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FALL 2004

www.isacattleco.com

ISA CATTLE COMPANY

INSIDE

BIENVENUE!

Crescent J Charolais, whose origins trace back directly to France, join the Isa bull sale

HATS OFF

Founder Tom Lasater receives Texas honor

BULL LINEUP

Semen offering includes four outstanding bulls

Visit www.isacattleco.com for a listing of this year's sale bulls and their performance and pedigree info. A final version, with the bulls listed in sale order, will be available on the site Sept. 23.

December 15, 2003

Dear Laurie,

I hope things have been going well with you and your family since we were there. I wanted to drop you a line and let you know that we had a group of calves that sold in the last month in Wheeler.

Our family believes that we owe the success of our feed lot experience to the bulls that we are buying from you each year.

Our calves are gaining over 4 pounds per day in the feed lot. I am sending you a sheet on the calves. I thought it might be useful in your breeding records to see how your bulls are doing.

We hope you and your family have a nice Christmas and holiday. We hope to see you at the heifer sale in January if at all possible.

Laurie, thanks for all the help you have given Jody, Virgil and their families and most of all for the help and advice you have given Mary and me.

Your friend always,
Joe Dan Wedgeworth

Good FRIENDS

It is people like the Wedgeworths who have made it fun to be in the cattle business through the years.

If you'd like to enjoy success feeding cattle and selling replacement females, like the Wedgeworths, you are cordially invited to our 43rd Bull Sale.

For the first time ever at our October sale, we'll be offering 30 excellent Crescent J Charolais bulls, featuring sons of the great J85705, now owned by Aubrey Wedgeworth.

FEMALE SALE—JANUARY 15, 2005

Satisfied CUSTOMERS

*43rd Isa
Beefmaster
Bull Sale*

10:00 a.m.

Sat., Oct. 2, 2004
Producers Auction
San Angelo, Texas

*Featuring 150
L Bar Beefmaster
& 30 Charolais
bulls ready for service*

Sale Headquarters: Holiday Inn (325) 658-2828



L Bar 5502

| EPDs | Trait | BW | WW | YW | Maternal | SC |
|------|---------|-----|----|----|----------|-----|
| | EPD | 1.3 | 28 | 40 | -8 | 0.7 |
| | Top 15% | * | * | * | * | * |

Brad Cardwell

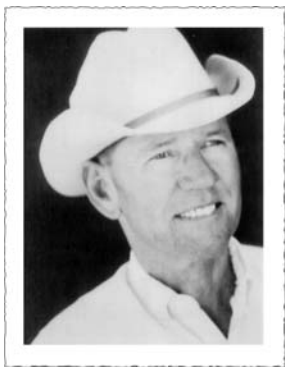
Texas welcomes Beefmaster father into Hall of Honor

Tom Lasater, founder of the Beefmaster breed, has been selected as an inductee into the Texas Heritage Hall of Honor by the State Fair of Texas.

The induction ceremony will take place September 24, 2004, at the Adolphus Hotel in Dallas.

Previous inductees include Shanghai Pierce; Charles Goodnight; Robert Kleberg, Jr.; Watt Reynolds Matthews; J. Evetts Haley; John B. Armstrong; Elmer Kelton; John L. Merrill and Dolph Briscoe, Jr.

Mr. Lasater will be represented at the induction by various children, grandchildren, great-grandchildren, nephews and cousins. Laurie Lasater, his oldest son, will accept the honor for the family.

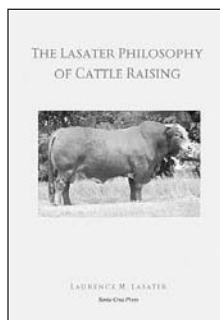


*Tom Lasater
1911–2001*

The Lasater Philosophy of Cattle Raising & La Filosofía Lasater de la Cría Vacuna

By Laurence M. Lasater

Millennium Edition, expanded with new Part II; 118 pages, \$20.00



As son Laurence tells it in this book, Tom Lasater, a legend in the industry, recognized an ecological approach to cattle raising before the word *ecology* became popular. This book is among the all-time best-selling books from Texas Western Press.

In the Spanish version, Marcos Giménez Zapiola of Argentina has translated the original and new sections.

Two to Mexico

By Annette N. Lasater

Millennium Edition, 182 pages, \$20.00

Two to Mexico recounts 10 years of the Lasater family's pioneering experiences in Northern Mexico's rugged Santa Rosa Mountains.

To order, please send check or money order (payable to Isa Cattle Co.) to: Box 60327, San Angelo, TX 76906. Price includes shipping and tax. Volume discounts available.

Congrats!



