

Lessiter Media Ag Division

**Ag Equipment
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**FARM
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Successful Strategies For Dealers

PRECISION
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***Improved End-User Profitability:
An OEM's Guide to Controlling
Farmers' Feed Expense***

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Provide what today's farmers are looking for and develop tools at competitive pricing to improve profitability by helping farmers control feed expense more precisely is the mission of Dinamica Generale

Introduction

On average, feed expenses account for over 60% of all livestock operations' production costs. A variety of factors impact the feeding process, and controlling these costs is top of mind for producers. How can OEMs increase the value of their feed equipment while reducing the farmer's feed expenses?

It is critical to know exactly what the dry matter percent and nutrients of core feed constituents are. NIR technology can help farmers in performing real-time, on-site measurements for formulating more precise rations. Near-Infrared Spectroscopy (NIR) is a cost- and time-effective technology for evaluating the quality of feed ingredients and raw material inputs. This technology is able to adjust the quantity of each ingredient automatically according to its dry matter while loading the mixer. This allows the ration to have the correct amount of each ingredient to closely match the nutritionist's recommendation.

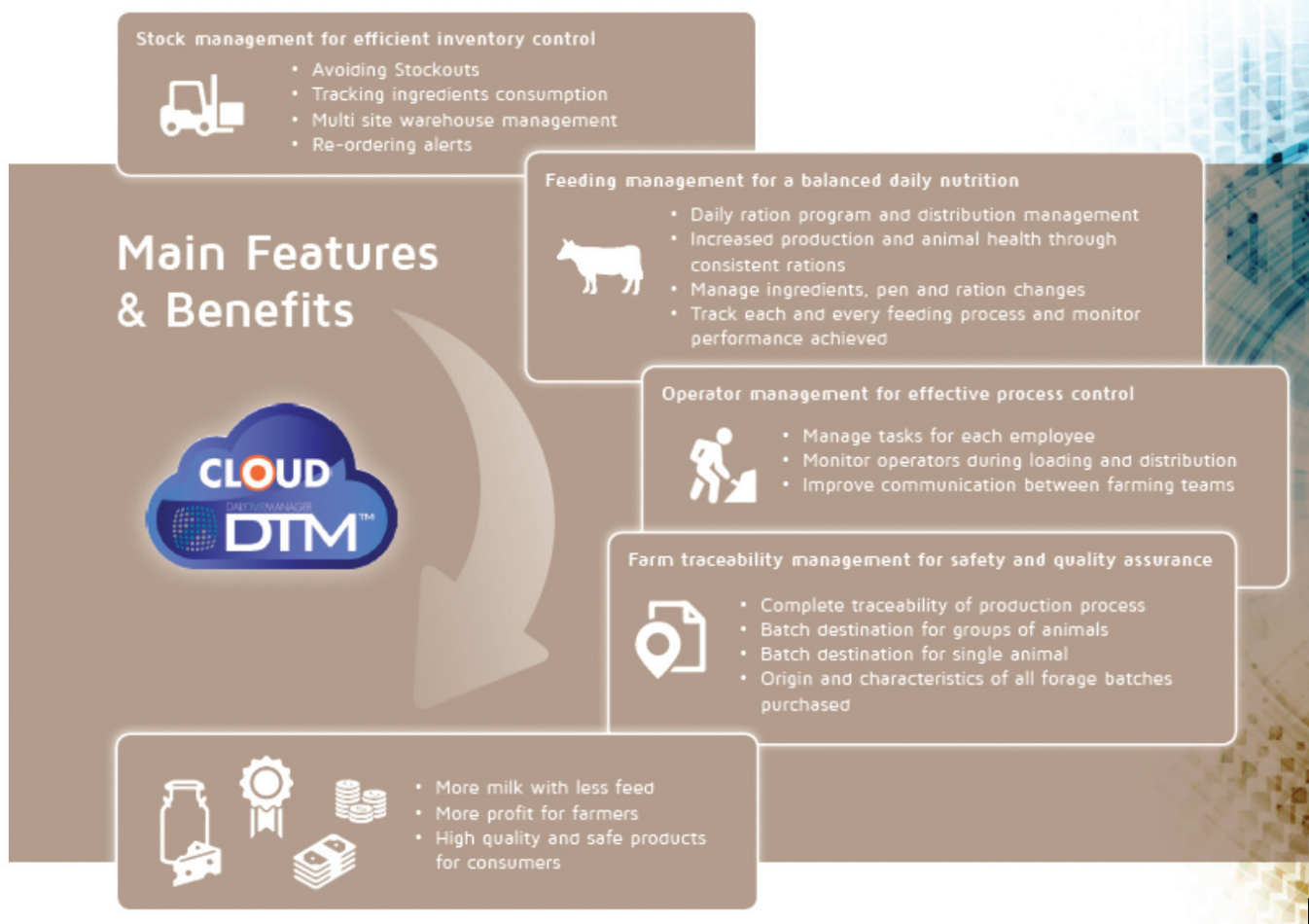
Finally, the feed management software tracks and follows the trends of what is loaded, what is actually fed and what is being consumed. All of this information is available online via your computer, smartphone or tablet. The farmer is able to control what information he would like to share with his nutritionist or feed suppliers to support his daily operations.

