

the isa informer

ISA BEEFMASTERS

Promoting Beefmasters Worldwide since 1964

SPRING
2019

Dear Friends,

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

This March 19–21, we are pleased to host our first-ever internet auction for semen and embryos. In this exciting online format, you will find small packages, affordable starting bids with no reserve,



rare material and truly outstanding genetics to help move the needle for your herd in many critical areas. Please join in the fun online and bid on these exciting genetic packages!

We recently attended the National Cattlemen's Beef Association convention in New Orleans. I appreciate all those who came by our booth, and it was great to catch up with many customers and friends. There is a great deal of excitement in the beef industry, and we are proud to be part of it.

Our spring sale bulls are currently on test and gaining like crazy. They are already contracted, but we have a terrific set in the pipeline for our fall sale. Mark your calendar for October 5th and join us in San Angelo for the Beefmaster breed's largest production bull sale.

Wishing you and your family a rewarding and fun 2019!

—Lorenzo Lasater

ISA BEEFMASTERS SPRING INTERNET AUCTION

High-Performance Semen and Embryos

L BAR 2428



Sire: L Bar Essential Dam: L Bar 8486
CED BW WW YW MILK TMAT MCE SC REA IMF ST SM
2.7 .2 30 55 15 30 4 .6 .33 .1 \$98 \$21

L BAR EN FUEGO



Sire: L Bar 6165 Dam: L Bar 5456
CED BW WW YW MILK TMAT MCE SC REA IMF ST SM
3.9 .3 39 49 5 24 3.9 1.8 .36 .4 \$90 \$32



L BAR AUTOMATIC



L BAR 4519



L BAR 5502

Herd Sires: Well-muscled, moderate, easy keeping, easy handling, transformational EPDs



L BAR 3451



L BAR 3404



L BAR 9469

Donors: Solid red, early fertility and calving ease, longevity, breed-leading EPDs

MARCH 19–21, 2019
WWW.CATTLEINMOTION.COM

Bidding concludes at 7:00 pm CST • All-in-All-Done Auction Format
Small Packages • Rare Matings • AI Certificates Included



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lorenzo@isabeefmasters.com



"Program" isn't just a word

By Lorenzo Lasater, President

Many producers casually label their cattle operation a "program," and it is such a deceptively simple word to throw around. However, years of focused work and research go into a true seedstock program, and this diligence defines the genetic value of the bulls you buy. If your provider is not pushing the performance limits of their herd, they are not upholding their end of the bargain.

At Isa Beefmasters, we strive to push the performance envelope in every available manner. This may range from the time-tested practices as simple as weaning weights, to a much deeper dive into the latest technologies. We have always wondered how people could be in the genetics business if they don't even take the most basic step of weighing their calves at weaning. To me, part of the fun of registered cattle is the ability to measure, benchmark and improve. By the time an Isa Beefmasters bull sells, he has been measured for 11 different data points. Together, this information tells us a great deal about his genetic potential and allows buyers to make highly informed selections. As BBU strives to add cow efficiency and fertility EPDs, we have responded by collecting cow weights at weaning and pregnancy check, which tell us a great deal about her productive efficiency.



Isa Beefmasters utilizes a 60-day breeding season and strict culling to emphasize fertility and productive efficiency.

Herd Fertility

The fertility built into a herd is of paramount importance in selecting the genetics to improve your herd. Does your provider employ a defined breeding season of 90 days or less? At Isa Beefmasters, we use a 60-day breeding season on both our fall- and spring-calving herds. We breed the heifers at 14 months old to calve on their second birthday, and then we require them to breed and wean a calf every year throughout

their lifetime. Any cow that fails to do so is culled. Another area we emphasize in herd sire selection is the age of the dam: Bulls out of first-calf heifers or an older cow that has never missed pack a significant genetic punch. If your current provider is cutting corners—calving year-round, letting cows miss or holding heifers to breed later—think carefully about their commitment to herd fertility.



Our Beefmasters are equally adapted to West Texas' 110-degree summer days as well as winter wind chills in the single digits Fahrenheit.

