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 which cows have been mounted and which cows have not.

Puberty status and/or estrus cycling status at the start of the breeding season is a major factor in pregnancy success. Past research has reported improved pregnancy success in heifers\(^1\) and cows\(^2\) when normal estrus cycles have begun prior to the start of the breeding season.

There are two possible reasons why a cow will not exhibit signs of estrus activity (heat): she is not having normal estrus cycles or she is pregnant. With the aid of ESTROTECT™ Heat Detectors, producers can easily identify which cows or heifers have started having normal estrus cycles prior to the start of the breeding season.

How to use ESTROTECT™ Heat Detectors to determine which cows/heifers have started having normal estrus cycles:

Apply ESTROTECT™ Heat Detectors to your cows/heifers 18-to-26 days before the start of the breeding season. Monitor your 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 started having normal estrus cycles. This can be confirmed with another test, such as ultrasound or reproductive tract scoring.
- If the ESTROTECT™ Heat Detector shows at least 50% of the fluorescent signal layer exposed over this time, the cow/heifer is likely to be having normal estrus cycles and will likely have a better chance to conceive early in 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.