

"An excellent book with many illustrations and compact, clearly written text. It provides outstanding information that you can use immediately."



The advisors and trainers of Vetvice and DairyLogix; this book was based in part on their expertise, knowledge and creativity.

From left to right:

Standing:

Nico Vreeburg (veterinarian/trainer, barn construction, dairy farm management)
Joep Driessen (veterinarian/trainer, Cow Signals Company)
Bertjan Westerlaan (veterinarian/trainer, barn construction, dairy farm management)
Marcel Drint (veterinarian/trainer, hoof health)

Sitting:

Jan Hulsen (veterinarian/trainer, large dairy management)
Jack Rodenburg (dairy design specialist, DairyLogix)

"Robotic milking is truly different than parlor milking"

The success of robotic milking is based on the cows in the barn. This concerns housing, feed, care and working with the animals.

The first task of the robot farmer is to leave the cows in peace. They must be healthy, they must enjoy eating concentrate and they must go easily to the robot to be milked. No more is required, but certainly no less.

The second challenge for the dairy farmer who is starting robotic milking is organizing the work. There are few tasks that take place at fixed times, but the farmer still has to have daily work lists. And he relies heavily on information that is provided by the computer.

Because the cows must be super-healthy and stay super-healthy, and the technical apparatus must continue to work perfectly. Prevention and thinking ahead are crucial. "Good enough" does not work; only "excellent" is acceptable.

The successful robot farmer is a manager who knows how to distinguish important issues from subsidiary ones. He focuses primarily on the cows, thinks in terms of processes and can work well with management information.

Robotic Milking is a book about managing robotic dairy farms.

It is full of practical information, management information and ideas. It is written by Jan Hulsen of the Vetvice Group and Jack Rodenburg, so you are assured of practical, complete and accessible information.

"To use a sport metaphor, the robot farmer is more of a coach than a player."



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www.vetvice.com



www.dairylogix.com

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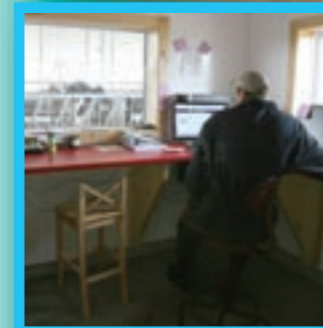
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Jan Hulsen - Jack Rodenburg

VETVICE
ROODBONT

FUTURE FARMING

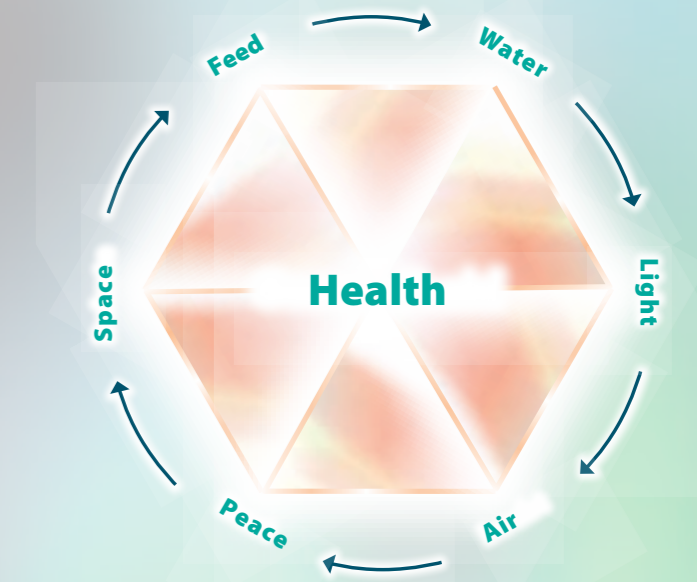
Robotic Milking



Jan Hulsen
Jack Rodenburg

The Cow Signals Diamond

The basic needs of the cow can be defined with seven key words, which form the corners of the cow signals diamond. These seven basic needs are: feed, water, light, air, rest and space, and health. Health is the result of the other six, but it is also a basic need itself, because dealing with infections, injuries and metabolic problems also exists as a separate focus in addressing the needs of the cow, along with the other six basic needs.



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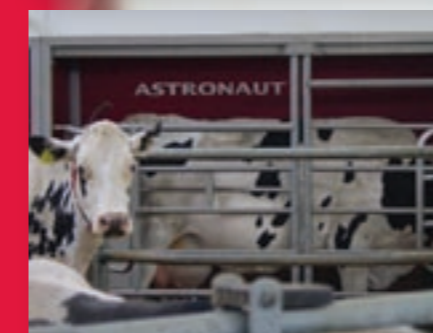
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ROBOTIC MILKING



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Jan Hulsen - Jack Rodenburg

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Dear reader,

At Lely Industries, we understand better than anyone that the transition to robotic milking not only involves a different milking method, but also an entirely new way of managing your cows. For a number of years, Lely Industries has been helping dairy farmers make this transition. In addition, we are continually looking for people who can help us disseminate this information. We have known Jan Hulsen, Jack Rodenburg and Vetvice for years and are very impressed by their clear explanations of cow management issues, even the complex ones.

We are therefore pleased to offer you this special edition of the book **Robotic Milking**.

Lely Industries N.V.