

# ISA BEEFMASTERS

Promoting Beefmasters Worldwide since 1964

# the isa informer

SPRING  
2018

isabeefmasters.com

## Isa heifer captures top spot in feed efficiency test

By Lorenzo Lasater, President

Isa Beefmasters, LLC, of San Angelo, Texas, is proud to announce that one of their Beefmaster heifers, L Bar 7102, recently won the Fall 2017 Efficiency Test at the Genetic Development Center in Navasota, Texas. **She had the highest Efficiency Index among 335 animals of 17 different breeds.**



Gustavo Toro, Manager at the Genetic Development Center, awarded L Bar 7102 the MVP (Most Valuable Performer) trophy of the test. According to Mr. Toro, “On top of that Isa Beefmasters had four of the top ten animals by Efficiency Index and six of the top 11 animals for Residual Feed Intake (RFI). Congratulations to Isa Beefmasters for the outstanding performance of their animals.”

Feed Efficiency is the talk in the beef industry right now. According to the GDC, “It’s no mystery the public wants ranchers to produce more environmentally efficient animals, but just as important is that rancher’s ability to stay profitable. Drought, diminishing land resources and feed costs are all factors that point to the need to develop more efficient and profitable cattle.”

The Genetic Development Center test is a 71-day gain test conducted on Growsafe Technology feeders, which measure each animal’s individual feed intake. This revolutionary technology allows us to go beyond just assessing what an animal gains in a defined period but also what they consumed to make that gain. More information can be found at [www.geneticdevelopmentcenter.com](http://www.geneticdevelopmentcenter.com).

Isa President Lorenzo Lasater, the third generation of his family raising Beefmasters said, “This was the first time we had an opportunity to test a set of cattle using the Growsafe Technology, so I was hopeful but nervous going in. To have outperformed so many cattle in so many competing breeds was



a wonderful validation of our cattle selection efforts over the past 80 years. My grandfather established a balanced approach through the *Six Essentials*, and the payoff is cattle that are optimal in all phases of their productive lives—whether that be fertility, efficient gains, foraging, maternal ability, longevity or carcass quality.

L Bar 7102 is a daughter of Escalade, one of Isa Beefmasters’ top semen sires in partnership with Dbl D Bar Ranch of Industry, Texas. The bull is currently owned by the Coughatta Tribe of Louisiana. L Bar 7102 will be bred May 1<sup>st</sup> at 14 months of age. If she breeds successfully in 60 days, she will join her mother in the herd.

For more information on Beefmasters and the Isa Program, please visit [www.isabeefmasters.com](http://www.isabeefmasters.com) or contact Lorenzo Lasater directly at 325.656.9126.

# Technology guides impr

*Technology.* This is not word typically associated with beef cattle production. But we might just surprise you. Beef cattle genetic production can—and should be—pretty high-tech.

Isa Beefmasters continuously crusades to improve and validate both our own herd and the Beefmaster breed. We are confident the cattle are high-performing and efficient, but we must demonstrate these strengths to the industry and strive for continual advancement.

One of the many things that makes Beefmasters unique among beef breeds is that they were forged through performance testing. Breed founder Tom Lasater, considered by many to be the father of performance testing, began systematically weighing his calves in 1936. This undertaking was unheard of at a time when cattle were still sold by the head. He knew that weight was a critically important component of cattle profitability. Amazingly ahead of his time, he also understood that how efficiently an animal achieved that weight was critical.

Isa Beefmasters continues the tradition of performance testing today. We are in the middle of testing our 65<sup>th</sup> set of Beefmaster bulls, which will sell at our annual sale on October 6, 2018. Our sale catalog contains 53 data points, allowing buyers to select their bulls precisely using an amazing range of performance criteria. Whether the rancher cares about pedigree, individual weights, breed-leading EPDs, grass and feed gains or carcass sonogram, he will find that information in our catalog.

