

# the isa informer

ISA BEEFMASTERS

SPRING 2024

*Performance Genetics from the Founding Family*

Dear Friends,

Happy Spring! I hope gentle rains, green grass and lots of new calves are in your immediate future.

We are excited to let you know that our **Spring Private Treaty Bulls** are ready to go. The bulls have been evaluated for 37 critical data points, are fertility-tested and individually priced. You'll find their data included in this newsletter. They are ready for your selection.



We are also pleased to introduce you to our two newest herdsires: L Bar Resource and L Bar Gran Legado. I can't wait to see the impact they make on our breed!

We recently attended the National Cattleman's Beef Association convention in Orlando, Florida. I appreciate all those who came by our booth—it was great to catch up with so many friends and customers!

While at the convention, we had the opportunity to explore many of the new technologies being developed to make ranching more efficient and successful. Inside, I'll examine some of the technology we have already put to the test in our program.

Lastly, please mark your calendars for October 5<sup>th</sup> and join us in San Angelo for our 63<sup>rd</sup> Bull Sale.

All the best to you in 2024!

## LEGACY & LONGEVITY

★ L BAR

SINCE 1892 ★

*For 132 years, our family has been striving to perfect the Beefmaster breed*



## 2024 SPRING PRIVATE TREATY OFFERING

### 60 PERFORMANCE-TESTED BEEFMASTER BULLS

Tough, athletic and ready • Growth, carcass and longevity • Free delivery available

### INTRODUCTORY SPECIAL ON OUR NEWEST SIRES



*Owned by Genesis Beefmasters*

#### L BAR RESOURCE

Sire: L Bar 6105 Reg. #: C1122609 Dam: L Bar 6411  
CE BW WW YW MLK MCE SC STAY AFC RFI REA MARB ST SM SFE  
4.5 0.5 42 62 6.0 4.8 1.3 4.4 0.4 -0.03 0.28 0.24 \$111 \$27 \$17



*Owned by Jose Rodriguez*

#### L BAR GRAN LEGADO

Sire: L Bar Momentum Reg. #: C1153590 Dam: L Bar 3404  
CE BW WW YW MLK MCE SC STAY AFC RFI REA MARB ST SM SFE  
3.1 0.4 37 55 7.5 4.2 1.3 0.5 1.2 0.14 0.74 0.33 \$100 \$27 \$11

**\$20 PER STRAW**

**SPRING  
EMBRYO SPECIAL  
\$285 EA  
(5 or more)**

**(AI CERTIFICATES \$25 EA)**

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

isa cattle  
BEEFMASTERS

*Lorenzo Lasater*



# Harnessing the power of ranching's new A.I.

By Lorenzo Lasater, President

*Full disclosure: I asked Chat GPT (A.I.) to research this article. If you haven't tried it out, do so. It provides information similar to a Google search, without the dozens of ads you have to sift through to find the answer.*

I've written a lot about A.I. (artificial insemination) through the years, but the *other* A.I.—or artificial intelligence—is all the buzz lately. But what does it mean for an ancient craft like cattle raising? That's still a bit fuzzy, but the possibilities are intriguing.

A.I. excels at analyzing tons of data and spotting trends, irregularities or anomalies. It can complete this analysis very quickly, and that information can then be harnessed to make routine decisions or anticipate trends or automate processes that used to require a person. As you can tell from past discussions on technology, I am a huge fan of using available tools to improve processes and move things more efficiently. But A.I. is still in its infancy and hard to wrap our minds around.

What do possible applications look like for the cattle rancher in the future? Following is a list of ways that A.I. could assist in herd management:

- EPD analysis
- Genomic selection
- Grazing management
- Counting and tracking cattle
- Analyzing customer buying habits
- Anticipating market trends
- Health management
- Optimizing nutrition levels and feeding schedules
- Weather and environmental data to anticipate drought
- Automated sorting for weight and finish



I created this robot cow graphic using A.I. on [www.copilot.microsoft.com](http://www.copilot.microsoft.com).  
I literally said "draw a robot cow" and got this image 12 seconds later.

