

DeLaval VMS™ V300 series

THE TOTAL EXPERIENCE

A man with short brown hair, wearing a blue t-shirt and light blue jeans, stands with his arms crossed in a lush green field. He is surrounded by several black and white cows. A large blue curved arrow graphic points from the right towards the man, with the text 'IT ALL REVOLVES AROUND YOU' written inside it.

IT ALL REVOLVES
AROUND YOU

 DeLaval



Page 9

SUSANNE | SWITZERLAND
& ROMAN



Page 11

REBECCA | SWEDEN



Page 13

NIEK | NETHERLANDS



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JAN | NETHERLANDS

JOIN US.

Choosing a VMS™
from the V300 series
means joining some
of the world's best
dairy farmers.



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NIELS | DENMARK



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PAUL | UNITED KINGDOM



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RENATO | ITALY



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CHRISTIAN | FRANCE

WITH YOU ALL THE WAY.

Taking a system approach – with you at the centre of everything we do.

A DeLaval milking system with VMS™ at the centre is all about delivering more, better quality milk from healthier cows, without making it harder for you to have a more flexible lifestyle.

To do this it is essential to take a whole-farm approach, and with more experience and more dairy innovations under our belt, it's what we do better than anyone else.

Put VMS™ V300 to work on your farm and not only will you be at the forefront of animal welfare and food safety issues, you will also be less reliant on future labour uncertainty, all of which will help to make dairy farming a profitable option now, and an appealing lifestyle and career choice for the next generation.

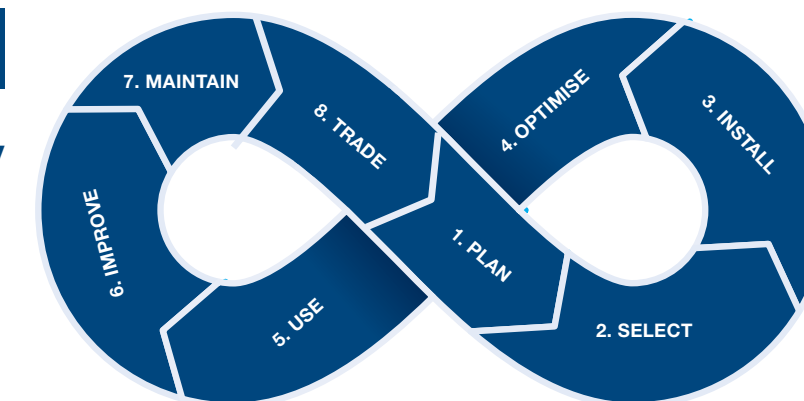


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PLAN TO SUCCEED

You don't plan a new dairy system every day – but we do.

Let us help you plan a system that will work for you, the way you want to work. Now and in the future.



IT ALL STARTS WITH YOU.

This is about installing a robot, not turning you into one.

A DeLaval VMS™ from the V300 series is so much more than just a milking robot. It is at the centre of a whole new way of dairy farming that when implemented well, helps ensure optimal results at each and every step.

Moving to an Automated Milking System is, for many farmers, an excellent way to generate more milk, more efficiently, more safely and more sustainably, in a way that also meets the consumer pressures that dairy farmers face today.

But it's not just about machinery, it is about the interaction between people, cows and machinery.

Our advisory and planning teams are available to help you assess the suitability of a Voluntary Milking System for your situation, and to help you figure out how DeLaval VMS™ V300 Series will help deliver you a better bottom line.

“VMS allowed us to get the most out of our cows, our grass and our time.”

PAUL | IRELAND | 70 COWS

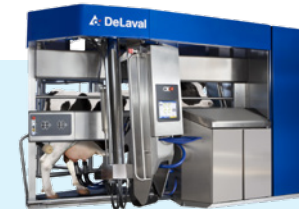
Watch a quick video where Paul talks you through his start-up experience.



WHICH VMS™ IS RIGHT FOR YOU?

With two models in the VMS™ V300 series, we are able to treat each farm, each farmer, each cow, even each teat – individually – and to create a better place to be for workers, cows, you and your families.

