

the isa informer



FALL 2019

Promoting Beefmasters Worldwide since 1964

You are cordially invited to our 58th Beefmaster bull sale!

It was 82 years ago this year that Tom Lasater closed his herd to outside genetics, marking the birth of Beefmasters. We have made continual progress over those 82 years and across three generations of Lasaters, using the *Six Essentials* as our roadmap. The result is an incredibly functional, productive and efficient beef breed. We are honored that you have chosen to use Isa Beefmasters genetics in your own cow herd.



The bulls are currently in the final stages of our unique yearlong performance test, and they are truly outstanding. The enclosed catalog shows their pedigree and performance information to date, including grass gains, on-test weight, carcass sonogram and breed-leading EPDs.

You can also see their gains on grass. We run them very rough on pasture with minimal supplement, so they did it all on their own. This is the secret to how well Isa bulls hold up, no matter what environment you ranch in.

We will also have available a sortable Excel spreadsheet of the catalog available at www.isabeefmasters.com so you can dig into your advance research. We have also added age of dam to the catalog to help pinpoint those outliers for fertility and longevity.

For the first time ever, we will be providing video of the bulls about a

Continued inside

MONEYMAKER GENETICS

What really matters for profitability in the grass-based production of beef calves?

Fertility, Efficiency, Mothering Ability and Longevity.
The rest is just talk.

LET'S TALK ABOUT LONGEVITY

It's simple: Bulls need to breed a lot of cows for a long time, and cows need to have a calf every year for a long time. Below is an example of a profitable Beefmaster.



A 16-year-old L Bar cow with her 15th calf.
We call her **MONEYMAKER**.

If you're tired of genetics that flame out before they turn a profit for your outfit, please join us:



MONEYMAKER GENETICS
140 BEEFMASTER BULLS
OCTOBER 5, 2019 PRODUCERS AUCTION
10:00 AM SAN ANGELO, TEXAS

WATCH & BID ONLINE: www.CattleInMotion.com **FREE DELIVERY AVAILABLE**

Bull Sale Headquarters: Rodeway Inn—325.944.2578

Lorenzo Lasater
325.656.9126
www.isabeefmasters.com
lorenzo@isabeefmasters.com



Cattle for sale

Retired Herdsire L Bar 6521

An awesome 3-year-old Escalade son going back to En Fuego and Automatic. He is in the top 25% for six breed EPDs, including 2% for Marbling and 15% for Birthweight.
\$6000



Fall-calving Young Beefmaster Females



Daughters of L Bar 5502, En Fuego, Essential, Habanero and Total Package.
Calving August–September 2019.
AI bred to En Fuego and Escalade.
Carcass-scanned and exceptional genomic EPDs.
\$3700 ea.

Spring-calving Young Beefmaster Females

Daughters of En Fuego, Escalade, Habanero and Total Package.
Calving in February–March 2020.
AI bred to En Fuego and Automatic. Efficiency-tested and carcass-scanned. Outstanding genomic EPDs.
\$3300 ea.



For more info, please contact Lorenzo at 325.656.9126.

The long

By Lorenzo Lasater, President

You have heard me talking about the importance of longevity for years, and it seems commercial beef cattle producers are starting to take notice of this hidden threat. As the US beef herd has transitioned to largely Angus genetics, one of the unanticipated consequences is a dramatic decrease in the herd's useful productive life.

We are not just talking about how long cattle can live, but how long they can successfully do their job. In the case of a beef cow, that means weaning a merchantable calf each year for as long as possible. Studies have shown that it takes about five calves to cover a cow's development cost. A cow needs to have calved at two years old, calved every year and reach six years of age to break even. What percentage of your herd attains or exceeds this mark? These demands are compounded by the difficulty in getting them bred the first time and, especially, re-bred for their second calf.

Beyond age, another factor in a cow staying in the herd is her ability to stay healthy. She must be resistant to threats such as structural soundness, insects, disease, eye problems, bad udders and



These L Bar bulls are just out of
The yellow bull on the left is 12 years old

Welcome to our 58th sale

Continued from front

week prior to the sale. The sale will also be broadcast on www.cattleinmotion.com.

The bulls are backed by a complete health program. They will be Trich- and fertility-tested and they are fully guaranteed. Volume purchases will be delivered for free anywhere in the U.S.

As always, if you can't make the sale, we'll be happy to pick out bulls to your specifications and deliver them to you, satisfaction guaranteed. Many customers over the years have remarked how pleased they are with the quality and consistency (not to mention ease!) of the bull packages we've sent them.

