

the isa informer

ISA BEEFMASTERS

62nd Bull Sale Edition

FALL 2023

Promoting Beefmasters Worldwide since 1964

You are cordially invited to our 62nd Beefmaster bull sale!

It was 86 years ago this year that Tom Lasater closed his herd outside genetics, marking the birth of Beefmasters. We have made continual progress over those 86 years and across several 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.



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.

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.

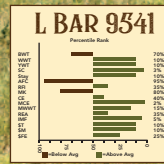
Continued on back cover

LEGACY & LONGEVITY

* L BAR * SINCE 1892 *

For 131 years, our family has been striving to perfect the Beefmaster breed

Collecting this fall!



110 BEEFMASTER BULLS

TOUGH, ATHLETIC & READY

TRICH & FERTILITY-TESTED

BREED-LEADING EPDS

DNA PARENT VERIFIED

GAIN & CARCASS DATA

FREE DELIVERY AVAILABLE

Owned by Robert Scott, Genesis Beefmasters

Sire: L Bar 6105 Reg. #: C1122609 Dam: L Bar 6411
 CE BW WW YW MILK MCE SC STAY AFC RFI REA FAT \$T \$M \$FE
 3.9 0.7 44 67 7.9 4.7 1.4 3.2 0.5 -0.02 0.37 -0.02 \$119 \$29 \$19

ISA BEEFMASTERS 62ND BULL SALE

Beefmasters' Largest One-Brand Bull Sale



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

WATCH AND BID AT: CATTLEINMOTION.COM

Sale Headquarters: Springhill Suites San Angelo 325.949.6900

Lorenzo Lasater
 844.BEEFBULL
 www.isabeefmasters.com
 lorenzo@isabeefmasters.com



LEGACY & LONGEVITY

★ L BAR ★ SINCE 1892 ★

Building on our family's Beefmaster legacy

By Isabel Lasater Hernandez,
Vice President

A 1994 article in *The Cattleman* magazine called our dad, Laurie, “the Conservative Keeper of the Flame.” An interesting premise at the time, the term has gained even more significance in the ensuing 30 years as our family has worked tirelessly to expand upon the legacy of our predecessors.

120 YEARS AGO

In the late 1800s, our great-grandfather Ed C. Lasater began amassing land and cattle in the rugged brush country of South Texas. He helped establish Brooks County and the town of Falfurrias and was one of the first cattlemen in Texas to use *Bos Indicus* cattle. Eventually he owned 380,000 acres of ranchland, approximately 20,000 registered Hereford

cattle and at one point the largest herd of Jersey cattle in the world.

In addition to ranching, he served as president of TSCRA in 1911–1912 and frequently traveled to Washington, DC, to lobby for the beef industry.

Sadly, much of Ed’s business was lost when he died in 1930 and the ranch suffered during the Great Depression.

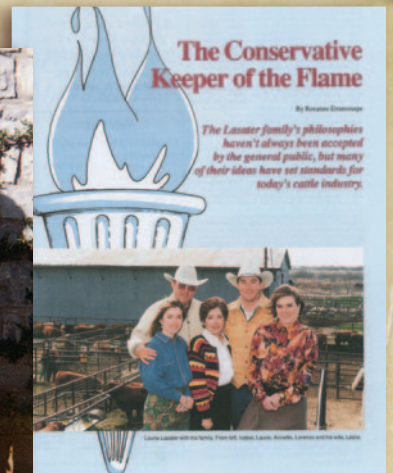
90 YEARS AGO

After Ed Lasater’s death, our grandfather Tom Lasater withdrew from Princeton University in 1931 and returned home to the Lasater Ranch in Texas to begin picking up the pieces of the family business.

In 1932, Tom initiated his cross-breeding program that would eventually lead to Beefmasters: He crossed his father’s Brahman herd with the Hereford herd, as well as with Shorthorn cattle Tom had purchased.

He then crossed those two F1 herds and quickly discovered that the three-way Brahman/Hereford/Shorthorn composite outperformed the two-way crosses. Tom closed his herd to outside genetics in 1937 and christened his breed of efficient cattle *Beefmasters*.