- Drone cameras
- Heat detection and breeding timing
- Pregnancy detection, including fetal age and sex
- Analyzing herd historical records to find outliers

Cool, huh? But what about its actual uses today? Following are some real-world A.I. examples Isa Beefmasters employs:

We began using Ranchbot ([www.ranch-bot.com](http://www.ranch-bot.com)) remote water monitoring devices last year and love the technology. The windmill in the

image is about an hour and a half from my house, at the absolute back of the ranch over rough ranch roads. Someone must drive all the way back there several times a week, just to be sure it is pumping. Now, we get an automated alert if it falls below a critical level (indicating windmill down) or falls rapidly (leak). We can also utilize the technology to switch pumps on and off automatically at predetermined levels. It also functions as a rain gauge. Checking rainfall from my bed is a new favorite!

At the recent NCBA convention in Florida, we visited the 701X booth





We are using 701X GPS tags to monitor our bulls' activity during this spring's breeding season.

([www.701x.com](http://www.701x.com)). They have developed GPS tags specifically for bulls. The tag tracks their location, movement, and breeding information. It uses accelerometers to know when a bull mounts, so you can see remotely which bulls are working and which are not. If they stop moving you are alerted to a problem immediately, and if they get out of the pasture, you can find them more easily. We will be implementing this technology for the spring breeding season. Watch for updates!

Additionally, we use CattleMax software ([www.cattlemax.com](http://www.cattlemax.com)) for

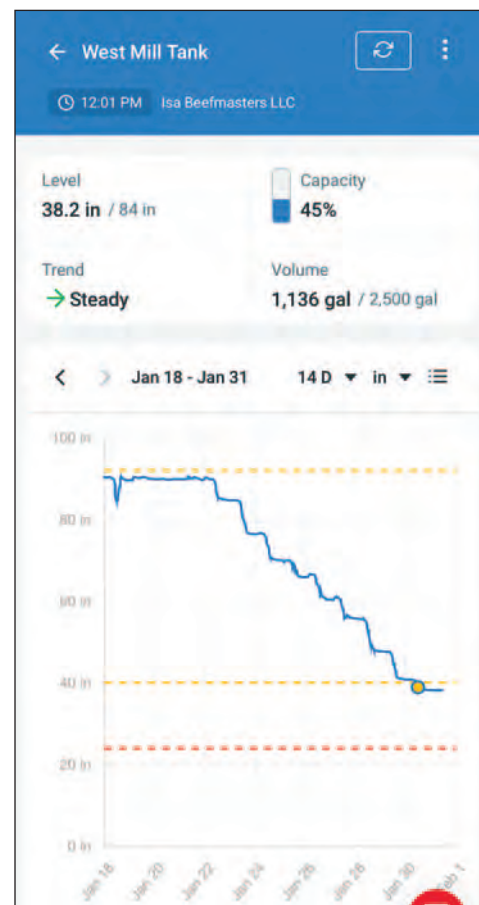
managing our herd inventory. I put a lot of thought into herd information and collect a lot of data on each calf crop, but then we file those spreadsheets away at weaning. Traditionally, there was not a connection between the years. Cattlemax reporting has helped us deep-dive into the historical data to highlight trends in growth and fertility, as well as identify outliers in the cow herd.

*Drovers* magazine recently published an interesting piece on using facial-recognition cameras to predict pinkeye in confinement cattle 99.4% of the time and several days before veterinarians were able to detect symptoms. (Editor's note: Beefmasters have a natural resistance to pinkeye.)

According to Mike Clawson, a USDA Agricultural Research Service molecular biologist and project researcher, "Early detection of disease is critical to healthy herd management—giving producers the chance to separate sick animals, control spread and judiciously use antibiotics before a large outbreak occurs." You can read the complete story on [www.drovers.com](http://www.drovers.com) in the article titled "Study Confirms Facial Recognition Technology's Success in Disease Prediction."

