

PERFORMANCE BEEFMASTER GENETICS

from the Founding Family



BEEFMASTERS—BRED FOR PROFIT

The first American composite breed (a combination of three or more breeds), Beefmasters were developed by Tom Lasater beginning in 1931 in South Texas. In 1954, the USDA officially recognized the Beefmaster breed, and today

Beefmaster Breeders United ranks among the largest breed registries in the U.S., with active associations in many countries worldwide.

Beefmasters are made up of roughly one-half *Bos Taurus* (Hereford and Shorthorn) and one-half *Bos Indicus* (Nelore from Brazil,

Gir and Guzerat from India). Tom Lasater closed his herd in 1937, and no outside genetics have been introduced into the Foundation Herd since that time. Nearly 90 years of intense selection for economically important traits have created a homozygous beef breed with the explosive growth potential of a hybrid.



THE BEEFMASTER PHILOSOPHY

What most differentiates Beefmaster cattle from other breeds is the *Six Essentials*, the breed's founding selection principles: Disposition, Fertility, Weight, Conformation, Hardiness and Milk Production. In the beginning, Lasater made the difficult decision to select only for these six economic traits. Because of this systematic pursuit of the best possible genetics, Beefmasters today are known as "The Profit Breed."

THE BEEFMASTER ADVANTAGE

This revolutionary approach to selecting cattle gave rise to a breed that is unique in many ways. Recognized as a "Dual Purpose" breed, Beefmasters blend strong maternal traits with outstanding growth and carcass abilities. The females make excellent mothers, raising a heavy calf each year, and the bulls are aggressive breeders. The cattle are also heat, drought and insect-resistant. An intelligent, gentle breed, Beefmasters truly are a pleasure to work with.



HIGH-PERFORMANCE BULLS & FEMALES

BULLS

Every October Isa Beefmasters hosts one of the largest production bull sales in the Beefmaster breed. The sale is held the first Saturday each October, and it features approximately 125 performance-tested Beefmaster bulls. These bulls represent the absolute top of our weaned calves, and not a single bull has been topped. You can buy the very best bulls we produce. Buyers from across the U.S., Mexico and Latin America attend this truly international event.

Principles developed by Tom Lasater beginning in the early 1930s guide our unique peer-group performance test. We adhere strictly to the *Six Essentials*—Disposition, Fertility, Weight, Conformation, Milk Production and Hardiness—and only the extreme best are sold.

At weaning, the bulls are brought together and spend the first eight months of the Isa Performance Test on native pasture, growing frame and developing the athleticism so critical to their performance in difficult environments.

We then finish with a 50-day Gain Test on a low-energy ration, which is scientifically designed to show genetic differences in gainability without getting them too fat. Our customers from all parts of the world will tell you these bulls hold up when you get them home.

We provide a complete suite of data in the sale catalog, including all individual performance and performance EPDs, gain results on both grass and feed, as well as a complete carcass sonogram data. Finally, our unique selection index, \$Isa, allows buyers to assemble all this data into a single, precise index for balance.



FEMALES

The L Bar Beefmaster herd is unique in many ways. The cattle run on native pastures in a harsh, semi-desert environment in West Texas. They stay on a strict 60-day breeding season, beginning at 13 months. Any female not raising a quality calf each year is removed.

The cattle are line-bred, with all herd bulls chosen from the Isa Performance Test, the Foundation Herd or other herds closely associated with foundation genetics. We use multiple-sire herds to select for libido, and we DNA every calf to evaluate sire production.

Isa Beefmasters enjoys exceptional demand for our L Bar females, and we sell select females private-treaty each year, typically as bred females or open heifers.





L BAR EN FUEGO

CARCASS GRADING OF BEEFMASTERS MAKES THE CUT

When talking to commercial cattlemen about using Beefmaster bulls in place of their current breed, they often ask about how well they will grade.

We at Isa Beefmasters believe the success of the commercial cattlemen who buy our bulls is paramount to our own success. We expect our bulls 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 anticipate the replacement females will be fertile, early maturing, easy-keeping, gentle and have long productive lives raising big calves. These are the qualities that make beautiful and profitable cattle.

In order to quantify more precisely the grading of L Bar Beefmasters progeny, we have collaborated with Beefmaster Breeders United in a recent study at the Noble Research Institute in Ardmore, Oklahoma. Researchers A.I.-bred L Bar En Fuego (C988569) and another leading Beefmaster sire to Noble's commercial Angus herd.

Noble's initial intent was to develop and study the replacement females, which is ongoing. In addition, BBU was able to buy, feed and harvest the first steers in 2022, and the results were outstanding. (See lower left chart.)

The fact that these steers graded 94% choice (against an industry average of 75%) clearly answers the "will they grade" question. But there is more to profitability than just quality grade. These results prove 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.

LOOKING TO IMPROVE CARCASS QUALITY?