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The Basics

Using a feed management software will help farmers increase production with more consistent feeding; improve feed mixer management and operator control. It will offer farm management control of inventory and ingredient tracking.

These are main features and benefits that a feed management software is offering:



There are three main levels of feed management software based on the type of farm and requirements needed for that farm. The feeding program helps farmers monitor and control feed costs, inventory, ration and other critical on-farm processes like feeder performance.

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Main features and benefits

- Develops and executes targeted dry matter and nutrient values based on feeding ratio defined by the nutritionist
- Produces detailed daily/weekly/monthly/quarterly reports on ingredient quantity, costs, nutrients, labor time and more
- Cloud software will interface with other herd management programs
- It's wireless – transfers ration data from the computer to the weight indicator mounted in the tractor or on TMR mixer.
- Better productivity, less waste, better herd health, quick economic benefits

Indicators

Weight indicators for feed mixers have to be

- Durable
- Intuitive
- Built for rugged on farm environment
- Easy-to-use

What do OEMs look for when choosing their weight indicators?

- Scalable with a flexible range designed for any feeding application requirement (trailed or self-propelled feed mixer, stationary feed mixer, automatic feeding system, etc.)
- Balanced price-performance ratio
- Minimization of downtime thanks to integrated monitoring and diagnostics
- Multi-language user interface
- IP 68 protection

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Main features of an indicator with basic precision feed management for small and medium farms:

- Overload control for improved operator security
- Working mode: total/partial and net/gross weight
- Internal sound alarm that alerts operator of approaching target weights
- Make weight and pen count changes at the indicator
- Service functions that have overload recording and a working time counter

Main features of an indicator with advanced precision feed management for large and demanding farms:

- Recipe formulation based on daily dry matter intake for each pen
- Adjust dry matter percent at the indicator with automatic ration recalculation
- Use and track feed refusal by pen
- Premix management
- Specifically designed for integrating with an on board NIR Analyzers on feed mixers



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- Intuitive large display that is user friendly
- Compatible with Feed Management Software and third-party programs
- Compatible with 4G modem for fast wireless data transfer with feed management software
- Monitoring operators' feeding accuracy
- Distribution programs linked to specific recipes that start automatically after a set mixing time

Load cells for agriculture – high accuracy and reliability without compromise

The heart of any weighing system is the load cell.

Load cells are highly accurate sensors that convert mechanical forces into electrical output signals.

Robustness and long-term reliability of load cells is of paramount importance for customers who are dealing with Ag applications.



Production Testing. Dinamica Generale load cell undergoes many accuracy tests followed by stress tests prior to production completion. These standard procedures help prevent product defect before they arise and at the same time build trust and loyalty with customers.

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Choosing the right supplier for load cells is key for maximum application flexibility.

How to rate the right supplier for farm equipment load cells:

- Broad experience in agricultural applications
- Capability of creating completely custom solutions for any complex technical challenges
- Cables and extensometers designed to resist outdoor weather conditions from harsh and dusty environments up to wet and cold conditions
- Total traceability control throughout the cycle of production from design to delivery



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