

# the isa informer

ISA BEEFMASTERS

SPRING 2020

*Promoting Beefmasters Worldwide since 1964*

Dear Friends,

Happy Spring! I hope gentle rains, green grass and lots of new calves are in your immediate future.

This March 18–19, we are pleased to hold our second annual **Spring Internet Auction** for semen, embryos and choice registered females. In this exciting online format, you will find small packages, affordable starting bids with no reserve, rare material and truly outstanding genetics to help move the needle for your herd in many critical areas. Please join in the fun online and bid on these exciting genetic packages!



We also have our offering of **Spring Private Treaty Bulls** ready to go, and we welcome another great consignment from San Pedro Beefmasters in this group. The bulls' data is included in this newsletter. They have been evaluated for 37 critical data points, are fertility-tested, individually priced and ready for your selection.

Mark your calendar for October 3<sup>rd</sup> and join us in San Angelo for the Beefmaster breed's largest production bull sale—our 59<sup>th</sup>.

We recently attended the National Cattleman's Beef Association convention in San Antonio. I appreciate all those who came by our booth—it was great to catch up with many customers and friends!

All the best to you and your family for a rewarding and fun 2020!

—Lorenzo Lasater

## ISA BEEFMASTERS SPRING INTERNET AUCTION

*Game-Changing Females • High-Performance Semen & Embryos*

L BAR 2428



Sire: L Bar Essential														Dam: L Bar 8486													
CED	BW	WW	YW	MILK	TMAT	MCE	SC	REA	IMF	\$T	\$M																
2.4	.6	30	54	12	27	3.7	.5	.25	.2	\$96	\$20																

L BAR EN FUEGO



Sire: L Bar 6165														Dam: L Bar 5456													
CED	BW	WW	YW	MILK	TMAT	MCE	SC	REA	IMF	\$T	\$M																
5.4	-1	33	41	4	20	3.4	1.6	.29	.5	\$78	\$29																



L BAR AUTOMATIC



L BAR 3451



L BAR 5502

Herdsmen: Well-muscled, moderate, easy keeping, easy handling, transformational EPDs  
Donors: Choice registered females—early fertility and calving ease, longevity, outstanding EPDs



PAIRS



HEAVY BREDS



OPEN HEIFERS

**MARCH 18–19, 2020**  
**WWW.CATTLEINMOTION.COM**

Bidding concludes at 7:00 pm CST • All-in-All-Done Auction Format  
Small Packages • Rare Matings • AI Certificates Included

**SPRING PRIVATE TREATY BULLS AVAILABLE — PAGE 6**

# Taking a measure of

By Lorenzo Lasater, President

Accountability *noun* | [uh-koun-tuh-bil-i-tee] — the state of being accountable, liable or answerable

In simple terms, accountability means accepting responsibility. We are personally accountable to many things in life: our God, our family, our banker, our job. The list goes on....

But how often do you think about accountability on the ranch? One thing is certain: if you don't hold your herd accountable, you can't make genetic progress. This is especially true of seedstock producers, who are theoretically held to a higher standard as genetics producers.

The most fundamental standard we should demand of our cattle is fertility. For example, the absolute best a cow can achieve from a productivity standpoint is having one calf per year. This rigorous plan assumes 283 days' gestation and roughly 45 days for involution, which totals 328 days. This leaves only 37 days to rebreed, which means we really need to hustle (as do our cows). On the flip side,

Genetic progress  
demands  
responsibility  
from both rancher  
and animals

in a breeding season of longer than 90 days, the whole herd cannot possibly rebreed annually.

At Isa Beefmasters, we have used a 60-day breeding season for as long as I can remember. This schedule has a nice rhythm: All the cows have a chance to rebreed annually, the calves are tightly grouped and the cows should have three chances to cycle and conceive.

If your seedstock provider utilizes a season of longer than 90 days, their entire herd cannot raise a calf every year, which means they not placing selection pressure on fertility. Some breeders list many excuses for a longer season: climate, embryo program, etc. But if they don't hold their own herd to a higher standard



for fertility than their commercial customers, who's ahead of whom?