VMS™ V300



The DeLaval VMS™ series gives you options to create the milking system that best matches your needs and farming style. Both the VMS™ V300 and VMS™ V310 feature the core functionality that helps your cows get milked to their full potential.

NIEK | NETHERLANDS
3X DELAVAL VMS™ V300
170 MILKING COWS



“The biggest impact on the cows has been on the production level.”

VMS™ V310



With the VMS™ V310 your milking robot is turned into the ultimate reproduction management tool. Automatic progesterone-based sampling is translated into clear list of tasks like insemination, pregnancy check or treat non-standard cows.

EEVA | FINLAND
1X DELAVAL VMS™ V310 INCL OCC
75 MILKING COWS
IN BETWEEN CALF PERIOD: 396 DAYS



“The cows don't need to be scanned anymore, our VMS does that automatically.”

VMS™ = Flexibility.

V300 series

You know what works for your farm and your animals. You also know how you like to work - that's why we work with you to create a system that works best for you.

WE WORK FOR YOU

The key to the VMS™ V300 series is its flexibility. We can configure it to work according to your preferences.

Free cow traffic, feed first, milk first or batch milking. The VMS™ V300 series can also be adjusted to accommodate many breeds, and because of the way we have designed the milking process you have the additional flexibility of manually milking your fresh or hospital cows.

PLAN TO SUCCEED

When you choose a VMS™ from the V300 series you get access to the planning and design expertise of the whole team.

From preliminary discussions, detailed drawings, installation and a full start-up process and training - we are by your side the whole way.

YOUR VMS™ SET UP FOR BATCH MILKING

With the DeLaval VMS™ V300 in batch mode you have total control over when and how often your cows are milked and fed. You can keep your conventional milking system routine, while reducing your need for staff. We can show you how to configure your VMS™ to work for you.



COW FLOW IS KEY

VMS™ from the V300 series are able to milk more cows, faster than ever.

The key to unlocking their potential is making sure your cow-traffic systems are able to move cows through your VMS™ and back to feed as quickly and safely as possible.

Voluntary Milking.



Batch Milking.



**HOWEVER YOU WORK.
IS HOW WE WORK.**

VMS™ = Optimised Milking.

V300 series

With a dedicated ICAR approved milk meter for each teat, a VMS™ from the V300 series is taking milking to a new level, delivering incredible gains for animal welfare and productivity.

REAL QUARTER MILKING

Better Information

During milking you can observe milk flow, yield, blood and conductivity and milking interval as well as other key production data; all per quarter, and all compared to last milking.

Smart Pulsation

VMS™ constantly measures each cow's milking performance and adjusts the pulsation ratio accordingly to milk her. The result: faster and less stressful milking, which allows for more milkings per day and shorter waiting times for cows.

Stable Vacuum

With shorter tubes and a superior vacuum system VMS™ provides better vacuum stability, which leads to better comfort, milk transfer and fewer slips or kick-offs. The shorter tubes also reduce maintenance costs.

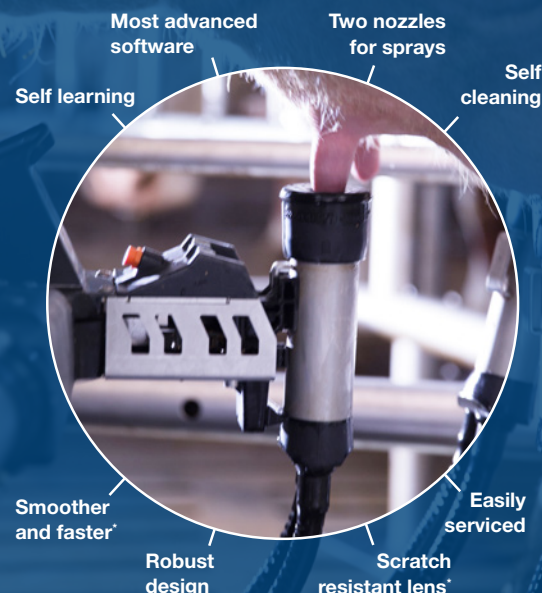
Better Take-off

The advanced modeling, combined with the real time flow data from the 4 ICAR approved milk meters makes it possible for VMS™ to detach at the right time, in the right way to protect the sensitive and valuable teats.

