

PERFORMANCE BEEFMASTER GENETICS

from the Founding Family



BEEFMASTERS—BRED FOR PROFIT

The first American composite breed (a combination of three or more breeds), Beefmasters were developed by Tom Lasater beginning in 1931 in South Texas. In 1954, the USDA officially recognized the Beefmaster breed, and today



The L Bar brand has been used continuously in Texas and Mexico since 1892.

(Nelore from Brazil, Gir and Guzerat from India). Tom Lasater closed his herd in 1937, and no outside genetics have been introduced into the Foundation Herd since that time. Eighty years of intense selection for economically important traits has created a homozygous beef breed with the explosive growth potential of a hybrid.

Beefmaster Breeders United ranks among the largest breed registries in the U.S., with active associations in many countries worldwide.

Beefmasters are a composite breed made up of roughly one-half *Bos Taurus* (Hereford and Shorthorn) and one-half *Bos Indicus*



THE BEEFMASTER PHILOSOPHY

What most differentiates Beefmaster cattle from other breeds is the *Six Essentials*, the breed's founding selection principles: Disposition, Fertility, Weight, Conformation, Hardiness and Milk Production. In the beginning, Lasater made the difficult decision to select only for these six economic traits. Because of this systematic pursuit of the best possible genetics, Beefmasters today are known as "The Profit Breed."

THE BEEFMASTER ADVANTAGE

This revolutionary approach to selecting cattle gave rise to a breed that is unique in many ways. Recognized as a "Dual Purpose" breed, Beefmasters blend strong maternal traits with outstanding growth and carcass abilities. The females make excellent mothers, raising a heavy calf each year, and the bulls are aggressive breeders. The cattle are also heat, drought and insect-resistant. An intelligent, gentle breed, Beefmasters truly are a pleasure to work with.



LEADING THE BREED

At Isa Beefmasters, we take our “performance genetics” slogan very seriously. BBU gives its Pacesetter Award to females that calved before 30 months of age, had at least three consecutive calves with a weaning ratio of 1.05 or better and

116 PACESETTER AWARDS
THE PERFORMANCE HERD
59 EPD TRAIT LEADERS

maintained a calving interval of 375 days or less. This is a very difficult performance threshold, as

it requires both growth *and* fertility. With 116 nods and counting, Isa Beefmasters has earned more Pacesetter awards than any other breeding establishment.

For bulls, BBU publishes the trait leaders for each of the EPDs, and 59 L Bar bulls or sons of L Bar bulls rank as leaders in the Beefmaster breed. That is an unprecedented **40% of all trait leaders** for the entire breed—more than any other breeding establishment! We are also the proud producer of L Bar 5502, a rare three-time trait leader in the Beefmaster breed, topping the charts in weaning weight, yearling weight and scrotal circumference EPDs.

WHY BEEFMASTERS?

ON THE RANCH:

- Low-maintenance females
- Gentle, responsive handling
- Excellent mother cows
- Heat, disease and insect resistance
- Longevity
- Outstanding replacement heifers

IN THE BEEF CHAIN:

- High-growth yearlings
- Low death loss
- Incredible feed conversion
- Long-feed efficiency
- Grade and yield



L Bar En Fuego

THE SIX ESSENTIALS

Beefmasters are completely unique in that they are the only beef breed with a guiding production philosophy. These principles, called the *Six Essentials*, give us a road map by which to maximize production efficiency and improve our cattle. What are these six critical criteria?

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.

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.

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.

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.”



HIGH-PERFORMANCE BULLS & FEMALES

BULLS

Every October Isa Beefmasters hosts one of the largest production bull sales in the Beefmaster breed. The sale is held the first Saturday each October, and it features approximately 140 performance-tested Beefmaster bulls. These bulls represent the absolute top of our weaned calves, and not a single bull has been topped. You can buy the very best bulls we produce. Buyers from across the U.S., Mexico and Latin America attend this truly international event.

Principles developed by Tom Lasater beginning in the early 1930s guide our unique peer-group performance test. We adhere strictly to the *Six Essentials*—Disposition, Fertility, Weight, Conformation, Milk Production and Hardiness—and only the extreme best are sold.

At weaning, the bulls are brought together and spend the first eight months of the Isa Performance Test on native pasture, growing frame and developing the athleticism so critical to their performance in difficult environments.

We then finish with a 50-day Gain Test on a low-energy ration, which is scientifically designed to show genetic



differences in gainability without getting them too fat. Our customers from all parts of the world will tell you these bulls hold up when you get them home.

We provide a complete suite of data in the sale catalog, including all individual performance and performance EPDs, gain results on both grass and feed, as well as a complete carcass sonogram data.

FEMALES

The L Bar Beefmaster herd is unique in many ways. The cattle run on native pastures in a harsh, semi-desert environment in West Texas. They stay on a strict 60-day breeding season, beginning at 13 months. Any female not raising a quality calf each year is removed.

The cattle are line-bred, with all herd bulls chosen from the Isa Performance Test, the Foundation Herd or other herds closely associated with foundation genetics. We use multiple-sire herds to select for libido, and we DNA every calf to evaluate sire production.

