

Precision Reproductive Management
Now Available Exclusively from Select Sires



SELECT DETECT™

advanced estrus detection technology



Monitors cow activity around the clock so you don't have to

Identifies a high percentage of cows in heat

**Reduces the need for timed A.I.,
saving you time and money**

**Can be fully customized to every dairy's
unique environment**

Replaceable battery adds to the life of the transponder

Can aid in identifying lame or sick cows

Identifies non-cycling cows quickly

**Backed by the professionally trained Select
Reproductive Solutions™ team**

***Simple to install, simple to use,
simply the best system on the market!***

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Select Detect uses motion-sensing nanotechnology to collect activity data for each hour of the day. Using numerous mathematical equations, the software filters the data against normal activity and against the activity of herd mates to accurately identify cows who are in estrus and ready to breed.

Periodically recorded data is downloaded wirelessly. There is no need for cows to pass through a portal to download.

Cows are bred when they should be based on their natural heat cycle, minimizing the need for synchronization programs.

Reports also show cows with low levels of activity, an indicator that can be used in early identification of sick or lame cows in the herd.

Select Detect was originally developed for grazing situations in Ireland, which is a good proving ground for activity measurement. Select Sires began research trials with the system in the U.S. in October 2009.

Preliminary results of initial Select Sires trials show a significant increase in heat detection rates and have exceeded herd-owner expectations.

Select Detect offers a superior return on investment. Depending on individual dairy circumstances, the investment is often recovered in two to three years.

“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

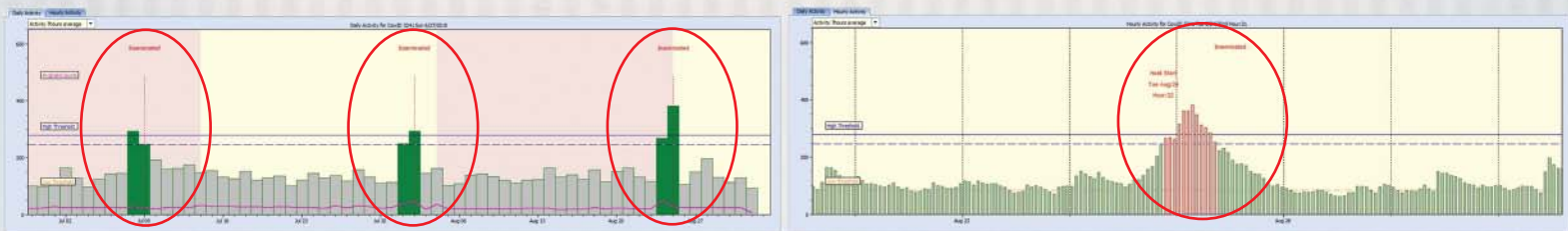
“Since installing Select Detect we have reduced our hormone use significantly. We discontinued the double ovsynch program we were using. I used to go through five bottles of GnRH a week, and now I don't even use one a week. We used to give a shot of prostaglandin on Monday and breed the cow on Thursday.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

“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

Easy to Use - Easy to Understand



The farm manager uses the activity analysis program to review, analyze and monitor cow activity to assist in heat detection. Hourly activity pinpoints the onset of activity above the threshold for proper timing of insemination.



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

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