

• the • Isa Informer

WINTER 2002-2003

ISA CATTLE COMPANY

Fiesta features outstanding picks



*Happy
New Year!*

INSIDE

FIESTA CATALOG

Including complete performance information

MANY THANKS

We tip our hats to our 2002 customers

PROVEN HISTORY

L Bar genetic legacy dates back 125 years

Send us an email at isacattl@wcc.net for a free subscription to the *Isa Informer*.

Dear Friends,

I am writing to invite you to join our family for the 3rd annual Beefmaster Female Fiesta on Saturday, January 18th. 2003 promises to be a terrific year in the cattle business with the easing of the drought and an improving cattle market.

This is the largest production sale in the breed, featuring more than 100 outstanding females—every one out of a cow with a 365-day calving interval. Most are bred to L Bar 5502, but we are also proud to offer pairs by his son L Bar 8419 and heavy-bred females to L Bar 7499. Inside the

Informer, you'll find complete performance information on each lot, including their pregnancy status and to which bull they are bred. You are cordially invited to call for more information or to come see the cattle at any time.

In July of 2002, we purchased John Cargile's outstanding Beefmaster herd, and the first of these females will also be offered here.

We will also have a nice selection of bulls from Frenzel Brothers and San Pedro Beefmasters, including sons of L Bar 5502.

2002 was another good year for our company—our 38th year in the cattle business. We'd like to extend our heartfelt thanks to our customers and friends who made this possible.

Special thanks also to the 50 breeders who purchased 1,117 straws of L Bar 5502 semen at the BBU convention, shattering all previous records. The market has spoken regarding L Bar 5502, and he is clearly the best bull yet. We invite you to take part in his exciting legacy.

The family joins me in wishing you all the best for 2003. *See you at The Fiesta!*

Warm Regards,

Lorenzo Lasater

FIESTA SPECIFICS

Featuring:

- More than 100 Pairs & Bred Females
- Performance-tested Bulls from Frenzel Brothers & San Pedro Beefmasters, including sons of L Bar 5502
- Semen Specials on Lasater 6129, L Bar 7303, L Bar 7499, L Bar 8419 & L Bar 5502

Schedule:

6:30 p.m. Fri., Jan. 17—Cocktail Buffet at the Holiday Inn, San Angelo, TX
10:00 a.m. Sat., Jan. 18—Sale at Producers Auction, San Angelo, TX

Headquarters:

Holiday Inn, San Angelo, TX
(915) 658-2828

Thank you to our 2002 buyers

... of cattle, semen and embryos

Gordon Allen	Gator Farms	Jimmy Morgan
Oscar Alvarez	Bill George	Terry & Kathleen Myers
Conrad Appleton	Lindsey Gilmore	Jerry Orr
Ricky Aycock	J. A. Girgenti	David Parobek
Ken Baer	Weldon Goebel	Donald Peeples
Casey Ballard	Gressette Family Farms	Rodney Peeples
Stacy Beckmann	Guajolote Management	C. A. Petrick
Dwight Bertrand	Gary Halepska	John & Sue Pierson
Malcolm Bertrand	Werner Halfmann	Larry Purdom
Gary Billington	Harrod Farms	Gustavo Ramos
Jeffrey Blair	Jesse Headings	Rancho Tres Hijos
Mark Blau	Keith Henderson	Leroy Ratliff
Johnny Brookshire	James Herm	R.A. "Bobby" Roberts Ranch
David C. Brown Beefmasters	Ray Hicks	Rock Falls Ranch
Ward Burroughs	Terry & Kenton Holliday	Florentino Rodriguez
Larry Buster	Hubble Land & Cattle	José Rodriguez
Katie & Chloe Byers	Charles Hurst	Rick Sacket
C&L Partners	I O C Beefmasters	Ronald Schmidt
Rocky Carrillo	Immokalee Ranch	Siddons Beefmasters
Richard Cavender	Jones Ranch	Simon Creek Beefmasters
Bill Church	Wayne King Beefmasters	Kent Smith
Lance Crews	Joe Kreger	Randall & Marta Spears
Trent Cromer	Larry Lairmore	Peter Summers
Cross Timbers Beefmasters	Nicolle Lamb	Gary Takacs
Tom Curren	Lee Creek Farms	Robert Teague
D&B Beefmasters	Rodney Lewis	Tombigbee Farms
Josh Deaton	Marcus Lingerfelt	Glenn & Jo Ann Tomlinson
Michael DeVille	Longino Ranch	David Thornton
Diamond A Ranch	Barney Lowery	Bill Trantum
Dean Dillard	Lucky W Ranch	Trueheart Beefmasters
Matt Dikeman	M&M Cattle Co.	John Vance
Paul Dougharty	Tommy Mann	Jim & Brenda Walker
A. Duda & Sons	Scott Marsh	Barry Wallace
Alison Durio	Jerry Masterpool	Phillip Wallen
Steve Emmons	Jeff Mattox	David Ward
Fields & Wimberley	Walter & Debbie McCullough	Aubrey Wedgeworth
Burnus Fisher	Kendall McKenzie	Jody Wedgeworth
Pearce Flournoy	Mexican Beefmaster Assn.	Joe Dan Wedgeworth
Joel Franz	Joe & Jo Ann Mendiburu	Virgil Wedgeworth
Gary Frenzel	Milton Cattle Co.	Jim Willingham
Frenzel Brothers Beefmasters	Kent Mindemann	Hans Wittenburg
Mark Frenzel	Dennis Mhire	Lynn Wohlfahrt
Jeffrey Fulk	Finley Morgan	



Rigorous breeding program ensures genetic success

Tom Lasater is justly famous for developing the Six Essentials- Disposition, Fertility, Weight, Conformation, Hardiness and Milk Production. It is well-understood that fertility is “first among equals in importance.” Many people in the cattle business do not understand the genetic, performance and economic implications of true management of a cow herd for fertility.

If Dad were operating today, he'd probably agree that a fertile cow is one that has an acceptable calf at 24 months of age and every 365 days thereafter, in a low-cost production scheme. A 365-day calving interval means one breeding season of fewer than 90 days.

We wean our heifers at about 7 months old, weighing some 550 pounds, and we keep about 90% of them. They are developed post-weaning in a low-cost, cake-on-grass regime and exposed to our newest herd bulls for 60 days beginning the same day as their mothers- every cow is in the same calving slot as her mother, grandmother, and so on. This competitive environment gives us a cost-effective, high-turnover operation with a young herd in which every female generates income every year.



L Bar first-calf heifer at 25 months

There are hidden benefits to this program. During the last 10 years, we've seen our cattle improve dramatically due to natural selection by drought. We run a high-powered performance operation in a hostile environment. Our herd is a unique combination of Lasater, Casey, Musser, Newsome, Sanders and Broussard genetics. We use performance as our main criteria in bull selection and demand productivity in our females. We run a low-cost operation on leased land, which

means these cattle hustle for a living. It is important to understand that fertility, as defined above, also impacts feedlot and carcass performance. Tom Lasater began weighing his bull calves in 1936 and adopted his famous “calf-a-year” program in 1948. We can thank him for the outstanding performance of Beefmasters at the feedlot and carcass level, as exemplified by L Bar 5502.

We consider nature as an ally in natural selection. When you buy L Bar genetics, you're buying a genetic and management legacy that dates back more than 125 years.

Laurence M. Lasater



14-year-old cow with her fifteenth calf



L Bar 5502 X Angus heifer on feed

Don't miss the *Third Annual Isa Cattle Company*

BEEFMASTER FIESTA

An unprecedented offering of more than
100 Beefmaster Pairs & Bred Females

A good selection of young bulls, including sons of L Bar 5502, will be available private treaty.
Please call for Sale Day Semen Specials on Lasater 6129, L Bar 7303, L Bar 7499, L Bar 8419 & L Bar 5502.

10:00 a.m. • Saturday, Jan. 18, 2003
Producers Auction • San Angelo, Texas

PAIRS & BRED FEMALES BY L BAR 5502

L Bar 5502 EPDs

Trait	BW	WW	YW	MAT	SC
EPD	0.9	25.7	37.3	-5.6	0.3
Top 15%	*	*	*	*	*

L Bar 5502 Texas A&M Carcass Test

Trait	BW	WW	Carc. Wt.	Ribeye Area	Yield Grade	Marb. Score	Choice & Prime 1&2	YG 1&2	Shear Force
5502	75	528	689	12.21	2.93	Sm ⁺	85.7%	50%	6.35
Ratio	1.07	1.09	1.08	1.06	1.09	1.85	1.18	0.97	1.01



PAIRS OUT OF L BAR 5502 & L BAR 8419



HEAVY BRED FEMALES TO L BAR 5502 & L BAR 7499



(915) 949-3763

www.isacattleco.com



Laurie, Annette & Lorenzo Lasater

P.O. Box 60327
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isacattl@wcc.net
www.isacattleco.com

Beefmaster Fiesta Sale

Saturday, January 18, 2003

PRSRT STD
U.S. Postage Paid
San Angelo, TX
Permit No. 314