

the isa informer

ISA BEEFMASTERS

65th Bull Sale Edition

FALL 2026

Making Beefmasters Better since 1937

You are cordially invited to our 65th Beefmaster bull sale!

It is incredible to think that in just a few months, we will turn the corner on the 90th anniversary of Tom Lasater closing his herd to outside genetics, marking the birth of Beefmasters! (Read more about that on pages 4-5.) We have made continual progress over these 89 years and across six 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 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

Continued on back cover

65TH BEEFMASTER BULL SALE



We are proud to introduce

L BAR PATRÓN,

which means "boss" in Spanish, and he is all that! Blending top L Bar, Lasater, and San Pedro bloodlines, he boasts 12 of 17 EPDs ranking in the top 20% of the breed. Pictured here after 60 days on cows. Solid red and flawlessly built, Patrón is truly the boss for explosive performance.

L BAR PATRÓN-OUR NEWEST SIRE

Sire: L Bar 9537					Reg. #: C1182931					Dam: L Bar 0475				
EPD	CE	BW	WW	YW	MILK	MCE	SC	STAY	AFC	RFI	REA	MARB	ST	\$M \$FE
3544	5.1	0.6	42	61	11	3.7	1.1	3.7	-1.0	-0.01	0.93	0.05	\$120	\$27 \$23
%RANK	20	60	15	10	20	15	10	15	35	35	2	40	10	15 15

FUNCTION NEVER FADES



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Successful, progressive grazing mimics ancients

By Lorenzo Lasater, President

It has been more than 54 years since Dad wrote *The Lasater Philosophy of Cattle Raising*. At the time, he was battling a severe drought in northern Mexico, and Mom encouraged him to write down the history of the Beefmaster breed and my grandfather Tom Lasater's unique ideas behind it. In many ways, it was simply an exercise to take his mind off the brutal lack of rain.

What neither of them expected was the lasting impact the book would have. More than five decades later, it is now in its seventeenth printing. We still sell or give away around 30 copies every month. (If you'd like a free copy, just come visit us!) You would think that everyone interested in these ideas would have read it by now—or that the concepts would have become outdated. Instead, interest seems as strong as ever because the principles remain just as relevant to grass-based cattle production today.

A certain kind of cattle producer is drawn to the *Six Essentials*. They are usually searching for a more harmonious way to produce beef on grass. They want cattle that fit their environment, rather than forcing the environment to fit the cattle. More often than not, they are seeking a more holistic, natural approach to ranching.

Those of us who make our living from the land recognize that beef production has, in many places, drifted out of balance. Ranchers often rely heavily on improved pastures, monocultures, chemicals, irrigation, and other artificial means of producing forage. We feed more grain than nature intended. These are valuable tools when used appropri-



What a difference a fence makes: Quality feed awaits in the next pasture. The one we just exited will benefit from 100 days of rest and, hopefully, fall rains.

ately, but they also have unintended consequences. Sometimes we forget that God managed His grasslands with massive herds of buffalo. Nature maintained its own balance, and everything benefited—including the Native Americans whose lives depended on those herds.

At its core, ranching is about stewardship of both land and livestock. Each depends on the other for success, creating a remarkable symbiotic relationship. Healthy cattle fertilize the soil, distribute seed, stimulate plant growth, and, when properly managed, provide periods of intensive grazing followed by the rest that grasslands require to recover.

Healthy soils and healthy watersheds are ultimately what produce heavy calves and cows that breed back year after year. Those two outcomes remain

the foundation of ranch profitability. Today, we seek to mimic the natural movement of buffalo through some form of planned or strategic grazing. Every operation looks different depending on its environment, infrastructure, and goals, but the principle remains the same: concentrated animal impact followed by adequate recovery.

At Isa Beefmasters, we don't own any land. We operate entirely on leased grass. Believe me, I wish every day that we owned a large ranch, but that simply isn't how our story unfolded.

For more than 30 years—and throughout Dad's career before mine—leasing grass worked remarkably

well. Grazing was generally available and affordable. That has changed dramatically over the past decade. Recreational land ownership—much of it centered around hunting—has increased tremendously. Many landowners who once kept livestock year-round now prefer seasonal grazing or no cattle at all. At the same time, land values and lease rates have climbed sharply.

