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FALL 2021

Promoting Beefmasters Worldwide since 1964

You are cordially invited to our 60th Beefmaster bull sale!

It was 84 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 84 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.

Continued on p. 3

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



**140 BEEFMASTER BULLS
TOUGH, ATHLETIC & READY
TRICH & FERTILITY-TESTED
BREED-LEADING EPDS
DNA PARENT VERIFIED
GAIN & CARCASS DATA
FREE DELIVERY AVAILABLE**



L Bar Momentum

Sire: L Bar 5150 Reg. #: C1095158 Dam: L Bar 3456
CE BW WW YW MILK MCE SC STAY AFC RFI REA MARB ST SM SFE
2.5 -1 28 50 7.5 2.9 1.0 2.1 -1 .17 .68 .22 \$90 \$17 \$14

Photo by Watt M. Casey, Jr.

10 am October 2, 2021
Producers Auction, San Angelo, Texas

Watch and bid at: cattleinmotion.com
Sale Headquarters: Springhill Suites San Angelo 325.949.6900

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



Deploy population genetics to improve herd

By Lorenzo Lasater, President


At Isa Beefmasters, we view females in the herd a little differently: Rather than being a collection of fancy individuals, they are integral parts of the larger factory. This well-oiled machine is comprised of high-performance cows, and we measure the overall performance of the factory by the strength of its calf crop.

We call this concept *population genetics*. Laurie Lasater best illustrates this concept in *The Lasater Philosophy of Cattle Raising*: "This program is called 'population genetics' and involves mass selection for clearly defined principles combined with rapid turnover in both males and females." (p. 62)

So how do we implement population genetics into our breeding strategy? First and most importantly, we breed in a short season to calve at 24 months and raise a calf every year from then on. No exceptions. Magically, it turns out that cattle born out of this program are efficient, fertile, growthy and productive. This simple and free tool can be applied to any cow herd, anywhere, to make huge genetic improvement. The ad (pictured at right) from July 1955's *The Cattleman* magazine shows how long these principles have been at work improving our gene pool.

The use of multiple-sire breeding differentiates Isa Beefmasters from our competitors' programs. This pressure is one of population genetics' secret weapons. Our commercial customers breed in large, multi-sire herds where bulls must fight for order and compete to breed. We believe that the extended use of single-sire breeding by the seedstock industry has decreased the libido in the bulls of many breeds. Our bulls compete to breed, ensuring high

1955 JULY *The Cattleman*



BEEFMASTERS
—bred for results

For nearly half a century, it has been the goal of the Lasater Ranch to produce beef animals of high commercial value at the lowest possible cost. All breeding and management practices have been aimed toward that goal. Six—and only six—characteristics are essential to produce good commercial beef animals. High, rigid standards were set for each of these essentials. Then it was simply a matter of ruthlessly culling all animals which failed to meet every one of these standards, allowing only the fit to survive and reproduce. BEEFMASTERS are the result. For the orderly marketing of this new breed, the unique BEEFMASTER Plan sales contract puts all buyers on an equal footing. Once again, the BEEFMASTER Plan contract covering the annual cow and calf sale at Matheson has been oversubscribed. We appreciate this continued support.

The Six Essentials of BEEFMASTER Breeding


1. Disposition
2. Fertility
3. Weight
4. Conformation
5. Hardiness
6. Milk production

Bulls for sale

We have a few BEEFMASTER bulls of serviceable age available at our Matheson ranch. Phone collect, Matheson 10, for an appointment to see them.

Lasater **BEEFMASTER**
"More Beef for Less Money since 1908"

Ranches: MATHESON, COLORADO / FALFURRIAS, TEXAS Mailing address: THE LASATER RANCH, FALFURRIAS, TEXAS



REG. U.S. PAT. OFF.
FOREIGN PAT. PEND.

libido is built into the gene pool. Also, while we carefully choose our herd sires, nature chooses the individual matings. We trust the factory and the system to produce the best product.