Isa Beefmasters enjoys exceptional demand for our L Bar females, and we sell select females private-treaty each year, typically as bred females or open heifers.



Promoting Beefmasters Worldwide since 1964

BEEF PRODUCTION

How do Beefmasters perform in the feedlot and packinghouse? Very well. Our cattle will equal or surpass what any other breed can do.

We were the first beef cattle seedstock operation to own and sell large numbers of breed-specific calves on formula. In the 1990s, our feeding subsidiary NewBeef sold more than 10,000 Beefmaster steers to two feedlots in the Texas Panhandle. The cattle were purchased as calf crops from all over the U.S. and Mexico, and most were sold on formulas to Excel and IBP. The steers were fed a high-quality corn-based ration in two well-managed yards. Beefmasters are consistent and predictable, and the steers equaled or exceeded industry standards in every important category. See results below:

BEEFMASTER FEEDLOT PERFORMANCE

Steer calves fed	10,866	A large, representative sample
Avg. sale weight	1,130 lbs	Ideal carcass size
Avg. dry conversion	6.8	Very good on long-fed cattle
Avg. death loss	1.2%	Good on unpreconditioned calves
Avg. cost of gain	\$52.25	Below industry average
Avg. hot carcass yield	64.7%	1.2% above average
Avg. yield grade	2.6	Way above average on long-feds
Avg. percent culls	4.95%	Industry average 15%
Avg. percent standard	0.45%	Industry average 5%
Avg. percent choice	43.7%	Above average for calf-feds

TEXAS A&M BEEFMASTER SIRE STUDY

Additionally, we have participated in a number of sire-specific carcass evaluations. In a Texas A&M study, L Bar 5502 outperformed 11 other Beefmaster sires. He earned the top ranking in both weaning weight and hot carcass weight, as well as finishing in the top five in six other traits. L Bar 5502's commanding results show the payoff our operation's continued emphasis on carcass and feedlot genetic traits will have.



L Bar 5502 x Angus heifer

L BAR 5502 A&M CARCASS RESULTS

Trait	BW	WW	Carc. Wt.	Ribeye Area	Yield Grade	Marb. Score	Choice & Prime	YG 1&2	Shear Force
5502	75	528	689	12.21	2.93	Sm ⁵⁰	85.7%	50%	6.35
Ratio	1.07	1.09	1.08	1.06	1.09	1.85	1.18	0.97	1.01



IN THE ISA STORE

An all-time best-seller from Texas Western Press, *The Lasater Philosophy of Cattle Raising* is considered one of the preeminent books about cattle selection and livestock enterprise management. Styles come and go, but Tom Lasater's concepts endure, and this book sheds light on his trail-blazing concepts that have withstood the test of time.

In addition to this perennial seller, we feature many other titles, both in print and ebook formats—some in Spanish and even Russian, as well as t-shirts and caps so you can show off your Beefmaster pride. Visit isabeefmasters.com/store to see them all.



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the isa informer

ISA BEEFMASTERS

SPRING 2021

Promoting Beefmasters Worldwide since 1964

Dear Friends,

Happy Spring! I hope gentle rains, green grass and lots of new calves are in your immediate future.

This March, we have our offering of **Spring Private Treaty Bulls** ready to go, and we welcome another great consignment from San Pedro Beefmasters in this group. These coming-two-year-old bulls have been evaluated for 37 critical data points. They are performance and fertility-tested, carcass-sonogrammed and have excellent EPDs (see page 7). They are priced fairly and ready to work long and hard for your outfit.

We also have some terrific groups of registered females available (see page 8). The groups include both fall-calvers and open yearlings with excellent EPDs and performance.

Mark your calendar for October 2nd and join us in San Angelo for the Beefmaster breed's largest production bull sale—our 60th!

We're sending our best wishes to you and your family in 2021—for good health and a return to normalcy in the coming months!

Lorenzo Lasater

**PRIVATE TREATY BULLS
CLICK HERE / SEE P. 7**



BEEFMASTERS

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



PRIVATE TREATY BULLS AVAILABLE

Range developed • Tough, athletic and ready • Gain and carcass data
Breed-leading EPDs • Fertility tested • Free delivery available

**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

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Extreme conditions no

By Lorenzo Lasater, President

As I write this article, the temperature outside hovers around 16 degrees. We are undergoing a historic winter storm that has turned the entire state of Texas completely on its ear.

Amid all this unpleasant weather, something really jumped out at me: Cattle are incredibly tough! Our Beefmasters remained outside in overnight temperatures around zero, with brutal wind chills and snow. These incredible cows managed to give birth and come in with a live calf through it all. Prolonged exposure to these temperatures would kill humans. But aside from being hungry and thirsty each day (we have to break ice for them to drink when it gets this cold), they endured the record storm just fine.