We look forward to seeing you in San Angelo on October 5th!

—Lorenzo Lasater

g and short of longevity

temperature extremes. Beefmasters are legendary for their hardiness and withstanding these types of threats.

How does longevity impact a cattle operation? Obviously, increased longevity reduces replacement development costs as well as depreciation. Additionally, the cows in the middle of their productive lives produce pounds of calf at higher levels than their younger herd mates.

Another benefit of increased longevity means culling fewer cows for age, which allows us to cull deeper for other traits such as poor productivity (raising a light or sorry calf) or defects such as bad udders, unsound feet and legs, poor disposition, muscling, etc.

We can apply the same longevity logic to bulls. We all know bull replacement costs are significant. If we can stretch their productive lives an extra year or two, we will dramatically impact the bottom line.

The photo below shows Isa Beefmasters bulls just out of heavy service in south Florida. The yellow bull to the left is 12 years old. The manager of the ranch said they were getting 30–40% more useful life out of their Isa Beefmasters bulls than other breeds.

On a recent circle through Nevada, I came across this great old Beefmaster cow,



This pregnant 16-year-old Beefmaster cow has raised 15 calves for the Duncan Ranch in Lovelock, Nevada. She's definitely a "Moneymaker!"

Studies have shown that it takes about five calves to cover a cow's development cost.

What percentage of your herd attains or exceeds this mark?



just out of heavy service in south Florida. Our customer calls him "Moneymaker."

pictured above. The ranch had switched to black bulls a number of years back. I asked the rancher about the cow, and he told me she was 16 years old. He said before the change they routinely had Beefmaster-cross cows lasting 12 or more years. Now, with a mostly Angus-influenced herd, he said they were lucky to get six or seven years out of them. Needless to say, they are switching back to Beefmasters!

The pair, pictured to the right, is the oldest cow in our fall-calving herd. She is 16 years old, and that heifer is her 15th calf. I doubt she will be able to sustain that level of production, but she's already done her job and then some. That cow is truly a Moneymaker!

If you are looking for genetics that will improve the productive efficiency of your

herd, we invite you to try Isa Beefmasters. We have been working for more than 80 years to develop efficient, profitable cattle, and now you can reap the rewards of our efforts.

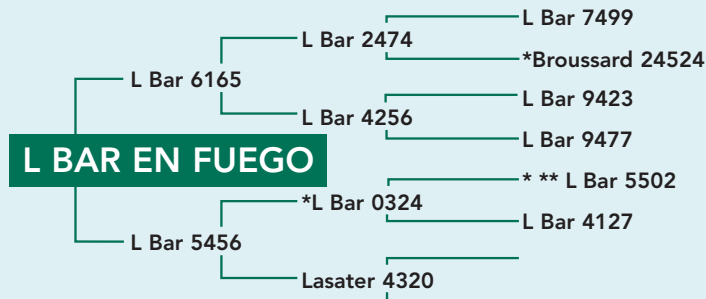


Sixteen-year-old L Bar 3951 is the oldest cow in our fall-calving herd and raising this terrific heifer calf—her 15th.

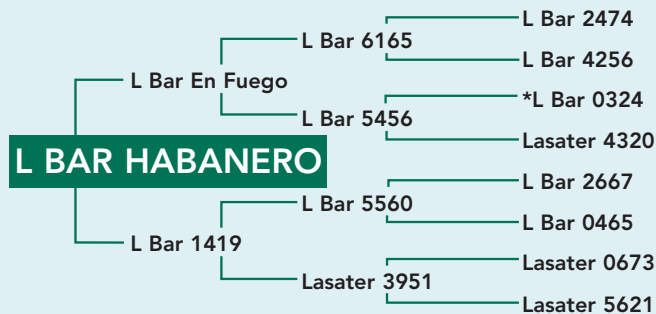
PERFORMANCE GENETICS

CALL FOR PRICING

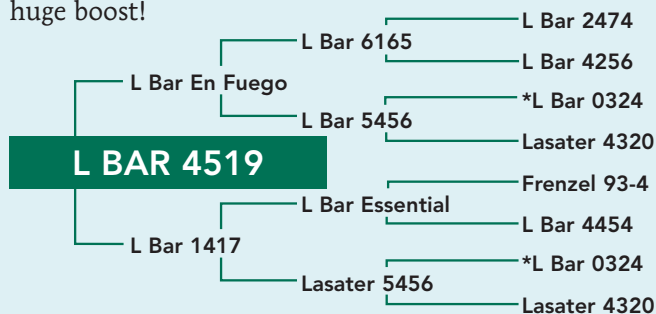
See website for additional sires available. Quantity limited on some sires. AI certificates \$10. Freight additional.



