

the isa informer

ISA BEEFMASTERS
Promoting Beefmasters Worldwide since 1964

56th BULL SALE EDITION



FALL
2017

You are cordially invited to our 56th Beefmaster bull sale!

It was 80 year ago this year that Tom Lasater closed his herd to outside genetics, marking the birth of



Beefmasters. We have made continual progress over those 80 years and across three generations of Lasaters, using the *Six Essentials* as our

roadmap. The result is an incredibly functional, productive and efficient beef breed. We are honored that you have chosen to use Isa Beefmaster genetics in your own cow herd!

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.

Also, you will find 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

BEEFMASTERS

1937 80 Years 2017

TOM LASATER closed his herd to outside genetics in **1937**, thus marking the genesis of the world's most functional and productive beef breed—**BEEFMASTERS**.



What makes Beefmasters unique?

- Developed for economics using the **SIX ESSENTIALS™**
- Maximum retained **HETEROSIS**
- **HEAT** tolerant and insect resistant
- Legendary **HARDINESS** and mothering ability
- Balancing optimum gains, reproductive efficiency and Beef Chain **PROFITABILITY**.
- Über **EFFICIENT** grazers
- Easy-going, **INTELLIGENT** cattle

L BAR 4519

EPD	4519 RANK
CED	4.2 25%
BW	0
WW	38 5%
YW	60 10%
MILK	10 25%
TMAT	29 10%
MCE	3.9 10%
SC	1.7 1%
REA	.62 5%
IMF	.3 1%
ST	\$107 10%
SM	\$36 5%



L BAR 4519
High-selling bull
in our 2016 sale

Owned by
Dalton Lowery
Semen available

Find out what Beefmasters can do for your operation

Join us at our
56th Beefmaster Bull Sale



OCTOBER 7, 2017

10 a.m. • Producers Auction

140 BULLS

Trich & fertility-tested • Gain & carcass data • Breed-leading EPDs

Tough, athletic & ready • Free delivery available

Choice groups of registered females available at the sale!

Bull Sale Headquarters: Rodeway Inn—325.944.2578

Lorenzo Lasater
325.656.9126

lorenzo@isabeefmasters.com



Continued on page 3

Beef global boundaries

By Lorenzo Lasater, President

You hear it every day: “It’s a global market.” That could not be truer in the beef industry today. The free movement of money, information and hyper-efficient logistics have truly brought the beef industry into the modern age.

We have always had an international flair here at Isa Beefmasters. Mom and Dad ranched in Mexico in the 1960s, and Isabel (our company’s namesake) and I were born there. Dad sent the first Beefmaster semen into southern Africa in 1974. Since that time, we’ve shipped many thousands of straws to over 18 countries worldwide.



The United States is the world’s fourth largest beef exporter, while at the same time the number one importer. How is that possible? Americans prefer high-end cuts like steaks and don’t eat a lot of the variety meats like heart or intestines. This preference presents a problem when we harvest an animal. However, basically we are able to swap the high-demand cuts we want with someone else who has a different shopping list. This allows us to meet our domestic demand and still receive good value for the entire animal at harvest. In 2016, the value of U.S. beef exports was \$6.343 billion, which is 14% of our total domestic production.

Things are happening in countries around the world that send ripples through the global beef complex, affecting prices and supply. Recently in the news we saw China (and its 1.4 billion people) opened to U.S. beef. The wealthiest 10% of Chinese residents have a net worth



The *MS Drover*, world’s largest cattle transporter, can haul as many as 5,000 head.

total more than all of Japan. The United States recently opened its market to Brazilian beef, then promptly closed it again last June over safety concerns. Japan recently raised tariffs on U.S. beef, a significant change as Japan is the largest destination for U.S. beef in both volume and value.

In addition, the U.S. is beginning the renegotiation of NAFTA. Mexico is the tenth largest exporter of beef, and many of their feeder cattle come to the United States. Isa Beefmasters proudly provides genetics in the form of bulls, females,

semen and embryos to our counterparts south of the border. Mexico is a critically important partner in the U.S. beef chain and our own small business.

A massive drought in Australia (the world’s #3 beef exporter) has lowered their available beef export by 300 tons (that’s a lot of ribeyes!). Countries like the United States are benefitting by filling that gap.

Did you know that the world’s largest exporter of beef in 2016 was India? Did you also know that, last May they banned beef slaughter as inhumane? I am

blurring

not sure how that is going to work, but it will clearly have an impact on the global market.

