



TIMELY, EFFICIENT REPRODUCTION TO ADVANCE YOUR HERD



Estrumate[®]
(cloprostenol injection)

fertagyl[®]
(gonadorelin)

BOVILIS[®]
Vista[®] 5 VL5 SQ CFP

THE SIGNIFICANCE OF BEEF CATTLE REPRODUCTION

Reproduction is the No. 1 economically important trait in beef cattle – 10 times more important than growth traits and 20 times more important than carcass traits.

For every 21 days cows are open, between 20 and 40 pounds of weaning weight is lost.^{1,2}



Benefits of calving in the first 21 days






Records collected for more than a decade at the University of Nebraska-Lincoln (UN-L) showed that steer calves born in the first 21 days had greater weaning body weights, carcass weights, marbling scores and yield grades. Replacement heifers born during the first 21 days were heavier at weaning, pre-breeding and pre-calving. A greater percentage of those heifers cycled before breeding and had higher pregnancy rates.³

Another study demonstrated heifer calves born within the first 21 days of the calving season perform better at maturity. Earlier-born heifers weaned heavier calves and had greater longevity in the herd as mature cows, compared to heifers born later in the calving season.¹

For every **21 days** cows are open, between **20 and 40 pounds** of weaning weight is **lost**.^{1,2}

A simple solution: heat synchronization

Heat synchronization can help manage the timing of your breeding and calving seasons, whether you bull breed or use artificial insemination (AI). Getting more cows pregnant in the first 21 days delivers these benefits:

-  Shorter calving interval
-  Earlier conception
-  Increased weaning weights
-  Increased profit potential
-  More uniform calf crop

Get cows bull bred faster

Another UN-L study evaluated how heat synchronization affects calving distribution – and how time of calving affects carcass characteristics.² The study compared calves from unsynchronized, 60-day breeding seasons with calves from synchronized, 45-day breeding seasons. Heat was synchronized with a single injection of prostaglandin 4.5 days (108 hours) after turning mixed-age bulls in with the cow herd. Study results show these benefits of synchronization:

- More cows calved during the first 21 days
- Calves were 20 pounds heavier at weaning
- Calves born in the first 21 days had greater carcass weights and marbling scores and better yield grades
- Shortened breeding season from 60 to 45 days
- Heavier, more valuable carcasses, which were worth an additional \$77 per carcass at the feedlot

With delayed calving time, the percentage of steers grading premium choice or better decreased, as did the total carcass value.

Consult your veterinarian for recommendations on a heat synchronization management protocol that works for your operation. The Beef Reproduction Task Force at BeefRepro.org also offers protocols and resources.

The importance of reproductive vaccine prevention

In addition to getting cows bred in the first 21 days, it's important to protect them from reproductive diseases through the critical breeding and gestation periods. Vaccinations for cows and first-calf heifers should focus on optimizing conception and preventing reproductive loss.



Estrumate® (cloprostenol injection)

Prostaglandin

ESTRUMATE (cloprostenol injection) is a leading prostaglandin that allows producers to manage heat detection, breeding and calving intervals, whether using bull breeding or AI. This reproductive tool is a strong luteolytic agent.

ESTRUMATE is approved for use in beef cows and replacement beef heifers for:

- Unobserved or non-detected estrus
- Treatment of pyometra or chronic endometritis
- Treatment of mummified fetus
- Treatment of luteal cysts
- Estrus synchronization
- Termination of unwanted pregnancies

IMPORTANT SAFETY INFORMATION: Women of childbearing age, asthmatics, and persons with respiratory problems should exercise extreme caution when handling ESTRUMATE. ESTRUMATE is readily absorbed through the skin and may cause abortion and/or bronchospasms; direct contact with the skin should be avoided and accidental spillage on the skin should be washed off immediately with soap and water. Do not administer ESTRUMATE to a pregnant cow if abortion is not desired. Severe localized post-injection clostridial infections have been reported; in rare instances infection has led to death. At 50 and 100 times the recommended dose, mild side effects may be detected. For complete information on ESTRUMATE, see package insert.

WHY ESTRUMATE?

#1 #1 CLOPROSTENOL on the market⁴

LONG HALF-LIFE of three hours⁵

EXCELLENT ESTROUS RESPONSE

STRONG LUTEOLYTIC AGENT

TRUSTED for nearly four decades

For more information, visit Estrumate.com or scan the QR code using the camera on your phone.



fertagyl® (gonadorelin)

Gonadotropin-Releasing Hormone

FERTAGYL (gonadorelin) is approved for use with cloprostenol sodium to synchronize heat cycles to allow for the convenience of fixed-time AI (FTAI) in beef cows. By managing breeding timing through FTAI, producers can achieve more pregnancies in the first 21 days of the breeding season.

Beef veterinarians and producers can use FERTAGYL and ESTRUMATE in their breeding programs with the goal of simplifying fertility and supporting reproductive efficiency and performance.

The effectiveness of FERTAGYL for use with ESTRUMATE was demonstrated in a field study at 10 different U.S. locations.⁶ Pregnancy rate to FTAI was significantly greater in cows treated with FERTAGYL than in cows treated with a placebo.

The type of gonadorelin makes a big difference, and FERTAGYL is formulated for results. FERTAGYL contains gonadotropin acetate, proven to be more effective than gonadorelin hydrochloride. In a study of more than 1,400 dairy cows, ovulation response was 11.2 percentage units higher and pregnancy per AI was 6.8 percentage units higher for gonadorelin acetates.⁷

IMPORTANT SAFETY INFORMATION: Not for use in humans. Keep out of reach of children. For complete information on FERTAGYL, see package insert.

WHY FERTAGYL?

#1 #1 GnRH on the market⁴

GONADORELIN ACETATE for better results^{7,8}

HIGH OVULATION AND PREGNANCY RATES^{7,9}

SIMPLIFIES success with FTAI

TRUSTED for nearly 25 years

For more information, visit Fertagyl.com or scan the QR code using the camera on your phone.



SOLUTIONS FOR TIMELY, EFFICIENT CATTLE REPRODUCTION

It's just another way **Merck Animal Health Works** for you.



Estrumate®
(cloprostenol injection)

fertagyl®
(gonadorelin)

BOVILIS®
Vista® 5 VL5 SQ CFP

For more information, talk to your veterinarian or visit MAHCattle.com.

REFERENCES

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