

# Wilson Agri



## Perfecting Cow Comfort

Products to keep cows  
comfortable and farms  
productive

# WHO WE ARE

Wilson Agri Pioneered the Cow Comfort revolution being the first company in Europe to offer Cow Mattresses back in 1994.

This quickly helped Wilson Agri develop a better understanding of Cows Resting behaviour and the problems Cows faced with current stall design.

Wilson Agri has since worked with the leading research centres in the UK in the most recent studies into cow resting behaviour currently undertaken in the world.

Through constant innovation Wilson Agri is now a globally recognised brand with Dairy installations across 4 continents. Passion for innovation in the Dairy industry is the driving force in Wilson Agri with a view to making Dairies more productive and efficient.



The materials we use are carefully sourced from the finest providers throughout the world, and our range of products are proven to improve animal longevity and productivity.

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Advancements in Dairy Genetics and Breeding over the past 20 years has resulted in larger, heavier cows which require more space and improved levels of comfort.

One significant problem with existing dairy housing systems is that of the metal cubicle stall. This impacts directly on the cows physical wellbeing by causing spinal lesions inflicting discomfort which can depress milk yields and cow longevity.



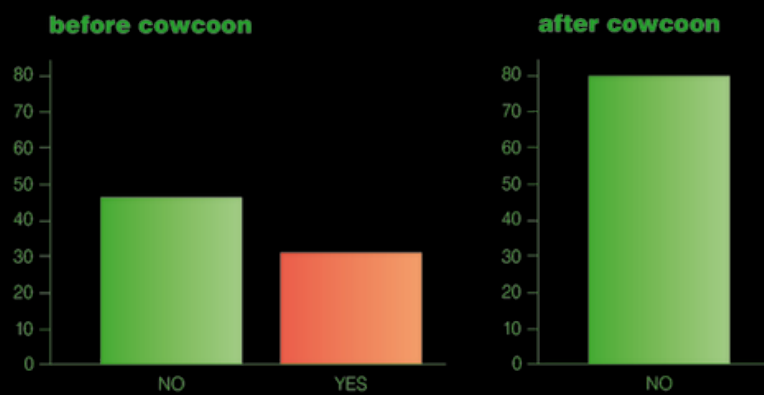
Unlike plastic cubicles the Cowcoon provides a division which avoids deflection and offers protection of the cows spine.



The Cowcoon Hybrid Stall is designed to give cows a comfy, clean and flexible space to lie without the risk of injury, ensuring she has her own protected space.

- Cowcoon's feature an all weather resistant plastic partition to guide and comfort the cow as she rests.
- Cowcoon's come in an array of mounting options to best suit your existing barn renovation or new construction.

Cowcoons have been developed through extensive research carried out by the University of Liverpool where they were found to eliminate vertebrae lesions, compared to metal cubicle partitions.



Cowcoons have been installed by industry leading dairies including:

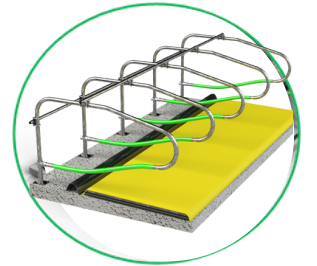
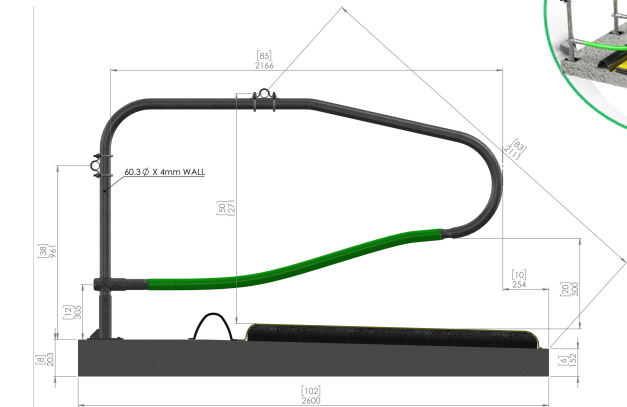
- Liverpool University Dairy Center of Excellence
- SRUC

The Cowcoon provides cows with the optimised comfort required to meet their genetic potential. In addition to allowing high efficiency, the Cowcoon offers the exceptional animal welfare which is necessary if our industry is to communicate a positive message to consumers and add value to our dairy product.

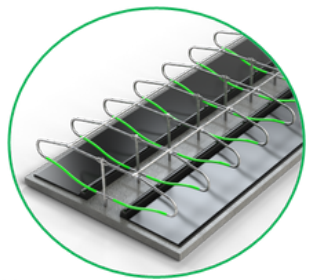
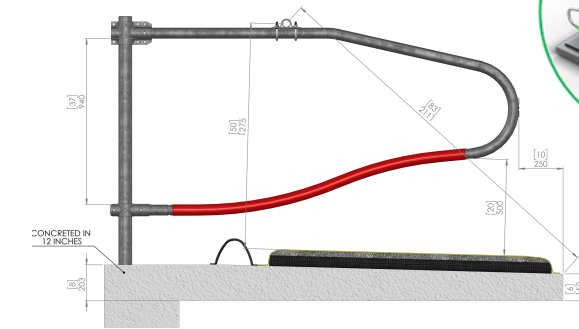


The Cowcoon is available in the below **Mounting options & Colour options to suit your dairy**

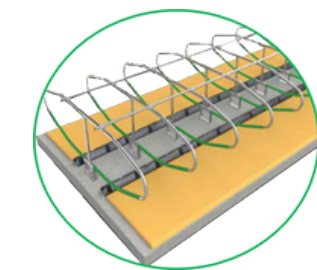
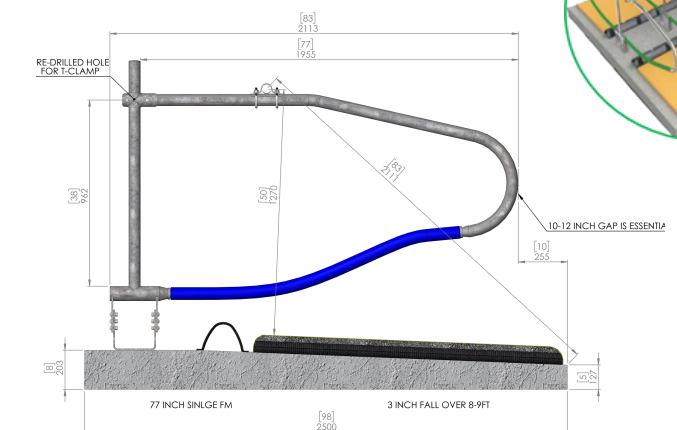
### I Mount Loop



### Post Mount



### Floor Mount



# C50 COW CUBICLE



The C50 Cubicle is developed from research at Madison University, Wisconsin and delivers perfect positioning of the cow in the cubicle. Unrestricted from any barriers the cow is encouraged to lie down quicker while natural lunging behaviours are promoted.

