

the isa informer

ISA CATTLE COMPANY

FALL
2006

Fall is an exciting time for our family as we complete the development cycle of a set of bulls and prepare to send them home to your ranch to do their job. This group represents the culmination of over 70 years' work by our family, and I think they are the best yet!

As we have travel around the U.S. and other countries visiting customers, we continue to hear two different versions of the same story:

1) The folks who keep replacement heifers and have used Beefmaster bulls continuously tell us how thrilled they are with their replacement females.

2) The folks who switched to black bulls in search of "premiums" tell us how disappointed they are in the quality of their replacement females. They also find that any premium received at sale time has already been eliminated by fewer pounds at weaning and higher maintenance costs for the females.

The underlying truth behind both versions is what a fantastic mother cow the Beefmaster female is! And at the end of the day, the "cow" business is what we are engaged in, isn't it?

We cordially invite you to San Angelo to see an awesome set of bulls. These are ranch cattle—developed for performance, toughness and athleticism. They are backed with the most complete performance info in the industry and ready to go to work, producing the type of females that will keep your ranch profitable in any environment or market.

—Lorenzo Lasater, President

Q:

Are you happy with your replacement heifers?

Weaning weights down? Longevity down? Heat & insect resistance down?
Maintenance cost up? Sickness up? FED UP??

Maybe it's time to switch bulls!

A:

Isa Cattle Company's 45th Bull Sale

featuring 200 Beefmaster & Charolais Bulls

Performance-tested • Correct • Tough-as-nails



L Bar 3432 EPDs WW 28 YW 39 TMAT 10

Photo by Brad Cardwell

Isa bulls will improve the maternal ability and reduce the maintenance of your herd, while improving growth and feed efficiency. And you'll love your replacement heifers!

10:00 a.m., Saturday, October 7, 2006
Producers Auction—San Angelo, Texas

Sale Headquarters: San Angelo Inn 325.486.3300

Laurie Lasater 325.949.3763 lasater@isacattleco.com Lorenzo Lasater 325.656.9126

isa cattle
co., inc.

**INSIDE
TODAY:**

Over-selecting
for growth traits

Turning the spotlight
on customers

Frozen genetics
from four top bulls



We're proud of o

South African Beefmasters make bull sale history

Laurie and Lorenzo recently returned from a trip to South Africa where they visited many customers. Laurie was the keynote speaker at two Beefmaster field days in two different states, and they attended the Beefmaster Alliance Bull Sale in Nigel, South Africa.

L Bar 7499 sired the two top-selling bulls in the sale, held on August 3, 2006. The bull pictured on the cover of this national magazine was purchased by the Stretton and MacLean families for \$6077 (US). The group of 176 bulls averaged \$2654 in the largest production sale—of any breed—ever held in South Africa.

Congratulations to the South African Beefmaster Association on 20 great years and, more importantly, on becoming the third-largest breed in the nation!



An L Bar 7499 son on the cover of South Africa's leading cattle publication

Mexico group celebrates 25th

In May, Laurie attended the 25th Anniversary celebration of the Mexican Beefmaster Association in Monterrey, Mexico. Guillermo Osuna, the first association president, gave an address discussing the introduction of Beefmasters into Mexico by our family in 1964, a brief history of the association

and the importance of stewardship in the future of Mexico.

Beefmasters are now the largest registry in Mexico, and breeders there have some of the world's top herds.

Congratulations to our friends in Mexico on their many accomplishments!

Next generation takes the stage

We'd like to tell you about some other great customers and their families. We are lucky to do business with such outstanding people:

Cole Estill, son of John Estill of Eagleville California, was a featured cowboy poet at the National Cowboy Poet Gathering in Elko, Nevada.

John's daughter, Leah Estill, was crowned 2006 Beef Princess of Modoc County, California.

• • •

Pearce Flournoy's son Dillon, of Likely, California, opened for Ricky Skaggs at a July 4th concert in Reno, playing the national anthem on the violin.

Everett "Hub" Boney, of Lorida, Florida, was our first Florida buyer, purchasing 15 bulls in 1975. He was a cattleman who lived—by his own

words—"a rich life in an era where each man lived by his ethics, his will and the strength of the family." Mr. Boney died earlier this year.

Over-selecting for growth traits

Dear Editor:

I enjoyed your two-part article on the declining supply of high-grading beef carcasses. One unanswered question persists. If our nation's herds are becoming predominantly black Angus as they are here in the north central states, then why has the percent choice dropped from 94 percent in 1986 to a paltry 57 percent in just 20 years? A major economic signal has been to get our herds black-hided and producers have responded to that signal. Black Angus is supposed to be the breed of choice for quality grade (just ask CAB) and has largely displaced most continental breeds in the same time frame.

The most obvious answer that wasn't mentioned is that the vast majority of Angus bull breeders are selecting for growth characteristics (pounds) to the exclusion of other economic and environmental traits. Pounds are king! So, how does the commercial cattleman select for ease of calving, good grading, good yielding, smaller frame size, good udders, and a host of other factors in a single bull when the majority of Angus bulls are coming from a dozen or so family lines and are quite homogenous in characteristics? Are we going to spend the next 20 years getting back to where we were? And, by the way, our cattle are predominantly black Angus.

—Lynn Woodard, Tie Siding, WY

From *Western Livestock Journal*
"Letters"—March 27, 2006

Our outstanding customers

Duda family uncovers pivotal piece of history

Editor's Note: We were so intrigued by the story of the Duda family's arrival in America that we wanted to share it with you. This article, titled "Insight into the Past: The Duda Journey to America," appeared in a recent Duda's Growing newsletter. We are proud to count the Dudas as customers since 1981.

