

the isa informer

59TH BULL SALE EDITION

FALL 2020

Promoting Beefmasters Worldwide since 1964

You are cordially invited to our 59th Beefmaster bull sale!

It was 83 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 83 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.



In addition, we once again welcome an excellent set of bulls from San Pedro Beefmasters in Carrizo Springs, Texas, and High Lonesome Ranch in Tennessee.

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 in what environment you ranch.

Something new this year, we ran

Continued inside

WHY BEEFMASTERS

BRINGING THE OPTIMUM BALANCE OF TRAITS THAT ACTUALLY MAKE YOU \$\$\$ IN RANCHING:

LOW MAINTENANCE	MAXIMUM HETEROSIS
GENTLE & RESPONSIVE	HIGH-GROWTH YEARLINGS
EXCELLENT MOTHERS	HEALTHY
HEAT & INSECT RESISTANT	INCREDIBLE FEED CONVERSION
LONGEVITY	LONG-FEED EFFICIENCY
OUTSTANDING REPLACEMENTS	GRADE & YIELD



135 BEEFMASTER BULLS
TOUGH, ATHLETIC & READY
TRICH & FERTILITY-TESTED
BREED-LEADING EPDS
GAIN & CARCASS DATA
FREE DELIVERY AVAILABLE



Sire: L Bar 5150
CED BW WW YW MILK TMAT MCE SC REA IMF ST SM
1.9 .5 37 60 10 28 2.8 1.3 .71 2 \$107 \$26

Dam: L Bar 3456

L BAR MOMENTUM

10 AM OCTOBER 3, 2020

PRODUCERS AUCTION
SAN ANGELO, TEXAS

WATCH AND BID AT: CATTLEINMOTION.COM

NEW! SALE HEADQUARTERS: SPRINGHILL SUITES SAN ANGELO 325.949.6900

Lorenzo Lasater

325.656.9126

www.isabeefmasters.com

lorenzo@isabeefmasters.com



Accelerate genetic pro

By Lorenzo Lasater, President

One of the most gratifying things in cattle breeding is effecting desired improvement in phenotype and performance. One of the best tools at our disposal, and one which is often overlooked, is artificial insemination, or A.I.

At Isa Beefmasters, we have been using A.I. to step on the genetic gas for decades. Dad first learned the technique in 1964 at the Graham School in Garnett, Kansas. He began using A.I. in our registered herd in Mexico in 1965. This year marks 55 years of continuous use of this technology!

One of the great things about A.I. is it allows you to multiply the influence of great bulls way beyond what they could contribute naturally. We are fortunate to sell the semen out of the

sires we use, so we are often able to use the same bull on different herds simultaneously.

The synchronization protocols have improved dramatically in recent times, allowing for simplified logistics and improved conception rates. We find that the use of synchronization in heifers has several key benefits:

- Roughly half of the calves are born the first couple weeks of the calving season.
- The second heat, though not A.I., results in a good number more pregnancies.
- We achieve higher overall conception than we experience with natural breeding only.
- Assuming a 50% pregnancy rate, you need half as many natural-service bulls.

These benefits alone point to the fact that every cattleman should carefully consider the use of A.I., but the real value lies in the genetic punch. You can use the very best bulls in the breed, likely ones that you could not (or would not) afford to own. You can also fine-tune your genetic selection for traits such as calving ease and carcass quality. And unlike virgin bulls, whose EPDs can move significantly as they produce offspring, the EPDs of widely used semen sires are highly accurate and predictable.

At Isa Beefmasters, we synchronize and A.I. every heifer on the first day of the breeding season when she is about 14 months of age. We also do many mature females, particularly those that are being bred for sale to add value. Cows are more challenging logistically because of the calves, but the rewards are significant.

Two groups that typically do not use A.I. who would benefit tremendously are small registered breeders and commercial operations. In the case of the former, imagine using the same sires that the leading seedstock outfits are using? How about adding that same kind of sire-power to a commercial herd? In a commercial setting, the semen is often very reasonably priced; we sell several of our top sires for \$10 for commercial use.

