

The SENECA DIFFERENCE

Comfort, Dependability, Service.

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SENECA

DAIRY SYSTEMS



Innovation - Experience - Support

POWERED BY SENECA IRON WORKS



We design Quality and Dependability into EVERYTHING we manufacture.
You'll recognize SENECA's superior quality almost immediately;
But you will realize our added value for decades to come.

A CLOSER LOOK AT STALL WEIGHT

A stall is just a stall, right? Well on the surface that may seem like an accurate statement, but it actually couldn't be farther from the truth.

A stall is the place where dairy cows spend the majority of their life; resting, digesting and producing milk. The more comfortable and relaxed she is, the more quality milk she will produce. Of course there are many other ingredients that go into the equation, but rest and comfort are two of the major pieces of the puzzle that cannot be dismissed.

We already know that there are ideal specifications for stall lengths, widths and overall dimensions, but what about the actual stall itself? How important is the weight or thickness of the material used to manufacture your stall? Is the added weight really worth it? The answer is ABSOLUTELY! Read on and learn why.

SENECA

**Everything we make is
DESIGNED FOR COMFORT,
and BUILT TO LAST.**



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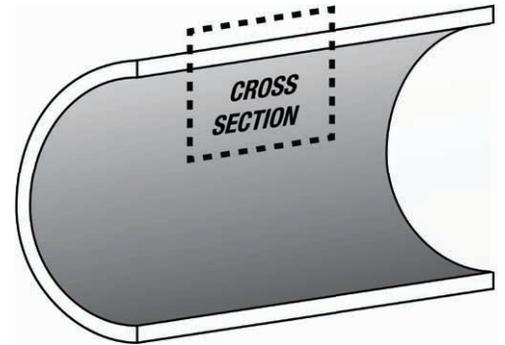
NEW YORK - MICHIGAN - GEORGIA
senecadairysystems.com

DISCOVER THE SENECA DIFFERENCE

Some manufacturers will tell you that the overall weight of the material doesn't matter and that it is all about cow comfort and saving money on a cheaper stall system.

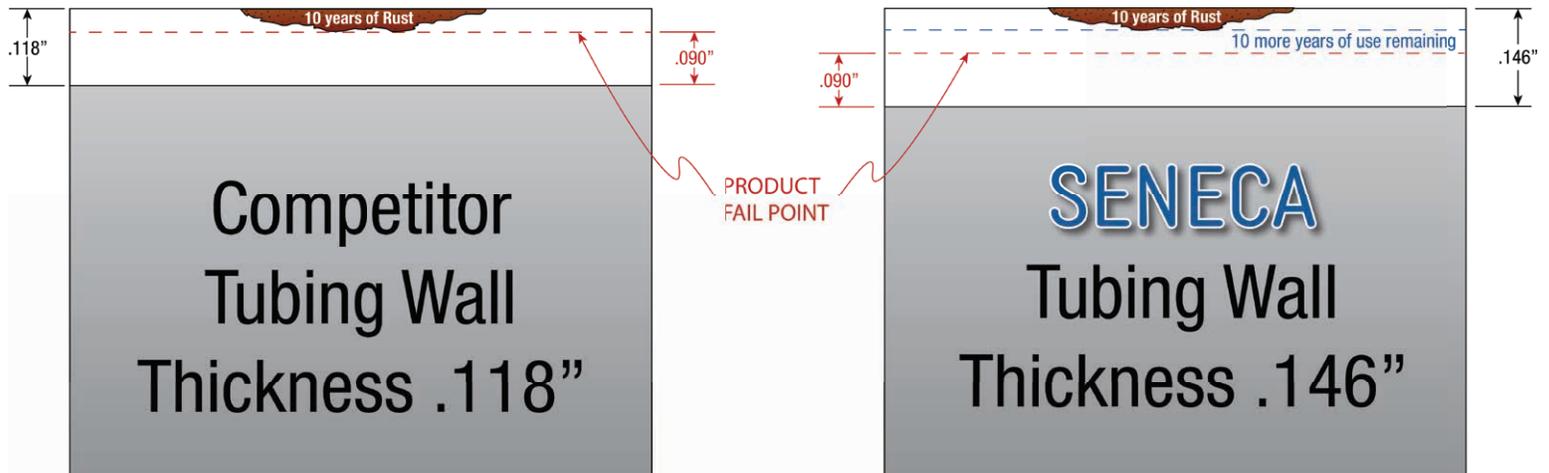
At Seneca Dairy Systems, we whole heartedly believe and agree that cow comfort is paramount to all else, because happy comfortable cows will return lower vet bills, higher milk yields and put the money back in the farmer's pocket quicker. Secondly, we also agree that saving money is extremely important as well, but we disagree that a cheaper, lighter stall system is the answer. In fact, it is BECAUSE Seneca products are 20% heavier than our competition that the farmer will save money; let us explain.

