Participants
Mike Connell  BouMatic
Wyatt Smith  DeLaval
Matt Daley  GEA
Dan Gudmunson  GEA
Peter Langebeeke  Lely (via phone)
William Bernhard  AEM
Charlie O’Brien  AEM
Sarah Miller  AEM
Anita Sennett  AEM
Rex Sprietsma  AEM
Nick Tindall  AEM (via phone)
Brian Voss  AEM

I. Welcome/Introduction:
Anita Sennett, AEM Director Agriculture Product Management, welcomed the group and thanked them for attending. Introductions were made around the room.

II. Overview/Meeting Objectives:
Anita reviewed the agenda and noted that the primary focus of this meeting was to determine ways in which to increase the value of AEM membership for the dairy sector, a need brought to AEM’s attention by Matt Daley of GEA at the March AEM Ag Sector Board Meeting.

III. AEM Service to Dairy Members: Current status, future direction

A. Statistical Reporting Program: The group conducted a SWOT analysis of the current dairy statistics program (see attached). Rex Sprietsma, AEM Director, Statistics and Market Information, provided an overview of the current dairy statistics programs. He noted that today the dairy programs are reported in shipments by country. Products could be broken down into more detail, and could be reported by state or county. He mentioned that a global robotics program has also been discussed in the past, and that Lely has indicated they would be strongly interested in joining AEM and participating should that program launched with satisfactory parameters.

Rex noted that product definitions for each product being reported were included in the meeting packets. The group determined that each company will take the definitions back to their companies for updating and will submit back to AEM by July 15. Once those are finalized, the group will reconvene and determine whether products should be broken down into more specific categories or classifications.

1. Existing Programs: The group went through the program matrix. For each product, they determined program relevance, need for additional company participation and need for further product classification as shown below. Due to
the inability to gather accurate data on product moved through dealerships, all programs except Parlor Stalls will continue to be reported at the country level.

<table>
<thead>
<tr>
<th>Program</th>
<th>Essential new participants</th>
<th>Desired new participants</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Behavior Monitoring</td>
<td>Lely, SCR, Dairymaster</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Milk Tanks</td>
<td>Mueller</td>
<td></td>
<td>Considering dropping if Mueller doesn’t report</td>
</tr>
<tr>
<td>Chillers</td>
<td>Mueller</td>
<td></td>
<td>Consider dropping if Mueller doesn’t report</td>
</tr>
<tr>
<td>ID Transponders</td>
<td></td>
<td></td>
<td>Drop program at YE</td>
</tr>
<tr>
<td>Condensing units</td>
<td>Mueller</td>
<td></td>
<td>Consider dropping if Mueller doesn’t report</td>
</tr>
<tr>
<td>Variable frequency drive</td>
<td></td>
<td></td>
<td>Consider classification based on product definition</td>
</tr>
<tr>
<td>Energy recovery units</td>
<td>Mueller</td>
<td></td>
<td>Consider classification based on product definition</td>
</tr>
<tr>
<td>Footbaths</td>
<td></td>
<td></td>
<td>Drop program at YE</td>
</tr>
<tr>
<td>Footbath controls</td>
<td></td>
<td></td>
<td>Drop program at YE</td>
</tr>
<tr>
<td>Milk yield indicators</td>
<td>AIC, BECO, SCR, Dairymaster, Waikato</td>
<td></td>
<td>Consider classification based on product definition</td>
</tr>
<tr>
<td>Electronic milk meters</td>
<td>SCR, Dairymaster, Waikato</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ISO Parlor ID systems</td>
<td></td>
<td></td>
<td>Drop program at YE</td>
</tr>
<tr>
<td>Pipeline milking units</td>
<td>EZEE Milker, Schlueter</td>
<td>Waikato, BECO</td>
<td></td>
</tr>
<tr>
<td>Pulsators-any type</td>
<td>BECO, Dairymaster, Waikato</td>
<td></td>
<td>May want to add MilkRite in future</td>
</tr>
<tr>
<td>Auto pipeline washer</td>
<td>BECO, Dairymaster, Waikato</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Milk receiving groups</td>
<td></td>
<td></td>
<td>Drop program at YE</td>
</tr>
<tr>
<td>Plate coolers</td>
<td>Mueller</td>
<td></td>
<td>Consider dropping if Mueller doesn’t report</td>
</tr>
<tr>
<td>Automatic Removal Unit</td>
<td>SCR, Dairymaster, Waikato, BECO, AIC</td>
<td></td>
<td>Consider classification based on product definition</td>
</tr>
<tr>
<td>Software</td>
<td></td>
<td></td>
<td>Drop program at YE</td>
</tr>
<tr>
<td>Sort gates</td>
<td></td>
<td></td>
<td>Drop program at YE</td>
</tr>
<tr>
<td>Vacuum Pumps</td>
<td>EZEE Milker, Waikato</td>
<td>Madero, BECO</td>
<td>Consider classification based on product definition</td>
</tr>
</tbody>
</table>
2. **New Programs**: The group directed AEM to begin the process of launching new programs effective January 2017 as follows:

   a) Robotics program reporting retail sales down to the county level in the U.S. and down to census division in Canada. Program should include:

