

# the isa informer

ISA BEEFMASTERS

SPRING 2023

*Performance Genetics from the Founding Family*

I am thrilled to share with you the results of two recent progeny studies that include Beefmasters and our L Bar genetics. Both of these projects, one taking place in Oklahoma and the other in Panama, confirm—in black and white—the superiority of Beefmaster cattle.



First, the Noble Research Institute in Oklahoma is conducting an ongoing study on replacement females, and the Beefmaster-sired steers from those cattle have silenced any critics of their feedlot performance. Learn more about their success to the right and on p. 2.

Second, IDIAP in Panama is researching breed efficiency in the grueling tropics, and boy did Beefmasters and our own L Bar En Fuego rise to that challenge! Read more about the outcome on p. 3.

For almost sixty years, we at Isa Beefmasters have been utilizing the Six Essentials, as outlined by my grandfather Tom Lasater, to improve our cattle and to move the genetic needle. Grandfather didn't accept the status quo, and neither do we!

It is so gratifying to have independent scientific data prove what we've known for years. Beefmasters are efficient, productive cattle, and I am glad to see them getting the recognition they deserve!

*Lorenzo Lasater*

## Looking to improve CARCASS QUALITY? LOOK NO FURTHER THAN L BAR EN FUEGO

The beef industry demands cattle  
that can provide quality grade,  
performance, efficiency and "the look."

**EN FUEGO GENETICS  
CHECK EVERY BOX!**

- ✓ Recent steer harvest graded 94% USDA Choice
- ✓ Top 1% in the breed for Marbling or IMF EPD
- ✓ 3 sons are Top 15 trait leaders for IMF
- ✓ Marbling is highly heritable at 45%

### L BAR EN FUEGO



Sire: L Bar 6165 Reg.# C988569 DNA# 549782APV Dam: L Bar 5456  
CE BW WW YW MILK MCE SC STAY AFC REA FAT MARB ST SM SFE  
4.6 -.5 29 46 2.5 5 1.4 -.1 2 .20 -.02 .44 \$85 \$18 \$5

Owned with Gene Haymon, Pine Tree Acres

## IMPROVE THE CARCASS QUALITY OF YOUR HERD IN ONE GENERATION

**Semen—\$40** (AI certificates \$40) **Embryos—\$400**



Beefmaster-cross steers that were part of a study at the Noble Research Institute in Oklahoma.

L Bar En Fuego is part of an ongoing crossbreed study at the Noble Research Institute. The Beefmaster-sired steers from En Fuego and CF Nueces were fed and recently harvested, with these outstanding results:

4.47# ADG	(industry average 3.65#)
0% Death Loss	(industry average 1.7%)
160 Days on Feed	(industry average 190)
62.6% Yield Grade	(industry average 62%)
94% USDA Choice	(industry average 75%)
3.86 kg Shear Force	(less than 4.6 kg is tender)

**PRIVATE TREATY BULLS AVAILABLE NOW**

**62<sup>ND</sup> BULL SALE—OCT. 7, 2023**

**BEEFMASTER GENETICS** *from the* **FOUNDING FAMILY**

Lorenzo Lasater  
San Angelo, Texas  
844.BEEFBULL  
www.isabeefmasters.com  
lorenzo@isabeefmasters.com



Scan to learn more





# Beefmasters grading 94% choice silences critics

By Lorenzo Lasater,  
President

Isa Beefmasters is pleased to report some exciting results in two separate research projects. The results are a testimony to the investment we have placed in pushing the genetic envelope and making L Bar Beefmaster genetics ever more useful to the beef cattle industry worldwide. I'll examine in this article the Noble Research Institute study in Ardmore, OK, which focuses on replacement females and carcass data.

When we talk to commercial cattlemen about using Beefmaster bulls in place of their current breed, they often raise two common concerns:

1. Will they color up the calves?
2. Will they grade?

As our customers know, Isa Beefmasters has been working on color-uniformity for most of my career. We have eliminated any kind of paints, brindles or other color patterns the commercial sector dislikes. About 5% of the bulls we sell annually might have a small amount of white on their belly or face, but that is the extent of it. If you breed L Bar bulls to solid black or red cows, you will get solid-colored calves.

As to the second question, the prevailing thought is the Brahman-influenced or *Bos Indicus*-influenced cattle will have low-quality grades. This issue is true in some breeds, and certainly true of some genetic lines within breeds. As we've heard it said: There is more quality variation within one breed than between quality cattle



This Beefmaster x Angus cross heifer is part of a study at the Noble Research Institute in Ardmore, OK.

of different breeds. Overall quality can vary significantly depending on the program and what the herdsman considers important.