Recently, we have had inquiries for large numbers of replacement heifers for Egypt and many thousands of feeder calves bound for Turkey. Ten years ago, such a transaction would not have been possible due to logistics. Now there are specially fitted planes that will haul 1,000 heifers and specialty tanker ships that can handle 5,000 head. The establishing of health protocols between nations and the reduction of corruption have made these types of transactions viable in the modern age.

From the perspective of the Beefmaster breed, we are rapidly expanding our global horizons. Last year Italy celebrated the European Union's first Beefmaster birth. And last week, Poland's first Beefmaster was born, with the first in Ireland soon to follow. At the same time, the breed continues to expand and strengthen throughout Latin America: there are currently six established Beefmaster associations in Mexico, Central and South America. In addition, our first Asian outpost is growing well in Thailand, and southern Africa remains a strong and vibrant Beefmaster market.

You can see that occurrences thousands of miles from home are playing a critical role in the prices we receive for our own production. We often can't affect these at the local level, but by participating with your state cattle association and NCBA on the national level, we can all participate. These organizations are thinking about global trade even when we are not.

The world is changing fast, and the old adage of "adapt or perish" applies to our industry now more than ever. The United States is uniquely positioned to be a global beef power for generations. More importantly, we are producing the genetics the rest of the world is using to improve their own productivity, efficiency and beef quality, ensuring our continued relevance in this great industry.

Continued from front

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, and this year we have included two new calving ease EPDs: Maternal Calving Ease and Calving Ease Direct, bringing the total number of EPDs to 12. This data includes the two profit indices: \$Maternal and \$Terminal. The final catalog will have 26 data points, allowing you to focus your bull selections exactly where you want to improve.

The bulls are backed by a complete health program. They will be Trich and fertility-tested and they are fully guaranteed. Volume purchases will be delivered for free anywhere in the U.S.

As always, if you can't make the sale, we'll be happy to pick out bulls to your specifications and deliver them to you, satisfaction guaranteed. Many customers over the years have remarked how pleased they are with the quality and consistency (not to mention ease!) of the bull packages we've sent them.

We look forward to seeing you in San Angelo on October 7th!

—Lorenzo Lasater

Beefmasters excel in feed efficiency study

USDA Feed Efficiency Study					
Rank	Breed	Steer ADG, DMI	Rank	Breed	Heifer ADG, DMI
1	Limousin	0.206	1	South Devon	0.203
2	Beefmaster	0.203	2	Beefmaster	0.096
3(t)	Chiangus	0.130	3	Hereford	0.094
	Maine Anjou	0.130	4	Maine Anjou	0.031
5	Santa Gertrudis	0.119	5	Charolais	0.030
6	Gelbvieh	0.107	6	Shorthorn	0.025
7	Hereford	0.100	7	Limousin	0.017
8	Brahman	0.099	8	Santa Gertrudis	0.012
9	Braunvieh	0.073	9	Chiangus	0.008
10(t)	Charolais	0.070	10	Salers	0.002
	Salers	0.070	11	Angus	0.000
	Shorthorn	0.070	12(t)	Simmental	-0.004
13	Tarentaise	0.050		Red Angus	-0.004
14	Simmental	0.027	14	Brahman	-0.023
15	Angus	0.000	15	Gelbvieh	-0.027
16	Brangus	-0.002	16	Brangus	-0.049
17	Red Angus	-0.014	17	Braunvieh	-0.078
18	South Devon	-0.041	18	Tarentaise	-0.081

The USDA Agricultural Research Service recently conducted a feed efficiency evaluation at the U.S. Meat Animal Research Center in Clay Center, NE, on 18 beef cattle breeds. The feed efficiency test results ranked the Beefmaster breed second for Average Daily Gain (ADG) and Dry Matter Intake (DMI) in both steers and heifers.

The 18-breed study evaluated 5,606 head of cattle, composed of finishing

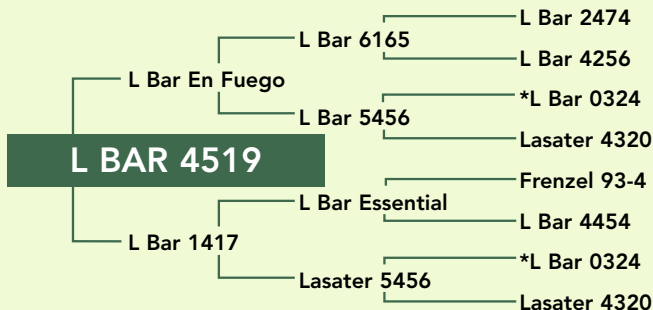
steers and growing replacement heifers. ADG and DMI data were recorded over 62- to 148-day periods for both steers and heifers. Using the Angus breed as a base of zero, the other breeds were compared back to the Angus as a baseline for both steers and heifers, where they were evaluated for efficiency using ADG during feed intake data collection.