A 1956 article in *The Farm Quarterly* called Tom a “straight-talking, controversial figure in cattle circles with a bagful of off-beat ideas that leave the conventional cattle breeder in a state of shock.” I’d like to think Granddad would have laughed when he read that description. We in the Beefmaster breed know that regardless of public opinion, Tom unapologetically stuck to his (then) unorthodox ideas: ruthless culling, competitive multi-sire breeding, defined breeding seasons, performance testing, weighing calves and, of course, his cornerstone principles, the *Six Essentials*.



From left: Ed C. Lasater, pictured here in 1904, settled in Texas in the late 1800s; Tom Lasater working cattle in South Texas, c. 1940; Tom explains his cattle-raising philosophy to visitors at

the Lasater Ranch in Matheson; Laurie, Annette, Lorenzo and Isabel in 1971 at Rancho Santa Cruz in Mexico; a 1994 profile on Laurie in *The Cattleman* magazine.



From left: Beau and Watt, pictured here at a bull working in 2014, grew up working on the ranch every summer; the family gathered near Mertzon, Texas, in 2018; Sabella, Ben and Luke

help on the ranch during their summer visits to West Texas; Beau and Lorenzo accepting the Performance Breeder of the Year award at the BBU Convention last fall.

60 YEARS AGO

While Tom forged a new path in his quest for highly efficient cattle, his oldest son, Laurie, blazed new trails in expanding Beefmasters' reach. Nearly 60 years ago, our parents, Laurie and Annette, began their Beefmaster career in Mexico with a wedding gift of 35 Beefmaster cows and two bulls from the Foundation herd. Laurie's dream was to carve out his own niche and establish a market for purebred Beefmaster cattle in Mexico. Today Beefmasters have the highest number of registrations of any beef breed in that country.

In addition to opening new markets, Laurie wrote *The Lasater Philosophy of Cattle Raising* in 1971. He started writing during a drought when he needed a distraction to occupy his mind. The book, which explains the family's cattle-raising ideas, still sells 50 years later, and in the book's preface Laurie calls it the "great accomplishment of my career."

30 YEARS AGO

Thirty years ago our family experienced a banner year of celebration and change. In May 1993

we gathered for two graduations and one wedding: I graduated from Vanderbilt University, the next week Lorenzo graduated from TCU Ranch Management School, and a week later he and Leslie married. It was certainly a whirlwind month!

With our newly minted degrees, Lorenzo and I both assumed new roles in the company: I took over the advertising for Mom, and Lorenzo, full of new ideas from Ranch Management, joined as the Vice President of Operations.

During his 30 years, Lorenzo's role has evolved with his goal of expanding the Beefmaster footprint worldwide. He has traveled to six continents and 15 countries to promote Beefmasters and educate cattlemen around the world. Today, there are L Bar Beefmaster genetics in at least 25 countries.

Tom Lasater remained laser-focused on innovation and improvement throughout his career, and his generation did the tough work of creating and refining Beefmasters into the high-performing animals they are today. Building on those successes, Lorenzo has worked to increase our herd's uniformity. For the past 20

years, he has streamlined our herd by eliminating the off colors frowned upon by the beef industry and ensuring our customers' feeder cattle will grade well, all within the demanding focus of the *Six Essentials*.

Of all his initiatives, Lorenzo is most excited about seeing the Beefmaster breed expand and gain respect worldwide.

TODAY

Exactly 30 years after Lorenzo and I started at Isa Beefmasters, we are excited to announce another milestone for the company: Lorenzo's son, Beau, has joined the operation, taking the reins for the fifth generation.

After graduating from TCU, Beau worked at American Airlines and Aldi Grocery Stores, gaining invaluable and diverse corporate experience. He then decided he was ready to return to his childhood roots. The sixth generation is also on the ground in Beau's and Paige's children, Jaxon and Ellie.

While we are proud of our family's 131-year *Legacy and Longevity*, we are most excited to look to the future with the next generation in place.

Meet the Isa crew



Lorenzo Lasater

President

844.BEEFBULL

lorenzo@isabeefmasters.com



**Isabel Lasater
Hernandez**

Vice President

isabel@isabeefmasters.com



Beau Lasater

**Vice President –
Operations**

beau@isabeefmasters.com



Todd Bannert

Ranch Foreman

todd@isabeefmasters.com



Sergio Riveron

Latin America Sales

sergioriveron@isabeefmasters.com



Nestor Ibarra

Mexico Sales

nestor@isabeefmasters.com

FROM THE ARCHIVES

Ruthless culling advocated by beef breeder

Cows don't get second chance

Editor's note: This article originally appeared in the Feb. 1, 1967, edition of the Lethbridge Herald in Alberta, Canada.