One of our best herd sires to come through in many years! **L Bar En Fuego** sired the high-selling bull in the Isa Bull Sale the last *three* years, including the two semen sires pictured below. En Fuego is polled and has the ideal conformation, with a U 1/1 classification. A breed trait leader for both SC and IMF, En Fuego produces wonderful females, like the two daughters featured in our donor section. He is straight-topped, perfectly muscled and clean underneath—he's got the look!



Put some *heat* in your program with **L Bar Habanero**. This polled En Fuego son has been a top performer in every phase of his development, including earning one of the highest scores in both grass gains and marbling (IMF) in the Isa Performance Test. L Bar Habanero has excellent EPDs—ranking in the top 10% of the breed in 5 of 12 EPDs—and a perfect disposition. In the Maternal and Terminal Profit Indices, you'll see Habanero provides a huge boost!



The high-selling bull in our 2016 sale, **L Bar 4519** has incredibly powerful and balanced EPDs, ranking in the top 10% of the breed in 9 of 12 categories. He blends the En Fuego and Essential bloodlines, two of our top maternal sires ever. In the 2016 Performance Test, he was outstanding in every category, including one of the best carcass sonograms in the sale! He is moderate in size, powerful and very correct. We are very excited about the future of L Bar 4519!

L BAR EN FUEGO



DNA #549728A PV	Classified U1/1							Reg. # C988569				
EPD	CED	BW	WW	YW	MILK	TMAT	MCE	SC	REA	IMF	\$T	\$M
En Fuego	4.7	-.4	36	47	2	20	3.8	1.7	.37	.37	\$86	\$28
% Rnk	20%	25%	15%				10%	1%		1%	25%	4%

Owned by Willie Earl Washington


L BAR HABANERO



DNA #6315055299 PV	Classified U1/1							Reg. # C1038019				
EPD	CED	BW	WW	YW	MILK	TMAT	MCE	SC	REA	IMF	\$T	\$M
Habanero	38	.8	46	64	5	28	2.7	1.0	.15	.41	\$117	\$29
% Rnk			3%	10%		15%		10%		1%	4%	4%

Owned by Bertrand, Fuller, Haymond, Lasater

L BAR 4519



DNA #9161327045 PV	Classified U1/1							Reg. # C1050589				
EPD	CED	BW	WW	YW	MILK	TMAT	MCE	SC	REA	IMF	\$T	\$M
4519	5.9	-.5	47	65	7	30	4.1	2.0	.94	.36	\$118	\$36
% Rnk	10%	20%	3%	10%		10%	3%	1%	2%	2%	4%	1%

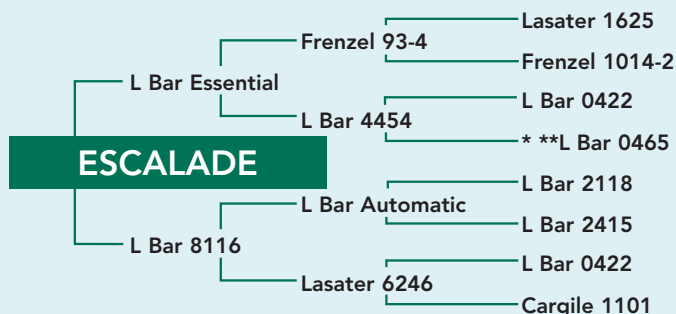
* Pacesetter **Typesetter # Trait Leader

