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BEEFMASTER FIESTA SPECIAL EDITION

ISA CATTLE COMPANY

Living up to the legacy

Her name is Broussard 72929. It's not a fancy name, and she's not a particularly fancy cow. But if I had 1000 cows like this one, ranching would be simple and very profitable.

72929 has basically doubled the life expectancy of a commercial cow in a calf-a-year program. She's probably quadrupled the productive value of cows not having a calf each year. She's lived through an extended drought, moved

from Florida to Texas, and outlived many of her offspring. All the while she has quietly done just exactly what I need her to: breed in 60 days and have a calf each and every year.

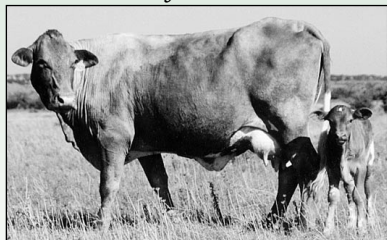
In short, she has paid a monster dividend back to the ranch, not only in her 13 calves, but also by leaving her terrific longevity to the herd. So, how do we get these cows?

Continued, page 2

Q *What makes this cow so special?*



A *She's 14, and this is her 13th calf!*



INSIDE: Beefmaster Fiesta Catalog • Genetics for Sale
Pilcik of BBU • More Ovations for 5502



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BEEFMASTER FIESTA

JAN. 19, 2002

Living up to the Legacy, continued

They don't happen by accident. It takes a dedicated breeding program with an intense selection for fertility.

Beginning over 70 years ago, my

grandfather gave us a set of ideas collectively known as the *Lasater Philosophy*. These provide us with a very simple blueprint for working with nature to generate maximum genetic improvement and economic benefit within our main asset, our cowherd.



Lorenzo Lasater

The one simple rule that any cattlegerson can employ is to demand that their cows have a calf every year, on schedule, in a short season. This gives us a host of benefits, like fertile bulls that are aggressive breeders, calves that mature early,

and steers that hang the right-sized, tender carcass.

A specific example of those benefits is 72929 and the great job she's done for our herd.

I wanted to tell you this story because it gives you a glimpse into programs behind the cattle represented in the **Beefmaster Female Fiesta**. This will be a unique and unprecedented opportunity to acquire Foundation genetics from three of the largest and oldest Beefmaster herds in existence. And all three religiously practice the philosophy that gave birth to a wonderful cow like 72929.

I look forward to seeing you at the Fiesta. Long live long-lived cows!

Lorenzo Lasater
Vice President of Operations,
Isa Cattle Co., Inc.

Welcome to the **FEMALE FIESTA!**

On behalf of the family, welcome to the second-annual Isa Cattle Co. Beefmaster Fiesta. We have a terrific lineup of females this year. We are particularly proud to welcome the Lasater Ranch and Watt Casey, who have each brought 20 top females.

Your sale catalog is on the



following pages, with complete performance information. Please don't hesitate to call Laurie or Lorenzo if you have further questions. Remember, if you can't make it to the sale, we'll buy females to your spec's and deliver them

to you – satisfaction guaranteed.

See you at the Fiesta!

FIESTA OFFERING

We will have a fantastic selection of Foundational cattle – all bred or with calf at side.

BRED FEMALES



Lasater females bred to Lasater 8265



Watt Casey females bred to Casey 0713



L Bar females bred to L Bar 5502

This is the ONE female sale of the year you won't want to miss!

**BEEFMASTER FIESTA
JAN. 19, 2002**

PAIRS with 5502 CALVES



He sells!



She sells!

(And we'll even throw in their mothers!)

3-IN-ONES



This great cow comes with a 5502 calf at side and is exposed back to him!

The news about L Bar 5502 just keeps getting better

We've raised a lot of bulls over the last 40 years, but never one who performed so outrageously in each and every phase of his career. Whether you're interested in



remarkably, even the show ring, you'll find that 5502 has what you're looking for! Following is a sampling of his incredible resume.

THE ULTIMATE EXPRESSION OF THE SIX ESSENTIALS

L Bar 5502 is the ultimate expression of the Six Essentials.

growth and performance, fertility, EPDs, performance of offspring or,

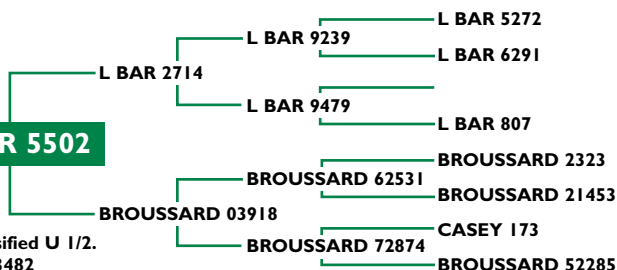
We invite you to take part in his historic legacy.

The results of the 2000-2001 Texas A&M Carcass test are in, and L Bar 5502 blew the doors off once again! In fact, he ranked in the top four in seven of nine categories. His calves were the second lightest at birth, the heaviest at weaning and went on to hang the heaviest carcasses and graded 85.71% choice and prime.