My completely unscientific estimate is that 30 to 40 percent of Texas grazing land is now underutilized or out of livestock production. Every landowner has the right to manage their property however they choose, but the unintended consequence is often declining rangeland health. Without grazing animals, we frequently see increased erosion, invasive brush and weeds, greater wildfire fuel loads, and declining soil function. Grasslands

evolved with large grazing animals, and in many situations they benefit from their presence. One only has to look at the increasing wildfire challenges across many regions where grazing has declined to recognize that excess vegetation must be managed somehow.

Today we operate on 12 ranches across seven Texas counties. Every place presents different grazing challenges. Many of the fences are more than 80 years old, and understandably, most landlords are reluctant to invest in new fencing. As lessees, it is difficult for us to justify that level of longterm capital investment ourselves.

This fall we are excited to begin using Halter virtual fencing collars. If the system performs as we hope, it will allow us to divide large pastures into much smaller grazing units without constructing miles of permanent fence. It should also help overcome poor fencing while allowing us to locate every animal from our phones, even in thick brush. I'll let you know next spring how it performs in the real world.

One often-overlooked benefit of managed grazing is parasite control. Recovery periods help interrupt the life cycles of many livestock pests, including internal parasites, flies, ticks, and grubs. While rotational grazing is certainly not a complete solution, it can reduce dependence on chemical pesticides, which are widely used throughout the cattle industry. With the growing concern over the New World screwworm, grazing systems that minimize prolonged exposure to infested areas may also become another useful management tool.

Dad's cousin Matt Brown passed away last year, but prior to his passing we were honored to purchase his registered Trueheart Beefmasters herd and lease one of his ranches.

Red Mill Ranch (pictured here) consists of 1,871 acres divided into 20 paddocks averaging less than 100 acres each. Electric fencing and strategically placed shared water points allow cattle to move efficiently through the system. The cows spend roughly five days in each paddock before moving to fresh grass,



These Beefmaster cows love rotating pastures because they know fresh grass awaits them in an area that has been resting for more than three months.

The Lord is my shepherd: I shall not want. He makes me lie down in green pastures. He leads me beside still waters. He restores my soul.—Psalm 23:1-3

allowing every paddock to receive more than 100 days of recovery.

The results have been remarkable. Red Mill is by far the most productive ranch we manage, and the cows absolutely love it. When they hear a pickup coming, they run toward the gate because they know fresh grass is waiting on the other side.

To my earlier point, we could never have justified investing in this level of infrastructure on leased land. We are incredibly grateful that Matt did, and we are honored to continue his legacy of progressive grazing management and outstanding Beefmaster genetics.



This map of Red Mill Ranch shows how it has been broken into 20 paddocks for rotational grazing.

Our family's involvement with intensive grazing stretches back many decades. When Allan Savory first came to the United States in the late 1970s, he shared office space with Mom and Dad as they helped organize some of the earliest Holistic Resource Management seminars. His central message—that properly managed livestock can become an important tool for restoring degraded grasslands—was revolutionary then and remains highly relevant today.

During my childhood, Dad began building grazing cells across our West Texas leases, transforming large continuously grazed pastures into smaller, more manageable units. Other pioneering grazing thinkers, including Johann Zietsman and Stan Parsons, were also frequent visitors during those years.

At the time, I had no idea that these men—and Dad's unwavering belief in the *Six Essentials*—would shape the way we ranch for the rest of my life. Looking back, I now realize that what Dad wrote 54 years ago wasn't simply about breeding better cattle, it was also about learning to work *with* nature instead of against it. That philosophy has stood the test of time, and I believe it is more important today than ever.

BEEFMASTERS

FIERCELY AMERICAN MADE SINCE 1937

By Isabel Lasater Hernandez,
Vice President

Editor's note: 2027 marks the 90th anniversary of Tom Lasater closing his herd to outside genetics and, therefore, the birth of his Beefmaster breed. As we approach this momentous year, we wanted to revisit Tom's incredible career and the remarkable circumstances that guided his lifelong decisions.

Economic survival or complete ruination. These were the two outcomes a young Tom Lasater faced as he fought to save his family's remaining cattle during the Great Depression. This impossible beginning indelibly altered Tom's approach to cattle raising and helps explain his tireless pursuit of efficiency in creating the Beefmaster breed.

