

ESTROTECT™ HEAT DETECTOR



Mounting Evidence.™ Guaranteed.

Reproduction programs are a critical component of any dairy or cow/calf operation. Several factors influence success, but none require more attention than heat or estrus detection. Evidence is required that a cow is being mounted, because detecting a cow in standing heat will increase the probability that she will get bred. ESTROTECT™ Heat Detectors provide mounting evidence.

About ESTROTECT Heat Detectors

ESTROTECT Heat Detectors are an economical, simple to use and highly effective heat detection aid. It features simple “scratch-off” technology for superior results in your heat detection program. Available in four fluorescent colors – red/orange, blue, green and fuchsia – ESTROTECT Heat Detectors are a management tool for artificial insemination breeding programs, recipients and donors as well as natural breeding programs.



RED/ORANGE



GREEN



BLUE



FUCHSIA

ESTROTECT Heat Detectors are available in fluorescent red/orange, blue, green or fuchsia.

How ESTROTECT Heat Detectors work

Detecting standing heat requires keen observation over a period of time. ESTROTECT Heat Detectors are self-adhesive and are placed between the hip and tail head. Unlike other heat detection aids, ESTROTECT Heat Detectors withstand multiple mountings while heat progresses.

ESTROTECT Heat Detectors are designed to indicate when cows are in standing heat in contrast to only showing when a cow has been mounted once for two or three seconds. More and more of the silver ESTROTECT Heat Detector surface is removed via friction each time a cow or heifer is mounted. When more of the fluorescent color indicator is visible than the silver scratch-off surface, the closer the cow or heifer is to standing heat. The photos at right illustrate ESTROTECT Heat Detectors during different stages.

Why ESTROTECT Heat Detectors are better than other heat detection aids

ESTROTECT Heat Detectors are better than other heat detection aids as they only need to be applied once per heat cycle. Tail paints and paint sticks must be applied or touched up daily. Kamar® Heatmount® Detectors are activated by one mount (sometimes for as little as 3 seconds). When properly applied, ESTROTECT Heat Detectors should remain in place for six weeks or longer.

With ESTROTECT Heat Detectors, you get a highly accurate indicator that works 24 hours a day throughout the 21 day heat cycle. It shows heat advancing from initial mount to standing heat. **More importantly, ESTROTECT Heat Detectors can minimize “false positives” due to a product design that scratches off and works over time.**



Don't Breed



Breed

ESTROTECT™
HEAT DETECTOR
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HEAT DETECTOR
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AVAILABLE
IN 4 COLORS

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Heat detection tips

Heat detection requires thorough observation regardless of which aid you choose to use. To help ensure success, follow these tips.

- Observe the cows for 30 minutes twice a day, early in the morning and early in the evening. Consider observations at noon when mounting activity is high. See table below for a breakdown of when cows exhibit heat.
- Observe cows away from the feed bunk.
- Hot weather, high production, crowded conditions or high stress environments may curtail mounting activity.
- Adjust your observations accordingly.
- Cows in standing heat average about 1.5 mounts per hour and are in heat 6-8 hours.
- Cows may be willing to mount others even though neither may stand for a mount.
- Cows in pre-heat may bawl, be restless or sniff, lick or headbutt other cattle.

When Cows Show Heat

Time	Percent cows showing heat signs
6 a.m. – noon	28.4%
noon – 6 p.m.	19.8%
6 p.m. – midnight	27.3%
midnight – 6 a.m.	24.5%

Source: Dept. of Dairy Science Virginia Polytechnic Institute

Heat detection economics

Failing to detect heat and/or incorrect detection of estrus can result in significant economic losses. The cost of a day open for beef cows is \$2 per day and up to \$6 per day for dairy cows. Missing a heat cycle can cost from \$42 to \$126 for an individual cow. At approximately \$1.30 (USD) per ESTROTECT Heat Detector the economics show the value of a heat detection aid that works.

A 2005 South Dakota State University study showed heat detection accuracy using scratch-off technology at greater than 90% when compared to vigorous visual observation (every 3 hours) and penile deviated bulls. See table for details.

Accuracy of visual estrus detection, a penile deviated bull and scratch-off heat detection technology

Observation	Visual	Penile Deviated Bull	Scratch-off Technology
% identified correctly	92% (83/90)	92% (34/37)	91% (82/90)
% identified incorrectly	8% (7/90)	8% (3/37)	9% (8/90)
% suspect	2% (2/90)	3% (1/37)	2% (2/90)
% identified in standing estrus	97% (67/69)	100% (34/34)	97% (66/68)
% identified in standing estrus that ovulated (including ovulated animals)	97% (69/71)	100% (35/35)	97% (68/70)

Source: 2005 South Dakota State University

ESTROTECT Heat Detector guarantee

If you use ESTROTECT Heat Detectors for your heat detection aid and do not get equal or better results than your previous method, we will either replace the product or refund the purchase price, your choice.*

Put your trust in ESTROTECT Heat Detectors for your heat detection program. With ESTROTECT, you'll get mounting evidence you can rely on!

For more information on ESTROTECT Heat Detectors visit www.estroprotect.com or call 800-559-9704

ESTROTECT™
HEAT DETECTOR

Mounting Evidence.™
Guaranteed.

*Please review complete details of our guarantee on our website, www.estroprotect.com. There are no warranties which extend beyond the description contained herein.

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