San Pedro Beefmaster's winning heifer

...to **San Pedro Beefmasters** on winning the San Antonio Heifer Show with their L Bar 5502 daughter. 5502 is the only triple-trait leader in the history of the Beefmaster breed.

... to **David and Jan Carter**, whose L Bar 8485 son was the high-selling bull at the Southmost Beefmaster Sale.

... to the **Byers family** on their many successes with L Bar 5502 offspring at the JBBA National Show:

- 2nd and 3rd in Bred and Owned Heifers
- 3rd and 5th in Pairs
- 1st, 5th and 8th in Class 1
- 1st and 3rd in Class 13, Senior Division Champion



Yiannakis/Stretton's top-selling bull

... to **Paul Yiannakis and Trevor and Justin Stretton** on their terrific L Bar 1175 son, one of the top-selling bulls in the Beefmaster Alliance Sale in Delmas, South Africa.

How would your cattle do in a grass-finishing program? Would they be able to finish on grass or do they need grain? What is the mature weight of your cows? I am looking for cows that would be in the 1000–1150 lb. range for a grass-finishing herd.

—Marc Dailey
(via email)

Dear Marc,

Our cattle would finish very well on grass, though I am sure you are aware that that process yields a slightly different kind of meat. The majority of our cattle would be finished in the traditional way, using corn or other grain in a commercial feedyard. The beef we finish out on the ranch for our own consumption would utilize a combination of the two.

My uncle, Dale Lasater, has a program in Colorado called Lasater Grassland Beef that is specifically geared to grass-based



beef production. You might take a look at his website: www.lasatergrasslandbeef.com for more information.

Our mature cows will weigh around 1150 to 1200 lbs. on average. Remember that environment dictates much of cow size, and over generations, a herd that keeps its own heifers and doesn't overfeed will evolve to the appropriate average weight. Beefmasters are much more efficient than other breeds at converting grass to beef, even at larger

Regards,
Lorenzo Lasater

Have a question about something relating to Beefmasters (or anything else)? Feel free to contact me anytime at lorenzo@isacattleco.com. No guarantee the answer will be right or that you'll even like it, but it's free! I look forward to hearing from you.

Q&A
Bulletin

weights. 1000 lbs. would be pretty small for a Beefmaster cow, but even at the higher end of your range, Beefmasters would be the ideal breed for your grass-finishing program because of their capacity to thrive with fewer inputs.

What is going on in the industry?

(Besides good markets and good rains in a lot of places)

Seedstock Digest, in a recent newsletter, said, "The consensus seems to be that the next trend will be on identifying and propagating maternal excellence, while others are pointing towards feed efficiency as one of the next trends that will drive breeding decisions."

Well, Hello! Tom Lasater realized in 1931 that practical fertility in low-cost, large-scale operations was the key to profitability. Subsequent experience has shown that selecting for maternal excellence results also in outstanding feedlot performance (gainability and livability), as

well as results in the packing house (hot carcass, yield, tenderness, and cutability).

The calves sired by the bulls you buy here will outperform anything you can buy anywhere—on the ranch, in the feedlot and in the meat.

Our family's 140-plus years of ranching experience can back up this statement.

• • •

The American Gelbvieh Association says the following about Single Trait Selection:

1. In the 1980s, selection for frame score resulted in hard-doing females, increased

calving problems and fertility problems.

2. The new fad is marbling, whose relation to tenderness is questionable.

3. High-marbling cattle have lost big money due to higher feed cost and more external fat.

4. Balanced multi-trait selection is the proven way to breed profitable cattle.

Tom Lasater and his followers have never deviated from selection for the Six Essentials, which is the only viable Standard of Excellence.

Despite turbulent beginning, Cre

By William J. Broussard, M.D.

Under threat of a second world war, Jean Peugibet, a Frenchman who was a citizen of Mexico, first imported Charolais from France to North America in the 1930s. Some people believed that France feared irreversible damage to the breed if war with Germany broke out; if a viable herd were established in North America, the Charolais breed would have better chances for survival.

Several importations occurred in the 1930s. I believe the last one was in 1937, consisting of seven pregnant females.

The Peugibet herd was assembled in the Mexican tropical state of Puebla, where it remained until 1952.

When Mr. Peugibet died around 1943, Mr. Henri Gilly, another French citizen of Mexico, acquired the entire herd. From 1938 to the 1940s, several full-blood Charolais bulls were imported to the U.S. from Mexico. According to records kept by Mr. Peugibet and Mr. Gilly, no full-blood females were exported from Mexico during that time.

Around 1946, Alphe Broussard, a progressive ninth-generation cattleman and the father of William and Charles Broussard, became aware of the Charolais breed and its reputation for efficient production of high-quality beef. He purchased two crossbred Charolais bulls from Mr. Burnside of Louisiana in 1949. When he saw the results in the 1950 calf crop from these bulls, he decided to attempt acquisition of the Peugibet (now Gilly) herd from Mexico.