—Courtesy of Mark Frenzel, Ph.D.
and Leslie Frenzel, Ph.D.

SALE DAY GENETICS SPECIALS

\$30 EACH ON 10+ STRAWS – ANY COMBINATION

Quantity limited on some sires. All certificates \$10. Freight additional. Expires 11/1/17.



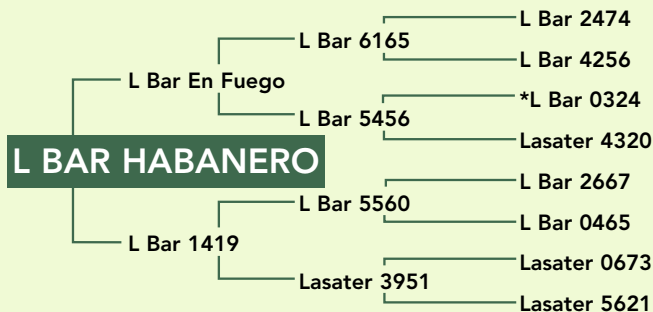
The high-selling bull in our 2016 sale, **L Bar 4519** has incredibly powerful and balanced EPDs, ranking in the top 10% of the breed in 9 of 12 categories. He blends the En Fuego and Essential bloodlines, two of our top maternal sires ever. In the 2016 Performance Test, he was outstanding in every category, including one of the best carcass sonograms in the sale! He is moderate in size, powerful and very correct. We are very excited about the future of L Bar 4519!

L BAR 4519

DNA #9161327045 PV Reg. # C1050589

EPD	CED	BW	WW	YW	MILK	TMAT	MCE	SC	REA	IMF	\$T	\$M
4519	4.2	0	38	60	10	29	3.9	1.7	.62	.3	\$107	\$36
% Rank	25%		5%	10%	25%	10%	10%	1%	5%	1%	10%	5%

Owned by Dalton Lowery



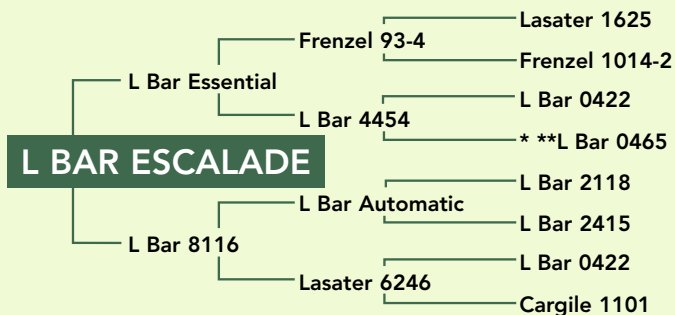
Put some *heat* in your program with **L Bar Habanero**. This polled En Fuego son has been a top performer in every phase of his development, including earning one of the highest scores in both grass gains and marbling (IMF) in the Isa Performance Test. L Bar Habanero has excellent EPDs—ranking in the top 5% of the breed in 5 of 9 EPDs—and a perfect disposition. In the Maternal and Terminal Profit Indices, you'll see Habanero provides a huge boost!

L BAR HABANERO

DNA #6315055299 PV Classified U1/1 Reg. # C1038019

EPD	CED	BW	WW	YW	MILK	TMAT	MCE	SC	REA	IMF	\$T	\$M
Habanero	3.3	1	40	63	6	26	2.8	1.3	.5	.2	\$111	\$29
% Rank			5%	5%		15%		1%	10%	5%	5%	10%

Owned by Bertrand, Fuller, Haymond, Lasater



If you are looking to scale new heights of performance, **L Bar Escalade** is your man! He is the son of the great L Bar Essential and Lorenzo's favorite cow, an Automatic daughter. He has the best EPDs of all our semen sires—hitting the top 20% of the breed in all 12 EPDs and the top 5% in eight of those! Escalade is moderate-framed and super clean with a straight top. On top of all that, he'll eat out of your hand.

