

# the isa informer

ISA BEEFMASTERS  
Promoting Beefmasters Worldwide since 1964

55<sup>TH</sup> BULL SALE EDITION



FALL  
2016

You are cordially invited to our 55<sup>th</sup> Beefmaster bull sale!

The bulls are currently in the final stages of our unique yearlong performance test, and they are truly outstanding. The enclosed 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 3.5%. This is remarkable for grass-developed bulls! You will also see their excellent muscling and thickness displayed in the ribeye areas.

You will find their gains on grass from the time they were weaned until we weighed them on test in the Isa Bull Test Facility on July 28<sup>th</sup>. We run them very rough on 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.

In addition, you'll find breed-leading EPDs, and this year we have added a maternal and terminal profit index. For more on this, see Bill Pendergrass' guest article page 7.

Volume purchases will be delivered for free anywhere in the U.S.

We look forward to seeing you in San Angelo on October 1<sup>st</sup>!

—Lorenzo Lasater

## ISA BEEFMASTERS BY THE NUMBERS

55

BULL SALES

38% OF ALL BREED  
TRAIT LEADERS

FOLKS WHO THINK  
ISA BEEFMASTERS  
ARE AWESOME!

8250

TOTAL BULLS SOLD

100

COUNTRIES  
WORLDWIDE

100%

4

GENERATIONS  
OF LASATERS

100 PACESETTER  
AWARD WINNERS

600

COWS NECESSARY  
TO PRODUCE 140  
GREAT SALE BULLS

55<sup>TH</sup> BULL  
SALE

OCTOBER 1, 2016

10 a.m. • Producers Auction

140 BULLS

Bull Sale Headquarters:  
Rodeway Inn—325.944.2578



Owned by Bertrand, Fuller, Haymon, Lasater Photo by Watt M. Casey, Jr.

**L Bar Habanero**—High-selling bull in the 2015 sale

Tough, athletic & ready to work • Full performance data  
Virgin, Trich & fertility-tested • Free delivery available

Lorenzo Lasater  
325.656.9126  
lorenzo@isabeefmasters.com



# A peek behind Cuba's closed doors

I visited Cuba last December in an effort to get Isa Beefmaster genetics into that market ahead of the country fully opening. Sergio Riveron, Isa Beefmasters' Latin American sales rep, organized the trip. Originally from Cuba, Sergio worked for many years there in an agricultural agency much like our County Extension system.

During our trip we gave presentations about Beefmasters in three different Cuban cities: Havana, Santi Spirito and Bayamo. Traveling to those three cities by car took us nearly 1000 miles from one end of the Caribbean's largest island to the other.

I have always been fascinated by Cuba. Maybe it's because I am a big fan of Ernest Hemingway, who lived there for many years—or maybe just because it's forbidden fruit. Whatever the case, when I heard it might be possible to travel to Cuba, I jumped at the chance to see it before it changed.

Much in Cuba appears frozen at the time of the Cuban Revolution in 1959, including cattle. There are three predominant breeds in Cuba: Santa Gertrudis, Charolais and Brahman. They all descend from herds that were seized from their owners following the Revolution. The Santa Gertrudis came from King Ranch holdings in Cuba. While many of the cattle I saw were of decent quality, they definitely need Beefmasters to improve carcass quality and production efficiency.



Cuba's eclectic mix of transportation includes Russian cars, old American steel, bicycles and horse-drawn carts.



Isa Beefmasters' Sergio Riveron presents Beefmasters in Bayamo.

Surprisingly rich soils and abundant rainfall make Cuba an agricultural paradise. Cuba produced about 40% of the world's sugar cane prior to the Revolution. The government owns much of the best agricultural lands, but we met

several ranchers who have figured out how to ranch on a large scale. Tremendous potential still exists, as vast expanses of land are under-utilized.

All three of our presentations were very well attended and generated a lot of interest and discussions. The Cuban ranchers really click with the Six Essentials, which is often the case with folks who ranch under difficult conditions.

A fantastic place, Cuba is a crazy mixture of Caribbean attitude, Latin creativity and Communist bureaucracy, all mingled together in paradise. The people are wonderful, though their situation is tragic in many ways. Wonderful but crumbling Colonial architecture dominate the cities. A funky mixture of '57 Chevys, Soviet-era cars, horse-drawn carts and bicycles all share the roads. If you get a chance to go see Cuba, I highly recommend it.



