

the isa informer

FALL 2022

Promoting Beefmasters Worldwide since 1964

You are cordially invited to our 61st Beefmaster bull sale!

This year holds a special meaning to our family because it is the 130th anniversary of our L Bar brand.



Although Lasaters were ranching well before 1892, my great-grandfather, Ed C. Lasater, first registered the brand 130 years ago in South Texas.

In the ensuing century-plus, Lasaters' ranching endeavors have survived the Great Depression, world wars, political unrest, droughts and floods, and tornados and hurricanes. And through all the turmoil, we never lost sight of our commitment to excellence and innovation.

I am proud to watch our 61st set of bulls push to the finish line under this year's brutal drought conditions. They embody Grandfather's Six Essentials so clearly in that they not only survived, but thrived! And I have no doubt they will thrive on your ranch too—be it in the humid tropics, the semi-arid desert or the bitterly cold mountain states.

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.

Continued on p. 3



120 BEEFMASTER BULLS

TOUGH, ATHLETIC & READY

TRICH & FERTILITY-TESTED

BREED-LEADING EPDS

DNA PARENT VERIFIED

GAIN & CARCASS DATA

FREE DELIVERY AVAILABLE

For 130 years, our L Bar brand has been the mark of excellence and innovation.



Owned by Jon Lewis

Sire: L Bar 5150

CE BW WW YW MILK MCE

1.1 1.7 40 58 6.2 3.6

SC STAY AFC RFI REA

1.4 -.1 .2 .17

FAT \$T

.63 -.04

\$102

\$27

\$10

Photo by Watt M. Casey, Jr.

Dam: L Bar 3456

Reg. #: C1095158

FAT \$T

.63 -.04

\$102

\$27

\$10

Artificial insemination: a natural winner

By Lorenzo Lasater, President

One of the most valuable genetic tools available to ranchers is artificial insemination, or A.I. In fact, there are so many benefits, using A.I. is a natural choice, even in a commercial operation. For example, A.I. allows the use of the very top genetics, it groups the calves closer in age and front-loads the calving period, and it means fewer bulls have to be turned out.

In addition to these advantages, A.I. enables an operator to multiply the influence of a top sire—beyond what that bull could contribute naturally, and maybe best of all, operators gain more predictable genetic movement using higher-accuracy EPDs.

At Isa Beefmasters, we have been incorporating A.I. into our herd planning 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 57 years of continuous use of this incredible technology!

To quantify our R.O.I. on A.I., I did a little analysis on two groups of cattle, recently sold, in which Isa Beefmasters was involved.

The first sale occurred at the Red River Performance Group Heifer Sale held May 21, 2022. We were pleased to consign three L Bar heifers to the sale, which featured 76 excellent quality, performance-tested open heifers. The



This beautiful A.I. daughter of L Bar Momentum, L Bar 1101, recently sold for a premium at the Red River Performance Group Heifer Sale.



L Bar Momentum brings extremely balanced EPD power to his progeny. A.I. allows any-sized operator to harness the same genetic power that large seedstock producers use.

sale averaged \$3567, a tremendous price for that number of open heifers. The high seller brought only \$7300, making this an honest average.

In a previous article published in the

Fall 2020 *Isa Informer*, I estimated that it costs around \$82 to A.I. a registered cow, including semen. In this case, that was \$82 well spent, yielding a net gain of \$116 on the heifers on the sale.

RED RIVER PERFORMANCE GROUP HEIFER SALE

	# Head	Avg.	A.I. Advantage
Overall	76	\$3,567	
A.I.-Sired	17	\$3,765	\$198
L Bar A.I.-Sired	7	\$4,143	\$576



Bull buyers recognize the value of A.I.-sired bulls and are willing to pay more to gain the genetic insights and predictability that A.I. offers.

L Bar-sired heifers fared even better, netting an additional \$494 over the sale average after the cost of the A.I.

I want to congratulate the Red River Group on their “Genetic Partnership,” in which they have partnered with breeders who have semen sires they believe will help the program and have made the semen available at a discounted price to their members. Isa Beefmasters is proud to have L Bar En Fuego and L Bar Momentum included in the partnership. Red River encourages their members to A.I., which in turn improves the quality and consistency of the bulls and heifers sold. That value extends to their own replacement heifers, with the accuracy and quality of their herd EPDs increasing rapidly. To learn more about the program, visit:

www.redriverbeefmastersale.com

We experience a similar financial boost in our own annual bull sale. At Isa Beefmasters, all our cattle are generically named L Bar plus a 4-digit number (e.g., L Bar 2104). We only name the semen sires, so they are easily identifiable. Though most of the bulls we sell each fall go into commercial operations, the buyers recognize the additional value and predictability of those A.I.-sired bulls and will pay more for them.

