

BREED BY NATURAL SERVICE? AI?

Confirm Timing of Natural Service Breeding with

ESTROTECT™ HEAT DETECTOR



Boyd Dingus
General Manager
ESTROTECT™

Over the past decade, ESTROTECT™ Heat Detectors have established a strong reputation in helping producers determine when cows are at the maximum opportunity for artificial insemination pregnancy success. The product's continued success worldwide has made ESTROTECT™ Heat Detectors the industry's leading heat detection tool for producers that use AI to breed cows.

However, third-party research has confirmed that ESTROTECT™ Heat Detectors are more than just an AI tool¹. Many producers are not aware that the core principles behind ESTROTECT™ Heat Detectors may also be applied to determine:

- 1) Estrus cycling and puberty status
- 2) Day of insemination in a natural breeding program, and
- 3) Pregnancy confirmation

Mounting activity is typically the first visual sign that a cow is coming into standing heat. This knowledge allows producers to apply ESTROTECT™ Heat Detectors and monitor daily to easily see when a cow has come into estrus and is likely to be bred by a bull in a natural service breeding program.

When a cow is exhibiting signs of estrus activity (heat), she is sexually receptive to be bred. This activity not only indicates the best time for artificial insemination, but also indicates when a bull would breed her in a natural service breeding program.

With the aid of ESTROTECT™ Heat Detectors, producers can easily identify when cows or heifers are bred during the breeding season. Making ESTROTECT™ Heat Detectors an important tool in your Reproductive Management Program can improve your reproductive success by indicating when cows have been bred.



How to use ESTROTECT™ Heat Detectors to determine when cows/heifers have been bred:

Not Likely Bred



Likely Bred



Apply ESTROTECT™ Heat Detectors to cows/heifers 18-to-26 days before the start of the breeding season. Monitor cows/heifers daily over this 18-to-26 day period (the typical length of an estrus cycle in a cow/heifer).

- If an ESTROTECT™ Heat Detector has not been activated, there is a high likelihood the cow/heifer has not been in heat and has not been bred by a bull. These cows should be monitored closely over the next cycle to see if they are bred by the bulls or if there is a high likelihood they may not conceive during a short breeding season.
- If the ESTROTECT™ Heat Detector shows solid blocks of exposed color during this time, the cow/heifer has likely been bred by the bull and has a chance to conceive early in the breeding season. This may be confirmed with another test such as ultrasound or rectal palpation at the end of the breeding season.

Make ESTROTECT™ Heat Detectors an important tool in your Reproductive Management Program.

Visit www.EstroTECT.com/asgoodasabull to see why ESTROTECT™ Heat Detectors are proven to provide Mounting Evidence™ As Good As a Bull™. For additional information, contact sales@estrotect.com.



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