

the isa informer



FALL
2007

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 traveled 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

ARE YOU READY?

In the age of higher costs and slim margins, the cattle industry is going back to cattle that are efficient with fewer inputs. We run a large-scale, high-powered breeding operation in a hostile environment. We raise cattle that are fertile, easy-keeping and trouble-free. Best of all, you'll love your replacement heifers!

MAYBE IT'S TIME TO SWITCH BULLS!

ISA CATTLE COMPANY'S 46TH BULL SALE

featuring

200 BEEFMASTER & CHAROLAIS BULLS

Eight great L Bar and Lasater Ranch semen bulls have over 100 sons in the sale: 5502, 6129, 8419, 0324, 1526, 2118, 2474 and 3100

- Performance-tested
- Correct
- Tough-as-nails

10:00 a.m.

Saturday,
Oct. 6, 2007

Producers
Auction

San Angelo, TX

Sale Headquarters:
San Angelo Inn
325.486.3300



L Bar 0324 EPDs BW -0.8 WW 11 YW 20 TMAT 5 SC 0.9*

*0324 is the #1 trait leader in the breed for SC.

Photo by Brad Cardwell

Laurie Lasater 325.949.3763 lasater@isacattleco.com Lorenzo Lasater 325.656.9126

INSIDE
TODAY:

Reaping the rewards
of performance data

Frozen genetics
from six top bulls

Hunting season just
around the corner



Cattle for sale



We have for sale 15 Registered Charolais cows bred to calve in February–March.



Also available are 13 Beefmaster pairs, with cows exposed back to L Bar 0422. A great year-end capital investment!

See our website or call Lorenzo at (325) 656-9126 for more info on these offerings.

We couldn't agree more ...

The American cattle herd has gotten so far from where it used to be in terms of efficiency and sustainability that now our cows are sick, they're infertile, and they fall apart when you put them out on grass.

—Gearld Fry,
Bovine Engineering & Consulting

I would venture to say the marketing conditions this fall look very good, and finding dollar fed cattle is almost a given.

—Pete Crow, *Western Livestock Journal*

A management practice used by everyone is no net benefit to anyone. Wouldn't this be a good time to stop the use of all growth implants, which our customers do not want?

—Laurie Lasater

Lorenzo Lasater honored

Lorenzo Lasater was named the Civic Leader of the Year in July by Leadership San Angelo for his work in the community and in education. As the 2006 Chamber chairman, Lorenzo helped lay the foundation for a future San Angelo career academy, aimed at keeping students in school with a dual degree (high school and associate's) program.

Mackie wins two shows

Congrats to Jarrett Mackie who had the first and second place pairs at both the "Bred and Owned" and the National Show with females sired by L Bar 1433.

Ranch Land Co.



Ranch Land Co. has a beautiful 9214-acre ranch available—20 miles from the San Angelo airport. This is a great cattle and hunting ranch in the path of the city's growth and would make a good investment property. For more information, please contact Laurie Lasater, Agent, at (325) 234-9906.

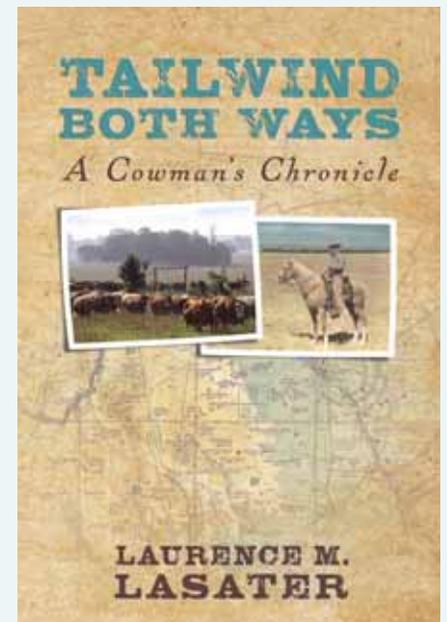
Broussard recognized

Our partner, Dr. Bill Broussard, was honored in June as the Land Conservationist of the Year by the Florida Wildlife Federation. He received the award for his efforts in establishing the Allen



Broussard Conservancy and for the sound management practices on his Crescent J Ranch. Congratulations on a well deserved honor!

Laurie Lasater pens new book



Hardcover with jacket
6x9" • 304 pages • 80 photos

This book is the first memoir written by a player in the generation of cattlemen and women born after 1937. Order your signed copy for Christmas delivery—\$29 delivered.

Please send check to:

Isa Cattle Co.

Box 60327

San Angelo, TX 76906

Please include mailing instructions.

Data maps road to success

Lorenzo Lasater serves on the BBU Board of Directors and sits on the Breed Improvement and Commercial Marketing Committees. The following article, written by Lorenzo, appeared in the July edition of the Beefmaster Cowman.

