

# the isa informer

ISA CATTLE COMPANY

FALL  
2005

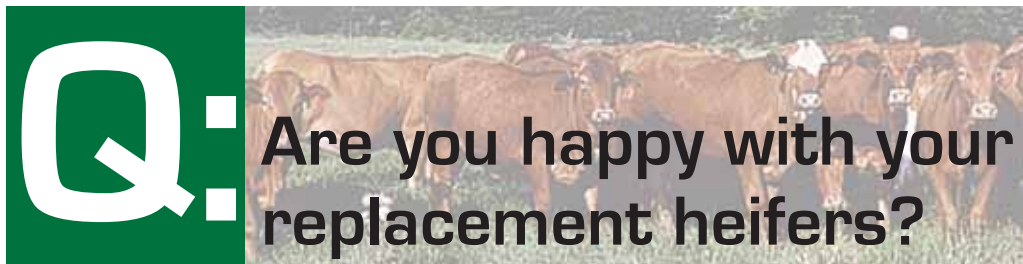
Website gets an extreme makeover

The Isa Cattle Company website, [www.isacattleco.com](http://www.isacattleco.com), has gone under the knife. The redesigned site features an archive of articles and past issues of the *Isa Informer*, as well as complete histories of our company, the Beefmaster breed, and the Crescent J Charolais herd.

Please stop by and visit the new site. Let us know what you think and if you have suggestions for content.

Also on the site, you'll find a listing of this year's sale bulls and their performance and pedigree info.

The final catalog, with the bulls listed in sale order, will be available September 22, 2005.



## Q:

### Are you happy with your replacement heifers?

Weaning weights down? Longevity down? Heat & insect resistance down? Maintenance cost up? Sickness up? FED UP??

## Maybe it's time to switch bulls!

## A:

### Isa Cattle Company's 44th Bull Sale

featuring 200 Beefmaster & Charolais Bulls

*Performance-tested • Correct • Tough-as-nails*



Over 80  
5502 sons &  
grandsons!

*Isa bulls will improve the maternal ability and reduce the maintenance of your herd, while improving growth and feed efficiency. And you'll love your replacement heifers!*

L Bar 5502 EPDs BW 1.6 WW 30\* YW 42\* TMAT -8 SC 0.4\*

\* Trait Leader

Photo by Gus Navejas

10:00 a.m., Saturday, October 1, 2005  
Producers Auction—San Angelo, Texas

Sale Headquarters: San Angelo Inn 325.486.3300

Laurie Lasater 325.949.3763

lasater@isacattleco.com

Lorenzo Lasater 325.656.9126



INSIDE  
TODAY:

Welcome to Lasater  
Whitetail Lodge

Frozen genetics  
from four top bulls

Feedyard stats prove  
Beefmasters' power

*“I won’t bother you about black bulls again”*

I’d like to share with you a funny story involving our longtime friends and customers, the Wedgeworths of Carthage, Texas. They raise straight Beefmaster commercial cows and have bought excellent-quality Isa Cattle Company bulls for years. They keep all their heifers and feed all their calves in the Panhandle.

Last year, their feedyard had a new manager, fresh from Kansas. When he saw the calves, he started in about how they needed to use black bulls, how the cattle would have a high cost of gain, etc., etc. Jody said, “Thanks. Now feed them.”

About halfway through the feed period, the manager called and was surprised to report that the Wedgeworth calves were boasting a cost of gain of around .48 cents, placing them in the top 10% of all calves in the Panhandle!

You Beefmaster folks know the rest of the story—the Wedgeworth Beefmaster steers hit a home run! Of the 164 head, only one died, they gained 3.8 pounds per day at a cost of .47 cents. They sold for \$84 and netted the ranch \$652 after interest. The first pen was bought by National Farms, and, unfortunately, Jody wasn’t able to get the carcass data. He knows it was good, though, because National Farms returned to buy the other pen a week later.

After it was all over, the feedyard manager from Kansas told Jody, “I’m not going to bother you about black bulls anymore.”

*Congratulations to the Wedgeworths on not chasing fads, not taking discounts and maximizing their profitability in all phases of their business!*

# WELCO LASATER WHIT

*Blending West Texas charm  
with comprehensive management,*

*Lasater Whitetail Lodge offers hunters  
an unforgettable experience.*

We are proud to announce the grand opening of Lasater Whitetail Lodge, a first-class hunting operation that has been six years in the making!

Situated south of San Angelo, Texas, this working cattle ranch boasts exceptional diversity and quality of wildlife, including Whitetail Deer, Blackbuck Antelope, Dove, Quail and Turkey. What makes a Lasater Whitetail hunt so extraordinary, though, is the tremendous quality of the animals you will see.

Lasater Whitetail Lodge boasts a comprehensive management program combining all available technology to raise the biggest bucks possible. You will be thrilled with the quality and quantity of mature trophy bucks you will encounter.

The ranch was purchased in 1999, and we began a five-year project to create a truly unique hunting experience. All aspects of the hunting infrastructure were built during the past six years, including the installation of the high-fence in 2002 and culminating in the completion of our fabulous lodge in 2004. No hunting of any kind, other than management culling, has taken place on the ranch since 1999. This is an exciting opportunity for hunters to see a large selection of mature trophy bucks.

From a nutritional standpoint, Lasater Whitetail Lodge employs a complete protein-feeding program to ensure the



best horn growth and reproductive efficiency. The ranch also utilizes food plots to give the deer herd the best possible nutrition through what would normally be the toughest time of the year.

