

DeLaval VMS™ V300 series

# THE TOTAL EXPERIENCE



IT ALL REVOLVES  
AROUND YOU







Page 9

SUSANNE | SWITZERLAND & ROMAN



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REBECCA | SWEDEN



Page 13

NIEK | NETHERLANDS



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JAN | NETHERLANDS

# JOIN US.

Choosing a VMS™ from the V300 series means joining some of the world's best dairy farmers.



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NIELS | DENMARK



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PAUL | UNITED KINGDOM



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RENATO | ITALY



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CHRISTIAN | FRANCE

# WITH YOU ALL THE WAY.

Taking a system approach – with you at the centre of everything we do.

A DeLaval milking system centred around the VMS™ milking robot is designed to maximise high-quality milk production from healthy cows, all while offering a more flexible lifestyle.

We adopt a whole-farm approach, leveraging our extensive experience and numerous dairy innovations to excel in ways that set us apart.

Integrating the VMS™ V300 milking robot into your farm places you at the cutting edge of animal welfare and food safety, while reducing dependency on future labour uncertainties. This advancement helps ensure that dairy farming remains a profitable and attractive option for the next generation, both as a career and a lifestyle choice.

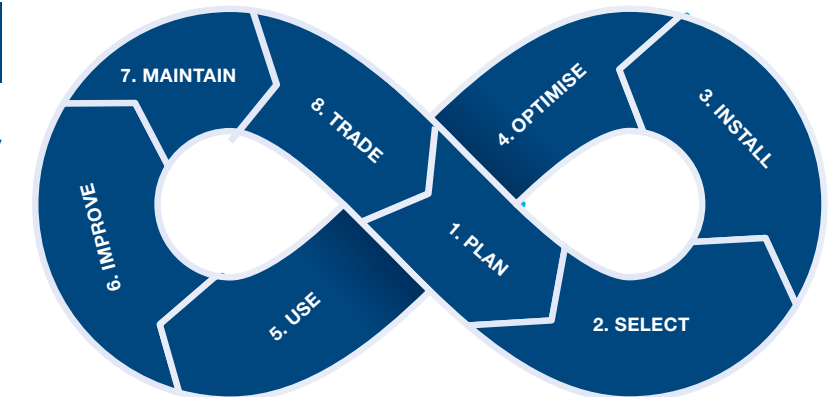


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## PLAN TO SUCCEED

You don't plan a new dairy system every day – but we do.

Let us help you plan a system that will work for you, the way you want to work, now and in the future.





# IT ALL STARTS WITH YOU.

This is about installing a robot, not turning you into one.

A DeLaval VMS™ from the V300 series is much more than just a milking robot. It is at the centre of a whole new way of dairy farming that, when implemented well, helps ensure optimal results at every step.

Transitioning to an Automated Milking System is an excellent strategy for many farmers to increase milk production efficiently, safely, and sustainably, while meeting high standards in animal welfare and environmental sustainability.

But it's not just about machinery; it's about the interaction between people, cows, and machinery.

Our advisory and planning teams are available to help you assess the suitability of a Voluntary Milking System for your operation, and to help you to determine how the DeLaval VMS™ V300 series can help deliver a better bottom line.

“VMS allowed us to get the most out of our cows, our grass and our time.”

PAUL | IRELAND | 70 COWS

Watch a quick video where Paul talks you through his start-up experience.



# WHICH VMS™ IS RIGHT FOR YOU?

With two models in the VMS™ V300 series, we can customise our approach to suit each farm, each farmer, each cow, and even each teat individually. This creates a better environment for your workers, cows, and family alike.

## VMS™ V300



The DeLaval VMS™ series provides options to tailor a milking system that perfectly aligns with your needs and farming style. Both the VMS™ V300 and VMS™ V310 incorporate core functionalities designed to help your cows achieve their full milking potential.

**NIEK | NETHERLANDS**  
3X DELAVAL VMS™ V300  
170 MILKING COWS



“The biggest impact on the cows has been on the production level.”

## VMS™ V310



With the VMS™ V310, your milking robot evolves into a powerful tool for reproduction management. Its automatic progesterone-based sampling generates a detailed task list, including insemination, pregnancy checks, and addressing any non-standard cows.