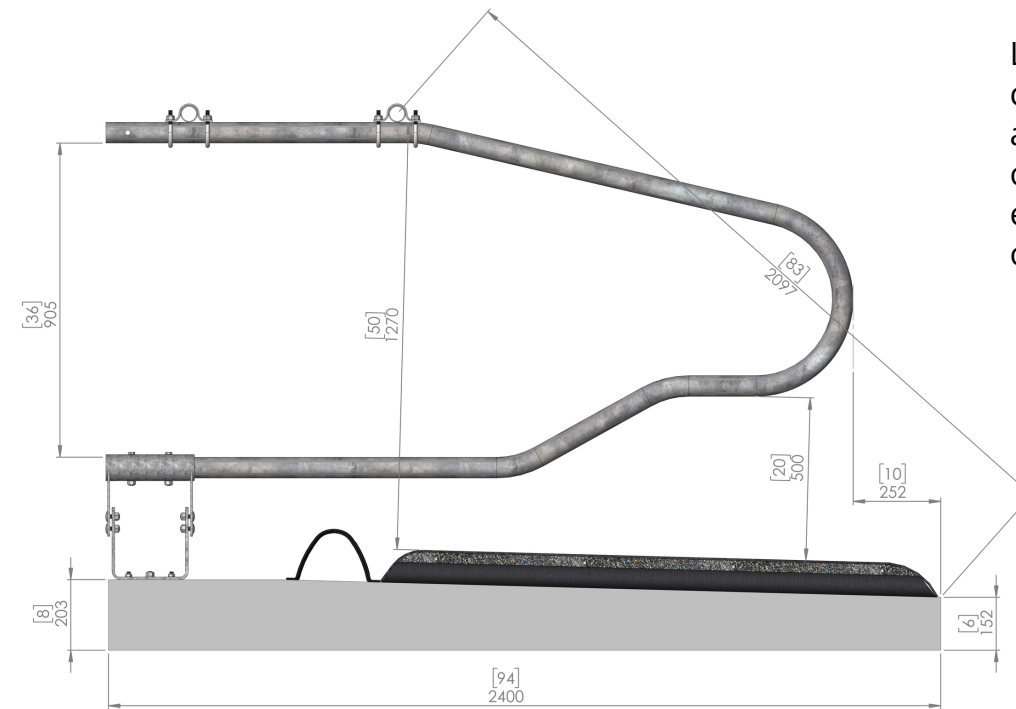
The C50 Cubicle is the Pioneer of the style of cubicle we see today, it has now been used in the UK for over 23 years. Correct stall geometry is paramount in the C50 cubicle design in order to deliver correct cow positioning whilst not impacting heavily on her comfort.

## Adjustable Feature

This Cubicle is ideal for the modern commercial dairy where herds are comprised of cows from a diverse range of breeding. Lunging space is fundamental in the attractiveness of a cubicle to cows. The adjustable neck rail and cubicle division makes this cubicle unique and a feasible investment.

## Benefits

- Ease of installation
- Ease of access of cows
- Offers full adjustability



Like the Cowcoon, C50 cubicles are available in a range of mounting options to best suit your existing barn renovation or new construction.

## Customer View: Fraser Jones, Calcourt Farms, Welshpool



- Milks 1,350 Holstein cows
- Year-round calving
- Opted for C50 cubicles for the dairy herd and C45 cubicles for heifers

## C45 Benefits

"If they go into cubicles at a young age, we have very little trouble when they start milking. If you make the cubicle place enticing and comfy, they will go into them easily," Fraser explains.

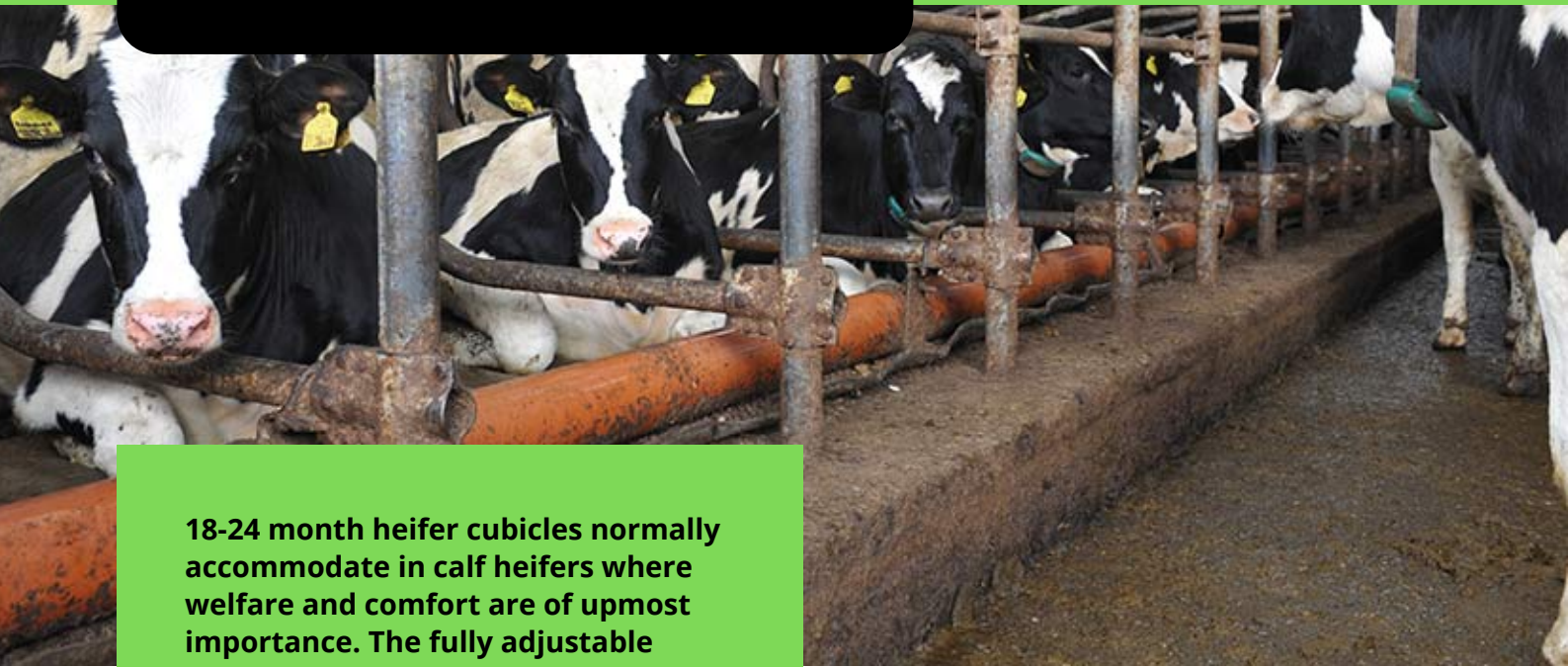
"When they are entering the milking herd they know the cubicles; they are used to them. It is one less stress factor in what can be a stressful period when she is transitioning to milking and joining the main herd".