Although Beefmasters are typically thought of as warm-weather cattle, they actually do very well in all but the most extreme northern climates. My grandfather, Tom Lasater, founded the Beefmaster breed in South Texas. He later relocated his herd to Colorado in the 1940s. The Foundation Herd has thrived in two very different, very intense climates. In addition, you'll find



With temperatures near zero for several days, Isa foreman Todd Bannert breaks ice twice a day on several different ranches for the cattle to have water.

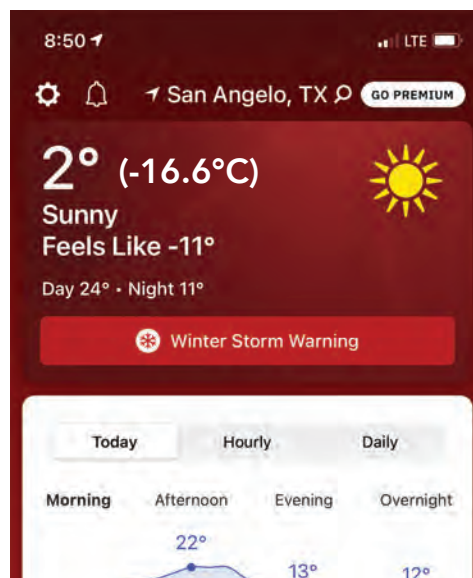
Beefmaster herds in other colder U.S. states, such as Nevada, Oregon, Montana and Wisconsin.

Our L Bar herd lives on the other end of the extreme weather continuum: West Texas gets exceptionally hot in the summer, as you can see in this graphic of a typical summer forecast. Even in these tough temps, Beefmasters go about their business of grazing and

producing and raising calves without complaint.

Isa Beefmasters also partners in a small Beefmaster herd in Costa Rica, a country that presents a different set of extremes from West Texas. Yes, it is also hot, but high humidity and high annual rainfall intensify the challenges. Although the grass is abundant and can be green year-round, it's very poor quality, creating serious nutritional stress. And don't forget the insects! But the L Bar Beefmasters have adapted with amazing ease. In just over two years, the cattle have mastered these challenges: a new climate with extreme heat, humidity and almost daily rainfall; new grasses that tax the entire digestive system; and new parasites and ticks that don't exist in Texas. These incredible cattle have not only endured these changes, they have flourished—raising healthy Beefmaster calves and even producing embryos.

In addition to these extreme climate swings, I often think about the amazing pain tolerance cattle have. When we brand, we apply four numbers plus the



These two screen shots illustrate the extreme (literal) 100-degree swing in weather the L Bar herd faces in a given year.

match for Beefmasters



L Bar. If I had to endure just one of those brands, I would be screaming bloody murder, then crying in the fetal position for days. Yet cattle handle it without a great deal of reaction and seem to recover almost immediately as they exit the chute. This tolerance extends to all manner of routine management procedures that we would find unbearable, such as dehorning, castration, pregnancy testing, etc.

And what about Covid-19? The entire world seems to have ground to a halt in trying to deal with the historic pandemic, but cattle remain healthy and unaffected. The herd certainly isn't fretting about masks and social distancing like their goofy human counterparts.

So, "cheers" to the incredible cow! These remarkable beasts convert the sun's energy—in the form of forages unusable to humans—into tasty and nutritious beef. It is truly miraculous. And they do it without complaint 24/7/365.

These healthy L Bar Momentum-sired calves were born near San Angelo during the recent historic winter storm that devastated the entire state of Texas.



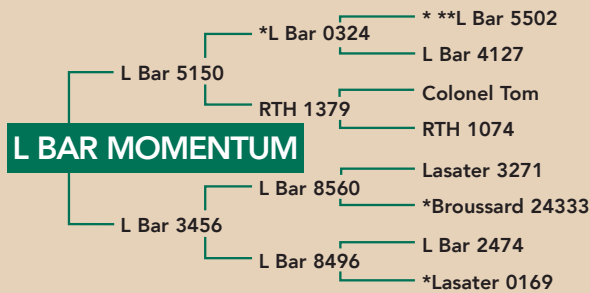
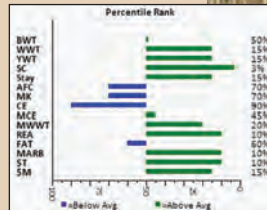
Not only do Beefmasters in Costa Rica have to contend with extreme heat and humidity, they also face poor quality grass and unique insects and parasites.

PERFORMANCE GENETICS

CALL FOR PRICING

See website for additional sires available. Quantity limited on some sires. AI certificates \$10. Freight additional.

Blending the great L Bar 5502 line with Lasater and Rancho Tres Hijos genetics, **L Bar Momentum** provides the perfect complementary cross for En Fuego genetics. He really rang the bell in our 2019 Performance Test and Sale: He was the second highest-selling bull overall, gained an amazing five pounds per day on the feed test and had one of the highest carcass scans in the offering. Momentum's EPDs are incredibly balanced—he's in the top 20% of the breed in nine categories.



