

Investing in the right cow brush with survey

British Dairying and Kingshay have once again joined forces to bring readers independent farmer reviews. Get involved in our next survey centring around cow brushes.

Anyone who has invested in farm equipment knows the feeling; you do your homework, listen carefully to the sales pitch, maybe even see the product in use on another farm, but you still cannot be completely sure how it will perform in your system. You question: 'Will it stand up to daily use on my farm, with my cows, in my system?' Too often, the answer only becomes clear once the money has already been spent.

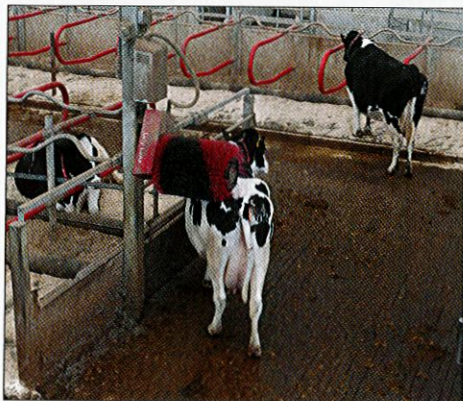
That frustration is exactly why Kingshay's Tried & Tested reports exist - to give farmers access to independent, real-world feedback from other farmers who are using these products day in, day out. No sales angle. No spin. Just honest, practical experience from people facing the same challenges.

Over the years, Tried & Tested has covered everything from cow wearable technology and calf automatic feeders to fly control solutions. The ambition has always been simple: Cut through the marketing claims and provide clarity on what works well, what falls short, and why some products represent better long-term value than others.

Each report is built from detailed farmer surveys, shared in conjunction with British Dairying, focusing on the things that really matter on farm - durability, ease of use, maintenance, reliability and value for money. Products are scored and compared using this feedback, helping farmers make more confident decisions, particularly when the investment is significant and mistakes are costly.

But there is one question farmers ask more than any other: Which product is best? "Understandably, that is what farmers want to know," says Sarah Bolt, Technical Knowledge Exchange Manager at Kingshay. "The reports provide useful insight, but it is only with enough data that we can deliver the robust comparisons farmers are really looking for. And that only happens if farmers take the time to share their experiences."

That is why participation is critical. Tried & Tested reports do not work without farmers being



Cow brushes bring benefits to comfort

willing to be open about what has impressed them, what has disappointed them, and what they would do differently next time. Every completed survey strengthens the comparison, sharpens the conclusions and helps another farmer avoid making an expensive mistake. The next Tried & Tested survey focuses on cow brushes, both static and motorised.

Cow brushes are widely recognised for improving cow comfort, cleanliness and behaviour, yet there is huge variation in build quality, design, reliability and price. Farmers consistently tell us they want clearer, independent guidance on which brushes genuinely last and deliver value over time.

The survey takes around 12 minutes to complete, and everyone who takes part will be entered to win a £100 Amazon voucher. More importantly, you will be helping to build a genuinely farmer-led resource that the whole industry can rely on.

"These reports grow stronger with every response," adds Sarah. "Your insight could be exactly what helps another farmer choose the right product for their cows and their system."

If you use cow brushes on your farm, your experience matters. And the next time you're asking: 'Which one's best, remember - the answer depends on farmers like you speaking up.

Fill in the survey here:
<https://bit.ly/TTCowBrushes>
 or scan the QR code below.



Please share your feedback on cow brushes



HEALTH TESTING IS NOT A LUXURY...

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- BVD (qPCR Virus)
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- Salmonella
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- IBR (gE & gB)
- Neospora
- Liver Fluke

Samples can be tested on a regular quarterly regime or on an ad hoc basis, for as many or as few diseases as required. It is best to discuss your requirements with your vet to assess which option best suits your herd. Results are accessed through Herd Companion and can be viewed by third parties if permitted; results can also be sent by email or post.

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