## C50 Benefits

Why did you choose C50's?

"Because the headrails are adjustable according to the size of the animal", this, Fraser says, allows flexibility should he change the layout".

# C45 HEIFER CUBICLE



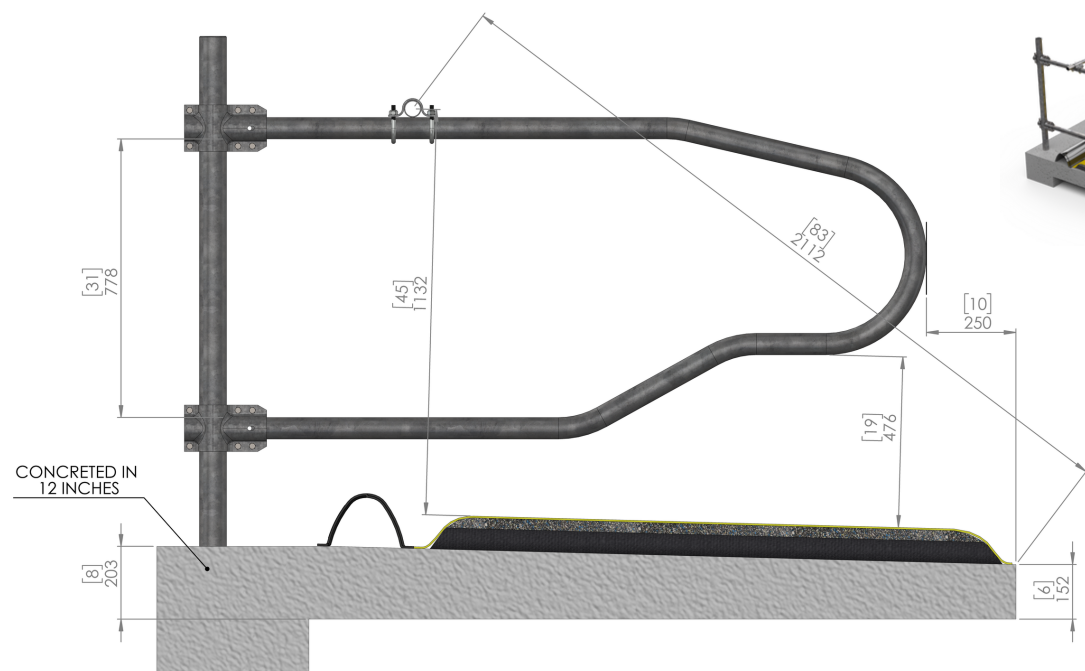
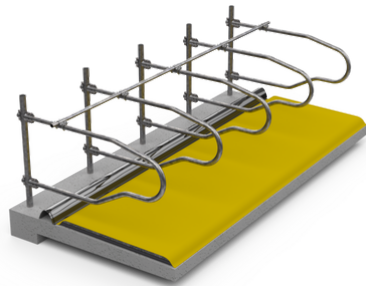
18-24 month heifer cubicles normally accommodate in calf heifers where welfare and comfort are of upmost importance. The fully adjustable system provides the necessary flexibility required to suit all stock types.

- Fully adjustable system
- Heavy duty
- Same system as cow cubicles
- 800mm cubicle depth

## Mounting Options

The C45 is available in a range of mounting options.

### Single Post Mount



# JUNIOR CALF CUBICLE

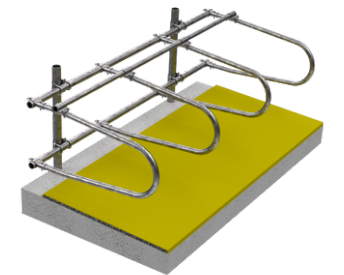
Our calf range offers custom made and bespoke calf products for maximum comfort, supplied in a large range of sizes to best suit your youngstock.

Training junior livestock on a dairy farm is critical to their health and integration into the main herd. Junior cubicles which are too small for the stock will give them a negative experience, impeding their growth, health and welfare in the short term as well as creating a fear of cubicles in the long term.

We help to ensure that the right sized cubicle is provided for your junior stock, with a variety of cubicle sizes and mounting options to suit all age groups.

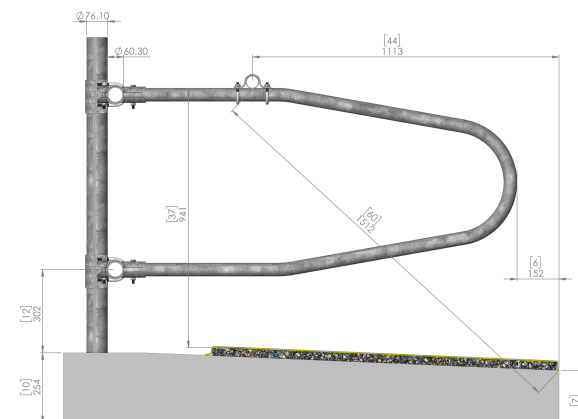
Age in Months	Single Row	Head-to-head	Height of neck rail	Cubicle width
10-16m	2100mm (7')	4270mm (14')	1000mm (40")	900-1000mm (35-39")
5-12m	1900 (6'3")	3650mm (12')	900mm (35")	800-900mm (31-35")
0.5-5m	1600mm (5'3")	3000mm (10')	750mm (29")	650-800mm (25-31")

### Rail Mount Option



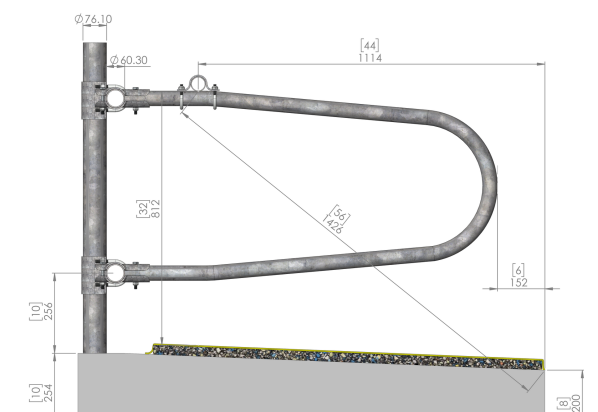
## C32

This is the initial cubicle system for youngstock destined for the dairy herd. Designed for those aged 3-6 months old, which can be adjusted as necessary. A cost effective housing system by reducing bedding costs.



