

Now Available



# SELECT DETECT

advanced estrus detection technology



The fitted neck collar measures activity noninvasively for the best in cow comfort.



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## Select Detect™ Monitors Cow Activity To Detect Heats

The Select Detect heat monitoring system is now available exclusively from Select Sires. Select Detect measures activity by combining computer technology and nanotechnology sensing (documenting acceleration and gravity induced reaction forces). This system measures motion in all directions while most monitoring systems only measure forward and backward motion. Manufactured with high-quality, durable components, Select Detect uses the same technology that controls airbag deployment systems and inertial navigation systems.

Select Detect monitors cows 24 hours a day, 7 days a week, and 365 days a year. It has been referred to as "your employee who never sleeps". It compares the cow's individual data with her normal activity as well as with the activity of her herdmates. Data is stored each hour of the day and pinpoints the onset of activity for proper timing of insemination, eliminating unnecessary inseminations and costly re-breeding.

Originally developed in Ireland, extensive research was done in both Ireland and the United States proving that significant improvement in heat detection is achieved. In addition, Select Sires wanted to "put it to the test" in our customers' herds. Here are what producers have to say about Select Detect:

### Reduce Shots & Their Cost

The main reason why So-Fine Bovines, LLC, Westfield, WI invested in the Select Detect system three months ago is because they didn't want to give so many shots for timed A.I. So-Fine Bovines (670 cows), is operated by two families: Jeff Buchholz and his family are in charge of the dairy operation while his partner Jim Kruger and family

handle the crops and finance.

### Natural Heat Cycle

Jeff continues, "I wanted to get back to basics, work with the cow and her natural heat cycle, and not take control with the presynch and ovsynch shots." He adds, "I just hate giving shots and the cows hate it, too." The dairy was spending about \$13,000 to \$14,000 each year on shots (averaging about \$20 per cow.) Jeff doesn't believe Select Detect will entirely eliminate the need for shots but he estimates that it will reduce that cost by at least half. Jeff explains, "I don't want to have anyone (consumers/government) dictate to me what I can or can't do, so Select Detect allows me to be proactive and eliminate most of the shots. In my opinion, the fewer shots the better."

### Return On Investment

Since installing Select Detect In May, So-Fine Bovines has averaged a 25% pregnancy rate (for the three 21-day periods) and the heat detection rate has increased to 71% (even during the summer heat). Taking into account the lower drug costs and the increase in pregnancy rate (PR), Jeff believes the system will pay for itself in 2 to 3 years.

### Proper Timing Of Insemination

Jeff notes that the graphs generated by Select Detect pinpoint when a cow is coming into heat and allow you to determine when the best time is to inseminate and create a pregnancy.

### Easy and Straightforward

Jeff notes, "The learning curve for using Select Detect is pretty easy and straightforward." His son Brooks comes in every morning and looks at the cow lists generated by the program: active, expected to be in heat, low activity, and if any cows did not have any information downloaded. Jeff still feels



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it is important that all 325 cows (with collars) are observed. It takes Brooks about 1 1/2 hours to check the Select Detect program, walk the pens and breed cows.

The dairy puts Select Detect collars on the cows 14-21 days after freshening. Using the Bio-PRYN blood pregnancy test, cows are pregnancy checked at 30 days and rechecked again at 60 days. If they are pregnant at the 60-day check, the collars are removed and reused. So-Fine rotates the collars to the open cows.

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

### **Biggest Challenge Biggest Reward**

Jeff emphasizes, "You need to believe what Select Detect is telling you. More than once, we've seen visual signs of heat but on Select Detect the

cow isn't showing that typical peak of activity. So, we've had our veterinarian

check the cow and she is cystic. When the cow is in heat, you will see that red peak of activity on the graph."

He concludes, "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."

Similar to So-Fine Bovines LLC, Steve Buschur's primary goal was to reduce the number of injections necessary to get his cows pregnant. Buschur's milk 670 cows near New Weston, Ohio.

### **Improved Heat Detection**

"After installing the Select Detect system (in October 2009), I quickly realized that not only was I missing some heats, but I was also 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 on conception rates," explains Steve.

Often when producers utilize synchronization programs, cows that are open are not identified until preg check

and then need to be re-entered into the synchronization program. Steve has noticed that Select Detect catches those cows in heat so they can be rebred without any delay. So, at vet check, "we have seen a significant increase in the percent of cows that are pregnant," notes Steve, "due to increased heat detection on the repeat breeders."

Since October, Buschur Dairy's pregnancy rate has steadily climbed from 21% to 25%.

### **Convenient**

Steve likes that fact that he can download the herd's "heat list" to his computer (or cell phone) whenever he needs it instead of waiting until the cows enter the parlor (some systems require the cows to pass through a portal - usually located by the parlor).

### **More Pregnancies**

Steve summarizes, "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."

Since installing Select Detect in January, Jon Lundgren, Prairie du Sac, WI, has discontinued the double ovsynch program on his 400 cow herd. He notes, "We have reduced our hormone use significantly. I used to go through five bottles of GnRH a week and now I don't even use one."

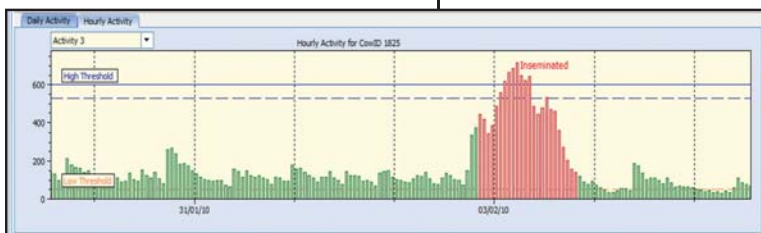
### **Easy To Teach Others**

Jon states, "The software is easy to use and I had it figured out within a day. Before I went on vacation, I showed my somewhat computer challenged father how to use it and dad did well using it, too."

### **Using Semen Wisely**

Jon discovered that he would see cows riding an hour to two before they would show up on the activity list and had been breeding them too early. He continues, "We use 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."

For more information, ask your local Select Sires professional for details on Select Detect.



**Select Detect's graph shows the cow's increased activity in red.**



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