At Isa Beefmasters, we strongly believe that females should prove themselves as capable members of the herd before their genetics are replicated through embryo transfer beyond what

is naturally possible. We would never flush a heifer before she's raised a calf nor choose donors based solely on pedigree or phenotype. We always choose them through the lens of herd performance and the *Six Essentials*.

Sometimes in this system, you can lose remarkable individuals before you realize how incredible they are. That was the case of L Bar 1417. This cow quietly



L Bar 9496, who weaned this outstanding bull as her 10th calf this spring, exemplifies the fertility and longevity honed through years of population genetics.



L Bar 9496 birthed an incredible 11th healthy calf last month.

9496 continues to add her performance genes to the herd, as well as profit to our bottom line.



Semen bull L Bar 4519's dam, L Bar 1417, was a Pacesetter that also raised another herd sire plus two top embryo donors. The value of her genetic impact is immense.

raised four calves and achieved Pacesetter status, before coming up open and heading to town. She was long gone before we knew how outstanding those four calves were: she raised a herd bull, a semen bull (L Bar 4519), and two elite donor females (L Bar 6435 and L Bar 3404). It is virtually unheard of that a single female could have that much impact naturally.

L Bar 9496 is another hidden success story. I really hadn't given her much thought until weaning this past spring, when I took the picture above. That calf at side is her 10th in a row, starting at two years old. Look at her perfect udder! And she just had her 11th calf last month. All three daughters she raised are still in the herd, with the oldest being nine years old. This level of fertility and longevity perfectly

illustrates what I mean by being a productive member of the larger factory.

In summary, many of the policies of traditional registered herds run counter to the function and productivity of the cow herd. The emphasis on the individual loses sight of the power of the team. Using single-sire breeding removes critical breeding instincts and libido in bulls over time. Selecting individuals to artificially replicate based on pedigree or phenotype loses sight of their most important job—productivity in the herd.

For more than 80 years and many generations of cattle, we have strived to utilize population genetics to move the genetic needle for critical production traits. Come see for yourself the difference these traits can make in your own herd.



Welcome!

Continued from front

Something new this year, we are also pleased to present the Isa Index or \$Isa. This exciting tool will help our customers fine-tune their bull selection. For more detailed information, please see page 8.

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 Covid 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 2nd!

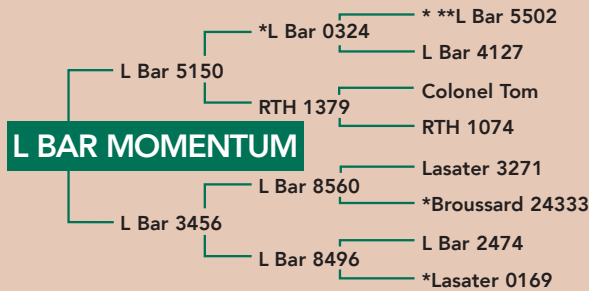
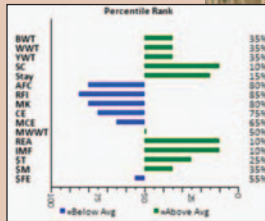
—Lorenzo Lasater

PERFORMANCE BEEFMASTER GENETICS

Call for pricing

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

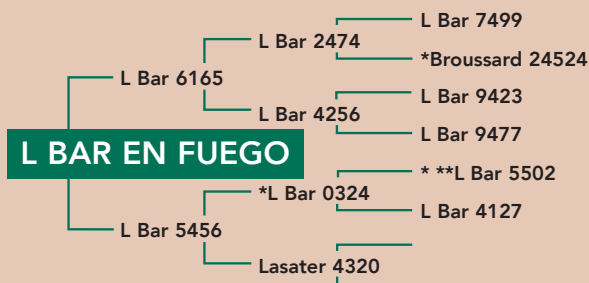
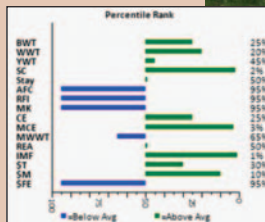
Blending the great L Bar 5502 line with Lasater and Rancho Tres Hijos genetics, **L Bar Momentum** provides the perfect complementary cross for En Fuego genetics. He really rang the bell in our 2019 Performance Test and Sale: He was the second highest-selling bull overall, gained an amazing five pounds 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 25% of the breed in five categories.



