

# the isa informer

ISA BEEFMASTERS

64<sup>th</sup> Bull Sale Edition

FALL 2025

*Making Beefmasters Better since 1937*

You are cordially invited to our 64<sup>th</sup> Beefmaster bull sale!

It was 88 years ago this year that Tom Lasater closed his herd outside genetics, marking the birth of Beefmasters. We have made continual progress over those 88 years and across five 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*

## GENERATIONS OF GENETICS

*5 generations of Lasaters have pursued excellence and innovation across 100 generations of Beefmasters*



100 BEEFMASTER BULLS

FREE DELIVERY AVAILABLE

TOUGH, ATHLETIC & READY

TRICH & FERTILITY-TESTED

BREED-LEADING EPDS

DNA PARENT VERIFIED

GAIN & CARCASS DATA

30 YEARS OF TRANSFORMATIVE IMPACT  
L BAR 5502  
1995

## 64<sup>TH</sup> BEEFMASTER BULL SALE



Scan for More Info

*Beefmasters' Largest One-Brand Bull Sale*

10 AM OCTOBER 4, 2025

PRODUCERS AUCTION SAN ANGELO, TEXAS

WATCH AND BID ONLINE: [DVAUCTION.COM](https://dvauction.com)

Sale Headquarters: Springhill Suites San Angelo 325.949.6900

Lorenzo Lasater

San Angelo, Texas

844.BEEFBULL

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[lorenzo@isabeefmasters.com](mailto:lorenzo@isabeefmasters.com)





# Sorting out the bull in the coffee shop chatter

By Lorenzo Lasater, President

We've all heard the rancher bragging at the coffee shop—we'll call him Mr. Coffeeshop—about how much his black calves brought per pound. The American Angus Association has done an excellent job convincing the U.S. calf-raiser that price-per-pound is the end of the story. But we need quite a bit more context to understand the impact on a bottom line.

In August, steers at Producers Auction in San Angelo, ranging from 400–600 pounds, averaged \$4.04 per pound (Hallelujah!). The highest calves brought a whopping \$4.26. Let's assume Mr. Coffeeshop topped the market on his 495-pound, straight-Angus calves. He killed it right? Actually, Mr. Heavycalf, who brought in heavier calves, did much better in terms of gross income. Let's assume Mr. Heavycalf's Beefmaster x Angus calves averaged 70 pounds heavier and got the market average. You can see that he received \$174 *per head* more for his heavier calves. So Mr. Coffeeshop can brag he got 0.22 cents per pound higher, but that is not the whole story.

Weight	Price	Per head
495	\$4.26	\$2,109
565	\$4.04	\$2,283
Weight Advantage/Head		\$174

One critical piece of information missing in this example is the percentage of calf-crop weaned. Were Mr. Coffeeshop's cows hardy and adaptable enough to breed in a short season with minimum inputs? Were they good enough mothers to raise a big calf and industrious enough grazers to travel and use all the available forage to provide the milk needed? We all know a small variance in pregnancy rates and losses post-birth can make a tremendous difference on the bottom line.



Beefmaster x Red Angus steers in Kansas. Three Beefmaster-cross lots graded between 86% and 94% Choice and beat industry averages on daily gain, death loss and yield grade.

Another important component to consider is cost per calf: A low-input operator uses the tools nature provides to raise calves for the lowest possible cost. The difference between the cost to raise that calf and the price you receive at market is what you take home. The difference between high- and low-cost operators can swing dramatically, ranging between \$600 and \$2200. This historically high market—when everyone had better be profitable—obscures inefficiencies somewhat, but even now if your cost is \$2200 per calf, you are wasting your time.

What about percentage of culls? Mr. Coffeeshop failed to mention that he had 10 dogies (orphans) on his 100 calves, and they brought half as much. What if, through the genetics of mothering ability, Mr. Heavycalf only had four culls?

Mr. Coffeeshop would be quick to say that his fancy Angus calves will make better feeders. I don't agree with that—and I'll explain why shortly—but I would point out that most calf-raisers in America sell

their calves at weaning. Obviously, we want to raise the best beef calves possible, but if our profitability is governed by the dollars we receive at weaning, shouldn't we place the most emphasis on the things we can control at the ranch level to maximize those pounds?

