



TAKE CONTROL

AMR™





WITH AMR™ YOU ARE IN TOTAL CONTROL

We can't help you with the weather, the milk price or who your daughter will marry. But with DeLaval AMR™ we can help you control pretty much everything else.

Take control of:

- 🔌 When you work
- 🔌 How often you milk
- 🔌 How you feed
- 🔌 How you milk



At DeLaval we have been in the dairy business long enough to know that there is not one dairy system that is right for everyone.

Dairy farming is personal.

It's something that is part of who you are, your history, your personality, the unique economic and environmental factors that each of us face.

That's why we develop a range of solutions for dairy farmers throughout the world. It is that varied experience, earned over 130 years, that we bring to the design of every system that carries the DeLaval name.

We don't believe that AMR™ is the best solution for all dairy farms in all situations. We do believe it is the best solution for anyone looking for a system that can deliver:

- ⏻ Unprecedented control;
- ⏻ Consistent routines;
- ⏻ Robust, reliable, proven automation;
- ⏻ Better animal health;
- ⏻ More milk per labour unit;
- ⏻ Less time spent managing staff;
- ⏻ Back-up and support from experienced dairy specialists;
- ⏻ Total flexibility over how often you milk your cows;
- ⏻ Increased productivity;
- ⏻ Feeding that works for you;
- ⏻ The ability to manually milk when you choose and;
- ⏻ Even certainty of servicing costs.



YOU CONTROL HOW YOU WORK

More than **50%** labour reduction

With an AMR™ it is not your cows or your workers that determine when or how efficiently your herd is milked – you do.

It really is that simple.

Scheduled twice a day, three times a day, in batches or voluntarily. One shift, two shifts, 24 hours or anywhere in between; AMR™ puts you in total control of your working day and work-life balance.

And because AMR™ also reduces your reliance on labour, and improves the consistency and reliability of your routines, you will also spend less time managing workers, and more time managing your cows.

So if you want to enjoy the many advantages of automation without giving up the ability to define when your day begins and ends, if you want to be able to shut the doors for the evening and enjoy the feeling of a hard day's work without the fear of an alarm or notification dragging you back to your barn – then AMR™ may be the best option for you.



YOU CONTROL HOW YOU MILK

Milking up to **750** cows
twice a day

At DeLaval we have been inventing, designing, installing, operating, supporting and servicing dairy systems for well over a century. It's what we do, in fact – it's all we do.

That's why the AMR™ is not about the technology. It is about the milk. It is about the cow, and it is about you.

That's why we made sure to take account of fresh cows, and those that require special attention from time to time. It is why we designed the AMR™ to still allow you to manually milk – when you choose.

Why we made sure that we designed the system to work with short tubes to give better vacuum stability and why REAL Quarter Milking was quickly established as something that AMR™ must deliver.

That's why AMR™ has four certified ICAR milk meters at each bail, providing accurate flow data for each teat, which means for the first time; there is a milking system that delivers REAL Quarter Milking.



YOU CONTROL HOW YOU FEED

You know what works for you, your cows and your farm. Nowhere is this more true than feed.

Different environmental, economic and regulatory realities will make some feed regimes work better than others. You should be the one that dictates how you will feed your cows, not your milking system.

That's why AMR™ does not require any changes to your preferred feeding processes. Pasture, PMR, TMR – you decide. There is no concentrate requirement with an AMR™ system which means your feed costs and management processes do not need to change.



HOW DOES AMR™ DELIVER ALL THIS CONTROL?

There is not just one feature that delivers the full range of benefits that delivers the unprecedented level of control you enjoy with a DeLaval AMR™. Every feature, every element works harmoniously to deliver the reliability and efficiency that you can trust.

Having said that, there are four key innovations that power the significant productivity gains you will experience with an AMR™.

DeLaval InSight™

DeLaval DelPro InControl™

DeLaval AMR™ Preparation Cup

DeLaval REAL Quarter Milking



DeLaval InSight™

Attachment rate

99%

*Achieved in several
of the AMR farms

When you observe an AMR™ in operation there are two things that strike you immediately. How calm the cows are, and how gently and smoothly the robotic arms go about the repetitive tasks of cleaning, preparing, treating, attaching and spraying.

