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Cow-Welfare's vision

Cow-Welfare is engaged in creating increased animal welfare and in increasing the farmer's earnings. The increased earnings shall be ensured through the animal welfare which will entail increased productivity, better milk/meat and a longer lifespan for the cows.

- Farmer welfare: Increased animal welfare does not only create advantages for the end-users of the farmer's products. It is visible directly on the bottom line. Increased animal welfare will require less money for the veterinarian, less clean-up in the barns, and the farmer will have more time keeping a sense of perspective. So this is why we at Cow-Welfare are always looking for the most animal friendly and practical quality products on the market. These products will give the farmer more value, that is in quality time and increased animal welfare in the barn – still with a focus on the farmer's result on the bottom line.

Cow-Welfare's mission

- By means of innovative products, Cow-Welfare will give the farmer the most animal friendly solutions on the market.
- The animal friendly profile shall be ensured through quality products, so that the farmer can be certain that the products will last for many years to come.
- The increased animal welfare shall not be at the expense of the price, so Cow-Welfare seeks to find products that help the farmer in increasing the earnings in the long run.