At Isa Beefmasters, we believe the success of the commercial beef cattle producers who buy our bulls is important. We want them to provide calving ease, adaptability, growth, and heavy, healthy calves to the weaning pen. We want the feeder steers to gain fast, convert efficiently, be sickness free, and grade and yield well. We want the replacement females to be fertile, early maturing, easy-keeping, gentle, and have long productive lives raising big calves. To me, these things make beautiful and profitable cattle. The loyal customers who buy our bulls feel the same.

In order to answer the quality grade question more directly, we are in the process of feeding several groups of sire-identified calves in order to get the hard data. We have always had customers say, "My calves graded 75%," so we knew L Bar Beefmasters were not hurting the grade, but those numbers are anecdotal, not scientific.

In 2020, we began a collaboration

with Beefmaster Breeders United and the Noble Research Institute. They used two leading Beefmaster bulls (L Bar En Fuego, C988569, raised by Isa Beefmasters and owned by Gene Haymon; and CF Nueces, C1059662, raised by Collier Farms and owned by Jim Colvin). The sires were A.I.-bred to Noble's commercial Angus herd. Noble's initial intent was to develop and study the replacement females, which is still ongoing.

In 2022, BBU was able to buy, feed and harvest

the steers, with some truly fantastic results. As you can see in the chart on p. 1, the steers gained 4.47 pounds per day, finished in 160 days (30 days faster than projected), had 0% death loss, yielded 62.6% and graded 94% choice (industry average 75%). Additionally, West Texas A&M University conducted Warner Bratzler Shear Force (WBSF) tests, and the steers averaged 3.86kg. (Anything under 4.6kg is considered tender.) This phenomenal performance shows what can be achieved utilizing performance Beefmaster genetics in your cross-breeding program.

In summary, the fact that these steers graded 94% choice (against an industry average of 75%) clearly answers the "will they grade" question. But we have long maintained that there is more to profitability than just quality grade. These results show that true success lies in a combination of feedlot performance, health, grade and yield, and the critical, but hidden, trait of tenderness. These Beefmaster-sired steers absolutely rang the bell in every phase.

## IDIAP Study Results

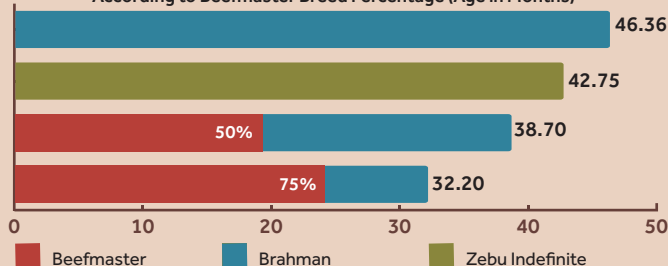
### Est. Averages by Breed

Breed	CI (days)	BW (lbs)	WW (lbs)
Angus	438.5	75.8	385
<b>Beefmaster</b>	<b>507.25</b>	<b>76.2</b>	<b>401</b>
Bos Indicus	540.80	70.8	379
Brahman	540.70	76.8	358
Charolais	520.50	79.5	410
Guaymi	525.42	61.1	374
Limousin	538.50	71.1	374
Nelore	591.42	61.1	430
Other Breeds	521.10	80.7	381
Red Angus	510.31	76.8	379
Romosinuano	638.45	78.1	388
Senepol	507.50	76.7	401
Simmental	504.70	78.1	414
Wagyu	451.10	68.5	339

CI: Calving Interval BW: Birthweight WW: Weaning Weight

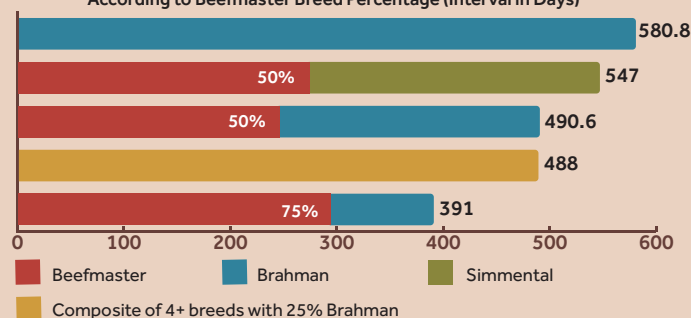
### Mean Age of First Calving

According to Beefmaster Breed Percentage (Age in Months)



