



224 Laurent Road, Hautapu, Cambridge 3493
07 827 3902
www.shoof.co.nz

PRESS RELEASE

Get your young stock off to a good start with EZ Milker

Cambridge, New Zealand August 2, 2010 - Shoof International's EZ Milker allows farmers to collect and measure the exact amount of colostrum that their young stock is receiving. Colostrum is vitally important in young stock's growth and development as it provides antibodies needed to protect them from infections such as diarrhea and even possible death.

The EZ Milker was invented and developed in Minnesota, USA, by Mr. Buck Wheeler. Although it was developed originally for milking mares, it is now supplied in models for sheep, goats and cows, but equally can be used on almost any other large animal if required.

The EZ Milker is a hand-held, trigger operated pump which is easy to use and safer than traditional milking methods with its one hand operation. "From the first use of the Udderly EZ™ Mare Milker, we were pleasantly surprised at how well it performed. It was extremely easy to use, very gentle on the mare and cut down on milking time over all the other methods available to us" Joe Noble, DVM, Veterinarian Royal Vista SW Purcell, Oklahoma.

The EZ Milker allows farmers to milk the female animal straight after birth to extract the colostrum and then choose to either feed it to the infant immediately or store the bottle in the freezer for later use. "I found the milker extremely easy to use, from day one. It was the simple matter of clicking it together and then placing it over the teat and pulling the trigger a few times until a vacuum forms" David Hanson, Sheep breeder, Bedfordshire, UK. The EZ Milker is easy on the teat and does not cause discomfort for the animal.

The first milking can determine the health and performance of an animal's life, therefore, EZ Milker can help farmers ensure that their stock get off to a good start.

The EZ Milker range will be available from Shoof Shops in farm stores and veterinary centres throughout the country. Contact Shoof International, free phone 0800 800 801, or visit www.shoof.co.nz

Contact

Ron Woolerton, Marketing Manager
Shoof International Ltd
Tel: 07 827 3902 Email: ronw@shoof.co.nz

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