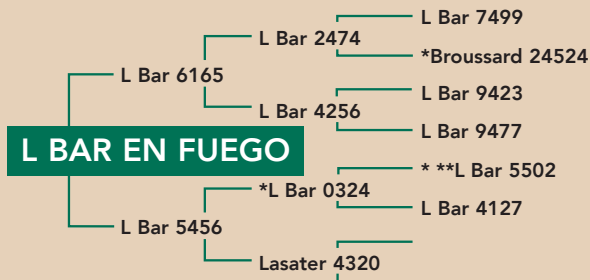
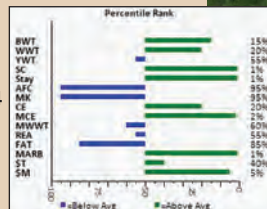
L BAR MOMENTUM



DNA #123015084092 PV						Classified U1/2						Reg. # C1095158			
EPD	CE	BW	WW	YW	MILK	MCE	MWWT	SC	STAY	AFC	REA	FAT	MARB	ST	SM
Momentum	1.8	.4	37	60	7.8	3.1	26	1.3	1.8	-.2	.70	-.03	.19	\$107	\$23

Owned in partnership with HH Holmes Ranch

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 L Bar 4519 and L Bar Habanero. En Fuego is polled and has the ideal conformation, with a U 1/1 classification. A breed trait leader for SC, Stayability 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!



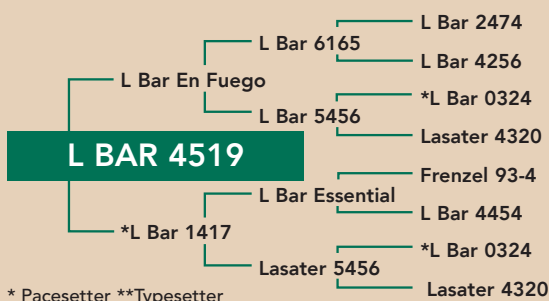
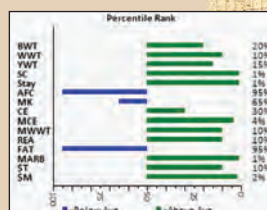
L BAR EN FUEGO



DNA #549728A PV						Classified U1/1						Reg. # C988569			
EPD	CE	BW	WW	YW	MILK	MCE	MWWT	SC	STAY	AFC	REA	FAT	MARB	ST	SM
En Fuego 5.1	-1.1	34	41	2.9	4.4	20	1.6	6.3	.67	.22	-.02	.44	\$77	\$29	

Owned by Willie Earl Washington

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 nine 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	CE	BW	WW	YW	MILK	MCE	MWWT	SC	STAY	AFC	REA	FAT	MARB	ST	SM
4519	4.3	-.6	43	60	8.2	4.2	30	1.6	4.9	.68	.69	-.01	.46	\$109	\$35

Owned by Dalton Lowery

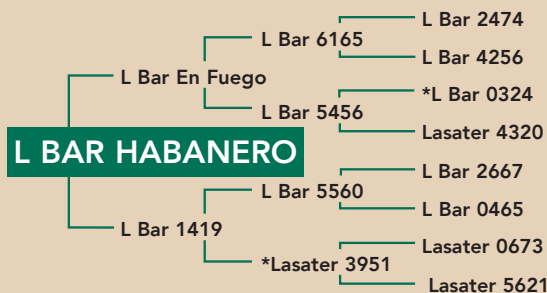
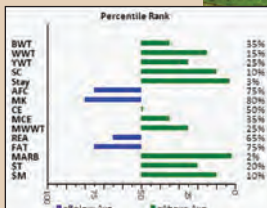
* Pacesetter **Typesetter

PERFORMANCE GENETICS

CALL FOR PRICING

See website for additional sires available. Quantity limited on some sires. All certificates \$10. Freight additional.

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 four EPDs—and a perfect disposition. In the Maternal and Terminal Profit indices, you'll see Habanero provides a huge boost!



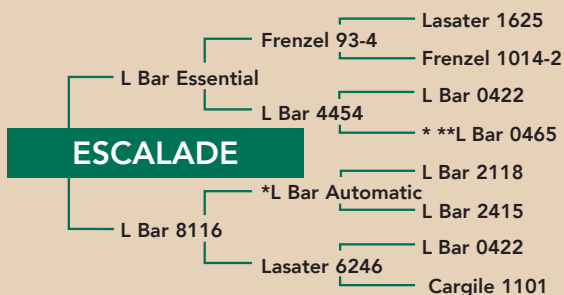
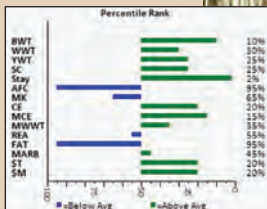
L BAR HABANERO



DNA #6315055299 PV						Classified U1/1						Reg. # C1038019			
EPD	CE	BW	WW	YW	MILK	MCE	MWWT	SC	STAY	AFC	REA	FAT	MARB	\$T	\$M
Habanero	3.5	0	36	54	7.1	3.3	25	.9	3.3	-.09	.13	-.02	.33	\$97	\$26

Owned in partnership with Dwight Bertrand

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 20% in the breed for Calving Ease and top 10% for Birthweight EPDs, and his other EPDs are stellar, including 2% in Stayability. Escalade is moderately framed and super clean with a straight top. On top of all that, he'll eat out of your hand.



