

# BREED BY NATURAL SERVICE? AI?

Confirm Pregnancies 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 their cows are at the maximum opportunity for artificial insemination pregnancy success. The product's continued success worldwide has made it the industry's leading heat detection tool for producers that use AI to breed their cows.

However, recent 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 can also be applied to determine:

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

There are two possible reasons why a cow will not exhibit signs of estrus activity (heat): she is pregnant or she is not having a normal estrus cycle. Mounting activity is typically the first visual clue that a cow is coming into heat. Producers apply ESTROTECT™ Heat Detectors to their cows and monitor daily to help determine which cows have been mounted and which have not.

In a recent university trial, ESTROTECT™ Heat Detectors performed equal to or better than blood-based pregnancy tests analyzed by three different labs<sup>1</sup>. When cows did not return to estrus following a timed AI protocol, ESTROTECT™ Heat Detectors were 92.5% correct in identifying cows that were pregnant.

The results from this study can be applied to either AI or natural service breeding operations:

- Producers that breed by AI can use ESTROTECT™ Heat Detectors to help determine how successful they were with their breeding program.
- Producers that breed by natural service can use ESTROTECT™ Heat Detectors to identify cows that may have conceived early in the breeding season.



### Here's how you can use ESTROTECT™ Heat Detector to confirm pregnancy status in your herd:

#### Likely to be Pregnant



#### Not Pregnant



After your AI breeding program or after bulls are removed from the herd, apply ESTROTECT™ Heat Detectors to your cows.

- Monitor your cows daily over an 18-to-26 day period (the typical length of an estrus cycle in a cow).
- If an ESTROTECT™ Heat Detector has not been activated, there is a high likelihood the cow is pregnant. This can be confirmed with another test like ultrasound or rectal palpation after the end of the breeding season.

If the ESTROTECT™ Heat Detector shows at least 50% of the fluorescent signal layer over this time, the cow has been mounted multiple times and is likely not pregnant.

**Make ESTROTECT™ Heat Detectors an important tool in your reproductive management program.**

**Visit [www.Estrotect.com/asgoodasabull](http://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](mailto:sales@estrotect.com).**



## MOUNTING EVIDENCE™

# AS GOOD AS A BULL™



[www.Estrotect.com](http://www.Estrotect.com)  
800-559-9704