To understand the genesis of Beefmasters, we need to back up further and include Tom's father, Ed C. Lasater. In the late 1880s, our great-grandfather began amassing land and cattle in the rugged brush country of South Texas. At the height of his career, his empire included upwards of 380,000 acres of ranch land, approximately 20,000 Shorthorn and registered Hereford cattle, and the largest herd of Jersey cattle in the world.

In addition to his Shorthorn and Herefords, Ed C. Lasater pioneered the use of crossbreeding Brahmans in Texas herds. In 1908, he began purchasing Brahman (*Bos Indicus*) bulls from the Shanghai Pierce Estate southwest of Houston. Although he faced criticism



The Great Depression influenced Tom Lasater's dogged pursuit of efficient beef cattle, resulting in his creation of Beefmasters.

from his fellow ranchers for "ruining his damn good herd of cattle," Ed C. Lasater remained convinced the Shorthorn-Brahman and Hereford-Brahman crosses were more intelligent and better suited to the harsh South Texas environment.¹

Ed C. Lasater expanded his interests with a dairy operation and forays into politics, and his optimism continued to grow alongside his ventures. However, the expansions meant indebtedness that became problematic as the clouds of the Great Depression loomed on the horizon. When he died suddenly in March 1930, Ed C. Lasater had already sold off much of his land and cattle to pay debts.

At just 20-years-old, our grandfather

Tom Lasater withdrew from Princeton University and returned home to salvage what he could of his family business. On weekdays he was a traveling salesman for the family's Falfurrias Creamery, and on weekends he and his older brother Garland tended to what remained of their father's cattle.²

In 1931, Tom began a crossbreeding program that would eventually lead to Beefmasters: He crossed his father's Brahman cattle with the Herefords and also with two Shorthorn bulls he purchased. Because he didn't have much money, he crossed those two F1s and accidentally discovered the three-way cross (Brahman/Hereford/Shorthorn) outperformed the two-way crosses.

He began converting all of his cattle to the composite, and in 1937 he closed his herd to outside genetics, making it the oldest closed herd in the world.³ Tom and his wife, Mary, later christened this new breed of efficient cattle *Beefmasters*. In 1954, the USDA recognized Beefmasters as the first American composite breed,⁴ a remarkable feat for a breed started by a single producer.

Crossbreeding different types of cattle isn't so unusual, but it is the second piece in the breed's foundation that sets Beefmasters apart from all others—rigorously selecting for defined production traits from the beginning.

When Tom first started his crossbreeding in South Texas, he wrote to stock shows for information on prize-

winning cattle but was disappointed to find efficient beef production did not factor into the judging criteria. So instead Tom crafted his own list of important traits for beef cattle. He started with 25 traits and whittled down his list until he felt he could not trim away any more fat.⁵

Tom called the remaining traits the *Six Essentials*—each one is economically critical to beef production but overemphasis of any single trait jeopardizes the balance. Beefmasters are the only recognized breed of cattle in existence that have been selected solely for beef characteristics from the beginning. What are the *Six Essentials*?

Disposition—Gentle cattle are cheaper to manage, sell better, breed better, feed better and calve easier.

Fertility—Cows that do not have a calf every single year are not economically viable.

Weight—a 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.

In the *Anniston Star* article, Tom referred to himself as “just a cowboy,” but Bartimus wrote, “Under that favorite old hat there’s a brain that combines the acumen of a businessman, geneticist, nutritionist, naturalist and inventor.”

Tom’s ideas were so shocking that the cattle industry called him many names, including eccentric and crazy. Our father Laurie Lasater described him as a “creative radical” who was not afraid to eschew conventional thought when he saw a better alternative.⁶



Disposition is the most overlooked of the *Six Essentials*, but docile animals are cheaper to raise and bring more money when sold. Tom Lasater believed that an animal with only five of the *Six Essentials*—regardless of which one was missing—was worthless.

Some of his ideas were so ahead of his time that it has taken many decades for the cattle industry to catch up. In the 1930s Tom’s controversial practices of weighing calves, performance testing and multiple-sire breeding were nonexistent, but today are considered industry standards. But 90 years later, many ranchers still struggle to adhere to Tom’s philosophy of culling of any cow that fails to produce a calf every year, regardless if she loses her calf due to lightning, predators or any other cause.