We began using carcass sonogram technology when it first became commercially available in the early 1980s. We have now scanned many thousands of animals for carcass quality. Using this important tool has certainly moved the needle for our herd and is the reason we have many of the top bulls in the breed for IMF (marbling) and Ribeye Area (muscling) EPDs.

Another use of sonogram is pregnancy testing. We can use blood testing and sonogram pregnancy testing to accelerate the identification of open females, as soon as 28 days



This Escalade son (right) is part of a current Growsafe Feed Efficiency Test. His Escalade sisters ranked most efficient in the test!



Progeny tests, such as this Growsafe Feed Efficiency Test, provide statistics for the industry's increasing focus on feed efficiency.

following the breeding period. This allows us to move open cattle out of the system faster, making more efficient use of our valuable resources.

In addition, we adopted DNA technology when it first became available in the 1980s. It was a natural complement to our commitment to multiple-sire breeding. Multiple-sire breeding means we use our bulls like our commercial customers do: We don't hand them 25 pretty ladies to breed at their leisure—they have to compete to breed with other sires in large herds. This competition is a key reason that Isa bulls are more aggressive and reliable breeders, feedback we consistently hear from our customers.

DNA today has expanded well beyond sire ID, to genomic enhanced EPDs. We are now using DNA to enhance the accuracy of EPDs. Traditionally, EPDs on virgin bulls have been extremely inaccurate—basically just an average of a bull's parents. Genomic Enhanced EPDs (GEPDs) allow us to use technology to overlay the bull's DNA genetic merits with that of his parents to create very accurate EPDs, giving you greater selection confidence in the EPDs you are using.

As we have added EPDs through the years, it has become a bit overwhelming. The addition of indexes has allowed us to synthesize those data points into a meaningful index of our production goals, expressed in dollars. \$T, or Terminal Index, is designed for the retained-ownership cattleman, feeder-cattle buyer or packer who is most interested in fast-growing, high-performing steers that will be sold to the packer on grids based on carcass merit. \$T is a combination of WW, YW, REA and IMF EPDs.

\$M, or Maternal Index, is designed to help ranchers select animals that will make top replacement females. \$M accounts for growth, milk production and fertility and considers expected cow maintenance issues to arrive at an economic figure that is meaningful to the cowman. The EPDs considered and

# Improvements in the pasture

factored into \$M are WW, YW, Milk and SC. These are balanced against cow maintenance costs as a result of mature cow size and milk production.

Another important use of technology in our breeding program is both Artificial Insemination (AI) and Embryo Transfer (ET). Isa Beefmasters has both fall and spring calving herds, and we synchronize and AI our yearling replacement heifers on the first day of the breeding season each year. This allows us to stack the genetics of our top sires onto our most advanced females to date.

We have also used embryo transfer to expand our numbers and propagate outstanding genetics on the female side more rapidly than nature allows. Cattle breeding is a frustratingly slow process, with one calf per year the absolute best they can achieve. We need to deploy technology to raise the best possible genetics in the fastest manner.

Isa Beefmasters participates in progeny tests any time they come available. This is all part of demonstrating and validating the genetics we raise. The current buzz in the industry is all about feed efficiency, or what an animal consumes to achieve gains. Following are the results of three recent progeny tests that we had sires participating in:

The USDA Agricultural Research Service recently conducted a feed efficiency evaluation at the U.S. Meat Animal Research Center in Clay Center, NE. The 18-breed study evaluated 5,606 head of cattle, composed of finishing steers and growing replacement heifers, and they were evaluated for efficiency using ADG during feed intake data collection. 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, and they were far and away the best when the sexes were combined. Eighteen breeds and Beefmasters were the most efficient! The USDA would not share the sire-specific data, but Isa contributed two sires over the life of the project.



L Bar En Fuego progeny, including this steer, earned marks for the highest weaning weights in a recent Arkansas test.

