

the isa informer

ISA BEEFMASTERS

SPRING 2026

Making Beefmasters Better since 1937

Dear Friends,

Happy Spring! I hope you've all received rain and calves are hidden in green grass under every tree.

It's an amazing time to be in the cow-calf business. We have never seen prices like these in my lifetime (or anyone else's!). The fundamentals look good for at least the next year or two. Those of us who raise calves on grass are in a fantastic position to make some hay.



We'll be visiting customers this summer, and you can see the schedule below. If you are in one of those areas and would like us to stop by, give me a shout.

We welcome a great guest article from Sergio Riveron, who handles our Latin American sales. As Sergio explains, there is nothing better than L Bar Beefmasters for low-cost, efficient calf production on grass.

Lastly, please mark your calendars for October 3rd and join us in San Angelo for our 65th Bull Sale.

All the best to you in 2026!

Lorenzo Lasater

PLEASE JOIN ISA BEEFMASTERS AT THE BPG RED RIVER SALE

ELITE BEEFMASTER FEMALES BUILT FOR PROFIT

FEATURING 4 L BAR HEIFERS
PLUS YOUR "PICK OF THE HERD"



This beautiful L Bar heifer—the high seller—was bought by Randy Morgan of M5 Beefmasters in last year's Red River Sale.



Watch and bid
on DVAuction.com

12:00 pm Saturday, May 16, 2026
Paris Livestock Auction Paris, TX

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



OCTOBER 3, 2026



The Isa Beefmasters Road Show

We'll be visiting customers in the following places this summer. If you are in the area and would like to talk Beefmasters, hit us up!

Florida May 19–23

California June 14–17

Arizona June 22–25

South Dakota July 28–30

New Mexico Sept 4–8

Thank you

Our spring Private Treaty Bulls sold in record time this year! Thanks to all of you who purchased. We are hard at work on next year's set!

Lasater created *Six Essentials* for efficiency, profit

By Sergio Riveron, Latin America Sales

With this brief article, we aim to explain why L Bar Beefmaster genetics—the brand of the founding family of the Beefmaster breed—are the ideal choice for producing beef in any environment across the American continent.

First, it is important to understand that Tom Lasater began his work in management, selection, and genetic improvement in the 1930s, guided solely by production parameters and a clear vision: to develop cattle capable of producing the best feeder calves in the most efficient and profitable way possible. In doing so, he was a visionary pioneer who understood that cattle must perform under the conditions provided by nature, and that a rancher's role is to work in harmony with nature—respecting it and making the most of what it offers.

His *Six Essentials* philosophy of selection and management is one of the oldest and most consistent systems for improving a herd while working in partnership with nature. This philosophy focuses on six economically



These excellent L Bar bulls are developed on grass, and at just 20 months old, they are ready to go to work.

relevant and interrelated traits: fertility, disposition, weight, conformation, hardiness, and milk production.

For nearly 100 years, the Lasater family has continued to apply this philosophy in a disciplined and consistent manner, resulting in the L Bar herd becoming one of the leading

genetic sources in the world. It is no coincidence that South African professor Jan Bonsma, after evaluating the foundation Beefmaster herd in 1937, described it as the most efficient cattle herd in the world and went on to develop the Bonsmara breed using the same principles.

Dr. Bonsma maintained a close relationship with the Lasater family throughout his life, participating together in field conferences around the



Beefmaster calves thrive in all types of climates—from the humid tropics of Central and South America, to the semi-arid desert of the western states and the cold northern plains.



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



Tom Lasater, founder of the Beefmaster breed (left), and Dr. Jan Bonsma speaking at the Forbes Stock Farm Field Day in 1964.

world. Another visionary in grazing management, Allan Savory of Zimbabwe, upon arriving in the United States, also recognized what the Lasater family had been practicing for years—observing that pasture regeneration and soil stewardship were already fundamental to their operation. The Lasater family played a key role in promoting these practices across the U.S. and supported Savory in delivering some of the first Holistic Management courses in North America.