To help the quality of your milk, VMS™ makes hygiene and cleanliness a top priority.

- ✓ Clean and dry the teats with the dedicated PureFlow™ preparation cup
- ✓ Automatic floor cleaning
- ✓ Automatic camera cleaning to avoid cross contamination
- ✓ Automatic shut-off valve in case of kick-off
- ✓ Smart cleaning vessels to secure the cleaning process
- ✓ Automatic optimising of the cleaning process.

DELAVAL INSIGHT™



“Much higher milkflow compared to my former milking system.”

SUSANNE AND ROMAN |
SWITZERLAND | 40 COWS

Milking cows the right way, with superior teat preparation and stimulation, is helping Susanne and Roman achieve a higher milk flow, less incomplete milkings, a lower culling rate, and more lactations per cow.

VMS™ = Results.

Harvest rate**

2.2kg/min

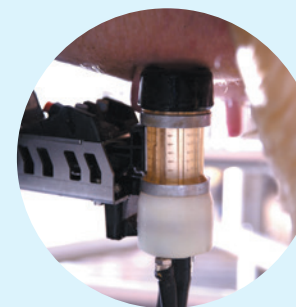
** Based on best performing 500 stations. Measured time from cow identification until exit.

THE KEY TO UNLOCKING PERFORMANCE

PureFlow™

It all starts with preparation.

It doesn't just clean udders, it prepares them. Each teat is individually cleaned and stimulated to improve letdown and productivity.



TAKING YOUR PERFORMANCE FURTHER

OptiDuo™

Feed Management is key to health.

OptiDuo™ is seen to increase feed consumption by keeping fresh feed in front of your cows at all times.



To learn more about these features, and how they can help you optimise your milking go to delaval.com

VMS™ = Animal Welfare.

V300 series

The milking process in your VMS™ from the V300 series is consistent, calm, and focussed on delivering the smoothest milking for each cow. That's why your VMS™ learns about each cow - recognising not just whether a cow is ready to be milked, but also the unique characteristics of every udder and the moment of let-down for each animal. This means that you can set your VMS™ to manage the balance between welfare, productivity and milk quality to match your priorities and management plans.

WORKING WITH NATURE

When a cow enters the VMS™ she will have a small amount of milk already in her udder and teat cisterns ready for evacuation. This will be about 45 seconds worth of milk. The true flow of milk however, will not begin unless oxytocin has been released and is squeezing the cow's alveoli.

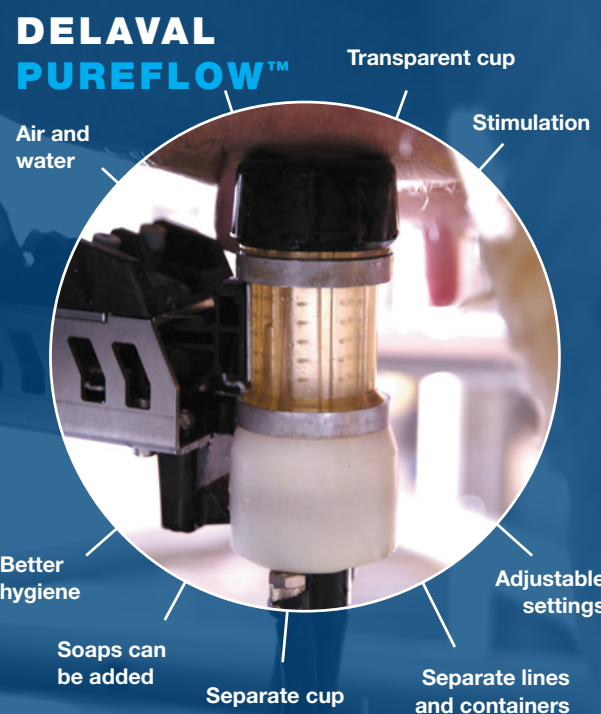
To help consistent milk flow by stimulating Oxytocin release, VMS™ doesn't just clean the teat, it prepares

it for milking by using a combination of teat spray for disinfection and the DeLaval PureFlow™ cup for proper cleaning. It stimulates oxytocin release and facilitates milk ejection before vacuum is applied to teats by means of a combination of water (or cleaning solution if desired) and air.

