

ESTROTECT™

HEAT DETECTOR



Breeding cows is not an easy job. But whether you're a beef or dairy producer, catching your cows in standing heat – the optimal 6-to-8 hour window to inseminate a cow – is not something you can leave up to chance.

ESTROTECT™ Heat Detectors are the one breeding management tool that guarantees positive results. Its scratch-off technology allows you to see evidence of multiple mountings, which is the most reliable indicator of standing heat. Available in five fluorescent colors, ESTROTECT Heat Detectors are a management tool for artificial insemination breeding programs, recipients and donors as well as natural breeding programs.

Don't settle for false positives: Choose a heat detector that guarantees positive results.

About ESTROTECT Heat Detectors

ESTROTECT Heat Detectors are economical, simple-to-use heat detection tools. Unlike tail paints and paint sticks, ESTROTECT Heat Detectors only need to be applied once per breeding cycle and do not need to be touched up daily. When applied correctly, the ESTROTECT Heat Detector should stay on without issue and without harming the cow for up to eight weeks.

The ESTROTECT Guarantee

We are so confident that ESTROTECT Heat Detectors will have a positive impact on your breeding program, if you use the product and do not get equal or better results than your previous heat detection method, we will either replace the product or refund the purchase price – your choice.

For more information on the ESTROTECT Heat Detector guarantee, visit www.ESTROTECT.com.



How do ESTROTECT Heat Detectors work?

ESTROTECT Heat Detectors are designed to indicate when cows are in standing heat, while other heat detection products only show when a cow has been mounted once for two or three seconds. The silver surface of the ESTROTECT Heat Detector is removed via friction each time a cow or heifer is mounted. When more of the fluorescent indicator is visible than the silver scratch-off surface, the closer the cow or heifer is to standing heat.

ESTROTECT Heat Detectors are a highly accurate indicator of standing heat that works for 24 hours a day throughout the 21-day heat cycle. With ESTROTECT Heat Detectors, you can see your cows advance from initial mount to standing heat – a quality that is unique to ESTROTECT.



Available in
5 colors

Just how effective are ESTROTECT Heat Detectors?

A 2005 South Dakota State University study showed heat detection accuracy using ESTROTECT Heat Detector scratch-off technology to be greater than 90%, comparable to vigorous visual observation (every 3 hours) and penile deviated bulls. There is simply no heat detection product that effectively shows evidence of multiple mountings other than ESTROTECT Heat Detectors.

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)

For more information on ESTROTECT Heat Detectors, visit www.dairymac.com or call **07872 161128**.

ESTROTECT™
HEAT DETECTOR

Mounting Evidence™
Without a Doubt.

Dairymac Limited
Brook House, 3 Brook View
Tanfield Lane, Wickham
Hampshire PO17 5NW - UK

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

©2010. ESTROTECT is a trademark of Rockway, Inc.