

# the isa info mer

ISA BEEFMASTERS

## 50 YEARS

FALL  
2014

*Promoting Beefmasters Worldwide since 1964*

You are cordially invited to our 53<sup>rd</sup> Beefmaster bull sale!

It's a remarkable time in the cow-calf sector! It has been a treat visiting with customers across the country who are receiving unheard-of prices for their Beefmaster-influenced calves. And all of you know the real secret—those incredible replacement heifers!



The bulls are currently in the final stages of our unique yearlong performance test, and they are truly outstanding. The enclosed catalog has all of their performance information to date, including grass gains, current weight and feed gains.

In the data, you will see a number of bulls with IMF percentages well above 4%. This is remarkable for grass-developed bulls! You will also see their excellent muscling and thickness displayed in the ribeye areas.

Their gains on grass are from the time they were weaned until we weighed them on test in the Isa Bull Test Facility on July 31<sup>st</sup>. We run them very rough on native pasture with minimal supplement, so they did it all on their own. This is the secret to how Isa bulls thrive in all environments.

In addition, you'll find breed-leading EPDs. The bulls are backed by a complete health program, have been trich and fertility-tested, and they are fully guaranteed. We will deliver volume purchases for free anywhere in the United States.

We look forward to seeing you in San Angelo on October 4<sup>th</sup>!

—Lorenzo Lasater



ISA BEEFMASTERS 53<sup>RD</sup>

## BEEFMASTER

### BULL SALE

## OCTOBER 4, 2014

10 A.M. • PRODUCERS AUCTION • SAN ANGELO, TX

Sale Headquarters: Rodeway Inn 325.944.2578



Beefmaster Pair



L Bar En Fuego



Beefmaster x Angus  
Feeder Heifer

## 115 PERFORMANCE-TESTED BULLS

18 and 24 months old • Tough, athletic & ready to work

Virgin, Trich & fertility-tested • Carcass sonogram data

Fully guaranteed • Bull trade-in bonus

Free delivery for volume purchases anywhere in U.S.A.

## WHY BUY ANYWHERE ELSE?

Lorenzo Lasater

325.656.9126

lorenzo@isabeefmasters.com



WHY BEEFMASTERS?  
Why you can't afford to miss out

50TH ANNIVERSARY  
A golden year starts a new chapter

# WHY BEEFMASTERS?

I'm pleased to report that Beefmasters are enjoying a bit of a renaissance. It seems the cow-calf industry woke up and realized they needed productive females to make their operations profitable and sustainable long-term.

Of course, this will come as no surprise to most of you—I know I'm "preachin' to the choir." But I have to shake my head a little at all the industry talk of *moderation* and *balance* after two decades of single-trait selection for a number of traits, many of them not tied to the thing that makes us the most money: cows that can wean a quality calf every year with minimal inputs.

Our family has been following a very balanced approach to cattle selection for about 80 years. We call our roadmap the "Six Essentials," and we have tried doggedly to share it with anyone who will listen for three generations. So it's refreshing to see a renewed interest in practical and productive cattle and a focus on economics rather than aesthetics.

The Isa Beefmasters advertising theme this fall has been "Why Beefmasters?" It's an important question because these wonderful cattle often don't get enough credit for all the subtle things they do so magnificently. Following are a few of the things that make Beefmasters truly unique in beef cattle production.



Beefmaster females are the key to the breed's profitability:  
They are able to wean high-quality calves annually with very little help.

## ON THE RANCH

**Low-maintenance females**

**Gentle and responsive handling**

**Excellent mother cows**

**Heat, disease and insect resistance**

**Longevity**

**Built-in heterosis**

**Outstanding replacements**

## IN THE BEEF CHAIN

**High weaning weights**

**Fast-growing yearlings**

**Low sickness and death loss**

**Incredible feed conversion**

**Long-feed efficiency**

**Grade and yield**

**Lean, tender and tasty BEEF**

# WHY TRY ANYTHING ELSE?

Because we just have to laugh sometimes ...

A DEA (Drug Enforcement Agency) agent stopped at a ranch in Texas and talked with an old rancher. He said, "I need to inspect your ranch for illegally grown drugs." The rancher said, "Okay, but don't go in that field over there..." as he pointed out the location.

The DEA officer verbally exploded saying, "Mister, I have the authority of the Federal Government of the United States of America with me!" Reaching into his rear pants pocket, the arrogant officer removed his badge and proudly displayed it to the rancher. "See this f\*\*\*\*\*g badge? This badge means I am allowed to go wherever I wish ... on any land! No questions asked or answers

given! Have I made myself clear? ... Do you understand?" The rancher then nodded politely, apologized and went about his chores.