LOOK NO FURTHER THAN 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 breed for Marbling or IMF EPD
- ✓ 3 sons are Top 15 trait leaders for IMF
- ✓ Marbling is highly heritable at 45%

YOU CAN IMPROVE YOUR HERD'S CARCASS QUALITY IN ONE GENERATION

BEEFMASTER-SIRED STEERS 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)

—Noble Research Institute crossbreed study including Beefmaster sires L Bar En Fuego and CF Nueces



WHY BEEFMASTERS?

ON THE RANCH:

- Low-maintenance females
- Gentle, responsive handling
- Excellent mother cows
- Heat, disease and insect resistance
- Longevity
- Outstanding replacement heifers

IN THE BEEF CHAIN:

- High-growth yearlings
- Low death loss
- Incredible feed conversion
- Long-feed efficiency
- Grade and yield



L BAR MOMENTUM

THE SIX ESSENTIALS

Beefmasters are completely unique in that they are the only beef breed with a guiding production philosophy. These principles, called the *Six Essentials*, give us a road map by which to maximize production efficiency and improve our cattle. What are these six critical criteria?

DISPOSITION—Gentle cattle are cheaper to manage, sell better, breed better, feed better and calve easier. Cull any animal displaying problematic behavior and their offspring because this trait is highly heritable. As a result the herd will be gentle, intelligent and responsive.

FERTILITY—This is the first among equals and the cornerstone of the philosophy. Cows that do not have a calf every single year are not economically viable. The simple way to select for fertility is to have a defined breeding season.

WEIGHT—Of obvious importance—ranchers sell pounds. Weight is another highly heritable trait. We select for cattle that produce optimum (not necessarily maximum) weight with minimum input.

CONFORMATION—This refers to the visual appraisal of a live animal with regard to carcass merit. We select for long, trim, well-muscled bulls, and smooth, feminine cows that meet industry demands.

HARDINESS—It is critical for cattle to be able to thrive under tough conditions. Beefmasters excel in calf livability, low death loss, low maintenance costs and resistance to disease and parasites.

MILK PRODUCTION—Next to genetics, milk production is the single most important factor in weight. When asked to describe the perfect cow, Tom Lasater said, “She’ll look like a cow that gives a hell of a lot of milk.”



READING FOR RANCHING

An all-time best-seller from Texas Western Press,



The Lasater Philosophy of Cattle Raising is considered one of the preeminent books about cattle selection and livestock enterprise management. Styles come and go, but Tom Lasater’s concepts endure, and this book sheds light on his trailblazing concepts that have withstood the test of time.

In addition to this perennial seller, we feature many other titles, both in print and ebook formats, as well as unique gift items to display your Beefmaster pride. Visit isabeefmasters.com/store to see them all.



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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.

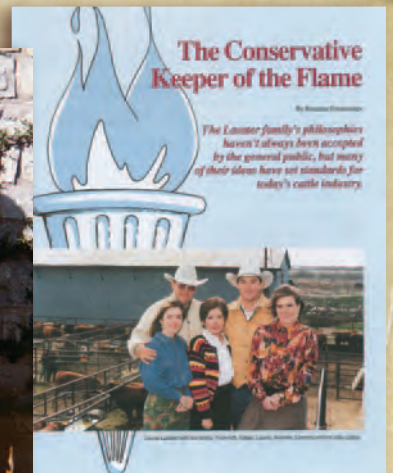
90 YEARS AGO

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



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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 Capithorne, Cochrane; Leo Doenz, Warner; Hans Ulrich, Claresholm; Sid Love, 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

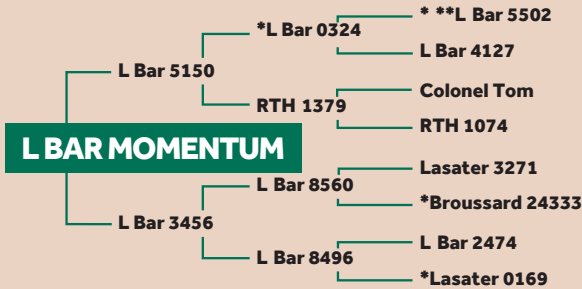
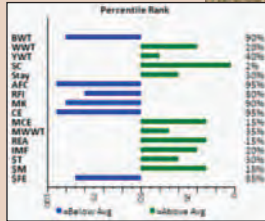
SIRE	CERTIFICATE	DAM	CERTIFICATE
L Bar En Fuego	C988569	L Bar 2400	C1028238
L Bar Habanero	C1038019	L Bar 2400	C1028238
L Bar 4519	C1050589	L Bar 2400	C1028238
L Bar Tejas	C1082471	L Bar 2400	C1028238
L Bar Escalade	C1028230	L Bar 2409	C1028252
L Bar Momentum	C1095158	L Bar 2409	C1028252
L Bar Tejas	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.