### Mean Calving Intervals

According to Beefmaster Breed Percentage (Interval in Days)



### L Bar En Fuego Progeny Results

Compared to 9 Other Beefmaster Sires in Study

Bull	AFC	Rank	BW	Rank	WW	Rank	Milk	Rank	MWWT
En Fuego	-0.6515	1	7.343	9	3.660	1	-1.041	8	0.789
Bull C	-0.2882	2	5.343	7	2.630	3	0.296	5	1.611
Bull B	-0.1747	3	6.343	8	1.735	4	-1.151	9	-0.289
Bull H	-0.0820	4	3.343	5	1.540	6	-0.465	6	0.305
Bull A	0.0000	5	4.343	6	-0.398	7	-1.040	7	-1.240
Bull E	0.0149	6	1.343	3	-5.060	10	5.614	2	3.084
Bull F	0.0153	7	2.343	4	-1.023	8	1.922	4	1.411
Bull I	0.0621	8	-0.658	1	3.070	2	5.798	1	7.330
Bull D	0.0806	9	8.343	10	1.690	5	-1.900	10	-1.055
Bull G	1.7190	10	0.343	2	3.150	9	2.758	3	1.183

AFC: Age at First Calf MWWT: Maternal Weaning Weight

L Bar En Fuego ranks #1 in AFC and WW—two of the most critical factors for profitability in the tropics and elsewhere.

# Study finds Beefmasters thrive in tropics

By Roderick Gonzalez Murray, Ph.D., IDIAP\* Panama and Sergio Riveron Ponomarenko, Isa Beefmasters

The Beefmaster breed has proven through various studies to be the most efficient breed for beef cattle production in the many diverse ecosystems of the United States—from the arid desert to subtropical Florida, to the northern states with their harsh winters. But a new study in Panama shows Beefmasters achieving excellent results in the hot and humid tropics, one of the most difficult environments for cattle production.

The Institute of Agricultural Innovation of Panama of Panama (IDIAP), at its Gualaca Research Station located in the province of Chiriquí, carried out a research project between 2000 and 2022. Researchers studied the effect of crossbreeding 14 different beef breeds on IDIAP's herd of crossbred commercial cows. Scientists recorded 2,843 data points to evaluate the Age at First Calf (AFC), Calving Interval (CI), Birthweight (BW) and Weaning Weight (WW) performance.



A Beefmaster-cross cow at IDIAP in Panama

We are pleased to report the excellent results of Beefmaster production in the tropics, as well as the specific performance of Isa Beefmaster's herdsire L Bar En Fuego in this study (results outlined at left).

After analyzing the results, IDIAP researchers concluded that 50% crossbreeding of Beefmasters in commercial herds has a positive influence on the indices studied. They also found that as the percent of Beefmaster blood increases in the same commercial herds, reaching 75%, the improvement of all the indices is much higher.

This study is the first to evaluate the impact of Beefmaster genetics on beef cattle production in the tropics. The cattle clearly performed well in all the phases most relevant to profitability. These results demonstrate that the Lasater Philosophy, with its Six Essentials, is the best method to maximize economically important traits in any environment.

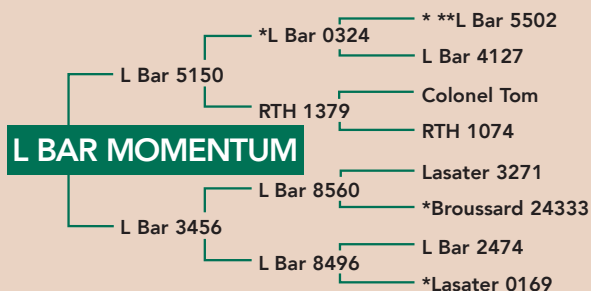
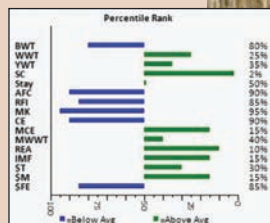
\*Institute of Agricultural Innovation of Panama



# PERFORMANCE BEEFMASTER GENETICS

Call for pricing—844.BEEFBULL

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 six categories.



