

ESTROTECT ~ THE TRUSTED WAY TO IMPROVE FERTILITY

Fewer staff and more pressure of work on farm means less time is spent detecting heats. The old days of spending 20 minutes three times a day are long since gone. It doesn't matter if you have 50% conception rates ~ if cows are not seen bulling, they don't become pregnant. This means there is more of a reason to invest in heat detection aids to help pick out as many bullers as possible.

How does Estrotect work?

Estrotect is a novel heat detection aid made in the US which works on a scratch card principle. They come in peel off packs and the more times that a cow is mounted, the more of the silver foil that is removed and the more of the Day-Glo colour shines through and can be seen from far away. They are attached between the hip and the tail head and placed perpendicular over the spine.

What are the advantages of Estrotect over other heat detection aids?

There are four key advantages;

1. Four colours allows linking colour to the stage in the fertility cycle
2. Easy to apply.
3. Subjective as the more times the cow is mounted, the more the Estrotect rubs off.
4. Fewer false positives compared to other aids and this means much better accuracy of heat detection.

How to get the most from my Estrotect heat detection aid?

There are four colours and so you should use different colours on different types of cows.

Red/Orange: Cows which have never been served. Once they have been served, this triggered red/orange strip is removed

Green: Two weeks after service stick on a green Estrotect to pick up as many of the three week returns as possible. Remember, if these repeats are missed, then you have to wait another three weeks or when your vet confirms she is not pregnant. You can write a reminder of cows due in the diary.

Fuchsia: Attached to cows which are found to be PD negative. These cows are then identified as the real problem cows where we have lost a lot of time and we need to get them served and back in calf ASAP.

Blue: Attach to cows which have had any vet treatments for fertility.

REMEMBER

- Observe cows three times daily if possible.
- Check the Estrotect at every milking.

Key points for best adhesion

Attaching is easy but there are two real key points. Remove the dirt from the cow before you attach, and ensure that the Estrotect are warm before you stick them on as this really improves the adhesion to the cow.

How many Estrotect will I use for my herd over a year?

The average herd will have about 2.2 serves per pregnancy. With a 25% culling rate, this means that for a 100 cow herd you will be using about 240 Estrotect over the period of 12 months if you follow the full recommendations listed above. This is equivalent to three Estrotect per pregnant cow.

What will Estrotect do to my heat detection rate and calving index?

By increasing heat detection rates from 50% to 75% and have a conception rate of 50% you will reduce the calving index of each pregnant cow by 21 days! Not a bad return for three Estrotect! If your conception rates are below 50%, then the benefit of Estrotect will be even greater.

Using Estrotect will maximise heat detection in your herd, improving fertility, reducing calving index and the number of barren cows culled.

Step 1. Brush and Wipe Cow



Step 2. Warm to Body Temp e.g. wrap around bottle of hot water



Step 3. Apply Patch



Step 4. Press down firmly



Step 5. Ready for Detection



Step 6. Activating/Mounting



Step 7. Activated / Rubbed Off



Step 8. Activated / Rubbed Off