**EEVA | FINLAND**  
1X DELAVAL VMS™ V310 INCL OCC  
75 MILKING COWS  
CALVING INTERVAL: 396 DAYS



“The cows no longer need to be scanned manually; our VMS™ handles that automatically.”



# VMS™ = Flexibility.

V300 series

You know what works best for your farm and your animals, as well as how you prefer to operate. That's why we work closely with you to design a system tailored to your specific needs.

## WE WORK FOR YOU

The key to the VMS™ V300 series is its flexibility. We can configure it to align with your preferences,

whether that's free cow traffic, feed first, milk first, or batch milking. Additionally, the VMS™ V300 series can be adjusted to accommodate various breeds. Our design also allows for the manual milking of fresh or ill cows, providing you with extra flexibility in your operations.

## PLAN TO SUCCEED

When you choose a VMS™ from the V300 series, you gain access to the comprehensive planning and design expertise of our entire team.

From initial discussions and detailed drawings to installation, start-up, and training, we are with you every step of the way.



## YOUR VMS™ SET UP FOR BATCH MILKING

With the DeLaval VMS™ V300 in batch mode, you gain complete control over when and how often your cows are milked and fed. This enables you to maintain your conventional milking system routine while reducing staffing requirements. We can collaborate with you to configure your VMS™ to best suit your specific needs

# COW FLOW IS KEY

The VMS™ V300 series can milk more cows faster than ever before.

To fully realise this potential, it is crucial to ensure that your cow-traffic systems efficiently move cows through the VMS™ and back to feed as quickly and safely as possible.

Voluntary Milking.



Batch Milking.



**HOWEVER YOU WORK,  
THAT'S HOW WE WORK.**



# VMS™ = Optimised Milking.

V300 series

With a dedicated ICAR-approved milk meter for each teat, a VMS™ from the V300 series elevates milking to a new level, delivering significant improvements in animal welfare and productivity.

## REAL QUARTER MILKING

### Better Information

During milking, you can monitor key production data such as milk flow, yield, blood, conductivity, and milking interval for each quarter, with comparisons to the previous milking.

### Smart Pulsation

The VMS™ continuously monitors each cow's milking performance and adjusts the pulsation ratio accordingly. This leads to faster and less stressful milking, enabling more milkings per day and reducing waiting times for cows.

### Stable Vacuum

With short milk tubes and an efficient vacuum system, the VMS™ ensures excellent vacuum stability. This results in greater comfort, improved milk transfer, and fewer slips or kick-offs. The shorter tubes also help reduce maintenance costs.

### Better Take-off

Advanced modelling, combined with real-time flow data from the four ICAR-approved milk meters, allows the VMS™ to detach at the right time while protecting the cow's sensitive teats.



“Much higher milkflow compared to my previous milking system.”

SUSANNE AND ROMAN | SWITZERLAND | 40 COWS

VMS™ = Results.

Harvest rate\*  
**2.2kg/min**

Measured time from cow identification to exit.

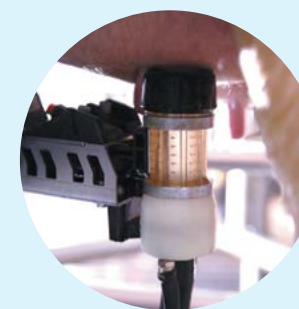
\* Average result of best performing 500 farms with VMS™

## THE KEY TO UNLOCKING PERFORMANCE

### PureFlow™

#### It all starts with preparation.

It doesn't just clean udders; it prepares them. Each teat is individually cleaned and stimulated to improve letdown and productivity.