The chart above details our 2021 bull sale results. You can see a \$484-per-head

ISA BEEFMASTERS 2021 BULL SALE

	# Head	Avg.	A.I. Advantage
Overall	133	\$4,581	
L Bar A.I.-Sired	28	\$5,065	\$484

advantage for the A.I.-sired calves, which is a welcome boost to the bottom line.

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. At \$82 per head, the cost is manageable, especially when you crunch the numbers.

A.I. is a tremendous tool for making faster genetic progress in any operation 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 that more than pays for itself and yields many important benefits. In these two examples, you can see how the effort was well rewarded, adding significant value to the final product—a financial boost I will gladly pocket any year.



Welcome!

Continued from front

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.

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.

In our sale catalog, you will see the Isa Index or \$Isa, which uses our proprietary formula to synthesize 24 data points into an animal’s “score”—representing the optimum balance of growth, production efficiency, fertility and carcass value.

On our website, we will have available a sortable Excel spreadsheet of the catalog so you can dig into your advance research. 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 from anywhere.

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 1st!

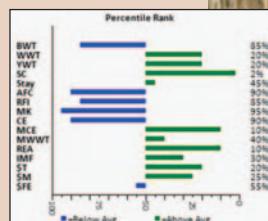
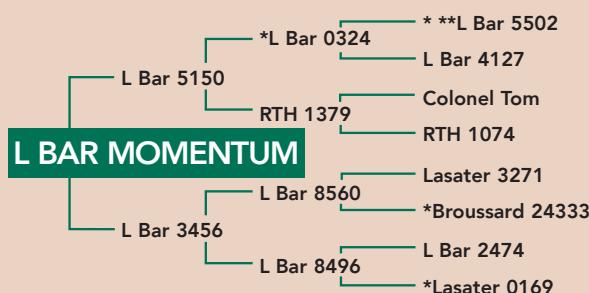
—Lorenzo Lasater

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 seven categories.



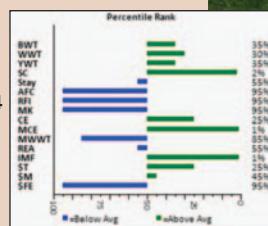
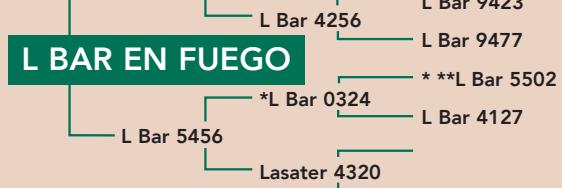
L BAR MOMENTUM



DNA #123015084092 PV		Classified U1/2										Reg. # C1095158			
EPD	CE	BW	WW	YW	MILK	MCE	SC	STAY	AFC	RFI	REA	MARB	\$T	\$M	\$FE
Momentum1.6	1.3	35	57	5.8	3.9	1.5	0.0	0.0	.17	.71	.08	\$100	\$21	\$13	

Owned by Jon Lewis

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 for four 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. In fact, we've used several En Fuego daughters as donors. He is straight-topped, perfectly muscled and clean underneath—he's got the look!



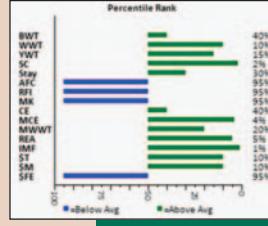
L BAR EN FUEGO



DNA #549728A PV		Classified U1/1										Reg. # C988569			
EPD	CE	BW	WW	YW	MILK	MCE	SC	STAY	AFC	RFI	REA	MARB	\$T	\$M	\$FE
En Fuego 4.6	-.2	31	50	0.8	5.1	1.5	-0.6	2.3	.37	.20	.44	\$92	\$17	\$6	

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 20% 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 4519



DNA #9161327045 PV		Classified U1/2										Reg. # C1050589			
EPD	CE	BW	WW	YW	MILK	MCE	SC	STAY	AFC	RFI	REA	MARB	\$T	\$M	\$FE
4519	4.0	0.0	43	63	5.6	4.3	1.5	1.3	2.8	.40	.75	.47	\$116	\$29	\$7

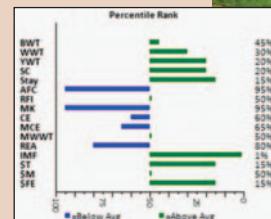
Owned by Dalton Lowery

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 20% 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!