This results in a superior flow pattern and less time with cups on, which is great for udder health.

Healthy, calm cows are the key to milk volume, milk quality and to the profitability of any dairy farm. You can see this when you observe how calm the cows are in a VMS™ system, everything happens quickly, smoothly in a stall that is comfortable, clean and consistent.

- ✓ Stall design allows excellent cow flow and cow positioning
- ✓ Adjustable stall (flex concept)
- ✓ Relaxed environment
- ✓ Smooth hydraulic robot arm
- ✓ Accurate teat spray with DeLaval InSight™
- ✓ No cow can leave the station without being sprayed



“I think I can get an extra lactation out of my cows.”

REBECKA | SWEDEN | 120 COWS

With a 99% teat spray hit rate, the milking robot helps Rebecka's cows avoid mastitis and her to achieve low cell count.

VMS™ = Results.

99%
teat spray hit rate

*Average reach on top 10% stations

THE KEY TO UNLOCKING PERFORMANCE

DeLaval InSight™

Smooth, fast and accurate.

Once you see how fast and smooth it is - you will be a believer.



TAKING YOUR PERFORMANCE FURTHER

DeLaval Cow Cooling

Keep your cows motivated.

With our system of cooling we stimulate the cow traffic in the right direction. We keep the cows motivated to eat, milk and rest.



To learn more about these features, and how they can help you improve your animal welfare go to delaval.com

VMS™ = Profitability.

V300 series

Generate more milk, more efficiently, more safely and more sustainably, in a way that also meets the consumer pressures that farmers the world over are facing today.

MILK WHEN IT IS PROFITABLE

Milking only starts if it's beneficial.

A VMS™ from the V300 series doesn't just milk every cow, regardless of the economic value. It calculates permission based on a combination of her yield and the time since her last milking.

This means it only milks those cows for which another milking will be beneficial, which can result in a better yield and better udder health.

For some this may mean a 4th milking at 3am, for others in the same group, only twice in the same day.

If she is given permission to be milked, she is delivered a customized supplement feed mix, if not – no concentrate is given and she is exited seamlessly from the VMS™ so that the next cow can enter.

VMS™ has been designed to support your ability to profitably, safely and sustainably manage your modern dairy farm. That is why we design every VMS™ with operating costs in mind, and why we wrap so much support around our VMS™ farmers.

- ✓ Fixed farm cost with InService All Inclusive contract
- ✓ Lower power consumption
- ✓ Increased cow productivity
- ✓ Lower usage of antibiotics with MDi
- ✓ Reduce teat-spray wastage
- ✓ Milk cows according to genetic potential
- ✓ Don't waste milk in the preparation stage
- ✓ Remote monitoring for pro-active service and downtime reduction

INSERVICE™ ALL INCLUSIVE



“I only milk my cows when it's profitable”

NIEK | NETHERLANDS |
170 COWS

The automatic controlled milking permissions of the VMS™ V310 helps Niek to milk his cows at the right time while lowering the use of energy, water, teat spray and the need for labour. This means milking the cow when she can be milked most profitable.

VMS™ = Results.

14.3kg/milking
with 2.5 milkings

*Average result of best 500 VMS farms

THE KEY TO UNLOCKING PERFORMANCE

DeLaval Advisory

We take a 360° view of your farm.

Advisory and planning teams are available to help you figure out how your DeLaval VMS™ milking system will help deliver you a better bottom line.



