

the isa informer

ISA CATTLE COMPANY

52ND BULL SALE EDITION!

FALL
2013

You are cordially invited to our 52nd Beefmaster bull sale!

The bulls are currently finishing up our unique yearlong performance test, and they are one of the most outstanding sets of bulls we've raised. The catalog has all of their performance information to date, including grass gains, current weight and carcass sonogram.



On the subject of the carcass scans, you will see a number of bulls with IMF percentages well above 4%. This is remarkable for grass-developed bulls! You will see their excellent muscling and thickness displayed in the ribeye areas.

You can also see their gains on grass. These gains are from the time they were weaned until we weighed them on test in the Isa Bull Test Facility on July 31st. We run them very rough on native pasture with minimal supplement, so they did it all on their own. This is the secret to how well Isa bulls hold up, no matter what environment you ranch in.

We have some terrific females for sale private treaty as well. Contact us anytime for more information.

We look forward to seeing you in San Angelo on October 5th!

—Lorenzo Lasater

THE BEEFMASTER BREED'S TRANSFORMATIVE HERD SIRE



L BAR 5502

*Triple Trait Leader • Pacesetter & Typesetter
1108 progeny with performance records*

48 years of selection for high-performance, balanced, productive cattle have paid off. There are now 38 L Bar bulls and their progeny that are EPD trait leaders—an incredible 38% of all the performance leaders—for the entire breed!

52ND BULL SALE—OCT. 5, 2013

**130 Performance-Tested Beefmaster Bulls
10 A.M. • PRODUCERS AUCTION • SAN ANGELO, TX**

Sale Headquarters: Rodeway Inn 325.944.2578

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Still mothering to the end

Editor's note: This story was recently shared with me by a friend. It perfectly exemplifies how ranchers feel about their cattle and the remarkable job those cattle do.

When we returned home from Kerrville this afternoon, we found Cookie had died. She passed last night or early this morning.

We had had her penned for the last six to eight weeks or so, as it had become too much effort for her to come to feed every night. So, she had her own water, daily bucket of sweet feed, and small barn, without having to work too hard. Not a bad retirement for an old cow.

We purchased Cookie in 1991, one of eight yearling purebred Beefmasters heifers we bought to get us started. She and the others were "culls" from a large registered breeder north of us.

She was bred in 1992 and subsequently produced a healthy calf every year for the next 17 consecutive years. She was a heavy milker and a first-rate mother cow in every regard.

In July, if you will remember, she was in a small trap. We had an abandoned calf last summer and put this (blind at the time) calf in with Cookie for company. Cookie's mothering instincts kicked in immediately. She assumed the nurturing role in every way possible, except milk, of course, which we provided. She cooed that low guttural motherly coo to the calf, which the calf would come to, and they bonded immediately. She was a mother cow to the end. I pulled her out of the barn area tonight, and to a place about a quarter



Cookie nuzzles her adopted calf.

mile away and in the brush. As I pulled her away and past the other cows, which had been watching the activity with unusual interest, they all fell in behind and followed along. Once I left Cookie

behind, the cows remained there with her. Never heard of or seen such a thing.

I'll sure miss taking Cookie her bucket of feed every night. She was more than a good cow.

Rancher praises cow's performance

Pictured here is an 18-year-old cow that came out of a Lasater bull from our ranch in Arizona. She's had a calf every year since 1996, and they've been great calves every year. Unfortunately, this year she's open and should have been culled. Given her track record, she's earned the right to live the rest of her life here whether bred or not! She's also a great lead cow. — *Jim Deal, Nashville, TN*



Bull sale specifics simplify buyer's experience

We at Isa Cattle Company are extremely proud of the bulls we raise and believe in their abilities. In the sale, you'll find many breed-leading EPDs. The bulls are backed by a complete health program, have been trich and fertility-tested, and they are fully guaranteed.

As always, if you can't make the sale, we'll be happy to pick out bulls to your specifications and deliver them to you,

satisfaction guaranteed. Many customers over the years have remarked how pleased they are with the quality and consistency (not to mention ease!) of the bull packages we've sent them. All volume purchases will be delivered for free anywhere in the U.S.

This year, we have added a bull trade-in bonus. Take advantage of this great market and trade in old bulls (see right).

(Almost) no rain, no feed, no problem

I recently visited Buffalo Valley Ranch, near Battle Mountain, Nevada. It is a 400,000-acre desert ranch, with the lease being split by longtime Isa customers Shawn Goemmer and Jay Black.

The ranch is 65 miles long, framed by large mountains on each side. They stock it at 1 A.U. to 400 acres. It is normally 7–9" rainfall country, but they have had only 2" this year and last. They give no feed or mineral and use no vaccine or insecticide.