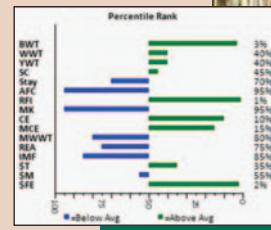
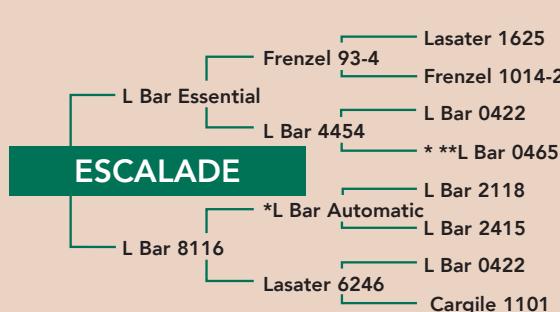
L BAR HABANERO



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	3.2	.2	32	57	6.2	2.9	.9	2.7	.9	.02	-.04	.47	\$104	\$15	\$20

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 10% for Calving Ease and top 3% 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.



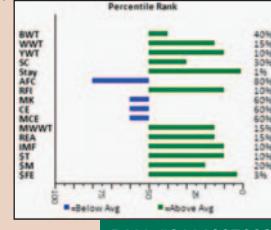
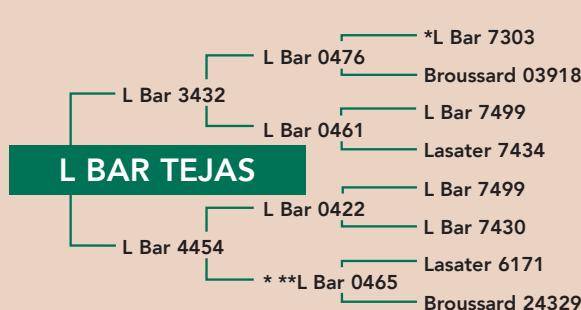
ESCALADE



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	6.2	-2	28	49	3.1	3.7	.5	-2.1	.9	-.5	0.0	-.12	\$83	\$14	\$29

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	Classified U1/1								Reg. #	C1082471			
EPD	CE	BW	WW	YW	MILK	MCE	SC	STAY	AFC	RFI	REA	MARB	\$T	\$M	\$FE
Tejas	3.2	0.0	39	66	9	3.0	.6	7.1	-.3	-.17	.55	.19	\$118	\$22	\$26

Owned in partnership with Doyle Sanders

BUILDING BRAND EQUITY FOR 130 YEARS

By Laurie Lasater, Founder

It's hard to fathom, but our family's use of the L Bar brand dates back almost to the Civil War, with it first appearing in the 1870s. Since then, four generations of Lasaters have branded tens of thousands of cattle with the iconic mark, both in Texas and in Mexico.

Starting in South Texas

In 1892, my grandfather Ed C. Lasater first registered the L Bar brand in Falfurrias, located in South Texas' rugged cattle country. Ed founded the town of Falfurrias, as well as Brooks County, which he named for his friend Judge John Brooks. He was determined to build his empire there and began amassing land and cattle.

At its height, Ed's La Mota ranch measured 380,000 acres, making it one of the largest in Texas. Ed became well known for his large herds of high-quality Hereford and Shorthorn cattle, and he imported the first Brahman cattle into South Texas. In addition, he owned the largest Jersey herd in the world and founded Falfurrias Creamery Company, and the name Falfurrias became synonymous with its sweet, creamy butter.

Surviving the unthinkable

Ed died in 1930 and much of the ranch and cattle were swallowed up by the Great Depression. His youngest son—and my father—Tom Lasater left Princeton University in his sophomore year to return home and salvage what he could of the family business. It was during this period of economic catastrophe that Beefmasters were born: Tom experimented with crossing various of his



Ed C. Lasater first registered the L Bar brand in 1892 in South Texas. At the height of his career, he owned large herds of Hereford, Shorthorn, Brahman and Jersey cattle.