Now let's address the feeder calf issue: When I talk to someone who is considering using Beefmaster bulls to improve his calves (Mr. Bullbuyer), he will first ask: 1. Will they grade? and 2. Will they color-up my calves? I am pleased to report that we have worked for generations to eliminate off-colors, while also striving to make our cow herd more consistent in every way. But quality grade remains on everyone's mind. When I began my career 33 years ago, cattle graded 50% Choice. Today, they top 84%. Our industry has done a remarkable job improving the quality of our product in terms of grade, uniformity and tenderness. In 2023 Isa Beefmaster fed three pens of steers in one Kansas feedyard. They were all L Bar genetics on either black or Red Angus

females. To answer Mr. Bullbuyer's grade question: They graded 86% Choice. One pen even graded 94% Choice. You can see more of the data in the news section of our website.

Is quality grade all there is to feedyard profitability? Heck no! Factors such as conversion, gain, sickness and death loss all make a significant impact on profitability in the yard. At slaughter, yield grade, waste fat and cull carcasses play as an important role as grade in a grid. L Bar Beefmasters excelled in all those areas in the three pens I referenced, with a daily gain of 3.9, dry matter conversion of 5.6, death loss of 0.83%, and yield grade of 3.2. Ironically, 22% even qualified for CAB.

You may wonder why I keep referencing Angus. Estimates place the U.S. beef cow herd at more than 80% Angus-influenced. That is a lot of black cows, and many are high percentage Angus, meaning they are not enjoying the tremendous (and free) benefits of heterosis. I would also say they are often not properly matched to many of the harsher environments in the southern United States. These can be characterized by intense heat and humidity, high insect loads, low-quality forage and big range to cover. It takes a special kind of female to excel in these circumstances. I compete to sell bulls, and to me, the obvious opportunity lies in ranchers who have Angus cows that are not getting the job done outside of the coffee shop.

I referenced heterosis earlier, which means the improvement in the performance of crossbred animals over

## Beefmasters' inherent hybrid vigor improves growth, fertility, longevity and more—traits eroding in many U.S. cows herds.

their purebred parents. Also known as hybrid vigor, it affects many traits, such as reproductive performance, longevity, health, adaptability, growth and carcass traits. The great news is you can enjoy all these improvements for free. However, you must be able to look beyond coffee-shop talk in your operation. As the U.S. cow herd has become increasingly higher-percentage Angus, those heterosis advantages have eroded. But they can be added back in one generation—just by switching bulls. You can choose from many breeds, but I firmly believe Beefmasters are the right choice for any type of cow, for the myriad reasons I've explained here.

On the ranch, what is the biggest advantage of crossing Beefmaster bulls on the breed of your choice? The replacement females! Our industry constantly overlooks the importance of functional, productive cows. The idea that females (the factory) are worth less than their steer mates (a commodity) is absurd—that is, unless they are terminal animals, which I believe Angus have become. By harnessing the power of heterosis through crossing Beefmaster bulls on English-type cows, a rancher

can improve the many characteristics I've mentioned, without harming others.

We know we can raise bigger calves and sell more pounds at weaning, but what if we could design females that can truly do more with less? The industry is overrun with 1500# corn-eating cows. We need more moderate females that can do their job on grass, in tough

environments. What if their mothering ability far outpaced the other breeds and crosses? What about lifespan? Mr. Bullbuyer initially called because his Angus cows were falling out of the herd after four or five years. We need females with more longevity because every calf she can raise after age five is pure profit, and that longevity can expand within your gene pool through selection.

Beefmaster founder Tom Lasater famously said, "Cattle breeding is a relatively simple endeavor. The only difficult part is to keep it simple." Today, raising beef calves has become a complex and difficult job because we often lose sight of the fact that we are paid for pounds at weaning and should laser-focus our efforts on improving that. I believe the industry needs to embrace a balanced approach in terms of genetic selection—one that maximizes pounds at weaning while optimizing the factory with efficient, functional females. With Beefmasters in a well-planned cross-breeding program, we can achieve both goals.

