the Corners ISA BEEFMASTERS ISA BEEFMASTERS

SPRING 2021

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, we have our offering of **Spring Private Treaty Bulls** ready to go, and we



welcome another great consignment from San Pedro Beefmasters in this group. These coming-two-year-old bulls have been evaluated for 37 critical data points. They are performance and fertility-tested, carcass-sonogrammed and have excellent EPDs (see page 7). They are priced fairly and ready to work long and hard for your outfit.

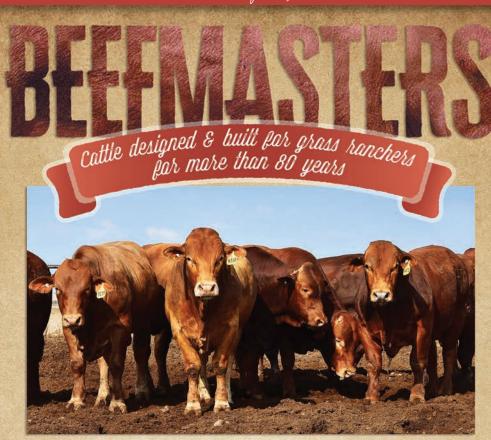
We also have some terrific groups of registered females available (see page 8). The groups include both fall-calvers and open yearlings with excellent EPDs and performance.

Mark your calendar for October 2nd and join us in San Angelo for the Beefmaster breed's largest production bull sale—our 60th!

We're sending our best wishes to you and your family in 2021—for good health and a return to normalcy in the coming months!

Lorenz Lasatin

PRIVATE TREATY BULLS CLICK HERE / SEE P. 7



PRIVATE TREATY BULLS AVAILABLE

Range developed • Tough, athletic and ready • Gain and carcass data Breed-leading EPDs • Fertility tested • Free delivery available

BRINGING THE OPTIMUM BALANCE OF TRAITS THAT ACTUALLY MAKEYOU SSS IN RANCHING:

Calving Ease

High Growth

Mothering Ability

Healthy and Hardy

Low Maintenance

Feed Efficiency

Longevity

Carcass Quality

Lorenzo Lasater

Maximum Heterosis

325.656.9126 www.isabeefmasters.com lorenzo@isabeefmasters.com



Extreme conditions no

By Lorenzo Lasater, President

As I write this article, the temperature outside hovers around 16 degrees. We are undergoing a historic winter storm that has turned the entire state of Texas completely on its ear.

Amid all this unpleasant weather, something really jumped out at me: Cattle are incredibly tough! Our Beefmasters remained outside in overnight temperatures around zero, with brutal wind chills and snow. These incredible cows managed to give birth and come in with a live calf through it all. Prolonged exposure to these temperatures would kill humans. But aside from being hungry and thirsty each day (we have to break ice for them to drink when it gets this cold), they endured the record storm just fine.

Although Beefmasters are typically thought of as warm-weather cattle, they actually do very well in all but the most extreme northern climates. My grandfather, Tom Lasater, founded the Beefmaster breed in South Texas. He later relocated his herd to Colorado in the 1940s. The Foundation Herd has thrived in two very different, very intense climates. In addition, you'll find





With temperatures near zero for several days, Isa foreman Todd Bannert breaks ice twice a day on several different ranches for the cattle to have water.

Beefmaster herds in other colder U.S. states, such as Nevada, Oregon, Montana and Wisconsin.

Our L Bar herd lives on the other end of the extreme weather continuum: West Texas gets exceptionally hot in the summer, as you can see in this graphic of a typical summer forecast. Even in these tough temps, Beefmasters go about their business of grazing and

8:50 7

A San Angelo, TX D GO PREMIUM

2° (-16.6°C)

Sunny

Feels Like -11°

Day 24° · Night 11°

Winter Storm Warning

Today

Hourly

Daily

Morning

Afternoon

Evening

Overnight

22°

13°

12°

These two screen shots illustrate the extreme (literal) 100-degree swing in weather the L Bar herd faces in a given year.

producing and raising calves without complaint.

