

the isa informer

ISA BEEFMASTERS

Promoting Beefmasters Worldwide since 1964

54TH BULL SALE EDITION!

FALL
2015

You are cordially invited to our 54th Beefmaster bull sale!

The bulls are currently in the final stages of our unique yearlong performance test, and they are truly outstanding. The enclosed catalog has all of their performance information to date, including grass gains, current weight and carcass sonogram.

On the subject of the carcass scans, you will see a number of bulls with IMF percentages well above 3.5%. This is remarkable for grass-developed bulls! You will also see their excellent muscling and thickness displayed in the ribeye areas.

You can also see their gains on grass from the time they were weaned until we weighed them on test in the Isa Bull Test Facility on July 28th. We run them very rough on pasture with minimal supplement, so they did it all on their own. This is the secret to how well Isa bulls hold up, no matter what environment you ranch in.

In addition, you'll find breed-leading EPDs. The bulls are backed by a complete health program, have been trich and fertility-tested and are fully guaranteed. Volume purchases will be delivered for free anywhere in the U.S.

We look forward to seeing you in San Angelo on October 3rd!

—Lorenzo Lasater



PERFORMANCE BEEFMASTER GENETICS FROM THE FOUNDING FAMILY

We pause to honor the top performing bull ever
in the Beefmaster breed on his 20th birthday.

A LEGEND TURNS 20!



L BAR 5502

5-time EPD trait leader – A true curve bender

Sire or grandsire of **28%** of all EPD trait leaders

BBU Typesetter & Pacesetter Winner, Classified **U 1/2**

Over **1100** progeny recorded in **90** herds

#1 at the Texas A&M Feed and Carcass Test

Easy Calving – Incredible Growth – Perfect Conformation

54TH BULL SALE

SAN ANGELO, TEXAS

OCT. 3, 2015

10 a.m. • Producers Auction

140 BULLS

Bull Sale Headquarters:

Rodeway Inn—325.944.2578

Full performance data • Virgin, Trich & fertility-tested • Free delivery available

Lorenzo Lasater

325.656.9126

lorenzo@isabeefmasters.com



50 shades of Be

People unfamiliar with Beefmasters often wonder about the lack of a defined breed color. Beefmasters are commonly thought of as red cattle, but there are folks breeding blacks, duns, paints and everything along the spectrum. While I don't necessarily agree with this because it hurts our credibility in the commercial bull market, I believe breeders should be free to select the cattle they feel are right for them.

Many breeds are identified initially by their coat color. Angus are distinctively black, Charolais white and Santa Gertrudis cherry red. Longhorns are wildy painted, and Belted Galloways prove there is no limit to what we can achieve through color selection. Breeders obviously attained this incredible variation through the expenditure of genetic progress, but at what cost? Each characteristic we select for takes generational time, and often moving the needle for one trait comes at the expense of another.

To understand the color conversation in Beefmasters, we need to go back to the beginning. Actually even before that. The Hereford component in the breed came from a herd of 20,000 Hereford cattle developed by my great-grandfather, Ed Lasater. The cattle were selected specifi-



Today the L Bar herd features shades of red—from light red to a deep cherry.

cally for having red coloration around the eyes, which protected them from sunburns around their eyes. Those burns can lead to eye cancer, to which Herefords are particularly susceptible. Even today, if a Beefmaster cow has a white, blaze or mottle face, there will almost always be red around the eyes, a throwback of more than 100 years to Ed's selections. That is the power of genetics!

As my grandfather Tom Laster was developing Beefmasters, he simultaneously developed the breeding philosophy

we know today as the *Six Essentials*. These unique guiding principles separate Beefmasters from others, and BBU's mission statement shows the importance they hold to Beefmaster breeders:

BBU's Mission is to enhance the breeder's ability to raise and promote cattle based upon the founding Six Essentials. Disposition, Fertility, Weight, Conformation, Hardiness and Milk Production.

The core concept underlying the Six Essentials is that breeders select cattle **only** for traits of economic value. This excludes the selection for aesthetics, including color. This revolutionary concept occurred at a time when most breeds were developed with an aesthetic or purpose in mind, such as size, double muscling, heavy milking, draft work, etc. This focus was usually coupled with selection for color.

The innovative step Lasater took was selecting just the good cattle, even if their hair coat was undesirable. My grandmother Mary Lasater's famous quote on this subject is "hide color doesn't matter when the T-bone is on the platter." Now I can assure you Lasater would have much rather just selected the pretty red ones, but he instinctively knew



Bim—an early Beefmaster herd sire

efmasters

that some of the genetics his developing breed needed would be found in the paints, brindles or blacks.