First, in order to really appreciate and understand the importance of product weight, we must understand that a product does NOT need to be twice as heavy (or thick) in order to last twice as long. In fact, a 20% increase in tubing wall thickness will DOUBLE the life of your stall system.



The images below represent a cross section of a galvanized steel freestall loop.

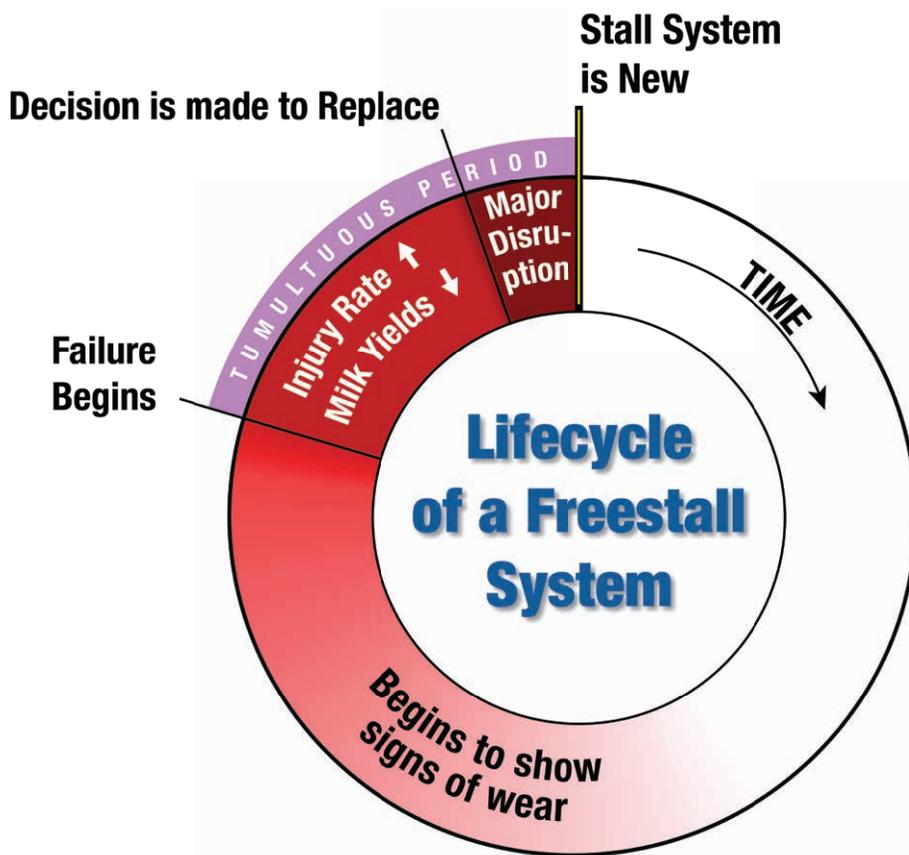
Eventually, even galvanized steel tubing will rust under the harsh environment of a dairy barn and every piece of steel has a "Failure Point". Rust and corrosion will eat away at the outside of the steel tubing, causing its walls to become thinner and thinner over time. The Failure Point is the thickness where the tubing walls can no longer support the weight of the system, causing them to break and collapse.