Isa Beefmasters also partners in a small Beefmaster herd in Costa Rica, a country that presents a different set of extremes from West Texas. Yes, it is also hot, but high humidity and high annual rainfall intensify the challenges. Although the grass is abundant and can be green yearround, it's very poor quality, creating serious nutritional stress. And don't forget the insects! But the L Bar Beefmasters have adapted with amazing ease. In just over two years, the cattle have mastered these challenges: a new climate with extreme heat, humidity and almost daily rainfall; new grasses that tax the entire digestive system; and new parasites and ticks that don't exist in Texas. These incredible cattle have not only endured these changes, they have flourishedraising healthy Beefmaster calves and even producing embryos.

In addition to these extreme climate swings, I often think about the amazing pain tolerance cattle have. When we brand, we apply four numbers plus the

match for Beefmasters



L Bar. If I had to endure just one of those brands, I would be screaming bloody murder, then crying in the fetal position for days. Yet cattle handle it without a great deal of reaction and seem to recover almost immediately as they exit the chute. This tolerance extends to all manner of routine management procedures that we would find unbearable, such as dehorning, castration, pregnancy testing, etc.

And what about Covid-19? The entire world seems to have ground to a halt in trying to deal with the historic pandemic, but cattle remain healthy and unaffected. The herd certainly isn't fretting about masks and social distancing like their goofy human counterparts.

So, "cheers" to the incredible cow! These remarkable beasts convert the sun's energy—in the form of forages unusable to humans—into tasty and nutritious beef. It is truly miraculous. And they do it without complaint 24/7/365.

These healthy L Bar Momentum-sired calves were born near San Angelo during the recent historic winter storm that devastated the entire state of Texas.



Not only do Beefmasters in Costa Rica have to contend with extreme heat and humidity, they also face poor quality grass and unique insects and parasites.

PERFORMANCE GENETICS

CALL FOR PRICING

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

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 nine categories.

*L Bar 0324 L Bar 5150 **Colonel Tom RTH 1379** RTH 1074 L BAR MOMENTUM Lasater 3271 *Broussard 24333 L Bar 3456 L Bar 2474 *Lasater 0169

BWT WWT YWT SC Stay AFC MK CE MCE MWV REA FAT MAR ST L BAR MOMENTUM DNA #123015084092 PV Classified U1/2 Reg. # C1095158 CE BW WW YW MILK MCE MWWT SC STAY AFC REA FAT MARB \$T \$M 60 7.8 26 1.3 1.8 .70 -.03

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 L Bar 4519 and L Bar Habanero. En Fuego is polled and has the ideal conformation, with a U 1/1 classification. A breed trait leader for SC, Stayability 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 BW WW YW MILK MCE MWWT SC STAY AFC REA FAT MARB \$T \$M 41 2.9 .22 -.02 20 1.6 6.3

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 nine 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 2474 L Bar 4256 L Bar En Fuego *L Bar 0324 L Bar 5456 Lasater 4320 Frenzel 93-4 L Bar Essential L Bar 4454 *L Bar 1417 *L Bar 0324 Lasater 5456 * Pacesetter **Typesetter Lasater 4320 BWT WWT YWT SC Stay AFC MK CE MCE MWI REA FAT MAI ST SM L BAR 4519 Reg. # C1050589 BW WW YW MILK MCE MWWT SC STAY AFC REA FAT MARB \$T \$M 4519 4.9

PERFORMANCE GENETICS

CALL FOR PRICING

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

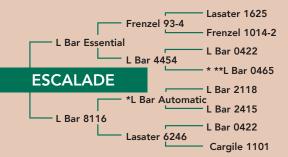
Put some heat in your program with L Bar Habanero. This polled En Fuego son has been a top performer in every phase of his development, including earning one of the highest scores in both grass gains and marbling (IMF) in the Isa Performance Test. L Bar Habanero has excellent EPDs-ranking in the top 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 BW WW YW MILK MCE MWWT SC STAY AFC REA FAT MARB \$T \$M 3.3 25 3.3 -.09 .13 -.02

