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NEWS

ESTROTECT Unveils New Breeding Indicator for Dairy and Beef Producers

 Redesigned ESTROTECT Breeding Indicator features patent pending Breeding Bullseye that indicates when cows are ready to breed, helps confirm pregnancies and signals timing for AI protocols.

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(Estrotect)

By **JOHN MADAY** October 1, 2018



ESTROTECT™, the global leader in innovative breeding management tools, today announced the release of the new ESTROTECT Breeding Indicator. The ESTROTECT Breeding Indicator features a new and improved precision design that includes the patent pending Breeding Bullseye™ to help producers and breeding specialists know exactly when animals are ready to breed.

The ESTROTECT Breeding Indicator takes all the guesswork out of the breeding process. It's the first product of its kind to serve a variety of uses, including heat detection, confirming pregnancies, identifying potential embryonic loss and pointing timing for various modern AI and breeding protocols.

“We listened to our customers and leading researchers to launch a new product design that provides producers and breeding specialists with high accuracy on not only when an animal is in heat, but precisely when to breed that animal,” said Boyd Dingus, General Manager of ESTROTECT. “ESTROTECT is the only product of its kind with thorough research and third-party data to support its use.”

Third party university research has demonstrated that when the new ESTROTECT Breeding Bullseye (or the equivalent amount) is rubbed off of the patch by mounting activity, the confirmed pregnancy rate for those cows was up to three times higher than those where the Breeding Bullseye was not rubbed off. With a missed or failed pregnancy resulting in lost revenues anywhere between \$42 and \$126 per cow, the economics of utilizing the ESTROTECT Breeding Indicator for breeding success has never been clearer.

Separate university trials tested ESTROTECT Breeding Indicators in extreme conditions across three different breeds of cows in the United States and South America. When the Breeding Bullseye was activated, those cows had 30-day pregnancy rates that were up to 180 percent higher than those bred without activated ESTROTECT Breeding Indicators.

Just like the original ESTROTECT patches, the ESTROTECT Breeding Indicator has a unique, self-adhesive design with rub off silver and now new black ink. When cows experience mounting activity, ESTROTECT’s silver and black surface ink is rubbed off by the friction of mounting activity to reveal one of five indicator colors – red-orange, green, blue, yellow or fuchsia. When the black Breeding Bullseye (or the equivalent amount) is rubbed off, it is time to breed the animal.



“As the original rub off Breeding Indicator, ESTROTECT is the worldwide industry standard for heat detection and breeding management,” Dingus said. “We are so confident that ESTROTECT will positively impact your breeding program, if you use ESTROTECT and don’t get equal or better results than other heat detection and breeding management methods, we will replace the product or refund your purchase.”

“ESTROTECT Breeding Indicators are the only university-proven product in their product class in the world,” Dingus said. “ESTROTECT Breeding Indicators are the breeding management solution you can trust.”

For more information about ESTROTECT Breeding Indicators, visit

[ESTROTECT.com](https://www.estroTECT.com).

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