Artificial intelligence is the new frontier in data management. While still in the very early stages, this incredible technology can wield much power in beef cattle production. Isa

Beefmasters is proud to be "early adopters" of new technology, and we look forward to seeing what the future holds. The possibilities are limitless, and I think the Beef industry needs to embrace the change to remain competitive.



Ranchbot remote water monitoring provides us with real-time readings for our hard-to-reach tanks.





# The Lasater Philosophy celebrates its 52<sup>nd</sup> year

By Isabel Lasater Hernandez  
Vice President

*Editor's note: Through various conversations with Mom and Dad, I was able to piece together a time line of The Lasater Philosophy of Cattle Raising journey, which has never been documented.*

In February 1971, Laurie Lasater needed a distraction to alleviate the gnawing worry caused by the devastating drought in Coahuila, Mexico. With ranch duties assigned, he came banging in the kitchen door, announcing that he was going to write about his father. Initially, Laurie planned to write a short pamphlet summarizing Tom Lasater's ideas—he estimated that he would need two pages—and make copies for his family and friends.

As Laurie began writing about the *Six Essentials*, he thought of more of Tom's ideas that he wanted to include. With

the encouragement of friends and family, the article became several chapters that eventually became a book.

Laurie worked on his first draft from February to May, waiting for the

drought to end and their second child to be born. In June, Laurie and Annette spent three weeks in Eagle Pass and Del Rio, Texas border cities near the hospital in Piedras Negras, making sure they were close to the doctor. Annette used the monotonous days to retype and finalize Laurie's manuscript.

The rain began falling in Piedras Negras when Annette was in the hospital. She and Laurie hoped it was raining at Rancho Santa Cruz, their home nearly three hours away. Little did they know that the ranch was in deluge that would total more than 30 inches of rain. When they flew home several days later, the ranch was unrecognizable from the air, with

landmarks and fences washed away and debris scattered everywhere. Laurie had managed to finish his manuscript just as the historic drought ended.

During a trip to Albany, Texas, to visit



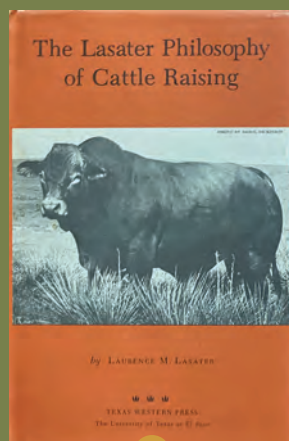
1972



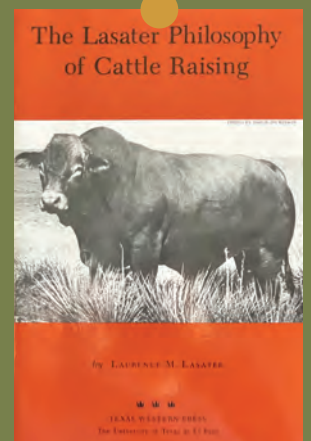
TWP unveils limited edition of 295 copies signed by author, designer and Tom Lasater

Texas Western Press issues the first run of the hardcover edition

1972



1992



TWP releases their final printing of the paperback version

family at Lambshead Ranch, Laurie's grandmother Ethel Matthews Casey suggested he contact Carl Hertzog, founder of Texas Western Press, about his book. An award-winning book designer, Carl had created a new edition in 1958 of *Interwoven*, written by Laurie's great-grandmother Sallie Reynolds Matthews. According to an article by the Texas State Historical Association, *Interwoven* was Carl's "sentimental favorite above all others."

Laurie told Carl about his manuscript, but initially Texas Western Press passed on the project as they wanted to focus more on history books. However, Carl later decided to take on the ranching book. Carl expanded the project further, designing a limited, boxed hardcover edition of 295 copies, followed by a hardcover version and eventually a paperback. The boxed books, released in 1972, were signed by Laurie, Carl and Tom Lasater, making them especially unique.

