

Hey Mr Farmer, your cow is on the line (The Funny Side)

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A farmer is getting mobile phone text messages from his cows in the middle of the night telling him they are in the mood for love.

This is the sort of thing that gets news columnists a bad name. It sounds unbelievable but it's true: it was in the New York Times last week. Swiss scientists implanted transmitters which automatically send text messages when the cow is "in heat". The farmer then runs to get the bull to impregnate them, the medical term for what the rest of us call (pardon my language) "inseminating".

I was forwarded the report by an angry unmarried male reader who said: "Why are scientists wasting this wonderful new technology on cows?" Exactly what I thought. Surely the SINGLE BIGGEST PROBLEM facing humanity today is men not knowing what mood women are in. Ask any man. Or woman, come to that.

The fact is the cow-mood-reading device, made by a Swiss firm called Anemon, is wasted on cows. The gadget costs \$1,400. In India, an entire readymade off-the-shelf cow costs about 15,000 rupees.

Yet the device could transform human society, particularly if men installed it in their women secretly, so that we could appear to spontaneously do/say the right thing at the right time.

If we did succeed, life would be so easy. Husbands could go to the office and slave away at updating our Facebook pages until a pre-set message popped up on our phones. "Ding! This is an automatic message telling you that this would be a good time to go home with a box of chocolates or better still a credit extension on the joint Mastercard."

The romantic husband could then rush home to find his wife entertaining the postman.