

Westfalia Sells 15 Rotary Parlor Systems To China

NAPERVILLE, Ill. — Westfalia•Surge, Inc. announced the recent sale by Westfalia Landtechnik GmbH of 15 Autorotor Carousel 48-stall parlors and 50 cooling tanks plus all associated equipment and services to the Fujin Changfu Group in China. The sale, valued at nearly \$4 million, represents one of the largest single sales in the global dairy equipment industry.

Westfalia Landtechnik, located in Oelde, Germany, introduced the first Westfalia Chinese Autorotor Carousel parlor at an official commissioning ceremony in July 2002, where Dr. Anton Daubner, CEO of Westfalia Landtechnik Group and Chen Xuekun, president of Changfu Group, signed the supply agreement for the additional systems. A total of 15 Autorotor Carousel parlors and 50 milk cooling tanks will be delivered and installed by June 2003.

According to Daubner, "China offers the largest growth potential anywhere in the world for our company. The Westfalia brand is well recognized and respected in China. We expect to rapidly expand our presence in China through a new subsidiary company."



Jersey Groups Step Up Promotion

REYNOLDSBURG, Ohio — Delivering the message that registered Jerseys are the most profitable choice for today's dairy operators will be the primary task of a new department recently announced by Neal Smith, executive secretary and CEO of the American Jersey Cattle Association and National All-Jersey Inc.

"The timing is right for us to step up our promotion of the Jersey breed and to more effectively communicate the efficiencies of the Jersey cow to commercial milk producers," Smith said, in announcing the creation of the development department to be directed by Cherie L. Bayer.

"We intend to improve general awareness of what the Jersey cow can do for milk producers, and what the Jersey organizations can deliver to help them make the greatest profit in their dairy businesses," Smith said.

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