Below: These beautiful Beefmaster replacement heifers are as good as gold!





# Two to Heaven

HONORING ANNETTE & LAURIE LASATER—  
TWO LIVES WELL LIVED

By Isabel Lasater Hernandez,  
Vice President

In 1979 Mom penned her memoir, *Two to Mexico*, capturing the colorful stories of living and ranching in Mexico. This year our family story should be titled *Two to Heaven*, as Mom and Dad passed away within days of each other.

Their story started many years before Mexico, however, extending back to 1949, when Tom Lasater moved his young Beefmaster herd from Falfurrias, Texas, to Matheson, Colorado. In the tiny town east of Colorado Springs, the Lasaters and Mom's family, the Nixons, quickly became friends, and Mom and her older sister, Dixie, even babysat the youngest Lasater siblings.

Although they were childhood friends, Mom and Dad went their separate ways for school—Mom to the University of Colorado in Boulder and Dad to Princeton University in New Jersey. They would see each other occasionally on vacations, but both were busy finishing school and launching their careers.

In college, Dad dreamed of moving to Mexico to ranch and expand the Beefmaster footprint. After repeated attempts, he finally convinced Mom to marry him. When she said yes in 1964, she gave up her prized Mustang sports car and her corporate career in Denver in order to follow him to Mexico. Dad always said convincing her to marry him was “the toughest sell of my life.”

They began their 50-year career with a wedding gift from Tom and Mary Lasater of 35 Beefmaster cows and two bulls, which became the foundation of the breed in Mexico. Mom managed the business behind the scenes, handling bookkeeping, staff and marketing, all while



ANNETTE LASATER JUNE 20, 1938–JUNE 21, 2025  
LAURENCE LASATER OCTOBER 21, 1941–JULY 2, 2025

trying to rein in some of Dad's wildest ideas.

Dad's passion for Beefmasters extended far beyond our own operation. He traveled around the world giving speeches, answering questions, and helping others get started. He would make time to meet and visit with anyone who asked. He considered his writing of *The Lasater Philosophy of Cattle Raising*, a book which has helped thousands of operators worldwide, the greatest achievement of his career.

While he taught us everything we know about ranching, at home he modeled being a devoted family man and an upstanding person. He never

tired of learning and loved discussing world events. A voracious reader, he collected books on ranching, Winston Churchill, Ernest Hemingway, Mount Everest, and African safaris. He taught his children and his grandchildren how to drive and play poker, and he volunteered at a local literacy center, teaching English to native Spanish speakers.

Dad was a fabulous storyteller, and because of his years of living in Mexico and his vast business dealings with so many people around the world, he had amassed quite an arsenal of stories. Sometimes we would ask him rhetorical questions just to get him going. Half the fun of listening to his tales was watching him relive the story, usually crying laughing by the end.

At home Mom was a Renaissance woman, always busy with multiple projects. An avid reader and seamstress, she reupholstered furniture, made dozens of needlepoint stockings, knitted sweaters, made laundry bags for a girls' home and gowns for preemies, and sewed my prom dresses





and wedding dress. She even designed the building plans for their last two homes.

Mom was intrepid and strong, yet also compassionate and loving. In the many messages we received after her passing, “kind” and “lovely” were repeated over and over. An excellent listener, she made people feel heard and appreciated, earning her the nickname of “Mom A.”

Running a business together was not without its frustrations, and Mom and Dad didn’t try to sugarcoat the challenges for us. But they remained devoted to each other, preferring to spend time together rather than following

separate pursuits. In her last weeks, Mom said she thought Dad was waiting for her. Ever the gentleman, he did just that, joining her in heaven 11 days after she died.

On both June 21 and July 2, we had beautiful rains around San Angelo, a rarity during the hot summer months. But it was the perfect ending for these two ranchers, showering us and their beloved Beefmaster cattle with love from the heavens.