TAKING YOUR PERFORMANCE FURTHER

InService™ All-Inclusive PLUS

For optimum performance.

With a DeLaval InService All-Inclusive Plus agreement, everything is included. We will carry out routine maintenance, breakdowns and replacements of consumables.



To learn more about these features, and how they can help you improve your profitability go to delaval.com

VMS™ = Reproduction.

V300 series

Getting cows in calf is central to everything we do on a dairy farm. So you want to be certain that fertility is at the heart of any system.

DELAVAL REPRO™

DeLaval RePro™ turns the ultimate milking and animal welfare system into a complete reproduction management tool as well.

DeLaval RePro™ is designed to create a clear picture of each animal's reproductive status using BioModels to interpret the progesterone level in milk samples taken automatically by your VMS™ V310. Does she begin to cycle after calving? Is she really in heat (even a silent heat)? Does she have a cyst? Is she now pregnant or has she had an early abortion?

All these critical questions are answered automatically and notifications presented to you, which may mean healthier cows, reduced vet costs, improved AI costs and cows becoming pregnant at the right time resulting in more productive lactations – which you know means more money.



VMS™ V310 doesn't just milk better, it does things no other system can - like detect heats and pregnancies.

- ✓ Automatic heat and pregnancy check
- ✓ More productive lactations
- ✓ Reduced culling
- ✓ Notification of early abortions
- ✓ Fewer open cows
- ✓ Detect abnormal reproduction cycles

“On my farm silent heats are detected”

JAN | NETHERLANDS |
72 COWS

The RePro™ module provides automatic heat and pregnancy detection by a progesterone measurement from the milking robot. With this, Jan can get his cows pregnant sooner and reduce the number of in between calf days.

VMS™ = Results.

32%
improvement in
insemination rate

*Result based on test farms

THE KEY TO UNLOCKING PERFORMANCE

Companion

Task Management in your hand.

Companion allows you to manage your cows with the same efficiency and accuracy as your VMS™ V310 milks them.



TAKING YOUR PERFORMANCE FURTHER

DeLaval Activity Meter

Knowing the status of each cow.

By recording what each cow does during the day we can use that data to analyse and make predictions regarding her reproduction status and the actions you need to take to improve your reproductive outcomes.



To learn more about these features, and how they can help you improve your reproduction go to delaval.com

VMS™ = Efficiency. V300 series

A DeLaval VMS™ from the V300 series is so much more than just a milking robot. It is at the centre of a way of dairy farming helps ensure optimal results at each and every step.

YOUR EFFICIENCY HUB

You set your management objectives and targets, and DeLaval is there to make sure you have everything you need to put your plans into action, all the information you need to monitor and adjust those plans, and the alerts and analysis to stay on track.

To do this, whether you have 1 or 100+ VMS™, VMS™ uses DelPro FarmManager and DelPro Plus to pull

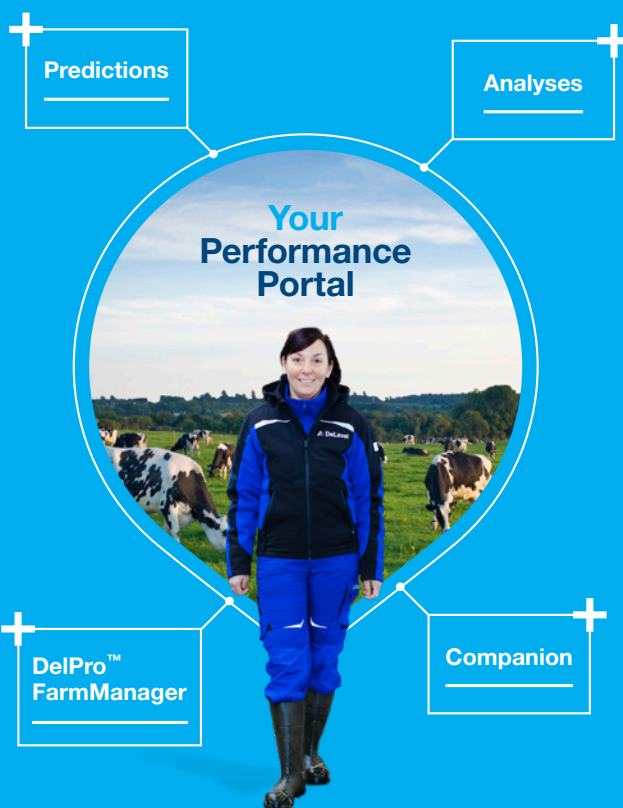
the many data sources on your dairy farm together, processes and analyses them to create valuable information and reports to help you do your job.

