

Upsi-Daisy Cow Lifter

Questions answered by Larry Osterhaus, Company Owner
www.upsidaisycowlifter.com

Making its first appearance at World Dairy Expo, the Upsi-Daisy Cow Lifter is ready to enter the U.S. market. Created in Australia out of necessity, this unique lift is opening a manufacturing facility in Iowa to grow its marketing opportunities. The lifter will be on display in the Outdoor Trade Mall at booth TM BW10.5.

What does your company specialize in?

OSTERHAUS: Manufacturing a cow lifter that lifts cows in a completely different method than any other lift on the market.

What type of dairy producer does your product/service benefit the most?

OSTERHAUS: All dairy and beef cattle. It's for all animals that go down and need to be lifted and supported to recover.

How will your product/service make a dairy more profitable and/or more efficient?

OSTERHAUS: It will save cows when they go down. You can save nine out of 10 milk fever cows with this method.

What brought about its creation?

OSTERHAUS: Need. I have beef cattle and was losing too many cows to calving paralysis.

New products at Expo

The following five new products or services will be on display for the first time at World Dairy Expo Sept. 28 through October 3 in Madison, Wisconsin. *Progressive Dairyman* asked each of the product inventors or sponsoring companies to discuss how their products fill an industry need.

When was the company started?

OSTERHAUS: 15 years ago.

What part of the U.S. do you serve?

entire country through U.S. post.

Why display at World Dairy Expo?

OSTERHAUS: I can send these out to the

OSTERHAUS: I like to deal with animals and talk to serious farmers who like to take good care of their animals. **PD**



Optimizing parlor performance one service call at a time
DeLaval InService™

Visit us at
WDE - Booth
#3011-3315

Your solution – every day

An efficient service program is based on needs, knowledge, and experience. These are also the ingredients of creating and maintaining a profitable farm. But what determines your service and maintenance needs? InService is our answer.

We have gathered valuable knowledge over the years and are aware of the importance of commitment and partnership. InService has brought both knowledge and innovation together to form a superior service solution.

DeLaval original parts and service exist to ensure your equipment runs at optimal levels, and provide the quality and reliability you need. See your local independent DeLaval dealer for more details or call 816-891-7700.

www.delaval-us.com



is a registered trademark of Tetra Laval Holdings & Finance S.A. and "DeLaval" is a registered trade/service mark of DeLaval Holding AB © 2010 DeLaval Inc. DeLaval, 11100 North Congress Avenue, Kansas City, Missouri 64153-1296. www.delaval-us.com.

Progressive Dairyman likes...

Midwest Dairy

Bio: Midwest Dairy represents more than 11,000 dairy farmers, about 20 percent of all U.S. dairy operations. Midwest Dairy programs reach nearly 35 million consumers through marketing, promotion, nutrition education programs and public relations campaigns.

The Midwest Dairy Council, the nutrition marketing arm of the Midwest Dairy Association, works with teachers, school nutrition departments and community leaders to develop sound and effective dairy nutrition education programs.

Website:
www.midwestdairy.com
www.dairymakessense.com

Number of fans:
1,139