Tom Lasater, youngest son of Ed C. Lasater, returned home after his father's death in 1930 to try to salvage what he could of the family ranch and cattle.

father's remaining cattle. He quickly discovered the Shorthorn/Hereford/Brahman three-way cross was far superior to other crosses he tried. They say necessity is the mother of invention, and Beefmasters were tested and honed during this most dire economic period of the 1930s and 1940s.

In 1937, Tom closed his herd to outside genetics, and in 1948, he

relocated his Beefmasters to Matheson, Colorado, to escape the ongoing frustration of Hoof and Mouth disease coming across the Mexican border. He purchased the former Matheson Ranch on the eastern plains near Colorado Springs and continued his development of Beefmasters. The USDA formally recognized Beefmasters in 1954, making it one of the first American composite breeds.

Heading south of the border

Almost 20 years later, I picked up the mantle of the brand, taking L Bar, my new bride and 35 Beefmaster cows to Mexico. In 1964, I registered the brand in the northern state of Coahuila.

I sold my first L Bar Beefmaster bull calves to three ranchers for \$5,000 pesos (\$400) each. The neighborhood could not believe the high price paid by prominent ranchers! Each year I bought 50 weaned bull calves from The Lasater Ranch and sold them to Mexican ranchers in several areas.

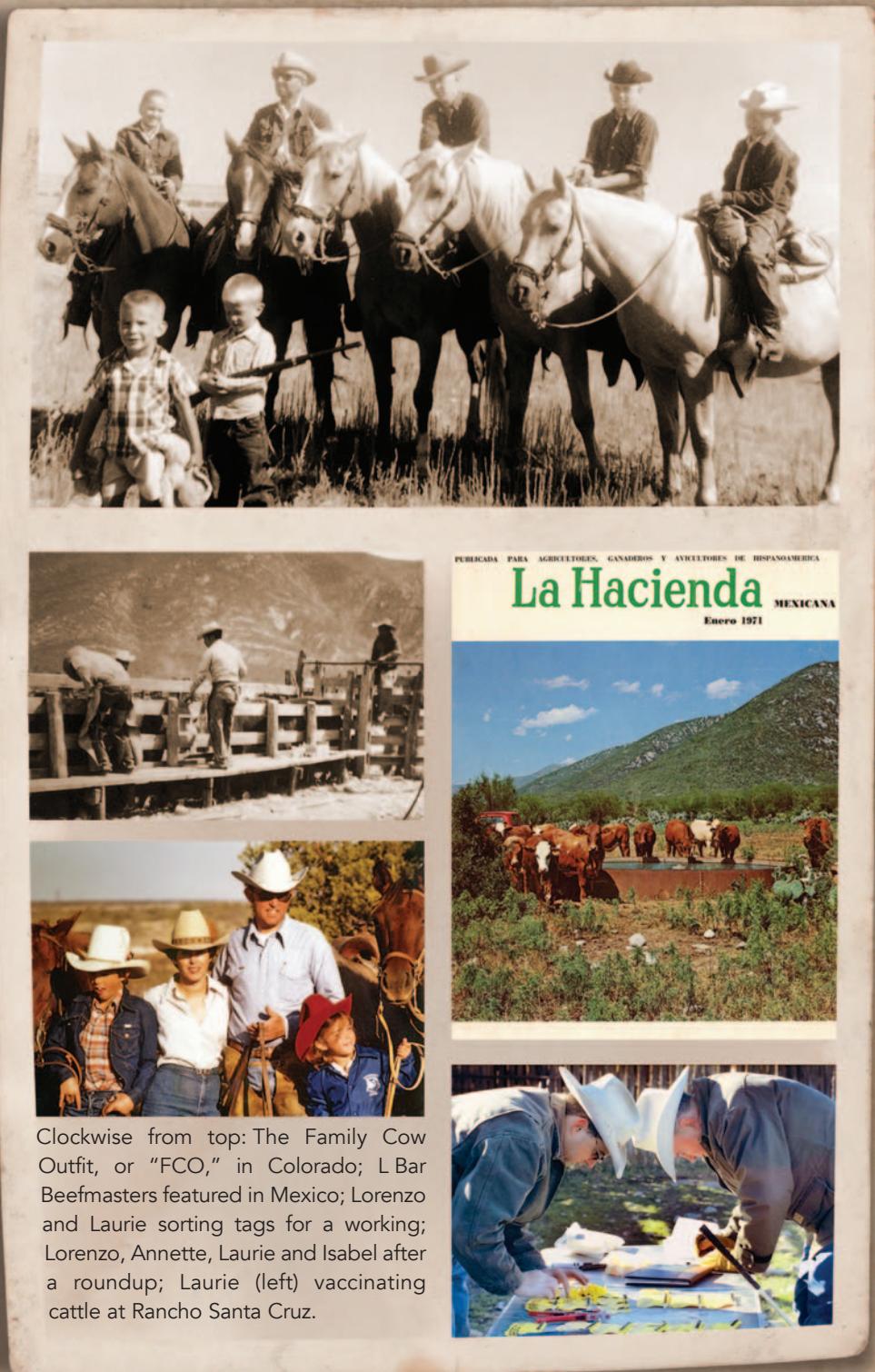
In 1966, with backing from investors in Midland, Texas, I bought the 31,500-acre Rancho Santa Cruz near Múzquiz, Coahuila, and we expanded our herd to 400 cows. When we decided to return home after 10 years, I sold the cattle to Guillermo Osuna and the ranch to Vidal Gonzalez, both neighboring ranchers.

