

Precision Reproductive Management
Now Available Exclusively from Select Sires



SELECT DETECT™

advanced estrus detection technology



Saves time and money

Motion-sensing nanotechnology

Reduces the need for timed A.I programs

No need for cows to pass through a data portal

Unparalleled activity measurement accuracy

Replaceable battery adds to life of the transponder

Photo by Jenny Thomas, Cybil Fisher Photography



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Why Select Detect is Right for You

If you feel like managing your reproductive program has become a confusing, full-time job, allow Select Sires to introduce you to precision reproductive management! For the professional herd manager one vital job is to recognize when a cow is in heat. With herds getting larger, labor expensive and in short supply, there is less time for the visual method of heat detection.



After extensive investigation, field testing and consultation with dairy farmers like you, Select Sires is pleased to introduce Select Detect, the most technologically advanced activity monitoring system available today.

Select Detect will not only help you increase your whole herd pregnancy rate but will help get you out of the barn and off to other pressing tasks or activities that you enjoy, like spending more time with your family!

How Select Detect Works

Select Detect collects individual cow activity data for each hour of the day and filters the data against normal activity of herd mates to accurately identify cows that are in heat and ready to breed.

Select Detect may seem similar to other products currently on the market but there are distinct differences that have helped contribute to its success in farm trials and make Select Detect the most accurate activity measurement system on the market.



- Monitors cow activity around the clock so you don't have to
- Reduces the need for timed A.I., saving you time and money
- Software uses numerous mathematical equations to filter and determine high and low activity, giving Select Detect superior accuracy
- Identifies a high percentage of cows in heat
- Identifies non-cycling cows quickly
- Can aid in identifying lame or sick cows
- Can be fully customized to every dairy's unique environment
- Backed by the professionally trained Select Reproductive Solutions™ team
- Simple to install, simple to use, simply the best system on the market!



Photo by Jenny Thomas, Cybil Fisher Photography

The Select Detect collar contains a sophisticated processor to analyze all motion, cow behavior and movement – not simply a sensor that records steps or nods in a forward or backward plane. This device is known as an accelerometer and is similar to the technology used in air bag deployment, inertial navigation systems, and consumer products like the iPod Nano, the iPad and the Wii game console.

The accelerometer monitors three dimensional movement, replacing the dated motion technology that records only movement in a single plane giving Select Detect unparalleled measurement accuracy.

A further advantage of Select Detect is that the collar processor periodically communicates with the farm base station by radio frequency – wirelessly – and relays information about cow activity. This technology allows the collar to create a robust link with the farm PC to ensure that all the activity information is transferred and no data is lost. The Select Detect transponder can transmit data within a radius of 300 feet of the base station.

This is a huge advantage over the infrared devices used in the past where information is passed to the base unit from the collar when the cow passes through a portal, typically placed in the parlor entrance. Consequently, information is only relayed twice or at best three times a day, and if the collar is dirty or twisted, there is a risk that the information is lost.



Customize to Suit Your Needs

Each dairy has the ability to customize how often data is recorded by the system. Once transmitted, activity information is displayed in real time, allowing the cows to be inseminated at the optimum time when in heat. Raised activity notifications from Select Detect, combined with veterinary records and animal observation, provide the herd manager with a powerful tool to assist in proactive and precise reproductive management of the dairy herd.