Throughout his career, Lasater never used color for selection, and generations of breeders adhered to this concept. As a result, Beefmaster breeders collectively soaked and imprinted all the important genetic traits for efficient Beef production into the breed. There are other breeds that were developed around the same time that made color a priority, and they paid dearly for it in one or more of the Six Essentials (think Fertility and Disposition).

Fast-forward to the modern US beef industry: The commercial sector rewards uniformity of both color and type, and the marketplace heavily discriminates against any color variation, especially paints. One of the most heart-breaking scenes I see in commercial calf sales is when some multicolored piece of junk walks in the ring, they identify it as a Beefmaster and then discount it. This is not because it is a Beefmaster, but because that is a quick and easy way to label it.

People often ask me about my position on color. The L Bar herd is mostly red. I have been selecting for red for more than 15 years. The color runs from very light red to deep cherry red. We still have some cattle with white on their faces or bellies, but we have actively culled any paints, blacks, brindles or other off-colors.

In my opinion, my grandfather, father and their generations endured the difficult task of tolerating off-colors. Now, after almost 80 years of selection, I feel we have the luxury of refining and making more consistent some aesthetic traits, such as color and type. While I value slight variation in

color, I want my herd as a whole to look red.

As I said in the opening, cattle breeding is a very personal endeavor, and I think people should be free to choose what feels right for them. It is, however, detrimental to the breed as a whole to propagate color patterns that the Beef industry dislikes. All Beefmaster breeders would be better off if we didn't have to address constantly the distraction that off-colored cattle create.



We have been finetuning our herd's color for 15 years while still selecting for the *Six Essentials*. These L Bar cows demonstrate their gentle disposition, despite the antics of Isabel's twins, Sabella and Ben.



A Google search for Beefmaster found this image.

the
isa informer



Cattle for sale



5 Beefmaster Fall-Calving First-Calf Pairs

2-year-old heifers

September calves out of Escalade and L Bar 2464

October 1 delivery—\$4750

5 Beefmaster Spring-Calving Bred Females

3-year-old bred with second calf

Calving February–March

Bred to Lasater 3759 and Lasater 1759

October 1 delivery—\$4000

5 Beefmaster Spring-Calving First-Calf Heifers

Will be two at calving time

Calving April; bred to L Bar 1525

October 1 delivery—\$3800

5 Beefmaster Fall-Calving Open Heifers

Ready to breed November 1

October 1 delivery—\$2900

For more information, please contact Lorenzo at 325.656.9126.

Where are the true premium

I travel to Florida each year to visit beef producers who use Isa Beefmaster bulls. A very important market for us, Florida has a ranching industry on a scale not seen in other parts of the country, even Texas. One of the topics that often comes up during these trips is “black premiums.” Most folks I talk to say those premiums have largely evaporated. I am not saying that is always the case, but I think we have to consider the whole scope of the subject to figure out where the true premium lies.

Traditionally, I have made the argument that, yes, your black calves bring more per pound. But, if you factor in the heavier weights and consider all the other production factors (more in a minute), the equation is not as simple as it looks on the surface. A real word example from a Florida customer:

495# Angus calves @ \$2.49 \$1232

555# Beefmaster calves @ \$2.42 \$1343

Angus per pound premium \$0.07

Beefmaster Dollars
per Head Premium \$111.00

Coffee shop talk about “price per pound” is fine, but \$111 per calf is real money. Currently, the spread between the good Beefmaster and black calves is getting much smaller or disappearing altogether—especially for the right genetics, properly marketed.

Now let’s talk about the production factors: Many of the folks I visit in

tougher climates such as Florida have come to view those black heifers as terminal-cross feeder heifers. All of these operators want as many Beefmaster heifers as they can get for replacements. So what is the value on high-quality replacement heifers over feeder heifers? I think you would agree that it’s substantial. And if you were to keep both types of heifers, experience shows that the production costs are lower for the Beefmasters, and their productive life is longer.

What about all the other factors, such as what it costs to keep those black bulls alive in Florida, the handling problems, death loss, etc.? In a cruel twist of irony, often my customers are forced to pay more for their black bulls than the Beefmasters!

Giving the devil his due, the black cattle folks have done a tremendous job selling their product. But there can certainly be too much of a good thing, which I think many ranchers in Florida now realize they have. I don’t expect everyone to stop using black bulls, but I do think Beefmasters deserve a piece of the bull battery. I also know it’s critical that ranchers evaluate the full impact of their bull decisions, not just the price per pound for their steers.