In later years, figures such as Johan Zietsman, also from Zimbabwe, combined the Lasater philosophy with Savory’s approach to develop what is now known as regenerative management. Zietsman even utilized L Bar, Lasater, and Casey genetics to create his Veldmaster line, all rooted in the *Six Essentials* philosophy.

With this background, and through disciplined selection and management, L Bar genetics demonstrate their full potential. Where other breeds require supplementation, L Bar Beefmasters produce efficiently on pasture alone. And this is not just theory: the L Bar herd maintains calving rates above 90%, average weaning weights of 535 pounds (240 kg) at seven months, heifer calving losses below 1%, and pre-

weaning calf mortality (from health-related causes) below 2%.

L Bar heifers begin reproduction at an average age of 14 months, and no “heifer bulls” are used, as that would go against the Lasater philosophy. L Bar bulls are expected to breed both cows and heifers with the same level of calving efficiency.

This philosophy is not theoretical or isolated. L Bar genetics have been evaluated in studies conducted by multiple U.S. universities, livestock research centers, and even the Agricultural Research Center of Panama. These studies have compared L Bar genetics with other breeds, cross-breeding systems, and even other Beefmaster lines, involving over 600 animals, with some trials lasting up to five years.

These were objective studies focused on reproduction, feed efficiency, feedlot

performance, and carcass quality—and in all cases, L Bar genetics outperformed the competition. For detailed results, we invite you to visit www.isabeefmasters.com, where all study data is available.

Years of disciplined, continuous selection aimed at building the most efficient beef-producing herd deliver outstanding results. Steers from L Bar Beefmaster genetics crossed with Black and Red Angus, finished in the feedlot, have produced the following performance:

Beefmaster-sired Steer Results	
Number of steers	121
Days on feed	208
Final weight	1473 lbs (668 kg)
Avg. daily gain	3.9 lbs (1.77 kg)
Dry matter conversion	5.60
Feed conversion	7.70
Mortality	0.83%
Hot carcass weight	916 lbs (415 kg)
Dressing percentage	63.29%
Prime	1.74%
Choice	85.50%
Select	12.73%

In addition to these results, we can provide data on more than 10,000 finished steers over several years, derived from L Bar sires crossed with commercial Angus, Charolais, Hereford, Braford, Brangus, and other breeds.

Using L Bar genetics is an opportunity for any cattle operation. Not using them means missing out on nearly 100 years of disciplined genetic selection, developed in harmony with nature to produce efficiently on pasture and deliver exceptional profitability.

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



PERFORMANCE BEEFMASTER GENETICS



POLLED **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	4.2	-0.6	25	37	3.0	3.4	0.90	1.2	1.0	0.14	0.74	0.37	\$83	\$12	\$14

Owned by Jose Rodriguez




POLLED **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
EnFuego	4.5	-0.3	29	41	-2.0	4.1	1.3	1.2	1.5	0.36	0.16	0.46	\$90	\$10	\$8

Owned by Pine Tree Acres



POLLED **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	2.2	1.1	25	39	6.0	4.0	0.74	6.4	0.3	-0.03	0.38	0.27	\$86	\$10	\$19

Owned by Genesis Beefmasters



SCURRED **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	4.0	0.0	41	57	3.0	4.3	1.32	0.91	1.6	0.33	0.89	0.50	\$120	\$21	\$12

Owned by Dalton Lowery




DEHORND **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	2.0	1.0	35	44	3.0	3.0	1.5	1.1	0.9	0.12	0.57	0.11	\$91	\$22	\$11

Owned by Jon Lewis



DEHORND **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	5.8	-1.4	30	45	7.0	3.6	0.33	0.08	0.6	-0.53	-0.02	-0.08	\$90	\$16	\$32

Owned by Coushatta Tribe of Louisiana

Call for pricing. Or visit isabeefmasters.com/genetics/ for more information. Ask about our available embryos.