



featured project **HAYFIELD JERSEYS**

In 1953 John Jr.'s grandparents, Peter and Dini immigrated to Canada from Holland. Like many others during this time, they decided to leave their home country to provide better opportunities for their children. They had two girls and nine boys who were all born in Holland, and each of them made the move to Canada.

In 1962, John Jr.'s parents, John Sr. and Margaret, bought a farm of their own between Clinton and Bayfield. It was one concession east of the new Brand home farm (Peter and Dini's). They were within two concessions of 6 other brothers, who were also starting their own operations.

The farm they purchased came with a small Jersey herd that had been part of the farm for three generations. With much support from a neighbouring Jersey breeder, they increased their herd, and from the home farm (Peter and Dini's), a few Holstein cows were brought in to start a mixed dairy herd. The original bank barn, with much manual labour, was converted to a tie stall dairy barn.

After graduating from Ridgetown College, John Jr. took over the farm in 1989, which at that time had about 22 cows, and he slowly converted the herd to all Purebred Jerseys. In 1999, under guidance from Bill Van Logtenstein, a modest free stall barn and parlour was built for 100 cows. Three additions were added in the intervening years so that now the whole herd is housed under one roof. Also, all the free stalls for each age/stage are now sand bedded.

In June of 2020, under Mike Van Logtenstein and the DLS robot team's guidance, some simple modifications were made to begin milking the 120 Jersey cows with two GEA R9500 robots. Now that the cows can decide to milk themselves (**up to 3.61 times per day average!**), they are able to get by with three fewer part-time employees. ...**See more on page 4**



We're Social Too



Monthly Email Subscription
go.dairylane.ca/newsletter

DLS Is Hiring
dairylane.ca/careers



EMPLOYEE ANNOUNCEMENTS

DLS is pleased to welcome the following people to the Dairy Lane team:



Ryan Beswick
Assembly Technician



Angie Rose
Operations Administrator

D-60 DLS Parlour Stall Retrofit: Our Longest Parallel To Date!

What's the longest parlour you have ever seen? In this recent parlour retrofit with new DLS lift fronts and super structure, you'll see 60 cows exit simultaneously without hesitation.



EMPLOYEE SPOTLIGHT



Jos Steenbergen
Dairy Equipment Sales Rep
Joined DLS August 2020



Jos has just over a month under his belt at DLS, BUT he comes to us with many years of dairy experience. Jos started in the business with DeLaval in Saudi Arabia and was there for 4 ½ years. After this, he moved to Ontario and worked for another dairy dealership before moving to DLS.

Jos was born in the Netherlands and worked in a few unique places during his career, including Alberta, France, Saudi Arabia and Ontario. Having lived in different countries and cultures and settling in Canada, he feels this has helped him see things from different perspectives and be more adaptable. Before his working career, Jos attained a Bachelor's degree in Agricultural Technology and Management from a university in the Netherlands.

Jos and his wife Jackie, enjoy helping his in-laws on their farm with their cash crops and horses. They also own and board hunter-jumper horses, so there's no shortage of work to be done around there!

Jos' aspirations include building and maintaining long-term relationships with our customers, allowing him to build a strong client base that will bring repeat business to DLS for years to come!

OCTOBER'S product of the month

The DLS curtain system is manufactured at our location in Komoka, Ontario. If your curtains are ripped or worn out, or you are planning on a new project, check out these key features that make ours stand out!

Key Features Include:

- Heavy duty 16oz. ripstop fabric
- 1.66" Galvanized windpipes
- No cables or pulleys
- No wrinkles with keder tube
- Heavy-duty galvanized doors and end covers
- Fully automatic or manual options available
- Natural ventilation curtains, baffle curtains and inlet curtains available

THE LOWEST MAINTENANCE CURTAIN ON THE MARKET!



JOB PROGRESSION HIGHLIGHTS



1

Cnossome Holsteins
Brunner, ON

The Cnossen family successfully transitioned from tie stall to parlour! Their new facility features a D-10 DLS/GEA parlour, DLS ventilation, GEA manure equipment, Maximus ventilation / manure scraper controller, Jourdain stabling, DLS tip troughs and Easy Swing brushes.

2

SuterLane Dairy
Alexandria, ON

This project in Eastern Ontario features a DLS Structure w/ Jourdain stabling installed by our dealer Paul Lanthier Sales, a GEA rotary being installed by Lawrence's Dairy Supply, and DLS direct drive tunnel fans and a Biolynt flush system installed by DLS.

3

Greenway Farms
Lucan, ON

A unique reno is in progress on this old tie stall barn! The steel sides were taken off and we are getting everything framed up for our DLS curtains (w/ Maximus) to go on one side and garage doors on the end. Inside, the barn is being converted to a pack barn w/ Jourdain stabling.

featured project

HAYFIELD JERSEYS

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Since moving into the robot in June, milk production has been up by about 2 litres, butterfat has averaged 5.2% throughout the summer, SCC is averaging around 110,000, and bactoscan is very good. John Jr. said, "We chose GEA because we were impressed with the simplicity of the attachment, and sure enough, throughout the day when we look at the robot history, every 6-7 minutes a cow has been milked on each robot. Also, we liked that you could manually attach from a pit behind the cow, but surprisingly we rarely manually attach. However, the pit is extremely useful for cleaning twice daily, maintenance, and monitoring fresh animals getting milked for the first time. Our previous experience with the whole crew at DLS made us confident in the support we would also have!"

In terms of field work, they have a particularly good working relationship with neighbour Fred Middleton. They trade acres with his cash cropland for their hay fields, which is the sole forage fed. Trading acres allows both farms to keep a healthy crop rotation. The Brands own the hay equipment, and Fred owns the cropping equipment, and they trade labour at harvest time.

John Jr., Anna and their children, Jeb, Janey (both now Ridgetown grads), Lukas, Andreas, and Matthias, are particularly proud of their herd. No new animals have been added since the 1999 expansion, and even without any ET, and with regular use of homebred sires, the herd is ranked #12 Jersey herd in Canada for Pro\$.

If you haven't previously, be sure to check-out the video from their start-up day in June @ go.dairylane.ca/jerseystartup 

