

Do you want to get more cows pregnant?

ESTROTECT™
BREEDING INDICATOR

Pregnancy drives economics for dairy and beef producers. The longer cows stay open, the less profit they can generate in either milk production or weaning weight per calf.

A key to efficiency lies in breeding cattle when they are in high estrus intensity.

When using artificial insemination (AI), knowing when cows and heifers are in optimal estrus is vital to achieving higher pregnancy rates per AI. Detecting estrus with the ESTROTECT™ Breeding Indicator helps pinpoint when cattle are ready to breed.

By breeding when cattle are in estrus, it results in:

- More pregnancies per AI
- Less money spent on additional semen straws
- Less pregnancy loss
- More time to focus on other areas of management

USDA analysis indicates
beef and dairy producers annually

**LOSE \$600 MILLION
— TO —
\$1.2 BILLION**

due to reproductive inefficiency.¹



¹ Clemmons, Reese, Dantas, Franco, Smith, Adeyosoye, Pohler & Myer. 2017. Vaginal and Uterine Bacterial Communities in Postpartum Lactating Cows.

How to apply ESTROTECT® Breeding Indicators:

1. WARM



WARM to 100° F (38° C)
immediately prior
to application

2. BRUSH



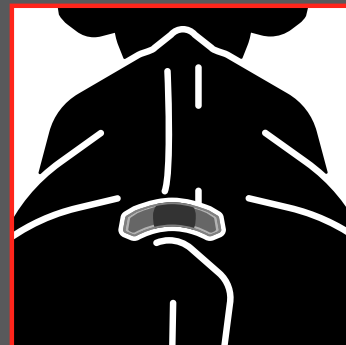
BRUSH hair with
grain of coat using
soft rubber brush

3. WIPE



WIPE the tail head
with ESTROTECT™
cleaning cloth

4. APPLY



APPLY across spine
between hip and
tail head

AS GOOD AS A BULL™

ESTROTECT.com



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