Texas Western Press continued publishing the paperback edition of *The Lasater Philosophy of Cattle Raising* until 1992, calling it one of TWP's "all-time bestselling books" on the back cover.

Twenty years is an incredible run for any book, but *The Lasater Philosophy's* story was not finished. In the mid-1990s the book's rights reverted back to Laurie, and during a visit to San Angelo, Marcos Giménez Zapiola, a rancher from Argentina, suggested they translate the book into Spanish. The two men decided

to collaborate on an expanded edition. Leaving the original manuscript largely unchanged, they added a new section which featured a selection of Laurie's speeches given between 1982 and 1993. These writings addressed current challenges of the cattle industry and almost doubled the size of the book.

Marcos edited the new section and then translated the book into Spanish, making the first-ever Spanish edition in 1999. He then translated it back into English to create an expanded, Millennium Edition that was first published in 2000.

Today, older editions are traded in collector book circles, with early copies listed for upwards of \$400. *The Lasater Philosophy* has been featured in university agriculture curriculums, and every week the Isa Beefmasters store ships orders as far away as New Zealand and Thailand.

This year marks the 52<sup>nd</sup> anniversary of *The Lasater Philosophy's* publishing with its 17<sup>th</sup> edition. Rarely does a book enjoy a successful run spanning so many decades. The book's continued longevity proves that Tom Lasater's ideas remain as relevant today as they were groundbreaking during his career. In his preface, Laurie writes about the book: "After my family, and in spite of my dreams of 'empire building,' it has probably been the great accomplishment of my career." In a 50-year career with many highlights, that is high praise indeed.



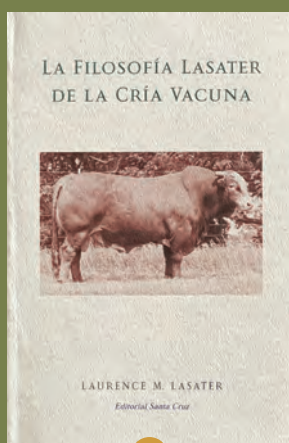
Laurie, Annette, Lorenzo and Isabel at Rancho Santa Cruz in 1972, the year *The Lasater Philosophy* was first published.

**The continuous thread that ties the individual parts of the Lasater Philosophy together is Tom Lasater's natural inclination for innovation and his refusal to be tethered to ideas that are respected for their age rather than for their practicality. Laurence Lasater calls his father a 'creative radical' and it is an apt phrase.**