      - Automated milking –
        - Boxes (need to define)
        - Arms
      - Rotary robotics –
        - Stalls
        - Potentially add arms in the future
      - Teat sprayers - Consider adding in future

   Parlor Stalls will remain completely separate from the Robotics program.

   b) Liquid Manure Spreader program which would require the recruitment of Nuhn and Jamesway. Program should include:

      - electric pumps
      - tanks
      - PTO pumps
      - alley scrapers

   c) Liner program which would require the recruitment of MilkRite, IBA and Conewango. Program should include:

      - BFR rubber
      - FDA rubber
      - Silicone

The group agreed that AEM staff and they themselves will pursue the companies identified as essential in order for programs to be relevant. Second priority will be given to those companies named as desirable, but not essential. AEM staff will send talking points to the Dairy Leadership Group for their use in conversation with the companies.

**ACTION ITEMS:**

- Delaval, GEA, Boumatic to update product definitions and submit back to AEM by July 15
- Upon receipt, AEM Statistics staff to update product definitions accordingly
- AEM statistics staff to begin process of launching robotics, liquid manure spreader, liner programs
- Anita to send talking points to Leadership Group members for use in recruitment
- AEM staff and leadership group members to actively pursue companies identified as essential

B. **Standards/Technical/Regulatory**: Anita directed the group to a standards and technical “wish list” containing the following items as suggested by Russ Kolstad of DeLaval, who was unable to attend the meeting.
1. AEM to lead efforts towards the development of a robotic milking standard: Schedule, coordinate and facilitate regular meetings of the MMMC Engineering Committee
2. AEM to lead efforts towards developing industry consensus proposals at the biennial National Conference on Interstate Milk Shippers: Schedule, coordinate and facilitate meetings towards the presentation of industry proposals at the NCIMS
3. Gain support, validation and guidance of upper level executives for MMMC Engineering Committee initiatives through the establishment of a Dairy Leadership Group.

The group agreed with the list, noting that years ago there was a lot of activity on the standards and technical side, but that the MMMC Engineer Committee had been inactive for some time. They agreed with the need for equipment manufacturers to have input as an industry on the development of a robotics milking standard per FDA’s request. They also agreed that the group should be putting forward industry consensus proposals under the AEM umbrella rather than each company individually putting forward proposals at the NCIMS. They added that—

4. The MMMC Engineering Committee should hold separate meetings and bring recommendations to the MMMC meetings
5. Initial meetings should be stand alone instead of in conjunction with other events to gain the required focus.
6. Potential issues for future discussion could include electrical requirements and voltage levels.

William “Bernie” Bernhard, AEM Technical & Safety Services Manager, noted that he would be the new liaison for the MMMC Engineering Committee. He distributed the current Engineering Committee roster and asked that each company provide updates so that he can begin working with that group.

It was determined that the Engineering Committee should plan to hold at least two meetings prior to the October World Dairy Expo meetings. It was suggested that one of those meetings should be held in conjunction with a Leadership Group meeting, with an afternoon Engineering Committee meeting followed by a joint dinner and Leadership Group meeting the next morning.

**ACTION ITEMS:**
- Boumatic, GEA, DeLaval to provide Engineering Committee contacts to Bernie
- Bernie to gather Engineering Committee roster updates from all AEM dairy member companies
- Bernie to schedule two meetings prior to October, one in conjunction with Leadership Group, to begin work on above-mentioned points

**C. Advocacy/Legislative:** It was noted that one of AEM’s core services is advocacy and lobbying – and that is a particular strength on the agriculture side. It was also stated that as an industry the dairy equipment manufacturers lack political clout and should be taking advantage of AEM’s expertise in this area. Nick Tindall, Senior Director Government & Industry Relations, asked whether there were dairy specific issues that AEM could provide assistance with. The group noted a couple of issues:
1. Consumer perception, debunking some of the myths propagated by animal welfare groups and influencing regulations.

2. Industry proposal to regulatory agencies regarding harmonizing regulations from state to state. Currently FDA, the states and Interstate Milk Shippers all have a say in compliance/regulations, and often each state’s regulations are different, making it difficult for farmers and manufacturers alike.

3. Roadways legislation. It was noted that this has been strongly addressed by AEM and continues to be carefully monitored under the umbrella of the Roadways Leadership Group.

**ACTION ITEMS:**

Nick Tindall to follow up on items 1 and 2 above

**IV. Next Meeting/Adjournment:** A Dairy Equipment Leadership Group meeting will be held in conjunction with an Engineering Committee Meeting at the Milwaukee offices, prior to the October World Dairy Expo meetings.

With that the meeting was adjourned, to be followed by additional discussion in an MMMC meeting (minutes completed separately).

Respectfully Submitted,

Anita Sennett
June 23, 2016