

BREED BY NATURAL SERVICE? AI?

Determine Estrus Cycling & Puberty Status 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.

Are your heifers cycling prior to the breeding season? Third-party research has confirmed that ESTROTECT™ Heat Detectors are more than just an AI tool. 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 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 heifers¹ and cows² 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:

Not Cycling



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.

Cycling



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.



MOUNTING EVIDENCE™

**AS GOOD AS A
BULL™**



www.EstroTECT.com
800-559-9704