Calving ease is closely connected to fertility. We breed our heifers at 14 months to calve at two years old and then every year thereafter. It would be much easier to give them an extra six months to develop prior to breeding and calving, but if we intend to be accountable for calving ease and early fertility, we must forge this path to genetic improvement.

Another important component of accountability is nutritional efficiency. We strive to optimize nutrition while minimizing costs and still achieving reasonable reproductive rates. It is easy to claim 95% pregnancy rates if the cows are in a pen eating free-choice, high-energy ration. But what if they are surviving on rough native country through the winter with minimal protein supplement? It seems to me that those cows are truly accountable and paying their own way. It also more closely mirrors the production system of most commercial operations.

To gauge production efficiency, we can



We breed our cattle in multiple-sire herds, just like our customers' commercial beef operations. This competition allows us to identify dominant breeders and propagate their fertile genetics.

# herd's accountability



Our 60-day breeding season ensures every cow can produce a calf annually. In addition, calves are tightly grouped with their peers, making performance evaluations that much easier.

fancy pedigree or a pretty smile; we must hold them accountable for many critical phases, including growth, calving ease, carcass quality, fertility, confirmation, pedigree, disposition and EPDs.

In the catalog accompanying this mailer, you'll see our spring bull offering has been evaluated for 37 different data points encompassing all these categories. We use this data to identify the sires that will move the needle for the collection of traits important to our operation, while never losing sight of overall balance. If you are making critical herdsire decisions with less data, you might ask yourself why.

One of the most rewarding aspects of breeding livestock is seeing the promise of genetic progress. We cannot fully realize the impact of the breeding decisions we make today for months or possibly even years, but if we remain consistent in our vision and accountable to the process, the results can be fantastic.

measure pounds per calf weaned. But does that really tell the whole story? What about the costs to achieve those pounds? It drives me crazy to hear seedstock producers claim enormous weaning weights, when those weights were actually achieved on creep feed, wheat pasture or another intensive supplement. The real question is: what did those pounds cost? I would rather have honest, low-cost weaning weights and then be able to identify the outliers for growth within that peer group. If a group of calves averages 600 pounds at weaning, you will find some 750 pounders and some 450 pounders. The accountability for each calf and their mother quickly becomes obvious.

As we have discussed, a cow under natural production can, at best, reproduce herself once annually. Even if she lasts many years—as Beefmasters do—and has a calf every year, her impact is limited to 10 to 12 calves at the most. Bulls on the other hand can breed 25 to 40 females per season and be used in multiple seasons

annually. This larger scale means accountability for his genetic impact becomes paramount. If we are serious about genetic change, we can't just pick for a



What good are outrageous weaning weights if you spend a fortune to achieve them? We prefer low-cost weaning weights achieved the old-fashioned way. A cow weaning a quality calf in rough, native pastures exemplifies accountability.

# ISA BEEFMASTERS SPRING INTERNET AUCTION

**MARCH 18-19, 2020** **WWW.CATTLEINMOTION.COM**

Please visit [www.cattleinmotion.com](http://www.cattleinmotion.com) to preregister and view the complete lot descriptions and photos.

**L Bar En Fuego**



Sire: L Bar 6165      Dam: L Bar 5456  
Reg. # C988569

**L Bar Habanero**



Sire: L Bar En Fuego      Dam: L Bar 1419  
Reg. # C1038019

**Escalade**



Sire: L Bar Essential      Dam: L Bar 8116  
Reg. # C1028230

**L Bar Essential**



Sire: Frenzel 93-4      Dam: L Bar 4454  
Reg. # C954335

**L Bar 5502**



Sire: L Bar 2174      Dam: Broussard 03918  
Reg. # C663482

**L Bar 4519**



Sire: L Bar En Fuego      Dam: L Bar 1417  
Reg. # C1050589



All lots feature high-definition, Genomic-enhanced EPDs.