Producers often cite cost, labor and facilities as the usual reasons why they do not use A.I. I will admit that it is a bit labor intensive, with most protocols requiring three or four trips down the chute. But the rewards far outweigh the work, and you will likely be working them at least once pre-breeding anyway. The cost is manageable especially when you weigh the benefits. I have included a sample of a protocol we use and approximate costs. You can see that it is roughly \$47 per head for commercial use and \$82 for registered. If you do the A.I.

Pro Tip! If you breed your heifers to calve at two years, they still fit the carcass sonogram scanning window when you run them for A.I.



Imagine using a bull like this your herd! A.I. allows any-sized operator to harness the same genetic power that leading seedstock producers use.

gress with A.I.



Although the labor cost is a significant component in A.I., having someone experienced handling the procedure pays off with higher conception rates.

yourself, you can save a good bit of that, but I believe it pays to use someone who is in cows continuously.

A.I. is a tremendous tool for making faster genetic progress in any herd that is willing to put in the extra effort. You will be able to use superior genetics, tighten your calving window, increase your pregnancy rates and reduce your bull needs. It is not without some extra labor and expense, but it really is a winning strategy if you are serious about moving the needle in your herd.



Labels identify hundreds of straws of L Bar Momentum after collection.

33-Day A.I. Protocol

Day 0 (Insert Cidr)	\$13.10
Day 14 (Remove Cidr)	
Day 30 PG 2cc Estrumate	\$ 2.86
Day 33 A.I. 2cc Factril	\$.92
Semen	\$10.00 / \$45.00 (commercial / registered)
A.I. Technician	\$20.00
<hr/>	
Total	\$46.88 / \$81.88 (commercial / registered)



Welcome!

Continued from front

our spring bulls through a Growsafe efficiency test. We have included the data as a supplement in the catalog. In pursuit of sustainability, we obviously need to find ways to create more beef with fewer resources, and it is obvious that Beefmasters are highly efficient.

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.

We will again be providing video of the bulls about a week prior to the sale. The sale will also be broadcast on www.cattleinmotion.com, where you can watch the sale, bid and buy. So even if the China Virus impacts your ability to travel, you can still join us. The show must go on!

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 US.

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.

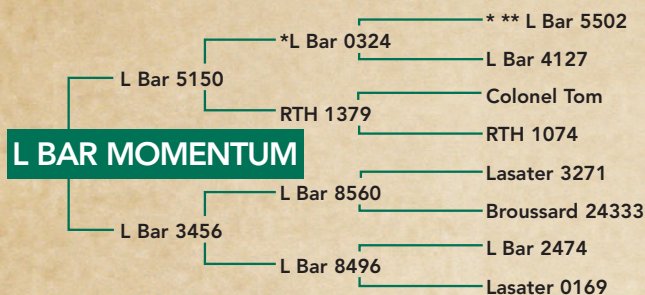
We look forward to seeing you in San Angelo on October 3rd!

—Lorenzo Lasater

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 20% 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	CE	BW	WW	YW	MILK	MCE	MWWT	SC	STAY	AFC	REA	FAT	MARB	ST \$M
Momentum1.8	.4	34	57	8.9	3.2	26	1.3	2.2	-.3	.73	-.03	.17	\$102	\$22
% Rnk		20%	20%			25%	3%	10%		5%		15%	15%	20%

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 a top young cow 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 and scurred, and he 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	CE	BW	WW	YW	MILK	MCE	MWWT	SC	STAY	AFC	REA	FAT	MARB	ST \$M
SPR 7069	3.4	.1	33	49	6.1	4.4	23	1.2	4.3	-.6	.23	-.03	.13	\$88 \$23
% Rnk			20%			2%		3%	2%				20%	25%15%

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 11/1/20.

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!