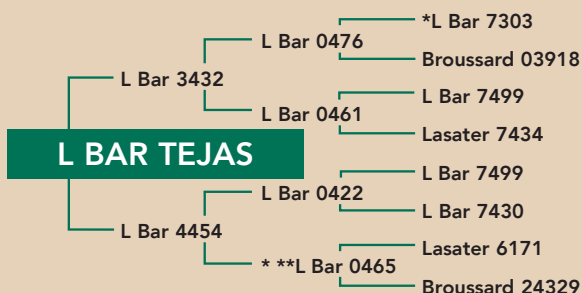
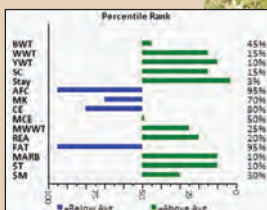
ESCALADE



DNA #713403A PV						Classified U1/2						Reg. # C1028230			
EPD	CE	BW	WW	YW	MILK	MCE	MWWT	SC	STAY	AFC	REA	FAT	MARB	\$T	\$M
Escalade	4.9	-1.3	31	53	8.2	3.7	24	.7	3.7	1.29	.18	-.01	.02	\$93	\$20

Owned by Willie Earl Washington

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.



L BAR TEJAS



DNA #3116087889 PV												Reg. # C1082471			
EPD	CE	BW	WW	YW	MILK	MCE	MWWT	SC	STAY	AFC	REA	FAT	MARB	\$T	\$M
Tejas	2.2	.3	36	64	7.9	3.0	26	.8	3.2	.61	.5	-.02	.21	\$113	\$18

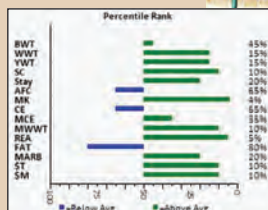
Owned in partnership with Doyle Sanders

BEEFMASTER DONOR FEMALES

CALL FOR PRICING

Featuring L Bar Momentum, L Bar Essential and L Bar 4519 plus top L Bar dams. Visit isabeefmasters.com/genetics/embryos/ for pairings.

Out of Lasater 1759 and Pacesetter L Bar 1417, **L Bar 6435** is a half-sister to donor L Bar 3404 and semen sire L Bar 4519! She has tremendous EPDs, ranking in the top 20% or better for 10 of 15 EPDs. L Bar 6435 calved at 24 months and had three successive calves before entering our donor battery.



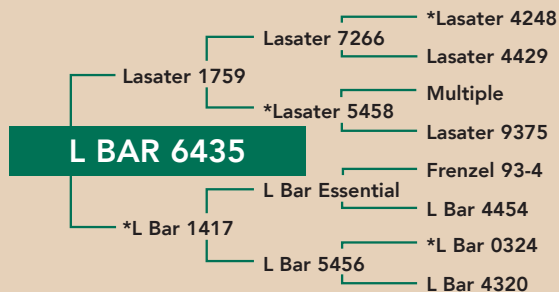
L BAR 6435



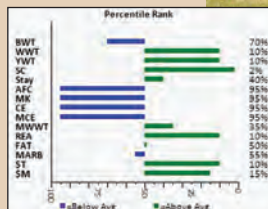
DNA #123015104867 PV

Reg. # C1079810

EPD	CE	BW	WW	YW	MILK	MCE	MWWT	SC	STAY	AFC	REA	FAT	MARB	ST	\$M
6435	2.9	.2	36	62	13	3.3	30	1.0	1.1	-.29	.78	-.02	.13	\$109	\$24



L Bar 5005 boasts Pacesetter / Typesetter awards on both top and bottom, and she is a direct daughter of the all-time great L Bar 5502. She really packs a genetic punch! L Bar 5005 calved at 22 months and had four top calves before entering our embryo program.



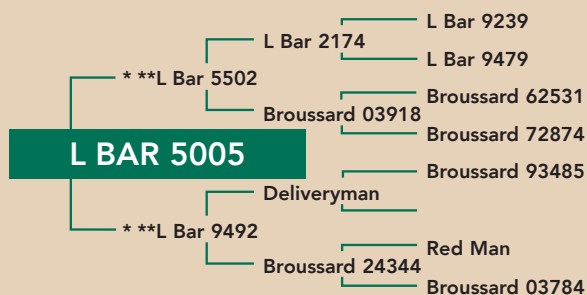
L BAR 5005



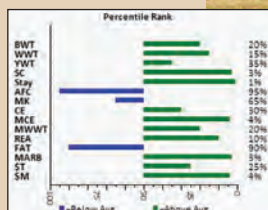
DNA #NE01036065 SV

Reg. # C1064409

EPD	CE	BW	WW	YW	MILK	MCE	MWWT	SC	STAY	AFC	REA	FAT	MARB	ST	\$M
5005	.9	.9	41	64	3	2.2	24	1.5	0	.94	.69	-.03	-.02	\$111	\$22



This wonderful En Fuego daughter really brings a lot to the table. **L Bar 3404** is polled, cherry-red and very smooth. Her mother was a Pacesetter female going back to both Essential and L Bar 0324. She is a sister to semen sire L Bar 4519 and half-sister to donor L Bar 3405! She has outstanding EPDs, including top 1% in Stayability (STAY), 3% in Marbling and SC and 4% in Maternal Calving Ease and \$M (Maternal).