Lasater Whitetail Lodge uses a variety of techniques to leverage the genetic progress of the herd. The ranch holds Scientific Breeder and Deer Management Permits from Texas Parks and Wildlife, which allow us to purchase top-quality outside genetics to breed to our best ranch does, captured by helicopter. The result is a top-notch deer herd with a large selection of mature bucks between

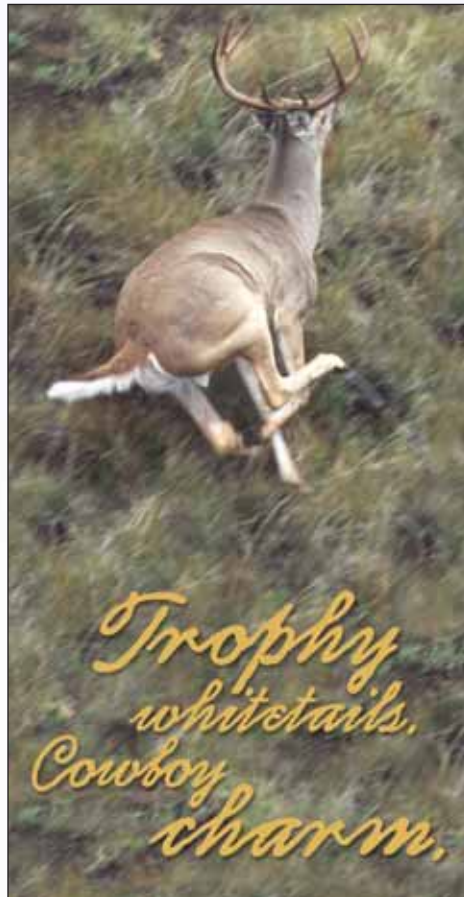
# WELCOME TO WHITETAIL LODGE!

four and six years of age. Because of our Deer Management Permit, Lasater Whitetail Lodge enjoys an extended deer season from October 1st through the end of February. Hunters also can use ranch tags for their trophies, preserving their own tags for future use if needed.

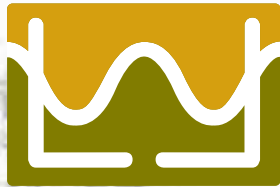
Hunters will enjoy luxurious accommodations in the Whitetail Lodge, along with terrific Texas-style meals. When not hunting, guests can choose among the many amenities, including



billiards, big-screen satellite television, indoor basketball court, outdoor swimming pool, horseback riding, horseshoes or just relaxing on the porch,



**LASATER**



**WHITETAIL  
LODGE**

taking in expansive West Texas views.

For pricing and more information, please contact Lorenzo at (325) 656-9126 or visit [www.lasaterwhitetails.com](http://www.lasaterwhitetails.com).

*We invite you to come enjoy some  
terrific West Texas hospitality  
and the hunt of a lifetime.  
Your dream buck awaits!*

*the*  
**isa informer**



## Isa bull sale available online

This year our bull sale will be broadcast live over the Internet. You can see, hear, bid, and buy from your home computer.

For questions, contact Tami at (308) 870-3661 or [tmcintosh@dvauction.com](mailto:tmcintosh@dvauction.com).

**DVAuction** Broadcasting  
Real-time Auctions



## Charolais make sale appearance

This year we're proud to bring you Crescent J Charolais bulls, raised in accordance with the Six Essentials to be fertile, easy calving and easy keeping. This year's bull sale on October 1 will feature 43 of these outstanding Charolais bulls.



## The Semen Bulls



**L Bar 5502**  
 BW 1.6 WW 30\* YW 42\* TMAT -8 SC 0.4\*  
 \*Trait Leader



**Lasater 6129**  
 BW -0.2 WW 6 YW 12 TMAT 4 SC 0



**Lasater 0192**  
 BW -1 WW 3 YW 3 TMAT 1 SC 0.3



**L Bar 2118**  
 BW -0.5 WW 15 YW 17 TMAT 12 SC -0.3

# L Bar progeny earn accolades

- Congratulations to **Kent Mindemann** whose L Bar 5502 sons were both the high-selling yearling *and* 2-year-old bulls at the 2005 Texoma Sale.
- Hats off to **Tomlinson Beefmasters** of Vacaville, California, whose L Bar 5502 daughter won Grand Champion Female at the 2005 Beefmasters West Futurity.
- Congratulations to **Chloe Byers**, who won Junior Champion, and to **Katie Byers**, who won Reserve Junior Champion—both with 5502 daughters—at the JBBA National Heifer Show.

**Females for sale**  
 We have some outstanding 3-in-ones for sale.  
 Call or visit our website for pictures and pricing.

## A global thank you!

Thanks to the following folks for their international semen purchases:

- John Kempf of Botswana—500 straws
- Beefmaster Alliance of South Africa—955 straws
- Guillermo & Guillermito Osuna of Mexico—500 straws
- Michael Corbett of Brazil—2000 straws



## Show heifers for sale

We will allow a limited number of families to select their show heifers out of our keeper-heifers this October. Picks are on a first-come, first-served basis, so reserve your spot today!

**44th Beefmaster Bull Sale—Saturday, October 1, 2005**  
*Our female sale date has moved!*  
**Female Sale—Saturday, April 29, 2006**



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