L Bar 5502 Texas A&M Carcass Test Results

Trait	BW	WW	Hot Carcass Wt.	Ribeye Area	Yield Grade	Marbling Score	Choice & Prime	YG 1&2	14-Day Shear Force
5502	75	528	689	12.21	2.93	Sm⁵⁰	85.7%	50%	6.35
Ratio	1.07	1.09	1.08	1.06	1.09	1.85	1.18	0.97	1.01

L BAR 5502



L Bar 5502 is BBU Classified U 1/2.
BBU Certificate No. 663482

5502 Progeny in the News



Congratulations to Mike Igau and Sunset West Beefmasters on Sunset 13K4, a terrific L Bar 5502 daughter who was the Champion Bred Heifer at the 2001 JBBA National Heifer show. The heifer was shown by Stacy Beckman.

...

Congratulations also to Peter Summers whose 7-month-old 5502 daughter won the Junior Heifer Futurity at the Mid-Atlantic Beefmaster Futurity.

LIKE FATHER LIKE SON



- L Bar has incredible prepotency – all of his calves display his superior conformation and charisma.
- His calves off first-calf heifers averaged 71 lbs.
- Perfect conformation—Classified U 1/2

EPDs

The new Beefmaster Sire Summary is out, and L Bar 5502 is now in the top 5% of the entire breed in three of five categories! What makes this even more remarkable is that he displays no weakness in any category. This unique ability to bend the growth curve by excelling in one area without sacrificing another is what makes 5502 THE bull of the 21st century!

L Bar 5502 Expected Progeny Differences

Trait	Yearling				
	BW	WW	Wt.	Maternal	SC
EPD	-0.5	26.1	41.5	-1.7	0.3
ACC	0.43	0.69	0.57	0.29	0.25

ISA BULL TEST

As you can see from these ratios, L Bar 5502 was one of the all-time performing bulls to come through the Isa test. More importantly, his sons have hit a home run as well. In the 2000 test, his 17 sons had a 14% better grass gain, 25% better test gain, 1 cm larger on scrotal and 16% larger ribeye. Better still, they went on to average \$5,434. Now that's performance you can take to the bank!

L Bar 5502 Isa Test Results

Test	Wt.		Wt.		
	In	Gain	Out	Scrotal	Ribeye
Indiv.	1295	235	1530	39	17.1
Ratio	1.14	1.20	1.16	1.02	1.16

FIESTA REFERENCE SIRES

ISA TEST RESULTS

	Wt.		Wt.		
Test	In	Gain	Out	Scrotal	Ribeye
Indiv.	1295	235	1530	39	17.1
Ratio	1.14	1.20	1.16	1.02	1.16

EPDs

			Yearling		
Trait	BW	WW	Wt.	Maternal	SC
EPD	-0.5	26.1	41.5	-1.7	0.3
ACC	0.43	0.69	0.57	0.29	0.25

A fellow breeder summed it up best when he said, "5502 is possibly the best bull in America." L Bar 5502 is the ultimate expression of the Six Essentials. We've never raised a more fertile, correct or charismatic bull.

L BAR 5502



ISA TEST RESULTS

	Wt.		Wt.		
Test	In	Gain	Out	Scrotal	Ribeye
Indiv.	1240	250	1490	44	14.9

EPDs

			Yearling		
Trait	BW	WW	Wt.	Maternal	
EPD	0.2	5.5	4.2	-1.9	
ACC	0.45	0.76	0.72	0.37	

Top-selling two-year-old in the 1996 sale. A powerful, prolific bull that has left three herd sires in the L Bar battery. Now owned by Dean Stuessy.

BROUSSARD 24463



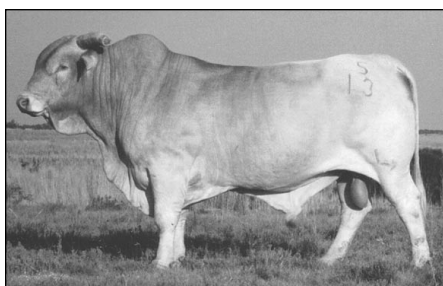
LASATER RANCH RESULTS

	Wean	1-Yr.	2-Year	3-Year
Test	Wt.	Wt.	Wt.	Wt.
Indiv.	820	1062	1464	1880

EPDs

			Yearling		
Trait	BW	WW	Wt.	Maternal	
EPD	-1.0	-12.1	-13.1	13.3	
ACC	0.66	0.72	0.65	0.61	

LASATER 513



We found through DNA testing in 1991 that this great, easy-keeping bull is the main influence behind our herd. This bull is a legend worldwide. A member of the Isa Co-op plans to write a book about him.

FIESTA REFERENCE SIRE

LASATER RANCH RESULTS

	Wean	1-Yr.	2-Year	3-Year
Test	Wt.	Wt.	Wt.	Wt.
Indiv.	722	1096	1460	1686

EPDs

	Yearling				
Trait	BW	WW	Wt.	Maternal	SC
EPD	-0.5	11.2	14.5	-11.3	0.2
ACC	0.61	0.70	0.62	0.50	0.12

LASATER 0563



Tómas was topped out of the Lasater herd for listing in ABS catalog.