Adaptability

Two geographic halves basically divide the U.S. cattle industry: farmer-feeders in the northern states and grass-ranchers in the southern states. While there is nothing wrong with either group, they clearly require different genetics for production success. At Isa Beefmasters, we run our herd outside, on grass, year-round, with minimal supplement—just as you probably do. We raise calves without creep feed so weaning weights are a true measure of a cow's performance. The cow's unique ability to convert grass to protein is what makes her the superstar of food production. As grass-ranchers, we must identify the genetics that can convert most effectively.

Though Beefmasters are thought of as heat-tolerant cattle—and they truly excel in harsh, hot conditions—they are actually very *adaptable* cattle. Our home base, San Angelo, Texas, is characterized by a dry climate, with extremely hot summers and fairly cold winters. Cows must be able to tolerate 110-degree summer days but also the occasional snow or ice storm with wind chills in the single digits Fahrenheit. We have a lot of success selling genetics throughout the tropical regions of the world because our cattle adapt so easily, but the nice little surprise is how well they also do in cold climates, such as our northern states.

Health is another critical component of adaptability. Healthiness can take many forms such as insect resistance, respiratory health and resistance to infirmities such as pinkeye

d—it's a complete package

and foot rot. Ask anyone who has run both Beefmasters and other breeds, and they'll tell you Beefmasters are exceptionally healthy cattle. Their hardiness extends from the ranch to the beef chain, where the feeder calves enjoy exceptional health, a primary driver in profitability. I attribute this to more than 80 years of selection using the *Six Essentials*, which pinpoints hardier, healthier genetics.

Performance Evaluation

The bulls we sell undergo a unique, yearlong performance test. Our test is comprised of two gain test phases: one on grass and one on feed. These phases mimic the production cycle of a feeder calf and demonstrates a bull's genetics for growth in each phase. Many competing breeds are put on feed at weaning until they are sold. This "help" does a disservice both to the bull and to the buyer, masking the bull's true capabilities.

We do a yearling carcass sonogram on every animal we raise and have since the technology became available many years ago. This technology allows us to measure intramuscular fat (IMF), or marbling, and ribeye area (REA), or muscling, enabling us to select individuals that excel in these important drivers of carcass value.

Isa Beefmasters recently put two sets of heifers through the Growsafe Feed Efficiency Test, which measures individual feed intake to give an indicator of feed efficiency, or conversion. I always knew in my heart that our Beefmasters were efficient cattle, but I think the results from the Genetic Development Center in Navasota, Texas, speak for themselves, with one of our heifers earning the #1 Feed Efficiency Index out of 335 head and 17 breeds. Isa Beefmasters also placed four of the top 10 individuals in the test for Efficiency Index and six of the top 11 for Residual Feed Intake (RFI). To have outperformed so many cattle in so many competing breeds is a wonderful validation of our cattle selection efforts over the past 80-plus years.

Another facet of performance evaluation is DNA technology, which we have used for many years for sire identification, allowing us to breed in multiple-sire herds and still maintain



Isa Beefmasters captures 11 different data points for each bull that sells, allowing buyers to make highly informed selections.



Our heifer L Bar 7102 earned the top spot out of 335 animals and 17 breeds in Growsafe's Feed Efficiency Index.

accurate pedigrees. This multi-sire approach ensures accuracy when selecting for bull libido and their ability to breed in competition with other bulls, which is pretty unique among registered programs.

DNA technology today has advanced to the point that we now have Genomic Enhanced EPDs. This new specificity layers DNA markers for various traits over the traditional phenotypic measurements, giving us greatly increased EPD accuracies in young cattle with no progeny. Genomic Enhanced EPDs ensure much greater predictability when selecting bulls to improve your herd genetically. In addition, the current DNA allows us to parent-verify both sire and dam, giving

you total confidence in the pedigrees you are selecting.

We are currently participating in several ongoing carcass progeny tests, validating our top sire lines' strengths in gains, grade, yield and hardiness. Watch for these results to be published soon!

As you can see, there is a great deal that goes into a "program," and we constantly work to stay ahead of changes and innovations in the beef industry. We strive to test all our cattle for genetic value using every available technology, ensuring your investment in Isa Beefmaster genetics moves the needle in a positive direction for your herd.

