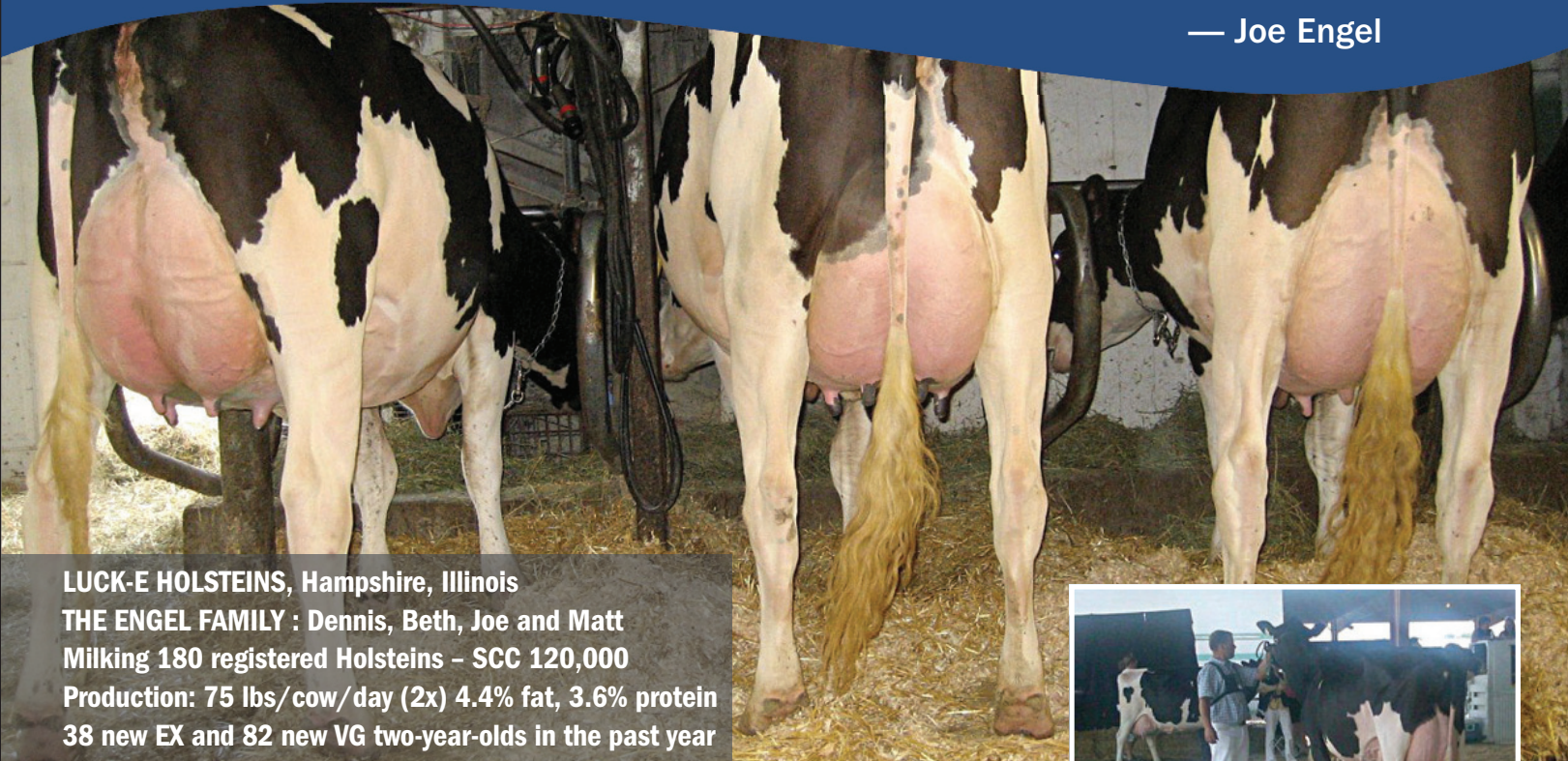


**“We aren’t fancy here, but we are practical.
We love Udder Comfort.”**

— Joe Engel



LUCK-E HOLSTEINS, Hampshire, Illinois
THE ENGEL FAMILY : Dennis, Beth, Joe and Matt
Milking 180 registered Holsteins – SCC 120,000
Production: 75 lbs/cow/day (2x) 4.4% fat, 3.6% protein
38 new EX and 82 new VG two-year-olds in the past year

*Matt Engel with Luck-E SS Mercedes *RC EX-94 (Spet Storm x Skychief Matilda) at the 2010 Illinois Championship Show, where Luck-E Holsteins was recognized as Premier Breeder. Also pictured are (from left) Luck-E Advent Atlanta *RC VG-87 2yr (Australia dau.), Luck-E Advent Blessing *RC VG-86 (Bikini dau.), and Advent Asia * RC VG-89 2yr (Australia dau.).*



“Udder Comfort™ does an awesome job of softening udders, and it is gentle to the skin. That sets it apart from other products. We use It on every fresh cow and heifer from the start. It gets them ready fast,” says Joe Engel at Luck-E Holsteins, near Hampshire, Illinois. They had visitors from 17 countries during World Dairy Expo last year and have sold genetics to over 15 countries.

Joe and his brother Matt and parents Dennis and Beth are in partnership milking 180 registered Holsteins and focusing their Luck-E genetics on balanced cows from consistent families — like Australia, Klassy, Trust Lee and Bikini — in a commercial freestall environment, where good udders, strong front ends and high components are measures of success.

“We like to be proactive, which is good for the cows and for producing high quality milk. We apply Udder Comfort twice every day for the first week after calving to soften and soothe and to keep the udders silky.

“We’re not fancy here, but we are practical. We love Udder Comfort.”

UDDER COMFORT™

Quality Udders Make Quality Milk

**Keep the milk in
the system**

uddercomfort.com



For external application to the udder only after milking, as an essential component of udder management. Always wash and dry teats thoroughly before milking.