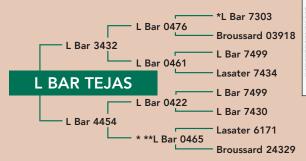
If you are looking to scale new heights in performance, **Escalade** (2401) is your bull. He is the son of the great L Bar Essential and out of an L Bar Automatic Pacesetter daughter. Our top calving-ease sire, Escalade is top 20% in the breed for Calving Ease and top 10% for Birthweight EPDs, and his other EPDs are stellar, including 2% in Stayability. Escalade is moderately framed and super clean with a straight top. On top of all that, he'll eat out of your hand.

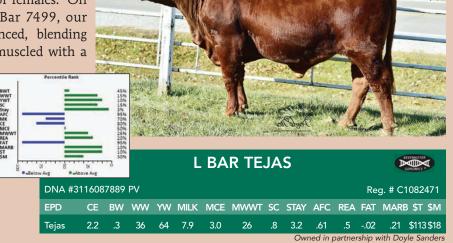


ESCALADE DNA #713403A PV Classified U1/2 BW WW YW MILK MCE MWWT SC STAY AFC REA FAT MARB \$T \$M Escalade 4.9 53 8.2 .18 -.01

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.





BEEFMASTER DONOR FEMALES

CALL FOR PRICING

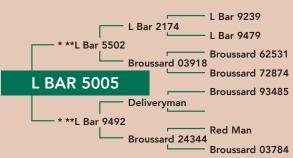
Featuring L Bar Momentum, L Bar Essential and L Bar 4519 plus top L Bar dams. Visit isabeefmasters.com/genetics/embryos/ for pairings.

Out of Lasater 1759 and Pacesetter L Bar 1417, **L Bar 6435** is a half-sister to donor L Bar 3404 and semen sire L Bar 4519! She has tremendous EPDs, ranking in the top 20% or better for 10 of 15 EPDs. L Bar 6435 calved at 24 months and had three successive calves before entering our donor battery.





L Bar 5005 boasts Pacesetter / Typesetter awards on both top and bottom, and she is a direct daughter of the all-time great L Bar 5502. She really packs a genetic punch! L Bar 5005 calved at 22 months and had four top calves before entering our embryo program.

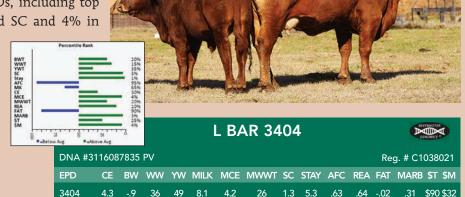




This wonderful En Fuego daughter really brings a lot to the table. **L Bar 3404** is polled, cherry-red and very smooth. Her mother was a Pacesetter female going back to both Essential and L Bar 0324. She is a sister to semen sire L Bar 4519 and half-sister to donor L Bar 3405! She has outstanding EPDs, including top 1% in Stayability (STAY), 3% in Marbling and SC and 4% in Maternal Calving Ease and \$M (Maternal).

L Bar 2474
L Bar 6165
L Bar 4256
*L Bar 0324
L Bar 5456
L Bar 3404
Frenzel 93-4
L Bar 4454
* Pacesetter **Typesetter

L Bar 6165
L Bar 2474
L Bar 0324
L Bar 4320
*L Bar 4320
*L Bar 4454
L Bar 34454
*L Bar 3224
L Bar 4454
*All Bar 4454
*All Bar 4454
L Bar 4320
*All Bar 4454
*All Bar 4320
*All Bar 4454
*All Bar 4320
*All Bar 4454
*All Bar 4320
*All Bar 4320
*All Bar 4320
*All Bar 4320
*All Bar 4454
*All Bar 4320
*All Bar



PRIVATE TREATY BULLS

Please visit www.isabeefmasters.com/cattle for more information.

