

Media Release
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Canterbury farmers to get exclusive access to latest dairy technology

Mid Canterbury agribusiness company Winslow Ltd has become the first authorized Lely Center dealer in New Zealand.

This will provide farmers from Culverden to the Waitaki exclusive access to the latest Lely dairy farming technology. This technology includes Astronaut A3 milking robots, Calm automatic calf feeders, Compedes rubber flooring, Commodus cubicles and Discovery manure scrapers.

The Lely Center concept is a carefully thought-out distribution formula unique in the agricultural world. In being accepted as one of Lely's authorized Lely Center dealers, Winslow joins over 50 Lely Center-facilities in Europe and 12 in northern America providing a unique range of products and services for the dairy farming industry. A company wanting to join this prestigious group must be able to meet strict protocols and standards, such as being able to service milking robots within strict agreed response times and only by Lely certified service engineers.

Winslow General Manager Craig Carr said the qualification process took months but would enable Winslow to add significant value to its customers.

“It's exciting to be able to offer our customers unique and innovative products that will make a difference. Lely's products are high quality and have solid research behind them. They enable farmers to reduce labour costs, increase efficiencies and better monitor their production.

“This partnership may even give Canterbury dairy farmers an edge over those in other districts.”

Lely New Zealand Managing Director Peter Vis said the technological solutions addressed significant issues in the New Zealand farming scene such as labour shortages, worker reliability and animal welfare.

“In Europe, many dairy farmers who carefully review their business plans and perspectives increasingly realize that investment in automation provides the best way forward to ensure sound and sustained returns. In a number of European countries more farmers opt for a robotic milking solution than a conventional milking solution. The technology has such an impact on farming that it is only a matter of time until it is commonplace in New Zealand.”

For information on the new Lely products, contact a Winslow representative on 0800 00 77 66

For further information please contact:

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Company profile of the Lely Group

Lely is the uncontested market leader in sales and servicing of automated milking systems and holds a strong position in the grassland machinery business. The company is active in well over 40 countries worldwide and employs more than 1100 people. Annual revenues amount to €250 million. In the dairy business, the company pursues a vigorous policy of enhanced international market penetration. This policy is carried out by appointing importers in new countries. In addition, for robotic milking systems, Lely is in the process of implementing the Lely Center concept, a carefully thought-out distribution formula that is unique in the agricultural world.

Company profile of Winslow Ltd

Based 10km south of Ashburton, Winslow Ltd is an innovative developer of stock feed and farm solutions. Owned by the Carr Agricultural Group since 2000, Winslow Ltd has its ruminant stock feed division, a seed division, a baling and transport division, a biosystems division and a farm technology division. Many of these divisions have products that cannot be found elsewhere in New Zealand.