L BAR ESCALADE

DNA #713403A PV Classified U1/2 Reg. # C1028230

EPD	CED	BW	WW	YW	MILK	TMAT	MCE	SC	REA	IMF	\$T	\$M
Escalade	5.7	-1.3	42	72	11	32	3.6	1.1	.6	.2	\$125	\$33
% Rank	10%	10%	5%	5%	15%	5%	20%	5%	5%	5%	5%	5%

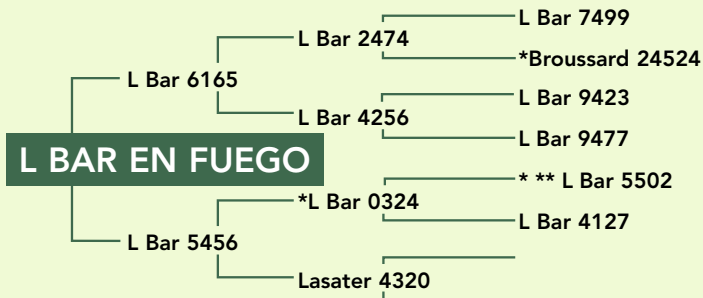
Owned by Coughatta Tribe of Louisiana

* Pacesetter **Typesetter

SALE DAY GENETICS SPECIALS

\$30 EACH ON 10+ STRAWS – ANY COMBINATION

Quantity limited on some sires. All certificates \$10. Freight additional. Expires 11/1/17.



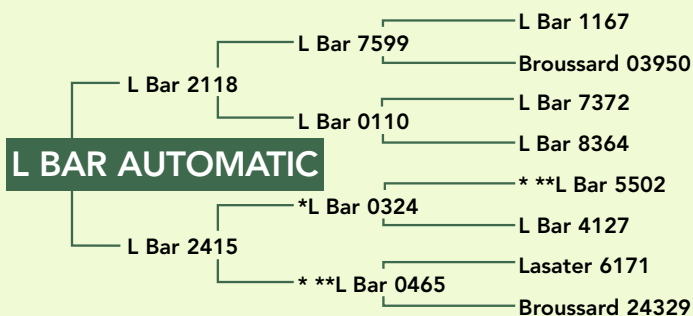
L Bar En Fuego (On Fire) was the best bull to come through the 2011 Isa Test. A polled herdsire, he blends our two most prominent sire lines in L Bar 5502 and L Bar 7499. En Fuego has ideal conformation, as evidenced by a BBU classification of U 1/1. He was also one of the very top carcass bulls in this class, with an IMF ratio of 1.21%! He's straight topped, perfectly muscled and clean underneath—he's got the look!

L BAR EN FUEGO




DNA#549728A PV		Classified U1/1					Reg. # C988569					
EPD	CED	BW	WW	YW	MILK	TMAT	MCE	SC	REA	IMF	\$T	\$M
En Fuego	3.9	-.2	30	46	7	22	3.6	1.7	.41	.4	\$83	\$0
% Rank			15%				20%	1%	20%	1%		5%

Owned by Willie Earl Washington



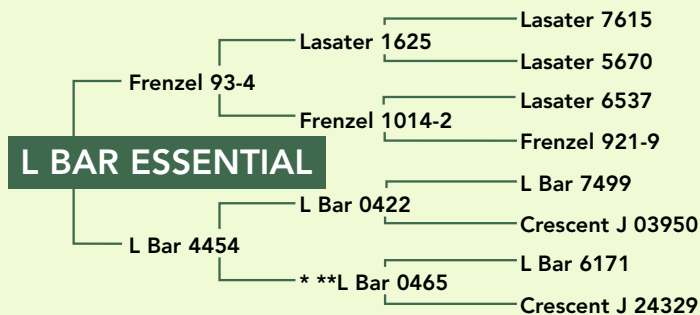
Take a look at the birthweight EPD! **L Bar Automatic** exemplifies the moderate, clean frame packed with muscle. He has a smooth top, perfect underline and brilliant red color. He is a son of a first-calf heifer and the great L Bar 2118 and boasts of L Bar 0324 and 5502 in his ultra-strong pedigree.

L BAR AUTOMATIC




DNA#187508A PV		Classified U1/2					Reg. # C914725					
EPD	CED	BW	WW	YW	MILK	TMAT	MCE	SC	REA	IMF	\$T	\$M
Automatic	5.7	-1.5	36	51	8	26	3.7	.9	.03	.1	\$87	\$33
% Rank	10%	10%	10%	20%		15%	15%	5%		15%	20%	5%

Owned by Coushatta Tribe of Louisiana



This exceptionally thick and clean herdsire will bring the qualities you need to your cow herd. Out of a top Frenzel herdsire and a wonderful L Bar cow, **L Bar Essential** is probably one of the best Maternal sires we've raised. You won't believe how good his heifers are! Blending low birthweight, high growth and excellent carcass, he epitomizes balance.

