

the isa informer

ISA BEEFMASTERS

Promoting Beefmasters Worldwide since 1964

57TH BULL SALE EDITION!



FALL
2018

You are cordially invited to our 57th Beefmaster bull sale!

It was 81 years ago this year that Tom Lasater closed his herd to outside genetics, marking the birth of Beefmasters. We have made continual progress over those 81 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 pedigree and performance information to date, including grass gains, on-test weight, carcass sonogram and breed-leading EPDs.

We will also have available a sortable Excel spreadsheet of the catalog available at www.isabeefmasters.com so you can dig in to your advance research. We have added age of dam to the catalog to help pinpoint those outliers for fertility and longevity.

The bulls are backed by a complete health program. Volume purchases will be delivered free anywhere in the US.

We look forward to seeing you in San Angelo on October 6th!

—Lorenzo Lasater

BEEFMASTERS

Cattle designed & built for grass ranchers for over 80 years

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

Calving Ease

Maximum Heterosis

Legendary Mothers

High Growth

Low Maintenance

Heat and Insect Resistant

Gentle and Responsive

Feed Efficiency

Longevity

Carcass Quality



OCTOBER 6, 2018

10 a.m. • Producers Auction

140 BULLS

To build the females you need

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

Tough, athletic & ready • Free delivery available

Bull Sale Headquarters: Rodeway Inn—325.944.2578

Lorenzo Lasater
325.656.9126

www.isabeefmasters.com

lorenzo@isabeefmasters.com



Beef Week '18 offers v

By Lorenzo Lasater, President

I recently travelled to Rockhampton, Australia, for Beef Week 2018, the country's massive national cattle event held every three years. Following are some of my experiences and observations.

I was honored to travel with a great group of guys, including Texas Department of Ag personnel, Beefmaster breeders and BBU staff. We covered a lot of ground, had a lot of fun and, I think, represented Beefmaster breeders and Texas very well.

The Beef Week expo is huge—including a large cattle display, trade show and many educational seminars and networking opportunities. Held once every three years, the expo lasts only five days, so they take it very seriously and everyone is there.

Australia is a place of fantastic scale in terms of cattle ranching. In the hot, dry northern regions of the country, ranches, or "stations" as they call them, often exceed a million acres. During my short time there, I met two commercial operators with herds exceeding 100,000 head. The largest ranching enterprise, the Australian Agriculture Co. (AACo), is estimated to own 17 million acres and run 656,000 cows. I am certain there is nothing even close to that in the United States.



A free range 'Roo



I travelled with a delegation of Texas Department of Ag personnel, other Beefmaster breeders and BBU staff to Australia's giant beef expo.

Australia's climate is the reverse of ours, with cooler climates in the south and very dry and hot conditions in the north. The southern operators can get away with Angus genetics just like our northern counterparts in the US. But in the north, the Brahman is king. They crossbreed with adapted breeds such as Droughtmasters and Santa Gertrudis. The King Ranch once had a major ranching enterprise in Australia, and I wouldn't be surprised if there were more registered "Santa" herds in Australia than the US.

During the Beef Week expo, I attended an interesting panel discussion surrounding Australia's export supply chain. Australia exports 70% of their domestic production, and they have both grain-fed markets such as the E.U. and Asia, grass-fed markets such as Indonesia and the United States, and feeder cattle exports for the Middle East. Their industry is much more focused on export markets than the US, but we have the luxury of a huge domestic population with a taste for high-quality beef. While exports are tremendously important, they occupy many niches, such as prime beef to Asia and variety meats we don't eat to several countries, so we are not as laser-focused on them at the grass-roots level.

Because of their heavy reliance on export, Australia has a very solid national ID and traceability plan. It is as common as a number ID for us. Despite my distaste for anything government-run, I think the US beef industry would be smart to be more proactive in this area. The global market demands it, and we are being a bit shortsighted to resist. We must have traceability to ensure accountability and the ability to quickly control disease outbreaks.