This is the jealously guarded secret of DeLaval InSight™; the most advanced camera, hardware and software combination ever seen in a milking environment.

It all adds up to a better process for you and your cows.

- ⏻ Faster attachment means greater capacity
- ⏻ More accurate attachment means lower Mastitis
- ⏻ More accurate spraying means better udder health
- ⏻ Automatic camera cleaning means less downtime
- ⏻ The ability to learn means smoother, faster milking
- ⏻ Fewer kick-offs means calmer cows



Used by more than —
12,000
farmers world wide —

Too often dairy system providers like to claim that their software or system provides the brains for your farm. We make no such claim.

You are the brains. Our job is just to give you more control, to make some of the basic tasks automatic so that you can do more productive work, to record everything that happens and provide you with the reports, analysis and information you need to make better decisions, and to give you the power to control things regardless of where you happen to be.

This is the job of DeLaval DelPro InControl™. To make it easier to tell your AMR™ what to do, easier to monitor its performance, and easier to understand the data it has generated.

Using either the touchscreen or a mobile device, you are always able to view your AMR™, to control its operation, track daily routines or share information with staff. Which means with AMR™ you are in the best position to make the right decision at the right time, even if you are miles away.

DeLaval DelPro InControl™



PUTTING PREPARATION FIRST

DeLaval AMR™ is all about looking after your two most precious assets – your cows, and your milk.

That's why we created a 5th cup. Totally separate from the four milking cups, the preparation cup is specifically designed to provide the very best preparation phase possible.

The dedicated AMR™ Preparation Cup doesn't just clean udders, each teat is individually cleaned, stimulated and air-dried ensuring not only improved udder health, but also significant productivity gains through better let-down.

Add to this the separation of pre-milk which is removed to a waste container via a separate line and the process has eliminated the expensive problem of cross-contamination.

And because all this occurs in a separate cup – no milk is flushed for cleaning purposes, which means you don't waste any of your hard earned money.



DeLaval REAL Quarter Milking

0%
Overmilking

AMR™ doesn't just milk each cow individually. It milks each teat individually.

With REAL Quarter Milking each teat is monitored for performance and quality using a dedicated ICAR milk meter for each teat, this data is then used to ensure each teat receives the pulsation and vacuum levels to maximise flow.

It all means better flow, better take-off, healthier, more comfortable and productive cows, and ultimately – better, higher quality milk. Because like you, we live milk.



TAKE CONTROL OF YOUR FINANCES

Service and
consumables

Less than **1** € cent
/kg of milk*

Dairy farming is all about producing more with less. And DeLaval AMR™ is designed to give you more control of the key variables on both sides of the cost/revenue equation:

- ⏻ Less Mastitis
- ⏻ No good milk wasted
- ⏻ Healthier cows
- ⏻ No cross-contamination of cows
- ⏻ Yield maximised from each cow, even each teat
- ⏻ Fewer man hours per milking
- ⏻ Pre-defined service costs
- ⏻ Less power, detergents and teat sprays
- ⏻ Reduced staff turn-over

It all adds up to a better, more profitable experience for you, and a better way to milk for your people and your cows.

*800 cow herd (700 wet) 2 times milking 32kg/average daily yield.



TAKE CONTROL OF YOUR FUTURE

AMR™ works for smaller farms all the way up to huge corporate operations. And because our system approach is designed to make it possible to grow, it will even work with you through the growth if that is what you want.

Whatever size of farm, whatever your growth aspirations, we can work with you to implement a dairy system that will deliver the results you need, and with more than 20,000,000 milkings, the AMR™ is a proven and reliable system that can form the backbone of your farm for decades to come.

It is all about using automation to make you less reliant on an uncertain future labour market, to keep you at the forefront of animal welfare and food safety issues, and to help ensure that dairy farming is a profitable option now, and an appealing lifestyle and career choice for the next generation.

Take control of your AMR™.



TAKE CONTROL OF YOUR FARM

We know that your time is valuable, and we also know that implementing a dairy system is not something that you do every day. But it is something that we do every day.

Literally, every day.

And because we have installed more dairy systems than anyone else in history – we can really help you get the most of the planning stage, and to ensure that your new system delivers what you need, what you want, what you deserve.

We make sure you are in control.

To make a time to talk to one of our people, visit DeLaval.com. We hope to hear from you soon.

We live milk