## C37

This cubicle follows the C32 system, and is designed for those aged 7-13 months old, these provide the necessary routine for maiden heifers, and are made in lengths to suit your beds.



# MATTRESS

We have a solution for every dairy. All of our mattresses provides the perfect balance of comfort and durability which leads to longer lying times and increased milk production.

Alongside University research professionals, we run several studies on cow behaviour, overall health, cleanliness, lying time and yield improvement. Via time lapse cameras and hours of observations we measure the "feedback" of the cows. Overall wear and tear is tested over longer periods in these barns as is the ease of cleaning the top cover surfaces.

## PASTURE MAT

Mattress base product

Pasture Mat is a 60mm deep rubber crumb filled mattress which provides the closest comfort to natural pasture possible. Used throughout the world it is proven to improve animal welfare and productivity.

### Benefits of Pasture Mat

- 5 star comfort rating  
★★★★★
- Acid resistance
- Longevity

### Triple Layer Comfort

Pasture mat is complimented by 30mm or 40mm PU foam and completed with a 5mm waterproof top-cover.

The industry leading top covers we supply not only provide a comfortable surface for your cows but also reduce hock sores caused by other solid rubber surfaces. Our top covers also ensure moisture protection of the underlying mattress system and offer an easy to clean, durable surface.

These comfort elements are protected by a heavy duty, waterproof top cover to achieve;

- Better air circulation
- Mimics a natural pasture
- Requires minimal bedding
- Provides stable footing
- No compaction
- Thermal comfort



# PREMIUM MATTRESS

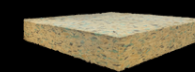
Comfort Rating:



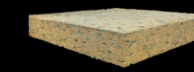
- Durable and shock absorbent
- Increased resting times
- Long product life (up to 20 years)
- Easy to install and upgrade
- 1.7 metre finished length
- fixed with plastic strip and stainless steel fixings

### Premium Pad Options

30mm

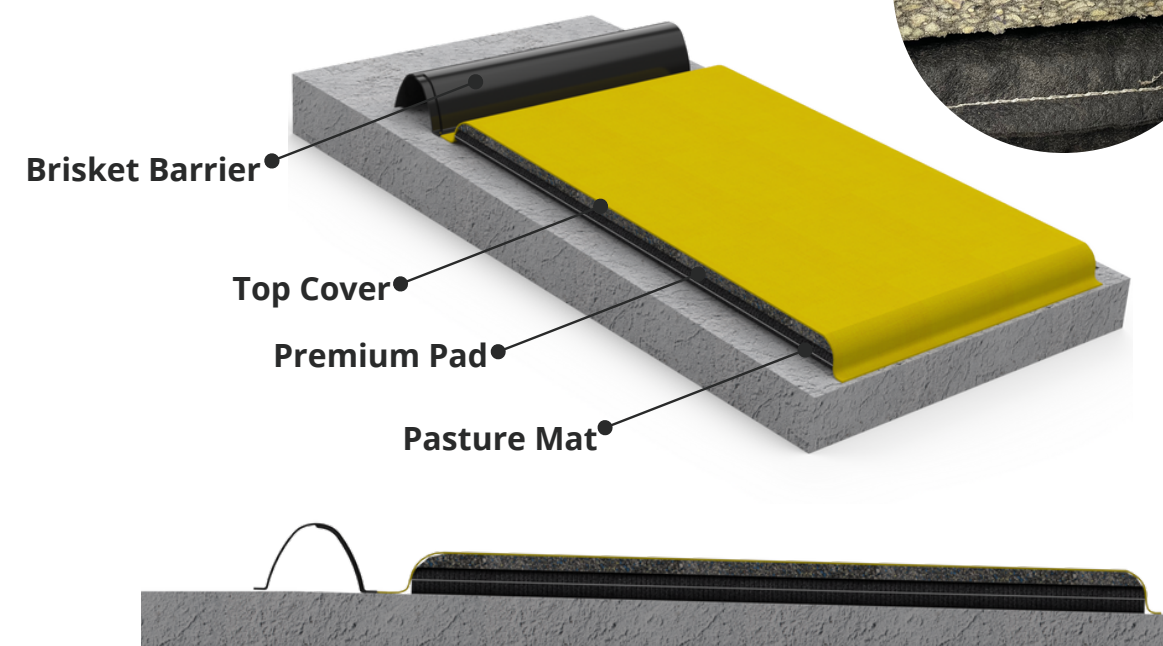
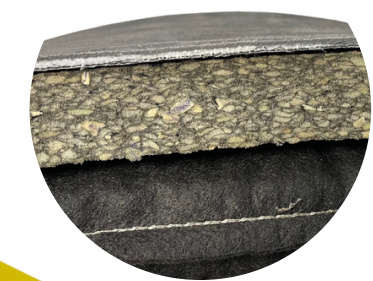


40mm



Pasture Mat with Premium Pad is an extremely durable bedding solution, constantly offering the comfort of a deep bed without the high labour rate and variable costs.

Premium Pad



Independently tested and certified as Gold standard, by DLG Test Centre, Germany leaders in testing and certifying equipment for the agriculture industry



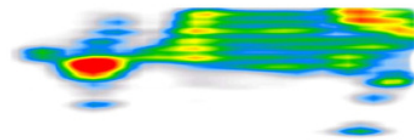
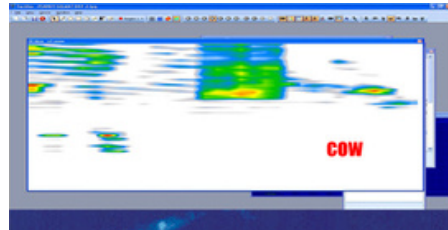
The gold standard integrity of this mattress was proven under rigorous tests for deformability and endurance that it would experience in the cubicle bed over a long period of time.