Spectacular Beefmaster c



An L Bar En Fuego son near
Reddick, Florida



Tommy Mann shipping calves near
Okeechobee, Florida



Excellent Beefmaster replacements near Cocoa, Florida

ns found?



Cows near La Belle, Florida



Why Beefmasters?

Our family has been following a very balanced approach to cattle selection for about 80 years. We call our roadmap the *Six Essentials*, and we have tried doggedly to share it with anyone who will listen for three generations. So it's refreshing to see a renewed interest in practical and productive cattle and a focus on economics rather than aesthetics.

Breeders sometimes ask, "Why Beefmasters?" It's an important question because these wonderful cattle often don't get enough credit for all the subtle things they do so magnificently. Following are a few of the things that make Beefmasters truly unique in beef cattle production.

ON THE RANCH

Low-maintenance females

Gentle and responsive handling

Excellent mother cows

Heat, disease and insect resistance

Longevity

Built-in heterosis

Outstanding replacements

IN THE BEEF CHAIN

High weaning weights

Fast-growing yearlings

Low sickness and death loss

Incredible feed conversion

Long-feed efficiency

Grade and yield

Lean, tender and tasty BEEF

On my annual tour through Florida visiting customers, I started writing down some of the great things ranchers said about how well Isa bulls perform and hold up. They said it much better than I can, so thought I'd share!

"Your bulls are the only ones that gain weight while on the cows."

"We have a budget to maintain each bull for the year. When we pull the bulls, we sort off the Beefmasters and turn them out on grass. We feed all the budget to the black bulls to keep them alive."

"Your bulls don't fight, dig holes or tear up fences. They just breed cows."

"They're big, pretty and don't try to kill you in the pens."

Rancher develops

Editor's note: Ron Wentz in Florida shared this article from 1982 that relates some history even we didn't know! It ran in the September 10, 1982, edition of The Anniston Star, in Anniston, Alabama.

By TAD BARTIMUS
Associated Press Writer

MATHESON, Colo. (AP) — One of America's shrewdest judges of beef steak on the hoof claims cowboys are the dumbest people in the world.

He ought to know. He's been one for 51 years.

Tom Lasater is a member of this country's landed gentry, the big cattle ranchers whose great herds and bull-headed grit tamed the West.

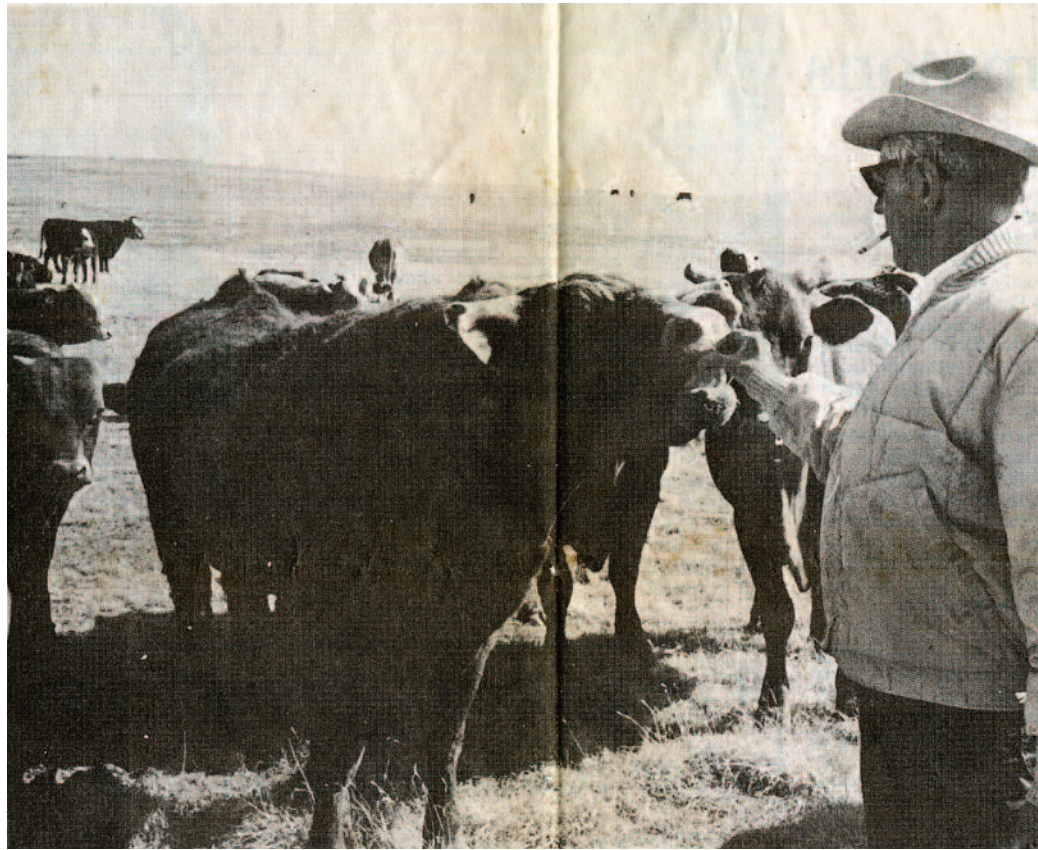
He sprang from the sweltering scrub land of south Texas, where his father amassed holdings of nearly 400,000 acres before he lost most of it in the 1920s. When Tom was born, his father, Edward C. Lasater, a onetime gubernatorial candidate in the Lone Star state, ran 20,000 head of Hereford and Shorthorn range cattle and held title to the world's largest Jersey herd.