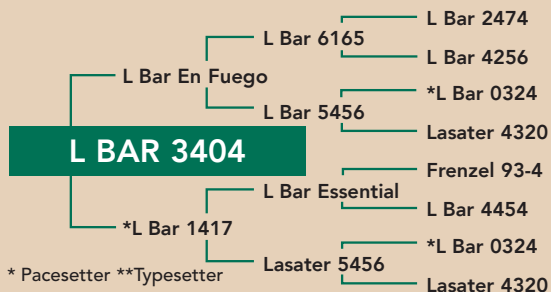
L BAR 3404



DNA #3116087835 PV

Reg. # C1038021

EPD	CE	BW	WW	YW	MILK	MCE	MWWT	SC	STAY	AFC	REA	FAT	MARB	ST	\$M
3404	4.3	-.9	36	49	8.1	4.2	26	1.3	5.3	.63	.64	-.02	.31	\$90	\$32



* Pacesetter **Typesetter

Please visit www.isabeefmasters.com/cattle for more information.

A group of approximately ten brown and white cattle, likely a breed like the Texas Longhorn, are standing in a line behind a metal fence. They are in a dry, open field with sparse vegetation. In the background, there are rolling hills and a clear blue sky. The cattle have distinctive white markings on their heads and necks.

Isa Beefmasters, LLC

2/26/2021

CNT	ID.	C	BBU#	Sire	PGSire	MGSire	Dam	Birth	AOD	Cir	BW	W%	YW%	YSC	CED	B	W	Y	Mk	EPD's					Carcass			Tag	Grass Gain	On Test	Off Test	ADG	% WDA	% SC	Notes							
																				SC	Stav	AFC	REA	IMF	\$T	\$M	REA									%	IMF					
1	L-9509	*	C11223250	L-6528	U1759	L-5150	L-7420	9/23/19	2	R	79	1.06	0.95	31	0.1	1.4	33	53	9.2	2.1	0.6	-1.7	2.2	0.55	0.22	\$94	\$21	5.11	0.92	4.1	1.22	9509	174	0.82	648	834	3.7	0.07	1.60	0.81	35	
2	L-9527		C1122595	L-6209	U1759	U17234	SP4749	8/11/19	5	DR		0.95	0.98	34	3.4	0.4	30	51	10.6	3.7	1.0	0.3	-1.1	0.52	0.02	\$89	\$21	5.91	0.94	3.1	0.82	9527	200	0.94	814	1174	7.2	0.13	2.09	1.05	41	
3	L-9528	A	C1122596	Tejas	L-3432	LJ0534	SP4946	9/1/19	5	R		0.99	1.00	29	3.5	-0.1	25	45	11.0	3.8	0.2	3.4	-0.7	0.58	0.00	\$78	\$18	7.97	1.26	3.6	0.95	9528	210	0.99	806	930	2.5	0.04	1.72	0.87	32	
4	L-9530	A	C1122598	Tejas	L-3432	L-8307	L-3454	8/21/19	6	R		0.89	0.97	33	5.7	-1.7	22	44	7.9	3.8	0.5	2.8	-0.1	0.37	0.22	\$79	\$13	5.95	0.94	3.6	0.95	9530	269	1.27	830	1184	7.1	0.13	2.14	1.08	38	
5	L-9534		C1122602	L-6209	U1759	L-1525	L-5428	8/30/19	4	LR		1.06	1.02	33	2.1	1.0	38	61	9.0	2.7	1.0	1.8	-0.5	0.45	0.07	\$108	\$23	6.38	1.01	3.4	0.88	9534	284	1.34	924	1188	4.7	0.08	2.13	1.08	39	
6	L-9535	A	C1122603	Tejas	L-3432	Essential	L-2422	8/27/19	7	R		1.00	0.91	30	2.3	0.2	30	48	7.5	3.7	0.4	4.1	0.5	0.42	0.10	\$84	\$20	5.24	0.83	4.3	1.12	9535	150	0.71	770	1112	6.8	0.12	2.03	1.03	37	
7	L-9539		C1122607	L-6209	U1759	L-2474	L-1402	8/20/19	8	R		1.05	1.08	30	2.1	0.6	29	55	10.3	2.9	0.4	1.8	-0.2	0.43	0.03	\$97	\$15	5.93	0.94	3.2	0.85	9539	240	1.13	910	1164	5.1	0.09	2.10	1.06	39	
8	L-9540	A	C1122608	Tejas	L-3432	En Fuego	L-3458	8/18/19	6	R		0.90	0.96	31	3.4	-0.8	26	44	6.5	3.3	0.5	4.1	0.3	0.42	0.31	\$81	\$17	5.60	0.89	4.4	1.16	9540	288	1.36	860	1268	8.2	0.14	2.28	1.15	40	
9	L-9545		C1122613	L-5501	L-2464	L-0389	L-2425	8/22/19	7	Dun		1.02	1.02	32	-2.2	2.7	30	50	6.7	2.8	0.5	2.2	-0.1	0.24	0.23	\$89	\$14	6.95	1.10	3.8	1.00	9545	178	0.84	822	1142	6.4	0.11	2.07	1.04	37	
10	L-9547	P	C1122615	L-5501	L-2464	L-1171	L-5437	8/17/19	4	R		0.81	0.91	29	2.7	-0.3	24	42	8.1	3.7	-0.1	2.9	0.6	0.52	0.35	\$78	\$14	5.56	0.88	5.2	1.36	9547	272	1.28	780	1102	6.4	0.11	1.98	1.00	35	
11	L-9549		C1122617	L-6209	U1759	L-8560	L-3456	9/9/19	6	LR		1.00	1.02	33	1.8	1.0	37	59	10.6	3.1	1.0	2.5	-1.7	0.60	0.14	\$105	\$25	6.28	0.99	4.9	1.27	9549	244	1.15	840	1068	4.6	0.08	2.00	1.01	38	
12	L-9562		C1121940	L-6528	U1759	RC 2842	RC5642	8/30/19	4	R		0.87	0.96	34	3.9	-1.0	17	35	9.7	3.0	0.8	1.5	-0.6	0.30	0.18	\$63	\$15	7.27	1.24	1.4	0.42	9562	272	1.28	804	1032	4.6	0.08	1.90	0.96	39	