# GEL FOAM MATTRESS

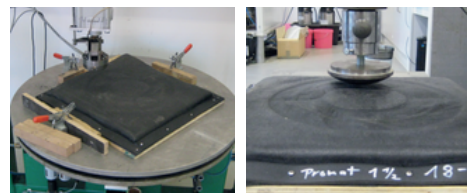
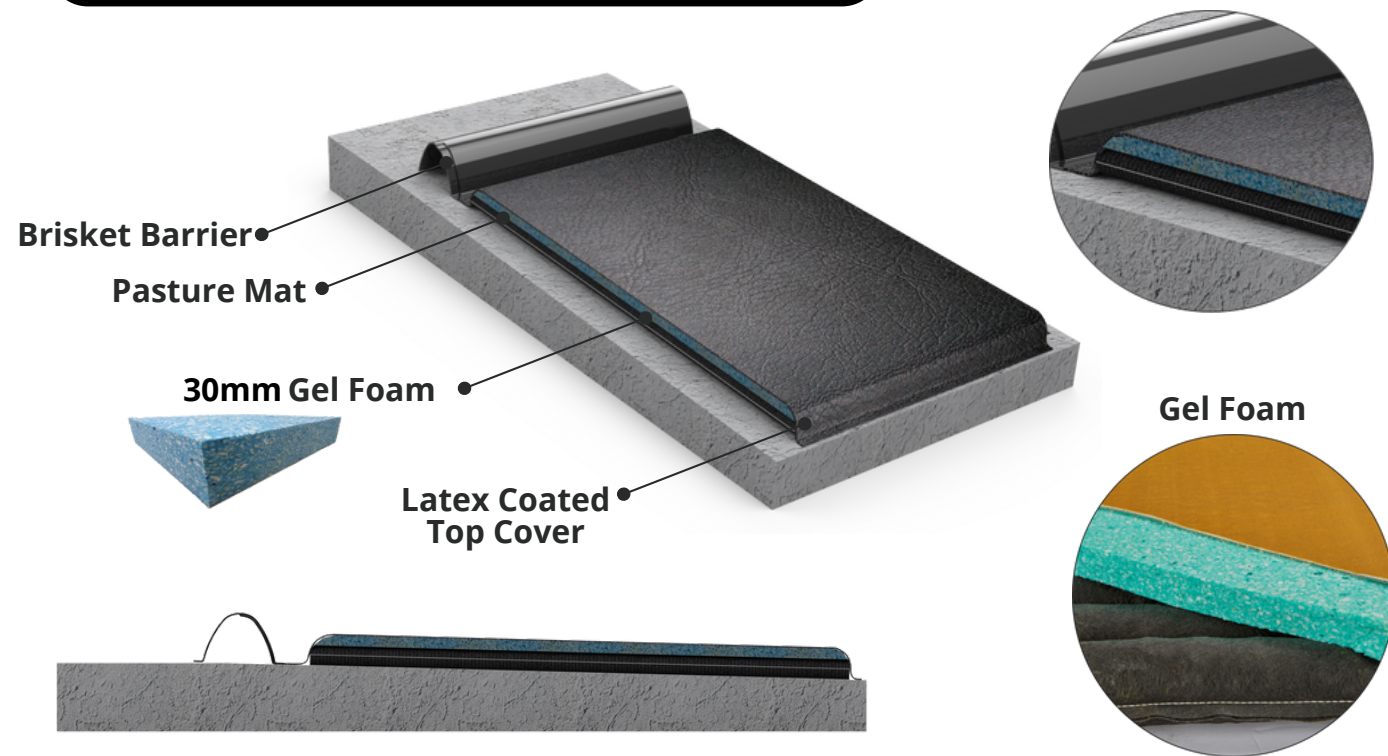
Results from tests using pressure point body mapping technologies reveal that the gel foam offered by Wilson Agri forms to the cows physique, relieving all pressure points while virtually eliminating hock sores.

- Durable and shock absorbent
- Plastic moisture barrier maintains integrity of the foam
- Helps lame cows rise and stand comfortably
- Non slip
- Gel foam maintains a level surface for easy cleaning
- Long product life (17 yrs in many cases)
- Easy to install and upgrade

Comfort Rating:



The pressure point results show the gel particles of the gel foam mattress relieve the cows joints of pressure as her weight is evenly spread.



Independently tested and certified as Gold standard, by DLG Test Centre, Germany leaders in testing and certifying equipment for the agriculture industry

# PACK MAT™ MATTRESS

Cows kick up to 22kgs, of sand out of the stall daily. Pack Mat prevents cows from digging in the stall floor, which avoids a negative slope in the stalls meaning the stall dimensions remain applicable. This allows the cow to rise and lie down without struggling.

- Sand Saver offering significant savings on bedding
- Sand usage decreased 50-70% vs deep beds
- Reduction of sand-laden manure issues
- Better cow positioning and cleaner stalls
- Provides better footing than sand or compost alone
- Eliminates hock damage
- Stops cows from digging
- Improved effect on manure handling systems
- Improved lying times, longevity and milk yields.

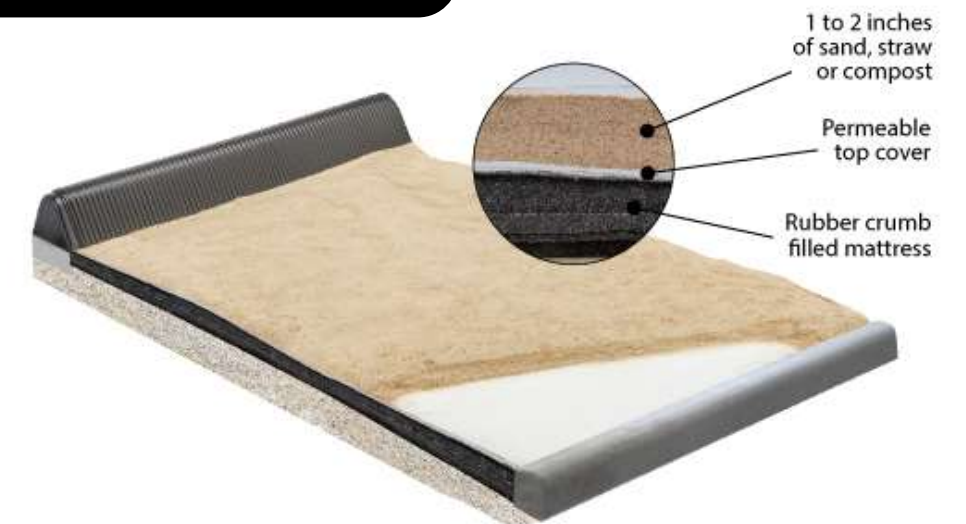
Comfort Rating:



Pack Mat™ is a rubber crumb filled mattress protected by a top-cover. It requires only 2 or 3 inches of sand or compost bedding as it does not allow sand to compact, resulting in a more comfortable bed.