ISA BEEFMASTERS SPRING INTERNET AUCTION

WWW.CATTLEINMOTION.COM

Please visit www.cattleinmotion.com to preregister and view the complete lot descriptions.

Embryos

Lot	Total #	Starting \$ (per embryo)	Sire	Dam	Notes
1	2	\$250	L Bar 5502	L Bar 9469	
2	3	\$250	L Bar Habanero	L Bar 2428	
3	6	\$250	L Bar Essential	L Bar 3451	
4	8	\$250	L Bar En Fuego	L Bar 1012	
5	4	\$250	Escalade	L Bar 3404	
6	10	\$250	L Bar En Fuego	L Bar 3451	
7	1	\$250	L Bar 5502	L Bar 9469	
8	4	\$250	L Bar Habanero	L Bar 3451	
9	4	\$250	Escalade	L Bar 9469	
10	10	\$250	L Bar En Fuego	L Bar 9469	
11	5	\$250	Escalade	L Bar 3411	
12	9	\$250	L Bar Habanero	L Bar 9469	
13	6	\$250	Escalade	L Bar 3404	
14	8	\$250	Escalade	L Bar 3451	
15	4	\$250	L Bar En Fuego	L Bar 1012	
16	10	\$250	L Bar En Fuego	L Bar 3451	
17	6	\$250	L Bar Essential	L Bar 9469	

Semen

Lot	Total #	Starting \$ (per straw)	Sire	Notes
18	2	\$25	L Bar 5502	
19	3	\$25	L Bar Essential	
20	10	\$25	L Bar Habanero	
21	10	\$25	Escalade	
22	20	\$25	L Bar En Fuego	
23	4	\$25	L Bar 5502	
24	20	\$25	L Bar Habanero	
25	20	\$25	L Bar Automatic	
26	20	\$25	L Bar 4519	
27	5	\$25	Escalade	
28	20	\$25	L Bar En Fuego	
29	15	\$25	L Bar Automatic	
30	20	\$25	L Bar 4519	

ISA BEEFMASTERS SPRING INTERNET AUCTION

MARCH 19-21, 2019

Please visit www.cattleinmotion.com to preregister and view the complete lot descriptions.

L Bar En Fuego



Sire: L Bar 6165 Dam: L Bar 5456
Reg. # C988569

L Bar Habanero



Sire: L Bar En Fuego Dam: L Bar 1419
Reg. # C1038019

Escalade



Sire: L Bar Essential Dam: L Bar 8116
Reg. # C1028230

L Bar Essential



Sire: Frenzel 93-4 Dam: L Bar 4454
Reg. # C954335

L Bar 5502



Sire: L Bar 2174 Dam: Broussard 03918
Reg. # C663482

L Bar 4519



Sire: L Bar En Fuego Dam: L Bar 1417
Reg. # C1050589



All lots feature high-definition, Genomic-enhanced EPDs.

L Bar 2428



Sire: L Bar Essential Dam: L Bar 8486
Reg. # C1028255

L Bar Automatic



Sire: L Bar 2118 Dam: L Bar 2415
Reg. # C914725

L Bar 3451



Sire: L Bar 8307 Dam: *L Bar 3450
Reg. # C1038014

L Bar 9469



Sire: L Bar Automatic Dam: L Bar 1239
Reg. # C988480

L Bar 3404



Sire: L Bar En Fuego Dam: *L Bar 1417
Reg. # C1038021

L Bar 3411



Sire: L Bar En Fuego Dam: L Bar 1012
Reg. # C1038024

Raise birth rates, raise profits

By Sergio Riveron, Isa Beefmasters Latin America Representative

Low birth rates, a common problem in Latin American livestock production, directly impact the profitability of a cattle enterprise, yet many producers overlook its importance.

Before we discuss birth rates, let's first identify the other side of the profitability coin: increased land productivity through



better pasture management, an essential tool for increased animal load and efficiency. The farmer who does not maximize his grazing efficiency will struggle to make a profit.