**L Bar 0324**



Sire: L Bar 5502\* \*\*      Dam: L Bar 4127  
Reg. # C818452

**L Bar 2428**



Sire: L Bar Essential      Dam: L Bar 8486  
Reg. # C1028255

**L Bar Automatic**



Sire: L Bar 2118      Dam: L Bar 2415  
Reg. # C914725

**L Bar 9469**



Sire: L Bar Automatic      Dam: L Bar 1239  
Reg. # C988480

**L Bar 3404**



Sire: L Bar En Fuego      Dam: \*L Bar 1417  
Reg. # C1038021

**L Bar 3451**



Sire: L Bar 8307      Dam: \*L Bar 3450  
Reg. # C1038014

\* Pacesetter \*\* Typesetter

# ISA BEEFMASTERS SPRING INTERNET AUCTION

## LIVE CATTLE

Lot	Total #	Category	Animal ID	Sire	Dam	Starting \$	
1	1	Pair	L Bar 7102	Escalade	LF 1511	\$2,000	 PAIRS
2	1	Pair	L Bar 7217	L Bar 3702	SP 2864	\$2,000	
3	1	Pair	L Bar 7224	L Bar 1525	K 4886	\$2,000	
4	1	Pair	L Bar 7445	L Bar 4530	SP4736	\$2,000	
5	1	April Bred	L Bar 8137	L Bar 5513	RTH 6979	\$1,800	 BREDS
6	1	April Bred	L Bar 8213	L Bar 4371	DH 3025	\$1,800	
7	1	Fall Bred	L Bar 8149	L Bar En Fuego	L Bar 6124	\$1,800	
8	1	Open Heifer	L Bar 9202	L Bar 6209	L Bar 6124	\$1200	
9	1	Open Heifer	L Bar 9216	L Bar 6209	L Bar 6014	\$1,200	 OPEN HEIFERS
10	1	Open Heifer	L Bar 9217	L Bar 6209	LF 6902	\$1,200	
11	1	Open Heifer	L Bar 9219	L Bar 6209	L Bar 6015	\$1,200	
12	1	Open Heifer	L Bar 9221	L Bar 5501	LF 5908	\$1,200	

## EMBRYOS

Lot	Total #	Category	Animal ID	Sire	Dam	Starting \$	Notes
13	3	Embryo		L Bar 0324	L Bar 2428	\$200	
14	3	Embryo		L Bar Essential	L Bar 9469	\$300	
15	3	Embryo		L Bar En Fuego	L Bar 3451	\$200	
16	3	Embryo		L Bar Habanero	L Bar 9469	\$200	
17	3	Embryo		L Bar En Fuego	L Bar 2428	\$200	
18	3	Embryo		L Bar Essential	L Bar 3404	\$200	
19	3	Embryo		L Bar Habanero	L Bar 9469	\$200	
20	3	Embryo		L Bar Essential	L Bar 9469	\$300	

## SEMEN

Lot	Total #	Category	Animal ID	Sire	Dam	Starting \$	Notes
21	5	Semen	Escalade	L Bar Essential	L Bar 8116	\$10	
22	5	Semen	Escalade	L Bar Essential	L Bar 8116	\$10	
23	2	Semen	L Bar 5502	L Bar 2174	Crescent J 03918	\$10	
24	2	Semen	L Bar 5502	L Bar 2174	Crescent J 03918	\$10	
25	10	Semen	L Bar Automatic	L Bar 2118	L Bar 2415	\$10	
26	10	Semen	L Bar En Fuego	L Bar 6165	L Bar 5456	\$10	
27	10	Semen	L Bar 4519	L Bar En Fuego	L Bar 1417	\$10	
28	5	Semen	L Bar 0324	L Bar 5502	L Bar 4127	\$10	
29	10	Semen	San Pedro 7069	L Bar En Fuego	SPR Cornelia	\$10	
30	10	Semen	L Bar Momentum	L Bar 5150	L Bar 3456	\$10	
31	2	Semen	L Bar Essential	Frenzel 93-4	L Bar 4454	\$10	

# PRIVATE TREATY BULLS

Please visit [www.isabeefmasters.com/cattle](http://www.isabeefmasters.com/cattle) for more information.