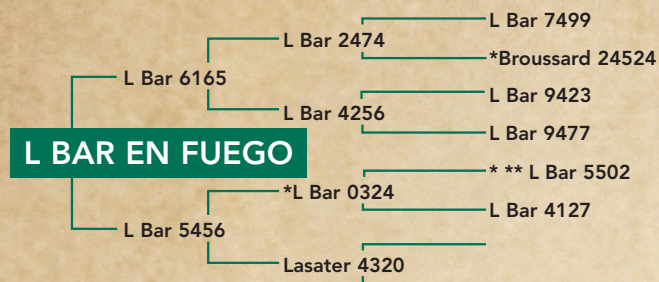
PERFORMANCE GENETICS

CALL FOR PRICING

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

One of our best herd sires to come through in many years!

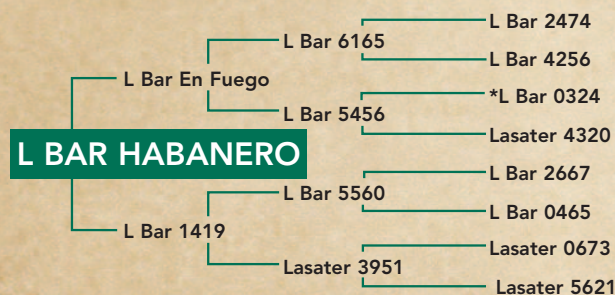
L Bar En Fuego sired the high-selling bull in the Isa Bull Sale the last *three years*, including the two semen sires pictured below. En Fuego is polled and has the ideal conformation, with a U 1/1 classification. A breed trait leader for both SC and IMF, En Fuego produces wonderful females, like the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



L BAR EN FUEGO														
DNA #549728A PV					Classified U1/1					Reg. # C988569				
EPD	CE	BW	WW	YW	MILK	MCE	MWWT	SC	STAY	AFC	REA	FAT	MARB	ST \$M
En Fuego	5.0	-.8	34	43	4.7	3.6	22	1.5	-.7	1.1	.28	-.02	.44	\$80 \$30
% Rnk	20%	20%	20%	20%		10%		2%					1%	4%

Owned by Willie Earl Washington

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 four EPDs—and a perfect disposition. In the Maternal and Terminal Profit indices, you'll see Habanero provides a huge boost!



L BAR HABANERO														
DNA #6315055299 PV					Classified U1/1					Reg. # C1038019				
EPD	CE	BW	WW	YW	MILK	MCE	MWWT	SC	STAY	AFC	REA	FAT	MARB	ST \$M
Habanero	3.0	.8	40	58	5.9	2.3	26	.9	-.5	1.3	.21	-.03	.34	\$105 \$25
% Rnk			10%	20%			25%	15%					2%	10% 10%

Owned in partnership with Dwight Bertrand

The high-selling bull in our 2016 sale, **L Bar 4519** has incredibly powerful and balanced EPDs, ranking in the top 5% of the breed in eight 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 4519														
DNA #9161327045 PV					Classified U1/1					Reg. # C1050589				
EPD	CE	BW	WW	YW	MILK	MCE	MWWT	SC	STAY	AFC	REA	FAT	MARB	ST \$M
4519	3.8	-.1	46	64	8.7	3.9	32	1.7	-.3	1.3	.73	-.02	.41	\$117 \$37
% Rnk			4%	10%		5%	5%	1%			5%		1%	4% 2%

Owned by Dalton Lowery

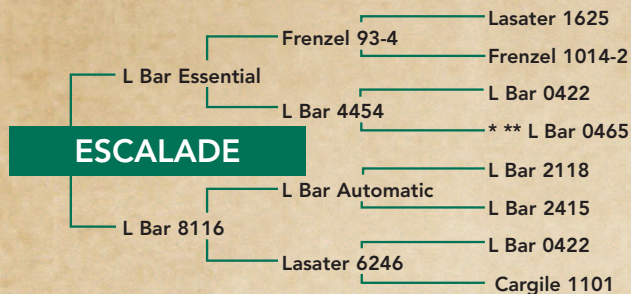
* Pacesetter **Typesetter

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 15% 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.