Returning home to Texas

When we relocated back to Texas in the 1970s, I registered the brand in Irion County in West Texas.

Today, our children, Lorenzo and Isabel, are the fourth generation of Lasaters to raise cattle under our beloved brand. They have registered the L Bar brand in the nine counties in which they operate, ranging from Sutton County, south toward Mexico, to Titus County, northeast of Dallas.

I am proud of the fact that I was able to use the L Bar brand for 50 years in Mexico and Texas and be part of its storied, 130-year history.



Clockwise from top: The Family Cow Outfit, or "FCO," in Colorado; L Bar Beefmasters featured in Mexico; Lorenzo and Laurie sorting tags for a working; Lorenzo, Annette, Laurie and Isabel after a roundup; Laurie (left) vaccinating cattle at Rancho Santa Cruz.



Beauty in its simplicity

My grandfather Ed C. Lasater designed the L Bar brand, which is very attractive and has several important aspects: First, the brand is a single iron and will not botch the hide as it has no curves, circles, or tight angles. Second, if necessary, it can be applied by

simply using a "1" iron.

Ed branded the L Bar on the animal's left leg with the bar across the top of the legs, so it could be seen easily in pastures on a running animal.

I think the brand's beauty lies in its simplicity and practicality.

10 AM OCTOBER 1, 2022
PRODUCERS AUCTION
SAN ANGELO, TEXAS



120 BEEFMASTER BULLS
WATCH & BID ONLINE:
CATTLEINMOTION.COM

OUR FEATURED DONOR FEMALES

We have available high-octane embryos from our best donor females and semen sires. Contact Lorenzo at 844.BEEFBULL for pricing and available matings.



L BAR 2428

DNA #123015084091												Reg. # C1028255		
EPD	CE	BW	WW	YW	MILK	MCE	SC	STAY	AFC	RFI	REA	MARB		
2428	3.9	-4	28	51	13	4.1	0.4	5.7	.4	-42	.28	.15		



L BAR 6435

DNA #123015104867 PV												Reg. # C1079810		
EPD	CE	BW	WW	YW	MILK	MCE	SC	STAY	AFC	RFI	REA	MARB		
6435	3.8	-.3	37	63	14	3.3	1.0	4.7	-.4	.05	.83	.16		

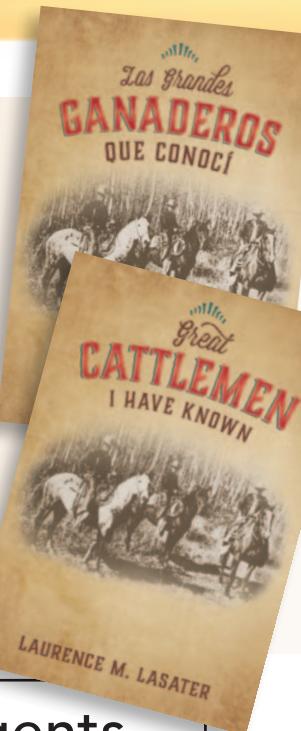
Owned by Randy Morgan, M5 Beefmasters



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

Coming in September

Laurie's fourth book, Great Cattlemen I Have Known, will soon be available in Spanish. The book chronicles the successes and hardships of 20 cattlemen who made a significant impact on our great industry—and Laurie herself. Visit our store to learn more: isabeefmasters.com/store



International agents of Isa Beefmaster genetics

See these 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