I also watched a presentation by David Johnston of Queensland's Nudgee College that was one of the most interesting university studies I have seen. They took genetics from high-profile cattle programs and created test herds of Brahman, Santa Gertrudis and



Beef Week included a fed steer contest (see photo at right) and sale featuring grass-fed and grain-finished steers.

view from Down Under

Droughtmasters—the dominant heat-tolerant breeds in Australia. They have recently incorporated some Beefmaster genetics and I think will expand that, so we have an opportunity to show what our cattle can do. They keep the females as replacements and are studying which breeds—and genetics within breeds—can adapt to the tough conditions and still breed on schedule.

Next we attended a fed steer contest and sale. It featured grass-fed steers and grain-finished steers of two common lengths, 70 days and 100 days. It was great to see how good those grass-fed animals could finish. A three-year-old grass-fat steer weighing 1800 pounds is an impressive sight!

Neil Donaldson, the Executive VP of the Droughtmaster Association, gave an excellent presentation about the development of the breed and their status today. Droughtmasters enjoy a very strong market in northern Australia, with very enviable sale prices for their commercial and seedstock bulls. There are many parallels between Droughtmasters and Beefmasters. In fact, Droughtmasters founder John Atkinson visited both my grandfather and Jan Bonsma of South Africa, all of whom developed national breeds in roughly the same era.

We had a meeting with the Droughtmaster Board of Directors to explore areas in which we might collaborate. Although the breeds share many similarities, they have divergent international market share, so I think there may be real opportunity to work together against the common enemy.

The animal rights movement has had a frightening effect on the Aussie beef industry. Activists have successfully pressured their largest export client, Indonesia, to enforce rules to phase out horns (and dehorning!) on cattle by 2025. This regulation obviously has dramatic implications for horned breeds. They are rapidly turning them polled, but at what I believe to be a cost. The polled gene has been linked to poor prepuce structure. Although I believe



A fine “Droughtie” bull belonging to Monty Atkinson, grandson of the Droughtmasters founder

polled has its place, the rush to achieve polled quickly through indiscriminate selection can have a negative impact, as we often see in other breeds.

Another key difference between US and Aussie industries is the presence of hormones, which they don’t use—again because of their export markets. It is my belief that we have done ourselves a disservice by insisting on the continued use of hormones when our customers, both at home and abroad, have plainly stated they don’t like them. It doesn’t really matter what science may say about their safety—“the customer is always right.”

Additionally, I experienced some interesting new technology while in Australia. I got my first view of a “virtual fence,” something probably not unique to Australia. The fence consists of a collar placed on an animal with GPS controlling their location. Imagine the grazing management and handling this would allow, not to mention the possible

maintenance and construction savings over the long term!

Something else I encountered that you probably would not find in the US is automatic cattle sorting. Many ranches sell grass-fattened steers straight off the ranch (oh, that we were so lucky!). Ranches constantly sort the loads as they reach desired weight. A scale unit automatically weighs each animal as it comes in to water. If the animal is above the desired weight, a gate opens to sort it off, allowing those underweight to remain in the pasture. A fabulous labor savings and stress-free way to accomplish this task!

Speaking of labor, Australia is the only place I have visited whose labor costs are even higher than ours. They have a very “union-style” labor setup in which every employee receives high pay, low hours in the form of a 37-hour workweek, and four weeks of paid vacation annually. This kind of pay scale makes it very difficult to hire low-skill agricultural workers, so the Australian ranchers are very focused on labor savings.