We also submitted our herdsire Escalade to a recent progeny test in West Texas and subsequently Kansas. Four Beefmaster sires were AI'd to commercial Angus females. They were taken to a feedyard in eastern Kansas post-weaning for a Growsafe Feed Efficiency Test, which recently concluded. I am pleased to report that the Escalade heifers were the most efficient in the test! The heifers will be returned to the herd in Texas and be tested for production efficiency, while the steers will be fed and slaughtered this year in Kansas. We look forward to seeing the results of both.

A third progeny test was done in partnership with the University of Arkansas Monticello, which has a registered Beefmaster herd. The females were AI'd to three top Beefmaster sires, including L Bar En Fuego, and then cleaned up to Angus bulls. The En Fuego calves had the highest average weaning weight in the test and were 14% heavier than the Angus-cross calves. The females will be returned to the herd and production efficiency traits like fertility and longevity can be measured. The steers were recently slaughtered in Kansas. We don't have the sire-specific results yet, but the following chart shows how the Beefmaster steers performed relative to the Angus. Beefmasters were both higher marbling and more profitable!

	Angus	Beefmaster
Hot Wt	809	788
Yield Grade	3.07	3.05
Marbling	399	449
REA	12.42	12.40
Back Fat	0.69	0.68
Carcass \$	\$1,509	\$1,530
\$ / CWT	\$187	\$194

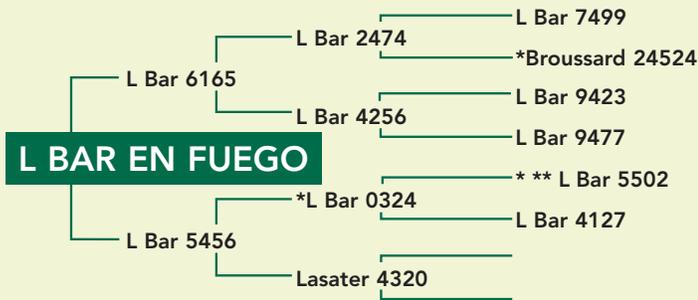
In addition to the progeny tests, we also recently concluded a feed efficiency test on a set of yearling heifers. There is more detailed information on page 1 of this Informer, but the important takeaway is L Bar 7102 had the highest Efficiency Index among 335 animals of 17 different breeds, and Isa Beefmasters had four of the top ten animals by Efficiency Index and six of the top 11 animals for Residual Feed Intake (RFI)!

While technology might seem far removed from the simple environs of the pasture, it should be viewed instead as a critical tool at a rancher's disposal. More than thirty years ago, Isa Beefmasters realized cutting-edge technology, starting with sonograms and DNA, could have a swift and decisive impact on our quest for cattle improvement. They say knowledge is power, and we were able to harness this information to drive the direction of our herd ever forward. Today, nationwide progeny tests validate our efforts, proving that with technology, ranchers can make better informed decisions yielding better cattle.

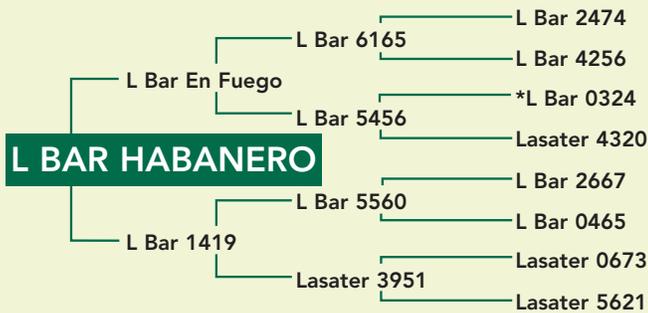
# SPRING GENETICS SPECIALS

**\$30 EACH ON 10+ STRAWS – ANY COMBINATION**

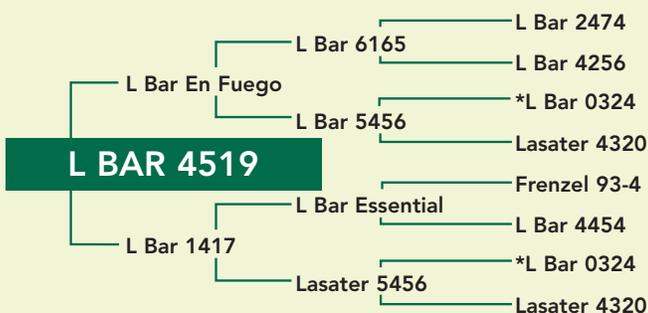
See website for additional sires available. Quantity limited on some sires. All certificates \$10. Freight additional. Expires 6/1/18.



