Cow Signals® helps to improve the results of your dairy farm
Dairy products are in high demand in East Africa. This offers dairy farmers excellent business opportunities. Farmers need to improve technical results in their farms to benefit from this market opportunity. Incorporating Cow Signals in their daily dairy farm management will help farmers to achieve higher production and profitability.

The target group for Cow Signals ranges from dairy entrepreneurs with only a few cows up to large scale farmers.

Cow Signals in East Africa is an initiative of Roodbont B.V. in partnership with Olive Marketing and Publishing Ltd. The introduction of Cow Signals products in Kenya is supported by the Kenya Market-led Dairy Program (KMDP) through its Innovation Fund. KMDP is funded by the Embassy of the Kingdom of the Netherlands in Nairobi.
COW SIGNALS® CONCEPT WORKS FOR YOU!

Cows continuously send out signals: about their health, well-being and performance. The art is to perceive these signals and use them. Cow Signals helps the farmers to interpret these signals and make the right decisions.

The key elements of the Cow Signals® concept are:
- Practical information
- Immediate application in daily practice
- Easily accessible
- Evidence based
- Immediately profitable for animals and farmers.

LOOK, THINK, ACT
The overall signals concept is based on three core questions:
1. LOOK: What do I see?
   Make a detailed description.
2. THINK: Why does this happen?
   Identify the causes of things you see.
3. ACT: What should I do?
   Draw your conclusions and intervene and seek professional advice.

Cow signals is internationally an enormous success. Books are available in over 35 languages and Cow Signals training is organized in more than 50 countries.
The cow signals concept is brought to farmers by books, posters, training, workshops and presentations. This worldwide successful concept is now being developed in East Africa and adapted to the East African situation for dairy farmers in this region!
Cow Signals Advanced is an excellent practical guide for use by dairy cow advisors, students and managers of dairy farms in East Africa. This book is aimed at a reader with an educational background of high school level and more. Veterinarian and cow expert Jan Hulsen has written Cow Signals based on his knowledge and vast experience with farmers and cows.

Specifications:
- 96 pages, full color
- size 23.5 cm x 17 cm, landscape
- 300 photographs and illustrations
- retail price: Kshs 3,200 per copy inclusive of shipping, handling and 16% VAT (for Kenya).

* Recommended whole sale price above 50 copies : Kshs 2,500 per copy plus 16% VAT (for Kenya) and cost of shipping and handling.

This book is now available in Kenya from March 2016.
Cow Signals Basic is aimed at a target group with a basic education who are able to read basic texts. Cow Signals Basic is focused on images that explain cow signals. It is developed by Jan Hulsen.

Specifications:
- 60 pages, full color
- size 30 cm x 21 cm, portrait
- 200 photographs and illustrations
- retail price: Kshs 2,500 per copy inclusive of shipping, handling and 16% VAT (for Kenya).

How to order these books?
The books, Cow Signals Advanced and Cow Signals Basic, are published by The Olive Marketing and Publishing Company Ltd and available through the leading university bookshops. The book can also be ordered by email via peter.ngure@cowsignals.co.ke.

Our trade discount offers include:
- 25 copies of the same book = 5% discount.
- 50 copies of the same book = 10% discount.
To order more than 100 copies, please contact us for better trade discounts.

This book is available in Kenya from September 2016.
Both Cow Signals books can be customized for your company by creating a specific company cover or add an insert in the book. Customization is available for a single company, but also for a group of partner organisations.

**Customisation options:**
- Logo’s on cover or fully customised cover
- Customised foreword or insert

After farmers learn how to identify cow signals and use these, this automatically translates into business opportunities within the entire dairy value chain. The Cow Signals books become a central meeting point for stakeholders such as:
- Farmers and farm workers.
- Farm managers.
- Farmer Associations.
- Dairy consultants and advisors.
- Dairy societies and milk processors.
- Input suppliers and service providers.
- Practical Dairy Training Centres and Training Farms
- Agricultural colleges and universities.
- NGOs, donors and government institutions.
COW SIGNALS® TRAINING BOOSTS YOUR SKILLS!

To optimize the Cow Signals effect lectures and trainings are offered by our dairy professionals. The lectures and trainings offer a totally new way of dairy cow management, both informative and in a pleasant way. Certified Cow Signals Master Training Courses are offered through selected Kenyan Agricultural Universities and are conducted by highly qualified experts from East Africa and the Netherlands. Qualified Cow Signals Master Trainers, and Cow Signals Farmer’s Advisors are licenced to conduct Cow Signals Training programmes.

**Vetvice**

Vetvice developed the Cow Signals concept. The Vetvice group provides practical and reliable information on dairy farming that has been acquired through scientific research and practice. By doing so Vetvice achieves maximum welfare and health for both livestock and humans in an economically profitable production system that delivers top quality foodstuffs.

**Roodbont & The Olive Publishers’ Partnership**

Roodbont Agricultural Publishers is based in the Netherlands and aims at delivering unique knowledge to farmers and their business partners worldwide. The Olive Marketing and Publishing company is a wholly owned Kenyan company whose passion is to publish learning materials. Through its marketing division, the company works with farmers and processors to help them build great world-class brands for better market positioning and visibility.
MAKE COW SIGNALS WORK FOR YOUR DAIRY FARM!

Through this collaboration of Dutch and Kenyan companies, the modern farmer will now be able to access the Cow Signals knowledge through books and training programmes throughout East Africa. This will keep improving farming methods leading to high farm production by obtaining access to the best practical knowledge.

Our passion
We are passionate about providing knowledge for farmers registered and marketed under the ‘Signals series’, such as Cow Signals®, Pig Signals®, Poultry Signals® and Crop Signals. The content in these publications is marketed and presented in a visually attractive way that is supported by many useful illustrations and photographs. The last ten years the Signals® concept has proven to provide farmers with a better income all over the World.

For information on Cow Signals Books and Training programmes, please contact us.

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