

• the • Isa Informer

FALL 2002

ISA CATTLE COMPANY

See you in
San Antonio!

L Bar 5502 is entered in the first-ever World Cup Bull Futurity. He will also have a pick of daughters from the L Bar herd and a semen lot in the President's Council Sale.

INSIDE

ALL-STAR TEAM

Nolan Ryan Beef and Beefmasters make dynamic duo

CHOICE CUTS

Nuggets from the BIF convention

BEST OF THE BEST

Numbers show strength of Isa bull battery

ISA CATTLE COMPANY'S 41ST BULL TEST & SALE

Including many sons of L Bar 5502



L- 5502 EPDs

Trait	BW	WW	YW	MAT	SC
EPD	-0.5	26.1	41.5	-1.7	0.3
Top 15%	*	*	*	*	*

L- 5502 Texas A&M Carcass Test

Trait	BW	WW	Carc. Wt.	Ribeye Area	Yield Grade	Marb. Score	Choice & Prime 1&2	YG 1&2	Shear Force
5502	75	528	689	12.21	2.93	5m ⁺	85.7%	50%	6.35
Ratio	1.07	1.09	1.08	1.06	1.09	1.85	1.18	0.97	1.01

200 thick, clean and hardy bulls out of THE performance program in the Beefmaster breed

- We have performance-tested and sold over 15,000 bulls through our unique format.
- We were one of the first breeding establishments to use sonogram for carcass evaluation and have measured over 6,000 bulls.
- The Isa group has placed an unprecedented 27 bulls in the BBU Sire Summary, including four trait leaders.

You are enthusiastically invited to come see this year's terrific set of bulls who were born of this long-standing commitment to performance.

10 a.m. • Saturday, October 5, 2002
Producers Auction • San Angelo, Texas
Sale Headquarters: Holiday Inn (915) 658-2828

www.isacattleco.com

Send us an email at isacattl@wcc.net for a free subscription to the Isa Informer.

‘Nolan Ryan’ pitches quality

By Charlie Bradbury

Production of a high-quality All Natural Beef product requires a coordinated commitment to quality from every stage of the beef production chain. That commitment begins at the ranch with progressive consumer-driven beef producers who are working hard to produce a great branded beef product. Nolan Ryan’s All Natural Tender Aged Beef was founded on the notion that quality-driven cattle producers from throughout the U.S. can work together with quality-driven feedlot operators, quality-driven beef processors and quality retailers to satisfy American consumers with a product that is always tender, nutritious, and delicious!

American consumers love beef, and they want to purchase beef that fits their lifestyle and health needs. They want a beef product they can feel good about serving their family and friends. Nolan Ryan’s All Natural Tender Aged Beef was created with the consumer in mind. We offer a diverse



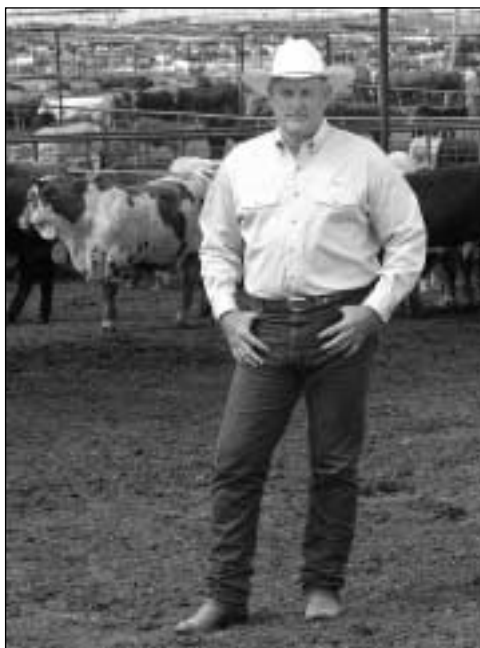
line of premium-quality fresh and processed beef products that fit our customer’s lifestyle and budget. Every product we sell is unconditionally guaranteed and meets a long list of production criteria that help us select only the best cattle and therefore eliminate opportunities for bad eating experiences.