Purchased by Charles Landrum and Associates. He is now named United in honor of association merger.

LASATER RANCH RESULTS

	Wean	1-Yr.	1-Year	2-Year	3-Year
Test	Wt.	Wt.	Scrotal	Wt.	Wt.
Indiv.	651	989	34	1464	1880

EPDs

	Yearling				
Trait	BW	WW	Wt.	Maternal	SC
EPD	1.6	-9.6	12.3	4.5	0.2
ACC	0.68	0.77	0.073	0.58	0.13

LASATER 2516



A powerfully muscled A.I. bull. Father of L Bar 6171.

His sons have averaged over \$2000.

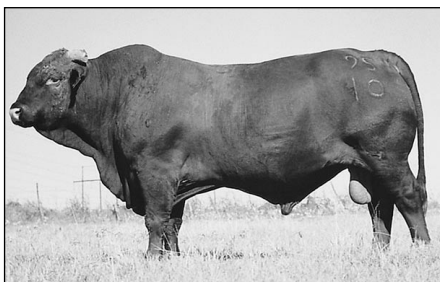
LASATER RANCH RESULTS

	Wean	1-Yr.	2-Year	3-Year	4-Yr.
Test	Wt.	Wt.	Wt.	Wt.	Wt.
Indiv.	726	1052	1460	1686	2001

EPDs

	Yearling				
Trait	BW	WW	Wt.	Maternal	SC
EPD	0.7	6.6	11.2	7.3	0.1
ACC	0.81	0.83	0.76	0.72	0.54

LASATER 9510



Selected by John Cargile as top herd bull on the Lasater Ranch. Purchased by Frenzel Brothers.

A great semen bull with two sons in the L Bar herd.

Information enhances genetics

By Brandon R. Pilcik
BBU Director of Services

Genetic improvement strategies for beef cattle production have taken many forms over the years. For a time, the “eyeball”



**BEEFMASTER
BREEDERS
UNITED**

technique was the only accepted and available method for making selection decisions. Fortunately, cattle breeders have embraced an information “revolution” of sorts, fueling progress in genetic improvement and commercial acceptability.

The selection tools available to today’s breeder are not only impressive, they are essential. Competitive producers can now reap greater rewards than ever before by incorporating objective measurements into their selection decisions. From the cow/calf producer to the stocker operator, to the feedyard, to the packer, to the retail store, and on to the consumer, documented performance information is driving change and providing breeders with tools for profit.

The initial concept for utilizing performance information involved charting growth performance in specific breeds. This opened the door for the development of genetic predictions in the form of Expected Progeny Differences (EPDs).

Beefmaster seedstock providers and those who utilize Beefmaster genetics in commercial scenarios have the

opportunity to use these genetic predictions to compare animals fairly from different herds, years and locations.

From a population standpoint, this information is a vital tool in making genetic improvement,

because it truly is effective. Down the road, additional tools such as DNA and ultrasound information will play a greater role in assisting breeders in making effective mating decisions.

As challenging as today’s marketplace can be at times, both seedstock and commercial breeders are hungry to achieve greater efficiency in the quest for higher returns. Recent advances in genetic prediction methodologies have translated into greater accuracy and less risk in the area of genetic management. Most importantly, Beefmaster cattlemen are becoming more involved and vigilant in collecting, reporting, and utilizing standardized performance records as tools for genetic improvement. As a result of this determination, Beefmaster breeders are developing a more objective description of Beefmaster cattle in general.

For more information regarding performance data, genetic prediction technology, and Beefmaster Breeders United (BBU) breed improvement programs, call the BBU office at (210) 732-3132 or email bpilcik@beefmasters.org.

A Fantastic New Herd Sire



Lasater 6129

Son of a first-calf heifer, 6129 was the most prolific breeder on the Lasater Ranch and sired four of 13 yearling herdsires kept in 2001. Our newest bull is now owned by Ward Burroughs of Denair, CA.

Also Available



L Bar 5502

"Possibly the best bull in America."



L Bar 7499

Great proven grandson of Lasater 513.



L Bar 8419

First son of 5502 kept in our herd.



L Bar 7303

Great proven son of Lasater 9510.

Call for January Genetics Specials

Don't miss the Second Annual Isa Cattle Company

BEEFMASTER FIESTA

An unprecedented offering of 90 Foundation-bred Beefmaster females

3-IN-ONES • PAIRS • BRED FEMALES

10:00 a.m. • Saturday, Jan. 19, 2002

Producers Auction • San Angelo, Texas



◀
**50 YOUNG
L BAR FEMALES
BRED TO L BAR 5502**

▶
**20 YOUNG
LASATER FEMALES
BRED TO LASATER 8265**



▶
**20 YOUNG
CASEY FEMALES
BRED TO CASEY 0713**

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