Pack Mat is an extremely durable bedding solution, offering the comfort of a deep bed without the high variable costs.

In use since 1998 Pack Mat™ is proven to reduce sand usage by up to 80% compared to deep beds. Studies indicate that only 1" (2.54cm) of sand is required when using the Pack Mat™, compared to the industry standard of 8" (20.32cm).



This mattress was independently tested and certified as Gold standard, by DLG Test Centre Germany, leaders in testing and certifying equipment for the agriculture industry.

The gold standard integrity of this mattress was proven under rigorous tests for deformability and endurance that it would experience in the cubicle bed.

# CALVING MATTRESS

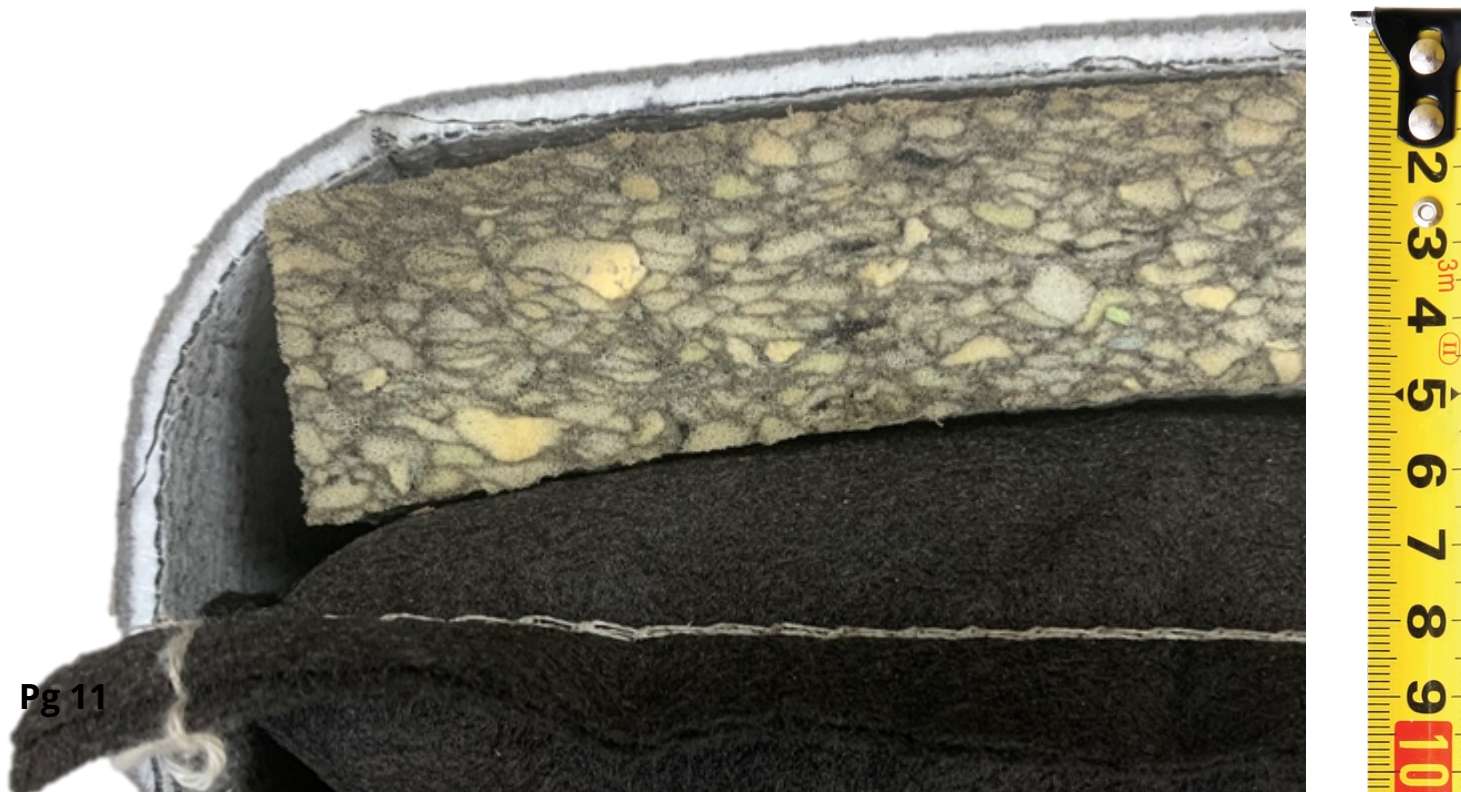
Comfort Rating:



The Calving Mattress offered by Wilson Agri is the deepest mattress on the market at 100mm, it provides thermal comfort, exceptional hygiene standards and significant savings on bedding.

The Calving Mattress is a triple layer, deep mattress consisting of a 60mm deep rubber crumb filled base, a central layer of 30mm foam, and 5mm waterproof top-cover. The foam, rests on a rubber crumb filled under mattress, to allow better air circulation. It is covered with a top cover, which is waterproof, yet breathable, allowing the warm air from the cow's body to pass through the foam, softening it and cooling the cow.

Use as little as 2 shovels of shavings per day and allow your cows to experience the comfort equal to at least 6 inches of straw bedding. Wilson Agri's solution with smooth cover also reduces calving area cleaning time by at least 50%!



## BENEFITS OF CALVING MATTRESS

- Pasture Mat provides a soft and hygienic facility for calving cows, providing a cost-effective alternative to straw bedding, it can be managed as a cow cubicle with sawdust.
- Provides thermal comfort
- Significant savings on bedding
- Thermal Comfort
- Cooler Cows
- Less Pressure on Hocks
- Smooth surface, for ease of cleaning.
- Firm foam, supporting the hoof when standing.
- Softens and moulds to the cow's body shape as she rests.
- Long life top cover
- Helps lame cows rise and stand comfortably.
- Waterproof
- Non-slip

The Calving Mattress also provides an ideal recovery facility for lame cows, outside the calving period. It is also commonly used for stock bulls particularly those indoors year round, providing much needed respite from slatted and solid concrete floors.

The Calving Mattress is 100mm with foam, however can be supplied with pasture mat and top cover, and upgraded later as circumstances allow.