A short time later, the old rancher heard loud screams, looked up, and saw the DEA officer running for his life, being chased by the rancher's big Beefmaster bull. With every step the bull was gaining ground on the officer, and it seemed likely that he'd sure enough get trampled before he reached safety.

The officer was clearly terrified. The rancher threw down his tools, ran to the fence and yelled at the top of his lungs. "Your badge! Show him your f\*\*\*\*\*g badge!"

# Cooperator focus

*The Wingate family of Beaumont, Texas, is a longtime Isa customer and cooperator. They raised a number of the bulls in the 2014 sale, and we sincerely appreciate the excellent job they do. We thought you might enjoy a little history of their family and operation.*

The Wingate family has been established in Texas since the early 1820s. William Wingate was in the Battle of San Jacinto with Sam Houston, and his brother was killed at Goliad. The ranch is comprised of several Mexican land grants received prior to Texas Independence. We are now the seventh generation in Texas.

In the 1800s and early 1900s, before fencing began, the ranch had 6,000 mother cows grazing open range across Jefferson, Liberty and Chambers counties. My great grandfather was the prairie boss who worked the cattle ranging the three counties—branding to each owner and cutting out the brands.

The cattle crews and chuckwagon would stay out for several weeks working the cattle, using ranch horses they had raised.

During the early 1800s, the ranch drove cattle to market in New Orleans and later to Kansas—tracking the head counts, selling for each ranch and then delivering the proceeds to each rancher. These ranches included names such as White, Middleton, Jackson, Pipkin, Hebert, Burrell, McFaddin, Broussard and Frank Dew. In later years, cattle were sold at the ranch and then loaded onto rail cars and shipped to various destinations.

In 1908 our ranch purchased its first Brahman bulls from Shanghai Pierce to put on Longhorn-based cattle.

The ranch also ran more than 600 head of broodmares, from



which horses were raised to sell to other ranches and to furnish a large number of horses for the U.S. Cavalry. Sometimes these cavalry horses were delivered to Galveston Island for the government. I remember one delivery receipt for 300 geldings in 1908 to Galveston Island.

The ranch had saddles made by the Harmon Saddle Co. in Hankamer, Texas, about 40 miles away. When a saddle was ready, my great uncle would ride his horse and lead a bareback horse on which he would put the new saddle to return to the ranch.

Today our ranch runs 1200 mother cows, along with grazing some outside cattle, by the head, here on the Gulf Coast of Southeast Texas. During the late 1970s and 1980s, we began acquiring some good mares and stallions from W.T. Waggoner Estate and R.A. Brown Ranch and others.

We bought our first Beefmaster bulls in 1973 from the Miller Ranch in Falfurrias, Texas, which was part of the old Lasater Ranch. Shortly after that, we began buying registered Beefmaster females, and in time we acquired about 100 head from Dr. Watt Casey, and we picked up a large group from Mahone Cattle Co. (These were actually J.D. Cage bred cows.) and also a sizeable number of cows from the Lasater Ranch in Colorado.

Today, our ranch raises cattle from a large basis of L Bar Beefmasters obtained from Laurie and Lorenzo Lasater.

William Wingate handles the ranch and cattle operations; Bailey Wingate is about to finish law school; and Tanya Wingate handles the drudgery of paperwork and helps to work cattle.

The same brands used on the cattle and horses in the 1840s are still placed on our cattle and horses today.

## Cajun connection

Thanks to the following Louisiana Beefmaster Breeders who have purchased retired L Bar herd sires in the past year. Also a

very heartfelt thanks to Dwight Bertrand, who is one of the best ambassadors the Beefmaster breed has ever had.



Don Foreman & Ronnie Roussell



Michael Deville



Willie Earl Washington

# SALE SEMEN SPECIAL (10 OR MORE STRAWS)

ANY COMBO. EXPIRES 11/30/14. INCLUDES CERTIFICATE.