“ American consumers love beef, and they want to purchase beef that fits their lifestyle and health needs. ”

Beefmaster cattle are a perfect fit for the requirements of the Nolan Ryan program. When we harvest Beefmaster sired calves, they are always at the top of the certification rates. Their naturally high ratio of muscle to bone and fat and their consistent tenderness makes them highly desirable. Producers who have become involved in the Nolan Ryan program by retaining ownership of their calves in one of our cooperating feedyards have gained tremendous knowledge of the carcass qualities of their cattle. We are not concerned about the color of cattle’s hides. Instead we are looking for beef producers who do a great job of utilizing genetics that match their environment. When cattle perform well on the ranch, they will perform well in the Nolan Ryan Beef program.

Recently we have completed installation of the CDN system in our cooperating feedyards. CattleDataNetwork is a state-of-the-art, comprehensive individual cattle management program. CDN allows feeders to manage information on individually identified cattle; from the time they enter the feedyard until they are harvested. Feedyard information and carcass data can be captured and made available to whoever owned the cattle at the time of harvest. This is true information feedback from the packer to the cow-calf sector.

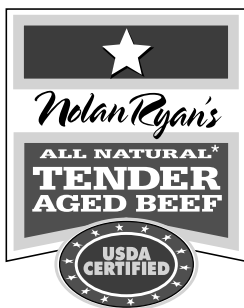
Cow-calf production information can also be entered into the system so that end product carcass information can be related to ranch performance information on



Beefmaster product

individual cattle for real-time evaluation of breeding decisions and management practices. Performance-minded producers who retain ownership of their cattle receive a complete analysis of the value of the product they are producing, including an accurate tenderness evaluation on every animal so that corrective breeding decisions can be made.

Currently there are six yards feeding cattle for NRTAB (see list at right). All located in South and Central Texas, these licensed NRTAB feedyards offer various forms of partnership programs, as well as financing options for both cattle and feed. Grazing and growing programs are mainstays at all of our licensed feedyards so your options are greatly expanded. Pen size varies with each feedyard, and they all offer unique opportunities. So if you want to feed one or 1,000, we have a feedyard capable of handling your needs. If you are interested in participating, you need only contact one of these yards and indicate your interest in placing cattle in the Nolan Ryan Beef Program.



Business as usual is not our way. We are always looking for new and innovative methods to supply the best beef product we can to our customers. We invite you to become a participant in an exciting branded beef program that lets you benefit from the eating quality you build into your cattle. All it takes is a phone call.

You can reach me at (936) 436-1622 or cbradbury@nolanryanbeef.com.

Nolan Ryan's All Natural Tender Aged Beef is redefining the meaning of the word QUALITY!

NRTAB Licensed Feedyards

- Graham Land & Cattle**
(830) 672-6504 Gonzales, TX
- Howell Cattle Company**
(361) 348-3845 Premont, TX
- Hondo Creek Cattle Company**
(361) 368-4171 Edroy, TX
- Perry Feeders**
(830) 281-4655 Pleasanton, TX
- Mason Feeders**
(915) 347-6378 Mason, TX
- King Ranch Feedyard**
(361) 595-5683 Kingsville, TX



Charles Probandt
1935–2002

*Co-founder of Isa Cattle Co. partnership.
Friend and counselor. Good man.*

A History of Making History

1964

Annette and Laurie introduced the Beefmaster breed into Mexico, where it is now the No. 1 registered breed.

1972

We sold our Coahuila Beefmaster herd to Guillermo Osuna and Isidro Lopez. There were 600 registered cattle in the transaction. Congratulations to both of them on 30 years of successful operations.

1975

Lasater Brothers contracted 16,000 straws of semen to the Rhodesian Breeders Co-op. 11,000 were actually shipped and formed the basis for the Beefmaster breed in Zimbabwe, Botswana and South Africa.

1997

We began making large shipments of frozen semen and embryos to Brazil—the next great frontier for Beefmasters. Thank you to Randy and Marta Spears for their many efforts in establishing Beefmasters in this great ranching country. Today we congratulate the founders of the Brazil Beefmaster Association for taking the next step.