If you ever want to see the true value of Beefmasters, see these cows staying slick and raising a calf on sagebrush alone. They often have to travel as many as seven miles to water each day!

An interesting historical footnote: the ranch was originally put together by three brothers who were Basque sheepherders. They took their wages in sheep instead of cash. Eventually, their band got so large the boss made them go out on their own, which they did very successfully.



From left: Lorenzo with Jay Black and Shawn and Mindy Goemmer



Beefmaster cows and calves making it work in the Nevada desert

Bull trade-in earns cash

Those old herd bulls are worth a lot of money right now, and they can make you a big bonus at the Isa Bull Sale as well! There is also a tax advantage, as the sale of an old bull is capital gains, while the purchase of a new bull generates an investment credit.

Just sell your current bulls at your local market within 30 days of the sale date. When you register, provide a copy of your receipt with your name and address on it to receive the following bonus credits:

- 1–4 bulls: \$150 per bull
- 5–9 bulls: \$200 per bull
- 10+ bulls: \$250 per bull



Receive one credit per bull you trade-in toward the purchase of each new bull. Bonus credit will only be given on bull purchases averaging \$2,250 or more.

Trade-in bulls do not have to be from the Isa sale. They must weigh a minimum of 1400 pounds and you must be the owner for at least six months.

Please bring a copy of your receipt dated between September 1 and October 5, 2013, with you on sale day. Bonus refund checks will be mailed out following the sale.

To find out more, please visit: www.isacattleco.com/bulltradein.html

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L Bar genetics tops worldwide

Congrats to the Beefmaster Alliance of South Africa who had the first AND second high-selling bulls at the South African Beefmaster Society's National Sale. #1 was an L Bar 2118 son, and #2 was a son of L Bar 3432.

They also received the coveted "South African Cattle Breeder of the Year" award for having 900 cows with a calving interval of 375 days or less. That means all 900 have had a calf every year for their career. Truly remarkable!

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The "12 Breeders Group" of Thailand recently held their first sale at TS Farm near Khlong Klung. An L Bar 3100 heifer was the high-selling female. Congrats!

In case you are wondering, "Beefmasters are the best breed in the world," looks like this in Thai: Beefmasters เป็นสายพันธุ์ที่ดีที่สุดในโลก.

Cattle for sale

10 spring first-calf bred heifers

31 spring-bred females

2 retired herd sires

25 fall open yearling heifers

**All subject to our buy-back program.*

For more information, please contact Lorenzo at 325.656.9126.

SALE SEMEN SPECIAL (10 OR MORE STRAWS)

ANY COMBO. EXPIRES 11/30/13. INCLUDES CERTIFICATE.



\$30
Polled

L Bar En Fuego Reg. # C988569
BW .8 WW 24 YW 31 MILK 4 TMAT 16 SC 1.3 REA -.03 IMF .13



\$30

L Bar Essential Reg. # C954335
BW -2 WW 2 YW 14 MILK 6 TMAT 7 SC -.1 REA .3 IMF 0



\$30

L Bar Inevitable Reg. # C954343
BW .5 WW 7 YW 15 MILK 7 TMAT 11 SC -1.2 REA -.02 IMF .1



\$30

L Bar Automatic Reg. # C914725
BW -1 WW 22 YW 17 MILK 3 TMAT 14 SC .6 REA -.25 IMF 0



Polled
\$30
Limited

L Bar 2474 Reg. # C872425
BW -1.3 WW 7 YW 9 MILK 4 TMAT 8 SC -.3 REA -.24 IMF .1



\$20

L Bar 0324 Reg. # C818452
BW -1.4 WW 24 YW 32 MILK -5 TMAT 8 SC 1.6 REA .23 IMF 0



\$10

L Bar 4401 Reg. # C914673
BW 3.2 WW 35 YW 47 MILK 5 TMAT 22 SC .6 REA -.05 IMF 0
Avg BW .2 WW 9 YW 13 MILK 2 TMAT 6 SC .2 REA .04 IMF 0

L BAR EMBRYOS

- L Bar 3432 x L Bar 4454
- L Bar 3432 x L Bar 9492*
- L Bar 5502** x L Bar 1239*
- L Bar 5502** x L Bar 8436
- L Bar 5502** x L Bar 9492*
- L Bar En Fuego[®] x L Bar 4454
- L Bar En Fuego[®] x L Bar 0465*
- L Bar En Fuego[®] x L Bar 9492*

\$299
each

* Pacesetter ** Typesetter [®] Polled

White boxes indicate Trait Leaders