

**Coming  
Soon**



# SELECT DETECT

advanced estrus detection technology

*"When I first heard about this heat detection system, my main interest was being able to reduce the number of injections necessary to get cows inseminated.*

*After installing the **SELECTDETECT** 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 on conception rates.*

*I like the option of having the herd's activity downloaded on the computer screen (or to my cell phone) whenever I need it instead of having to wait until the cows enter the parlor to have my 'heat list.'*

*And for those cows that we are uncertain about whether or not they are in heat, **SELECTDETECT** makes it easy to **KNOW** whether or not they should be inseminated.*

*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.*

***SELECTDETECT** 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 of Buschur Dairy, New Weston, Ohio  
Milking 670 Holsteins

27,125 lbs. Rolling Herd Average, 83 lbs./per cow/per day average  
23 percent 21-day pregnancy rate  
12.6 month calving interval

**To learn more about the ease of installing and using a **SELECTDETECT** system for your herd, contact your Select Sires representative.**

*Developed and manufactured by:*



*Available in the U.S. exclusively from your Select Sires representative.*



AntelBio

DHI

800.631.3510 \* northstarcooperative.com



**The Employee that Never Sleeps!**



# SELECT DETECT

advanced estrus detection technology

**High-quality components** utilizing nanotechnology-based accelerometer sensing for unparalleled measurement accuracy.



- ◆ 100% Compatible with RFID Systems
- ◆ Measures motion in all directions. The same technology that is used in airbag deployment systems, electronic stability control systems, inertial navigation systems and consumer products such as the iPod Nano.
- ◆ Intelligent power management prolongs battery life. Battery is simple to replace, saving your investment. Other products on the market require replacement of the entire unit.
- ◆ Sold with a 3-year system warranty.

**SELECTDETECT** collects activity data for each hour of the day and filters the data against normal activity and against the activity of herdmates to accurately identify cows who are in estrus and ready to breed.

Periodically recorded data can be downloaded wirelessly to the base station using bluetooth technology.

Cows are bred when they should be, eliminating unnecessary inseminations.

Also reports cows with low levels of activity, allowing early identification of sick or lame cows in the herd.

**SELECTDETECT** 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.

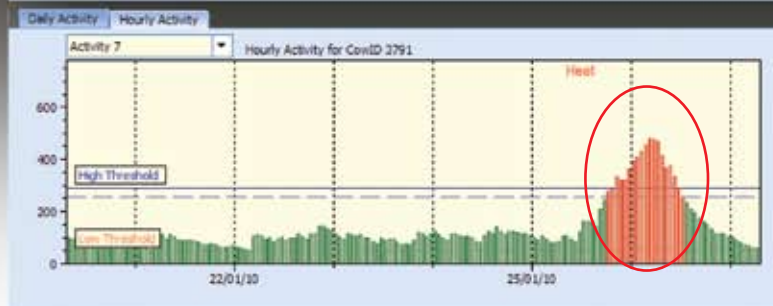
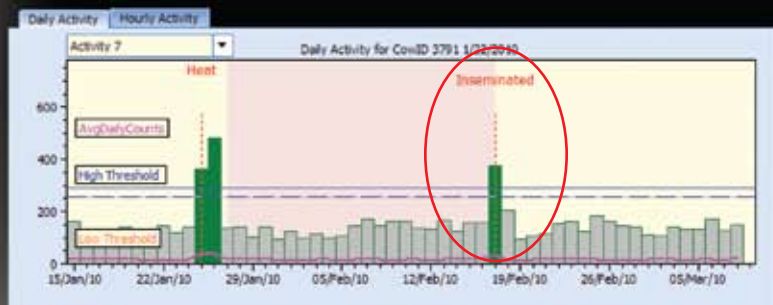
Preliminary results of initial Select Sires trials show a significant increase in heat detection rates and have exceeded herd-owner expectations.

**SELECTDETECT** offers a superior return on investment. Depending on individual dairy circumstances, the investment is often recovered in under two years.

## 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.



Phone: (614) 873-4683  
www.selectsires.com