**\$40**  
Polled

**L Bar En Fuego**

Reg. # C988569

BW -1.1 WW 20 YW 25 MILK 4 TMAT 14 SC 1.3 REA -.04 IMF .1



**\$40**

**L Bar Essential**

Reg. # C954335

BW -1.3 WW 8 YW 21 MILK 4 TMAT 8 SC 0 REA .36 IMF 0



**\$30**

**L Bar Inevitable**

Reg. # C954343

BW .36 WW 8 YW 16 MILK 7 TMAT 11 SC -1.2 REA -.01 IMF .1



**\$30**

**L Bar Automatic**

Reg. # C914725

BW -.9 WW 22 YW 18 MILK 3 TMAT 14 SC .6 REA -.27 IMF 0



Polled  
**\$50**  
Limited

**L Bar 2474**

Reg. # C872425

BW -1.3 WW 7 YW 11 MILK 4 TMAT 7 SC -.3 REA -.26 IMF .1



**\$40**

**L Bar 0324**

Reg. # C818452

BW -1.3 WW 24 YW 32 MILK -5 TMAT 8 SC 1.6 REA .23 IMF 0

**\$20**

**L Bar 4401**

Reg. # C914673

BW 3.3 WW 35 YW 47 MILK 3 TMAT 20 SC .6 REA -.07 IMF 0  
Avg BW .2 WW 9 YW 13 MILK 2 TMAT 6 SC .2 REA .04 IMF 0

White boxes indicate Trait Leaders

## L BAR EMBRYOS

L Bar 3432 x L Bar 9492\*

L Bar 5502\*\*\* x L Bar 8436

L Bar 5502\*\*\* x L Bar 9492\*

L Bar En Fuego<sup>®</sup> x L Bar 4454L Bar En Fuego<sup>®</sup> x L Bar 9492\*

L Bar 0324\* x L Bar 7458

L Bar 0324\* x L Bar 7475

\* Pacesetter \*\* Typesetter <sup>®</sup> Polled

**\$299**  
each

1964



2014

# A golden legacy

*Laurie and Annette retire after career spanning five decades*

What started in 1964 as a dream of ranching and marketing cattle grew into an illustrious career spanning 50 years with three generations of ranchers: Laurie and Annette; their children, Lorenzo and Isabel; and now five grandchildren.

With a goal of establishing the Beefmaster breed in Mexico, Laurie and Annette moved there with their wedding gift of 35 Beefmaster cows and two herd bulls to a one-pasture lease. In 1966, they organized their first bull sale in Múzquiz, which was “the bull sale nobody came to,” so they quickly adapted to selling cattle via private treaty. During their 10 years in Mexico, they established a Beefmaster herd on Rancho Santa Cruz, located in the Sierra Madre mountain range near Múzquiz, Coahuila, and today Beefmasters are Mexico’s largest breed registry.

In the early 1970s, Laurie and Annette relocated to San Angelo, Texas, to pursue the feeding and marketing of cattle. Their concept of marketing Beefmaster bulls evolved into annual—and, for a few years, even semiannual—auctions. They have sold more than 17,000 females and 20,000 bulls, and this year marks their



53<sup>rd</sup> bull sale! In addition to selling hundreds of bulls and females private treaty each year, they also focused on the introduction of Beefmasters into new international markets. Today, they have customers on four continents.

During his 50 years of ranching, Laurie served as president of FBA, as well as director of BBU, Texas and Southwestern Cattle Raisers and National Cattleman’s Association. He is also a stockholder and former director of Nolan Ryan Tender Aged Beef. In 2000, BBU honored Laurie with the Beefmaster Breeder of the Year award.

Throughout the years, Annette ran the office side of the business—doing the

books, managing the advertising and keeping the herd registry. She was always the practical and steady voice of the team, keeping Laurie out of more than one wreck.

Laurie and Annette are both elders of the First Presbyterian Church and have volunteered as tutors in local schools and with the Adult Literacy Council. Annette also served as president of the local and district library boards.

Both are published authors: Laurie wrote *The Lasater Philosophy Cattle Raising* and

*Tailwind Both Ways*. Annette wrote of their 10 years in Mexico in *Two to Mexico* and penned three children’s books, *Lorenzo and Don Clemente*, *Granddad’s Farm House*, and *School Days and Book Learnin’*.

Today, Laurie and Annette are the proud grandparents of Lorenzo and Leslie’s sons, Watt (19) and Beau (16) and Isabel and JC’s children, Luke (11), Ben (7) and Sabella (7).

Isabel and I would like to honor Mom and Dad for their remarkable run—both in life and in business. They have been incredible parents—loving us, teaching us how to lead an exemplary life and giving us an incredible legacy of ranching knowledge.



# FOUR GENERATIONS RIDING WITH TSCRA



Ed C. Lasater  
9th TSCRA President



Tom Lasater  
Past Director



Laurie Lasater  
Current Honorary Director



Lorenzo Lasater  
Current Director

## JOIN US FOR OUR 53<sup>RD</sup> BULL SALE

October 4, 2014—San Angelo, Texas  
*115 Performance-Tested Beefmaster Bulls*



Lorenzo Lasater  
San Angelo, Texas  
325.942.1458  
lorenzo@isabeefmasters.com  
www.isabeefmasters.com



This ad ran in the recent 100<sup>th</sup> anniversary edition of TSCRA's *The Cattleman* magazine.  
We are proud of our long history with this great organization!