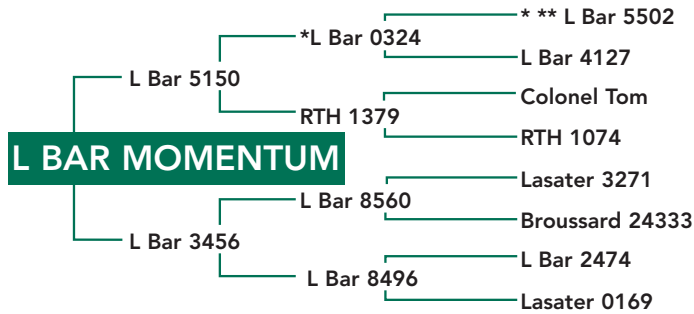
We have an excellent selection of coming-two-year-old bulls from the San Pedro and L Bar herds available private treaty. They are performance and fertility-tested, carcass-sonogrammed and have excellent EPDs. They are priced fairly and ready to work and long for your outfit.



CNT	I.D.	C	BBU#	Sire	PGSire	MGSire	Dam	Birth	Clr	Individual Perf			Carcass			EPDs										Grass		Off		Feed	Pen	Price					
										BW	W%	YW%	REA	REA%	IMF	IMF%	CED	B	W	Y	Mk	MCE	MW	SC	REA	FAT	IMF	\$T	\$M				Tag	ADG%	Test	ADG%	WDA%
1	L-8524		C1107075	L-5501	L-2464	L-1171	L-5440	8/31/18	R	1.08	1.08	9.41	1.49	3.51	1.15	1.0	1.4	33	58	9.7	2.9	26	0.2	0.87	-0.020	0.45	\$107	\$16	8524	1.01	812	1060	1.15	1.10	36	1	\$5,000
2	L-8532		C1107082	L-4371	L-9307	Essential	L-2422	8/25/18	RBF	0.89	1.01	5.28	0.84	3.23	1.06	5.1	-1.3	21	46	7.4	3.7	18	0.7	0.08	-0.008	0.19	\$81	\$10	8532	1.60	814	1092	1.29	1.12	38	1	\$4,250
3	L-8533		C1107083	L-4371	L-9307	En Fuego	L-2427	10/10/18	Rwul	1.13	1.06	6.3	0.99	3.42	1.12	7.0	-1.8	26	43	7.8	3.5	21	0.9	0.28	-0.017	0.30	\$78	\$21	8533	0.90	766	996	1.07	1.12	35	1	\$4,250
4	L-8537		C1107087	L-4371	L-9307	L-2474	L-9485	8/17/18	R	0.89	0.91	6.4	1.01	3.05	1.00	7.4	-2.8	10	28	9.1	3.6	14	0.1	0.23	-0.018	0.17	\$51	\$9	8537	1.11	758	954	0.91	0.96	38	1	\$4,250
5	L-8538		C1107088	L-6209	L-1759	L-5560	L-9191	9/17/18	R	1.01	0.95	7.9	1.26	3.82	1.25	0.7	0.7	29	49	9.2	2.1	24	1.3	0.71	-0.029	0.23	\$88	\$21	8538	0.99	758	1032	1.27	1.10	38	1	\$5,000
6	L-8539		C1107089	L-6209	L-1759	L-3432	L-9250	8/24/18	R	1.02	1.08	7.6	1.21	2.63	0.86	3.1	0.6	36	63	7.6	3.3	26	1.3	0.60	-0.030	-0.01	\$109	\$19	8539	1.56	892	1194	1.40	1.22	39	1	\$5,000
7	L-8552	P	C1107100	L-6105	En Fuego	RTH 337	SP4736	10/2/18	Rwul	1.17	0.98	5.8	0.92	3.63	1.19	3.6	0.2	33	46	9.2	2.9	26	1.2	0.04	-0.021	0.30	\$83	\$29	8552	0.23	702	1032	1.53	1.14	38	1	\$5,000
