

# the isa informer

ISA CATTLE COMPANY

FALL  
2012

You are cordially invited to our 51<sup>st</sup> Beefmaster and Charolais bull sale!

The bulls are currently finishing up our unique yearlong performance test, and they are one of the most outstanding sets of bulls we've raised. The enclosed catalog has all of their performance information to date, including grass gains, current weight and carcass sonogram.



On the subject of the carcass scans, you will see a number of bulls with IMF percentages well above 4%. This is remarkable for grass-developed bulls! The catalog also shows their excellent muscling and thickness displayed in the ribeye areas.

You can also see their gains on grass. This is from the time they were weaned until we weighed them on test in the Isa Bull Test Facility on August 17<sup>th</sup>. We run them very rough on native 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 what environment you ranch in.

The bulls are backed by a complete health program, have been trich and fertility tested, and they are fully guaranteed. Volume purchases will be delivered for free anywhere in the U.S.

We look forward to seeing you in San Angelo on October 6<sup>th</sup>!

—Lorenzo Lasater

## A LEGACY OF PERFORMANCE

**35 EPD TRAIT LEADERS**

### THE PERFORMANCE BULL SALE

In the 2012 Beefmaster Sire Summary, 35 trait leaders are L Bar bulls or their sons—that's 33% of leaders originating from one bull sale!



**L BAR EN FUEGO**—Long, red, straight, clean and polled. Classified U 1/2.

**51<sup>ST</sup> BULL SALE—OCT. 6, 2012**

**10 A.M. • PRODUCERS AUCTION • SAN ANGELO, TX**

**150 range-tough Beefmaster and Charolais bulls**

featuring the following pedigrees:

**Beefmasters:** Automatic, Essential, Inevitable, L Bar 2118, L Bar 7499, L Bar 5502, L Bar 2474 and L Bar 3100.

**Charolais:** Sir Paul, Mighty Man, Fast Track, Duke 9918, Duke 041 and Bluegrass.

**Sale Headquarters:** Rodeway Inn 325.944.2578

Laurie, Annette & Lorenzo Lasater

P.O. Box 60327  
San Angelo, TX 76906  
(325) 949-3763  
lasater@isacattleco.com



[www.isacattleco.com](http://www.isacattleco.com)

# Panamá: A great country with a great future for Beefmasters



Tito Dutari had the reserve grand champion bull at the Azuero Livestock Show in Panamá.



Lorenzo and Laurie watching a ship pass through the Miraflores Lock of the Panamá Canal.



Laurie speaks on the Lasater Philosophy and Beefmasters at the Azuero Livestock Show.

Panamá is a great new market for Beefmasters. On May 1, Lorenzo and I flew to Panamá to put on a program at the Azuero Livestock Show in the city of Chitré, four hours west of the capital. We were hosted by Guido Martinelli and Tito Dutari, both officers of the Panamanian Beefmaster Association and both of whom Lorenzo had met previously.

Tito picked us up at the Panamá City airport about 9:00 pm and took us on a tour of the “old city” en route to our hotel. That part of the city dates from the Spanish Colonial Days.

Panamá is a beautiful country. We left after lunch on Wednesday to drive to Chitré. After leaving the capital, on the Pan American Highway, we crossed the “The Bridge of the Americas,” connecting Central and South America. On the left is the Pacific Ocean, and on the right is the Panamá Canal. It is a truly stunning vista.

Panamá has excellent Beefmaster cattle, some of which were on display at the show. Our program at 11:30 Thursday drew a good crowd, including some professional ranchers. Our topic, “The History of our Family and the Evolution of the Lasater Philosophy,” elicited many interesting questions and discussion until 9:00 pm, centering on our assertion that a breeding season of 90 days or less is our most important financial and genetic tool.

On our return to Panamá City, Tito gave us a grand tour of the Panamá Canal and shared with us some of its history. Watching two gigantic ships exit the Canal into the Pacific was a highlight for both Lorenzo and me. Seeing the Canal and the accompanying military and industrial complex made us proud to be Americans.

The trip home on May 5<sup>th</sup>, like the trip down, involved three flights, going through Miami, and was a hard but successful journey. We enjoyed the beauty of Panamá and the hospitality of its people.

—Laurie Lasater



Laurie and Lorenzo with Tito Dutari (left), Vice President, and Guido Martinelli, President of Panamá’s Beefmaster association—Asobeef.



Manjoh Ranch of South Africa is producing some great registered Beefmaster cattle, as witness this excellent bull above, MAJ 07-0622, an AI son of L Bar 3432. L Bar 3432 is the top marbling bull in the Beefmaster breed.

# Beefmasters in Southern Africa

This great Manjoh Ranch bull (pictured above) exemplifies the success of Beefmasters in Southern Africa. This outstanding bull was sired by L Bar 3432—the top marbling bull in the Beefmaster breed.

