



1,779,000 CALIFORNIA DAIRY COWS WITHIN AN EASY DRIVE.

Western Milling, begun by Otto Henry Kruse over 80 years ago, has been whetting the palates of more dairy cows than almost any other source in Central California. Of course, there are more dairy cows in their backyard than any other place in North America or perhaps the world!

The company serves over 700 dairies with three feed mills shipping over 1700 different custom rations. “Our secret is that we’re constantly making rations 24 hours a day and auguring the custom formulas to bins that separate each customer’s ration. Then, on the same 24-hour basis, with multiple peaks and valleys of activity, a fleet of Kawasaki-KCM wheel loaders run nearly non-stop, loading bulk trucks for deliveries direct to the dairy. If we’re not loading bulk rations, we’re

loading minerals, supplements or other bulk ingredients for the dairy to make their own ration” says Keven Kruse, CEO.

The company runs a fleet of day cab tractors with both walking floor trailers, for faster discharge of the feed at the dairy and compartmentalized tanker trailers. Contract carriers are also used for both longer runs and peak demand periods.

“We run 24 hours a day,” notes Kruse. “This is a dusty application, so we put extra stress

on the loader’s air filtration and some of the material is light enough, the grain itself get’s sucked into the radiator. We’ve always worked to keep the radiator clean through manual maintenance, and the filters cleaned and replaced often. But, the reversing fan on the newest Z7 loaders is very nice.”

The fact that most of the loaders are in operation nearly 24 hours a day speaks well to the Kawasaki-KCM loader characteristics and the company’s maintenance efforts.



The main mill at Goshen receives an average of 1000 rail cars a month and keeps 16 operators busy with their 'round the clock operation.



Western Milling is the leader in pelleted poultry rations. A fleet of Kawasaki-KCM loaders keeps the feed coming to a variety of animals such as cows, zoo animals and dogs.



The feedmills operate 24 hours a day and rely on their loaders to operate long hours.

“We schedule regular maintenance and repairs, to the best we can on Sundays, explains Kruse. “Our Kawasaki dealer, CenCal Machinery, has been a very reliable supplier. They’re always here if we need them. We count on them to do almost all of the maintenance on a contract basis. Our rep makes a courtesy call every week and their technicians are at the mills every weekend.”

HIGH BUCKET CLEARANCE A MUST

The name of the game is loading trucks as quickly and efficiently as possible at the Western Milling feed mills.

That’s accomplished three ways:

- 1. All loaders are almost totally Kawasaki-KCM 80 or 85 Series partly because of the brand’s smooth raiselower while traveling hydraulic capabilities.***
- 2. All loaders are equipped with Tink high capacity, 8.5 cu. yd. buckets and their high dump height capability with their unique rollout design.***
- 3. The operators feel comfortable operating the pressurized Kawasaki-KCM loader and perform quite well hour after hour.***

KAWASAKI-KCM IS A GOOD VALUE

With 24-hour operations, the loaders easily rack up the hours. “We typically go to around 32,000 hours before trade out,” adds Carlos Alvarez, Mill Manager. “And that’s around 4 and a half years. The application is extreme because of

the long hours of daily action, the full bulk buckets and especially the dust. As we’ve bought different grain facilities and other operations, we’ve inherited a variety of other brand loaders, but we have standardized on the Kawasaki loader because of its dependability, smooth, agile hydraulics and durability.”

As an example, their first Tier 4 model, the 85Z7 now has over 19,000 hours. “The manufacturer’s guidelines suggest changing the DPF around 4-5,000 hours, says Alvarez. “But, we’ve never had to pull it for cleaning. We monitor it through the electronics and she burns clean! I think the key is that you need to keep ‘em hot. You need to keep them moving all the time — and we sure do!”

DAIRY FEED JUST A PART OF THE MIX

Although Western Milling is deeply entrenched in the California and Arizona Dairy business, the company is also a leader in pelleted poultry rations as well as equine rations. These are sold both bulk and bagged and the company services a substantial number of local feed stores through the same states with a wide variety of bagged animal feeds and supplements sold under their own brand.

The company is also California’s largest single merchant and handler of red and white wheats. With 10 different county elevator sites, the company has more post harvest storage capacity than any other company in the state. This capacity makes the company the leader in California wheat sales to the human consumption flour mill sector.

Western Milling Company is serviced by CenCal Machinery, Inc. of Fresno and Bakersfield, California.