Owned by Dalton Lowery

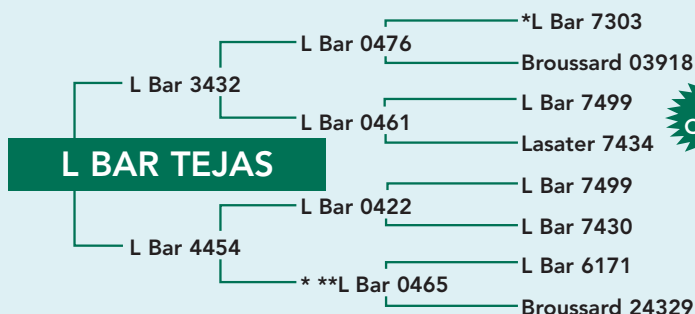
PERFORMANCE GENETICS

CALL FOR PRICING

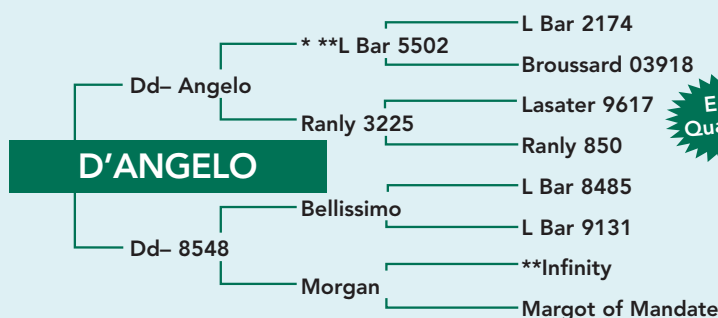
See website for additional sires available. Quantity limited on some sires. AI certificates \$10. Freight additional.



If you are looking to scale new heights in performance, **Escalade** (2401) is your bull. He is the son of the great L Bar Essential and out of an L Bar Automatic Pacesetter daughter. Our top calving-ease sire, Escalade is top 1% in the breed for both Calving Ease and Birthweight EPDs, and his other EPDs are stellar. Escalade is moderately framed and super clean with a straight top. On top of all that, he'll eat out of your hand.




Tejas means Texas in Spanish, and Isa Beefmasters' first E.U.-qualified herd sire does justice to our home state. **L Bar Tejas** was sired by L Bar 3432, one of Isa's great carcass sires, and out of one of our most productive donor females. On both top and bottom, he goes back to the great L Bar 7499, our best maternal line. His EPDs are very balanced, blending growth, maternal and carcass traits. Tejas is well-muscled with a straight top and perfect underline.



One of the first two Beefmaster bulls ever to qualify for export to the E.U., D'Angelo is a grandson of L Bar 5502, the historic performance leader in the breed. D'Angelo is an ET calf from Double D Bar's herd sire Angelo, who sired the first Beefmaster calves in Europe. Angelo genetics are popular internationally, with excellent traits such as low birthweight, strong fertility and conformation.


ESCALADE



DNA #713403A PV		Classified U1/2								Reg. # C1028230		
EPD	CED	BW	WW	YW	MILK	TMAT	MCE	SC	REA	IMF	\$T	\$M
Escalade	7.4	-2.8	30	49	12	27	3.4	.8	.05	-.08	\$85	\$28
% Rnk	2%	1%	25%		15%	15%	15%	15%		25%	4%	

Semen owned with Doyle Sanders; Bull owned by Coushatta Tribe

L BAR TEJAS



DNA #3116087889 PV		Reg. # C1082471										
EPD	CED	BW	WW	YW	MILK	TMAT	MCE	SC	REA	IMF	\$T	\$M
Tejas	2.0	.4	31	56	8	24	2.6	.7	.4	.22	\$100	\$16
% Rnk			25%	20%				20%	25%	10%	15%	

Owned in partnership with Doyle Sanders

D'ANGELO



DNA #3116087897 PV		Reg. # C1081070										
EPD	CED	BW	WW	YW	MILK	TMAT	MCE	SC	REA	IMF	\$T	\$M
D'Angelo	3.4	.3	27	46	6	19	3.0	.5	.29	-.04	\$81	\$14

