



**ESTROTECT™**  
BREEDING INDICATOR

# BREED WITH CONFIDENCE

## BOOST COW & HEIFER PREGNANCY POTENTIAL

Successful breeding isn't just about detecting heat — it's about knowing when pregnancy is most likely in your cows or heifers. ESTROTECT™ Breeding Indicators go beyond traditional heat detection by helping measure estrus intensity through mounting activity. So you can breed at the right time, with the right genetics, for the best results.





# THE ESTROTECT™ ADVANTAGE

Not all breeding indicators are created equal. While other patches, tail chalk and activity monitors can detect heat, the precision design of ESTROTECT™ goes further — delivering real-time estrus intensity detection along with broader reproductive insights that help improve breeding success.

	ESTROTECT™ BREEDING INDICATORS	OTHER PATCHES	TAIL CHALK/ PAINT	TECHNOLOGY/ ACTIVITY MONITORS
HEAT DETECTION	✓	✓	✓	✓
ESTRUS INTENSITY	✓			
CYCLING MONITORING	✓			✓
PREGNANCY INDICATION	✓			
EMBRYONIC LOSS IDENTIFICATION	✓			
RESEARCH-PROVEN TO HELP INCREASE PREGNANCY RATES	✓			

## ACHIEVE MORE WITH ESTROTECT™

### HIGHER PREGNANCY RATES

Breed smarter with insights into when she's most likely to conceive.

### NO GUESSWORK

Calibrated rub-away ink reveals how likely your cow or heifer is to get pregnant.

### MADE FOR THE FIELD

High-visibility, high-adhesion, weather-resistant and easy to use.

## WHAT IS ESTRUS INTENSITY?

Estrus intensity is the level of standing heat a cow or heifer is displaying. This indicates the strength of fertility she's expressing at that time. In general, more mounting activity means higher estrus intensity and fertility. Breeding at higher estrus intensity leads to increased pregnancy rates and lower pregnancy loss rates.



# HOW ESTROTECT™ BREEDING INDICATORS REVEAL ESTRUS INTENSITY

ESTROTECT™ Breeding Indicators feature Breeding Bullseye™ technology, which translates estrus intensity into a clear, visual signal. As mounting activity increases, the calibrated rub-away ink progressively wears off. The more ink removed, the stronger the estrus intensity — helping you time insemination for maximum pregnancy success.

## HIGH ESTRUS INTENSITY

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PATENTED Patents Pending

### Higher pregnancy likelihood.

Breed with higher-value semen, sexed semen or embryo transfer.

**>50% RUBBED OFF**

## LOWER ESTRUS INTENSITY

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PATENTED Patents Pending

### Lower pregnancy likelihood.

Breed with lower-value genetics or wait to breed until the cow is expressing high levels of estrus intensity.

**<50% RUBBED OFF**

## NO ESTRUS INTENSITY

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### Pregnancy unlikely.

Don't breed. Wait until the patch indicates mounting activity in the moderate-to-high estrus intensity range.

**NO ACTIVITY**





# TESTED AND PROVEN BREEDING MANAGEMENT USES

ESTROTECT™ Breeding Indicators are the only patented, university-tested and third-party-validated rub-off breeding indicators on the market.

## 1 Improve Pregnancy Rates

All heats are not equal. Using ESTROTECT™ Breeding Indicators to track estrus intensity helps ensure breeding happens during peak estrus, the most fertile window, which can boost pregnancy success by up to 30%.

Cows bred when 50% or more of the breeding indicator's calibrated ink is rubbed off are up to three times more likely to conceive compared to cows where estrus was not detected before insemination.<sup>1</sup>

## 2 Determine Cycling

Cows and heifers cycle approximately every 21 days, but some replacement heifers may still be non-cycling as they approach puberty. Applying ESTROTECT™ Breeding Indicators one month before insemination allows producers to monitor estrus activity, ensuring that breeding efforts focus on females that are actively cycling.

University of Arkansas research found that ESTROTECT™ Breeding Indicators were 86% accurate in identifying non-cycling heifers prior to breeding.<sup>2</sup>

## 3 Confirm Pregnancies

By applying an ESTROTECT™ Breeding Indicator following breeding, producers can visually track pregnancy status. If the patch remains intact with no signs of mounting activity after AI or bull exposure, the cow or heifer can be assumed pregnant.

Research from South Dakota State University and the University of Missouri confirmed that ESTROTECT™ Breeding Indicators perform as well or better than blood-based pregnancy tests in determining pregnancy.<sup>3</sup>

### Sources

<sup>1</sup> Colazo, et al. 2018. Evaluation of a modified GnRH-based timed-AI protocol associated with estrus detection in beef heifers inseminated with sex-selected or conventional semen. Livestock Research Section, Alberta Agriculture and Forestry, Edmonton.

<sup>2</sup> Davis, Rorie, Powell, Lester & Lindsay. Serial use of Estrated™ estrus detection patches as a reproductive management tool. University of Arkansas.

<sup>3</sup> Perry, Smith & Fohler. Comparison of four methods to determine pregnancy success in beef cattle. South Dakota State University and University of Missouri.



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