% WDA % SC votes 38 39 4 1.04 37 39 6.1 0.11 1.66 0.84 34 32 36 37 32 1158 4.7 0.08 2.13 1.08 39 35 5.2 1.26 2.09 1.10 36 4.8 1.17 2.09 1.10 36 37 36 0.83 1.89 0.99 37 1.97 1.04 35 -1.1 -0.28 1.36 0.72 32 3.7 0.07 1.60 0.81 35 6.8 0.12 2.03 1.03 37 0.64 1.81 0.95 34 1.08 36 0.14 2.28 1.15 2.10 1.06 5.7 1.39 2.18 1.15 1.05 0.87 1.08 1.00 1.01 0.82 0.97 1.85 2.09 1.72 2.00 1.90 1.57 4.8 1.16 2.06 1.86 822 1142 6.4 0.11 2.07 6.4 0.11 1.98 2.07 2.03 0.13 0.31 1.48 1.05 0.09 0.08 0.08 1.59 0.67 1.20 6.1 7.2 5.1 8.2 4.6 5.6 1.3 6.5 3.4 4.3 4.9 2.5 7.1 4.6 2.8 1112 1080 1268 922 834 1174 930 1184 1164 1102 1068 1032 950 830 1104 1006 1070 908 994 1030 926 715 1088 814 924 770 174 0.82 648 910 780 \$64 \$19 4.66 0.80 4.4 1.30 9568 64 0.30 618 274 1.00 864 298 824 302 1.11 772 804 860 840 272 1.00 822 99/ 710 714 908 830 804 238 0.87 818 744 770 726 889 rear-old bulls from the San Pedro and L Bar herds available private treaty. They are performance and They are priced fairly and ready We have an excellent selection of coming-twoto work and long for your outfit. Come see them! 0.94 0.99 1.27 284 1.34 150 0.71 240 1.13 1.36 178 0.84 272 1.28 1.15 1.28 276 1.01 318 1.16 0.93 .03 234 0.86 286 1.05 0.91 1.03 282 1.03 1.00 carcass-sonogrammed and 200 210 288 244 254 248 280 274 269 272 280 8286 9509 \$108 \$23 6.38 1.01 3.4 0.88 9534 9535 9540 \$14 6.95 1.10 3.8 1.00 9545 \$17 9.42 1.16 3.0 1.17 9814 7.34 0.91 3.4 1.32 9816 8.16 1.01 3.5 1.37 9821 \$16 9.98 1.24 2.2 0.85 9831 9837 \$25 7.11 0.88 1.1 0.42 9850 9872 6886 9527 9530 5.93 0.94 3.2 0.85 9539 9547 9549 \$17 9.21 1.14 2.2 0.86 9817 \$23 7.10 0.86 2.8 0.92 9859 \$23 7.79 0.94 3.5 1.13 9864 9528 9562 9847 5.11 0.92 4.1 1.22 0.94 3.1 0.82 \$20 5.24 0.83 4.3 1.12 \$17 5.60 0.89 4.4 1.16 7.27 1.24 1.4 0.42 \$16 7.84 0.97 3.0 1.17 \$19 9.27 1.15 2.6 0.99 0.97 3.7 1.45 0.94 3.6 0.95 5.56 0.88 5.2 1.36 8.23 1.02 2.8 1.09 0.98 3.1 0.99 1.26 3.6 0.95 4.9 1.27 1.08 1.4 0.55 Carcass % IMF 0.99 5.91 5.95 8.69 8.11 REA 7.97 6.28 7.84 \$21 \$15 \$23 SN \$21 \$13 \$14 \$25 \$15 \$9 \$20 \$24 \$9 \$14 \$84 \$81 \$105 \$63 \$64 \$58 \$87 \$83 \$72 \$94 \$89 \$78 \$79 \$97 \$89 \$78 \$80 \$65 \$84 \$80 \$68 \$78 \$77 \$77 \$72 \$T \$69 0.07 -0.08 u ≥ 0.22 0.02 0.00 0.22 4.1 0.5 0.42 0.10 0.03 0.31 2.2 -0.1 0.24 0.23 0.35 0.14 0.18 4.2 0.1 0.14 0.37 3.5 0.3 22 35 10.0 3.8 0.1 1.6 -1.3 0.55 0.16 4.0 -0.2 0.11 0.29 0.4 1.0 -1.4 0.57 0.01 0.24 0.0 0.81 0.12 -0.08 0.19 0.14 0.27 0.12 3.2 0.5 2.1 -0.5 0.21 0.21 2.1 0.4 24 41 10.0 3.5 0.1 -1.3 -1.2 0.38 0.16 0.31 0.00 excellent EPDs. fertility-tested, AFC REA 2.1 0.6 -1.7 2.2 0.55 0.58 0.37 -0.5 0.45 -0.2 0.43 4.1 0.3 0.42 0.60 0.30 3.7 -0.1 -0.8 -1.4 0.26 0.27 0.28 -1.6 0.13 -0.5 