Rich soils and abundant rainfall make Cuba a ranching paradise.



Yes, the '57 Chevys are everywhere!

INTRODUCING

# L Bar Habanero



Owned by Bertrand, Fuller, Haymon, Lasater

Photo by Watt M. Casey, Jr.

Put some *heat* in your program with L Bar Habanero. This polled En Fuego son has been a top performer in every phase of his development, including earning one of the highest scores in both grass gains and marbling (IMF) in the Isa Performance Test. He's long, clean, perfectly muscled and red. L Bar Habanero has excellent EPDs—ranking in the top 5% of the breed in 6 of 9 EPDs—and a perfect disposition. In the Maternal and Terminal Profit Indices you'll see Habanero provides a huge financial advantage!



Cert. #1038019 DNA #6315055299 Born 8/28/13

Classified U1/1 Polled \* Pacesetter \*\*Typesetter

Individual Performance		
	Adj WW	Adj YW
<b>3500</b>	<b>123</b>	<b>115</b>
Ratio	115	111

Expected Progeny Differences										
	BW	WW	YW	MILK	TMAT	IMF	REA	SC	\$T	\$M
<b>3500</b>	<b>1.4</b>	<b>47</b>	<b>71</b>	<b>8</b>	<b>31</b>	<b>.12</b>	<b>.01</b>	<b>1.5</b>	<b>\$124</b>	<b>\$29</b>
ACC	.32	.47	.47	.10		.50	.45	.29		
Avg.	.6	23	45	9	21	-.01	-.2	.4	\$54	\$9

## SALE DAY SEMEN SPECIAL

**20 or more straws**  
**\$45 ea**

AI certificates \$10. Exp. 11/01/16

Isa Beefmasters Bull Performance Test							
	Wt On	Wt Off	ADG	WDA	Ribeye	%IMF	SC
<b>3500</b>	<b>1142</b>	<b>1312</b>	<b>3.4</b>	<b>1.75</b>	<b>4.6</b>	<b>3.33</b>	<b>39</b>
Ratio	1.05	1.04	95	1.04	1.05	1.21	1.05

# Russia warming to Beefmaster

*Editor's note: The following excerpt comes from an email inquiry we received from a Russian cattle producer who was interested in Beefmasters. Included below are the opinions he received from a local operator regarding the breed's viability and then my subsequent response. I thought I'd share this exchange since it sheds light on some common misconceptions regarding Beefmasters in colder climates.*

Email from Russia:

"... [Beefmasters are] not for cattle production in Bryansk or the neighboring regions. They are a composite breed of Brahman, Hereford and Shorthorn. They can be well suited for warm climates of the southern U.S. They usually have about 3/8 Brahman influence, similar to the Brangus and Santa Gertrudis. If they are good cattle, they can gain well in the feedlot, but their marbling will be low."

And my answer:

Thanks for your response. If you'll indulge me, I'd like to share a couple things about Beefmasters that may surprise to you.

Beefmasters are typically thought of as warm-weather cattle, but they actually do very well in all but the extreme northern climates. My grandfather, Tom Lasater, founded the Beefmaster breed. He moved the Foundation Herd to the state of Colorado in the 1940s, where they have lived since. I have attached the average temperatures for both nearby Limon and Bryansk (see right), and you will see they are amazingly similar. In the winter, eastern Colorado endures cold temperatures, frequent snow and lots of wind. We also have many Beefmaster breeders in other colder U.S. states, such as Nevada, Oregon, Montana and Wisconsin.

Another critical point is that I assume you would be initially AI'ing to adapted "cold weather" cows such as Angus or Kalmyk. The 50% hybrids from this mating would have no trouble at all being raised in your climate.



Beefmasters thrive in hot and cold climates. The Foundation Herd on the Lasater Ranch faces frequent snow and strong winds during the harsh Colorado winters, and our L Bar herd encounters multiple ice storms each winter in West Texas.