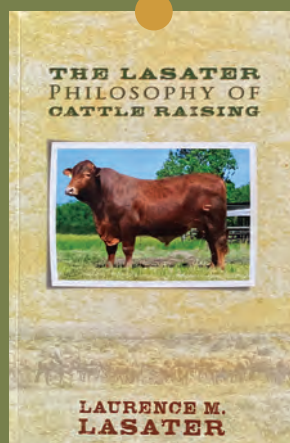
**Texas Western Press  
May 15, 1972**

Expanded Millennium Edition debuts in Spanish and then English

1999



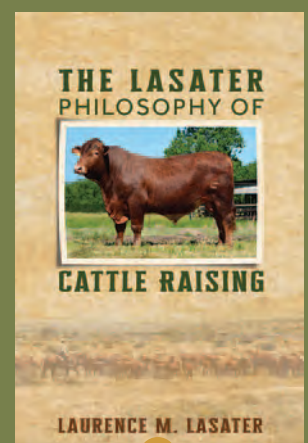
2016



Cover redesigned in conjunction with newly created Ebook

Santa Cruz Press releases 17<sup>th</sup> edition after 52 years of publication

2024

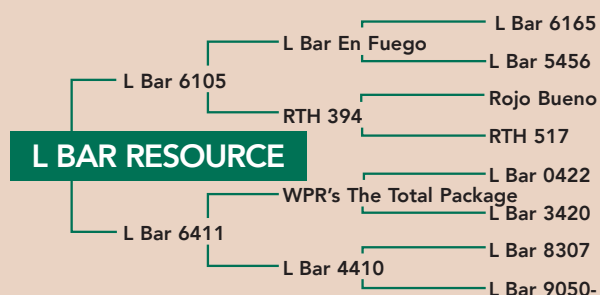




# INTRODUCING OUR NEWEST HERDSIRES

## L BAR RESOURCE

If you are looking for a “Resource” for balanced herd improvement, **L Bar Resource** is your bull. He is out of a top En Fuego son, L Bar 6105, (which tells you all you need to know about his carcass quality) and L Bar 6411, a Pacesetter donor female and daughter of Total Package. Resource was the high-seller from our 2021 sale and really packs a performance punch. Top 20% or better in eight EPDs, he killed it on the 2021 Performance test, with extremely high ratios in every category. His REA was 1.22 and his IMF 1.12. He is polled, dark red, deep bodied and extremely gentle.

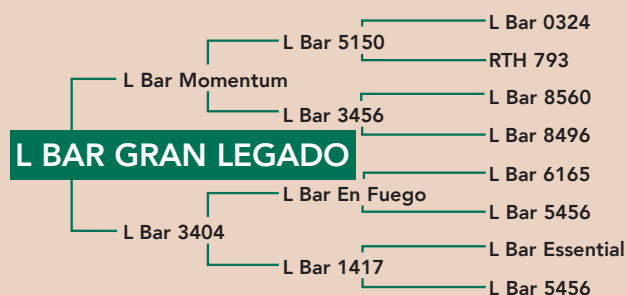


L BAR RESOURCE															
DNA #NE01473431 PV						Classified U1/2					Reg. # C1122609				
EPD	CE	BW	WW	YW	MILK	MCE	SC	STAY	AFC	RFI	REA	MARB	ST	\$M	\$FE
Resource 4.5	0.5	42	62	6.0	4.8	1.3	4.4	0.4	-0.03	0.28	0.24	\$111	\$27	\$17	
% Rank			10%	20%		1%	4%	5%				10%	15%	10%	

Owned by Genesis Beefmasters

## L BAR GRAN LEGADO

**Gran Legado** translates as Grand Legacy, and this young sire is certainly emblematic of that! An L Bar Momentum son, his pedigree is 100% L Bar, stacking great semen sires L Bar 0324, Essential and En Fuego. His dam, L Bar 3404, is a top polled donor female, who is a full natural sister to L Bar 4519. Digging deeper into the fifth and sixth generations, you'll find L Bar 5502 and L Bar 7499, the two foundational sires of the L Bar linebreeding program. It truly is a Legacy! Gran Legado is top 20% or better in the breed for seven EPDs and was the high-gaining bull in the 2023 Isa Test with a ridiculous 1.46 ratio!



L BAR GRAN LEGADO															
DNA #NE02378466 PV						Reg. # C1153590									
EPD	CE	BW	WW	YW	MILK	MCE	SC	STAY	AFC	RFI	REA	MARB	ST	\$M	\$FE
Gran Legado 3.1	0.4	37	55	7.5	4.2	1.3	0.5	1.2	0.14	0.74	0.33	\$100	\$27	\$11	
% Rank			20%			10%	4%				10%	3%	20%	15%	

Owned by Jose Rodriguez

## INTRODUCTORY SPECIAL—\$20 EACH ON 10+ STRAWS

In any combination. All certificates \$25. Freight additional. Expires 3/31/24.