The BBU Performance Committee is pleased to introduce a new series called "Performance Matters." We plan to bring to you a variety of topics relating to the many facets of using performance to improve your cattle, strengthen our breed and add to your bottom line. These articles will be written by industry experts as well as your fellow breeders in various parts of the country who are engaged in the Beefmaster business in many different ways.

So why does *Performance Matter*?

- To compete with other breeds, we must demonstrate Beefmasters' excellence through performance data.
- As seedstock producers, we each have a responsibility to examine the relative genetic merit of the cattle we raise.
- This is a business, and we will receive more income, both in the near and far terms, for cattle with performance behind them.
- We can only make good breeding decisions if we know where we've been and where we hope to go.

Performance in cattle can mean many things: It could be an animal's ability to gain weight, a cow's skill at raising a good calf and rebreeding in a 365-day period, or the type of growth traits a semen bull will bring to your herd. Basically, we are looking for ways to measure the genetic potential of cattle to excel in many different traits, and collecting performance data on our cattle allows us to measure where we've been and plan for where we'd like to go.

The old saying goes "We cannot change what we cannot measure." This is absolutely true in cattle breeding. BBU's



Lorenzo visits with J.A. Girgenti following a presentation about Beefmasters and Performance at McNease State University hosted by the Louisiana Beefmaster Breeders.

More BBU data improvements

There are some important changes coming in Beefmaster Breeders United that will have very positive impact both for purebred breeders and the folks who use our genetics:

- The weaning and yearling weight windows have been expanded, which makes managing our calves easier. It will also yield larger contemporary groups and more data, which will strengthen the quality of our breed EPDs.
- We have just finalized the standards for sonogramming yearling bulls and females. BBU should roll out carcass EPDs in 2008!
- We will begin Whole Herd Reporting in 2008, which will greatly improve the overall quality of our performance database.

Weights and Measures program provides a critical tool in measuring the performance

of our own cattle and the breed as a whole. One of the important goals of your Breed Improvement Committee is to increase our members' use of W&M. As of today, only 12% of our members participate in W&M. There is good news though—57% of all cattle registered have a weaning weight turned in. This means we need to do a better job of educating and including our members with fewer cattle.

If you don't already have one, call BBU today and ask for a Weights and Measures handbook. It has all the background information to help you be successful with your in-herd performance program. If you have a handbook, but haven't read it in a while, please do so. It really is helpful.

There are some important changes coming in the way BBU handles its performance data, which will improve the ease-of-use of our performance tools and also enhance the quality of our breed-wide database. We plan to use this space to provide detailed explanations of how to use these new innovations to improve your cattle and your business. An important thing to keep in mind is that all of these programs are voluntary. They are there to help you improve your cattle and the breed as a whole. It is up to you to participate and the breed needs your help!

The Six Essentials provides Beefmaster breeders the perfect roadmap by which to raise productive, beautiful, profitable and high-performing cattle. Selection for different traits allows us to push our herd in the direction we wish, but we must always strive for balance. It is critically important that we never get caught up in the trap of single-trait selection.

The Breed Improvement Committee appreciates your taking the time to read this column, and we look forward to bringing you articles about performance that will be interesting and useful to your business. If we work together we can continually improve the quality of Beefmaster cattle and the breed's stature in the cattle industry. Now, get out there and weigh some calves!



L Bar 5502
BW 1.4 WW 29* YW 41* TMAT -12 SC 0.8*

* Trait Leader



L Bar 0324
BW -0.8 WW 11 YW 20 TMAT 5 SC 0.9*

* #1 Trait Leader



L Bar 3432
BW WW 25 YW 37 TMAT 6 SC

Semen Special: 20% off 20 or more straws



L Bar 4401
BW 0.4 WW 14 YW 23 TMAT 15 SC 0.0



L Bar 3100
BW 0.5 WW 10 YW 14 TMAT -4 SC



L Bar 2474
BW 0.1 WW 10 YW 19 TMAT 9 SC -0.2

Polled

LASATER WHITETAIL LODGE



TROPHY WHITETAILS

It's been a terrific year in West Texas, and the bucks are going to be BIG! We have a few select trophy hunts left, plus our "October 8s," which is a fun hunt and a great value.

WINGSHOOTING

It's shaping up to be a great season for birds! Join us for dove hunting in September or Blue and Bobwhite Quail in January and February.



EXOTICS

Exotics are available all year or in addition to a Whitetail hunt. We put 7 trophies in the Record of Exotics, including Stan Ratliff's Fallow Deer, the number 3 all time! We also hunt Blackbuck, Axis, Sika, Fallow, Red Stag and Scimitar.

TURKEY

Early "bird" special for spring turkey hunts—\$50 off if you mention this newsletter.



LASATER



WHITETAIL
LODGE

www.lasaterwhitetails.com
lorenzo@lasaterwhitetails.com



BRED DOES FOR SALE

We will have available 15 top-quality Whitetail does bred to the two bucks pictured here.

We also have excellent young bucks available for delivery next spring.

Please contact Lorenzo Lasater at (325) 656-9126 for more information.