## TAKING YOUR PERFORMANCE FURTHER

### OptiDuo™

#### Feed management is key to health.

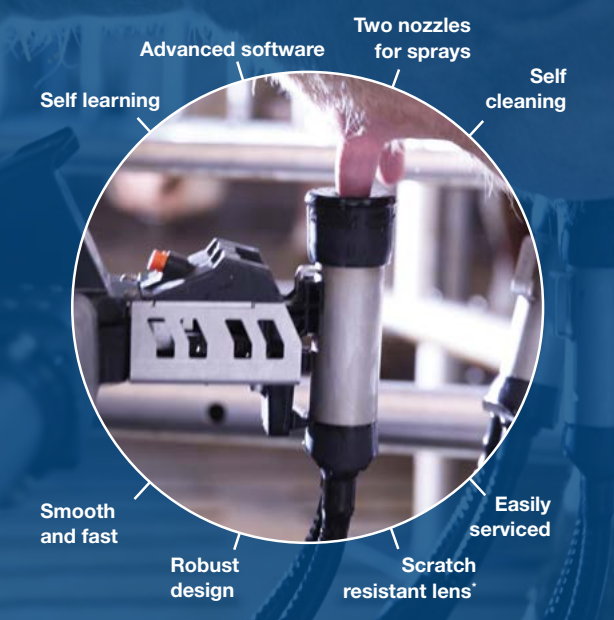
The OptiDuo™ robotic feed pusher helps increase feed consumption by constantly keeping fresh feed in front of your cows.



To help ensuring the quality of your milk, the VMS™ prioritises hygiene and cleanliness with the following features:

- ✓ Clean and dry teats with the dedicated PureFlow™ preparation cup
- ✓ Automatic floor cleaning
- ✓ Automatic camera cleaning to prevent cross-contamination
- ✓ Automatic shut-off valve to handle kick-offs
- ✓ Smart cleaning vessels to secure the cleaning process
- ✓ Automatic optimisation of the cleaning process

## DELAVAL INSIGHT™



To discover more about these features and how they can optimise your milking process, visit [delaval.com](https://www.delaval.com).



# VMS™ = Animal Welfare.

V300 series

The milking process in your VMS™ from the V300 series is consistent, calm, and focused on delivering the smoothest milking experience for each cow. That's why your VMS™ learns about each cow - recognising not only if a cow is ready to be milked, but also the unique characteristics of every udder and the moment of let-down for each animal. This allows you to set your VMS™ to manage the balance between animal welfare, productivity, and milk quality according to your priorities and management plans.

## WORKING WITH NATURE

When a cow enters the VMS™, she will have a small amount of milk already in her udder and teat cisterns ready for evacuation—about 45 seconds' worth of milk. However, the true flow of milk will not begin until oxytocin has been released and is stimulating the cow's alveoli.

To help promoting consistent milk flow by stimulating oxytocin release, the VMS™ doesn't just clean the

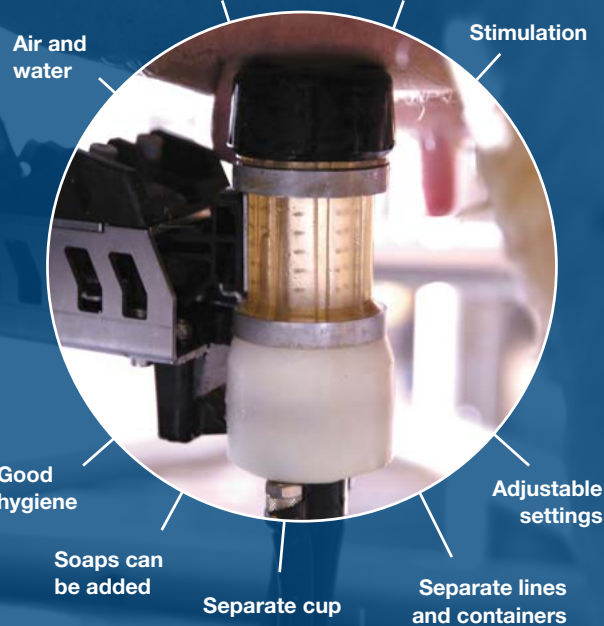
teat; it prepares it for milking. This is achieved using a combination of teat spray for disinfection and the DeLaval PureFlow™ cup for thorough cleaning. The system stimulates oxytocin release and facilitates milk ejection before vacuum is applied to the teats through a mixture of water (or cleaning solution, if desired) and air.

This results in a superior flow pattern and less time with cups on, which benefits udder health.

To help the quality of your milk, VMS™ makes hygiene and cleanliness a top priority.

