

# the isa informer

ISA CATTLE COMPANY

SPRING  
2009

**36** PACESETTER  
COWS IN 2008  
THE PERFORMANCE HERD  
**12** 2009 EPD  
TRAIT LEADERS

## Spring cattle for sale



- 24 Beefmaster First-calf Pairs
- 44 Fall-calving Beefmaster Heifers
  - 19 Charolais 3-in-1s
  - 5 Charolais Bulls (Twos)
- 20 Beefmaster Bulls (Yearlings)
- 50 Fall-calving Beefmaster Cows—Bred to L Bar 3100
- 6 Open Pairs with Big Calves
- 21 Bred Heifers—Calving Now!

## L Bar genetics offer performance boost

Hello, friends, and welcome to our Spring Genetics Issue of the *Isa Informer*! I thought I might take a minute and explain the history behind L Bar Genetics and why they might be of value to your breeding program.

Folks often ask about our linebreeding program. The definition of linebreeding is “selective inbreeding to perpetuate certain desired qualities or characteristics in a strain of livestock.” Geneticists explain that linebred cattle breed truer because they possess more homozygous or identical gene pairs. Therefore linebreeding is an extremely valuable tool in increasing the consistency, uniformity and prepotency of the herd and their offspring in other herds.

Though closely bred, the L Bar Herd is not a “closed” herd because we typically bring in outside genetics through large groups of females from a single, tightly managed and complimentary program. Over the years, we have added infusions of genetics from the Lasater and Casey herds, as well as Sanders, Musser, Cargile, Vista and, most recently, Cain Cattle Co.

About 15 years ago, we began an effort to transform our cattle, with one of the primary goals being improved consistency of conformation, color, underline, size and type. We strive to select for the optimum performers, while still keeping

the size and weight of the herd in moderation. We select for trim, moderate-sized cattle packed with thickness and muscling that meet the demands of today’s bull buyer.



The most important factor in the cow business is, of course, fertility. We breed all females for 60 days, and cull not only those that miss, but also those that fail to wean a marketable calf. We breed our heifers at 14 months to calve at two years, in the exact same season as their mothers. In our bull selection, we place a great deal of emphasis on the sons of first-calf heifers, in an effort to lock in those early maturing, easy-calving qualities.

Performance is of obvious importance in our breeding program. We are very proud to have had **36 L Bar cows receive the coveted BBU Pacesetter award in 2008**. This means that she calved at least by 30 months of age, she had at least three consecutive calves with a weaning ratio of 105 or better AND maintained a calving interval of 375 days or less. On the bull side, BBU publishes the trait leaders for each of the 5 EPDs, and there are **17 L bar bulls or sons of L Bar bulls that are trait leaders in the Beefmaster breed**. That is 23% of all trait leaders—more than any other breeding establishment!

As you make your spring breeding plans, I hope you’ll consider the boost that high-performing L Bar genetics can give your program.

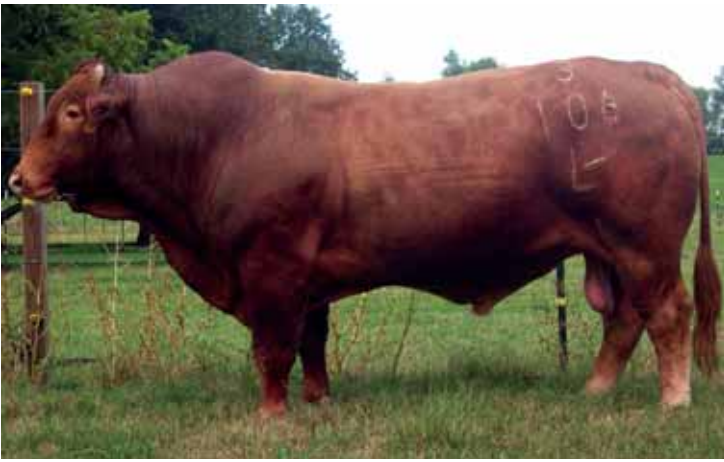
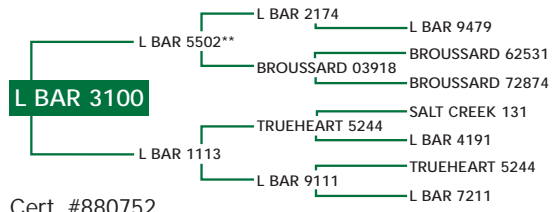


Photo by Genex

This outstanding herdsire combines the awesome bloodlines of L Bar 5502 and Lasater 513. He has the length and type to raise herd bulls for the modern cattle industry. He will clean up your calves and pack on the muscle and thickness.