Isa genetics score well with NRTAB

Below are the carcass results of 37 steers purchased from a commercial operator using Isa Cattle Co. bulls. The cattle were fed at Graham Land & Cattle for NRTAB:

- 100% Certified Tender by the Beef Cam
- 97% within carcass weight specifications
- 95% within ribeye specifications
- 100% Yield Grade 1, 2 & 3
- 57% Choice
- 43% Select
- 76% qualified for NRTAB
(3 times average acceptance)



Choice cuts from the BIF convention

By Lorenzo Lasater

I recently attended the Beef Improvement Federation Convention in Omaha. The theme was "Focus on Efficiency." Following are a few nuggets I picked up that you may find interesting.

- We currently have a grading system, which simultaneously rewards the production of fat (grade) and lean (yield).

- Don't lose the value of heterosis by turning them all black.

- Don't harm the cow's ability to convert low quality forage

- Efficiency measures the effectiveness of resource allocation.

- As you increase the genetic potential for performance, you increase your costs.

- The tonnage of beef produced today is the same as the 1970s—with 23% fewer cows.

- A 10% change in feed efficiency will improve feedlot efficiency by 48%.

- More efficient cattle lay down their gains as lean.

- We must select for optimal—not maximum—performance in a given trait or, better yet, a set of traits.

LASATER BROS. SEMEN OFFERING

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All Semen 20% Off!

Call for prices

(915) 949-3763



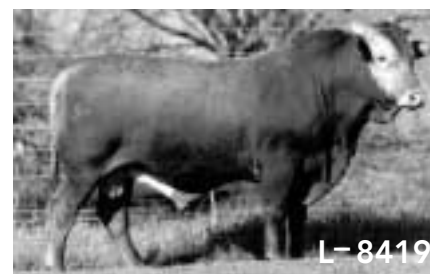
EPD	BW	WW	YW	MAT	SC
5502	-0.5	26.1	41.5	-1.7	0.3
Acc.	0.43	0.69	0.57	0.29	0.25

Isa Test	Wt In	Gain	Wt Out	SC	Ribeye
5502	1295	235	1530	39	17.1
Ratio	1.14	1.20	1.16	1.02	1.16



Lasater Ranch Performance Test					
	2 Yr	3 Yr	4 Yr	5 Yr	SC
6129	1424	1955	2117	2075	39.5

An athletic bull, Lj 6129 sired four of the 13 Lasater Ranch 2001 yearling herdsires.



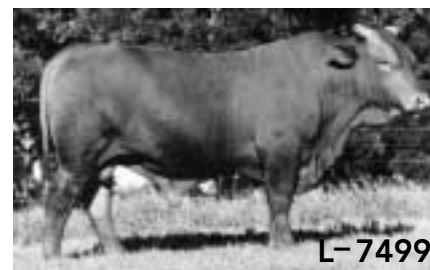
EPD	BW	WW	YW	MAT
8419	-0.5	10.0	18.5	6.0
Acc.	0.18	0.20	0.24	0.10

Isa Test	Wt In	Gain	Wt Out	SC	Ribeye
8419	1215	175	1370	43	14
Ratio	1.07	1.17	1.08	1.08	1.07



EPD	BW	WW	YW	MAT
7303	0.3	7.6	11.6	2.3
Acc.	0.30	0.35	0.35	0.15

Isa Test	Wt In	Gain	Wt Out	SC	Ribeye
7303	930	175	1105	37	13.0
Ratio	1.05	1.02	1.05	1.05	1.10



EPD	BW	WW	YW	MAT
7499	0.4	9.5	15.0	-2.1
Acc.	0.33	0.42	0.15	0.15

Isa Test	Wt In	Gain	Wt Out	SC	Ribeye
7499	1305	305	1610	41	16.5
Ratio	1.16	1.43	1.15	1.03	1.10



Laurie, Annette & Lorenzo Lasater

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41st Beefmaster Bull Sale

Saturday, October 5, 2002

Cow Sale—Saturday, January 18, 2003

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