An even more striking aspect of Tom’s forward thinking is how incredibly well his theories have stood

the test of time, been proven correct and appeal to cattlemen worldwide. His ideas remain as relevant today as they were groundbreaking 90 years ago.

When Tom Lasater began his career in an economic crisis, he did not hope to create a new beef breed, but rather to produce beef more efficiently. Laurie wrote in *The Lasater Philosophy*, “I firmly believe all constructive cattle selection work is done within a framework of economic necessity, and that each of us tends to be as lazy as his economic circumstances permit.”

Tom’s early experiences shaped an innovator who refused to accept the status quo. He once said, “Perfection is always on the horizon, and anybody who sets their goal so low they can reach it is a fool.”⁷

Our family is extremely thankful for Granddad’s relentless pursuit of progress and efficiency which created the incredible Beefmaster cattle we raise today. And we at Isa Beefmasters will continue to honor Tom Lasater’s legacy by raising high-quality cattle in strict accordance with his *Six Essentials*.



Our exclusive design celebrating 90 years of our outstanding breed will be available on our website.

¹ Dale Lasater, *Falfurrias* (College Station: Texas A&M University Press, 1985), 134.

² Tad Bartimus, “Rancher develops own breed,” *The Anniston Star*, September 10, 1982.

³ Laurence M. Lasater, *The Lasater Philosophy of Cattle Raising* (San Angelo: Santa Cruz Press, 2024), 76.

⁴ “Beefmaster,” *The Cattle Site*, September 29, 2022, <https://www.thecattlesite.com/breeds/beef/46/beefmaster/>

⁵ Bartimus, “Rancher develops own breed.”

⁶ Laurence M. Lasater, *The Lasater Philosophy of Cattle Raising*, 25.

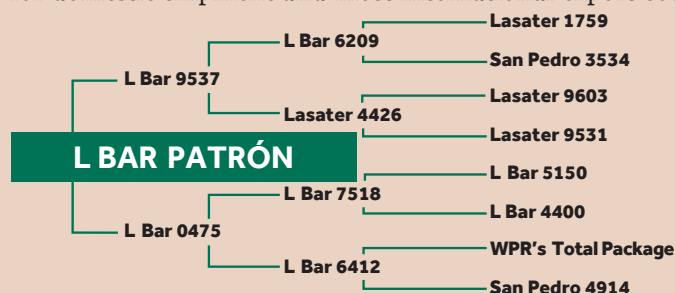
⁷ Bartimus, “Rancher develops own breed.”

PERFORMANCE BEEFMASTER GENETICS

Call for pricing—Volume discounts available

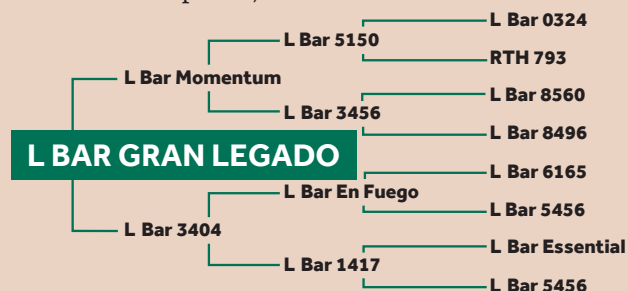
See website for additional sires available. Quantity limited on some sires. AI certificates \$10. Freight additional.

We are pleased to announce our newest herd sire, L Bar Patrón, which means “boss” in Spanish—and he is all that! Blending top L Bar, Lasater and San Pedro bloodlines, he boasts nine of 17 EPDs ranking in the top 15% of the breed. He was one of the top gainers in both the grass and feed portion of the Isa Performance test, and his weaning and yearling ratios are 1.37 and 1.30. He had the highest Isa Index (\$Isa) in our 2025 sale. Solid red, and flawlessly built, Patrón is truly the boss for explosive performance. We have semen for domestic shipment and most international export countries.



