



The Story of a Remarkable Product

**afimilk**<sup>TM</sup>  
The Heart of the Dairy Farm

## *The Good Old Days*

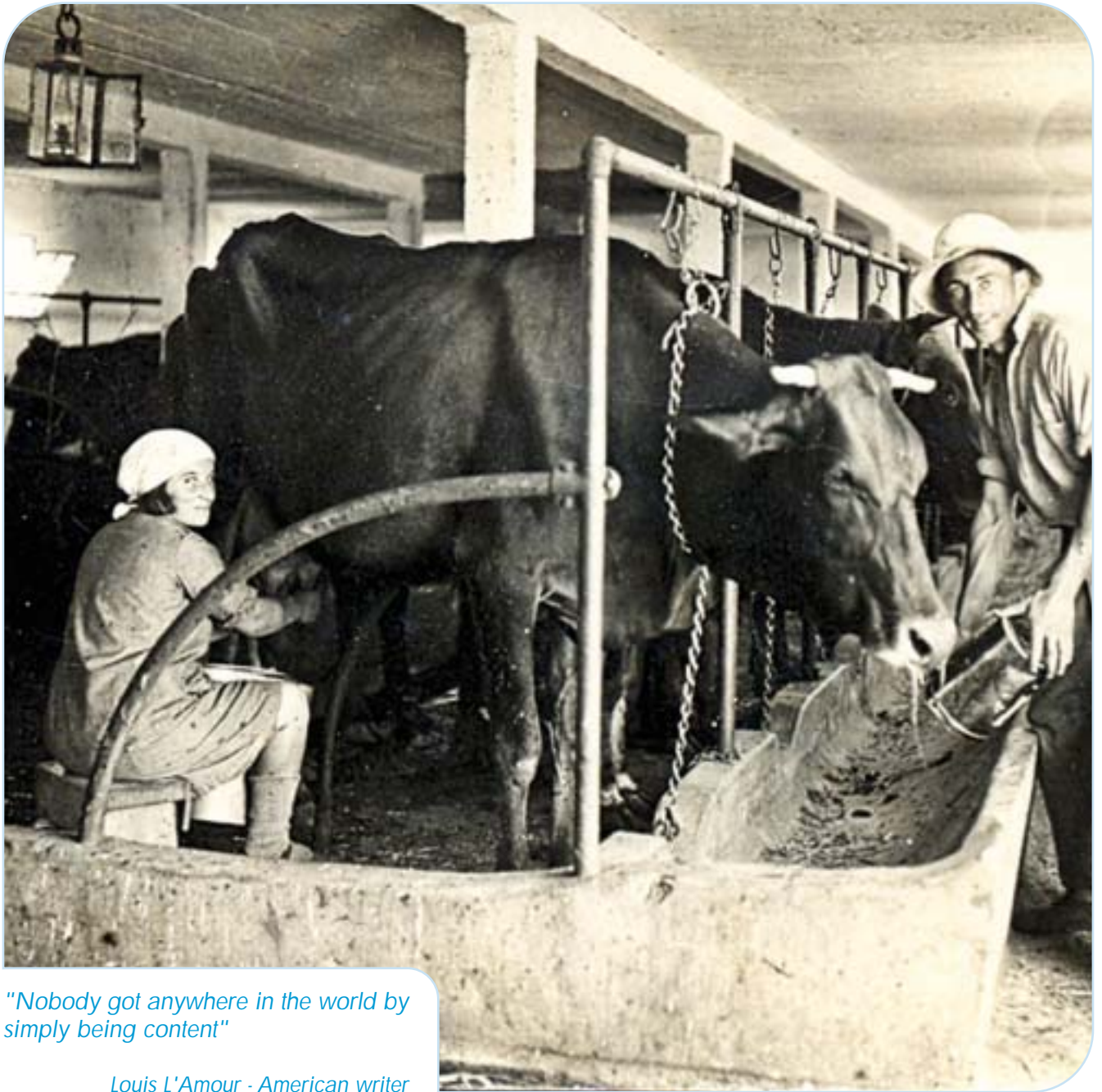
Traditionally, dairy farmers managed their cows by the sweat of their brow and the seat of their pants. Their expansion capabilities were limited, based on inherited knowledge and inadequate information about the status of their animals.