8	SP 8804		C1107974	L-2067	L-0524	NR4/12	SP 44	9/30/18	R	67	0.94	8.5	1.08	3.5	1.14	5.2	0.0	20	34	11.0	3.7	21	0.9	0.35	-0.026	-0.03	\$59	\$19	8804	1.13	822	1086	1.04	1.00	40	1	\$4,250
9	SP 8820		C1107997	L-5540	LBar1525	Tate117	SP5-951	9/18/18	R	64	1.01	9.8	1.24	2.9	0.93	6.3	-1.3	26	44	9.2	3.7	23	0.8	0.87	-0.025	0.16	\$80	\$21	8820	1.22	884	1098	1.04	1.03	38	1	\$4,250
10	SP 8822		C1108001	L-0391	L-6244	L-9009	SP5-9857	10/4/18	RMU	84	1.05	7.8	0.96	3.2	1.04	0.1	2.1	21	38	8.7	4.1	19	0.6	0.25	-0.023	0.01	\$67	\$12	8822	0.85	826	1052	1.10	1.02	39	1	\$4,250
11	SP 8841		C1108025	Tate117	Mndmns94	NR7/123	L-0321	9/16/18	R	81	0.96	6.5	0.83	2.8	0.91	2.4	1.1	24	42	7.5	4.2	19	0.4	0.00	-0.033	0.00	\$74	\$13	8841	1.52	922	1192	1.31	1.11	38	1	\$5,000
12	SP 8848	P	C1109006	Escalade	Essential	SP596	SP6-983	9/30/18	R	83	1.09	8.0	1.02	1.2	0.55	4.3	-0.4	31	49	8.3	3.4	24	0.9	0.20	-0.029	-0.17	\$83	\$24	8848	1.03	814	1063	1.21	1.02	37	1	\$5,000
13	SP 8865		C1108098	L-0391	L-6244	Frenze1821	SP283	11/15/18	R	81	1.13	7.9	1.00	2.6	0.85	1.3	1.5	26	42	10.4	3.8	24	0.8	0.38	-0.029	-0.13	\$73	\$19	8865	0.37	770	1022	1.22	1.08	40	1	\$5,000
14	SP 8910		C1108146	SP3-834	SP124	L-6207	SP220	9/10/18	R	77	0.92	6.8	0.86	2.1	0.68	3.2	0.3	15	39	5.4	3.7	13	0.1	0.14	-0.030	-0.17	\$66	\$1	8910	1.35	862	1042	0.87	0.96	35	1	\$5,000
15	L-8507	*	C1101913	L-6509	Ttl Packg	Ttl Packg	L-6400	8/2/18	R	60	0.68	4.91	0.71	2.68	0.92	8.1	-3.4	14	34	9.0	2.8	16	0.3	0.20	-0.030	-0.05	\$60	\$11	8507	1.01	652	888	1.09	0.87	37	2	\$3,000
16	L-8525		C1107076	L-5501	L-2464	L-1171	L-5439	8/18/18	R	0.78	0.75	4.08	0.65	4.24	1.39	2.4	-1.1	12	30	9.5	3.4	16	-0.1	0.10	-0.013	0.53	\$59	\$8	8525	0.93	635	880	1.14	0.89	27	2	\$3,000
17	L-8536	PS	C1107086	L-6105	En Fuego	L-0389	L-4404	8/18/18	R	0.85	0.94	6.3	0.99	3.59	1.17	4.4	-0.4	25	43	4.2	3.5	17	0.9	0.31	-0.020	0.29	\$78	\$14	8536	1.34	752	802	0.23	0.81	35	2	\$3,750