While smart pasture management is essential to success, the often-ignored component is increasing birth rates in breeding herds. Calving percentages in many Latin American countries hover around 50%—and even fall below that mark. Farmers sometimes complain about the low prices they receive for weaned calves, which is often true, but the real threat to success stems from the low number of calves weaned.

The numbers are simple: If you have 50 cows yet only 25 calve each year (assuming the average 50% birth rate), you add only 25 animals at weaning. The cost of these 25 calves is extremely high because they must offset the cost of production for the additional cows that did not calve that year. The result is neither efficient nor profitable.

Beefmasters thrive under difficult conditions while remaining efficient in both fertility and birthing rates. At Isa Beefmasters, we maintain an average birth rate of 90%, the result of more than 80 years of selection for early fertility and demanding each cow wean a calf every year, without fail. As breed founder Tom Lasater said, "Eliminate all the cows that do not wean a calf per year. You may lose a few good ones, but you get all the lemons." This rigid selection philosophy has increased the calving percentage in our L Bar herd. In addition, you will find that crossing Beefmasters on other breeds will increase a herd's fertility and is further leveraged by Beefmasters' inherent power of heterosis.

The fastest way to enhance profitability in a cattle operation is to improve its calving percentage. In our previous example of 50 calves, if we assume a higher birth rate of 90%, we will wean approximately 40 calves annually. These additional calves reduce overall production costs and increase profitability per hectare on our farms.

Isa Beefmasters sells semen and embryos throughout the world, providing immediate access to our proven, profitable genetics in many of the world's great grazing lands: the pastures of northern Mexico, the humid tropics of the Caribbean and Central America, the Colombian and Venezuelan plains, the South American jungle, Brazil's varied climates, the Andean heights, the Paraguayan Chaco and the Argentine Pampa, as well as across the many cattle regions of the U.S.

If you are interested in improving your herd's fertility and efficiency with Isa genetics, please contact Sergio at 786.531.4212 or one of our various in-country partners (see list on next page).



This L Bar Habanero daughter gave birth to the group's first calf in Costa Rica, three weeks she turned two.

First Isa franchise operating in Costa Rica

We are pleased to announce the formation of an Isa Beefmasters franchise in Costa Rica—Isa Beefmasters Ganaderia Costa Rica. Partners Sergio Riveron, Alexander Riveron and Allen Castro imported eight bred L Bar females, semen and L Bar 7107, a top young herdsire selected from the 2018 Isa Beefmasters Bull Sale. The cattle are located at Santa Sosa de Pocosal, Alajuela, Costa Rica. The company has semen available immediately in-country, and the herdsire will be collected for domestic use as well as export throughout the region. We congratulate Isa Costa Rica on their exciting project and look forward to a very successful endeavor. Welcome to the family!



Herdsire L Bar 7107 and eight bred L Bar females explore their new home in Costa Rica.



The *Six Essentials*[™] provide strong start

While feed efficiency and birth rates remain hot topics in the beef industry today, Beefmaster breeders rest easy knowing our cattle achieve success in these areas due to our founding principles. Beefmasters are completely unique in that they are the only beef breed with a guiding production philosophy. As Tom Lasater said, "I sat down and listed what I thought was essential in a good beef animal. I boiled 25 traits down to six. There's no way to get along without any one of them." We talk about the *Six Essentials*[™] a lot, but what do they really mean?

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

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

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

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

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

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

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

Spring cattle for sale



17 Young Fall-Calving Females

3- and 4-year-olds, calving 60 days in Aug.–Sept. They are AI-bred to L Bar En Fuego and cleaned up to top L Bar bulls. A truly fancy package featuring daughters of L Bar 5502, Total Package, En Fuego, Habanero and Essential. Calf buy-back available!
\$3750 ea.

For more info, please contact Lorenzo at 325.656.9126.

International agents of Isa Beefmaster genetics

See these partners for inventory in-country:

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BEEFMASTERS

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

**BRINGING THE OPTIMUM BALANCE OF TRAITS
THAT DRIVE PROFIT IN BEEF CATTLE PRODUCTION**

Calving Ease

High Growth

Mothering Ability

Healthy and Hardy

Low Maintenance

Feed Efficiency

Longevity

Carcass Quality

Maximum Heterosis



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