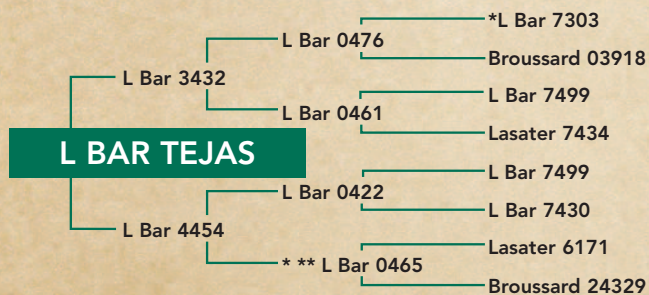
ESCALADE																
DNA #713403A PV							Classified U1/2				Reg. # C1028230					
EPD	CE	BW	WW	YW	MILK	MCE	MWWT	SC	STAY	AFC	REA	FAT	MARB	ST	\$M	
Escalade	5.6	-1.1	34	54	8.6	3.9	25	.7	-1.6	1.5	.19	-.01	.04	\$94	\$24	
% Rnk	15%	15%	20%	25%		5%	25%	20%						20%	10%	

Owned by Willie Earl Washington

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.



E.U.-Qualified



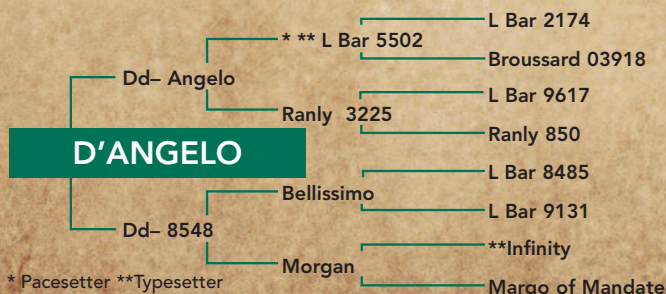
L BAR TEJAS																
DNA #3116087889 PV							Reg. # C1082471									
EPD	CE	BW	WW	YW	MILK	MCE	MWWT	SC	STAY	AFC	REA	FAT	MARB	ST	\$M	
Tejas	2.9	-.1	35	60	8.5	2.8	26	.9	-2	1.7	.42	-.02	.2	\$107	\$20	
% Rnk			15%	15%			25%	15%			25%		10%	10%	20%	

Owned in partnership with Doyle Sanders

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 herdsire 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.



E.U.-Qualified



D'ANGELO																
DNA #3116087897 PV							Reg. # C1081070									
EPD	CE	BW	WW	YW	MILK	MCE	MWWT	SC	STAY	AFC	REA	FAT	MARB	ST	\$M	
D'Angelo	4.1	-.2	25	44	5.5	2.9	18	.5	-.7	2.3	.23	-.03	-.02	\$77	\$13	

Owned in partnership with Doyle Sanders

* Pacesetter **Typesetter

BEEFMASTER DONOR FEMALES

CALL FOR PRICING

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

This smooth, feminine Essential daughter is one of our favorites! **L Bar 2428** goes back to the great L Bar 5502 on the maternal side. She is top 1% in the breed for the new stayability EPD (STAY) and top 15% for marbling. 2428 is solid red and moderate in size.



L Bar 2428

DNA #123015084091

Reg. # C1028255

EPD	CE	BW	WW	YW	MILK	MCE	MWWT	SC	STAY	AFC	REA	FAT	MARB	\$T	\$M
2428	2.9	.1	28	52	13	3.8	27	.5	6.2	.7	.32	-.02	.15	\$92	\$19
% Rnk				25%	4%	10%	20%		1%				15%	20%	25%



One of our top females, **L Bar 9469** is a BBU award-winning "Pacesetter" female with her outstanding performance as a brood cow. Her mother, also a Pacesetter, has had nine calves without missing. 9469 is an L Bar Automatic daughter with super-strong EPDs, including top 1% in STAY and 3% in Age at First Calf (AFC).

