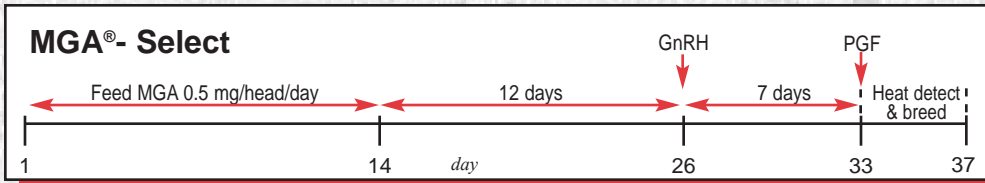


Estrus Synchronization Systems for Beef Cattle



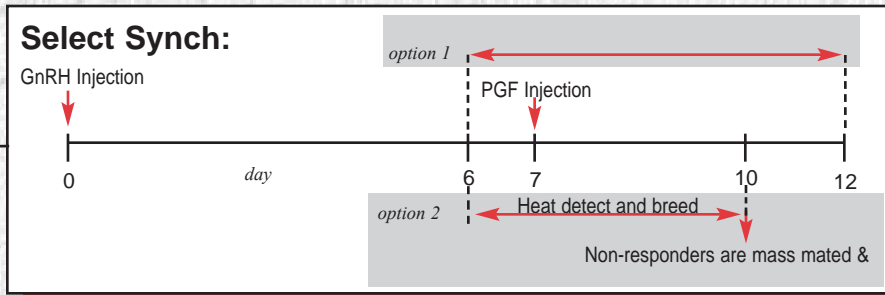
For Cows



MGA®- Select

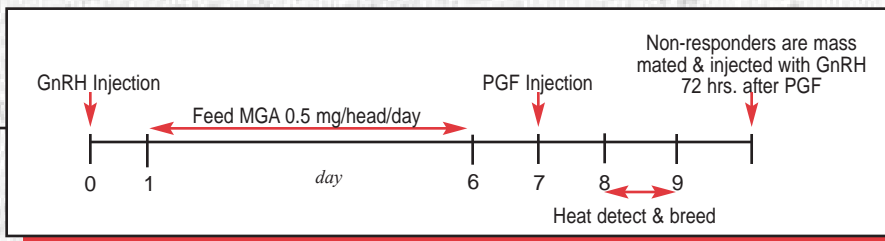
- Maximizes total pregnancy rate
- 'Jump starts' many anestrus cows
- Eliminates most early heats
- Strongly recommended for 2-yr-olds and other 'high risk' cows
- If heat detection is not an option, time

All three of the systems below are based on the same 2-shot protocol, using GnRH and PGF 7 days apart. You as a producer must balance your desire for high pregnancy rates against your ability to provide the quantity and quality of labor necessary for heat detection. Cows bred off of detected heats will typically have high-



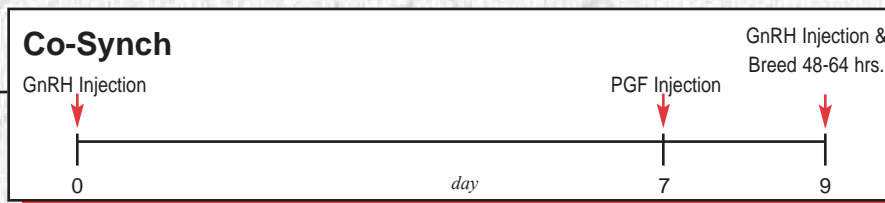
Select Synch

- Simple and easy to administer
- Induces some anestrus cows
- Relatively low cost
- Option 1--breed only those detected
- Option 2--pregnancy rates optimized with short detection period followed by mass mating



Short-Term MGA®- Select

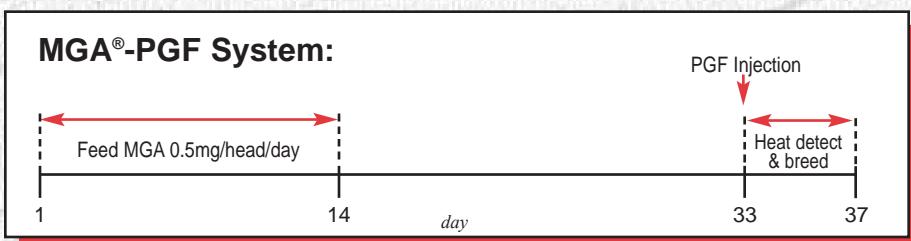
- No 'Early Heats'
- Induces cyclicity
- Short-term treatment
- Minimal heat detection required



Co-Synch

- Allows for fixed-time breeding
- No heat detection needed
- Most labor and time efficient

For Heifers



MGA®-PGF

- Proven system for heifers
- 'Jump starts' many heifers
- High response rate
- Excellent conception rates
- Tight synchrony of estrus
- Time A.I. at 72 hr. after PGF if heat detection is not an option

*MGA is a registered trademark of Pharmacia Animal Health, Kalamazoo, MI and is not approved for use in lactating dairy cattle.