*Note: Thank you to family friend Thomas Cole for sharing his poignant idea of “Two to Heaven,” which inspired this article.*

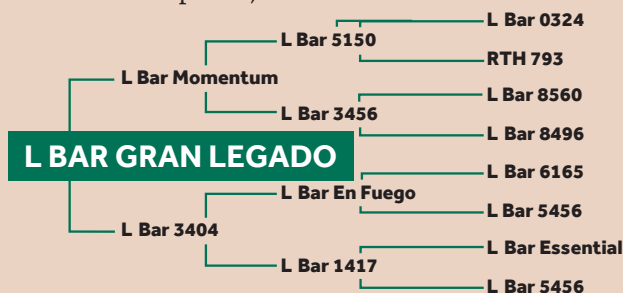


# PERFORMANCE BEEFMASTER GENETICS

**Call for pricing—Volume discounts available**

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

Gran Legado translates as Grand Legacy, and this young sire is certainly emblematic of that! An L Bar Momentum son, his pedigree stacks 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 his pedigree, 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 was the high-gaining bull in the 2023 Isa Test with a ridiculous 1.46 ratio! Red and polled, he boasts tremendous carcass and muscling.



## L BAR GRAN LEGADO

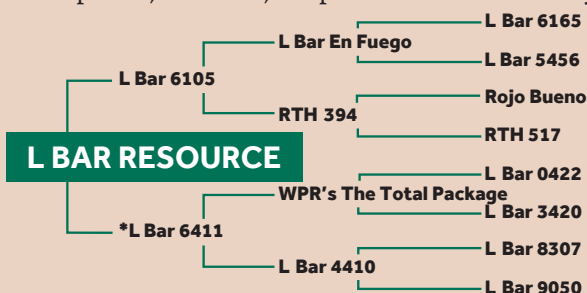
DNA #NE02378466 PV

Reg. # C1153590

EPD	CE	BW	WW	YW	MILK	MCE	SC	STAY	AFC	RFI	REA	MARB	\$T	\$M	\$FE
GranLegado	2.9	0.1	29	38	4.0	3.3	0.96	0.8	1.0	0.14	0.76	0.33	\$85	\$17	\$11

Owned by Jose Rodriguez

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. A breed trait leader for MCE, STAY and MARB, he killed it on the 2021 Performance test, with extremely high ratios in every category. He is polled, dark red, deep bodied and extremely gentle.



## L BAR RESOURCE

DNA #NE01473431 PV

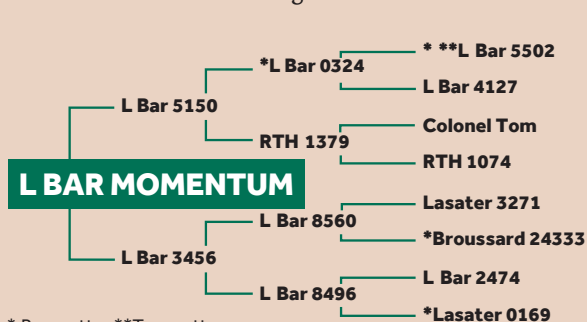
Classified U1/2

Reg. # C1122609

EPD	CE	BW	WW	YW	MILK	MCE	SC	STAY	AFC	RFI	REA	MARB	\$T	\$M	\$FE
Resource	1.8	1.1	30	43	7.0	3.7	0.86	6.1	0.3	-0.03	0.41	0.28	\$93	\$16	\$19

Owned by Genesis Beefmasters

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 five 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
Momentum	1.3	1.4	39	46	3	2.9	1.5	0.7	0.9	0.12	0.58	0.12	\$95	\$24	\$10