By Ron Watmough, Agriculture Editor

Tom Lasater, founder of the Beefmaster breed of cattle from Matheson, Colorado, stunned 700 delegates at the Western Stock Growers Association convention in Lethbridge Thursday, as he revealed his system of building top cattle.

His proven practices built on "ruthless culling" of all cows that haven't got it, made anything less seem almost a waste of time. He said you can't afford to give a cow a second chance. If a cow fails to wean a good calf just once, she can never catch up and prove out in the final economic analysis which is "total pounds of calves weaned, divided by the total life of the cow."

Mr. Lasater's talk marked him as an entertaining speaker but it was the crisp statements of his proven practices that were like cannon balls, potting holes in many pet theories and systems still used by many cattlemen today.

For instance, he said keeping track of cows need not involve a file case full of papers. "All we have on our cows is a year brand. We know if the cow isn't good, she won't be there at all!"

"We put everything into service too on Nov. 15 each year," he said, "and have a short breeding season. Of course, there are drop-outs but it's all part of the culling process."

"We don't hamper nature," he said, "We don't worry about putting too much strain on nature by trying to get a bigger calf and heavier weaning weight." The Beefmaster way is to set a "target weight." This is the weight at the



DYNAMIC CATTLEMAN — Tom Lasater, centre, founder of the Beefmaster breed of cattle, from Colorado drives home another point to an interested group at the 71st annual Western Stock Growers' Association meeting in Lethbridge. Mr. Lasater was covered by several groups following a hard punching, informative talk Tuesday. Left to right, Rick Copithorne, Cochrane; Leo Doenz, Warner; Hans Ulrich, Claresholm; Sid Lore, Edmonton; Mr. Lasater; R. H. Bennett, Fincher Creek (top right) and Ed Newton of Del Bonita (seated right). —Photo by Orville Brunelle

youngest age an animal could be sold. For instance, a calf target weight at weaning would be about 400 pounds. "We don't care if the calf is small at birth," he said, "as long as it makes the target weight on time." He mentioned the Brahma breed of India where nature had built in this feature. Brahma calves are born very small but put on weight very quickly.

Mr. Lasater has been working on the Beefmaster system for 36 years. ... He stressed the ultimate goal of all cattle raising is to put good meat beef before the housewife. "And," he said, "if you the housewife is interested in anything about your cows, think again! She is only concerned with tenderness, flavor and price."

...

When asked about selection according to different characteristics, he named six: disposition, fertility, weight, conformation, hardiness and milk production. He stressed that five of the six aren't good enough. A cow with five of these but with a poor disposition is valueless," he said, "so is one with five qualities but with poor conformation. You get the idea!"

BEEFMASTER EMBRYOS

FALL SPECIAL—\$275 EA.

10 or more – Any combination of matings

We offer frozen embryos from a number of performance-packed Beefmaster pairings. Our embryos feature some of our best herdsires, including L Bar 4519, L Bar En Fuego and L Bar Momentum, paired with top L Bar dams.

All Isa frozen genetics are collected at CSS-certified collection centers, frozen to the very highest standards and eligible for export to the majority of countries worldwide.

To find out more information or to order, please call (844) BEEFBULL.



Above: L Bar 3454. Right from top: L Bar 2409, L Bar 5005 and a recip cow with an L Bar Automatic x L Bar 3404 calf.



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)

Available Matings

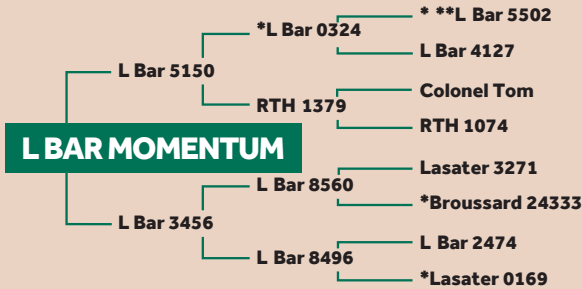
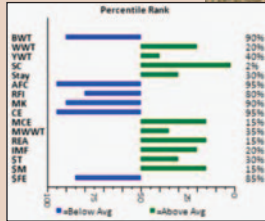
SIRE	CERTIFICATE	DAM	CERTIFICATE
L Bar En Fuego	C988569	L Bar 2400	C1028238
L Bar Habanero	C1038019	L Bar 2400	C1028238
L Bar 4519	C1050589	L Bar 2400	C1028238
L Bar Tejas	C1082471	L Bar 2400	C1028238
L Bar Escalade	C1028230	L Bar 2409	C1028252
L Bar Momentum	C1095158	L Bar 2409	C1028252
L Bar Tejas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

