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PRESS RELEASE

COWaPATCHé – Kiwi ingenuity at its finest

Cambridge, New Zealand August 23, 2010 – Shoof International are proud to be bringing a little bit of colour and precision to the farming industry by becoming the national distributor of COWaPATCHé.

COWaPATCHé is a highly simple and accurate herd health management system which incorporates an identification sticker to provide farmers with information they require, for example, cows which are producing colostrum or cows which are currently being treated.

COWaPATCHé was developed by a farmer for farmers. After several years following traditional cow identification methods, dairy farmers Stuart Paterson and partner Melisa Jones thought there had to be a better way. What initially started as an expensive coloured canvas prototype to identify cows requiring attention, has led to a major invention which won the “People’s Choice Award” at the National Fieldays this year.

Farm managers, share milkers, relief milkers and farm owners can now all be on the “same page” by sharing and managing critical dairy cow information effortlessly. “The risk of mistakes being made because information hasn’t been passed on, or not noted, will be minimised” says Stuart.

The COWaPATCHé system has a real place in the farming industry. It is more accurate and precise than the good old Kiwi No.8 wire mentality of spraying a cow’s udder red to warn you when something is wrong, and very cost effective compared to computerized systems. “Investing \$1.50 per patch is minimal in terms of the cost of contaminated milk getting into the vat”.

A permanent marker is used to record the required information on the patch, which is attached by simply spraying the cow’s backside with COWaPATCHé Cow Sticky Stuff and then firmly placing the patch on the sprayed area. When applied properly, patches stay on for up to three months, and unlike spray marking, they are highly weather resilient and self washing in the rain.

Ask your local rural supplies store or vet clinic for information, or contact Shoof directly on 0800 800 801, and visit our website at www.shoof.co.nz

Contact

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