But when Edward died in 1930, Tom dropped out of Princeton to become a traveling salesman for the family creamery. He spent weekdays driving dusty backroads on a butter route, then jumped on a horse on weekends to help his older brother tend what remained of the ranch. He earned \$75 a month.

In 1933, Tom Lasater gambled on his good name and struck out on his own in the cattle business.

Today the bandy-legged grandfather is boss of 28,000 acres of prime eastern Colorado grazing land. With only three hired hands, two pickup trucks, and a 1949 tractor to help him, Tom Lasater rides herd on 125 miles of fence, a river, 48 windmills, and more than 1,200 head of cattle.

His bulls, cows and calves comprise a unique breed of bovines. They are



Tom Lasater offers a pellet to one of his Beefmasters on his Colorado ranch.



Beefmasters, a name Lasater patented in 1949 for his own three-way cross of Shorthorn, Hereford and Brahman cattle. In 1954, the U.S. Department of Agriculture officially recognized the Beefmaster as an American Breed.

After the first Beefmasters were developed between 1931 and 1937, the herd was "closed." There has been no new blood introduced into Lasater's foundation stock in 55 years.

At 71, Lasater is not a conglomerate or an appendage of some multinational company. He's a widower who's raised five sons and a daughter. He's made money, and apparently enjoys spending it.

He's a gentleman of the old school, a connoisseur of fine art and aged liquor, a man who's spend his life wedded to the land, appreciative of the growth and renewal that springs from it. He's ridden many a horse hard, but he's never put one away wet.

...

Lasater calls himself "just a cowboy" who roams his vast range in a scuffed Stetson, dusty boots and faded jeans. But under that favorite old hat there's a brain that combines the acumen of a businessman, geneticist, nutritionist, naturalist and inventor.

He's created a suspension fence that

own breed



Lasater calls himself “just a cowboy” ... but under that favorite old hat there’s a brain that combines the acumen of a businessman, geneticist, nutritionist, naturalist and inventor.

Lasater’s breeding and management program is based on the survival of the fittest. When he was first starting out in south Texas, he wrote to stock shows for the scorecards on prize-winning cattle.

“I discovered that 90 percent of the characteristics for which our leading shows were judging cattle had nothing to do with the efficient production of beef,” he recalled. “I sat down and listed what I thought was essential in a good beef animal. I boiled 25 traits down to six. There’s no way to get along without any one of them.”

Those characteristics, which have been emphasized in the Beefmaster herd, are: disposition, fertility, weight, conformation, hardiness and milk production. If any one of Lasater’s animals fails to become gentle enough to eat out of his hand, or doesn’t drop a calf according to schedule, or grows up with misshapen hooves, they are culled from the foundation herd.

...

“It’s a long pull to let the natural breeding selection take over, and it takes many generations to accomplish, but somebody had to start,” says the blue-eyed, chain-smoking stockman. “Perfection is always the horizon, and anybody who sets their goal so low they can reach it is a fool.”

Lasater says he’s always been a man in a hurry, “and everything I’ve done has worked out well if I do it quick. I got engaged on a first date, was married two weeks later, and it lasted 39 years. It took me three days to buy this ranch.

“Life won’t wait for you to make up your mind.”

needs little maintenance and fewer posts than the average range fence; he’s come up with special high-protein food pellets designed specifically for his herd; he’s initiated systematic performance testing of bulls, and he’s banned all hunting and poisons from his land because “ever since the white man threw the Indian off, it’s been horribly mistreated.”

