

• the • isa informer

FALL 2000

ISA CATTLE COMPANY

global
genetics

Isa Cattle Co.'s 39th
BEEFMASTER Bull Sale

Saturday, Oct. 7, 2000

INSIDE

Bright future

Beefmaster producers
can look forward to
beneficial programs

Hot off the press

New, expanded
"Lasater Philosophy"
makes its debut



First sons of L Bar 5502 to sell at auction

10:00 a.m. Oct. 7 Producers Auction San Angelo, Texas

Offering 230 performance-tested,
clean and powerful BEEFMASTER bulls

After the sale, we will offer

600 BEEFMASTER replacement heifers.

These were purchased in partnership with Veribest
Feedyard, Ltd., from A. Duda and Sons of Florida.

We have for sale:

- Young pairs, heifers and cows bred to L Bar 5502
- Frozen embryos from his dam, J03918

isa Cattle
Co., inc.

If you're receiving
the *Informer* for the
first time and want
to continue your *free*
subscription, please
call or visit our web
site to sign up.

www.isacattleco.com
(915) 949-3763

Exciting times ahead fo

BULL SALE SCHEDULE

Friday, Oct. 6

All day

Viewing of bulls
at Producers

6:30 p.m.

Cocktail Buffet
at Holiday Inn

Saturday, Oct. 7

Before sale

Viewing of bulls
at Producers

10:00 a.m.

Bull Sale (with lunch)

After sale

Tours to see 600
replacement heifers
and visit ranches

Sale Headquarters:

Holiday Inn

(915) 658-2828

Dear Customers & Friends,

It is nice to be writing you under more favorable conditions. La Niña is breaking up (hopefully), and we have the best cattle market in history, according to the NCBA.

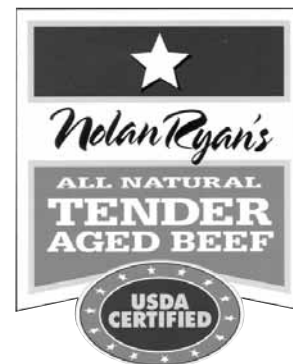
We have increased the offering in our 39th sale to **230 BEEFMASTER bulls** to assure adequate supply at reasonable prices. All are coming-twos and twos ready for service and out of cows that calve every year. All have been through our unique year-long performance test with complete data in the catalog.



The bulls are fully guaranteed, and we will hand-pick 25 herd bull prospects to start the sale. In addition to the bulls pictured here, we will also feature sons of Cargile 4628, Cargile 4699, Lasater 6392, Lasater 6291, Trueheart 5244, Denny 2659 and Mindeman 434, among many others. It is a thrill to see how many great bulls have progeny in the offering.

In addition, I am pleased to announce two new programs that enhance the value of your BEEFMASTER cattle. When you receive this newsletter, **Nolan Ryan Tender Aged Beef** will be available in Austin, Houston and Dallas in Randall's and Tom Thumb stores—owned by

Safeway. NRTAB is the first USDA program that certifies tenderness. You will be able to feed your cattle in participating feedlots or sell them to participating feedlots. The success of this program will add value to BEEFMASTER feeder cattle.



Another exciting new program involves replacement heifers. In partnership with Veribest Feedyard, Ltd., we purchased **800 BEEFMASTER heifers** from A. Duda and Sons of Cocoa, Florida. These heifers, off one of the great ranches in the U.S. and all sired by Isa bulls, will be sorted for replacements and will be on display and for sale after the bull sale October 7. We can either buy your replacement-quality heifers or you may send them on consignment for sale and/or feeding. This is intended to be an ongoing, year-round program.

Our 39th sale looks to be a great event. My family, our cooperating producers and I look forward to seeing you in San Angelo.

A handwritten signature in cursive script that reads "Laurence".

Laurence M. Lasater

or Beefmaster producers

*Progeny of many powerful bulls
featured in October sale*

◀ **L Bar 5502**

L Bar 7303 ▶



◀ **Lasater 2516**

L Bar 6171 ▶



Lasater 9510 ▶



◀ **L Bar 7499**

Lasater 513 ▶



◀ **L Bar 8443**



SANTA CRUZ BOOKSTORE

Two to Mexico **NEW!**

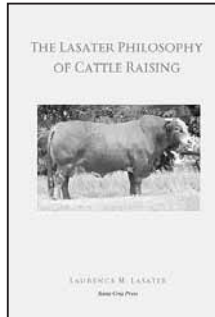


By Annette N. Lasater
Millennium Edition,
182 pages
Paperback, \$20.00

Two to Mexico recounts 10 years of the Lasater family's pioneering experiences in Northern Mexico's rugged Santa Rosa Mountains.

From Indian wars to flying lessons and many unforgettable friendships. Hoping to have a small impact on the country and industry, the Lasaters instead were profoundly changed by Mexico's culture and people.

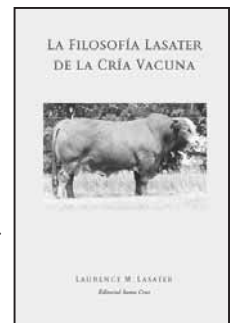
The Lasater Philosophy of Cattle Raising & La Filosofía Lasater de la Cría Vacuna **NEW!**



By Laurence M. Lasater
Millennium Edition, expanded with new Part II
118 pages—Paperback, \$20.00

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* became popular. The Lasater Philosophy is among the all-time best-selling books from Texas Western Press.

In the Spanish version, Marcos Giménez Zapiola of Argentina has translated the original edition as well as the informative new section.



Order Form

Prices include shipping and tax.
Volume discounts available.

- _____ copies @ \$20.00 The Lasater Philosophy of Cattle Raising
Millennium Edition, with new Part II
by Laurence M. Lasater
- _____ copies @ \$20.00 La Filosofía Lasater de la Cría Vacuna
by Laurence M. Lasater
- _____ copies @ \$20.00 Two to Mexico
by Annette N. Lasater
- _____ copies @ \$12.00 Lorenzo and Don Clemente
by Annette N. Lasater
- _____ copies @ \$20.00 The Lasater Philosophy of Cattle Raising
Original edition by Laurence M. Lasater
- _____ copies @ \$12.00 Welcome to the New Cattle Industry
by Laurence M. Lasater/Bob Kingsbery

Total: \$ _____

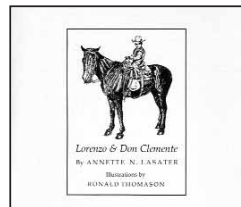
Name _____

Shipping Address _____

Telephone _____

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

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 wise, old Spanish-speaking cowboy named Don Clemente. For children ages 5 to 95 years.

The Lasater Philosophy of Cattle Raising

By Laurence M. Lasater
Original Edition, 70 pages—Paperback, \$20.00
The classic written 30 years ago. Now out of print.

Welcome to the New Cattle Industry

By Laurence M. Lasater & Bob Kingsbery
First Edition 1987, 52 pages—Paperback, \$12.00
Now out of print.



www.isacattleco.com

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