Crescent J Charolais to debut in Isa Bull Sale

In this year's offering, we are pleased to include the top end of the bulls from our Charolais herd.

The Crescent J Charolais herd is truly unique in its history, as you will readily see in the accompanying story. We brought them to Texas from Florida in 1998 in partnership with Dr. Bill Broussard, whose family was the first to import Charolais cattle into this country.

Since that time, they have undergone intense selection pressure using the Six Essentials. The result is a unique and dynamic gene pool unlike any other in the Charolais breed.

The Beefmaster X Charolais cross is the blueprint for success with a terminal-sire commercial program. We are pleased to offer our customers "the best of both worlds."



Today's Crescent J descendants of the foundation herd validate Alphe Broussard's belief in Charolais' efficiency and adaptability.

In May 1952, Alphe Broussard and Mr. Gilly signed a contract under which Mr. Gilly was to deliver the Charolais herd to the Flying J Ranch in Louisiana *at his own expense and risk*.

In September, the aftosa-caused ban on importation of Mexican cattle was lifted. All arrangements and testing of the herd by a

USDA veterinarian were completed. However, in late 1952, the Mexican government announced it did not want to permit exportation of the cattle, but under arrangements made by Mr. Gilly, the cattle began crossing into the U.S. in February 1953.

After several deliveries amounting to about 68 head were completed two months later, Alphe Broussard became concerned that Mr. Gilly may not have made all the proper arrangements with U.S. Customs. At that time, there was no duty on registered stock; only a declaration of intent to import to the U.S. was necessary. Alphe, therefore, went to Washington, D.C., and met with elected representatives to inquire about the best course of action. He was directed to U.S. Customs, where he attempted to take corrective action. He also met with Mr. Pearce, Louisiana Commissioner of Agriculture, to seek further advice. Mr. Pearce had known of the importation project since 1951 and was strongly supportive of it.

By the middle of 1953, word had spread

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N H A R D I N E S S M I L K P R O D U C T I O N

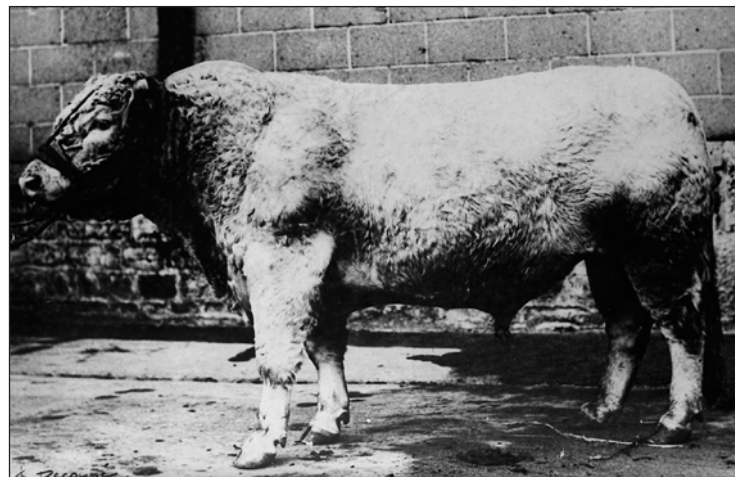
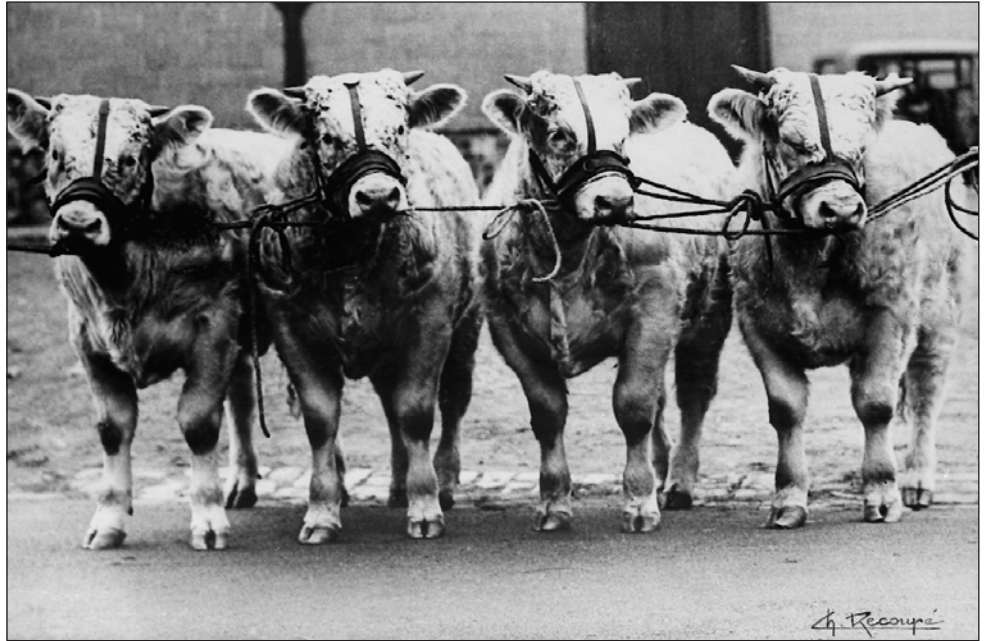
escent J Charolais thrive in U.S.