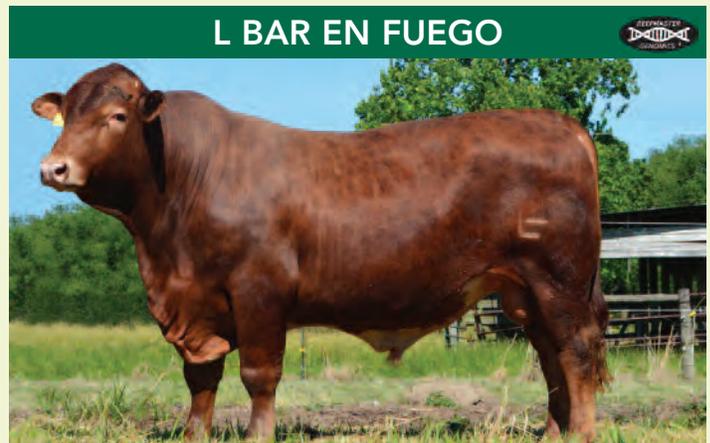
One of our best herd sires to come through in many years! **L Bar En Fuego** sired the high-selling bull in the Isa Bull Sale the last *three years*, including the two semen sires pictured below. En Fuego is polled and has the ideal conformation, with a U 1/1 classification. A breed trait leader for both SC and IMF, En Fuego produces wonderful females, like the two daughters featured in our donor section. He is straight-topped, perfectly muscled and clean underneath—he's got the look!



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!



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 EN FUEGO											Reg. # C988569	
DNA #549728A PV	Classified U1/1											
EPD	CED	BW	WW	YW	MILK	TMAT	MCE	SC	REA	IMF	\$T	\$M
En Fuego	3.5	-.2	31	44	6	22	3.3	1.8	.44	.4	\$82	\$34
% Rnk	20%			1%			15%	5%	5%			
ACC	.34	.80	.82	.80	.33	-	.18	.72	.72	.77	-	-

Owned by Willie Earl Washington



L BAR HABANERO											Reg. # C1038019	
DNA #6315055299 PV	Classified U1/1											
EPD	CED	BW	WW	YW	MILK	TMAT	MCE	SC	REA	IMF	\$T	\$M
Habanero	1.3	1.9	41	65	5	26	2.7	1.3	.53	.2	\$114	\$28
% Rnk	5%			5%	15%			1%	10%	5%	5%	10%
ACC	.11	.40	.53	.49	.14	-	.03	.29	.27	.24	-	-

Owned by Bertrand, Fuller, Haymond, Lasater



L BAR 4519											Reg. # C1050589		
DNA #9161327045 PV	Classified U1/1												
EPD	CED	BW	WW	YW	MILK	TMAT	MCE	SC	REA	IMF	\$T	\$M	
4519	3.0	0	38	58	9	28	3.7	1.8	.67	.3	\$105	\$37	
% Rnk	25%	10%		10%	10%			15%	1%	5%	1%	10%	5%
ACC	.27	.40	.53	.54	.20	-	.15	.52	.38	.41	-	-	