18	L-8540		C1107090	L-4371	L-9307	MS	L-1970	8/13/18	DR	0.68	0.73	5.3	0.83	3.41	1.11	6.8	-3.0	2	20	8.5	3.9	10	-0.3	0.10	-0.016	0.21	\$37	\$1	8540	1.30	650	860	0.97	0.86	35	2	\$3,750
19	L-8541		C1107091	L-4371	L-9307	Automatic	L-1007	8/19/18	DR	0.98	0.84	3.5	0.50	2.10	0.69	6.5	-2.1	24	39	6.6	3.8	19	1.0	0.03	-0.028	0.05	\$69	\$21	8541	0.64	758	930	0.80	0.94	38	2	\$3,750
20	L-8549		C1107097	L-6105	En Fuego	L-0391	SP4922	8/19/18	Rwul	0.97	0.90	5.0	0.79	0.73	0.24	3.9	-0.2	24	35	7.6	4.2	20	0.9	-0.02	-0.035	-0.33	\$58	\$21	8549	0.66	732	810	0.36	0.82	35	2	\$3,000
21	L-8553	P	C1107101	L-6105	En Fuego	L-1171	L-4418	8/30/18	R	0.99	0.99	5.6	0.89	4.06	1.33	3.7	-0.1	27	46	7.5	3.3	21	0.4	0.13	-0.008	0.48	\$85	\$17	8553	1.01	774	994	1.02	1.03	33	2	\$3,750
22	SP 8803	P	C1107972	Tate117	Mndmns94	NR4/22	SP7-15	9/24/18	R	70	1.00	9.7	1.23	3.4	1.13	5.4	-0.5	21	42	6.6	3.8	17	0.1	0.51	-0.026	0.23	\$76	\$10	8803	1.15	864	1052	0.91	1.00	35	2	\$3,000
23	SP 8814		C1107986	L-2067	L-0524	Casey2-57	NR7/56C	9/28/18	R	86	1.19	6.7	0.86	3.4	1.13	-0.1	2.2	31	46	11.0	3.0	27	0.7	0.11	-0.026	-0.04	\$80	\$24	8814	0.31	792	1008	1.05	0.96	37	2	\$3,750
24	SP 8818		C1108796	L-0391	L-6244	SP722	SPR 4062	9/12/18	R	80	0.98	6.9	0.88	3.5	1.14	2.3	0.9	17	30	9.5	3.9	18	0.6	0.24	-0.022	0.07	\$54	\$14	8818	1.15	854	1040	0.90	0.96	35	2	\$3,750
25	SP 8825		C1108003	Tate117	Mndmns94	NR7/81	W207	10/1/18	R	81	0.99	7.6	0.97	2.9	0.93	2.1	0.6	20	36	6.0	3.5	16	0.4	0.24	-0.030	0.04	\$63	\$10	8825	1.01	826	998	0.84	0.96	36	2	\$3,000
26	SP 8837		C1117803	En Fuego	L-6165	L-0391	SP6-859	9/13/18	R	67	0.90	8.8	1.10	2.8	0.90	4.8	-0.4	24	41	7.7	4.3	20	0.9	0.35	-0.025	0.09	\$73	\$18	8837	0.93	760	1004	1.19	0.93	37	2	\$3,750
27	SP 8867	P	C1108100	Tate117	Mndmns94	Frenze1821	SP640	9/9/18	R	74	0.99	7.8	0.99	2.8	0.93	4.1	-0.6	17	32	5.6	3.8	14	0.3	0.32	-0.028	0.00	\$55	\$11	8867	1.51	940	1028	0.43	0.95	39	2	\$3,000
Breed Average											3.0	0.7	22	41	9.0	2.7	20	0	0.10	-0.032	-0.03	\$71	\$13														