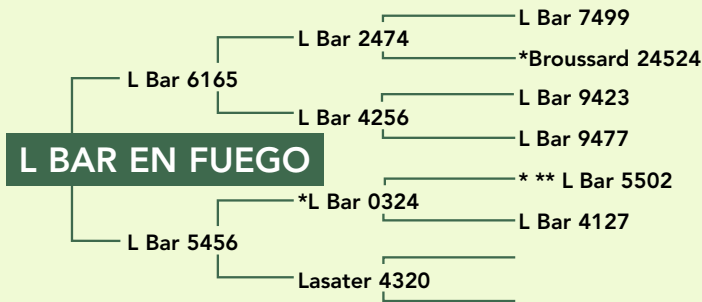
Australians are tremendously friendly folks, as is usually the case with ranchers worldwide. We share many challenges with our “mates” around the world, and yet we both face some unique ones. There is no doubt the Australian ranchers are both cowboys and cowmen. I really enjoyed my time there and hope to get back to see more of “the Outback.”



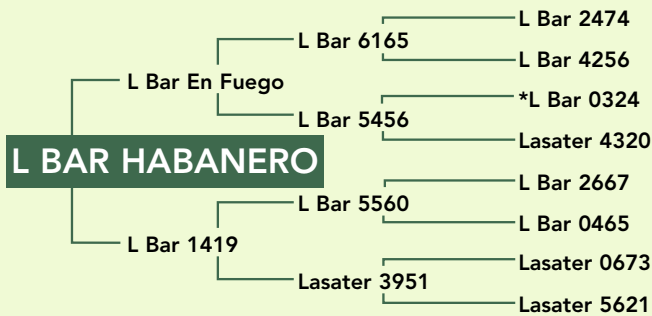
SALE DAY GENETICS SPECIALS

\$30 EACH ON 10+ STRAWS – ANY COMBINATION

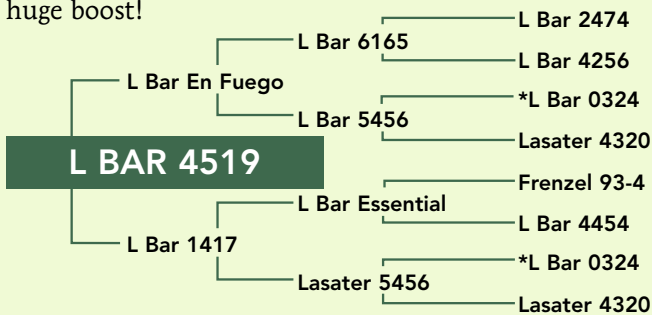
See website for additional sires available. Quantity limited on some sires. All certificates \$10. Freight additional. Expires 11/1/18.



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 10% of the breed in 5 of 12 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



DNA #549728A PV	Classified U1/1							Reg. # C988569				
EPD	CED	BW	WW	YW	MILK	TMAT	MCE	SC	REA	IMF	\$T	\$M
En Fuego	4.1	-.6	29	41	6	20	3.9	1.7	.32	.49	\$76	\$25
% Rnk		25%	25%				10%	1%		1%		15%

Owned by Willie Earl Washington

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	2.9	.9	39	63	7	26	2.9	1.4	.32	.48	\$115	\$23
% Rnk			5%	10%		15%		1%		1%	5%	15%

Owned by Bertrand, Fuller, Haymond, Lasater

L BAR 4519



DNA #9161327045 PV	Classified U1/1							Reg. # C1050589				
EPD	CED	BW	WW	YW	MILK	TMAT	MCE	SC	REA	IMF	\$T	\$M
4519	4.2	0	37	57	9	28	4.1	1.7	.58	.36	\$104	\$29
% Rnk			25%	10%	10%		10%	5%	1%	5%	1%	10%

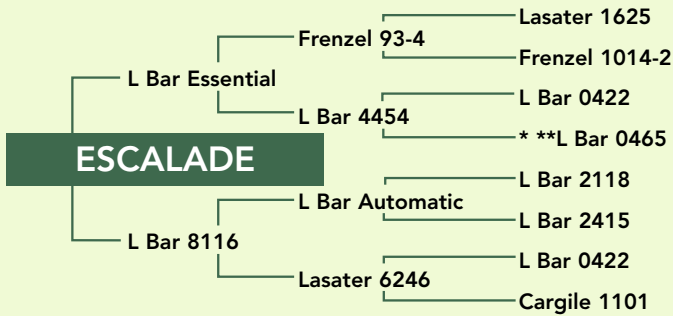
* Pacesetter **Typesetter # Trait Leader