Together this gives you fast, easily understood, valuable, accurate and actionable information to help you meet the challenges of modern dairy farming.

The VMS™ provides the opportunity to create a better work environment and lifestyle for you and anyone who works on your farm. This will help you increase your milk production per labour hour.

- ✓ Eliminate repetitive task of manual milking to create time for high value tasks
- ✓ Schedule tasks on your terms at times that suit you
- ✓ Automate as many repetitive manual tasks as possible
- ✓ Increase your milk per labour hour
- ✓ Focus on cow welfare and productivity
- ✓ Time to manage reproduction and feed
- ✓ Staff attraction and retention benefits

DELAVAL PLUS



“I replaced my 18 robots to 15 V300 with same herd size”

NIELS | DENMARK |
1100 COWS

DelPro™ FarmManager is helping Niels to get the best efficiency out of his milking robot to have a clear focus on managing his herd. In combination with the capacity of the VMS™ V300 series it's possible to do more with less.

VMS™ = Results.

66

cows a station

*Average result of best 500 VMS farms

THE KEY TO UNLOCKING PERFORMANCE

DeLaval InControl™

You're InControl.

Wherever you want it, you are always able to view your VMS™, to control its operation, track daily routines, update individual cow data or share information with staff.



TAKING YOUR PERFORMANCE FURTHER

DeLaval BCS-system

Body Condition Scoring

Body condition scoring is essential to boost productivity, fertility and longevity – with a BCS-system you will accurately record every cow, every milking.



To learn more about these features, and how they can help you improve your efficiency go to delaval.com

VMS™ = Performance.

V300 series

At DeLaval we understand that dairy farming is a process. It is ongoing, relentless and it demands fast, accurate information so that you can make the best decision for your performance. That is what DeLaval Plus delivers.

DO MORE WITH YOUR DATA

Your VMS™ from the V300 series captures a huge amount of raw data at every milking. Without the tools to process and analyse it, some of the most valuable performance data available is not fully utilised, or worse – wasted. That's where DeLaval Plus can unlock the value hidden in your data.



YOUR VMS™ PERFORMANCE PORTAL

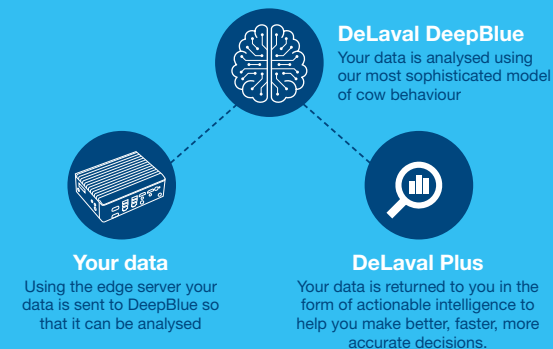
When we talk about DeLaval Plus being your VMS™ performance portal we mean it.

DeLaval Plus is an ever growing set of applications that represent the most advanced level of farm management analysis and reporting that we have ever made available.

The reason they are so advanced is that they use the very latest in data processing and artificial intelligence to analyse data not just from your farm, but from tens of millions of milkings.

It is the amount of data that makes it so unique, and so valuable, but it also makes it impossible for human brains to see the trends that are hidden within the data. Which is why we created DeLaval DeepBlue.