- ✓ Cleans and dries teats with the dedicated PureFlow preparation cup
- ✓ Automatic floor cleaning
- ✓ Automatic camera cleaning to avoid cross contamination
- ✓ Automatic shut-off valve in case of kick-off
- ✓ Smart cleaning vessels to secure the cleaning process
- ✓ Automatic optimising of the cleaning process.

### DELAVAL PUREFLOW™



“I think I can get an extra lactation out of my cows.”

REBECKA | SWEDEN | 120 COWS

With a teat spray hit rate of up to 99%, the milking robot is invaluable in protecting Rebecka's cows against mastitis, helping to maintain a low cell count.

VMS™ = Results.

up to **99%\***  
teat spray hit rate

\* Average result of best performing 500 farms with VMS™

## THE KEY TO UNLOCKING PERFORMANCE

### DeLaval InSight™

**Smooth, fast and accurate.**

Once you experience its speed and efficiency, you'll be convinced.



## TAKING YOUR PERFORMANCE FURTHER

### DeLaval cow cooling

**Keep your cows motivated.**

Our cooling system guides cow traffic effectively, keeping cows motivated to eat, milk, and rest.



To learn more about these features, and how they can help you improve your animal welfare, visit [delaval.com](http://delaval.com).



# VMS™ = Profitability.

V300 series

Designed to help you produce more milk more efficiently, safely, and sustainably, while aligning with international standards in animal welfare and environmental sustainability.

## MILK WHEN IT IS PROFITABLE

### Milking only starts if it's beneficial.

A VMS™ from the V300 series doesn't automatically milk every cow; it evaluates the economic value before initiating the process. Milking permission is granted based on either the cow's yield or the time since her last milking.

If the cow has permission for milking, she receives a customised supplement feed mix. If not, no concentrate is provided, and she is smoothly

transitioned out of the VMS™ to allow the next cow to enter.

This system ensures that some cows may have a fourth milking session at 3 am, while others in the same group might be milked only twice a day.

The VMS™ has been designed to help you manage your modern dairy farm profitably, safely, and sustainably. That's why every VMS™ is crafted with operating costs in mind and supported by extensive services for our VMS™ farmers.

- ✓ Fixed farm costs with an InService™ All Inclusive contract
- ✓ Lower power consumption
- ✓ Increased cow productivity
- ✓ Lower use of antibiotics with MDi
- ✓ Reduced teat-spray wastage
- ✓ Milking tailored to genetic potential
- ✓ Minimised milk loss during preparation
- ✓ Remote monitoring for proactive service and reduced downtime

## INSERVICE™ ALL INCLUSIVE



**“I only milk my cows when it's profitable”**

NIEK | NETHERLANDS | 170 COWS

The automatically controlled milking permissions of the VMS™ V300 help Niek milk his cows at the optimal time, reducing energy, water, and teat spray usage, as well as the need for labour. This ensures that cows are milked when it is most profitable.

**VMS™ = Results.**

**14.5**kg/milking with 2.5 milkings\*

\* Average result of best performing 500 farms with VMS™

## THE KEY TO UNLOCKING PERFORMANCE

### DeLaval Advisory

**We take a 360° view of your farm.**

Our advisory and planning teams are available to help you determine how your DeLaval VMS™ milking system will help deliver a better bottom line.



## TAKING YOUR PERFORMANCE FURTHER

### InService™ All-Inclusive PLUS

**For optimum performance.**

With a DeLaval InService™ All-Inclusive Plus agreement, everything is included. We handle routine maintenance, breakdowns, and the replacement of consumables



To learn more about these features, and how they can help you improve your profitability, visit [delaval.com](http://delaval.com).