The walls of a dairy farm's office were covered with charts, notebooks and reminders of cows in need of attention. Gut feeling and intuition were the dairy manager's most important tools.

Dairy farmers spent a great part of their working day monitoring cows, observing their behavior, looking for signs of heat, memorizing each animal's milk production, and trying to sense when something was wrong.

The farmer put his heart and soul into the job. Cows had names – Mary, Margaret and Martha. When they were gone, a tear was shed.

This was a job for people with unique qualities, people prepared to, dedicate all their time to nursing cows.



*"Nobody got anywhere in the world by simply being content"*

*Louis L'Amour - American writer*



## *The Hope*

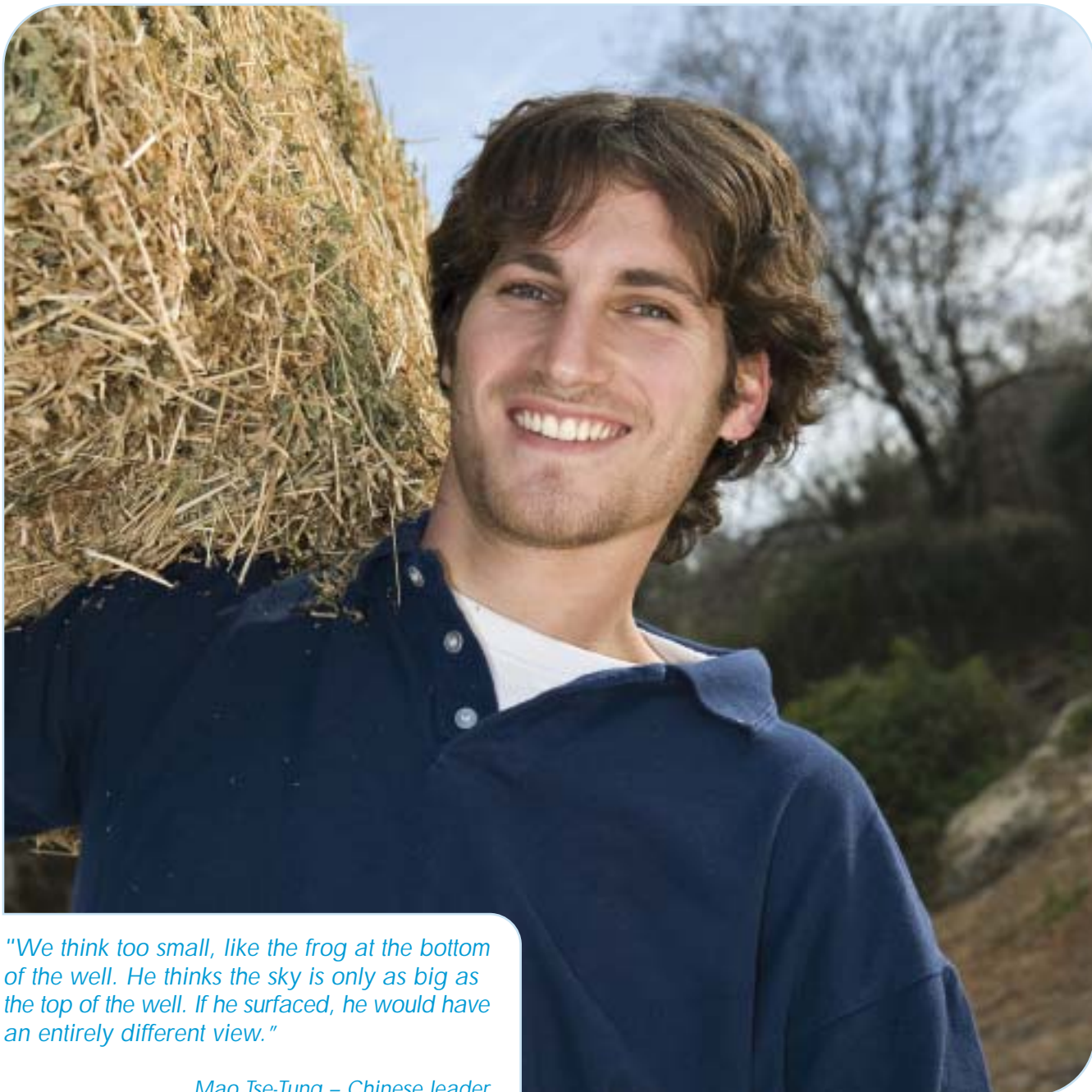
The late seventies marked the dawning of a new era in the dairy business.

