

# 2,500 CHANGE IS GOOD.



Liners are one of the single biggest factors influencing milk production. But more than 50% of New Zealand dairy farmers don't change them frequently enough. The result can be more cup slip, increased bacteria counts, and longer milking times.



## A SIMPLE EQUATION

New Liners = Increased Production

Increased Production = Enhanced Profits

For a more complete milk-out and better overall yield, change your liners every 2500 milkings. Your cows, and your bank manager, will thank you for it!



"We've always placed a big emphasis on doing the basics right. That includes changing our liners after the recommended 2500 milkings. Leave them any longer and they become worn and less effective."

– Ian & Nat Butler, Sharemilkers, Taranaki

Find out more at [2500change.co.nz](http://2500change.co.nz)



**SKELLERUP**

*is dairy*