DNA #123015084092 PV						Classified U1/2						Reg. # C1095158			
EPD	CE	BW	WW	YW	MILK	MCE	SC	STAY	AFC	RFI	REA	MARB	\$T	\$M	\$FE
Momentum2.5	-.1	28	50	7.5	2.9	1.0	2.1	-.1	.17	.68	.22	\$90	\$17	\$14	

Owned in partnership with HH Holmes Ranch

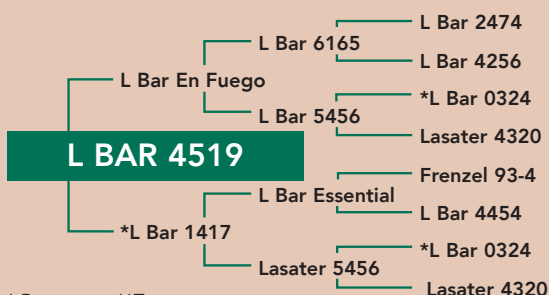
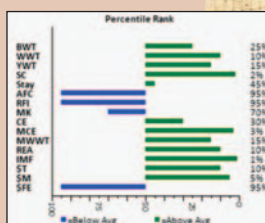
One of our best herd sires to come through in many years! **L Bar En Fuego** sired the high-selling bull in the Isa Bull Sale the last *three* years, including L Bar 4519 and L Bar Habanero. En Fuego is polled and has the ideal conformation, with a U 1/1 classification. A breed trait leader for SC, MCE 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!



DNA #549728A PV						Classified U1/1						Reg. # C988569			
EPD	CE	BW	VW	YW	MILK	MCE	SC	STAY	AFC	RFI	REA	MARB	\$T	\$M	\$FE
En Fuego 4.6	-.6	34	45	2.1	4.4	1.4	-1.1	1.4	.35	.24	.46	\$84	\$25	\$1	

Owned by Willie Earl Washington

The high-selling bull in our 2016 sale, **L Bar 4519** has incredibly powerful and balanced EPDs, ranking in the top 15% 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!



DNA #9161327045 PV													Reg. # C1050589		
EPD	CE	BW	VW	YW	MILK	MCE	SC	STAY	AFC	RFI	REA	MARB	\$T	\$M	\$FE
4519	4.4	-.5	40	59	8.0	4.4	1.4	-.7	1.8	.39	.66	.48	\$109	\$30	\$6

Owned by Dalton Lowery

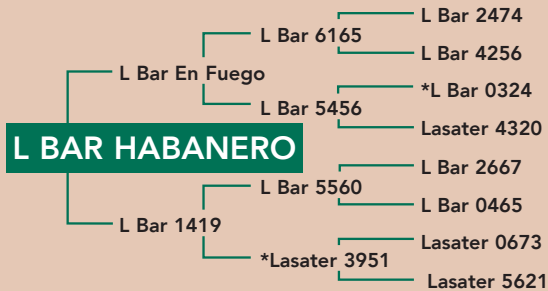
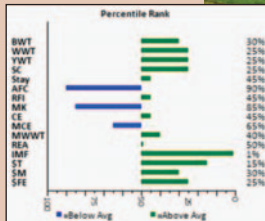
* Pacesetter **Typesetter

PERFORMANCE BEEFMASTER GENETICS

Call for pricing

See website for additional sires available. Quantity limited on some sires. AI 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 25% of the breed in six EPDs—and a perfect disposition. In the Maternal, Terminal and Feed Efficiency Profit indices, you'll see Habanero provides a huge boost!