In a small kibbutz, south of the Sea of Galilee in Israel, cooperation between a dairy farmer and an innovative engineer sowed a seed that matured and gave birth to a new way of thinking for the dairy farmers of the world. The AfiMilk company was born.

The first years were tough, with a broad attitude of skepticism. The benefits of electronics and computers for dairy farmers were doubted. Machines that detect heat were beyond belief. Only the real pioneers, those with an open mind and vision could see the potential of implementing modern

technology on the dairy farm. Nevertheless, the need for knowledge and information, the modernization of the food industry, and economic factors won the day.

Managing a dairy farm today is no longer a job of instinct and gut feeling. It is now a profession requiring daily decision making and information is the basis of every successful farm manager. A management system that extracts crucial insights from accumulated data has become a fundamental tool on the modern, commercial dairy farm.



*"We think too small, like the frog at the bottom of the well. He thinks the sky is only as big as the top of the well. If he surfaced, he would have an entirely different view."*

*Mao Tse-Tung – Chinese leader*



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*"To accomplish great things, we must not only act, but also dream; not only plan, but also believe."*

*Anatole France - Nobel Prize in Literature 1921*



## *AfiMilk and the World*

AfiMilk is the name that has become the leader in dairy management systems that determine the difference between profit and loss for many farmers around the world. Thousands of customers in more than fifty countries will testify that the AfiMilk focus on the things that really count is what has made it so successful.

The company is powered by veterinarians, farm managers and engineers dedicated to finding new tools for managing dairy and small ruminants' farms. Our analysis of accurate data collected from our milk meters, pedometers and

other sensors, the flexible and friendly human interfaces, and the principle of focusing on exceptions that need attention, leaves the dairy manager with a single task – making decisions.

AfiMilk systems empower the manager. As its database grows, storing all the information gathered on the farm, the farmer's cumulative knowledge is increased thus enabling unique analyses that give deeper understanding of the herd, paving the way to superior performance.



*"The farther backward you can look the farther forward you are likely to see."*

*Winston Churchill – UK leader*

The logo for AfiMilk is written vertically on the left side of the page. The letters 'a', 'f', 'i', 'm', 'i', 'l', 'k' are in a large, light blue, sans-serif font. The 'a' and 'i' have a small dot above them. The 'k' has a small 'TM' trademark symbol to its right.

## *The Promise*

AfiMilk is more than a remarkable product. It is a brand name that embodies vision and a promise for the future. Our successful efforts in research and development have yielded an array of new and exciting products and concepts that have brought dairy farms into the modern world of management. AfiMilk contributes to the quality of life of its workers and enables better profitability for the business.

Our vision is to become the vital factor in every dairy farmer's day-to-day operations, to provide the dairyman with products and services, and a winning

management approach, thus improving every facet of dairy herd performance.

The AfiMilk team made a pledge to the company and to the dairy business worldwide. That pledge is to be in a continuous search for new inventions and innovations, exciting new products and the pursuit of excellence. Our promise is to bring the knowledge we have accumulated to the farmer's door step, making it available for all.



*"If you shoot for the stars and hit the moon,  
it's OK. But you've got to shoot for something.  
A lot of people don't even shoot."*

*Confucius*

*"The Heart of a Dairyman  
The Mind of a Manager."*

*by afimilk*



**afimilk™**

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