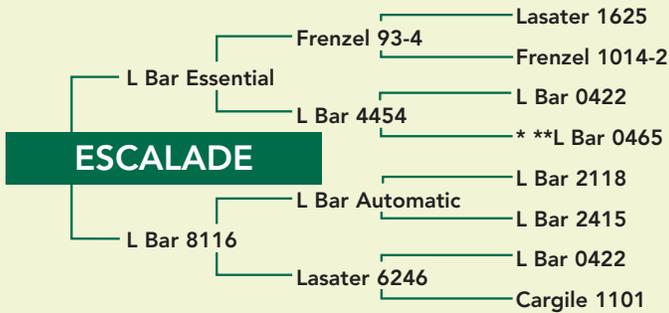
\* Pacesetter \*\*Typesetter # Trait Leader

Owned by Dalton Lowery

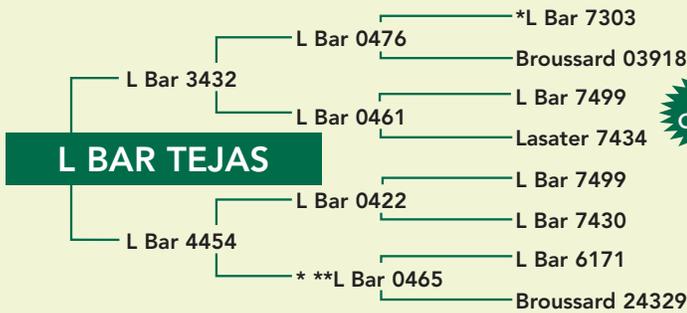
# SPRING GENETICS SPECIALS

**\$30 EACH ON 10+ STRAWS – ANY COMBINATION**

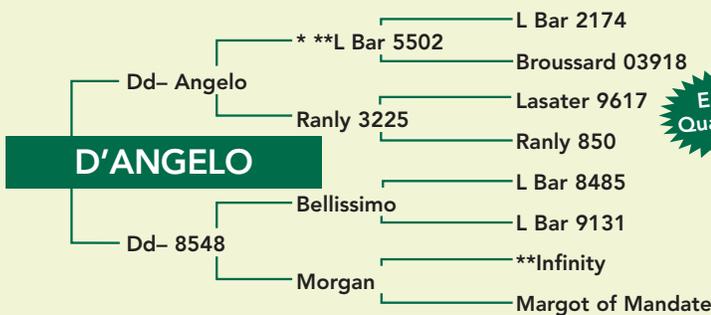
See website for additional sires available. Quantity limited on some sires. All certificates \$10. Freight additional. Expires 6/1/18.



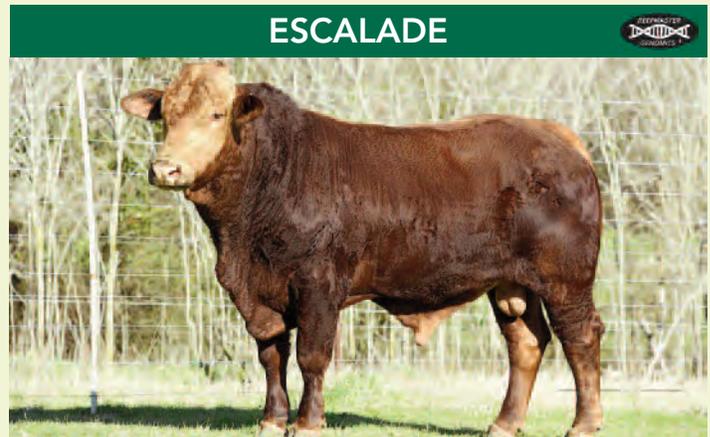
If you are looking to scale new heights in performance, **Escalade** (2401) is your bull. He is the son of the great L Bar Essential and out of an L Bar Automatic Pacesetter daughter. He bends the performance curve with low birthweight and spectacular weaning and yearling weights. His EPDs are stellar in every category. Escalade is moderately framed and super clean with a straight top. On top of all that, he'll eat out of your hand.



**Tejas** means Texas in Spanish, and Isa Beefmasters' first E.U.-qualified herd sire does justice to our home state. **L Bar Tejas** was sired by L Bar 3432, one of Isa's great carcass sires, and out of one of our most productive donor females. On both top and bottom, he goes back to the great L Bar 7499, our best maternal line. His EPDs are very balanced, blending growth, maternal and carcass traits. Tejas is well-muscled with a straight top and perfect underline.