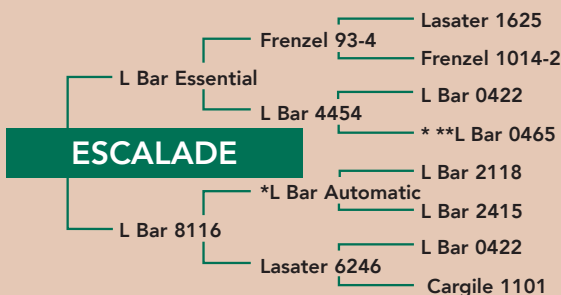
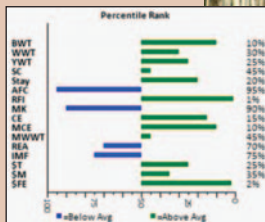
L BAR HABANERO



DNA #6315055299 PV					Classified U1/1					Reg. # C1038019					
EPD	CE	BW	WW	YW	MILK	MCE	SC	STAY	AFC	RFI	REA	MARB	\$T	\$M	\$FE
Habanero 3.7	-2	32	54	7.2	2.9	.7	-.7	.2	.01	.24	.41	\$99	\$18	\$18	

Owned in partnership with Dwight Bertrand

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% for Calving Ease and top 10% for Birthweight EPDs, and his other EPDs are stellar, including being a leader in RFI and the new \$FE. Escalade is moderately framed and super clean with a straight top. On top of all that, he'll eat out of your hand.



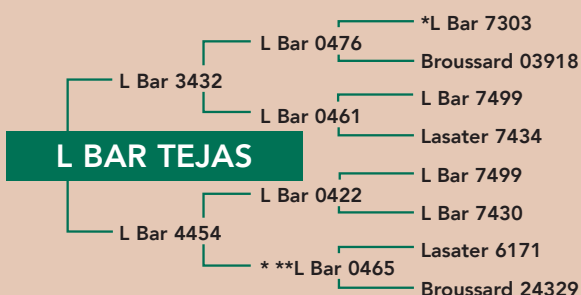
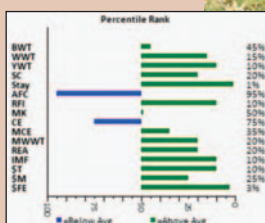
ESCALADE



DNA #713403A PV						Classified U1/2					Reg. # C1028230				
EPD	CE	BW	WW	YW	MILK	MCE	SC	STAY	AFC	RFI	REA	MARB	\$T	\$M	\$FE
Escalade	5.2	-1.3	30	53	6.8	4.2	.5	1.3	.9	-.5	.06	-.08	\$92	\$17	\$30

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. A trait leader for Stayability and \$FE, L Bar Tejas blends growth, maternal and carcass traits. He is well-muscled with a straight top and perfect underline.



L BAR TEJAS



DNA #3116087889 PV													Reg. # C1082471		
EPD	CE	BW	WW	YW	MILK	MCE	SC	STAY	AFC	RFI	REA	MARB	\$T	\$M	\$FE
Tejas	2.5	.2	36	64	9	3.3	.8	5.3	.4	-.17	.51	.21	\$113	\$19	\$27

Owned in partnership with Doyle Sanders

International agents of Isa Beefmaster genetics

See these partners for inventory in-country:

