

# KNOW the SCORE for higher pregnancy rates

**ESTROTECT™**  
BREEDING INDICATOR

Don't just detect cows for heat.

Using EstroTECT™ Breeding Indicators, identify when cows are ready to breed when the Breeding Bullseye™ or equivalent area rubs off.

Born from university research, the Breeding Bullseye supports a unique patch scoring system to determine estrus intensity.

Scores of 3 and 4? Breed cows with up to 3x higher pregnancy rates. Scores of 1 and 2? Hold off on breeding.

Make easy yes or no breeding decisions with the EstroTECT Breeding Indicator.



1

2

< **DON'T BREED**

Score your  
Indicators:



**BREED >**

3

4

**AS GOOD AS A BULL™**

©2020. ESTROTECT AND AS GOOD AS A BULL ARE TRADEMARKS OF ROCKWAY, INC.

**ESTROTECT.com**

**MAI** ANIMAL HEALTH