# VMS™ = Reproduction.

V300 series

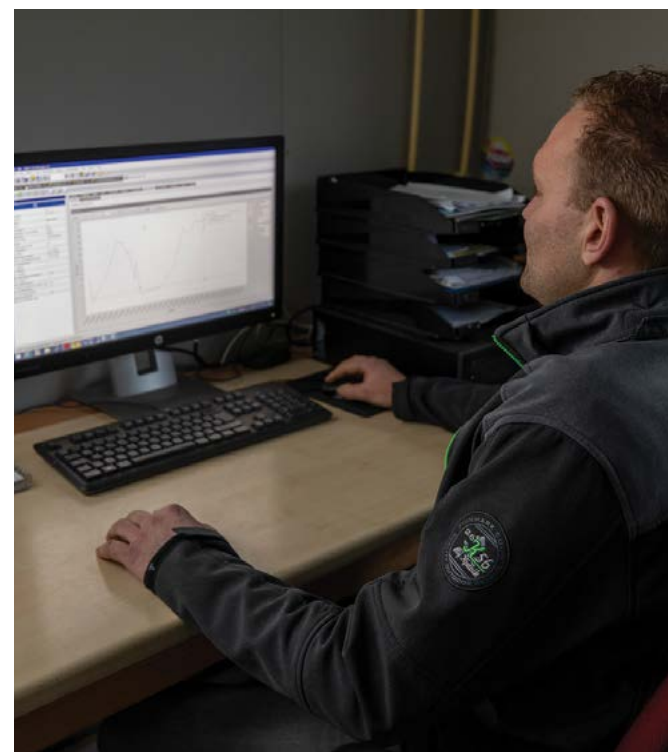
Getting cows in calf is central to everything we do on a dairy farm, so it's essential that fertility is at the core of any system.

## DELAVAL REPRO™

DeLaval RePro™ turns the ultimate milking and animal welfare system into a complete reproduction management tool.

Designed to provide a clear picture of each animal's reproductive status, DeLaval RePro™ uses BioModels to interpret progesterone levels in milk samples automatically collected by your VMS™ V310. It answers critical questions such as: Is she starting to cycle after calving? Is she truly in heat, even if it's a silent heat? Does she have a cyst? Is she in calf, or has she experienced an early abortion?

These insights are delivered automatically with notifications, potentially leading to healthier cows, reduced veterinary and insemination costs, and more timely pregnancies. This results in more productive lactations, ultimately increasing profitability.



The VMS™ V310 doesn't just milk better; it also performs tasks that no other system can, such as detecting heats and pregnancies.

- ✓ Automatic heat and in calf detection
- ✓ More productive lactations
- ✓ Reduced culling rates
- ✓ Early abortion notifications
- ✓ Fewer open cows
- ✓ Detect abnormal reproduction cycles

“On my farm silent heats are detected”

JAN | NETHERLANDS |  
72 COWS

The RePro™ module offers automatic heat and pregnancy detection through progesterone measurements from the milking robot. This enables Jan to get his cows in calf earlier and shorten the calving intervals in his herd.

VMS™ = Results.

**32%\***  
improvement in  
insemination rate

\* Result based on test farms.

## THE KEY TO UNLOCKING PERFORMANCE

### Companion

#### Task management in your hand.

Companion enables you to manage your cows with the same efficiency and precision as your VMS™ V310 milks them.



## TAKING YOUR PERFORMANCE FURTHER

### DeLaval Activity Meter

#### Knowing the status of each cow.

By recording each cow's daily activities, we can use that data to analyse and predict her reproductive status, guiding you on the actions needed to enhance your reproductive outcomes.



To learn more about these features, and how they can help you improving your reproductive management, visit [delaval.com](https://delaval.com).



# VMS™ = Efficiency.

V300 series

A DeLaval VMS™ from the V300 series is much more than just a milking robot. It lies at the heart of our approach to supporting dairy farmers achieve optimal results at every step

## YOUR EFFICIENCY HUB

You set your management objectives and targets, and DeLaval ensures you have everything needed to execute your plans. We provide all the information required to monitor and adjust your strategies, along with alerts and analysis to keep you on track.

Whether you have one or over 100 VMS™ units, the VMS™ system integrates with DeLaval Plus and

DelPro FarmManager to consolidate all available data from your dairy farm. It processes and analyses this information to provide valuable insights, making it easier for you to monitor your operations.

This combination delivers fast, easy-to-understand, accurate, and actionable information, helping you tackle the challenges of modern dairy farming.