Our first semen sale was to then-Rhodesia in 1973. Since then, we have shipped 31,000 straws from more than 58 bulls. These shipments have firmly established the Beefmaster breed in now-Zimbabwe, Namibia, Botswana and South Africa.

In 1990, after Lorenzo graduated from college, we made our first trip to Botswana and South Africa. The trip (via London) was 72 hours from San Angelo to Maun Botswana. John Kempf, one of our first and now our largest customer worldwide, has established a great herd of Beefmasters on 240,000 acres in the Kalahari Desert at Ghanzi, Botswana. He and Wilma have visited us three times in Texas. They are true pioneers

and their son John-John will take over the management of their Xumgai Ranch.

On that first trip, the Kempfs flew us to Gaborone, Botswana, and drove us to the Boschveld Ranch in South Africa, belonging to Pieter Bosch and his son, Mike. Pieter was instrumental in introducing the Beefmaster breed into South Africa and establishing the association. The Bosches hosted a field day, which was well-attended with many interesting questions.

On subsequent trips, we have attended two Beefmaster Alliance Bull Sales, hosted by the Manjoh Ranch, and a field day, hosted by the Stretton family for the Eastern Cape Beefmaster Club. We put on programs at each event which stimulated lively discussions with interested cattlemen and cattlemen.

Our dealings in Southern Africa have been enjoyable and rewarding and have enriched our lives.

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## Isa Charolais improve gains

Ron Sanko, of Pittsburg, Kansas, runs Isa “Crescent J” Charolais bulls on his commercial cow herd. Last year, they grazed Charolais-cross calves (not of Isa genetics) on fescue for 90 days through the summer. They gained 1.1 points per day.

This year, the Isa-influenced Charolais-cross calves gained 1.55 under the same conditions. We are proud to provide ranch-type Charolais genetics to top cattlemen like Ron throughout the country.

## Excellent cattle for sale now

**30 Open Beefmaster Heifers**

**36 Spring Beefmaster Heifers**

**13 Charolais Advancer Females  
(Charolais bred to Beefmasters)**

**2 Beefmaster Herd Bulls**

**1 Charolais Herd Bull**

***\*All subject to our buy-back program.***

For more information, please contact Laurie or Lorenzo at 325.949.3763.

# SALE SEMEN SPECIAL (10 OR MORE STRAWS)

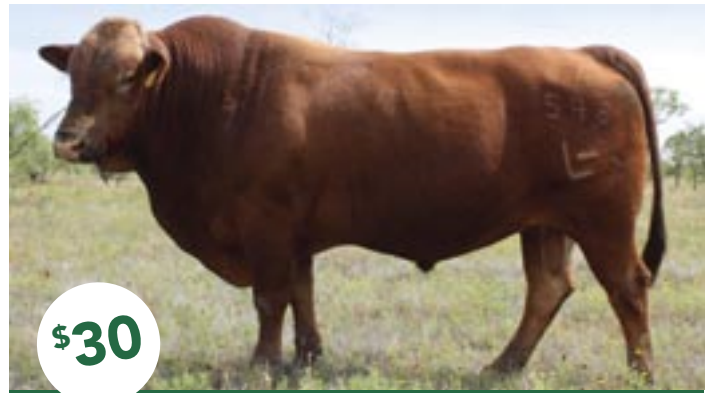
EXPIRES 10/31/12. INCLUDES AI CERTIFICATE.



**\$50**  
Polled

**L Bar En Fuego**

BW 1 WW 23 YW 31 MILK 3 TMAT 15 SC 1.3 REA .02 IMF .1



**\$30**

**L Bar Essential**

BW -1.1 WW 5 YW 12 MILK 5 TMAT 7 SC -.4 REA .1 IMF -.1



**\$30**

**L Bar Inevitable**

BW .7 WW 10 YW 17 MILK 8 TMAT 13 SC -.5 REA .1 IMF .1



**\$35**

**L Bar Automatic**

BW -1.1 WW 16 YW 11 MILK 2 TMAT 10 SC .5 REA -.3 IMF .1



**\$100**  
Limited

**L Bar 5502 (Typesetter/Pacesetter)**

BW 1.3 WW 39\* YW 53\* MILK -24 TMAT -4 SC 1 REA .3 IMF 0 RFAT -1



**Polled \$75**  
Limited

**L Bar 2474**

BW -.5 WW 10 YW 11 MILK 5 TMAT 9 SC -.3 REA -.27 IMF .1



**Marbling \$150**  
v. Limited

**L Bar 3432**

BW 0 WW 27 YW 32 MILK -3 TMAT 10 SC .5 REA 0 IMF .3\*

## L BAR EMBRYOS

- L Bar 5502 x L Bar 8436
- L Bar 5502 x L Bar 9492
- L Bar 3432 x L Bar 4454

**\$375**  
each

## ADDITIONAL SEMEN BULLS

- L Bar 0324 \$15
- L Bar 4401 \$10

\* Trait Leader