If the failure Point of galvanized steel tubing is around .090" in wall thickness and the average competitor tubing wall thickness is .118" then rust can eat away at .028" of the material before it fails. Seneca builds our stalls heavier and 20% thicker on average meaning that our tubing walls, at .146" have 2x as much material for rust to eat through before reaching the failure point. This means that by making our stalls 20% heavier, the farmer will enjoy about two times the life expectancy over competitor stalls.

MAKING DOLLARS AND "SENSE"

Seneca stalls are an investment in your future. The average competitor stall may last 5-10 years before catastrophic failure, where the average life expectancy of a Seneca Stall is *18-20 years (often much longer). Saving 20% on a competitor stall system today will cause you to spend 60% more than the Seneca stall system over a 20 year period, since you will be forced to replace them in about half the time. This figure doesn't even take inflation into consideration, nor the fact that there will be a second installation fee compared to just one on a quality Seneca System.



But the saving doesn't end there. Let's consider the average life cycle of any Freestall System. Every Freestall system starts off as "New" and the farmer enjoys a period of time when it is pretty well maintenance-free. Over time, every stall system will begin to show signs of wear. Eventually, every stall system will reach a point when failure begins. This will occur when you reach about 80% of the stall's life expectancy. (at about year 8 for the average stall, and around years 16-18 for Seneca stalls depending on the environment.) Once you reach this failure period, farmers begin to see a rise of animal injuries due to poor stall conditions. Because this is more stressful for the cows, milk yields will begin to go down. When the farmer has had enough of this downward spiral, he will finally make a decision to replace the stalls. This replacement process is also stressful for the herd and often

times causes displacement of the cows while the old system is torn out and the new one installed. Once complete, the stalls are new and the cycle begins again.

Consider the period of time between when failure begins and the stall system is new again and how much discomfort and stress is caused on the herd as well as money lost on vet bills and low milk yields. While this cycle is inevitable for any stall system, with Seneca Freestalls you only have to experience this very tumultuous period after failure begins once, since Seneca stalls outlast other stalls 2:1. NOTE: The length of the tumultuous period will vary, depending on the financial preparedness of the farmer to renovate the stall system. Once failure begins, the sooner the decision is made to replace, the better.