By the 1880s, steam power had drastically shortened the passage to America. This advance opened over seven million people to immigrate into the United States between 1880 and 1930, with Ellis Island being the main gateway to America. Although Ellis Island officially closed in 1954, it continues to attract people. At the Ellis Island Immigration Museum, at least two million visitors a year flock to the property to search its archives.

One of those recent visitors was Tracy Duda Chapman, a Duda employee and great-granddaughter of Andrew Duda, the Company's founding father. On her latest trip to New York with family members, she found herself searching through the Ellis Island archives in an effort to gain new insight into her family's past and their journey to America. She eventually located exactly what she was looking for in the archives. With this additional information, it is finally possible to piece together the Duda family's journey.

The story begins in Velice (current Slovakia), where we find Andrew and Katarina Duda and their children, Anna, John, Andrew, Jr. and Ferdinand. The Duda brothers once described their former home as "a very small home with no floors, just had a wooden, hard clay floor ... and our barn was attached right to the house where we had cows ... and we had small plots of land ... where we raised our vegetables." Father Andrew farmed a little, but he also worked in a furniture factory. Labor disputes in the French-operated factory may have prompted his decision to come to America. Moreover, the community was under Austrian-Hungarian domination and for the Lutheran Duda family, there was much religious persecution.

Many forces bring people from all over the world to America's shores. Andrew's reasoning was that "there's more bread in America than there is in Austria-Hungary." The brothers knew that when their father said "more bread" he meant a better living condition. Further, the brothers

always noted that "in the old country, they told us that in America the streets were paved with gold bricks."

With his ideals of America, Andrew made the journey in 1909 by himself. He sent money home to Velice periodically, where Katarina worked as a seamstress and took care of the children. Three years later, in 1912, she too decided to make the journey to America.

According to passenger record archives, including the ship's manifest log, Katarina and her children left a German port aboard the Kaiser Wilhelm Der Grosse, bound for America. The Kaiser was built in 1897 to create a weekly express run between Germany and America, and it accommodated 1,970 passengers. At that time, the four-funnel ocean liner was the fastest and largest ship in the world. Interestingly, immigrants equated the size and safety of a ship with the number of funnels it had; the more funnels, the safer the ship. Some immigrants would not take a ship unless it had three or four funnels. One wonders if Katarina considered this when choosing a ship to bring her children to America.

At the time of their journey, the children's ages were as follows: Ferdinand (3), Andrew (6), John (8), and Anna (12). During the trip, the entire family felt sick; surprisingly, however, young Ferdinand suffered no ill effects. Upon arrival, the group likely underwent the typical Ellis Island inspection process which lasted three to five hours and consisted of a medical and legal inspection.

After the family got through Ellis Island, they traveled from New York to Florida. They eventually met their father Andrew in Slavia, Florida, the place where they would first put down their roots on American soil and the future birthplace of A. Duda & Sons, Inc.

—Annie Hrnecir,

Fourth-generation member of the Duda family

Form 501-A
Department of Commerce and Labor
Immigration Service

BALCON, CABIN, AND STEERAGE ALIENS MUST BE COMPLETELY MANIFESTED.

LIST OR MANIFEST OF ALIEN PASSENGERS FOR THE UNITED STATES
Required by the regulations of the Secretary of Commerce and Labor of the United States, under Act of Congress approved February 20, 1907, to be delivered to the collector of Customs at the port of arrival.

S. S. Duda, manifesting from America

January 20, 1912

No. on List	Name in Full	Age	Sex	Color of Hair	Color of Eyes	Place of Birth	Religion	Country of which (State or subject)	Place of Birth	Final Destination	Other Particulars
1	Anna Duda	12	F	Brown	Blue	Velice, Hungary	Catholic	Hungary	Slavia, Florida		
2	John Duda	8	M	Brown	Blue	Velice, Hungary	Catholic	Hungary	Slavia, Florida		
3	Andrew Duda	6	M	Brown	Blue	Velice, Hungary	Catholic	Hungary	Slavia, Florida		
4	Ferdinand Duda	3	M	Brown	Blue	Velice, Hungary	Catholic	Hungary	Slavia, Florida		
5	Katarina Duda	30	F	Brown	Blue	Velice, Hungary	Catholic	Hungary	Slavia, Florida		



Sale Day Semen Special:
20% off 20 or more straws



L Bar 5502
BW 1.6 WW 30* YW 42* TMAT -8 SC 0.4*
*Trait Leader



L Bar 2118
BW -0.5 WW 15 YW 17 TMAT 12 SC -0.3



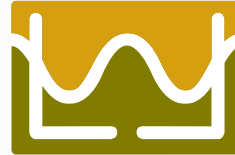
L Bar 0324
BW -0.4 WW 6 YW 12 TMAT 2 SC 0.4



L Bar 3432
BW WW 28 YW 39 TMAT 10 SC

AS TEMPERATURES COOL, HUNTING HEATS UP

Thinking of cooler days just around the corner, we are readying for another exciting hunting season. We had a great year in 2005, and we hope you'll join us in '06!



We also have in place a whitetail breeding program and will offer this fall a limited number of buck and doe fawns, as well as a select number of bred does. Call us if we can help you stock your ranch with outstanding whitetail genetics.

Lorenzo Lasater
325.656.9126
www.lasaterwhitetails.com



TROPHY WHITETAIL
BLACKBUCK ANTELOPE
DOVE & QUAIL
RIO GRANDE TURKEY

Female Sale—Saturday, April 28, 2007
45th Beefmaster Bull Sale—Saturday, October 7, 2006



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