As for the breed composition, Beefmasters originally were created from 50% *Bos Indicus* (Ghir and Guzerat from India, Nelore from Brazil) and 50% *Bos Taurus* (25% Hereford, 25% milking Shorthorn). One important distinction is that the *Bos Indicus* influence comes from three different breeds, not from the modern American Brahman. In fact, the Brahman was developed from many of the same strains at roughly the same time.

The most unique aspect of the Beefmaster breed is selection. My

grandfather closed his herd to any outside genetics in 1937. It is thought to be the oldest closed herd in the world today. Nearly 80 years of continuous selection by a clearly defined philosophy has resulted in a homozygous Beef breed. It retains traits from each of the parent breeds, but through selection has developed a unique and wondrous animal unto itself.

The main difference between Beefmasters and the other breeds you mentioned is that Beefmasters are a 3/8 x 3/8 hybrid. This means they can be

## Average Weather For Limon, Colorado, USA

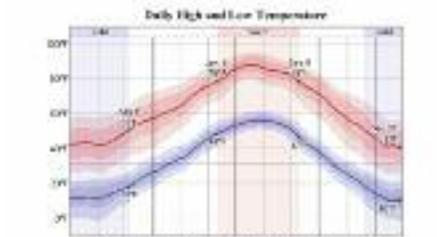
### Location

This report describes the average weather in Limon, Colorado, United States, based on the average weather data for the month of January 2012. Further records are available for other months.

Limón, Colorado has a semi-arid steppe climate. The average 24-hour temperature is generally 50°F.

### Temperature

The average monthly temperature typically varies from 37°F to 67°F and rarely falls below 27°F or above 77°F.



The warm season lasts from June 11 to September 2 with an average daily high temperature above 70°F. The hottest day of the year is July 17, with an average high of 87°F and low of 57°F.

The cold season lasts from November 26 to March 6, with an average daily high temperature below 50°F. The coldest day of the year is December 10, with an average low of 15°F and high of 37°F.

## Average Weather For Bryansk, Russian Federation

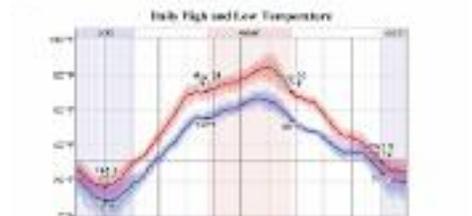
### Location

This report describes the average weather in Bryansk, Russian Federation, based on the average weather data for the month of January 2012. Further records are available for other months.

Bryansk has a semi-continental climate with moderate snow in the winter. The average 24-hour temperature is generally 37°F.

### Temperature

The average monthly temperature typically varies from 27°F to 57°F and rarely falls below 17°F or above 67°F.



The warm season lasts from May 13 to September 26 with an average daily high temperature above 70°F. The hottest day of the year is July 19, with an average high of 77°F and low of 47°F.

The cold season lasts from December 1 to March 6, with an average daily high temperature below 50°F. The coldest day of the year is February 5, with an average low of 17°F and high of 37°F.

# masters?

continually recreated from the parent breeds, which are also continually evolving, yielding much less consistency. There is also a good deal more heterosis in prepotency from a three-way composite than and two-breed hybrid.

Now to your final point: marbling. Beefmasters are not thought of as heavy marbling cattle. If that were the only target, we would just use Angus. But in the U.S., we find our profit in a myriad of factors, many of them more important than marbling alone.

Beefmasters grade acceptably well, especially when crossed on a fatter breed such as Angus, which is a very typical cross for our customers. In my brochure, you will find some of the numbers relating to feeding and carcass performance of our genetics.

The qualities Beefmasters bring to the cattle-feeding segment are rapid gain, efficient conversion, long-feed efficiency without getting too fat, and a low incidence of sick and death loss. Hanging on the rail, they provide acceptable grade (marbling) with higher yields (more beef, less fat), and a low incidence of cull carcasses. In the U.S. our industry is struggling with the huge overproduction of wasted fat due to the heavy Angus influence. We are striving to raise genetics that will produce lean, yet tender, and consistent beef.

The real magic, though, happens on the ranch, which explains why commercial operators throughout the world use Beefmaster genetics. You will find Beefmaster females to be much more efficient females for low-cost production. They are thriftier and hardier than other breeds and make wonderful mothers. While many in the industry take a discount for terminal-cross females, our customers place a much higher value on the replacement females than the feeder steers. The former is a factory—the latter a commodity.