* Pacesetter **Typesetter # Trait Leader

Owned in partnership with Doyle Sanders

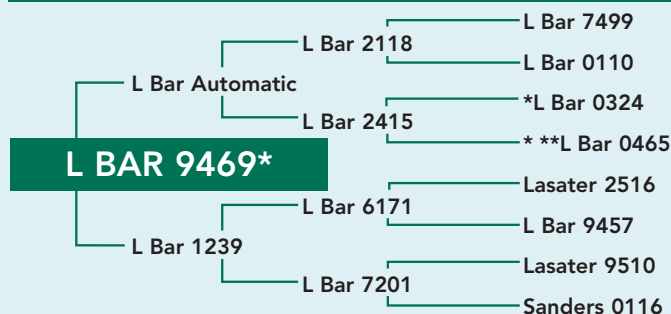
BEEFMASTER DONOR FEMALES

CALL FOR PRICING

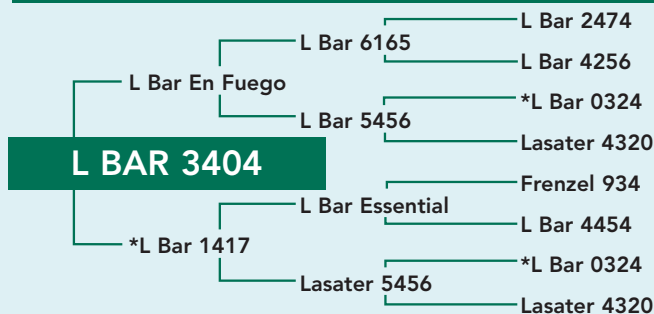
Featuring L Bar Habanero, Escalade and L Bar En Fuego plus top L Bar dams. Visit isabeefmasters.com/genetics/ for pairings.



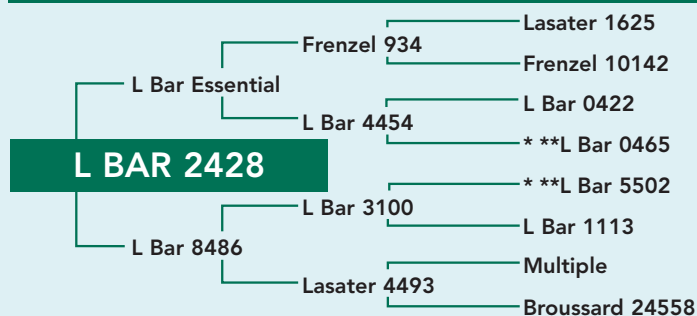
DNA #123015104846 SV											L Bar 9469*		Reg. # C988480	
EPD	CED	BW	WW	YW	MILK	TMAT	MCE	SC	REA	IMF	\$T	\$M		
9469	2.7	.5	40	61	11	31	2.8	1.0	.12	.19	\$107	\$29		
% Rnk			10%	10%		10%		10%		10%	10%	4%		



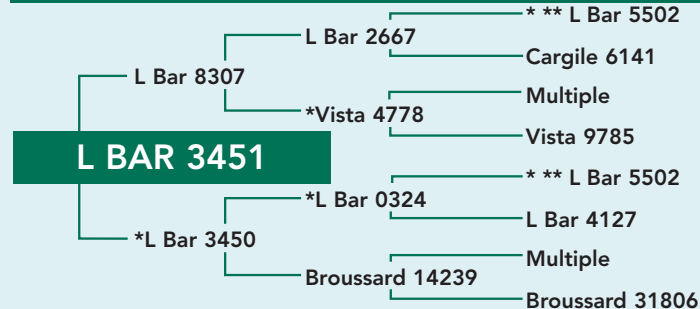
DNA #3116087835 PV											L Bar 3404		Reg. # C1038021	
EPD	CED	BW	WW	YW	MILK	TMAT	MCE	SC	REA	IMF	\$T	\$M		
3404	4.6	-.5	35	49	9	24	3.5	1.4	.7	.25	\$89	\$30		
% Rnk	20%	20%	15%			20%	10%	1%	5%	5%	20%	3%		



DNA #123015084091											L Bar 2428		Reg. # C1028255	
EPD	CED	BW	WW	YW	MILK	TMAT	MCE	SC	REA	IMF	\$T	\$M		
2428	2.8	.2	28	53	14	28	3.8	.5	.3	.14	\$95	\$19		
% Rnk			20%	4%	15%	5%				15%	15%	20%		



DNA #40513056502											L Bar 3451		Reg. # C1038014	
EPD	CED	BW	WW	YW	MILK	TMAT	MCE	SC	REA	IMF	\$T	\$M		
3451	6.6	-1.3	29	53	7	22	3.9	.8	.52	-.12	\$91	\$18		
% Rnk	4%	10%	25%			4%	15%	15%		20%	25%			



Isa Beefmasters offers frozen embryos from a number of performance-packed Beefmaster pairings, featuring some of our best herdsires, paired with top L Bar dams.

*Pacesetter **Typesetter

All Isa frozen genetics are collected at CSS-certified collection centers, frozen to the very highest standards and eligible for export to the majority of countries worldwide.

Good cattle and even better people

By Dr. Chase Currie
San Pedro Ranch General Manager

Theodore Roosevelt once said, “I do not believe there was ever a life more attractive than life on a cattle farm.” As a young boy, I was fortunate to have a father and a grandfather who took time out of their busy schedules to be sure I had the opportunity to spend time in the outdoors. I grew up spending my weekends hunting or fishing. I remember anxiously waiting to be checked out of school early on Fridays during the fall to go to the deer lease. They say you can’t slow time, but try telling that to a young boy watching every second tick by on the clock, and he would argue otherwise.