Owned by Dalton Lowery

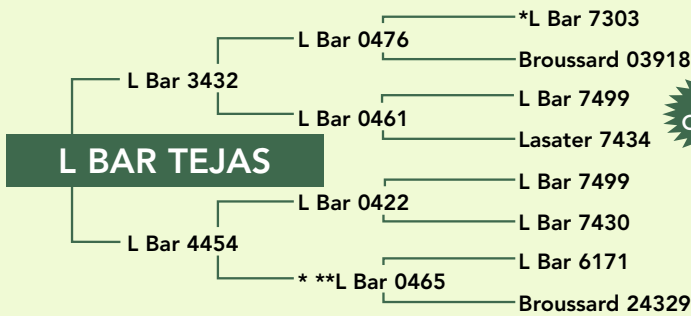
SALE DAY GENETICS SPECIALS

\$30 EACH ON 10+ STRAWS – ANY COMBINATION

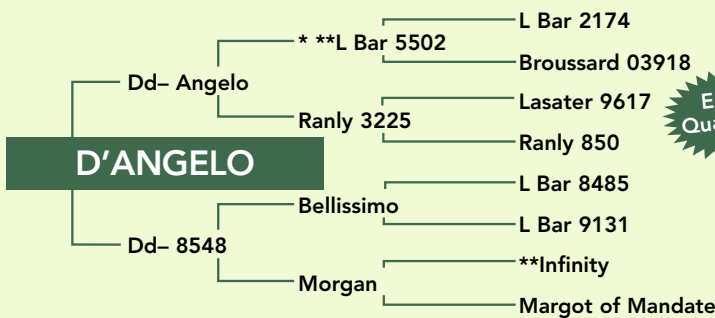
See website for additional sires available. Quantity limited on some sires. All certificates \$10. Freight additional. Expires 11/1/18.



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. Our top calving-ease sire, Escalade is top 1% in the breed for both Calving Ease and Birthweight EPDs, and his other EPDs are stellar. 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	8.3	-3.4	32	55	12	28	3.3	.8	.19	.07	\$96	\$27
% Rnk	1%	1%	15%	15%	15%	10%	10%	10%	10%	10%	10%	10%

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	2.2	.2	31	56	9	24	2.7	.7	.38	.23	\$101	\$16
% Rnk			15%	10%		25%		15%	25%	5%	10%	

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	45	5	17	3.3	.3	.33	-.01	\$79	\$11

* Pacesetter **Typesetter # Trait Leader Owned in partnership with Doyle Sanders

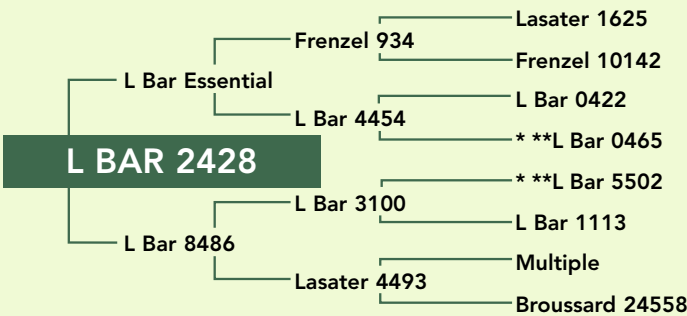
BEEFMASTER DONOR FEMALES

\$350 PER EMBRYO

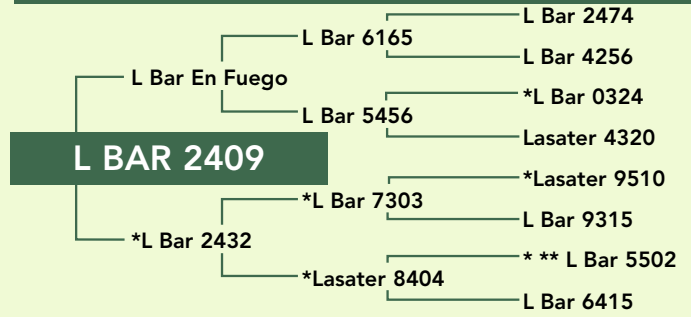
Featuring L Bar Habanero, Escalade and L Bar En Fuego plus top L Bar dams. Visit isabeefmasters.com/genetics/ for pairings.



