

# HILLCREST FARMS

Home of Georgia's first  
robotic farm





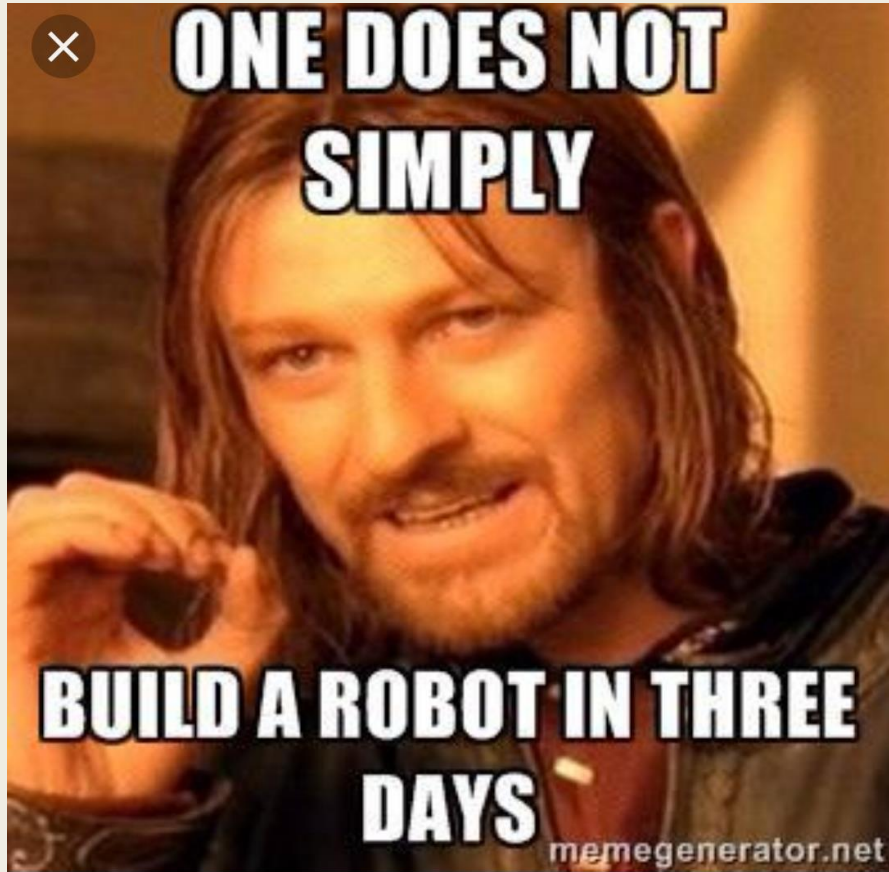


## 4th Generation Dairy Farm Family

- Established 1941
- Mark and daughter, Caitlin manage cows and Human Resources
- Andy and son, Josh manage crops and technology. Marlee, Josh's wife is studying to become a large animal veterinarian

The background image shows an industrial robotic arm on the left, with a control panel featuring a small screen and buttons. To the right is a tall, grey industrial cabinet. The entire scene is set against a dark blue background with some light blue diagonal streaks. The text "WHY ROBOTS?" is centered over the image in a large, white, sans-serif font.

WHY ROBOTS?



IT ALL  
STARTED ON  
A NAPKIN





## Why Robots?

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Labor Frustration

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Parlor Update Needed

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DeLaval Interest in Robot with  
GA's Highest Producing Herd

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Future for 4<sup>th</sup> Generation

# Preplanning



- Visited Other Robotic Farms
- Dairy Consultant and Financial Planner (Greg Squires)
- Further Financial Planning (Tom Anderson)
- Visited with Creditors (GA Ag Credit)

# Unique Decisions



FLOW TYPE, ROBOT  
NUMBER, HERD SIZE



MILKING TANKS AND  
DISTANCE



RETROFIT OR NEW  
FREESTALL



ACCOMMODATING  
FLUSH LANES



**Hillcrest Happy**



OUR  
CREATION:

# Startup

- Preplanning for turning the robots on  
*volunteers*  
*robot team*
- Longest days – month or your life
- Takes at least 4 weeks to settle down