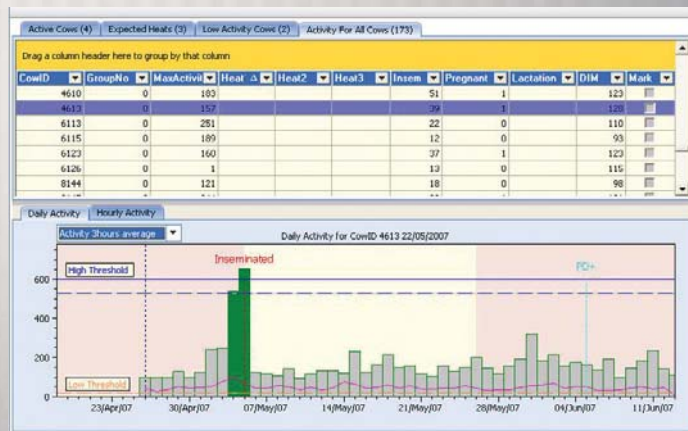
Perhaps the greatest benefit of the Select Detect system is that it is part of Select Sires' exclusive Select Reproductive Solutions™ (SRS™) program and is backed by the professionally trained SRS team. Select Detect was added to the Portfolio of Reproductive Solutions™ out of our passion to see you succeed and to help position Select Sires' customers for a better future.

Accurate, Proven Technology

Select Detect has been extensively researched and is a revolutionary combination of intelligent software and nanotechnology. Initially developed in Ireland, Select Detect was utilized for cows on pasture which have a much higher variation in activity level, hence this is the most challenging environment to detect cows in heat. In these scientific trials, the Select Detect monitor had an automatic detection rate of 82 percent. In more recent Select Sires trials in the U.S. where cows were more confined, dairy producers with the Select Detect system reported even higher detection rates!

Software

The user-friendly Select Detect software is programmed to alert the herd manager when there is high or low activity. A quick check of the easy to read computer software will give you a daily activity graph or an hourly activity graph as shown. Hourly activity pinpoints the onset of activity for proper timing of insemination.



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Dairy Producers are Talking About



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"After installing the Select Detect system, I quickly realized that not only was I missing some heats, but I was consistently breeding cows too early in the heat cycle. By breeding them at the optimal time (which the system shows us) we can easily improve conception rates.

We have seen a significant increase in the percent of cows that are pregnant at pregnancy check due to increased heat detection on the repeat breeders. Select Detect is a tool that will help us get more cows pregnant with less semen and a lot fewer injections. I would recommend it because it works!"

*Steve Buschur, Buschur Dairy, New Weston, OH
Installed Select Detect in October 2009*



"I wanted to get back to the basics, work with the cow and her natural heat cycle, and not take control with the presynch and ovsynch shots. I just hate giving shots, and cows hate it, too. In my opinion, the fewer shots the better.

Select Detect identifies cows in heat that we're just not going to catch unless we stood there observing 24 hours a day.

I'm very pleased with the entire system. It allows the cow to function on her natural heat cycle and it is a tool that allows me to manage the cow on her terms."

*Jeff Buchholz, So-Fine Bovines LLC, Westfield, WI
Installed Select Detect in May 2010*



"We are getting a lot more heifers pregnant through A.I. than before, and the good thing is that since we put in Select Detect, it's the first time we've ever been able to really use sexed semen. The labor savings are enormous. I think it will pay for itself quickly. Just in labor savings, we've gone from having three people spend about an hour every single day to take care of the paint to roughly ten to 12 minutes a day for one person to take care of the system. There's also extremely little use of prostaglandin shots. We may give one at every two week vet check here. In my opinion, you can pay for the system definitely within a year."

*Kyle VanDerHyde, Chatham, VA
Installed Select Detect in February 2010*



"Since installing Select Detect we have reduced our hormone use significantly. We discontinued the double ovsynch program we were using. I used to go through five bottles of GnRH a week, and now I don't even use one a week. We used to give a shot of prostaglandin on Monday and breed the cow on Thursday. With Select Detect, we found that a cow may come into heat anywhere

from Wednesday night until Sunday. We were throwing a lot of semen in cows that weren't even in heat with ovsynch. Now we breed based on when the cow comes into heat."

*Jon Lundgren, Lundgren Farms Inc., Prairie du Sac, WI
Installed Select Detect in January 2010*



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Select Sires is partnering with DairyMaster to bring you this revolutionary Reproductive Solution!

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