One of the first two Beefmaster bulls ever to qualify for export to the E.U., D'Angelo is a grandson of L Bar 5502, the historic performance leader in the breed. D'Angelo is an ET calf from Double D Bar's herd sire Angelo, who sired the first Beefmaster calves in Europe. Angelo genetics are popular internationally, with excellent traits such as low birthweight, strong fertility and conformation.



ESCALADE											
DNA #713403A PV						Classified U1/2			Reg. # C1028230		
EPD	CED	BW	WW	YW	MILK	TMAT	MCE	SC	REA	IMF	\$T \$M
Escalade	7.9	-3.1	32	59	12	28	3.4	.7	.37	.1	\$102 \$28
% Rnk	5%	1%	15%	10%	5%	10%	15%	25%	15%	10%	10%
ACC	.33	.74	.75	.72	.23	-	.15	.63	.53	.57	-

Semen owned with Doyle Sanders; Bull owned by Coughatta Tribe



L BAR TEJAS											
DNA #3116087889 PV						Reg. # C1082471					
EPD	CED	BW	WW	YW	MILK	TMAT	MCE	SC	REA	IMF	\$T \$M
Tejas	1.9	.4	33	57	8	24	2.8	.7	.41	.2	\$99 \$21
% Rnk			15%	10%		20%		15%	20%	5%	20%

Owned in partnership with Doyle Sanders



D'ANGELO											
DNA #3116087897 PV						Reg. # C1081070					
EPD	CED	BW	WW	YW	MILK	TMAT	MCE	SC	REA	IMF	\$T \$M
D'Angelo	3.5	.1	25	46	5	17	3.3	.4	.31	0	\$77 \$13

\* Pacesetter \*\*Typesetter # Trait Leader

Owned in partnership with Doyle Sanders

E.U.-Qualified

E.U.-Qualified

# BEEFMASTER DONOR FEMALES

**\$350 PER EMBRYO**

Featuring L Bar Habanero, Escalade and L Bar En Fuego plus top L Bar dams. Visit [isabeefmasters.com/genetics/](http://isabeefmasters.com/genetics/) for pairings.

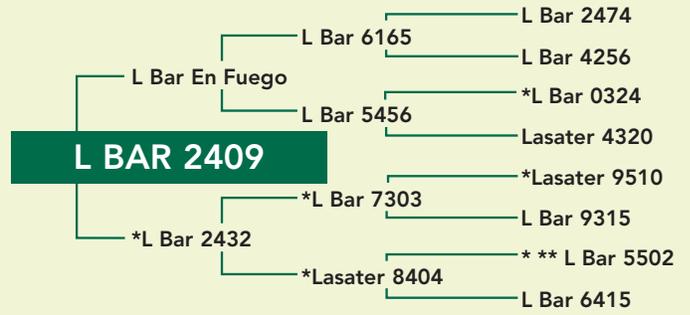
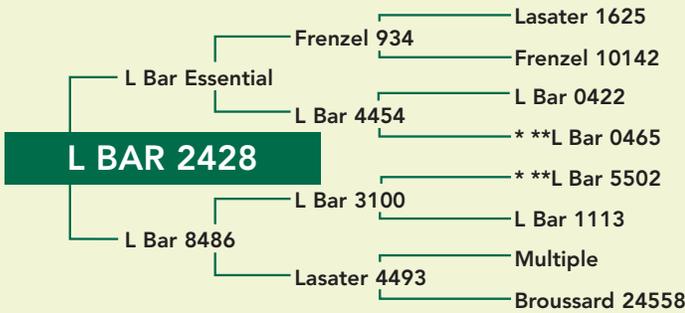


DNA #123015084091		<b>L Bar 2428</b>										Reg. # C1028255	
EPD	CED	BW	WW	YW	MILK	TMAT	MCE	SC	REA	IMF	\$T	\$M	
2428	2.6	.1	30	57	12	27	3.7	.5	.29	.1	\$98	\$21	