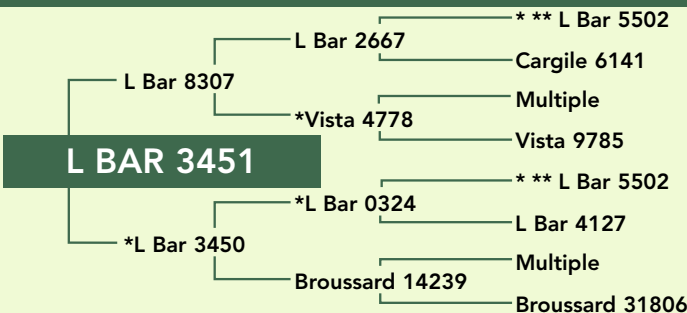
DNA #123015084091		L Bar 2428										Reg. # C1028255	
EPD	CED	BW	WW	YW	MILK	TMAT	MCE	SC	REA	IMF	\$T	\$M	
2428	2.9	-2	28	53	13	27	3.9	.6	.23	.13	\$94	\$19	
% Rnk			25%	15%	10%	15%	10%	25%		15%	15%		



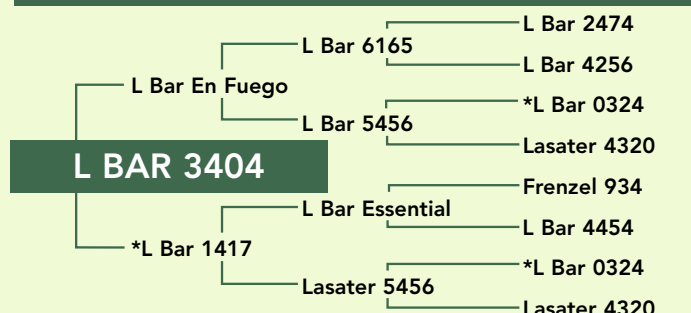
DNA #9161318518 PV		L Bar 2409										Reg. # C1028252	
EPD	CED	BW	WW	YW	MILK	TMAT	MCE	SC	REA	IMF	\$T	\$M	
2409	6.4	-1	33	43	8	24	2.7	1.5	.22	.4	\$79	\$32	
% Rnk		5%	15%	15%		20%		1%		1%		5%	



DNA #40513056502		L Bar 3451										Reg. # C1038014	
EPD	CED	BW	WW	YW	MILK	TMAT	MCE	SC	REA	IMF	\$T	\$M	
3451	5.7	-1	28	54	7	21	3.8	.7	.5	-.1	\$93	\$15	
% Rnk		10%	20%	20%	15%		15%	10%	15%		15%		



DNA #3116087835 PV		L Bar 3404										Reg. # C1038021	
EPD	CED	BW	WW	YW	MILK	TMAT	MCE	SC	REA	IMF	\$T	\$M	
3404	4.4	-.7	28	44	10	24	3.8	1.3	.6	.3	\$80	\$24	
% Rnk		20%	25%	25%	25%	25%	15%	5%	5%	5%		15%	

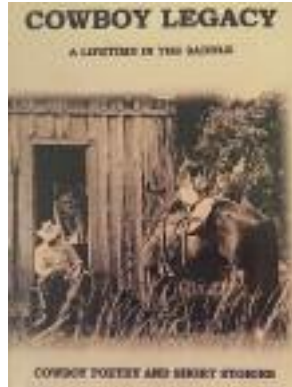


Isa Beefmasters offers frozen embryos from a number of performance-packed Beefmaster pairings, featuring some of our best herdsires, paired with top L Bar dams.