Owned by Jan Lewis

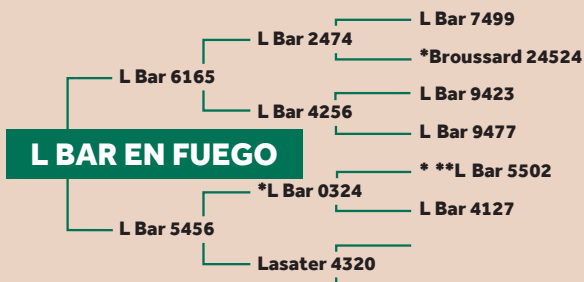
\* Pacesetter \*\*Typesetter

# PERFORMANCE BEEFMASTER GENETICS

## Call for pricing—Volume discounts available

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

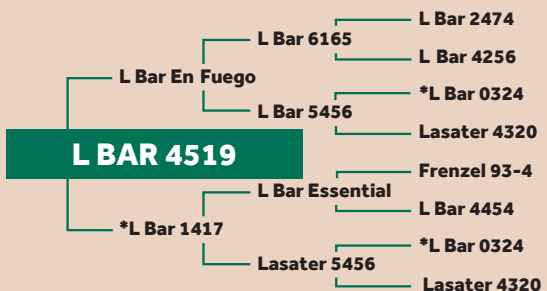
One of our best herd sires to come through in many years! L Bar En Fuego sired the high-selling bull in the Isa Bull Sale for four years, including L Bar 4519 and L Bar Habanero. En Fuego is polled and has the ideal conformation, with a U 1/1 classification. A breed trait leader for SC, MCE and MARB, En Fuego produces wonderful females. In fact, we've used several En Fuego daughters as donors. He is straight-topped, perfectly muscled and clean underneath—he's got the look!




L BAR EN FUEGO															
DNA #549728A PV					Classified U1/1					Reg. # C988569					
EPD	CE	BW	WW	YW	MILK	MCE	SC	STAY	AFC	RFI	REA	MARB	\$T	\$M	\$FE
En Fuego	4.4	-0.4	30	42	-2	3.9	1.3	1.0	1.8	0.36	0.16	0.46	\$93	\$11	\$9

Owned by Pine Tree Acres

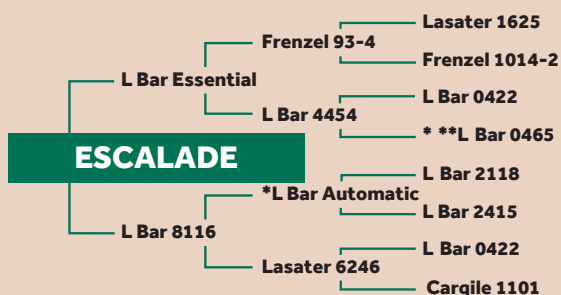
The high-selling bull in our 2016 sale, L Bar 4519 has incredibly powerful and balanced EPDs, ranking in the top 15% of the breed in seven categories. He blends the En Fuego and Essential bloodlines, two of our top maternal sires ever. In the 2016 Performance Test, he was outstanding in every category, 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	3.7	0.0	42	59	4.0	3.7	1.3	0.8	1.7	0.33	0.91	0.51	\$123	\$22	\$13

Owned by Dalton Lowery

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 15% for both Calving Ease Direct and Birthweight EPDs, and his other EPDs are stellar, including being a leader in RFI and the \$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	-1.4	30	45	7.0	3.4	0.3	0.2	0.7	-0.5	-0.04	-0.08	\$90	\$16	\$32	

Owned by Coushatta Tribe of Louisiana



# ISA BEEFMASTERS 64<sup>TH</sup> BULL SALE

100 PERFORMANCE-TESTED BULLS  
OCTOBER 4, 2025—SAN ANGELO, TEXAS  
WATCH & BID ONLINE: DVAUCTION.COM



An incredibly impactful herdsire, L Bar 5502 is still making history 30 years after his birth, achieving feats other bulls can't touch. Isa's 64<sup>th</sup> Bull Sale is dedicated to this legendary sire.

- Nearly 1600 recorded Beefmaster progeny
- Pacesetter and Typesetter award winner
- Classified the top score U 1/2
- Packed with growth—558 recorded weaning weights averaging 1.02
- One of the most influential sires behind the L Bar program



## Females for Sale

**Choice groups of registered bred heifers available**

For more info, contact Lorenzo at (844) BEEFBULL.

## 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.dvauction.com](http://www.dvauction.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 4<sup>th</sup>!

—Lorenzo Lasater