

Do you know which cows to breed?

ESTROTECT™
BREEDING INDICATOR

The ESTROTECT™ Breeding Indicator with Breeding Bullseye™ is more than a heat detector—it's a tool to gauge estrus intensity. And the university research proves it.

ESTROTECT™ Breeding Indicators use a unique Breeding Bullseye™ to indicate estrus intensity and identify which cows are your best candidates to breed. Applying an ESTROTECT™ Breeding Indicator to monitor estrus can help exponentially increase the odds of successfully getting cows and heifers pregnant. The Breeding Bullseye™ technology was born from university research to help better display estrus intensity.

In multiple studies from the U.S. and Brazil, pregnancy establishment increased and pregnancy loss decreased when the Breeding Bullseye™ was rubbed away.¹

The Breeding Bullseye™ can help make cow-side breeding decisions.

Following 30 days after artificial insemination:

>75% INK RUBBED OFF
(high estrus intensity)

66% PREGNANCY RATES

in both the U.S. and Brazil



<25% INK RUBBED OFF
(low estrus intensity)

35% PREGNANCY RATES in Brazil

50% PREGNANCY RATES in the U.S.



>50% INK RUBBED OFF
(high estrus intensity)

3% PREGNANCY LOSS

in both the U.S. and Brazil



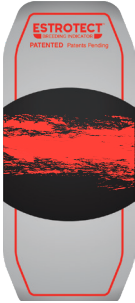
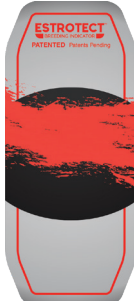


<50% INK RUBBED OFF
(low estrus intensity)

12% PREGNANCY LOSS

in both the U.S. and Brazil



¹ Pohler et al., 2016; Speckhart et al., 2018; Oliveria et al., 2018; Periera et al., upub

FERTILITY	LOW FERTILITY		HIGH FERTILITY	
VISUAL INDICATION	 <p data-bbox="461 534 595 594"><25% ink rubbed off</p>	 <p data-bbox="753 534 887 594"><50% ink rubbed off</p>	 <p data-bbox="1088 534 1222 594">>50% ink rubbed off</p>	 <p data-bbox="1404 534 1538 594">>75% ink rubbed off</p>
WHAT IT MEANS	Low estrus intensity or no estrus	Low estrus intensity	Approaching peak estrus intensity	At or near peak estrus intensity
MANAGEMENT STRATEGY	Wait to breed or use inexpensive semen	Wait to breed or use inexpensive semen	Breed and use high-value semen, sexed semen or embryo transfer with more success	Breed and use high-value semen, sexed semen or embryo transfer with more success

AS GOOD AS A BULL™

ESTROTECT.com



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