# Introducing our Newest Herdsires

## L BAR MOMENTUM



Blending the great L Bar 5502 line with Lasater and Rancho Tres Hijos genetics, **L Bar Momentum** provides the perfect complementary-cross for En Fuego genetics. He really rang the bell in our 2019 Performance Test and Sale: He was the second highest-selling bull overall, gained an amazing five pounds per day on the feed test and had one of the highest carcass scans in the offering. Momentum's EPDs are incredibly balanced—he's in the top 15% of the breed in eight categories. Momentum is very long and thick, moderate sized and exceptionally correct in terms of conformation. He is cherry red with a terrific disposition.

**L BAR MOMENTUM**

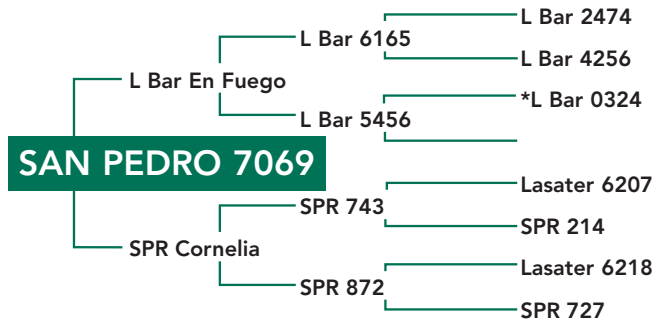


DNA #123015084092 PV					Classified U1/2				Reg. # C1095158			
EPD	CED	BW	WW	YW	MILK	TMAT	MCE	SC	REA	IMF	\$T	\$M
Momentum 1.9	.5	37	60	10	28	2.8	1.3	.71	.18	\$107	\$26	
% Rnk		15%	15%		15%		2%	10%	15%	10%	10%	

Photo by Watt M. Casey, Jr.


Owned in partnership with HH Holmes Ranch

## SAN PEDRO 7069



The high-selling bull in the 2019 Isa Performance Bull Sale, **San Pedro (SPR) 7069** has great depth and bone. He has a strong pedigree, with L Bar En Fuego on the top side and one of our top young cows and soon-to-be Pacesetter, SPR Cornelia, on the bottom side. He had the second-best weaning weight and top yearling weight and scrotal circumference in his large contemporary group. His EPDs are very balanced, and his IMF is over 3.5! This bull is easy fleshing, dark red, scurred and received one of the top overall grades among 140 bulls in the Isa Performance Test. We are excited for this bull's future!

**SAN PEDRO 7069**



DNA #6315089979 PV									Reg. # C1093207			
EPD	CED	BW	WW	YW	MILK	TMAT	MCE	SC	REA	IMF	\$T	\$M
SPR 7069 3.8	.1	35	52	7	25	3.4	1.3	.28	.13	\$93	\$25	
% Rnk		15%	25%		15%		3%	20%	20%	10%		

Owned by San Pedro Land & Cattle Co. and Michael Deville

## INTRODUCTORY SPECIAL—\$20 EACH ON 10+ STRAWS

*In any combination. Includes AI certificates. Freight additional. Expires 4/1/20.*

L Bar Momentum and San Pedro 7069 are the top two bulls to come out of the 2019 Isa Performance Test and Sale. They represent the consistency in phenotype we are striving to produce. This harnesses the power of the most complete genetic

evaluation in the Beefmaster breed to turn the generational crank ever faster. Jump on the high-performance express and tap into the same genetics we are using in our herds at a great introductory price!

# SPRING INTERNET AUCTION

March 18–19, 2020  
See pages 4–5

# PRIVATE TREATY BULLS

Available Now  
See page 6

## What's in (our) store?

### New gear!

Show off your Beefmaster pride with our newly designed "Fiercely American Made" t-shirt. The retro style is available in both men's and women's.



\$20

FREE SHIPPING! on orders of \$40 or more with code: freeship40



### New Books!

We've added some new titles to our collection, and many books are available in both print and ebook versions.

[isabeefmasters.com/store](http://isabeefmasters.com/store)

## Females for sale

### 4 Spring-calving Females

2-year-old females, bred to top sires L Bar 6517 and L Bar 6528.  
Calving in March–April. \$2950 ea.

### 7 Fall First-calf Heifers

18-month-old heifers, bred to L Bar 8310 and L Bar 8690.  
Calving October. \$2850 ea.

### 20 Fall-calving Females

2 year olds, AI bred to En Fuego, Escalade and Habanero, cleaned up to L Bar 8310 and L Bar 8690. \$2850 ea.

For more info, please contact Lorenzo at 325.656.9126.

International agents of  
Isa Beefmaster genetics

See our partners for inventory in-country:

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**ROCKY REPRO**

Queenslands Bovine Reproduction Centre

Sally North  
[sally@rockyrepro.com.au](mailto:sally@rockyrepro.com.au)

### Central America



Sergio Riveron  
[sergioriveron@isabeefmasters.com](mailto:sergioriveron@isabeefmasters.com)

### European Union



Carlos Serra  
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### South Africa



Natasha Korff  
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### South America



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