

# FILL YOUR TANK WITH

# LELY

## TRADITIONAL METHODS

### MILKING



#### TIE STALL MILKED

- Must be manually attached
- Slower performance



#### CONVENTIONAL PARLOR

- Greater herd stress & hierarchy issues
- Less frequent milking = lower production



#### ROTARY PARLOR

- 13% non-productive cow time/day
- Cows forced to milk on a schedule



NO YIELD INCREASE  
No "Free Cow Traffic"

MINIMAL DATA  
COLLECTION

ALWAYS PAYING  
FOR LABOR

## LELY SOLUTIONS



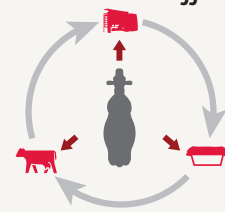
LELY ASTRONAUT A5  
robotic milking system



DESIGNED TO WORK  
**24/7,  
365 DAYS A YEAR**

- ✓ **OWN YOUR LABOR**
- ✓ **9.1/10<sup>1</sup> AVERAGE USER FRIENDLINESS SCORE**

"Free Cow Traffic"



INCREASES MILK  
PRODUCTION<sup>2</sup>



**+ 3.2**  
MILKINGS/DAY  
AVERAGE<sup>3</sup>



REDUCES  
ENERGY  
COSTS<sup>4</sup>



**OVER 100+**  
VALUABLE DATA  
POINTS PER  
MILKING



HELPS MANAGE AND  
MITIGATE MASTITIS,  
REDUCING CARE &  
REPLACEMENT COSTS

### FEEDING



DIESEL ENGINE NOISE  
& EXHAUST **DISTURB COWS**



LABOR  
REQUIREMENT



YEARLY FUEL BUDGETS CAN  
**EXCEED \$10,000**



MECHANICAL ISSUES =  
**ADDITIONAL EXPENSE**



INCONSISTENT FEEDING SCHEDULE =  
**LESS MILK**



LELY VECTOR  
automatic feeding system



**970 – 1,530<sup>3</sup>**  
GALLONS OF DIESEL  
Saved Annually



**CAN SAVE 416<sup>3</sup>**  
HOURS OF LABOR/YEAR  
ON AVERAGE



**BUILT TO FEED  
24 HOURS/DAY**  
with 98%<sup>4</sup>  
feed loading accuracy



**IMPROVES  
COW CARE**



Always fresh feed at the fence



Precision feeding reduces feed refusals



Supports a healthier rumen



Supports low ranking cows' feed

### LABOR



LABOR  
with Lely's Total Solution



FOCUSED ON  
BASIC, REPETITIVE TASKS



VOLATILE &  
UNRELIABLE



MULTIPLE  
STAFF  
REQUIRED

INSTEAD OF  
PERFORMANCE  
FROM ONE ROBOT



OWN YOUR LABOR



ROBOTS WORK AROUND THE CLOCK



MORE COWS > LESS STAFF



LABOR MARKET  
SHRINKING, \$\$\$  
WAGES  
INCREASING



INCREASINGLY  
DIFFICULT  
TO FIND & RETAIN  
QUALITY LABOR



LOST OR  
INCOMPLETE DATA  
WITHIN  
CONVENTIONAL  
SYSTEMS  
DURING WORK



TARGETED TASK  
BASED WORKING



REDIRECT LABOR  
TO HIGHER  
VALUE TASKS



PLEASANT WORK  
ENVIRONMENT

### MANURE MANAGEMENT



LELY DISCOVERY 120 COLLECTOR  
mobile barn cleaner



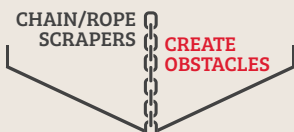
TRACTOR / SKID STEER  
**DISTURB COWS**



LEAVES FLOORS  
**SLICK DANGEROUS**



ADDITIONAL  
FUEL COSTS



CHAIN/ROPE  
SCRAPERS  
CREATE  
OBSTACLES



CONSISTENTLY  
CLEANING  
**24/7**



INCREASED  
COW COMFORT



SMARTPHONE  
CONTROL

WATER



VACUUM  
NO SCRAPING



POSITIVE HOOF  
HEALTH ENVIRONMENT



SAFER  
FLOORS

## DON'T MISS THE LELY ADVANTAGE

- ✓ **SAVE UP TO \$10,000/year<sup>3</sup>**  
on fuel costs!