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.

"I ain't from Texas"

Editor's note: Clint Raulerson is a second-generation Isa Beefmasters customer from Immokalee, Florida. In addition to his formidable skills as a cowman, he also pens cowboy poetry. Since many of you come from the places he mentions, I thought y'all might enjoy this poem from his book, Cowboy Legacy.



By Clint Raulerson

Hey Cowboy you must be from Texas is what people always say
When I travel all around this good ole USA

Cuz I wear my ole felt hat and my pearl snap shirt all buttoned
to the collar
Wranglers over my square toed boots like cowboys do cuz city
fads we just don't foller

Now I've got lots of cowboy friends scattered round that Lone
Star State.
But while I've got your attention there's a few things we need to
get straight

What I'm gonna say will come as a shock to the general
population
But believe it or not there's cowboys all over this great nation

Yep you heard me right and now I'm gonna give you some learnin
Cuz ever time I'm asked if I'm from Texas it's my butt that
begins a burnin

From California where the vaqueros spin the riata with style
To the big ranches in Oregon where the cattle graze for
many a mile

In New Mexico and Arizona where you'd swear them cattle
eat sand
I met an old cowboy from there, now that was one helluva hand

There's sure nuff cowboys in the land of the big sky
I ain't never been to Montana but I'm sure gonna try

There's cowboys out Utah and Nevada way too
They wear wild rags and flat brims these cowboys known as
buckaroo

The badlands of South Dakota where the cowboys are tough
and bold
They do their jobs in the worst kind of cold



Clint Raulerson runs Beefmaster-cross cattle on his Florida
ranch and also writes cowboy poetry.

From Oklahoma to Kansas and the prairies of grass and grains
Many are the stories of the great cowboys of the plains

Down to the Louisiana swamps where your skills will sure get a test
The Cajun cowhands I know are some of the best

And there's old Florida where I'll always call home
It's my home on the range wherever I roam

The cowboys here are weathered and tough
They ain't too fancy and their edges are rough

In conditions that would make the normal man cry
Water and mud where your boots never seem to be dry

Mosquitoes so thick they'll cover a man and a horse
And panthers and gators and coyotes of course

But they are proud to saddle a horse every day
And ride out on the ranch to earn a days pay

And before all you Texans throw a good fit
Know this ain't no knock on them Texas cowboys a bit

There's great cowboys from the Hill Country and Brush Country
where summers are hell

To East Texas and the Gulf Coast ranches as well

Just a public service from an old Florida Cowhand
To inform people all over the land.

So remember folks the next time a cowboy walks by
There's a good chance he ain't from Texas and now you know why.

Cattle for sale



12 Spring-calving Beefmaster Heifers

Born in 2016. AI bred to L Bar En Fuego then cleaned up to top L Bar sons for 60 days.
\$3750 ea.



4 First-calf Beefmaster 3-in-1s

2-year-old heifers with their first calf at side.
Exposed back May-June to top L Bar bulls.
\$4250 ea.



Retired Herdsire L Bar 4371

\$6000



The long and short of longevity

Something that isn't discussed nearly enough in the beef industry today is the importance of longevity. Recently I visited a customer's place in south Florida. As we were driving through his Beefmaster-cross cows, he pointed to the cow in this picture and said that is a 20-year-old cow. It doesn't take a genius to figure out that a cow that brings 18 or 19 calves to the weaning pen is money-maker. It is also pretty easy to see that females from weaker breeds that wear out in six or seven years are costing you plenty.

International agents of Isa Beefmaster genetics

See these partners for inventory in-country:

Brazil



Ronnier Aguilera
ideastradingbrasil@yahoo.com

European Union



Carlos Serra
carlosserra@unigenes.com

Mexico



Carlos Delfino Monsalvo
deltrece@hotmail.com

South Africa



Natasha Korff
natasha@vriesit.com

For more info, please contact Lorenzo at 325.656.9126.