The VMS™ offers the opportunity to enhance your work environment and lifestyle, benefiting you and anyone working on your farm. This will help increase your milk production per labour hour by:

- ✓ Eliminating the repetitive task of manual milking, allowing more time for management activities
- ✓ Scheduling tasks on your terms and at times that suit you
- ✓ Automating as many repetitive manual tasks as possible
- ✓ Increasing milk production per labour hour
- ✓ Focusing on cow welfare and productivity
- ✓ Time for managing reproduction and feed
- ✓ Creating more attractive working conditions and improving staff retention rates

## DELAVAL PLUS



“I replaced my 18 robots with 15 x V300 while maintaining the same herd size”

NIELS | DENMARK |  
1100 COWS

DelPro™ FarmManager helps Niels maximise efficiency with his milking robots, allowing him to focus on effective herd management. When paired with the VMS™ V300 series, this integration enables him to achieve more with fewer resources.

VMS™ = Results.

**66**  
cows per station\*

\* Average result of best performing 500 farms with VMS™

## THE KEY TO UNLOCKING PERFORMANCE

### DeLaval InControl™

#### You're InControl.

Wherever you are, you can always view and control your VMS™, track daily routines, update individual cow data, and share information with your staff.



## TAKING YOUR PERFORMANCE FURTHER

### DeLaval BCS-system

#### Body condition scoring

Body condition scoring (BCS) is essential for improving productivity, fertility, and longevity. Our BCS system is designed to help you accurately assess each cow during every milking.



To learn more about these features and how they can enhance your efficiency, visit [delaval.com](http://delaval.com).



# VMS™ = Performance.

V300 series

At DeLaval, we recognise that dairy farming is a continuous and demanding process that requires timely, precise information to make optimal decisions for peak performance. That's exactly what DeLaval Plus offers.

## MAKE THE MOST OF YOUR DATA

Your VMS™ V300 series captures extensive amounts of raw data with each milking. Without the appropriate tools to process and analyse this information, its potential value can be significantly underutilised or lost. DeLaval Plus is designed to unlock and maximise the value embedded in your data.



### YOUR VMS™ PERFORMANCE PORTAL

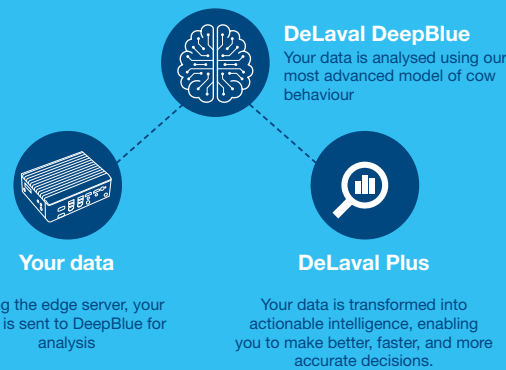
When we say DeLaval Plus is your VMS™ performance portal, we truly mean it.

DeLaval Plus is an ever-growing set of applications that represent the most advanced level of farm management analysis and reporting we have ever made available.

This advanced functionality comes from employing cutting-edge data processing and artificial intelligence to analyse not just data from your farm, but also insights drawn from tens of millions of milkings.

The sheer volume of data makes DeLaval Plus both unique and invaluable, uncovering trends that would be impossible for the human mind to detect. This is precisely why we developed DeLaval DeepBlue.

### DELAVAL DEEPBLUE



DeepBlue is our most advanced model for analysing cow behaviour, revealing patterns previously unknown. It identifies trends and behaviours, which we then validate and convert into actionable insights. These valuable findings are made available to DeLaval Plus users through their dedicated DeLaval Plus portal.

“ We have so much more time to think and plan. The robots have freed up at least six hours of our time every day, giving me time to manage the herd better. ”

PAUL | UNITED KINGDOM | 110 COWS

The VMS™ from the V300 series will be the best milking system you can buy from day one. The good news is that it continues to improve over time, benefiting from artificial intelligence and software enhancements.

VMS™ = Results.

**2658kg/day**  
with 2h 01min idle time\*

Idle time based on a maximum of 21 hours of milking per day.

