



The Point



The employee that never sleeps!

SELECT DETECT is an advanced estrus detection technology tool that collects activity data 24/7, 365 days a year to determine when cows are in estrus.



Each hour of the day, cow activity is monitored and the data is filtered against her normal activity and against the activity of herd mates. This on-time data management means cows are bred when they should be, eliminating unnecessary breedings.

SELECT DETECT also identifies low activity cows, allowing you to look up cows that may be battling mastitis, lameness or other health issues before it is too late.

SELECT DETECT was originally developed for grazing situations in Ireland, which is a good proving ground for activity measurement. In 2009, Select Sires began research trials with the system in the U.S. Preliminary results of initial Select Sires trials show a significant increase in heat detection rates and have exceeded herd owner expectations.

SELECT DETECT is easy to use and understand. The farm manager or A.I. technician 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.

This advanced estrus detection system is made of high-quality components utilizing nanotechnology-based accelerometer sensing for unparalleled measurement accuracy. The system is also 100 percent compatible with RFID systems and comes with a three-year system warranty.

There are currently over 20 SELECT DETECT systems installed across the U.S., including ten right here in the Midwest. Steve Buschur of Buschur Dairy in New Weston, Ohio milks 670 cows and has been using the SELECT DETECT system since October 2009 and recommends the system to other producers because it works.

“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,” recalls Buschur. “By breeding them at the optimal time (which the system shows us) we can easily improve on 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.”

Available this fall, you can learn more about SELECT DETECT as well as the ease of installing and using the system by talking to your NorthStar Cooperative representative. ★

Scholarship deadlines near



NorthStar Cooperative offers scholarships for post high school study in the field of agriculture for stockowners and their children. Up to three \$500 scholarships will be awarded. **Application deadline is October 1, 2010.** Scholarship guidelines and an application can be obtained online at northstarcooperative.com.

National DHIA also offers scholarships for DHI users, their family members or employees. Several \$750 scholarships are awarded annually at the NDHIA annual meeting in March. An application can be obtained on line at ndhia.org. **Completed applications must be emailed by October 15, 2010.**

Winners for both scholarships will be announced in March, 2011. ★

New statement option available

Based on your input, NorthStar now offers a Summary Statement, as well as the Detailed Statement you have been receiving. The Summary Statement shows only the invoice or breeding receipt total, not all the detail.

If you would like to begin receiving the Summary Statement simply check the box on your next statement that says “I choose to receive a Summary Statement”, or call customer service at 800.631.3510 to make the switch. ★