DNA #9161318518 PV		<b>L Bar 2409</b>										Reg. # C1028252	
EPD	CED	BW	WW	YW	MILK	TMAT	MCE	SC	REA	IMF	\$T	\$M	
2409	6.2	-1.1	30	44	7	22	2.7	1.4	.37	.3	\$78	\$32	

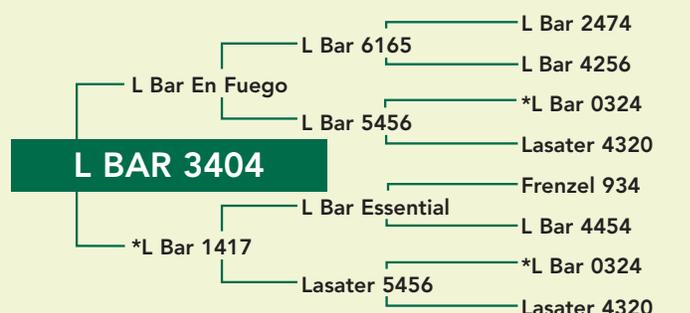
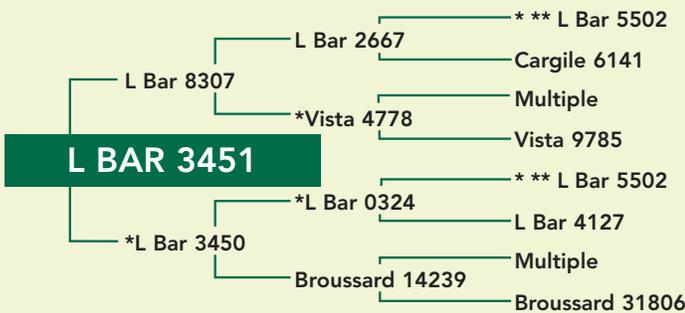
Photos by Watt Casey, Jr.



DNA #40513056502		<b>L Bar 3451</b>										Reg. # C1038014	
EPD	CED	BW	WW	YW	MILK	TMAT	MCE	SC	REA	IMF	\$T	\$M	
3451	5.9	-1.1	28	53	6	20	3.9	.7	.5	-.1	\$89	\$17	



DNA #3116087835 PV		<b>L Bar 3404</b>										Reg. # C1038021	
EPD	CED	BW	WW	YW	MILK	TMAT	MCE	SC	REA	IMF	\$T	\$M	
3404	4.2	-.5	31	47	9	24	3.7	1.3	.69	.3	\$85	\$32	



Isa Beefmasters offers frozen embryos from a number of performance-packed Beefmaster pairings, featuring some of our best herdsires, paired with top L Bar dams.

All Isa frozen genetics are collected at CSS-certified collection centers, frozen to the very highest standards and eligible for export to the majority of countries worldwide.

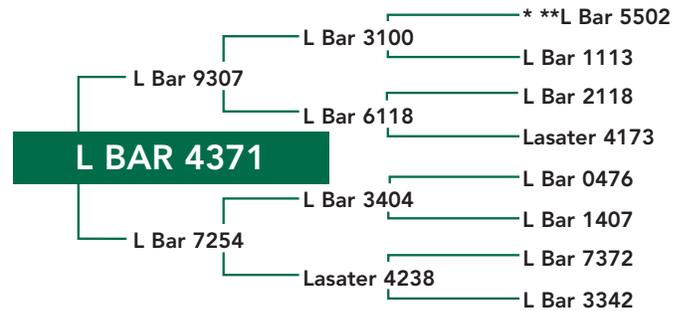
# Retired herdsire for sale

L BAR 4371



\$6000

Long, red, clean and straight, 4-year-old L Bar 4371 carries the powerful genetics of L Bar 5502 and L Bar 3100 on his paternal side. L Bar 4371 is exceptionally easy calving, being in the top 10% in the breed for birthweight and calving ease.