13	L-9568		C1121943	L-6105	En Fuego	Habanero	L-6401	8/20/19	3	R		0.90	0.83	31	3.1	-0.1	25	34	5.5	3.7	0.5	4.2	0.1	0.14	0.37	\$64	\$19	4.66	0.80	4.4	1.30	9568	64	0.30	618	922	6.1	0.11	1.86	0.84	34	
14	SP 9814	ps	C1121978	Tate117	MM594	Frenz6961	SP4-167	9/26/19	5	R		75	1.02	1.00	33	3.5	0.3	22	35	10.0	3.8	0.1	1.6	-1.3	0.55	0.16	\$64	\$17	9.42	1.16	3.0	1.17	9814	272	1.00	822	1080	5.2	1.26	2.09	1.10	36
15	SP 9816		C1121980	En Fuego	L-6165	LJ6202	SP18A	9/17/19	8	Br		79	1.03	1.03	35	4.3	-0.6	29	44	6.0	3.7	1.0	4.0	-0.2	0.11	0.29	\$80	\$23	7.34	0.91	3.4	1.32	9816	238	0.87	818	950	2.6	0.64	1.81	0.95	34
16	SP 9817		C1121981	LJ6142	UJ3695	SP766	SP4-890	9/13/19	5	R		73	0.87	0.91	34	4.8	-0.6	21	37	10.0	4.1	0.4	1.0	-1.4	0.57	0.01	\$65	\$17	9.21	1.14	2.2	0.86	9817	276	1.01	766	830	1.3	0.31	1.57	0.82	32
17	SP 9821		C1121984	SP3-834	SP124	Casey257	NR7/56	9/15/19	12	R		81	1.10	1.05	31	2.1	1.6	24	48	9.0	3.7	-0.1	-0.8	-1.4	0.26	0.24	\$84	\$9	8.16	1.01	3.5	1.37	9821	274	1.00	864	1104	4.8	1.17	2.09	1.10	36
18	SP 9831		C1121991	FMC4604	J&K1001	LJ8004	SP5-33	10/24/19	4	R		70	0.94	0.91	32	6.6	-1.8	16	32	11.0	3.7	0.4	1.4	0.0	0.81	0.12	\$58	\$16	9.98	1.24	2.2	0.85	9831	318	1.16	768	1006	4.8	1.16	2.06	1.08	36
19	SP 9837	p	C1121997	Habanero	En Fuego	SP596	SP6-33	9/25/19	3	R		78	0.94	0.97	33	2.6	0.4	29	46	8.0	3.3	0.7	2.3	-0.6	0.27	-0.08	\$80	\$20	8.69	1.08	1.4	0.55	9837	254	0.93	744	1070	6.5	1.59	2.07	1.09	37
20	SP 9847	ps	C1122003	SP5-748	Tate117	LJ1039	SP6-988	10/16/19	3	R		84	1.01	0.98	33	2.6	0.2	27	37	10.0	3.4	0.6	0.3	-1.4	0.28	0.19	\$68	\$24	8.23	1.02	2.8	1.09	9847	280	1.03	770	908	2.8	0.67	1.83	0.96	36
21	SP 9850		C1122006	SP5-748	Tate117	SP766	SP6-957	9/16/19	3	R		75	1.10	1.04	36	3.4	0.5	34	50	8.0	4.1	1.1	0.1	-1.6	0.13	-0.08	\$87	\$25	7.11	0.88	1.1	0.42	9850	234	0.86	824	984	3.4	0.83	1.89	0.99	37
22	SP 9859	*	C1122034	L-4519	En Fuego	LJ0391	SP7167	9/20/19	2	R		78	0.95	0.92	32	2.0	0.9	29	44	9.0	3.9	0.9	2.3	-0.5	0.33	0.14	\$78	\$23	7.10	0.86	2.8	0.97	9859	286	1.05	726	1030	6.1	1.48	1.97	1.04	35
23	SP 9864	*	C1122045	L-4519	En Fuego	LJ0391	SP7990	9/24/19	2	R		78	0.96	0.93	31	3.2	0.0	29	43	7.0	4.0	0.8	2.2	0.0	0.43	0.27	\$77	\$23	7.79	0.94	3.5	1.13	9864	248	0.91	888	966	5.6	1.36	1.86	0.98	36
24	SP 9872	*	C1122049	SP7-22A	LJ8004	SP4-95	SP7085	10/13/19	2	R		76	1.00	1.01	32	3.4	-0.1	19	44	10.0	3.9	0.5	0.3	-1.5	0.39	0.12	\$77	\$9	8.11	0.98	3.1	0.99	9872	280	1.03	710	926	4.3	1.05	1.85	0.97	37
25	SP 9878		C1122009	Habanero	En Fuego	Frenz6821	SP398	9/17/19	14	R		78	0.92	0.98	33	2.5	0.2	27	46	8.0	3.2	0.5	2.1	-0.5	0.21	0.21	\$83	\$16	7.84	0.97	3.0	1.17	9878	302	1.11	772	715	-1.1	-0.28	1.36	0.72	32
26	SP 9889		C1122016	Tate117	MM594	NR4/39	SP695	10/15/19	13	R		86	1.06	1.02	30	2.1	0.4	24	41	10.0	3.5	0.1	-1.3	-1.2	0.38	0.16	\$72	\$19	9.27	1.15	2.6	0.99	9889	282	1.03	804	1088	5.7	1.39	2.18	1.15	38
27	SP 9907		C1122027	FMC4118	DM1-1	SP670	SP22	11/10/19	3	R		70	1.00	0.97	30	5.6	-0.3	20	37	9.0	4.1	0.3	-1.0	-0.9	0.39	0.31	\$69	\$14	7.84	0.97	3.7	1.45	9907	274	1.00	714	960	4.9	1.20	2.03	1.07	35
											Breed Avg																															
											3.4	0.4	24	42	9.0	3.1	0.4	-0.3	-0.6	0.18	0.00	\$72	\$15																			