L BAR ESSENTIAL



DNA #342021A PV		Classified U1/1					Reg. # C954335					
EPD	CED	BW	WW	YW	MILK	TMAT	MCE	SC	REA	IMF	\$T	\$M
Essential	3.7	-.7	28	61	10	24	3.9	.4	.63	.1	\$107	\$13
% Rank		20%	10%			20%	10%		5%	15%	10%	

Owned by Dwight Bertrand

SALE DAY GENETICS SPECIALS

L BAR EMBRYOS

\$350 EACH

Featuring L Bar Habanero, Escalade and L Bar En Fuego plus top L Bar dams. See website for additional donors.

L BAR 2409



Sire: L Bar En Fuego											Dam: L Bar 2432*	
EPD	CED	BW	WW	YW	MILK	TMAT	MCE	SC	REA	IMF	\$T	\$M
2409	7.4	-2	24	39	8	20	3.5	1.1	.32	.3	\$71	\$27

L BAR 3454



Sire: L Bar 8421											Dam: Lasater 4270	
EPD	CED	BW	WW	YW	MILK	TMAT	MCE	SC	REA	IMF	\$T	\$M
3454	7.4	-2	11	33	6	12	5.2	.3	.23	.3	\$59	\$5

L BAR 2404



Sire: L Bar Essential											Dam: L Bar 9238*	
EPD	CED	BW	WW	YW	MILK	TMAT	MCE	SC	REA	IMF	\$T	\$M
2404	5.2	-.9	32	56	10	26	3.7	.4	.58	.1	\$98	\$22

* Pacesetter

Females for Sale

We will have choice groups of L Bar and San Pedro registered Beefmaster females available in conjunction with the bull sale.

15 Open yearling heifers
15 Spring-bred cows
5 Fall pairs

Commercial Replacement Heifers



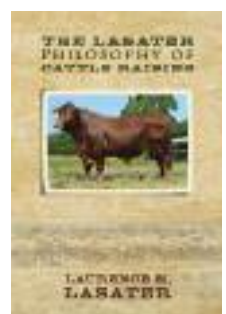
We will have 3 loads of commercial yearling replacement heifers available for October delivery. These are the best 180 of 300 head, carefully sorted for color and quality. They will be weighing approximately 725 pounds October 1st, ready to breed this fall to the bull of your choice. OCV. \$1200 per head. (\$100 deposit, balance at delivery)

70 Beefmaster x Red Angus (1 load)
110 Brangus x Angus (2 loads)

For more information, please contact Lorenzo at 325.656.9126.

You asked! E-book available

We are celebrating the 45th year of publication of *The Lasater Philosophy of Cattle Raising* with a newly released e-book. The e-book is available in English and Spanish as well as the traditional print format. To find out more about it, our other books or Isa Beefmasters merchandise, please visit the Store section of isabeefmasters.com.



A lasting legacy: Institutional knowledge

Editor's note: We are proud to feature bulls from San Pedro Beefmasters in both our fall and spring programs. Our families' relationship goes back decades, and their ranching philosophy closely aligns with ours.

By Dr. Chase Currie
San Pedro Ranch

If someone were to ask me what I enjoy most about my job, it would be having the unique opportunity to spend each day outside, working with others who enjoy the ranching lifestyle. I have been a part of the San Pedro Ranch team since December 2012 and it has been a blessing, to say the least. In January 2016, my position evolved and the cattle operation became a much more present part of my everyday duties. I'll be honest, I had little experience with cattle prior to this, and there was a steep learning curve. However, as time has progressed, this aspect of my position is becoming my favorite. Theodore Roosevelt said, "I do not believe there was ever a life more attractive than life on a cattle farm," and with each passing day, I find more and more truth in this. While I enjoy interacting with the cattle, collecting data, and watching our herd progress, it is being in the presence of our Master Herdsman that makes this aspect of my job so pleasurable.