0.33 0.43 -1.5 0.39 -1.1 0.52 0.52 -0.7 -0.1 9.0 -1.7 9.0-9.0-0.0 -0.9 0.4 1.4 1.8 1.8 0.1 0.3 2.8 2.5 1.5 2.3 2.3 2.2 0.3 -0.3 3.4 -0.1 2.9 0.3 1.0 0.5 1.0 0.4 0.4 3.3 0.5 0.5 1.0 0.5 6.0 0.8 0.5 Mk MCE SC 0.2 0.8 3.7 1.0 0.7 9.0 4.1 1.1 0.4 0.3 Beefmasters, LLC 3.7 3.7 3.8 2.7 3.7 2.9 2.8 3.7 3.1 3.0 6.6 -1.8 16 32 11.0 3.7 3.4 3.9 4.0 3.9 3.8 -0.6 21 37 10.0 4.1 3.3 4.1 3.1 9.5 10.6 9.0 7.5 6.7 10.6 5.5 6.0 10.0 8.0 9.0 10.0 8.0 7.9 29 55 10.3 3.4 -0.8 26 44 6.5 8.1 9.7 2.1 1.6 24 48 9.0 8.0 7.0 53 3.1 -0.1 25 34 21 4 61 48 -2.2 2.7 30 50 -0.3 24 42 35 4.3 -0.6 29 44 46 20 4 3.2 0.0 29 43 4 2.5 0.2 27 46 45 29 37 42 -0.1 19 34 59 ≥ 30 38 2.3 0.2 30 27 20 0.1 1.4 33 25 22 37 29 -1.0 17 0.4 -0.1 -1.7 2.1 1.0 2.1 0.6 1.0 0.4 0.2 0.5 6.0 -0.3 0.4 W% YW% YSC CED 4.8 3.4 2.0 3.4 3.4 5.7 2.7 1.8 3.9 5.6 5.6 3.5 31 30 30 1.02 1.02 32 34 31 32 32 33 30 34 33 1.06 1.02 33 31 29 34 0.90 0.83 31 75 1.02 1.00 33 79 1.03 1.03 35 33 75 1.10 1.04 36 31 32 29 33 33 0.97 1.00 0.91 96.0 06.0 96.0 73 0.87 0.91 81 1.10 1.05 0.98 78 0.95 0.92 78 0.92 0.98 86 1.06 1.02 79 1.06 0.95 0.98 0.99 1.00 70 0.94 0.91 1.05 1.08 1.00 1.02 0.97 78 0.96 0.93 0.81 0.91 76 1.00 1.01 1.00 0.97 **Breed Avg** 0.95 0.89 0.94 84 1.01 0.87 BW 78 20 æ Br R æ ĸ ĸ AOD CIL DR H ~ Dun 쏨 ~ 4 8/20/19 3 2 12 m 9/17/19 14 13 2 7 7 2 9 8 9 n 7 9 MM594 Frenzel961 SP4-167 9/26/19 10/16/19 10/15/19 8/20/19 8/22/19 9/13/19 10/24/19 9/25/19 10/13/19 9/15/19 9/16/19 11/10/19 9/23/19 8/21/19 8/30/19 8/27/19 8/18/19 9/9/19 8/30/19 9/17/19 9/20/19 9/24/19 8/11/19 8/17/19 Birth SP4-890 SP5-33 SP6-988 SP6-957 SP4749 L-5428 L-1402 L-3458 L-2425 RC5642 NR7/56 SP6-33 SP7990 SP7085 L-7420 L-3454 L-2422 L-5437 L-3456 Habanero L-6401 SP18A SP7167 SP398 SP695 Frenzel821 En Fuego Casey257 L-2474 RC 2842 L-5150 L)9234 L-8307 L-1525 L-0389 L-1171 L-8560 L)6202 SP766 L)8004 L)1039 SP766 L)0391 L)0391 SP4-95 NR4/39 SP596 Spring Private Treaty Bulls 2021 En Fuego En Fuego En Fuego En Fuego 1)1759 L-3432 1)1759 L-3432 L)1759 L-3432 L-2464 L)1759 L)1759 L-6165 1)3695 SP124 J&K1001 Tate117 L)8004 MM594 L-3432 L-2464 SP5-748 Tate 117 En Fuego FMC4604 SP5-748 Habanero Tate117 SP3-834 SP7-22A L-6528 L-6105 L)6142 L-4519 L-4519 L-6528 L-6209 L-6209 L-6209 L-5501 L-6209 L-5501 Tejas Tejas Tejas C1121978 C1121943 C1121980 C1121981 C1121984 C1121991 C1122006 C1122049 C1122009 C1122016 C1123250 C1122595 C1122602 C1122607 C1122608 C1122613 C1122615 C1122617 C1121940 C1121997 C1122003 C1122034 C1122045 C1122027 C1122596 C1122598 C1122603 SP 9814 ps L- 9540 A L- 9547 P L- 9509 L- 9527 L- 9535 L- 9539 L- 9549 L- 9562 SP 9816 SP 9817 SP 9859 SP 9872 L- 9545 SP 9821 SP 9831 SP 9837 SP 9850 SP 9864 SP 9878 SP 9907 L- 9534 L- 9568 SP 9889 ₫ SP