- ✓ **UP TO \$5,400 SAVINGS<sup>7</sup>**  
per cow by reducing hoof  
conditions & lameness!

- ✓ **3.5% HIGHER YIELDS<sup>8</sup>**  
than other automated  
milking systems!

- ✓ **Up to 4 LBS MORE<sup>1</sup>**  
milk/cow/day  
with Lely Vector!

- ✓ **Intended to achieve up to 10% HIGHER YIELDS<sup>8</sup>**  
than a conventional  
parlor!

- ✓ **UP TO \$60,000 OF SAVINGS<sup>1</sup>**  
on feed refusals per year

- ✓ **Designed to get up to 2.2 LBS MORE<sup>2</sup>**  
milk/cow/day with Free Cow  
Traffic & Lely Astronaut!

- ✓ **HELP SAVE UP TO \$444 per cow<sup>5</sup>**  
by reducing mastitis cases!

- ✓ **HELP SAVE UP TO \$9,169<sup>6</sup>**  
on energy costs with robotic  
energy system!

[WWW.LELY.COM](http://WWW.LELY.COM)

<sup>1</sup> Average figure for Lely customers based on internal surveys/audits. Results have not been verified by Lely and may vary. No rights can be derived from this data.

<sup>2</sup> Marlène Tremblay, Justin P. Hess, Brock M. Christenson, Kolby K. McIntyre, Ben Smink, Arjen J. van der Kamp, Lisanne G. de Jong, Dörte Döpfer, (2016, February 18), Factors associated with increased milk production for automatic milking system, Journal of Dairy Science Vol. 99 Issue 5, Retrieved 6/1/2023 from [https://www.journalofdairyscience.org/article/S0022-0302\(16\)00156-9/fulltext](https://www.journalofdairyscience.org/article/S0022-0302(16)00156-9/fulltext)

<sup>3</sup> A trial conducted over 3 years with 17 dairies feeding with a Lely Vector showed these improvements. Results may differ based on farm set up and geography.

<sup>4</sup> LELY\_Vector\_Brochure\_2018\_EN.pdf, page 19, retrieved 6/1/2023 from <https://info.lely.com/en/brochures-thank-you-gallery>

<sup>5</sup> E. Rollin, K.C. Dhuyvetter, M.W. Overton, (2015, November 30), The cost of clinical mastitis in the first 30 days of lactation: An economic modeling tool, Preventive Veterinary Medicine Volume 122, Issue 3, Retrieved 6/1/2023 from <https://www.sciencedirect.com/science/article/pii/S0167587715300490?via%3Dihub>

<sup>6</sup> Iowa Dairy Center & Northeast Iowa Community College, Farmstead Energy Assessment, Retrieved 6/1/2023 from <https://express.adobe.com/page/5vVUZIOy6Y4p0/>

<sup>7</sup> Eric Ronk, Spring 2016, Economics of Dairy Cattle Hoof Health, Walking Strong: A Factsheet Series on Dairy Hoof Health, Retrieved 6/1/2023 from <https://fji.extension.wisc.edu/dairy/files/2015/07/Economics-of-Dairy-Cattle-Hoof-Health-Ronk-2.pdf>

<sup>8</sup> According to a third party study conducted by CRV on behalf of Lely during the time period of 1 September 2020 through 31 August 2022 focused on farms located in Flanders, Belgium. Results have not been verified by Lely and may vary. No rights can be derived from this data.

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