Lasater only half-jokingly maintains that his peers are “the stupidest people in the world” because they consistently refuse to recognize Mother Nature and their own collective clout.

“Ranchers carry the biggest stick in this country because their food producers, and everybody’s got to eat,” says Lasater.

“And everybody else has a union except us. We could sit down and work out a live-and-let-live deal with Mr. Safeway and Mr. A&P and come out ahead, but we don’t. The packer, the feedlot, and the wholesaler all get their cut, but the rancher winds up on the losing end every time.”

A strong start with the Six Essentials

Beefmasters are completely unique in that they are the only beef breed with a guiding production philosophy. As Tom Lasater said, “I sat down and listed what I thought was essential in a good beef animal. I boiled 25 traits down to six. There’s no way to get along without any one of them.” We talk about the *Six Essentials* a lot, but what do they really mean?

Disposition—Gentle cattle are cheaper to manage, sell better, breed better, feed better and calve easier.

Cull any animal displaying problematic behavior and their offspring because this trait is highly heritable. As a result the herd will be gentle, intelligent and responsive.

Fertility—This is the first among equals and the cornerstone of the philosophy. Cows that do not have a calf every single year are not economically viable. The simple way to select for fertility is to have a defined breeding season, and then cull any female that does not breed in that time—every year. A breeding season longer than 90 days makes it impossible for a cow to have a calf and breed back in 365 days.

Weight—Of obvious importance—ranchers sell pounds. Weight is another highly heritable trait. We select for cattle that produce optimum (not necessarily maximum) weight with minimum input.

Conformation—This refers to the visual appraisal of a live animal with regard to carcass merit. We select for long, trim, well-muscled bulls, and smooth, feminine cows that meet industry demands. Cattle must be physiologically equipped to do their job, with proper feet and legs, udders, and the correct size for their environment.

Hardiness—It is critical for cattle to be able to thrive under tough conditions. Beefmasters excel in calf livability, low death loss, low maintenance costs and resistance to disease and parasites. These things give us an important competitive edge over our competition.

Milk Production—Next to genetics, milk production is the single most important factor in weight. When asked to describe the perfect cow, Tom Lasater said, “She’ll look like a cow that gives a hell of a lot of milk.”

SALE SEMEN SPECIAL (20 OR MORE STRAWS)

EXPIRES 10/03/15



\$40

Escalade

Reg. # C1028230

BW -1.1 WW 17 YW 28 MILK 6 TMAT 14 SC .5 REA .25 IMF .1



\$40
Polled

L Bar En Fuego

Reg. # C988569

BW -.8 WW 17 YW 22 MILK 4 TMAT 13 SC 1.2 REA .12 IMF .2



\$40

L Bar Essential

Reg. # C954335

BW -1.2 WW 7 YW 22 MILK 3 TMAT 7 SC 0 REA .38 IMF 0



\$40

L Bar Inevitable

Reg. # C954343

BW .1 WW 12 YW 20 MILK 7 TMAT 13 SC -.8 REA .01 IMF .2



\$40

L Bar Automatic

Reg. # C914725

BW -.9 WW 22 YW 19 MILK 4 TMAT 15 SC .6 REA -.27 IMF .1



\$30
Limited

L Bar 3100

Reg. # C880752

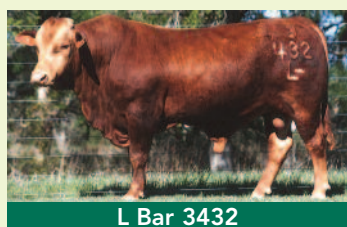
BW .7 WW 15 YW 27 MILK -16 TMAT -8 SC -.1 REA -.04 IMF .2



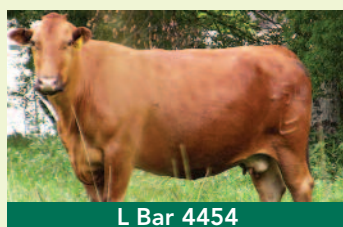
L Bar 5502**



L Bar 9492*



L Bar 3432



L Bar 4454

L BAR EMBRYOS

L Bar 5502* ** x L Bar 9492*

L Bar 5502* ** x L Bar 8436

L Bar 3432 x L Bar 4454

L Bar En Fuego^P x L Bar 7458

L Bar En Fuego^P x L Bar 7475

L Bar 0324* x L Bar 7458

L Bar 0324* x L Bar 7475

\$299
each

* Pacesetter ** Typesetter ^P Polled