18

20 21

A treasure trove of history

I was recently visiting my friend Derek Frenzel, and he shared an incredible piece of history.

Ronnie Ranley, a longtime Beefmaster breeder and friend, died in 2016. His wife, Lonnie, gave the binder pictured to the right to Derek Ronnie's death. following contains every FBA newsletter from June 1982, when I assume he joined FBA, through December 1995, when FBA and BBU merged to become Beefmaster Breeders United.

It is an amazing glimpse into history, filled with so many names from my youth. (I joined the business in 1993.) It is wonderful testament to Ronnie's devotion to Beefmasters that he carefully three-hole-punched (using those GIANT hands) each edition and preserved them all in a binder.



Longtime Beefmaster breeder Ronnie Ranley kept every FBA newsletter since 1982.

it available on our website at www.isabeefmasters.com and to Derek for sharing. Enjoy!



The FBA newsletters have been digitized and are now available on our website.

(in the news section). If you were around in those early days, I think you will find it fascinating. Even if you were not involved with FBA at that time or were a member of Beefmaster Breeders Universal, you will find many people and organizations who are still a part of BBU today.

Females for sale

We have digitized the entire set of newsletters and made



5 Fall-calving 3-year-olds

Al'd to En Fuego. Calving Aug.-Sept. \$3750 ea.

10 Spring-born **Open Heifers**

Ready to breed May 1. \$3500 ea.

10 Fall-calving **Bred Heifers**

Al'd to L Bar Momentum or L Bar 4519. Calving Aug.-Sept. \$3850 ea. For more info, please click here or contact Lorenzo at 325.656.9126.

What's in store for you?

changing! We've just rolled out the redesigned store's fresh look, and our book collection features three

The Isa store is growing and more books in the coming months. We also included a Genetics section, with semen and embryos available to order in the store. Stop by and check it out!

Thanks to Ronnie for preserving this incredible history