# EVOLVING TECHNOLOGY





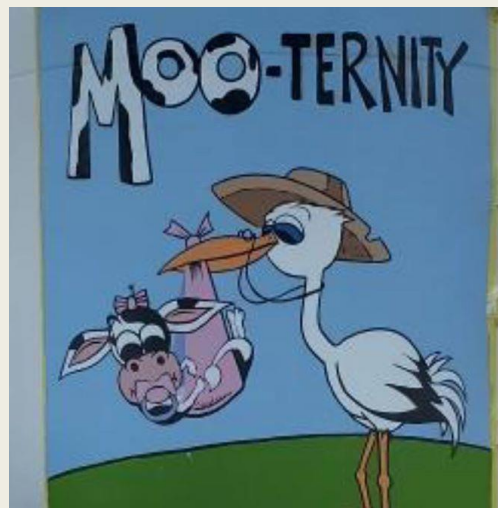
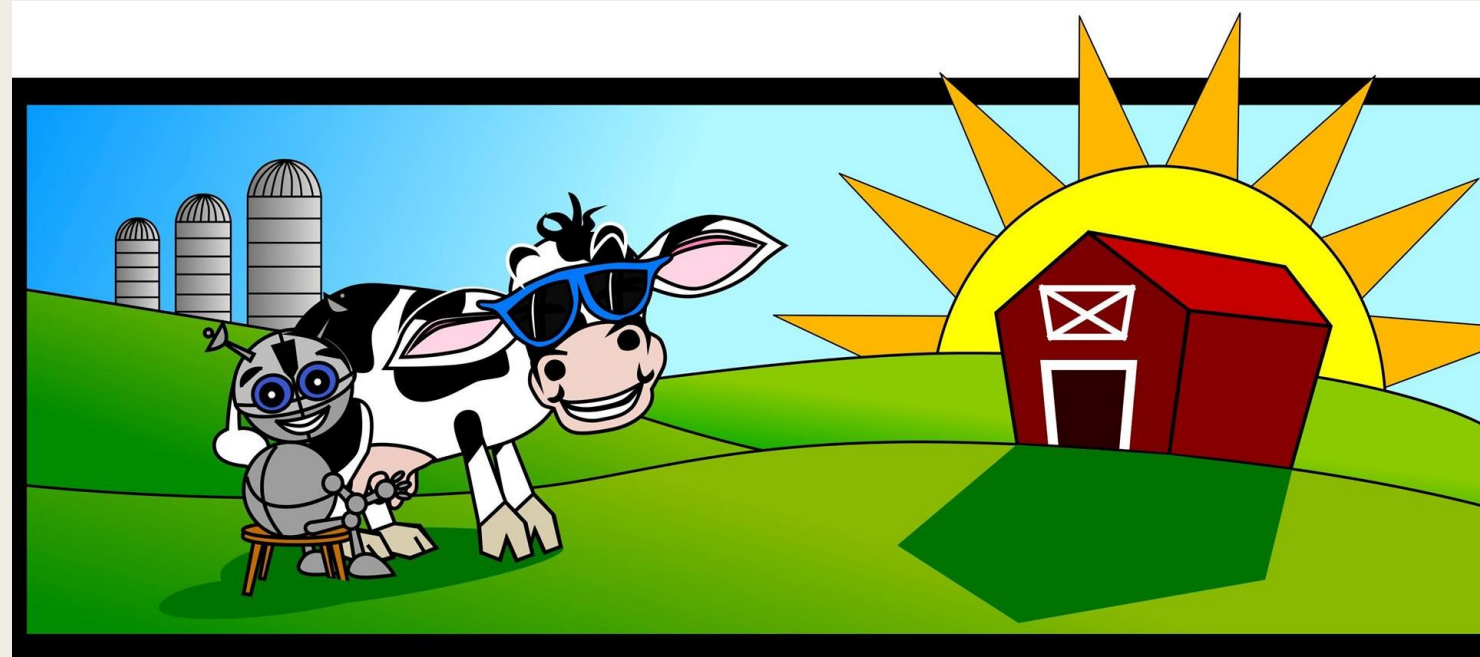
# TANK ROOM



## Herd Expectations

- Rule of 3
- 2x vs 3x Herd
- Fetching Cows





OTHER CHANGES:





QUESTIONS?