DNA 6315055300 PV		Birthdate 2/15/2014		Reg. # C1046100								
EPD	CED	BW	VVW	YW	MILK	TMAT	MCE	SC	REA	IMF	ST	\$M
4371	6.1	-1.5	26	52	8	21	3.7	.5	.2	0	\$91	\$14
% Rnk	10%	10%		20%			15%	25%				

## Spring cattle for sale

### 5 Spring First-Calf Beefmaster Pairs

Open and Ready to Breed  
\$3950 ea.



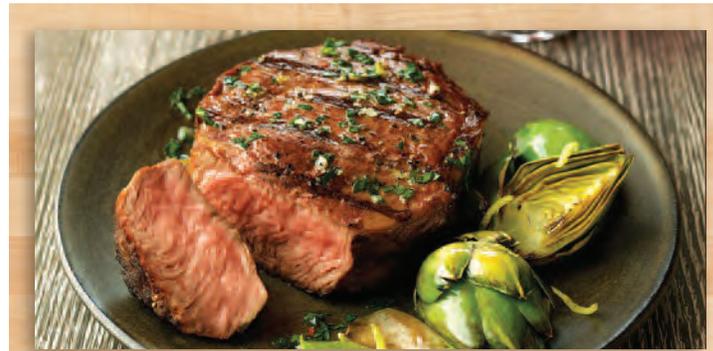
### 3 Young Fall-Calving Females

AI bred /Cleaned up to our L Bar 5501 herdsire  
Calving August and September  
\$3750 ea.

### 12 Yearling Beefmaster Heifers

AI bred May 1/Exposed to top L Bar bulls for 60 days  
Delivery August 1  
\$3250 ea.

For more info, please contact Lorenzo at 325.656.9126.



### CHIMICHURRI-MARINATED STRIP FILETS

With the temperatures climbing in our neck of the woods, we Texans are excited to fire up the grill and enjoy the outdoors. Following is a delicious steak recipe with flavors that give a nod to our fellow ranchers in South America. Enjoy!

- |  |                                      |
|--|--------------------------------------|
| 4 beef strip filets, cut 1 inch thick (about 4 to 6 ounces each) | 2 tablespoons fresh lemon juice      |
| 2 cloves garlic  | ½ teaspoon salt                      |
| ½ cup packed fresh cilantro                                      | ½ teaspoon freshly grated lemon peel |
| ½ cup packed fresh parsley                                       | ¼ teaspoon crushed red pepper        |
| ¼ cup olive oil  |                                      |

To prepare the chimichurri sauce, place garlic in food processor container; cover and process until finely chopped. Add the next seven ingredients; cover and process until well blended. Remove and refrigerate ¼ cup sauce for serving. Place beef filets and remaining sauce in food-safe plastic bag; turn steaks to coat. Close bag securely and marinate in refrigerator 15 minutes to 2 hours.

Remove filets from marinade and discard marinade. Place filets on grid over medium, ash-covered coals. Grill, covered, 12 to 15 minutes (over medium heat on preheated gas grill, 10 to 13 minutes) for medium rare (145°F) to medium (160°F) doneness, turning occasionally.

Serve filets with reserved chimichurri sauce.

Visit [beefitswhatsfordinner.com](http://beefitswhatsfordinner.com) for more tasty beef recipes.

# BEEFMASTERS

*Cattle designed & built for grass ranchers  
for more than 80 years*

**BRINGING THE OPTIMUM BALANCE OF TRAITS  
THAT ACTUALLY MAKE YOU \$\$\$ IN RANCHING:**

Calving Ease	High Growth
Mothering Ability	Healthy and Hardy
Low Maintenance	Feed Efficiency
Longevity	Carcass Quality
Maximum Heterosis	



**57<sup>TH</sup> BEEFMASTER BULL SALE**  
**OCTOBER 6, 2018 • SAN ANGELO, TEXAS**



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