

Sex sells, even for COWS

BY JENNA LYNCH

OUR bovine friends are set to get a little more excitement in the milking shed as farmers at Fieldays flocked to a stall selling “sex toys” for cows.

But don't get Daisy too excited, the toys are designed to be inserted into an intimate area and send electrical pulses into the muscles of the animals to make them easy for farmers to work with, Technipharm stall attendant Cindy Pizarro said.

“It goes in their butt and it has an electrical pulse in it ... it just makes them nice and calm so you can trim their hooves,” she said.

Technipharm chief executive Harmen Heesen said advertising the devices as sex toys was a “cheeky” way to turn a few heads. “Sex sells so, hey, it works,” he said.

And although it would be fair to assume the tongue-in-cheek sign would attract a bunch of frat boy jokes, Heesen said it was the women who were most amused.



Spreading cheer: Harmen Heesen, of Terchnipharm, with his sex toys for cows sign.

“It’s probably the most photographed sign at Fieldays,” he said. “And it’s surprisingly mainly the girls who stop and snap a picture of it.”

A touch-test of the product revealed that the electrical pulses were nothing to write home about; a slight tingle similar to pins and needles would be the most accurate description, but Heesen said this was just enough to act as a muscle relaxant for cows

which allowed farmers to work closely with the animals without fear of receiving a hoof to the face.

Pizarro said as the site also sold castrators (complete with a handy bottle opener on the end) there had been some confusion over whether the advertised sex toys were actually pleasurable at all.

“Most people come and see that sign and think it’s the castrators,” she said. “It’s amazing how many people

will say it out loud ‘sex toys for cows’. It’s quite funny, they have a laugh.”

And it’s not just the cows getting all the action, there is also a smaller device which can be used on goats.

The happiness of your stock does carry a pretty hefty price tag of \$1500, or \$1300 if you purchased at Fieldays, but Pizarro reckoned it was worth it. “They’re not a cheap device,” she said. “The people that have them love them.”