

the isa informer

ISA CATTLE COMPANY

SPRING
2008

Dear Mr. Lasater,

I enjoyed our visit at Brenham last Saturday. You are familiar with the Beef on Forage program and test. Its purpose is to identify bulls having superior genetic ability to convert forages to beef by comparing contemporaries within an age and breed group in a uniform grazing environment.

The bulls were ranked by performance on a 130-day forage test, a 50-day supplement test on pasture, and a phenotype score. Of the top 12 bulls, 8 were sons, grandsons or great grandsons of L Bar 5502. These 8 bulls averaged \$4144 in the sale. The 3 top-selling bulls were a 5502 son and 2 grandsons.

This is pretty impressive, but what is really amazing is that these 8 bulls came from 5 different consignors each with a unique cowherd and breeding program. The Beef on Forage test met its purpose. The superior genetics in the Beefmaster breed reside in the 5502 bloodline. Thank you for producing him.

Thanks again,
Finley Morgan
Simon Creek Beefmasters, Overbrook, OK

We congratulate the Beef on Forage program for developing awesome quality Beefmaster genetics using a proven Performance Testing format. We are proud that L Bar genetics have played a big role in the development of many of the participating herds. Our customer's success is our success!

**"I HAVE NO INTEREST
IN JUST BEING GOOD."
—VINCE LOMBARDI**

These are the first words the great coach spoke when he first addressed the Green Bay Packers. We feel the same way about our cattle. **We don't aspire to have the best Beefmasters—but the best cattle. Period!**



L BAR 3100

A first-calf heifer's son combining the best of L Bar 5502 and Lasater 513

The record L Bar 5502 and his descendants are compiling is unparalleled in the Beefmaster industry.

We offer the following L Bar genetics for sale:

Beefmaster and Charolais Females available now
Including Beefmaster 3-in-1s (see inside)
Semen from L Bar 3100 and 5 other great bulls (see back page)

47th Bull Sale—October 4, 2008
featuring 200 Beefmaster and Charolais bulls

Laurie Lasater 325.949.3763 lasater@isacattleco.com Lorenzo Lasater 325.656.9126

**INSIDE
TODAY:**

3 things that will
change cattle raising

Frozen genetics
from six top bulls

Going on a West
Texas safari

Cattle for sale



12 Fall-calving bred Beefmaster heifers
from Vista herd

75 First-calf heifer Beefmaster 3-in-1s

18 Beefmaster yearling heifers
Ready to breed
(L Bar and Vista genetics)



16 Beefmaster pairs
All calves by AI bulls
(10 heifers and 6 bulls)



20 Charolais heifers
Bred to J5833—an AI son
of multi-trait leader

2 Beefmaster herd bulls:
L Bar 1425 (an L Bar 7499 son)
and L Bar 2667 (an L Bar 5502 son)

1 Charolais herd bull
J5808—Polled

Please call Laurie at (325) 949-3763 for info.

Three things that will change the way we raise cattle

There are three things that will change the way we raise cattle:

- \$5 corn
- \$4 diesel
- \$0 Choice–Select Spread

In West Texas, we use Cottonseed cake to supplement protein in the wintertime. This past February, I paid over \$300 per ton for that feed. To put that into perspective, less than ten years ago I considered \$200 a ton to be insane. (Dad still thinks it should cost \$100!)

I know that you are experiencing similar challenges with whatever you feed, wherever you may ranch. And it's not just feed: it's fuel, equipment, medicine, labor, fencing materials. This list is endless. It's a sign of our times and, unfortunately, probably here to stay.

This brings into much clearer focus the need to operate leaner and more efficiently.

So what does this mean for our national cow herd? For about a decade now our industry has pushed ahead with fat and inefficient genetics. When inputs were relatively cheap and calf prices fairly high, maybe it didn't matter. It does now.

One obvious way (to me at least) to operate leaner, is to run cattle that are naturally efficient. The less inputs a cow



needs to raise a calf every year and rebreed, the lower your annual cow cost. This translates to greater profit (or at least less loss) for your operation.

This carries on to the yearling and, especially, the finishing phase. Cattle feeders have suddenly become very focused on good, old-fashioned efficiency and livability.

While adjusting to these prices will be painful, I think it may be good in the long run for grass ranchers. Our job is to harvest energy from the sun in the form of tasty and nutritious beef. It's about time the industry focused on cattle that are properly suited to accomplishing that as efficiently as possible.

Our family has worked hard to raise efficient cattle for over 100 years. Our operation is not too fancy and we don't chase fads, but if you need cattle that will perform for you—rather than you for them—we'd like to help.

—Lorenzo Lasater,
President

Success with retained ownership

Congratulations to Joe Swink and David Wilson of Missouri for their ongoing success feeding their Beefmasters at Pratt Feeders.

The partners fed 4 loads of their yearlings in 2007, and have successfully fed all of their calves for over 15 years.