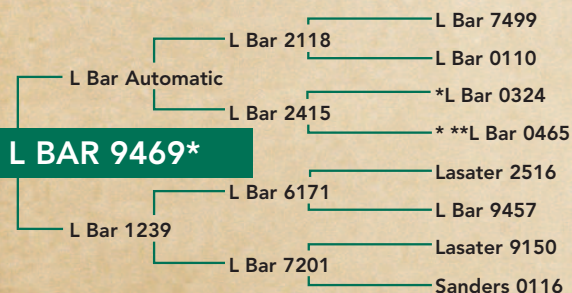


L BAR 9469*

DNA #123015104846 SV

Reg. # C988480

EPD	CE	BW	WW	YW	MILK	MCE	MWWT	SC	STAY	AFC	REA	FAT	MARB	\$T	\$M
9469	2.0	.6	39	61	10	2.9	30	1.0	4.9	-2.1	.18	-.02	.20	\$108	\$27
% Rnk			10%	15%			10%	10%	1%	3%			10%	10%	10%



This wonderful En Fuego daughter really brings a lot to the table. **L Bar 3404** is polled, cherry-red and very smooth. Her mother was a Pacesetter female going back to both Essential and L Bar 0324. She has outstanding EPDs, including top 1% in Stayability (STAY), 2% in Marbling and 3% in \$M (Maternal).

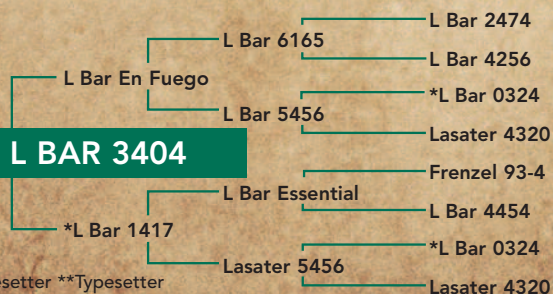


L BAR 3404

DNA #3116087835 PV

Reg. # C1038021

EPD	CE	BW	WW	YW	MILK	MCE	MWWT	SC	STAY	AFC	REA	FAT	MARB	\$T	\$M
3404	4.3	-.7	39	51	7.1	4.2	27	1.4	5.7	.4	.64	-.02	.33	\$93	\$33
% Rnk			20%	10%		4%	20%	2%	1%		10%		2%	20%	3%



* Pacesetter **Typesetter

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SAN ANGELO, TEXAS



135 BEEFMASTER BULLS
WATCH & BID AT:
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

European Union



Carlos Serra
carlosserra@unigenes.com

Mexico



Carlos Delfino Monsalvo
deltrece@hotmail.com

South Africa



Natasha Korff
natasha@vriesit.com



From the archives

In 1964, Mom and Dad said their goodbyes at the Lasater Ranch in Matheson, Colorado, before they left for Mexico to get married and begin their ranching career. They spent 10 years in Mexico, establishing the first Beefmaster herd in that country, before relocating their operation to Texas.

Add value to your calves

Editor's note: Isa Beefmasters is proud to be a member of Superior's Progressive Genetics program. Our customers who market their cattle through Superior are finding that it definitely adds value to their lots. Please be sure to ask your rep to include a reference to our bulls and reap the rewards of your investment in top genetics.

Superior Livestock Auction established their value-added program, Superior Progressive Genetics, to enhance the marketing of cattle with top-quality genetics. Commercial

cattleman benefit by having their qualified cattle (those sired by top genetics) identified in the auction catalog, thus boosting interest and prices.

Seedstock producers gain cost-effective marketing with minimal costs, with their logo and program participation displayed in the auction. This branding effort will increase the producer's national presence and buyer base.

To learn more, visit: superiorlivestock.com/value-added-programs/superior-progressive-genetics



Heads up! There's a new way to show your fierce loyalty to Beefmasters. Our new "Fiercely American Made" cap just arrived. Visit www.isabeefmasters.com/books to view it, the coordinating t-shirt, as well as our collection of books.