PERFORMANCE BEEFMASTER GENETICS

Call for pricing

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

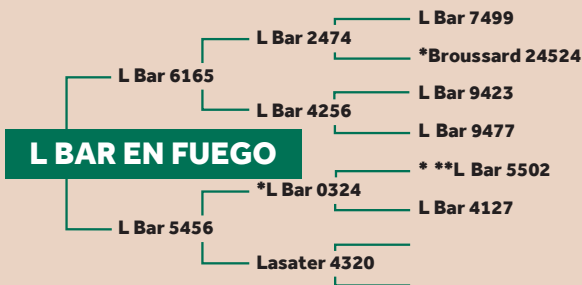
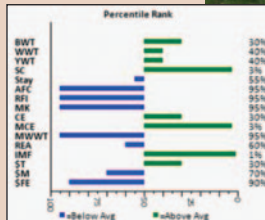
Blending the great L Bar 5502 line with Lasater and Rancho Tres Hijos genetics, L Bar Momentum provides the perfect complementary cross for En Fuego genetics. He really rang the bell in our 2019 Performance Test and Sale: He was the second highest-selling bull overall, gained an amazing five pounds per 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 20% of the breed in six categories.



EPD	CE	BW	WW	YW	MILK	MCE	SC	STAY	AFC	RFI	REA	MARB	\$T	\$M	\$FE
Momentum 1.2	1.5	36	51	6.9	4.0	1.5	1.1	0.8	0.12	0.57	0.13	\$91	\$27	\$9	

DNA #123015084092 PV Classified U1/2 Reg. # C1095158
Owned by Jon Lewis

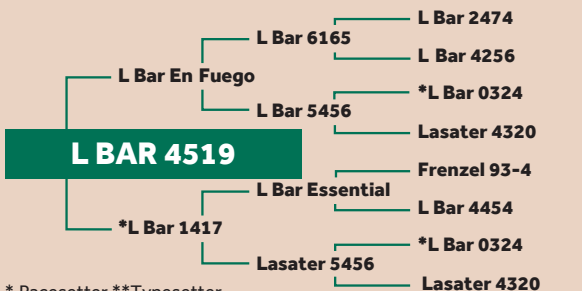
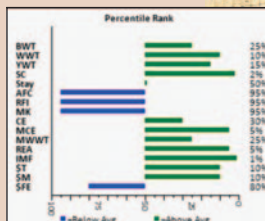
One of our best herd sires to come through in many years! L Bar En Fuego sired the high-selling bull in the Isa Bull Sale for four years, including L Bar 4519 and L Bar Habanero. En Fuego is polled and has the ideal conformation, with a U 1/1 classification. A breed trait leader for SC, MCE and IMF,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



EPD	CE	BW	WW	YW	MILK	MCE	SC	STAY	AFC	RFI	REA	MARB	\$T	\$M	\$FE
EnFuego	4.4	-0.4	30	49	-1.5	4.5	1.4	-0.8	2.0	0.34	0.17	0.44	\$91	\$13	\$8

DNA #549728A PV Classified U1/1 Reg. # C988569
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 25% of the breed in 10 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!