DELAVAL DEEPBLUE



DeepBlue is our most sophisticated model of cow behaviour, so sophisticated that it can find patterns that in many instances we just didn't know were there. DeepBlue searches, it finds trends and patterns, we validate and figure out how to make them valuable for you – and then we give our DeLaval Plus customers access to them through their own DeLaval Plus portal.

“We have so much more time to think and plan. The robots have freed up at least six hours of our time every day, giving me time to manage the herd better.”

PAUL | UNITED KINGDOM | 110 COWS

Your VMS™ from the V300 series, on the day you install it, will be the best milking system you can buy. And the good news is that it keeps performing even better over time, with the possible use of artificial intelligence and software enhancements.

VMS™ = Results.

2658kg/day
with 2h01min
idle time

*Based on best performing 500 stations. Idle time based on max 21h milking per day.

THE KEY TO UNLOCKING PERFORMANCE

DeLaval Plus Analyses

Where we analyse current performance which helps make recommendations for improvement.



TAKING YOUR PERFORMANCE FURTHER

DeLaval Plus Predictions

Where we anticipate future outcomes so that you can plan and act accordingly.



To learn more about these features, and how they can help you improve your performance go to delaval.com

VMS™ = Growth. V300 series

A VMS™ from the V300 series is a modular system that can grow with you, whatever your aspirations are for the future.

THINK BIG. THINK VMS™

If you are planning to grow, make sure you choose a partner who can grow with you, however big you want to be, DeLaval's Large Herd Specialists are the team to make sure you succeed.

With experience on the world's largest, highest throughput dairy farms, we know more about managing large herds than anyone else. We would love to share that with you.

IT'S ALL ABOUT FINDING THE RIGHT PERFORMANCE PARTNER

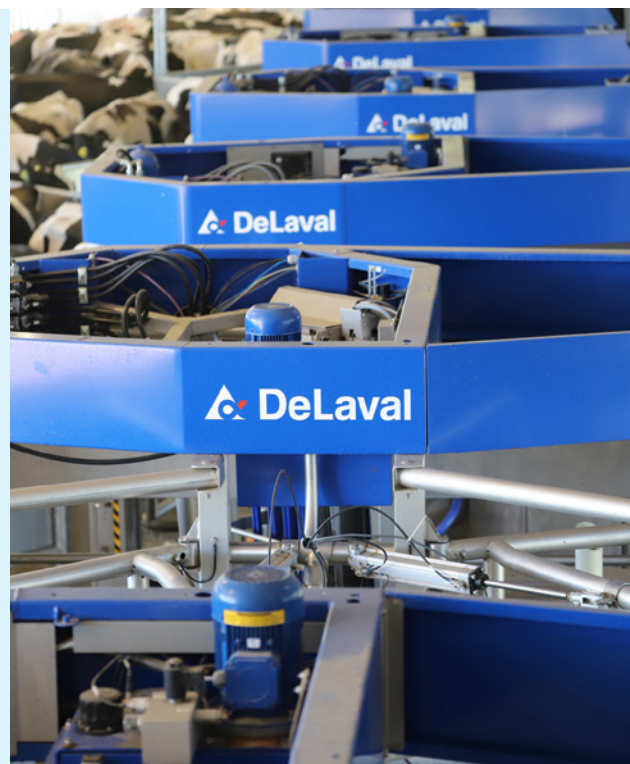
The key to managing any dairy farm, and especially as the volume increases, is a singular focus on performance.

This does not stop at installation – our commitment to our Large Herd farmers is absolute, and we will work with you to keep optimizing your performance. That's what we mean by a performance partnership.

VMS™ is an excellent way to future-proof your dairy farm. It means you can generate milk efficiently and sustainably, in a way that also meets the consumer pressures that dairy farmers face today. And because it is a modular system, adding additional units in the future gives you the flexibility to more cost-effectively grow your operation in the future.

Our advisory, planning and Large Herd development experts are available to help you benefit today, and tomorrow.