That's probably more than you ever wanted to know about Beefmasters, but I appreciate your reading it!

## INTERNATIONAL BEEFMASTER FEDERATION



In a historic March meeting in Houston, the eight countries around the world with Beefmaster associations (Colombia, Mexico, Panama, Nicaragua, Costa Rica, South Africa, Thailand and the U.S.) joined to form the International Beefmaster Federation. Lorenzo Lasater is serving as chairman during its first year. He has traveled to each of these counties multiple times in an effort to expand the Beefmaster footprint.

## Cattle for Sale

### Five Fall Pairs

3-year-old Cows

Rancho Tres Hijos, L Bar, San Pedro, Vinson  
Sired by Habanero, L Bar 4371 and L Bar 3702  
\$3800 ea

### Five L Bar Fall Pairs

Second-calf cows

Sired by Escalade  
\$4250 ea

### Six Spring-bred Cows

Calving Feb–March

Bred to L Bar 5502 (AI), Habanero, L Bar 4371  
\$3600 ea

### Four Spring-bred First-calf Heifers

Calving Feb–March

Bred to Habanero, L Bar 4371  
\$3600 ea

### Ten Open Fall-born Yearling Heifers

Ready to breed November 1

\$2900 ea

For more information, please contact Lorenzo at 325.656.9126.

# San Pedro: Performance before pride

*Editor's note: We are proud to feature bulls from San Pedro Beefmasters in both our fall and spring programs. Our families' relationship goes back decades, and their ranching philosophy closely aligns with ours.*

The San Pedro Ranch, located in Dimmit and Maverick Counties, lies 30 miles southwest of Carrizo Springs, Texas. The ranch was originally a part of an 1812 Spanish Land Grant.

Only two other individuals held title to the property before Hugh Fitzsimons Sr., a pioneer in oilfield exploration, purchased the ranch in 1932.



Fitzsimons Sr. Soon thereafter, he replaced the remaining wild Mexican steers and mustangs with a herd of purebred Hereford cattle.

Always interested in the most forward thinking management techniques, Mr. Fitzsimons' son, Hugh Jr., began operating the ranch holistically in 1975. Hugh Jr. realized that utilizing the synergy of the water cycle, plant communities, and rotational grazing leads to a healthier ecosystem, which in turn supported healthier livestock and wildlife. Current owners Joseph Fitzsimons and his sister, Pamela Fitzsimons Howard, continue that practice today. As Joseph attests, "My father recognized that over the long term, we were in the resource and habitat business; cattle and wildlife are some of the crops. We have an integrated approach to livestock and wildlife management. Our philosophy is "if we work to maximize native habitat in an ecological approach, then the livestock and wildlife will benefit."

The San Pedro has always been committed to the principle of selecting livestock for functional efficiency. Mr. Fitzsimons Jr. applied these practices to his Hereford herd with the help of Dr. Jan Bonsma, who visited the ranch on several occasions and assisted in establishing a successful breeding program. In 1992,

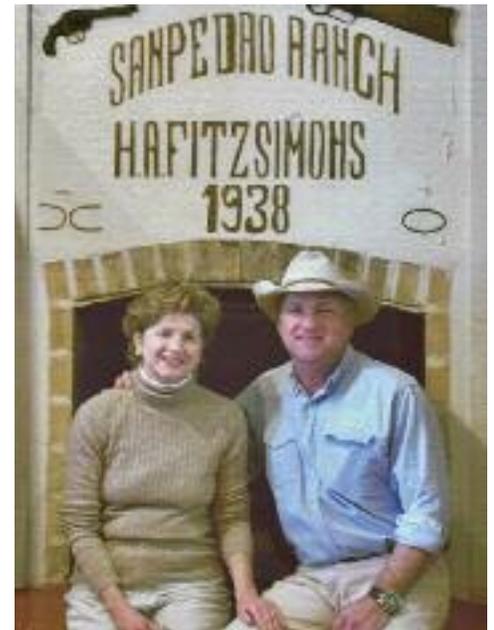


The San Pedro crew saddles their horses for work in 1946.

when Joseph made the decision to transition from Hereford to Beefmaster cattle, he and Pamela continued this discipline by combining Dr. Bonsma's principles of functional efficiency with strict adherence to Tom Lasater's Six Essentials of Beefmaster breeding. The San Pedro seeks to breed Beefmasters adapted to a harsh environment with minimal inputs, and capable of efficiently converting grass to a well-muscled meat carcass.