EPD	CE	BW	WW	YW	MILK	MCE	SC	STAY	AFC	RFI	REA	MARB	\$T	\$M	\$FE
4519	4.4	-0.5	43	65	6.4	4.3	1.5	-0.5	1.9	0.33	0.78	0.46	\$119	\$29	\$10

DNA #9161327045 PV Reg. # C1050589
Owned by Dalton Lowery

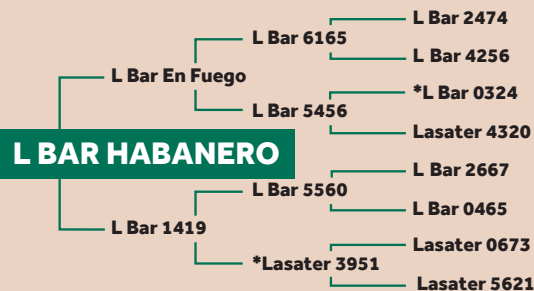
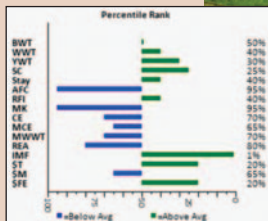
* Pacesetter **Typesetter

PERFORMANCE BEEFMASTER GENETICS

Call for pricing

See website for additional sires available. Quantity limited on some sires. All 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, including being a Marbling trait leader, 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

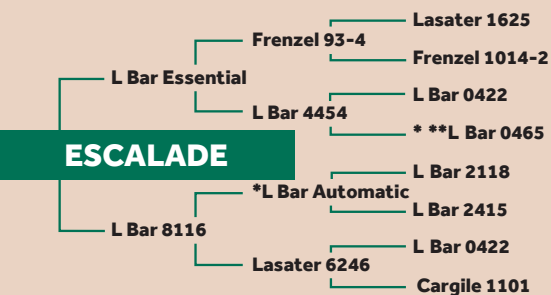
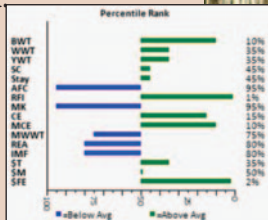
Classified U1/1

Reg. # C1038019

EPD	CE	BW	WW	YW	MILK	MCE	SC	STAY	AFC	RFI	REA	MARB	\$T	\$M	\$FE
Habanero	2.9	0.2	30	54	4.7	2.9	0.8	0.1	0.7	0.0	-0.01	0.44	\$100	\$13	\$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 both Maternal Calving Ease and 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

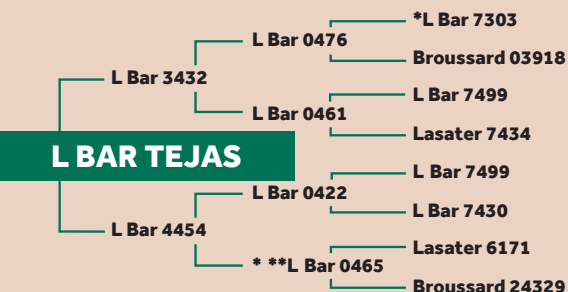
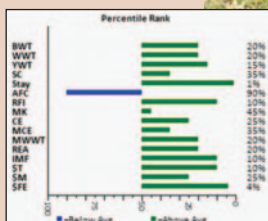
Classified U1/2

Reg. # C1028230

EPD	CE	BW	WW	YW	MILK	MCE	SC	STAY	AFC	RFI	REA	MARB	\$T	\$M	\$FE
Escalade	5.7	-1.6	31	51	3.7	4.0	0.5	-0.2	1.0	-0.5	0.0	-0.09	\$88	\$17	\$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

Reg. # C1082471

EPD	CE	BW	WW	YW	MILK	MCE	SC	STAY	AFC	RFI	REA	MARB	\$T	\$M	\$FE
Tejas	4.7	-0.7	37	64	9.7	3.4	0.7	7.0	0.0	-0.17	0.53	0.20	\$113	\$23	\$25

Owned in partnership with Doyle Sanders

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



110 BEEFMASTER BULLS
WATCH & BID ONLINE:
CATTLEINMOTION.COM

Welcome!

Continued from front

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

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 7th!

—Lorenzo Lasater



I get asked a lot of good questions along the way, and I thought I might share a great one.

Q: What does it take to be successful in the seedstock business? What would you tell someone just starting out?

A: A loaded question! Have a clear vision for your herd and invest in quality genetics that will get you there. Have a defined breeding season. Consistency is key. Be willing to do the hard work; weigh, measure, and A.I. Cull ruthlessly.

If you have a question—fire at me!
Email: lorenzo@isabeefmasters.com



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 spread the word about Beefmasters' profitability. To learn more, visit: www.powersourcebulls.com

International agents of Isa Beefmaster genetics

See these partners for inventory in-country:

Australia



Sally North
sally@rockyrepro.com.au

Central America



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