Cert. #880752

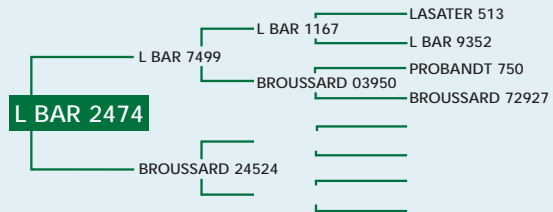
**L BAR  
3100**

Expected Progeny Differences							
	BW	WW	YW	MILK	TMAT	SC	
3100	.4	19	26	-12	-3	.5	
ACC	.57	.67	.57	.25		.46	
Individual Performance Results							
	Birth	Act BW	Adj WW	Adj YW	Classified		
3100	2/5/03	84	631	882	U		
Ratio		99	112	110			
Isa Cattle Co. Bull Performance Test							
	Wt On	Wt Off	ADG	WDA	Ribeye	IMF	SC
3100	1175	1465	5.8	2.50	16.9		42
Ratio			1.60	1.05			



Photo by EBS

The only polled bull in the L Bar Battery, this terrific herdsire offers depth and capacity. L Bar 2474 packs a straight top into a perfectly muscled frame. He is a low-birthweight sire with strong and balanced EPDs. (Supply is limited.)



Cert. #872425

**L BAR  
2474**

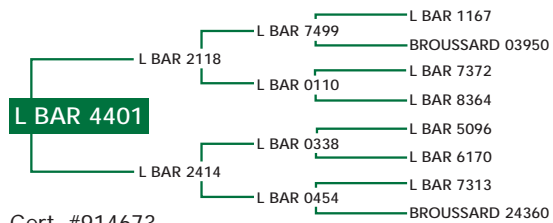
Expected Progeny Differences							
	BW	WW	YW	MILK	TMAT	SC	
2474	-.1	8	15	6	10	-.2	
ACC	.59	.58	.52	.21		.46	
Individual Performance Results							
	Birth	Act BW	Adj WW	Adj YW	Classified		
2474	8/27/02		615	958	U		
Ratio			106	106			
Isa Cattle Co. Bull Performance Test							
	Wt On	Wt Off	ADG	WDA	Ribeye	IMF	SC
2474	1355	1665	6.2		16.9		37
Ratio							

Polled



Photo by Watt M. Casey, Jr.

Thick and powerful, L Bar 4401 is one of the all-time best performers to come through the Isa Performance Test. He typifies the curve-bending low-birthweight/high-growth type. Check that 1.58 intramuscular fat ratio!



Cert. #914673

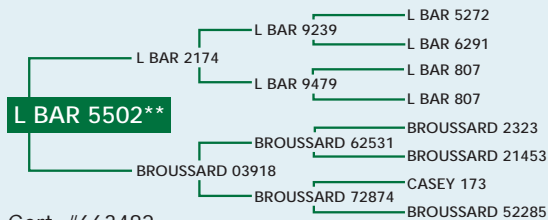
**L BAR  
4401**

Expected Progeny Differences							
	BW	WW	YW	MILK	TMAT	SC	
4401	.6	19	31	9	19	.1	
ACC	.33	.39	.37	.15		.33	
Individual Performance Results							
	Birth	Act BW	Adj WW	Adj YW	Classified		
4401	8/12/04	78	718	1005	U		
Ratio		93	112	111			
Isa Cattle Co. Bull Performance Test							
	Wt On	Wt Off	ADG	WDA	Ribeye	IMF	SC
4401	1460	1650	3.8	2.03	16.1	4.15	42
Ratio			1.07	1.09	1.00	1.58	



Photo by Gus Navejas

Need performance? L Bar 5502 is the breed's only triple trait leader. He is long, clean and packed with muscle. Having sired numerous top-selling bulls in Beefmaster sales, his calves all receive his tremendous growth and charisma.



