

Auction Thursday Gets A Boost From New Dairy Innovation Centre

The energy at Canada's Outdoor Farm Show on "Auction Thursday" is undeniable. Inside the newly expanded and exciting Cover-All Dairy Innovation Centre featuring Lely and DeLaval, auctioneers chanting on Thursday, September 17th will sell more robot-ready dairy cattle than ever before. This is the first of two unique auctions being showcased at Canada's Outdoor Farm Show.



On the last day of the Farm Show being held September 15, 16 & 17 in Woodstock, Ontario, visitors can buy any of the 70 robot-ready dairy heifers housed in the Cover-All Dairy Innovation Centre and serviced by either a Lely A3 Astronaut *Next* or the 2009 DeLaval Voluntary Milking System VMS.

After the cattle are sold through David Carson Farms and Auction Services, there will be an auction of quality used farm machinery and equipment starting at 4:00 pm in the West Demo Field and conducted by Bryan's Auction Services from Puslinch. This will be the third annual Canada's Outdoor Ag Equipment Auction supported by Canada East Equipment Dealers' Association and Farm Credit Canada and operated by Bryan's.

Auctioneer Dave Carson has always been a part of Canada's Outdoor Farm Show Auction Thursday and is excited to come back for the bigger dairy sale. "The folks at Canada's Outdoor Farm Show are a pleasure to work with," Carson says. "I'm really looking forward to it. They do an excellent job."

Carson thinks offering dairy cattle that are already trained on a robotic milking system give farmers the necessary guarantee on their investment. Last year's average bids per robot-ready heifer were \$2,800, so the decision to buy isn't taken lightly.

Like the machinery, farmers can view the heifers during all three days of the Show before attending Thursday's auction. At the dairy auction which starts at noon, attendees will have access to pedigree information about these classified Holsteins and their milking levels.

Canada's Outdoor Robot-Ready Dairy Heifer Auction starts at noon and is sponsored by Lely and DeLaval who are showcasing their milking robots in the new facility. Cattle and machinery for sale will be brought to the Show by Dave Carson Farms and Auction Services or Bryan's Auction Services themselves. With thousands of COFS visitors on site, Auction Thursday is a good opportunity for buying or selling – livestock or equipment.

Auction Thursday will be September 17 during Canada's Outdoor Farm Show on September 15, 16 and 17. Auctions will take place in the Dairy Innovation Centre and West Demo Field at Canada's Outdoor Park in Woodstock, ON.

For more information, visit www.OutdoorFarmShow.com