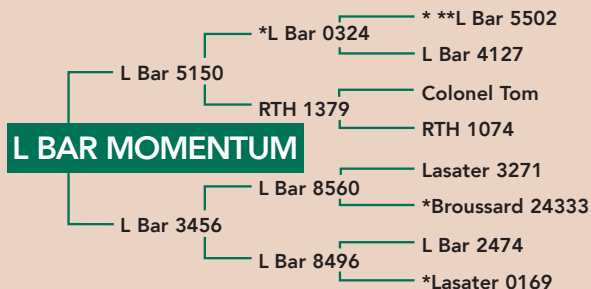
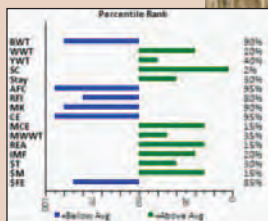
L Bar Resource and L Bar Gran Legado are the top two bulls to come out of the 2021 and 2023 Isa Bull Sales. They represent the consistency in phenotype we are striving to produce. This harnesses the power of the most complete genetic evaluation

in the Beefmaster breed to turn the generational crank ever faster. Jump on the high-performance express and tap into the same genetics we are using in our herds at a great introductory price!

# 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 20% of the breed in six categories.



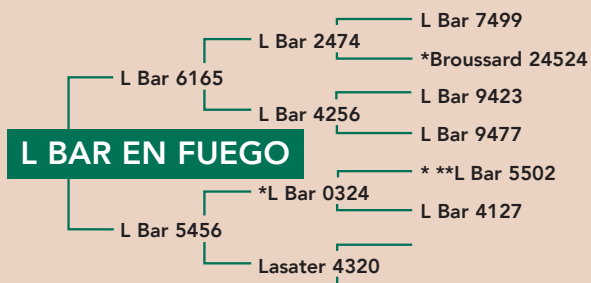
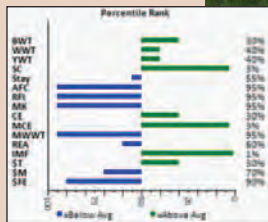
## L BAR MOMENTUM



DNA #123015084092 PV						Classified U1/2						Reg. # C1095158			
EPD	CE	BW	WW	YW	MILK	MCE	SC	STAY	AFC	RFI	REA	MARB	\$T	\$M	\$FE
Momentum1.2	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 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 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!



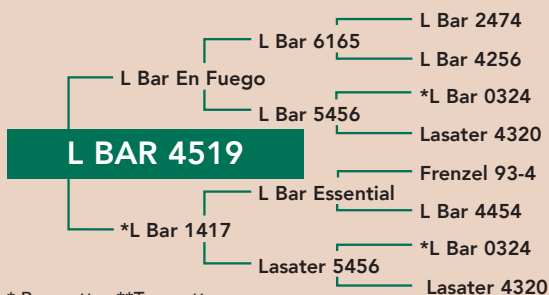
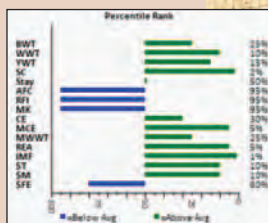
## L BAR EN FUEGO



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 4.4	-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!



## 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	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

\* Pacesetter \*\*Typesetter



10 AM, OCTOBER 5, 2024  
PRODUCERS AUCTION  
SAN ANGELO, TEXAS



125 BEEFMASTER BULLS  
WATCH & BID ONLINE:  
CATTLEINMOTION.COM

# BEEFMASTER EMBRYOS

SPRING SPECIAL-\$285 EA.

5 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.

To find out more information or to order, please call (844) BEEFBULL or scan the QR code below.



## 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 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 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

## Females for Sale

4 fall-calving Beefmaster cows

9 fall-calving, first-calf Beefmaster heifers

For more info, contact Lorenzo at 844.BEEFBULL.



## WHY BUY ISA?

CATTLE DEVELOPED  
FOR GRASS-BASED GENETICS

A GENETICS PROGRAM  
90 YEARS DEEP

BULLS THAT HOLD UP.  
AND LAST.

A TRULY UNIQUE  
PERFORMANCE TEST

HASSLE-FREE GUARANTEE

EASY DELIVERY  
TO A BUNCH OF PLACES

SUPER-COMPLETE  
PERFORMANCE EVALUATION

THE ISA INDEX  
(AND CONSTANT INNOVATION)