Antonio Gallegos has been a part of the San Pedro Ranch team since 1980—yes that's right, 1980! In other words, he has 37 years under his belt with the ranch! He is no doubt the backbone of the ranch and has quietly kept the ranch moving forward for over 30 years. I often ask myself, "What is it that makes Antonio so special?" Of course, there is the obvious—37 years of experience on the ranch. However, it is his institutional knowledge, or memory, animal husbandry and dedication that sets him apart from others. *Wikipedia* defines institutional memory as "a collective set of facts, concepts, experiences and



Antonio Gallegos has been lending his expertise to San Pedro Ranch since 1980.

knowledge held by a group of people." In his case, held by an individual. Antonio possesses the unique ability to store information, not on a piece of paper or in a computer, but in his memory bank. He can tell you the birthweight of a calf, 7 months later at weaning. His love for cattle and the San Pedro Ranch are second to none, and his dedication to the task at hand is unmatched.

Antonio has no college degree; however, what he possesses cannot be taught or learned in a classroom. As simple as this sounds, he doesn't miss the obvious; whereas, educated people sometimes do. (I am guilty of this!) He has witnessed just about every mistake that can be made when moving or working cattle. He understands the different personalities that each cow has, and treats them as if they were human beings. The way cattle follow and react to him is impressive, to say the least. The institutional knowledge and experience that he, and others like him, provide the ranches they steward, is irreplaceable. They understand that each day is another opportunity to do good work, and that each mistake is another opportunity to learn. There is no task too big or small for them, and the work isn't done until the

job is finished. People like Antonio lead by example and don't ask to be praised or rewarded; a job well done is all the reward they need. I think it is safe to say that behind the scenes of every historic ranch or cattle operation, there is an Antonio.

The purpose of this article is not only to recognize Antonio, but to recognize all those individuals who quietly go about their business and never ask for their time in the spotlight. However, if it weren't for their dedication and work ethic, the ranches they steward would not be where they are today.

Hopefully, if not already, at some point in your career you will have the opportunity to interact with someone as unique as Antonio—someone who has dedicated their life to an organization, and their soul to their craft. I have learned more from Antonio over the past 18 months than I did throughout my entire college career. I look forward to my time spent with him in the pasture, and wherever my path leads, I can only hope there is someone like Antonio to guide me along the way. I hope Antonio can serve as a reminder to all of us that, "Genius is three percent inspiration, and ninety-seven percent perspiration."—Thomas Edison.

BEEFMASTERS

80 Years

1937 2017

This year marks the 80th anniversary of Tom Lasater closing the Foundation Herd to outside genetics. Not only the genesis of the Beefmaster breed, the closure is also an important milestone in the great experiment that is the *Beefmaster Project*. There's never been a closed herd operating this long anywhere *in the world!* We don't know where future will take us, but we're enjoying the journey that Lasater began.

Many of Lasater's ideas were considered radical—or even crazy—at the time. The concept that most differentiates Beefmasters from other breeds is his *Six Essentials*, the founding selection principles on which he formed the breed: Fertility, Weight, Conformation, Milk Production, Hardiness and Disposition. Lasater believed that you select for cattle solely for these six economic traits.

Lasater applied the *Six Essentials* in a number of ways that were completely revolutionary in his time. He began individually weighing his calves in 1936, at a time when cattle were sold by the head. He required heifers to breed at 14 months and to calve as two-year-olds in a 90-day season at a time when many ranches left the bulls out year-round. Perhaps most importantly, he culled every cow that for any reason did not wean a merchantable calf every year.

We salute Tom Lasater and his wonderful breed on this historic milestone.



In this 1982 photo from *The Anniston Star* in Anniston, Alabama, breed founder Tom Lasater hand-feeds a Beefmaster to demonstrate their gentle disposition.



As we reflect on Beefmasters' history, we also think of our uncle, Dale Lasater, who served as caretaker of the Foundation Herd from before Grandfather's death until his own untimely death last year. Uncle Dale was my go-to historian on all things Beefmaster, and I still find myself thinking I would like to ask him about some little fact or figure. Ever true to the founding principals, Uncle Dale had a poetic way of keeping the family history, the significance of the Foundation Herd and the beauty of the Colorado prairie all in balance. He is succeeded by our cousins, Alex and Tom, as the Foundation Herd runs on towards 100 years.

FROM TOM LASATER'S ADVERTISING ARCHIVES

Ideas gleaned from Lasater's monthly *Cattleman* magazine ads 60 to 70 years ago are still relevant and accurate today:

How do you figure profits in the cattle business? It's easy. Just multiply weight by price and subtract the cost of production. That's your project. Increase the weight

or price, or lower the cost of production and you've got more profit. And Beefmasters do all three!

Because Beefmasters mean more weight, higher-priced beef and less expense, they increase your profit three ways.

—February 1946