\* Average result of best performing 500 farms with VMS™

### THE KEY TO UNLOCKING PERFORMANCE

#### DeLaval Plus Analyses

We analyse current performance to provide recommendations for improvement.



### TAKING YOUR PERFORMANCE FURTHER

#### DeLaval Plus Predictions

We anticipate future outcomes, allowing you to plan and act accordingly.



To find out more about these features and how they can help to enhance your performance, scan the QR code:





# VMS™ = Growth.

V300 series

## THINK BIG. THINK VMS™

If you plan to expand, choose a partner who can grow with you, regardless of your ambitions. DeLaval's Large Herd Specialists are here to ensure your success.

With extensive experience on the world's largest and highest-throughput dairy farms, we possess unparalleled expertise in managing large herds. We would be delighted to share this knowledge with you.

## IT'S ALL ABOUT FINDING THE RIGHT PERFORMANCE PARTNER

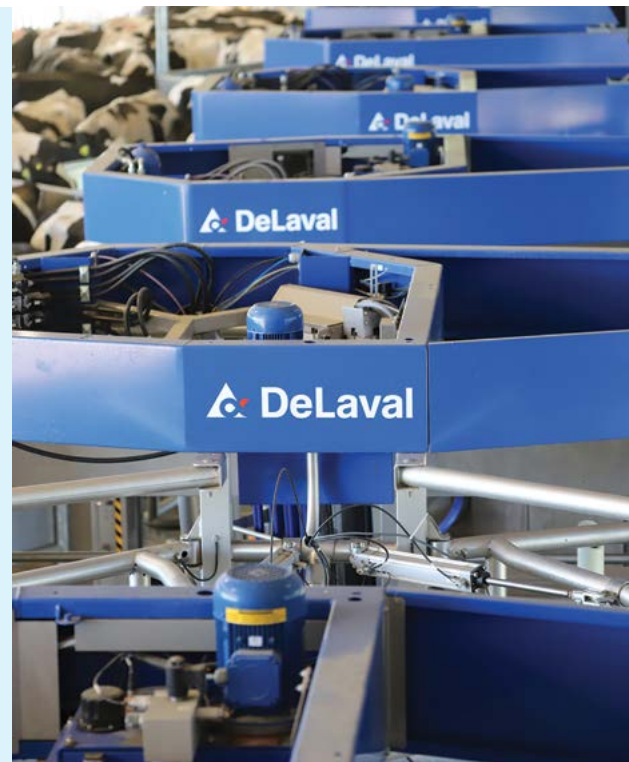
The key to managing any dairy farm, especially as volumes increase, is maintaining a singular focus on performance.

This commitment goes beyond just installation—our dedication to large herd farmers is steadfast. We will work closely with you to continuously optimise your performance. This is what we mean by a performance partnership.

The VMS™ is an excellent way to future-proof your dairy farm. It enables you to produce milk efficiently and sustainably, addressing current consumer expectations. As a modular system, it offers the flexibility to add more units as needed, enabling you to expand your operation cost-effectively.

Our advisory, planning, and Large Herd development experts are here to support you today and in the future with:

- ✓ Succession planning
- ✓ Employee attraction and retention
- ✓ A focus on animal welfare



“We're going to milk 480 cows with one operator”

RENATO | ITALY | 500 COWS

With 8 VMS™ V300 units in batch setup, Renato can milk his 480 cows three times a day with just one operator. He can maintain his current milking and feeding routine while reducing staffing needs.

VMS™ = Results.

**8VMS™**  
3x batch milking per day

## THE KEY TO UNLOCKING PERFORMANCE

### DeLaval sorting solutions

Every cow in the right place at the right time.

The days of spending hours manually herding and sorting cows are over, thanks to our automated cow traffic solutions.



## TAKING YOUR PERFORMANCE FURTHER

### Milk cooling and storage

It's all about freshness.

From the moment milk leaves the teat to when it's collected by the milk lorry, we offer a complete range of solutions for cooling, storing, transporting, and protecting your milk.



To learn more about these features and how they can support your growth, visit [delaval.com](http://delaval.com).