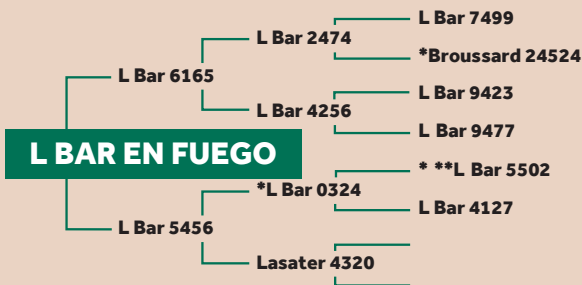
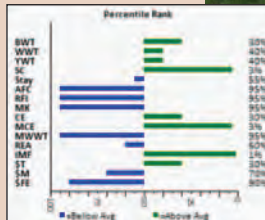
Blending the great L Bar 5502 line with Lasater and Rancho Tres Hijos genetics, L Bar Momentum provides the perfect complementary cross for En Fuego genetics. He really rang the bell in our 2019 Performance Test and Sale: He was the second highest-selling bull overall, gained an amazing five pounds per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

Owned by Jon Lewis

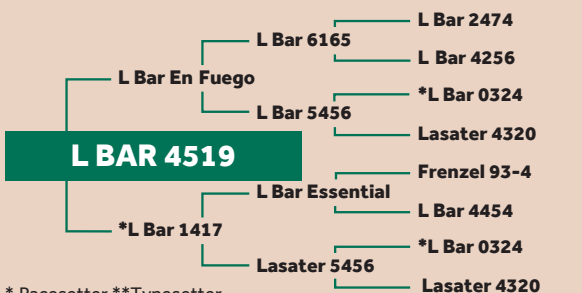
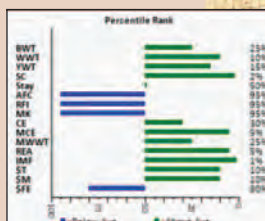
One of our best herd sires to come through in many years! L Bar En Fuego sired the high-selling bull in the Isa Bull Sale for four years, including L Bar 4519 and L Bar Habanero. En Fuego is polled and has the ideal conformation, with a U 1/1 classification. A breed trait leader for SC, MCE and IMF,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

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

Owned by Dalton Lowery

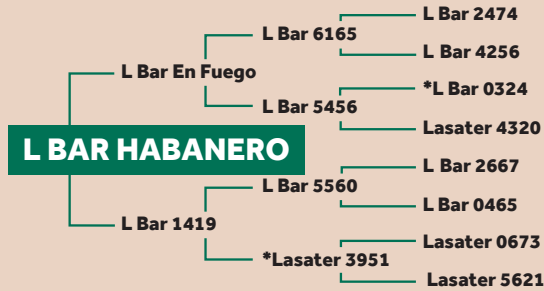
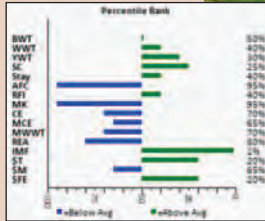
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Call for pricing

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

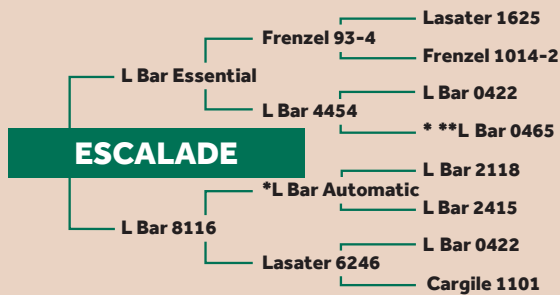
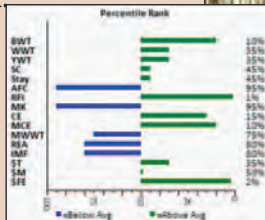
Put some heat in your program with L Bar Habanero. This polled En Fuego son has been a top performer in every phase of his development, including earning one of the highest scores in both grass gains and marbling (IMF) in the Isa Performance Test. L Bar Habanero has excellent EPDs, including being a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



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

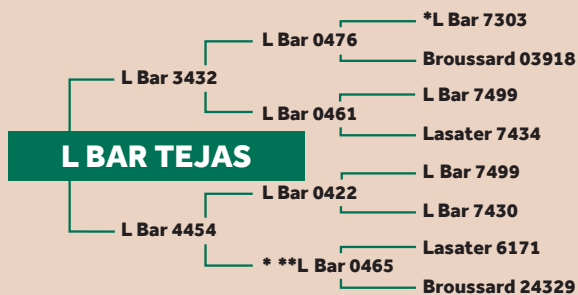
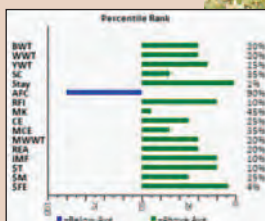
If you are looking to scale new heights in performance, Escalade (2401) is your bull. He is the son of the great L Bar Essential and out of an L Bar Automatic Pacesetter daughter. Our top calving-ease sire, Escalade is top 10% for both Maternal Calving Ease and Birthweight EPDs, and his other EPDs are 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.



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.



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:

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