DEHORND					L BAR PATRÓN													
DNA #NE04028299 PV												Reg. # C1182931						
EPD	CE	BW	WW	YW	MILK	MCE	SC	STAY	AFC	RFI	REA	MARB	\$T	\$M	\$FE			
Patrón	5.4	0.4	42	61	11	3.5	1.16	3.7	-0.98	-0.01	0.94	0.06	\$120	\$27	\$23			
% Rank	15	55	15	10	20	20	10	15	40	35	2	35	10	15	15			

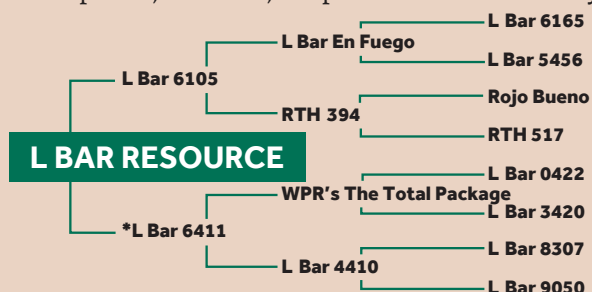
Gran Legado translates as Grand Legacy, and this young sire is certainly emblematic of that! An L Bar Momentum son, his pedigree stacks great semen sires L Bar 0324, Essential and En Fuego. His dam, L Bar 3404, is a top polled donor female, who is a full natural sister to L Bar 4519. Digging deeper into 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.



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	-0.7	25	37	2.0	3.19	0.8	1.15	0.91	0.14	0.77	0.41	\$83	\$10	\$14
% Rank	35	20	55	50	95	40	30	35	95	80	10	3	45	85	55

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.



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	2.1	1.4	30	44	6.0	4.3	0.81	5.94	0.2	-0.02	0.37	0.32	\$94	\$13	\$19
% Rank	85	85	40	35	90	4	30	4	95	35	35	5	35	75	25

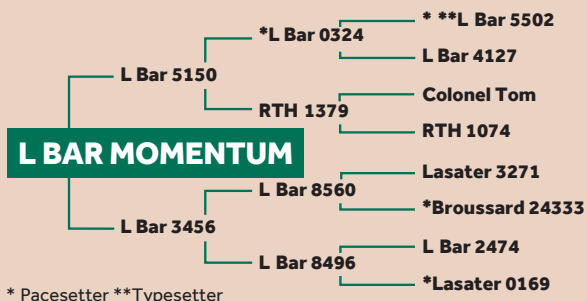
Owned by Genesis Beefmasters

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.

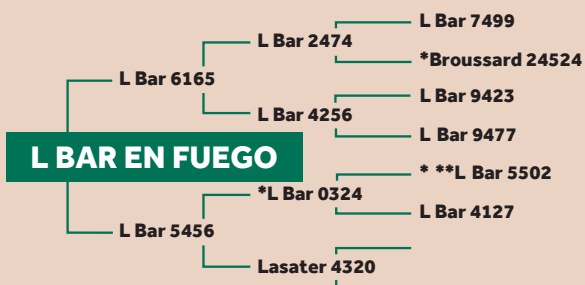
Blending the great L Bar 5502 line with Lasater and Rancho Tres Hijos genetics, L Bar Momentum provides the perfect complementary cross for En Fuego genetics. He really rang the bell in our 2019 Performance Test and Sale: He was the second highest-selling bull overall, gained an amazing five pounds per 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														Reg. # C1095158		
DNA #123015084092 PV														Classified U1/2		
EPD	CE	BW	WW	YW	MILK	MCE	SC	STAY	AFC	RFI	REA	MARB	\$T	\$M	\$FE	
Momentum 1.9	0.9	36	43	2	2.9	1.5	1.16	0.78	0.12	0.60	0.14	\$91	\$21	\$10		
% Rank	90	70	25	40	95	60	5	35	95	75	15	20	35	35	75	

Owned by Jon Lewis

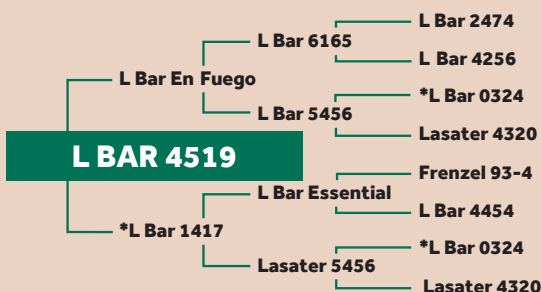
One of our best herd sires to come through in many years! L Bar En Fuego sired the high-selling bull in the Isa Bull Sale for four years, including L Bar 4519 and L Bar Habanero. En Fuego is polled and has the ideal conformation, with a U 1/1 classification. A breed trait leader for SC, MCE and MARB, 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														Reg. # C988569		
DNA #549728A PV														Classified U1/1		
EPD	CE	BW	WW	YW	MILK	MCE	SC	STAY	AFC	RFI	REA	MARB	\$T	\$M	\$FE	
En Fuego 4.4	-0.3	29	41	-3	4.2	1.3	1.1	1.4	0.36	0.16	0.47	\$91	\$9	\$8		
% Rank	35	30	45	40	95	5	10	35	95	95	55	2	35	90	80	