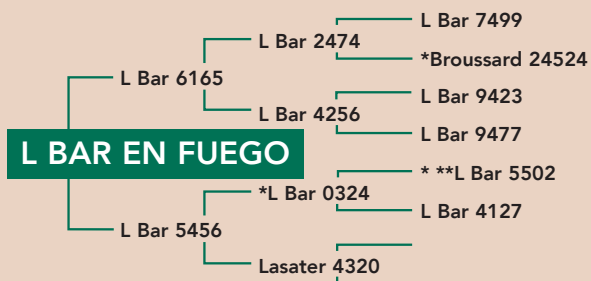
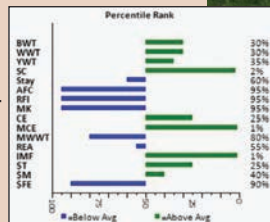
## L BAR MOMENTUM



DNA #123015084092 PV						Classified U1/2						Reg. # C1095158			
EPD	CE	BW	WW	YW	MILK	MCE	SC	STAY	AFC	RFI	REA	MARB	\$T	\$M	\$FE
Momentum1.7	0.8	32	45	7.0	3.7	1.4	-0.5	-0.1	0.17	0.69	0.18	\$82	\$25	\$7	

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 five 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, Stayability and IMF, En Fuego produces wonderful females. In fact, we've used several of his daughters as donors. He is straight-topped, perfectly muscled and clean underneath—he's got the look!



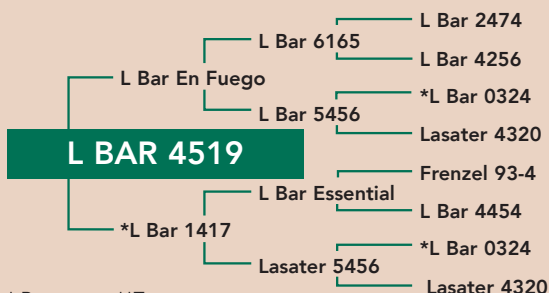
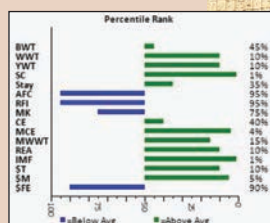
## L BAR EN FUEGO



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	-0.5	29	46	2.5		5.0	1.4	-1.0	2.0	0.37	0.20	0.44	\$85	\$18	\$5

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 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											Reg. # C1050589				
EPD	CE	BW	WW	YW	MILK	MCE	SC	STAY	AFC	RFI	REA	MARB	\$T	\$M	\$FE
4519	3.9	-0.1	41	61	8.5	4.3	1.5	0.8	2.2	0.41	0.75	0.46	\$112	\$31	\$6

Owned by Dalton Lowery

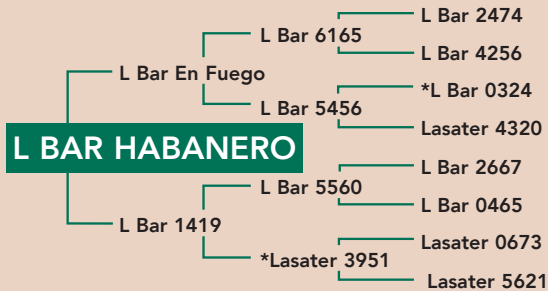
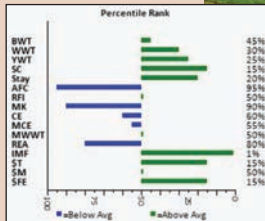
\* Pacesetter \*\*Typesetter



# PERFORMANCE BEEFMASTER GENETICS

Call for pricing—844.BEEFBULL

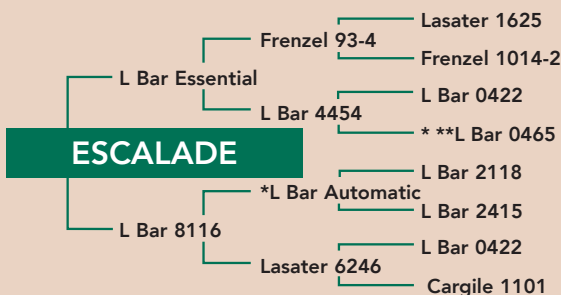
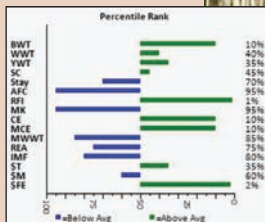
Put some heat in your program with L Bar Habanero. This polled En Fuego son has been a top performer in every phase of his development, including earning one of the highest scores in both grass gains and marbling (IMF) in the Isa Performance Test. L Bar Habanero has excellent EPDs—ranking in the top 20% of the breed in five EPDs—and a perfect disposition. In the Maternal, Terminal and Feed Efficiency Profit indices, you'll see Habanero provides a huge boost!