Australia



Sally North
sally@rockyrepro.com.au

Costa Rica



Sergio Riveron
sergioriveron@isabeefmasters.com

Mexico



Carlos Delfino Monsalvo
deltrece@hotmail.com

Brazil



Ronnier Aguilera
ideastradingbrasil@yahoo.com

European Union



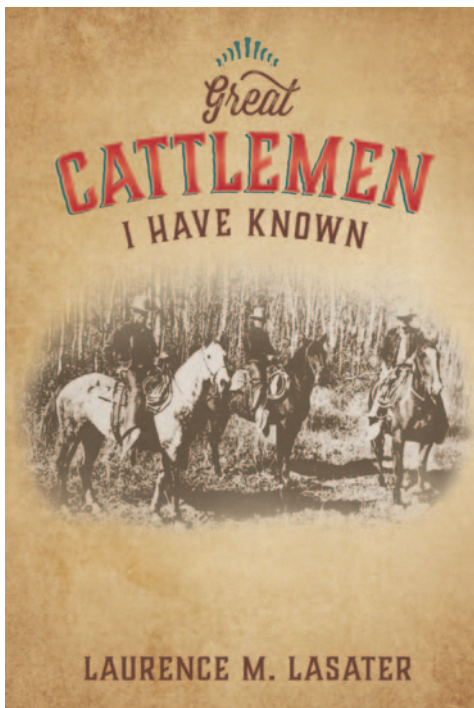
Carlos Serra
carlosserra@unigenes.com

South Africa



Natasha Korff
natasha@vriesit.com

New book honors industry giants



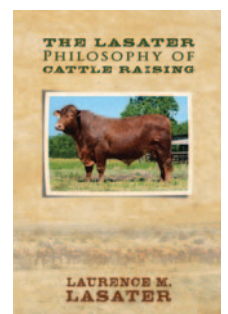
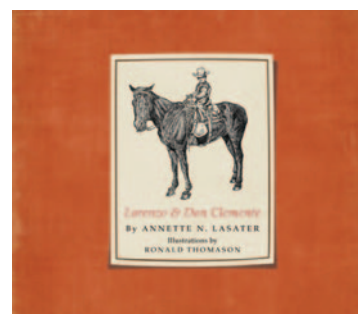
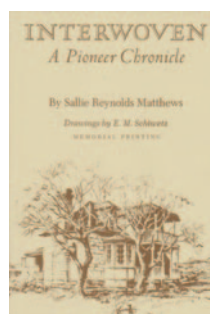
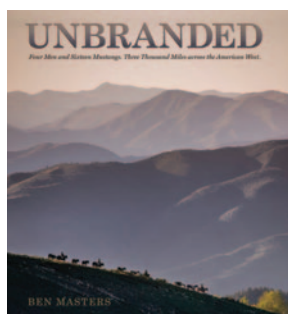
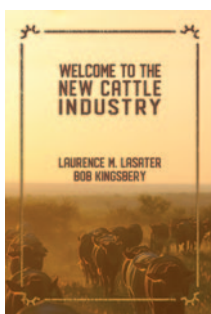
For several years Laurie Lasater's family and friends encouraged him to write down stories of some of the outstanding cattlemen he had met and worked with throughout his 50-year career. Wanting their stories to be preserved for future ranchers, Laurie collected his photographs and anecdotes and selected a handful of these men to profile.

From the jacket: Born into two ranching family dynasties, Laurence Lasater felt the call of his destiny as soon as he could pull on his boots. The eldest son of Tom and Mary Lasater, founders of the Beefmaster breed of cattle, Laurence left his family's ranch in Colorado to establish his own Beefmaster operation in Mexico and later in Texas.

Throughout his 50-year career, Lasater traveled extensively around the world, meeting hundreds of ranchers, touring their operations and learning their stories. Many of these cattlemen made a significant impact on this great industry, as well as Laurence himself.

Great Cattlemen I Have Known chronicles the successes and hardships of twenty of these upstanding characters. With photos and stories collected throughout a lifetime, this book preserves their tales so that the next generation will know these cattlemen who rode the trails before them.

Great Cattlemen is Laurie's fourth book, and it—along with other books and gear—is available on our website: isabeefmasters.com/store



Two milestones in one year

Our 60th bull sale coincides with another big milestone in our family—Dad's 80th birthday.

Next week we will gather in Dallas to celebrate Dad's induction into the Texas Heritage Hall of Honor, recognizing his contribution to the agricultural heritage of Texas. This award caps off various important awards he has received throughout his career, including BBU's 2000 Breeder of the Year and 2016 Beefmaster Hall of Fame awards, as well as many key industry leadership positions, including serving as president of FBA and director of BBU, TSCRA, NCBA and Nolan Ryan Beef.

Mom and Dad began their Beefmaster journey in 1964 in Mexico with a wedding gift of 35 cows and two bulls from his parents, Tom and Mary Lasater, and a dream of establishing the breed in a new country.

Ten years later they relocated their operations to Texas. When they retired after 50 years, Beefmasters were well established in Mexico, as well as on four other continents. And 59 bull sales later, Isa Beefmasters has sold over 21,000 bulls and 17,250 females.