### Bedding required without Calving Mattress



### Bedding required with Calving Mattress



### Quick & Simple Install





# VENTILATION

Wilson Agri offers fans designed specifically for the beef and dairy sectors by the leading Italian livestock ventilation specialists CMP.

Recent research assessing housed dairy cow performance, has shown heat stress is the second largest cost to a dairy herd after lameness, yet it has been largely overlooked until now. Heat stress not only costs you financially, but eliminates the successes of genetic progression within the herd.

Research conducted on 14 English Dairy Farms during six months during 2021 by Dr Tom Chamberlain found that dairy cattle were affected by heat stress on more than a third of the days. In six herds over the period, milk yield losses due to heat stress averaged 128 litres per cow in housed situations, ranging from 84 to 191 litres per cow. The other eight herds had access to pasture, where an average loss of 284 litres per cow was recorded. Losses ranged from 171 to 445 litres/cow dependent on the amount of shade available. None of these farms had fans or ventilation systems in their buildings.

When a dry cow experiences heat stress her mammary cell development is hindered. In addition to this, when the cow experiences heat stress, the body temperature of the unborn calf increases. This alters the calf's metabolism and gene expression, which can lead to lower birthweights and has implications for its lifetime health and performance.

## BENEFITS OF USING FANS BY CMP

- Improved conception rates
- Improved milk yield
- Higher performing calves
- Longer lying times during the warm period
- Reduction in mastitis and other diseases
- Energy efficiency
- Consistent and efficient air flow delivery



Trials carried out in Italy by CMP ventilation technologies confirms Zefiro is twice as energy efficient as the market leading fan.

## CMP Fan Range Features Providing Efficiency:

### Permanent Magnets Engine



- Energy efficiency
- Minimal Noise
- Low maintenance

### Brushless Motor



- No gearbox
- Low maintenance
- Minimal noise

### On-board inverter



- Compact and Light onboard inverter controller

### Aluminium Blades



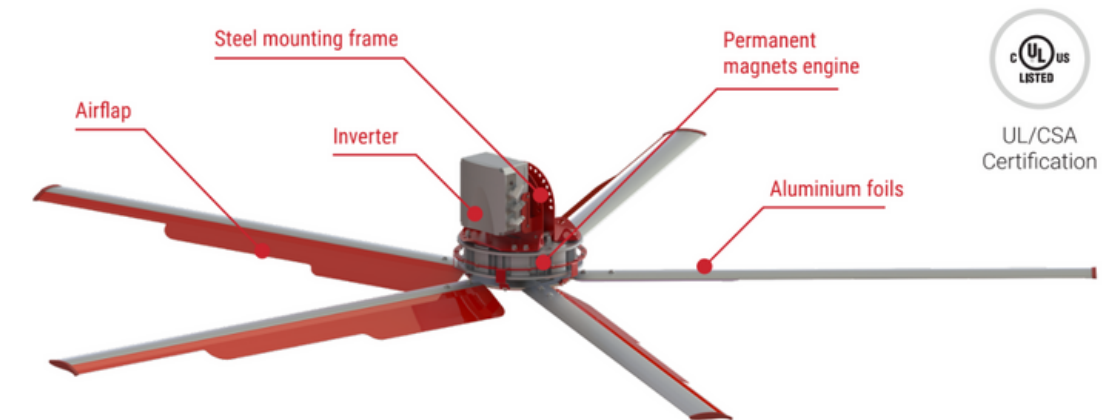
- Unique shape optimises air flow
- Lightweight for low power consumption

With over 50 highly efficient fans to choose from, our range of CMP fans offers choices to optimise the performance of your livestock

Our best selling fan

## ZEFIRO

**ZEFIRO**  
High Volume - Low Speed  
from Ø 4m to 7m



ZEFIRO fans brushless engine deploys an on-board mechanism for automatic and independent speed control. This kind of innovation makes it possible to no longer use the gearmotor present in asynchronous motors, so as to reduce the presence of mechanical parts subject to wear. The main benefits are the reduced use of maintenance, greater efficiency and lower energy consumption.

# COMFORT SELF LOCK BARRIER

The Agri-Kit Comfort Self-Lock is a feeding barrier and head yoke in one. This cattle headlock is ideal for any animal cattle treatment including the artificial insemination procedure, saving space and investment, by having a multi-purpose feed barrier removing the need for AI stalls.

This feeding barrier is one of the most competitively priced on the market.



## FEATURES

- Wave top for cow comfort
- Heavy duty
- Can be connected for long runs
- Rubber bushed for noise reduction
- Adjustable for animal safety

## SIZES AVAILABLE

- 5 Head Space 3m Comfort Self Lock
- 7 Head Space 4.35m Comfort Self Lock
- 7 Head Spaces 4.75m Comfort Self-Lock
- 7 Head Spaces 5m Comfort Self Lock
- 9 Head Spaces 6m Comfort Self Lock



# PENDULUM COW BRUSH

The AgriCow Pendulum Cow Brush 4.0 is unique from any other featuring a one metre long brush head contoured specifically for the maximum amount of contact with the cow. The motor being 50% stronger and the brush head almost twice as long as any other on the market means your cows get more brush for your money, leaving your cows in top condition everyday of the week.



## FEATURES

- Delivered pre-assembled
- Easy to clean with pressure washers
- Remove parasites and old hair
- Easy to install on the wall or post
- Low power consumption
- Serves 50 to 60 cows
- Suitable for beef and dairy
- Available in a range of colours

## BRUSH DIMENSIONS & ENERGY REQUIREMENT

- Dimension: 50x100cm
- Weight: 87 Kg
- Power: 0.5Cv
- Motor: 220volt – 50/60hz • 110volt – 50/60hz POWER CONSUMPTION: 0.55 Kw

## BENEFITS

Studies on the use of this specific cow brush by Agri Cow, on commercial dairy farms in Europe have proven this cow brush fulfills the inquisitive and social requirements of cattle, with scratching stimulating circulation, and increasing animal health and welfare. This in turn generated an average milk increase across the herd of 1kg per day.

A field study conducted by Cornell University supports the blissful benefits of brushes. This study showed that cows with access to a brush:

- Produced ~1 kg (2 lbs.) more milk than brush-less counter-parts.

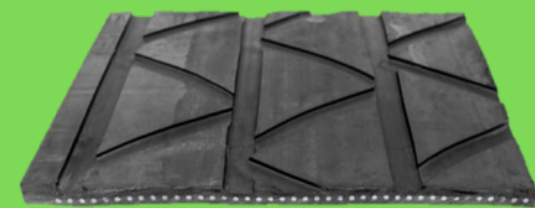
# DAIRY GRIP RUBBER



Given the opportunity cows prefer to walk on a soil like surface opposed to solid concrete.