Cert. #663482

**L BAR 5502**

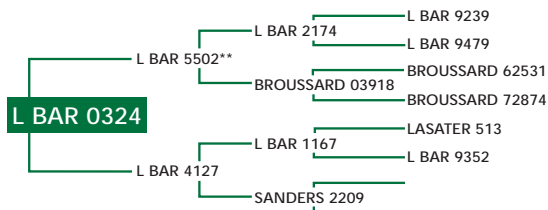
Expected Progeny Differences							
	BW	WW	YW	MILK	TMAT	SC	
5502**	1.4	32*	43*	-23	-7	.9*	
ACC	.90	.92	.89	.87		.85	
Individual Performance Results							
	Birth	Act BW	Adj WW	Adj YW	Classified		
5502**	8/30/95				U 1/2		
Ratio							
Isa Cattle Co. Bull Performance Test							
	Wt On	Wt Off	ADG	WDA	Ribeye	IMF	SC
5502**	1295	1530	4.7		17.1		39
Ratio	1.14	1.16			1.16		1.02

\*Trait leader \*\*Typesetter



Photo by Phil Tomlinson

We've raised dozens of outstanding bulls out of this strong L Bar 5502 son. Athletic and clean, he will sire smooth, clean and solid red calves, and he tops the breed, being the #1 bull for Scrotal EPD.



Cert. #818452

**L BAR 0324**

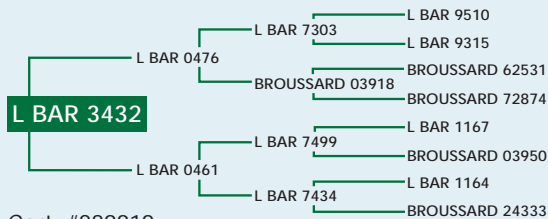
Expected Progeny Differences							
	BW	WW	YW	MILK	TMAT	SC	
0324	-.7	17	26	-1	8	1.1*	
ACC	.78	.83	.78	.67		.73	
Individual Performance Results							
	Birth	Act BW	Adj WW	Adj YW	Classified		
0324	2/16/00		644		U		
Ratio			108	84			
Isa Cattle Co. Bull Performance Test							
	Wt On	Wt Off	ADG	WDA	Ribeye	IMF	SC
0324	1150	1360	4.2		14.6		42
Ratio							

\*Trait leader



Photo by EBS

L Bar 3432 is probably the longest bull in the battery. He was one of the top carcass bulls in the 2005 Isa Performance Test, with a 1.17 IMF ratio. A blend of the L Bar 7303 and L Bar 7499 bloodlines, he produces cherry-red calves with lots of eye appeal.



Cert. #889919

**L BAR 3432**

Expected Progeny Differences							
	BW	WW	YW	MILK	TMAT	SC	
3432	2.3	17	31	-4	5	.1	
ACC	.63	.64	.52	.15		.40	
Individual Performance Results							
	Birth	Act BW	Adj WW	Adj YW	Classified		
3432	8/21/03		644	812	U 1/2		
Ratio			124	95			
Isa Cattle Co. Bull Performance Test							
	Wt On	Wt Off	ADG	WDA	Ribeye	IMF	SC
3432	1580	1800	4.4	2.42	17.0	3.75	39
Ratio			1.05	1.18		1.17	

# Spring Semen Special:

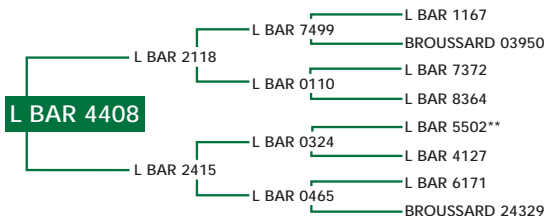
\$45 each / 10 or more straws / Any combo  
 \$35 each / 50 or more straws / Any combo  
 JBBA Special! \$25 each / No minimum

## ANNOUNCING OUR NEWEST HERD BULL!



Photo by Watt M. Casey, Jr.

Take a look at the birthweight EPD! L Bar 4408 exemplifies the moderate, clean frame packed with muscle. He has a smooth top, perfect underline and brilliant red color. He is a son of the great L Bar 2118 and boasts of L Bar 0324 and 5502 in his ultra-strong pedigree.



# L BAR 4408

Cert. #914725

### Expected Progeny Differences

	BW	WW	YW	MILK	TMAT	SC
4408	-3.7	5	12	5	8	.1
ACC	.63	.36	.37	.15		.27

### Individual Performance Results

	Birth	Act BW	Adj WW	Adj YW	Classified
4408	8/27/04	70	583	908	U 1/2
Ratio		103	91	101	

### Isa Cattle Co. Bull Performance Test

	Wt On	Wt Off	ADG	WDA	Ribeye	IMF	SC
4408	1300	1480	3.6	1.86	15.3	2.76	36
Ratio			1.01	1.00	.95	1.05	

Save the Date! 47th Performance-Tested Bull Sale—Saturday, October 3, 2009  
 200 Beefmaster and Charolais Bulls



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