This herd serves as a holistic land management tool as well as a source for high-quality, palatable beef. They are the "conversion masters"—the catalysts for transforming plant material into an edible, nutritious protein source for a hungry world. Chosen for its adaptability and reliability in the extreme South Texas brush country environment, the original Beefmaster herd came from the well-respected Cage and Denny cattle lineage. They have been genetically selected according to the Beefmaster Six Essentials (fertility, weight, conformation, hardiness, milk production, and disposition). To complement the Cage and Denny females, herd sires from Lasater, Casey, Nolan Ryan, Tres Hijos, Frenzel, and our own San Pedro Ranch sires have added adaptability, fertility, strength, and conformation to the herd's genetic mix. The herd is not closed, and each bull,

whether San Pedro raised or purchased, is held to the highest performance standards of the industry as well as our own criteria for "range readiness" under real world conditions. Bulls are fertility tested on an annual basis, and, as Joseph says, "As long as we can find a bull better than the best bull we raised the previous year, we will buy him and improve our herd. We never let pride get in the way of performance. Our herd sires must acclimate quickly and perform well in rugged terrain and in an unpredictable, variable climate."



Siblings Pamela Howard and Joseph Fitzsimons oversee operations today.

# Genotyping, indices enhance EPDs

by Bill Pendergrass  
BBU Executive Vice President

Beefmasters took a big step into the future in June 2016 with the release of Genomic Enhanced EPDs (GE EPDs). GE EPDs are the industry gold standard, combining the power of BLUP EPD calculations with the unprecedented accuracy that can only come from DNA. Simply put, GE EPDs greatly enhance the accuracy value of young animals that do not have any progeny records submitted. This means buyers can purchase young sires with greater confidence that those animals will perform at the levels indicated by their EPDs. This basic step means genetic improvement for a variety of traits is greatly enhanced.



It is important to understand that genotyping does not make the EPDs bigger or better; it simply makes the EPDs more accurate. GE EPDs originating in a program that has been collecting performance data for a long period of time is a great combination for prospective buyers. Look for the BBU Genomics logo that will indicate those animals that have been HD Genotyped and have GE EPDs.



In addition to GE EPDs, Beefmaster bull users now have two new indices to assist in making crucial selection decisions. An index is a formula composed of existing EPDs combined with an economic component to reflect the real world financial impact of a selection decision. While this may sound complex, indices are actually very easy to use.

“These two economic indices allow users of Beefmaster genetics to select seedstock based on their genetic potential profit and alleviate the cumbersome nature of sorting through scores of individual EPDs. Producers should clearly define their production goals and use the index that best fits them. Use of the incorrect index could lead to undesired

responses given the two objectives (terminal vs. maternal) emphasize different traits,” says Dr. Matt Spangler.

Beefmasters’ Maternal Index (\$M) is described by Dr. Spangler as “the dollar profit per cow exposed due to calf weaning weight, accounting for costs associated with cow maintenance.” \$M balances fertility, calf growth, milk and cow maintenance costs into one, easy to use dollar value. \$M should be the main selection criteria if your objective is to produce replacement females. See the first example below showing how to use \$M.

Like EPDs, simply subtract the index values between the two animals you wish to compare. Sire A in this example has a \$7.46 advantage in \$M, meaning that we would expect daughters of Sire A to earn approximately \$7.46 more profit/head than daughters of Sire B.

For those bull customers who have the perfectly tuned commercial cow herd and are looking for growth and carcass genetics to maximize returns from their Retained Ownership program or are selling all of their calves at weaning, Beefmasters’ Terminal Index, or \$T, will help you to target genetics to reach your goal rapidly.

\$T is designed for the retained ownership customer or terminal crossbreeding program, who is looking to maximize growth, feedyard performance and carcass merit. Designed to complement

Beefmasters’ strengths for live performance and Yield Grade advantage, while balancing the need for marbling, \$T emphasizes the profit drivers found in Beefmasters. See the second example below showing how to use \$T.