quickly through the agricultural community that full-blood Charolais females had been imported into the U.S. The Broussard family suddenly faced a firestorm of unanticipated hostility. A few months later, Alphe Broussard was arrested by customs agents and charged with smuggling cattle into the U.S. The story is very convoluted; I will only say that in the opinion of his family and some of our elected officials, Alphe Broussard was railroaded and spent one year in prison. President Dwight D. Eisenhower later granted him a full pardon in 1958.

Meanwhile, political pressure mounted for the cattle to be returned to Mexico. For financial and strategic reasons, the Broussard family entered into a partnership with Mr. Max Michaelis, a dual citizen of both Mexico and the U.S. The cattle were returned to Mexico and were seized by the Mexican government. These same officials had previously seized the portion of the Gilly herd that had remained in Mexico. These problems possibly could have been avoided had the Broussard-Gilly venture been willing to pay bribes in Mexico.

After a long court fight in Mexico, approximately 102 head of full-blood Charolais were returned to Mr. Michaelis, and these cattle were moved to Texas. Around 1960, 68 head were returned to the Broussard family's Flying J Ranch.

In 1972, 24 females and three bulls of the Flying J Charolais herd were acquired by William Broussard and taken to the Crescent J Ranch in Florida. Since that time, very complete health and production records have been kept. Cattle have been selected for productivity (females must produce a good-quality calf by age 2 and annually thereafter),



Pictures of the original French cattle imported to Mexico in the 1930s. These photos were obtained from Mr. Gilly by Mr. Broussard.

soundness (including udder), easy calving (acceptable birth weight), good weaning weight, good yearling weight, reasonable disposition, and confirmation. Occasional AI from outside the herd was used selectively to introduce the polled gene and to prevent extensive inbreeding.

Because of this herd's long history in tropical Mexico and subtropical Louisiana and Florida, they are very well

heat-adapted. Several exportations have been made to Puerto Rico, where they are performing well.

With its storied background, this herd can reasonably be called the foundation herd for the Charolais breed in North America.

Bull Sale FAQs

In 1948, Tom Lasater put all females on a 365-day calving interval. We adhere to that rigorously, running a high-performance operation in a hostile environment.

...

In 1936, he began weighing his bull calves, and he is the father of modern performance-testing. Our yearlong peer-group test on bulls out of cows that calve every year has produced great bulls such as L Bar 8443, L Bar 5502 and L Bar 7499.

...

This year the sale features 150 Beefmaster bulls sired by or descended from L Bar 8443, L Bar 7499, Lasater 5096, Lasater 6192, Lasater 8302, Lasater 9510 and Lasater 2516 and includes 50 sons and grandsons of L Bar 5502.

...

Our Crescent J Charolais were developed by our partner, Bill Broussard, using cattle descended from his father's partnership with Max Michaelis—the foundation herd in North America.

...

The 30 Charolais bulls feature 10 sons of J85705 and include 15 polled bulls. Our Charolais cattle are run under identical conditions and management practices as our Beefmasters. The Charolais X Beefmaster is the best cross in the industry.

There is a lot of history here, folks!

The Semen Bulls

L Bar 5502

"The best bull in America"
The only triple-trait leader
in the Beefmaster breed.



L Bar 7499

The best grandson of Lasater 513.
He has three sons
in the L Bar Herd.

L_y 6129

A powerful bull.
Son of a first-calf heifer.
Sired four of 13 herdsires
kept in 2001.



L_y 0192

Son of a first-calf heifer.
A great bull that sired two herd
bulls in 2002.

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Laurie, Annette & Lorenzo Lasater

P.O. Box 60327
San Angelo, TX 76906
(325) 949-3763
isacattl@wcc.net
www.isacattleco.com

43rd Beefmaster Bull Sale

Saturday, October 2, 2004

Female Sale—Saturday, January 15, 2005

PRSRT STD
U.S. Postage Paid
San Angelo, TX
Permit No. 314