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	-0.1	28	52	7.4	3.0	0.8	2.0	0.8	0.02	-0.05	0.44	\$95	\$15	\$19	

Owned in partnership with Dwight Bertrand

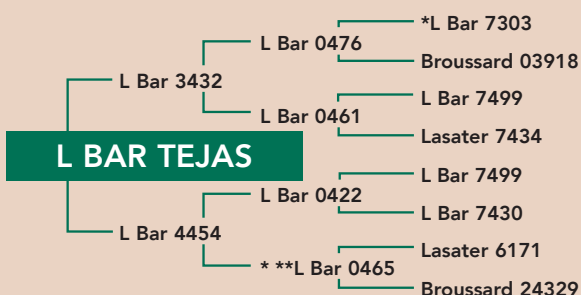
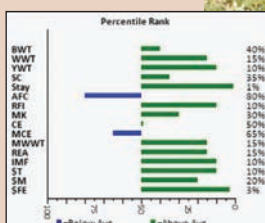
If you are looking to scale new heights in performance, Escalade (2401) is your bull. He is the son of the great L Bar Essential and out of an L Bar Automatic Pacesetter daughter. Our top calving-ease sire, Escalade is top 10% for Calving Ease, Birthweight and MCE EPDs, and his other EPDs are stellar,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



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	6.4	-1.8	26	45	3.1	4.0	0.4	-1.9	0.7	-0.51	0.0	-0.10	\$77	\$14	\$27

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.



DNA #3116087889 PV													Reg. # C1082471			
EPD	CE	BW	WW	YW	MILK	MCE	SC	STAY	AFC	RFI	REA	MARB	\$T	\$M	\$FE	
Tejas	3.5	-0.3	35	61	11	2.9	0.5	6.8	-0.3	-0.17	0.54	0.20	\$108	\$22	\$24	

Owned in partnership with Doyle Sanders

E.U.-Qualified

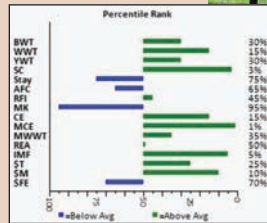


# BEEFMASTER DONOR FEMALES

Call for pricing—844.BEEFBULL

Featuring L Bar En Fuego, Escalade and L Bar Momentum plus top L Bar dams. See pairings on the next page.

This fantastic Pacesetter donor female brings calving ease, growth and carcass in a smooth, feminine package. L Bar 2409 is a daughter of En Fuego (featured in the two research articles in this newsletter) and brings in Lasater 9510 and L Bar 5502 on the bottom side. She is 15% or better in six EPDs, and top 1% for calving ease.



**L BAR 2409**

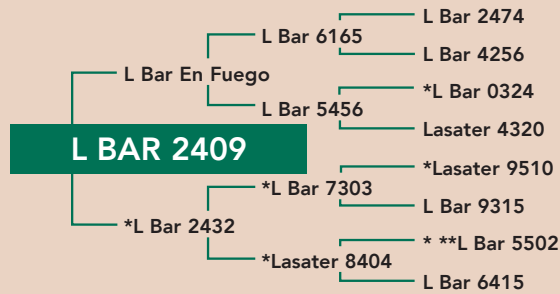


DNA #916318518 PV

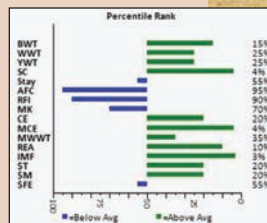
Reg. # C1028252

EPD	CE	BW	WW	YW	MILK	MCE	SC	STAY	AFC	RFI	REA	MARB	\$T	\$M	\$FE
2409	5.5	-0.5	36	48	5.8	5.0	1.3	-2.1	-0.5	0.01	0.27	0.27	\$87	\$29	\$10

Owned by Jon Lewis



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 herdsire 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 3404**



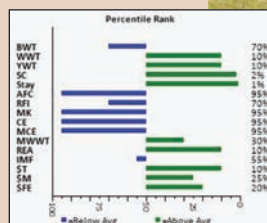
DNA #3116087835 PV

Reg. # C1038021

EPD	CE	BW	WW	YW	MILK	MCE	SC	STAY	AFC	RFI	REA	MARB	\$T	\$M	\$FE
3404	5.0	-1.2	30	50	8.8	4.3	1.2	-0.6	2.1	0.19	0.73	0.33	\$92	\$23	\$12



L Bar 5005 boasts Pacesetter / Typesetter awards in her pedigree, 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. She is 20% or better in seven EPDs.