With that being said, I wasn’t raised in a ranching lifestyle or on a cattle farm. As a matter of fact, I was born in Houston and lived in a “concrete jungle” until I was nearly 12 years old. Even after moving out of Houston to a rural farming community, I knew very little about cattle until a few years ago. (I still have a lot to learn!) I had never worked or gathered cattle; all I knew growing up was that a hamburger from McDonald’s tasted a bit different than the beef we bought from a local meat market. Even as immersed as I was in the outdoors and all the time I had spent on countless ranches across Texas, to me, cattle were just a fixture on the landscape and nothing more. They were by no means a part of my life.

Today, that has all changed. Cattle have gone from being nonexistent in my life to something I work with every day. I had never envisioned myself working day in and day out with cattle, much less them being part of my livelihood. The simple act of being around cattle is soothing and tends to help clear my mind. I often think about what it is that makes cattle attractive to those of us who spend our lives with them. Perhaps it’s just part of our DNA, being that man evolved with livestock. Maybe we all have



Cattle have the unique ability to make our life easy or hard—it all depends on how hard or easy we make their life.

an innate attraction to cattle, just for some it is stronger because we have more opportunity to trigger it. Standing where I am today, I wish I had found “life” with cattle sooner.

I think for myself, I am drawn more to cattle’s good nature than anything else. Gentle cattle behave in the most logical way possible. They are clear thinkers, aware of the obvious, and caring. For example, if a gate is left open, a cow will go through it. It is as simple as that. Furthermore, if you put too much pressure or neglect on a cow, the cow will put respond accordingly. Provide a bad experience for a set of cows in a working pen, and that set of cows will not want to go back in that pen. Cattle have the unique ability to make our life easy or hard—it all depends on how hard or easy we make their life. As stewards to cattle, we all understand this concept and the fact that cattle are good teachers. We understand the importance of good stockmanship and our connection to animals. Good people create good cattle, and good cattle create even better people. I believe this is why I am so strongly drawn to the people who spend their lives working day in and day out with cattle.

The Lasater Family and individuals of the San Pedro Ranch are very fortunate to have the opportunity to interact with the very people who are reading this article. I have found that cattlemen are simply down-to-earth, good people. They respect the land, those who steward the land and the animals that we all care for. We are blessed to be in the cattle business and around cattle on a daily basis and are even more blessed to be around the people who steward this great land and its cattle. Thomas Jefferson said, “Agriculture is our wisest pursuit, because it will in the end contribute most to real wealth, good morals, and happiness.” For me, this is not completely true, as I know I could be somewhere else possibly making a better *living*, but I know I couldn’t be somewhere else making a better *life*.



Gentle cattle behave logically and make cattle workings run more smoothly and efficiently.



MONEYMAKER GENETICS
OCTOBER 5, 2019
PRODUCERS AUCTION

WATCH & BID ONLINE:

www.CattleInMotion.com

International agents of Isa Beefmaster genetics

See our partners for inventory in-country:

Australia



Sally North
sally@rockyrepro.com.au

Brazil



Ronnier Aguilera
ideastradingbrasil@yahoo.com

Costa Rica



Sergio Riveron
sergioriveron@isabeefmasters.com

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Mexico



Carlos Delfino Monsalvo
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South Africa



Natasha Korff
natasha@vriesit.com

the isa informer

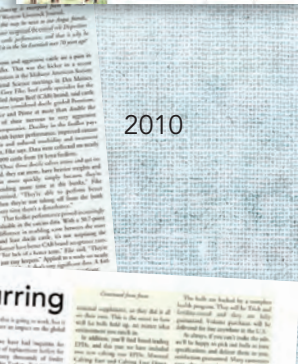
2019 marks the 20th anniversary of our *Isa Informer* newsletter, which is hard to believe because I can still remember sitting around a table with Mom and Dad hatching the idea. Below you will find a few pages from those earlier editions.

You will find every past issue archived on our website. We have always worked hard to bring meaningful and timely content. It is pretty amazing to go back through them and see what was important at the time (remember Y2K and buzz about the millennium?) and sometimes how little the industry has changed through the years—we're still talking about hormones, our antiquated grading system and lack of heterosis.

1999

1999

2009



2017

