



## **Computer technology: robotic milking and interactive mirrors**

*Why go robotic?*

### **Neil Rowes:**

Fifty percent of the decisions to buy a robot are made by the farmers' wives and families, rather than the farmer himself. And that's a lot to do with about improving the lifestyle.

We've had a robot system now for three years. And I will confidently say I will never work with cows again without a robot. I would rather go and get a job stacking shelves in Tesco's than go back to milking cows.

The beauty about a robotic system is that everybody wins. The cows have a big increased in their animal welfare and they're freedom. The farmer has an improved return. And the farm worker has a much improved lifestyle. So there are no losers in this system. And it's a real example of technology being genuine progress for everyone.