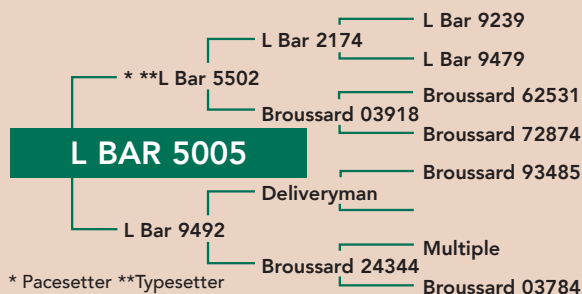
**L BAR 5005**



DNA #NE01036065 SV

Reg. # C1064409

EPD	CE	BW	WW	YW	MILK	MCE	SC	STAY	AFC	RFI	REA	MARB	\$T	\$M	\$FE
5005	1.4	0.6	40	63	4.3	2.4	1.4	6.3	1.5	0.08	0.69	-0.01	\$110	\$22	\$17



\* Pacesetter \*\*Typesetter

# New program generates hassle-free E/T calves



A recipient cow with an L Bar Automatic x L Bar 3404 calf.



For more info, please scan the QR code or call 844.BEEFBULL.

Do you ever wish you could get Embryo Transfer calves without all the hassle of recipient cows, embryo storage, high cost and poor breed-ups? We are pleased to announce an exciting new program for recipients pregnant with the L Bar mating of your choice for only \$2750 each!

- Buyer can select from many excellent L Bar matings. A few examples are listed below.
- Recipient will be a quality middle-age commercial female confirmed 90-days pregnant at pick up.
- You pick the 60-day calving window.
- Recip cows is yours to keep or salvage post-weaning.
- Pick up will be at Champion Genetics in Canton, TX. Delivery is also available.
- Deposit of \$500 (non-refundable). Balance of \$2250 due at pick up.

## Available E/T Matings

SIRE	CERTIFICATE	DAM	CERTIFICATE
L Bar Automatic	C914725	L Bar 3404	C1038021
L Bar Automatic	C914725	L Bar 6411	C1079334
L Bar En Fuego	C988569	L Bar 2400	C1028238
L Bar En Fuego	C988569	L Bar 5005	C1064409
L Bar Escalade	C1028230	L Bar 2409	C1028252
L Bar Escalade	C1028230	L Bar 3404	C1038021
L Bar Escalade	C1028230	L Bar 3454	C1038035
L Bar Escalade	C1028230	L Bar 5005	C1064409
L Bar Escalade	C1028230	L Bar 6411	C1079334
L Bar Escalade	C1028230	L Bar 7101	C1086256
L Bar Habanero	C1038019	L Bar 2400	C1028238
L Bar Habanero	C1038019	L Bar 5005	C1064409
L Bar Habanero	C1038019	L Bar 7101	C1086256
L Bar 4519	C1050589	L Bar 2400	C1028238
L Bar 4519	C1050589	L Bar 5005	C1064409
L Bar 4519	C1050589	L Bar 6003	C1071817
L Bar 4519	C1050589	L Bar 6411	C1079334
L Bar 4519	C1050589	L Bar 7101	C1086256
L Bar Momentum	C1095158	L Bar 2409	C1028252
L Bar Momentum	C1095158	L Bar 3454	C1038035
L Bar Momentum	C1095158	L Bar 6003	C1071817
L Bar Momentum	C1095158	L Bar 7101	C1086256
L Bar Tejas	C1082471	L Bar 2400	C1028238
L Bar Tejas	C1082471	L Bar 2409	C1028252
L Bar Tejas	C1082471	L Bar 5005	C1064409
L Bar Tejas	C1082471	L Bar 6003	C1071817



## WHY BUY ISA?

**CATTLE DEVELOPED  
FOR GRASS-BASED PRODUCERS**

**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)**



10 AM OCTOBER 7, 2023  
PRODUCERS AUCTION  
SAN ANGELO, TEXAS



120 BEEFMASTER BULLS  
WATCH & BID ONLINE:  
CATTLEINMOTION.COM



## Cattle for Sale

13 Fall-bred Females

12 Open Yearling Heifers

For more info, please contact  
Lorenzo at 844.BEEFBULL.



Lorenzo Lasater  
3419 Knickerbocker Road  
San Angelo, TX 76904  
844.BEEFBULL  
[www.isabeefmasters.com](http://www.isabeefmasters.com)

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