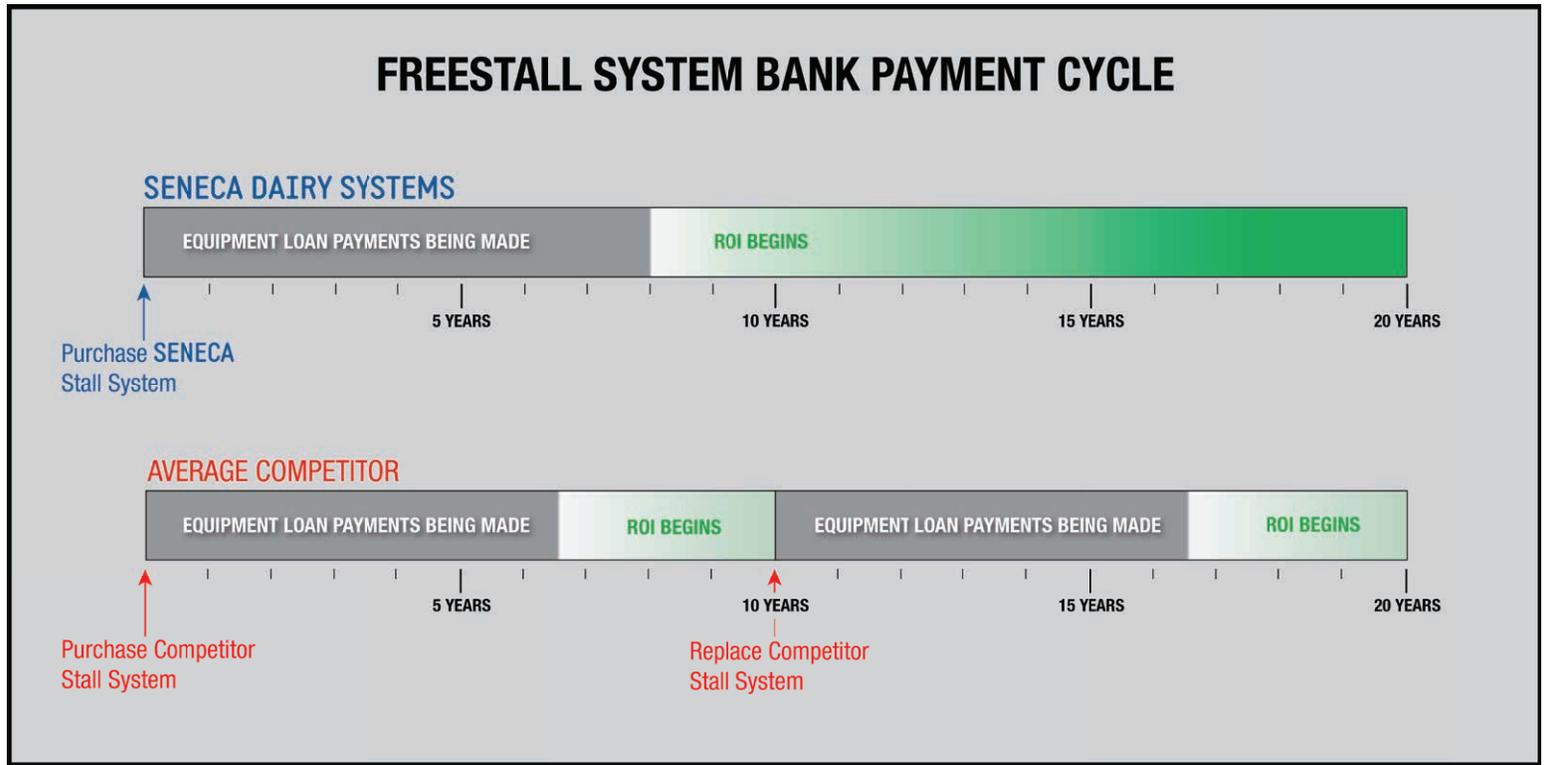
**Bedding type and maintenance will affect stall life.*

LOOKING AT THE BIG PICTURE

At SENECA, we fully understand the value of a dollar in today's world. We understand that when price shopping for a new freestall system for your Dairy, the difference of a few dollars per stall can be huge. When looking at SENECA stalls and equipment, ask yourself, "How long would I like my new equipment to last?" As explained previously, SENECA stalls and products can be expected to last twice as long (and often longer) than our competition. This added longevity will greatly affect your ROI over the life of your equipment.

Consider the following:

If you borrowed money to pay for a competitor's stall system, the bank loan will barely be paid off (or perhaps not even) when it's time to reinvest in a new stall system. If you reach the point in the Lifecycle where Failure Begins and your loan is not paid, you will be more likely to spend more time in that "higher injury and lower milk yield" period than you would otherwise like to. Enjoying that long stretch without payments before that "Failure Begins" point will help you be more prepared to make the necessary decisions to replace when the time comes.



WHAT TYPE OF PERSON ARE YOU?

When considering your next Freestall system, you really need to ask yourself one question; Are you the type of person to live in the moment of saving a few cents here and there, or you the person who sees the true savings over time and is willing to invest in the future of his farm and wealth of his family?

Salesman:

Cellular #: