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FALL 1999

ISA CATTLE COMPANY

A RICH HISTORY...



Photo by Brad Cardwell

Semen bull Lasater 2516 will be the featured sire in our 38th sale.

INSIDE

Proof positive

History proves value of Isa bull sale and performance test

Hot off the press

Newly translated "Lasater Philosophy" makes its debut

A BRIGHT FUTURE

ISA CATTLE COMPANY'S

38TH BEEFMASTER BULL SALE

OCTOBER 2, 1999 PRODUCERS AUCTION

In a tenderness test done at Texas A&M this year, 14 steers sired by 2516 had an average shear force of 5.25 pounds. 13 Angus Controls had an average of 5.39 pounds. (Less than 8.0 is considered acceptable for the restaurant trade.)

This year, we will offer 200 performance-tested bulls sired by some 20 outstanding,

proven herd bulls. As always, complete performance data, including current weight, will be in the catalog. Our cattle have surmounted seven years of drought – these bulls are the best ever!

Sale Headquarters: Holiday Inn (915) 658-2828
Join us for a ranch tour after the sale.



YOU ARE CORDIALLY INVITED TO COME TO SEE
THE SALE BULLS AND OUR OTHER CATTLE.
PLEASE CALL TO ARRANGE A TIME.

The Isa Performance Test

The Isa Cattle Co. performance test and sale is the largest in the Beefmaster industry and is unique in many ways. The bulls offered each year represent the top 35% of approximately 600 bull calves weaned. *Not a single bull has been topped off.* You can buy the absolute best we know how to produce.

This is the 38th group of bulls that have been tested in this format. The data we provide, combined with the way it is collected and careful appraisal, has proven to be an extremely accurate way to select the best bulls in each price range.

The first eight months of the test are spent under practical ranch conditions, growing frame and developing the athleticism so critical to the bulls' performance in difficult environments. We then finish with a 50-day Gain Test on a low-energy ration, which is scientifically designed to show genetic differences in gainability without getting the bulls too fat. Our customers from all parts of the world will tell you these bulls hold up when you get them home.

Our sale format is planned for our customers. We sell the two age groups, long-yearlings and twos, in roughly descending order of quality. The bulls are penned and cataloged in sale order, which means that

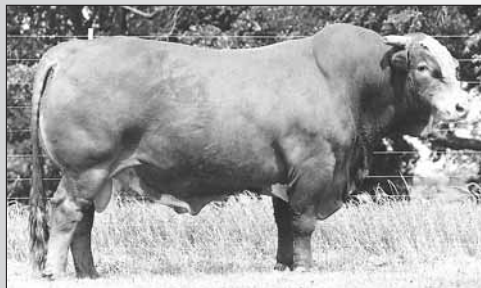
each buyer can target the area of the sale corresponding to their budget without jumping from page to page in the catalog. The producers in the Isa group hand-pick the first 30 bulls as suitable for use in

registered herds.

As the sale progresses, the price goes down, which means a volume buyer can "average down" during the event. The bulls are excellent quality throughout the sale, so you

have only to mark off those that do not suit your needs, and then let your target average price determine which bulls you buy. The biggest mistake buyers make is not starting to buy early in the sale.

Great semen bulls
prove value
of Isa test program



L Bar 5502



L Bar 8443



L Bar 9239



L Bar 1175



L Bar 7303

Handbook

Countless Isa customers have told us how much they appreciate the simplicity of the sale, which allows them to focus on the business at hand. All of the bulls have a complete health background, are fertility tested and ready for service. And they are backed up by the Isa guarantee. While others say their bulls are guaranteed, we back it up.

Except for birthweights, all of the performance data in the catalog is gathered by Isa Cattle Co., and each set of measurements is taken in a one-day period. This enables all bulls to have an equal chance to show their potential. We believe that the off-test weight, ribeye and scrotal measurements within each brand group are key. Our breeders have paid for measurement of over 4,000 ribeyes.

We list each bull's dam in the catalog, and the first digit of her number corresponds to her year of birth. We believe that the age of the dam is very important and is basic to our selection process. An outstanding son of a 2- or 3-year-old dam shows exceptional potential. The outstanding son of an older cow carries longevity in his genes, one of the most important traits economically.

The producers in our group have made a heavy investment in DNA testing to identify the sires. This enables us to track what the bulls are doing, while

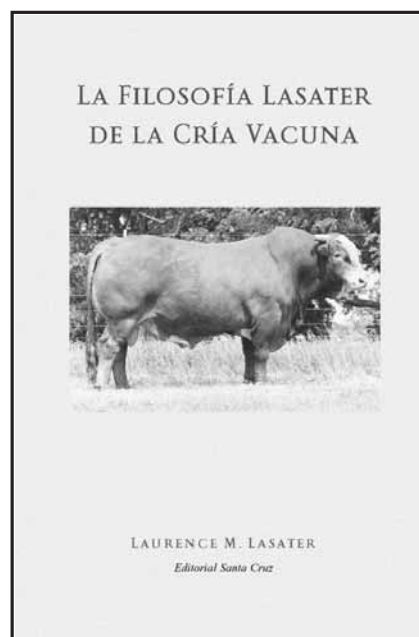
The data we provide, combined with the way it is collected and careful appraisal, has proven to be an extremely accurate way to select the best bulls.

still putting selection pressure on libido by using multi-sire herds. Using multi-sire herds and requiring heifers to calve at 24 months set Lasater genetics apart from all other cattle families.

The proof of the validity of the Isa Cattle Co. Performance Test lies in the great semen bulls that have come out of this program: L Bar 8443, L Bar 9239, L Bar 1175, L Bar 1164, L Bar 5502, L Bar 6171 and L Bar 7303. L Bar 8443 is now in the BBU Sire Summary among the top 15 for yearling weight. Even more important, he is *second* in that group for birthweight.

We are proud to sell top-quality, tough, well-grown-out bulls in a user-friendly format to professional cattlemen, and we provide complete after-the-sale marketing assistance to those desiring it.

HOT OFF THE PRESS! Long-awaited Spanish edition released



The updated Spanish edition of *The Lasater Philosophy of Cattle Raising* is now printed and available through Santa Cruz Bookstore.

Our friend, Marcos Giménez Zapiola of Buenos Aires, Argentina, has done a wonderful job of translating the earlier edition of the book into Spanish. In the new edition, a second section has been added, making the book more current and informative for today.

As son Laurence tells it in this book, Tom Lasater, a legend in the cattle business, recognized an ecological approach to cattle raising before the word *ecology* came into household use. A practical cowman who sought to develop bulls and cows that would require the least artificial aid, Tom Lasater was founder of the Beefmaster breed.

Please see back page for ordering information on this book and others.

SANTA CRUZ BOOKSTORE

Order Form

Prices include domestic shipping and tax.

- ____ copies @ \$20.00 La Filosofía Lasater de la Cría Vacuna
by Laurence M. Lasater
- ____ copies @ \$20.00 The Lasater Philosophy of Cattle Raising
by Laurence M. Lasater
- ____ copies @ \$12.00 Welcome to the New Cattle Industry
by Laurence M. Lasater/Bob Kingsbery
- ____ copies @ \$12.00 Lorenzo and Don Clemente
by Annette N. Lasater
- ____ copies @ \$20.00 Two to Mexico (available year end)
by Annette N. Lasater

Total: \$ _____

Name _____

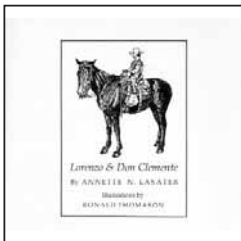
Shipping Address _____

Telephone _____

Please send check or money order (payable to Isa Cattle Co.) with order form to: Box 60327, San Angelo, TX 76906

Volume discounts available.

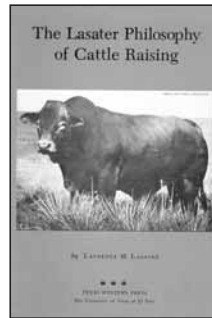
Lorenzo & Don Clemente



By Annette N. Lasater
Second Edition 1997, 40 pages
Paperback, \$12.00

Lorenzo & Don Clemente describes the experiences of two unlikely friends – the Lasaters' son and a Spanish-speaking cowboy. Don Clemente was a wise old ranch hand who taught a young boy about weather patterns, wild animal tracks, camping, horses and life.

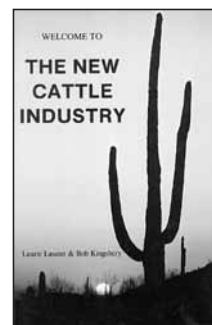
The Lasater Philosophy of Cattle Raising



By Laurence M. Lasater
Seventh Edition, 70 pages
Paperback, \$20.00

In a review, the *Denver Post* said, in effect, that this is not just a book about cattle, but also a philosophy of life. The Lasater Philosophy is among the all-time best-selling books from Texas Western Press.

Welcome to the New Cattle Industry



By Laurence M. Lasater
& Bob Kingsbery
First Edition 1987, 52 pages
Paperback, \$12.00

This book has prophesied correctly the four divisions of the cattle industry: ownership of land, ownership of cattle, management of land and management of cattle.

Two to Mexico



By Annette N. Lasater
Second Edition available year end
180 pages
Paperback, \$20.00

Two to Mexico recounts 10 years of Lasater family's experiences of the trials and tribulations while ranching in a pioneer environment on an isolated mountain ranch in northwest Mexico's Santa Rosa Mountains.



www.isacattleco.com

Laurie, Annette & Lorenzo Lasater
Box 60327 • San Angelo, Texas 76906
(915) 949-3763 • (915) 942-1458 FAX

Laurie is now associated with RANCH LAND CO., and he'd like to help you sell or buy a ranch in Texas. For information, please call (915) 949-3763.