A treasure trove of history

I was recently visiting my friend Derek Frenzel, and he shared an incredible piece of history.

Ronnie Ranley, a longtime Beefmaster breeder and friend, died in 2016. His wife, Lonnie, gave the binder pictured to the right to Derek following Ronnie's death. It contains every FBA newsletter from June 1982, when I assume he joined FBA, through December 1995, when FBA and BBU merged to become Beefmaster Breeders United.

It is an amazing glimpse into history, filled with so many names from my youth. (I joined the business in 1993.) It is wonderful testament to Ronnie's devotion to Beefmasters that he carefully three-hole-punched (using those GIANT hands) each edition and preserved them all in a binder.

We have digitized the entire set of newsletters and made it available on our website at www.isabeefmasters.com

Thanks to Ronnie for preserving this incredible history and to Derek for sharing. Enjoy!



Longtime Beefmaster breeder Ronnie Ranley kept every FBA newsletter since 1982.



The FBA newsletters have been digitized and are now available on our website.

(in the news section). If you were around in those early days, I think you will find it fascinating. Even if you were not involved with FBA at that time or were a member of Beefmaster Breeders Universal, you will find many people and organizations who are still a part of BBU today.

Females for sale



5 Fall-calving 3-year-olds

Al'd to En Fuego. Calving
Aug.-Sept. \$3750 ea.

10 Spring-born Open Heifers

Ready to breed May 1. \$3500 ea.

10 Fall-calving Bred Heifers

Al'd to L Bar Momentum or L Bar 4519.

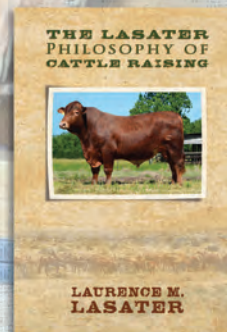
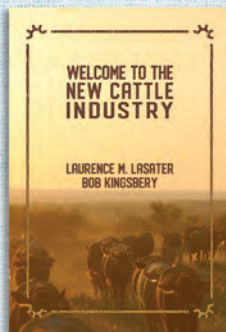
Calving Aug.-Sept. \$3850 ea.
For more info, please click here or
contact Lorenzo at 325.656.9126.

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