# VMS™ = Results.

V300 series

Harvest rate  
**2.2**  
kg/min\*

Time measured from cow identification to exit

**2658** kg/day  
with 2h 01min  
idle time\*

Idle time based on a maximum of 21 hours of milking per day

up to  
**99%**  
teat spray  
hit rate\*\*

**14.5** kg/milking  
with 2.5 milkings\*

**66**  
cows per station\*

**32%**  
improvement in  
insemination rate\*\*\*



For best results, add a Performance Plan to your VMS™ from the V300 series. The level of coverage is flexible, ensuring that all your needs for achieving optimal performance are met. The plan can include:

- ✓ Scheduled servicing and maintenance
- ✓ Emergency callouts
- ✓ DeLaval Plus
- ✓ Advisory services
- ✓ Consumables
- ✓ Settings, routines, training and optimisation

## PERFORMANCE PLANS



Nothing herein constitutes a warranty or guarantee of service or performance. \* Average result of best performing 500 farms with VMS™. \*\*Based on test results presented during NMC2021 \*\*\* Based on test results.

“We have  
24/7  
support”

CHRISTIAN | FRANCE |  
90 COWS

### DeLaval Advisory

Our team of Dairy Advisors is here to support you with expert advice before, during, and long after the installation of your DeLaval milking system.

### DeLaval InService™ All-Inclusive

With DeLaval InService™ All-Inclusive, we provide routine maintenance, scheduled servicing, and replenishment of consumables tailored to your farm.

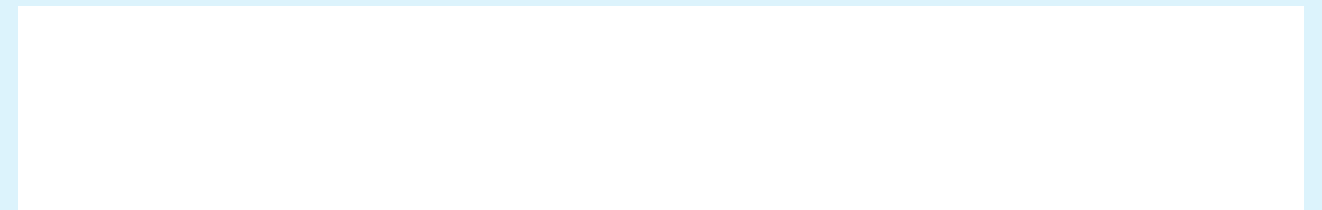
### DeLaval Plus

DeLaval Plus is an ever-expanding suite of applications offering the most advanced farm management analysis and reporting tools we've ever developed.

## WHAT WILL YOUR VMS™ PERFORMANCE STORY BE?

Whatever your vision for the future of dairy, with DeLaval as your performance partner, you can trust that we are as committed to the history and future of dairy farming as you are. It's our sole focus and passion. We don't do anything else, and we don't want to. We cherish this industry and way of life. We will be with you every step of the way because, like you - we live milk.

LET'S GET STARTED

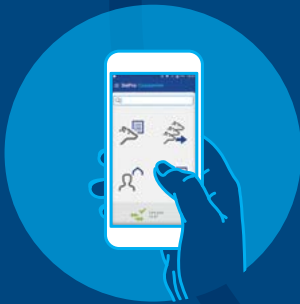




# DeLaval VMS™ V300 series works well with:



DeLaval milk cooling



DeLaval Advisory



DeLaval InService™

We deliver solutions that help you produce more high-quality milk from healthier animals.

That's why we don't concentrate on just one aspect of the milking process. Instead, we design, manufacture, install, and maintain comprehensive systems, ensuring the quality and reliability of every component.



DeLaval Plus™



DeLaval OptiDuo™

## Put the DeLaval VMS™ V300 series to work for you

To take the next step on your VMS™ journey, speak with your trusted DeLaval representative or [visit us at www.delaval.com](http://www.delaval.com) for more information.

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Dairy producer testimonials reflect their real-life experience using DeLaval products. Results in testimonials have not been independently verified and DeLaval does not claim the results are typical.

Actual performance and improvement will depend on a number of factors, including prior milking practices, type of cows, farm and herd maintenance practices. Nothing herein constitutes a warranty or guaranty of service of performance.