Dairy Grip provides cows with maximum grip and confidence

- Excellence in cow comfort and traction
- Unique integral steel cable system
- Long lengths eliminating joints
- Customizable widths
- Extremely Durable - Unaffected by automatic scrapers, skid steers and tractors
- Bridgestone, Dunlop and Goodyear premium reconditioned rubber



Dairy Grip is designed for use with automatic scrapers with a unique integral steel cable system stabilizing the rubber preventing warping,

DairyGrip provides an improved walking surface for cows with the following key benefits

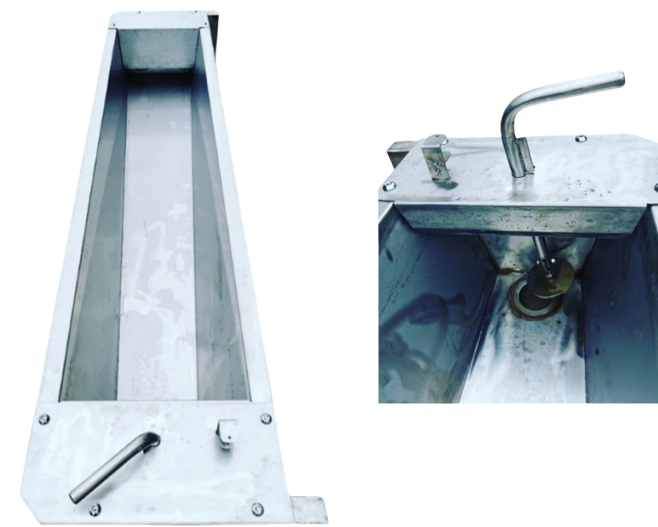
- improves mobility
- reduces lameness
- Proven to increase consumption rates
- excellent non-slip surface
- suitable for collecting yards and walkways



# AQUA-DRAIN WATER TROUGH

The Aqua Drain water trough is a stainless steel water trough with a flat bottom providing access for a robotic scraper underneath, and the tapered design ensures a clean rapid flush guaranteeing clean water.

1.2m, 2m, 3m, 3.65m lengths



Research shows the quality of water delivered by a stainless steel drinker is significantly better than that offered by a concrete alternative. The stainless steel surface does not allow a biofilm of algae or bacteria to form. Water is a vital nutrient for the dairy cow, and its quality is equally important to that of their nutrition source. Frequently needed cleaning of the drinker is made easy with Aqua-Drain.

- Stainless steel
- Lift the handle to release the bung
- Tapered design for complete drainage leaves no residue
- Automatic refill flushes all impurities from the tank
- Ball valve sold separately

Customer View: Tom Pemberton, Tom Pemberton Farm Life

"The joys of having a quick filling water trough, the cows poo in the water.. [lift the handle] it cleans out and refills in about 45 seconds"



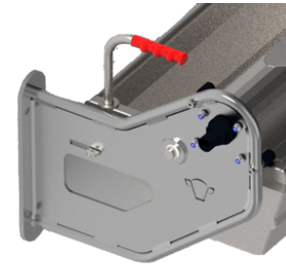
# AQUA-TIP WATER TROUGH

The Agri-Kit Aqua-Tip is a stainless and hygienic watering solution for all livestock.

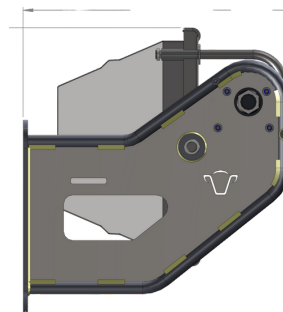
Manufactured using stainless steel it is available in 1m, 2m, 3m or 4m lengths.

An easy release handle releases the drinker automatically cleaning the system, while the water valve stays idol ensuring damage to the water supply pipe does not occur.

This system can be either wall or floor mounted.



Pull the handle to release



Tipping view

## Product Features:

- Stainless steel drinking trough
- Automatic refill flushes all impurities from the tank
- The incoming water pipe remains static as the trough tips, avoiding any damage
- Easy tip
- Auto return on release
- Depth: 0.45m
- Can be wall or floor mounted

## Standard dimensions

Depth: 310mm

## Tipping dimensions

Depth: 474mm

## Stainless steel

Research shows the quality of water delivered by a stainless steel drinker is significantly better than that offered by a concrete alternative. The stainless steel surface does not allow a biofilm of algae or bacteria to form. Frequently needed cleaning of the drinker is made easy with Aqua-Drain.



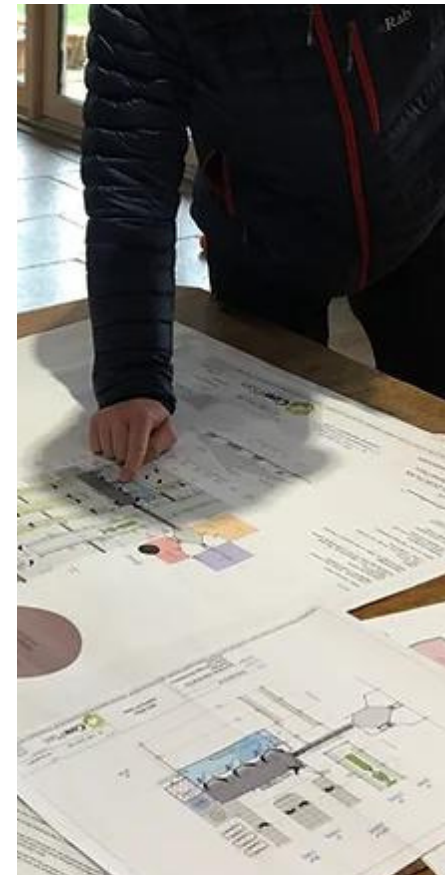
# DAIRY PLANNING SERVICE

Our team offers a market leading design service, whether you wish to upgrade, extend your facilities or develop a new site from the ground up, Wilson Agri's team of experts can advise you on the most labour efficient and cost-effective layout.

Our team are from farming backgrounds and are passionate about farming well. Through our extensive research on cow comfort, mobility and manoeuvring, we thoroughly understand the necessity for an effective dairy layout.

We understand dairy animals and by recording several hours of cow behaviour in their environment we can ascertain whether each dairy is performing optimally.

We have a solution for every dairy to maximise efficiency of production. With a product assured of quality and durability.





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