Owned by Pine Tree Acres

The high-selling bull in our 2016 sale, L Bar 4519 has incredibly powerful and balanced EPDs, and he is a trait leader for MCE, REA and MARB. 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														Reg. # C1050589		
DNA #9161327045 PV														Classified U1/1		
EPD	CE	BW	WW	YW	MILK	MCE	SC	STAY	AFC	RFI	REA	MARB	\$T	\$M	\$FE	
4519 4.1	0.0	38	55	3.0	4.4	1.3	1.2	1.5	0.33	0.86	0.51	\$115	\$19	\$12		
% Rank	40	40	25	20	95	4	10	35	95	95	5	2	15	45	60	

Owned by Dalton Lowery

New *Two to Mexico* edition available

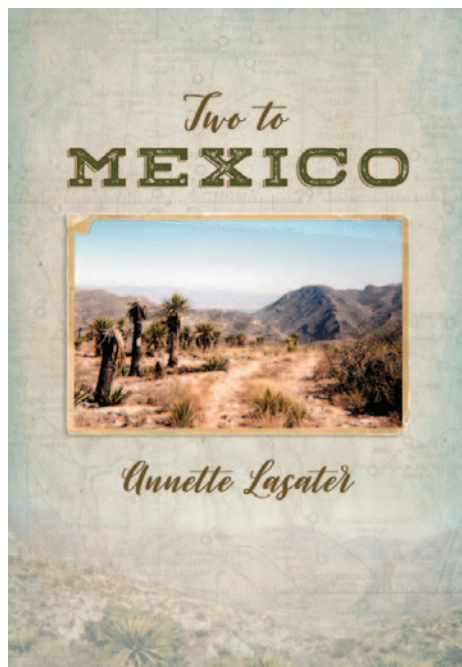
Many customers have been asking about *Two to Mexico*, and we are excited to announce that a new fourth-edition paperback with a redesigned cover has been released.

In 1964 Mom was living her best life in Denver, climbing the corporate ladder at Continental Airlines and enjoying the fruits of her labors: She had recently bought a Mustang sports car and had ready access to affordable air travel and even unused tickets to a young NFL team no one had heard of, the Denver Broncos.

By the end of the year her life had taken a literal 1,000-mile turn south—she was married to Dad and living in Mexico. When they moved, she didn't speak any Spanish and didn't know anything about ranching. They had no electricity and only one old pickup for the three-hour drive to town. But she embraced the new adventure *con gusto*.

Mom's memoirs recount their early married years in Mexico—carving out a home on a rugged valley ranch, helping Dad establish his Beefmaster herd, learning a foreign language and culture, handling frightening government problems and making many unforgettable friends.

People have often told us their favorite chapter of the book is "Indian War." Incredible doesn't begin to describe the encounter. If I ever find myself facing armed men, I hope I am



level-headed enough to remember to pray ... and then ask myself, "What would Mom have done?"

In her conclusion, Mom wrote that when she thought back about her time in Mexico, "I can remember hardships, even terrible fear, but the satisfaction of having met challenges and succeeded still outshines the crises. The fond memories of our life there are far more numerous than any unfavorable remembrances."

To learn more or order your copy, visit www.isabeefmasters.com/store/

—Isabel Lasater Hernandez

Welcome!

Continued from front

balance of growth, production efficiency, fertility and carcass value.

On our website, we will have available a sortable Excel spreadsheet of the catalog so you can dig into your advanced 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, 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



WHY BUY ISA?

**CATTLE DEVELOPED
FOR GRASS-BASED
PRODUCTION**

**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)**

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 3rd!

—Lorenzo Lasater