While you might know these high points of his resumé, we wanted to share a little about Dad "off the ranch." A voracious reader, Dad still loves learning. He'll never have enough Winston Churchill biographies or political commentaries. He listens to his favorite '50s rock-n-roll and country greats, such as Elvis Presley, Chuck Berry and George Jones. (Ask him about running into Mr. Jones in an airport pilots' lounge.) He loves playing poker and has taught all his grandchildren to play. He takes it pretty well when they beat him, too. He's credited with teaching two generations to drive—we had no idea he could be so patient, and he even tried golf for several years.

Through the years, Dad has donated his time and resources to many charities, including tutoring disadvantaged junior high students, teaching English to native Spanish speakers and

serving in various capacities as an Elder at First Presbyterian Church.

Dad is a wonderful father who taught us all about ranching, the importance of ethics and generally striving to be a better person. He seems most excited to spend time with his family, which now includes a son- and daughter-in-law, five

grandchildren and one great-grandson, and his enthusiasm for his family is the kind of unconditional love that means the world to Lorenzo and me.

We hope you'll join us this October at the sale to wish our favorite dad a happy birthday!

—Isabel Lasater Hernandez, Vice President



10 AM OCTOBER 2, 2021
PRODUCERS AUCTION
SAN ANGELO, TEXAS



140 BEEFMASTER BULLS
WATCH & BID ONLINE:
CATTLEINMOTION.COM



WHY BUY ISA?

**CATTLE DEVELOPED
FOR GRASS-BASED GENETICS**

**A GENETICS PROGRAM
90 YEARS DEEP**

**BULLS THAT HOLD UP.
AND LAST.**

**A TRULY UNIQUE
PERFORMANCE TEST**

HASSLE-FREE GUARANTEE

**EASY DELIVERY
TO A BUNCH OF PLACES**

**SUPER-COMPLETE
PERFORMANCE EVALUATION**

**THE ISA INDEX
(AND CONSTANT INNOVATION)**



The Isa Index

We are pleased to introduce the Isa Index, or \$Isa!

\$Isa quantifies a bull's individual performance and his genetic potential. It takes in 24 data points we believe are critical to balanced cattle selection using the *Six Essentials* and synthesizes them into a single number.

We have used what we called "The Score" for many years to evaluate the bulls and put them in sale order. We have never published this number, but it has become apparent as we have added more and more data points (42 in this catalog) that we need a way to distill this ocean of performance data into a single, useful index to help speed up the evaluation process.

\$Isa uses a proprietary weighted formula to achieve what we believe is the optimum balance of growth, production efficiency, fertility and carcass value. We think you'll find that as you evaluate the bulls using your usual system, \$Isa will align nicely with your analysis.

Isa Beefmasters is excited to join forces with Power Source Genetic Alliance, a consortium of seedstock operators. Power Source publishes extensive carcass data annually and will help us spread the word about Beefmasters' profitability. Check it out at: powersourcebulls.com



Data advancements enhance selection accuracy

New efficiency EPDs

BBU has just introduced two new EPDs: RFI (Residual Feed Intake) and \$FE (Feed Efficiency Index), which combines feed efficiency (in the form of RFI EPD) and pre-weaning growth.

The data for RFI comes from Growsafe testing (individual feed intake), which Isa Beefmasters has done a fair amount of. The accuracy is fairly low as these are new EPDs with limited records, and we would suggest you put more emphasis on \$FE as it balances RFI with actual growth. Be aware this is a feed efficiency number, so it relates to growth as opposed to female efficiency. BBU has some new data sets on the horizon that will strengthen the cow efficiency side along with \$M.

Redesigned Isa bull sale catalog

After incorporating \$Isa along with the new EPDs, we quickly realized we had run completely out of space in our traditional catalog format! We are in the process of totally re-vamping the catalog. The new version should be as user friendly as the old, but it will provide a full pedigree as well as percentile ranking of EPDs to fine-tune your analysis. We hope you'll love it!