Here is a closeout on 9/25/07 on 60 steers:

Weight In 5/21/07	850
Weight Out 9/25/07	1337
Avg Daily Gain	3.84
Death Loss	0
Feed Conversion as Fed	7.54
Cost of Gain (all in)	\$63.00
Sale Price (Cargill)	\$94.43
Net to Ranch – per head (after all feedlot expenses)	\$956.00

'Tailwind' gets lift with review

Thanks to J.T. Smith of *The Farmer Stockman* for the first review of *Tailwind Both Ways*:

'Tailwind' recounts peaks, valleys

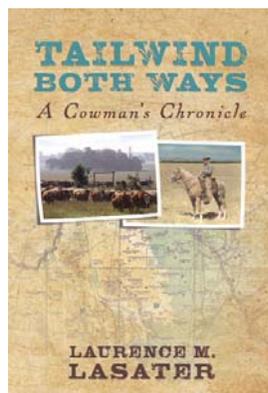
If you enjoy reading about great ranching families and risk takers, then you will be thoroughly delighted with "Tailwind Both Ways—A Cowman's Chronicle" by Laurence M. Lasater.

It amounts to the first autobiography written by a major player in the generation of cattlemen and women born after 1937.

Lasater is a descendant of two of America's great pioneer ranch families, the Lasaters and the Matthews-Reynolds clans. Both families are renowned for their integrity, beef industry innovation and willingness to take risks. Laurence, a San Angelo, Texas, rancher has continued and added his brand of individuality to those traditions.

This book is the story of a couple that took a giant risk by leaving the family ranch to operate for more than 40 years on leased land and borrowed money during a time when the great U.S. ranching industry was in decline. Against that backdrop, it recounts a couple's struggle to survive, and then prosper in difficult circumstances.

From pioneering on an isolated ranch to marketing cattle nationally and internationally, and making some high-



stakes deals with Wall Street and businessmen on the Forbes' international billionaire list, the Lasater story is an insightful adventure. The book includes the U.S. market crashes in the 1970s and the extreme drought of the 1990s. It even takes a look at past farm program failures that led to chronic overproduction of beef, pork and poultry. ...

... [Isa Cattle Co., Inc.] manages and markets Beefmasters both nationwide and globally. The company does business throughout the U.S., Mexico, southern Africa and South America. In addition to Mexico, the Lasater company made the first sales of Beefmaster genetics to Rhodesia (now Zimbabwe) and Argentina, and also played a key role in introducing the Beefmaster breed to Brazil.

Laurence has traveled extensively and spoken in most of these countries, and has been the subject of foreign television and magazines many times in his travels.

During the Lasaters' 43 years in the beef business, they have known and dealt with some of the most interesting people in the world—many who appear in this book.

Overall, the book charts this cowman's course to professional survival and personal fulfillment.

To order your signed copy, please send \$29+\$3 postage to Isa Cattle Co., Box 60327, San Angelo, TX 76906. Please include mailing instructions.

Celebrating our customers

There is nothing more important than successful customers. It is fun for us to celebrate their excellence:

Congratulations to **Bob and Bonnie Siddons** on winning the Argyle A McAllen Performance Award with an L Bar 5502 son. Their semen was purchased at the 2002 BBU convention where 1,000 straws sold.

Congratulations to **Omar and Enrique Gonzalez** of Chihuahua for winning the following places in that city's October show with their 5502 progeny:

- **Champion Adult Female**
- **Reserve Champion Female of the Breed**
- **Champion Young Male**
- **Reserve Champion Male of the Breed**

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Junior herds blossoming

We donate annually semen from our top bulls to JBBA members to use in their cattle herds. Hats off to these young entrepreneurs for their dedication.

Dear Mr. Lasater,

Thank you so much for donating straws to our junior program. I am so excited since my brother and I have been asking for L Bar 5502 for 3 years now, and this year we both got some. I can't wait to have my very own calves out of him.

Once again thanks for your generosity for donating straws.

Sincerely,

Cody Morgan

Dear Mr. Lasater,

Thank you for your interest and generosity. The semen made available for my breeding program is greatly appreciated and will be an influence in my herd for some years to come. I look forward to using the semen this spring.

I am overwhelmingly pleased to have available semen from such a strong bloodline. I look forward to introducing breeding from the originating family of the breed. Thank you for making available the strong bloodline from your L Bar 5502.

Thanks again for your support and participation.

Sincerely,

Jeremy Gengenbach



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 available—Ask about our spring special



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

DEER FOR SALE

We have available select Whitetail does bred to these two awesome bucks to stock your ranch.

To find out information, please contact Lorenzo Lasater at (325) 656-9126.



Congrats to Kevin Radigan and Robert Bruno of New York on the completion of their West Texas Safari. Exotic hunting is available year-round and makes a great spring or summer getaway. Call Lorenzo for information or dates.

47th Beefmaster Bull Sale—Saturday, Oct. 4, 2008



Laurie, Annette & Lorenzo Lasater

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