Like EPDs, simply subtract the index values between the two animals you wish to compare. Sire A in this example has a \$31.34 advantage in \$T meaning that we would expect progeny of Sire A to earn approximately \$31.34 more per head from growth and carcass merit for progeny marketed on value-added grids.

While the beef industry has been focusing on Marbling or Quality Grade for the past several years, many cattle feeders are quietly rediscovering other profit-driving areas that amount to big returns in their feeding operations. Lower death loss, fewer health-related pulls, better Dry Matter Conversion and better Dressing Percentages are all areas that add up to big cost savings, especially when the cattle in question perform well on grids. Beefmasters shore up these often overlooked profit driving areas.

The combination of GE EPDs, \$T and \$M all lead to the greatest opportunity yet for bull buyers to reap the rewards of the genetic strength of Beefmasters. These genetic selection tools, coupled with the heterosis power offered by Beefmasters, will yield greater performance, maternal excellence and ultimately profit to commercial cattlemen.

EXAMPLE OF HOW TO USE MATERNAL INDEX (\$M)									
	BW	WW	YW	MILK	REA	IMF	SC	\$T	\$M
<b>Sire A</b>	1.5	24	45	12	.20	.01	.38	\$85.03	\$16.35
<b>Sire B</b>	.9	14	32	9	.05	-.04	.08	\$53.69	\$8.89
<b>Difference</b>	.6	10	13	3	.15	.06	.30	\$31.34	\$7.46
EXAMPLE OF HOW TO USE TERMINAL INDEX (\$T)									
	BW	WW	YW	MILK	REA	IMF	SC	\$T	\$M
<b>Sire A</b>	1.5	24	45	12	.20	.01	.38	\$85.03	\$16.35
<b>Sire B</b>	.9	14	32	9	.05	-.04	.08	\$53.69	\$8.89
<b>Difference</b>	.6	10	13	3	.15	.06	.30	\$31.34	\$7.46

# SALE SEMEN SPECIAL (20 OR MORE STRAWS)

AI CERTIFICATES \$10. EXPIRES 11/01/16



**\$45**  
Polled

**L Bar Habanero** Reg. # C1038019  
BW 1.4 WW 47 YW 71 MILK 8 TMAT 31 IMF .12 REA .01 SC 1.5 \$T \$124 \$M \$29



**\$40**

**Escalade** Reg. # C1028230  
BW -.07 WW 40 YW 69 MILK 14 TMAT 34 IMF .12 REA .34 SC .9 \$T \$121 \$M \$27



**\$35**  
Polled

**L Bar En Fuego** Reg. # C988569  
BW .5 WW 43 YW 61 MILK 10 TMAT 31 IMF .25 REA .14 SC 2 \$T \$107 \$M \$36



**\$25**

**L Bar Inevitable** Reg. # C954343  
BW .91 WW 22 YW 45 MILK 14 TMAT 25 IMF .17 REA .01 SC -.7 \$T \$79 \$M \$12



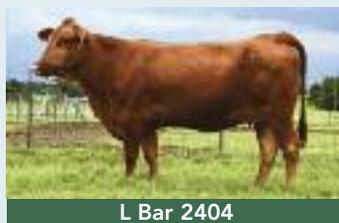
**\$35**  
Limited

**L Bar Essential** Reg. # C954335  
BW -.04 WW 33 YW 65 MILK 12 TMAT 29 IMF .06 REA .49 SC .4 \$T \$113 \$M \$17



**\$30**

**L Bar Automatic** Reg. # C914725  
BW -1.5 WW 35 YW 51 MILK 14 TMAT 31 IMF -.01 REA -.28 SC 1 \$T \$87 \$M \$33



## L BAR EMBRYOS

- L Bar En Fuego<sup>P</sup> x L Bar 3451
- L Bar En Fuego<sup>P</sup> x L Bar 2404
- L Bar Escalade x L Bar 3454
- L Bar Escalade x L Bar 2409
- L Bar Habanero<sup>P</sup> x L Bar 2404
- L Bar Habanero<sup>P</sup> x L Bar 3451
- L Bar Essential x L Bar 2409
- L Bar Essential x L Bar 3454

**\$350**  
each

\* Pacesetter \*\* Typesetter <sup>P</sup> Polled