- ✓ Succession planning
- ✓ Employee attraction and retention
- ✓ Animal Welfare focus



**“We're going to
milk 480 cows
with one
operator”**

RENATO | ITALY | 500 COWS

With 8 VMS™ V300 in batch set-up, Renato will be able to milk his 480 milking cows 3 times a day with only one operator. He can keep his existing milking and feeding routine, while reducing his staff.

VMS™ = Results.

8VMS™

3x batch milking
per day

THE KEY TO UNLOCKING PERFORMANCE

DeLaval Sorting Solutions

Every cow where it needs to be.

The days of spending hours every day manually pushing, fetching and sorting cows are gone thanks to our automated cow traffic solutions.



TAKING YOUR PERFORMANCE FURTHER

Milk Cooling and Storage

It's all about freshness.

From the moment it leaves the teat, to when it's collected by the tanker – we have a complete set of solutions for cooling, storing, transporting and protecting your milk.



To learn more about these features, and how they can help you improve your growth go to delaval.com

VMS™ = Results.

V300 series

Harvest rate
2.2
kg/min*

2658 kg/day
with 2h01min
idle time

99%
teat spray
hit rate***

14.3 kg/milking
with 2.5 milkings**

66
cows a station**

32%
Improvement in
insemination rate**



Every VMS™ from the V300 series comes with a Performance Plan, how much you include is up to you, but you can be certain that whatever you need to ensure your VMS™ is able to help you to deliver the results you demand, can be included.

- ✓ Scheduled servicing and maintenance
- ✓ Emergency callouts
- ✓ DeLaval Plus
- ✓ Advisory Services
- ✓ Consumables
- ✓ Settings, routines, training and optimisation

PERFORMANCE PLANS



* Based on best performing 500 stations
** Average result of best 500 VMS™ V300 farms
*** Based on test results

**“We have
24/7
support”**

CHRISTIAN | FRANCE |
90 COWS

DeLaval Advisory

Our team of Dairy Advisors can help you with advice before, during and long after installation of your DeLaval milking system.

DeLaval InService™ All-Inclusive

With DeLaval InService™ All-Inclusive we will carry out routine maintenance, scheduled servicing and the replenishment of consumables.

DeLaval Plus

DeLaval Plus is an ever growing set of applications that represent the most advanced level of farm management analysis and reporting that we have ever made available.

WHAT WILL YOUR VMS™ PERFORMANCE STORY BE?

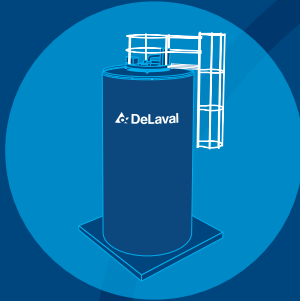
However you see your future in dairy, with DeLaval as your performance partner, you can be certain that we are every bit as invested in the history and the future of dairy farming as you are. It is what we do. We don't do anything else, and we don't want to do anything else. We love this industry, and this way of life. We will be there with you every step of the way, because - like you - we live milk.

LET'S GET STARTED

DeLaval VMS™ V300 series works well with:

We deliver solutions that help you get more, better quality milk from healthier animals.

That's why we don't just focus on one part of the milking process. We design, manufacture, install and maintain whole systems, and we ensure the quality and reliability of every component of those systems.



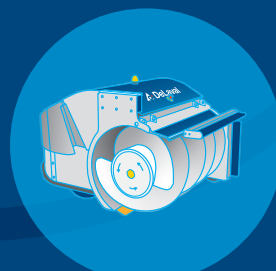
DeLaval Milk Cooling



DeLaval Advisory



DeLaval InService™



DeLaval OptiDuo™



DeLaval Plus™

Put DeLaval VMS™ V300 series to work for you

To take the next step on your VMS™ journey, either talk to your trusted DeLaval representative or for more information visit us at www.delaval.com

Dairy producer testimonials reflect their real-life experience using DeLaval products. Results in testimonials have not been independently verified and DeLaval does not claim the results are typical.

Actual performance and improvement will depend on a number of factors, including prior milking practices, type of cows, farm and herd maintenance practices. Testimonials do not constitute warranties or guarantees of service or performance.

