

• the • Isa informer

WINTER 2003-2004

ISA CATTLE COMPANY



"Watt"
See page 7

Fiesta offers over 100 top picks



L Bar 5502 EPDs

Trait	BW	WW	Yearling		SC
			Wt.	Maternal	
EPD	0.9	26	35	-4	0.5
Top 15%	*	*	*		*

"This outstanding herdsire (5502), who has extensively been used AI in our herd, is the best bull in the Beefmaster breed today. He is a three category trait leader: WW, YW and SC. His progeny rise to the top of any contemporary group, whether it is Vista's bull or heifer calves, the McAllen Ranch Bull Test, Texas A&M progeny test or a JBBA heifer show."

—Ward Burroughs,
Vista Livestock

INSIDE

FIESTA CATALOG

Including complete performance information

MANY THANKS

We tip our hats to our 2003 customers

Dear Friends,

What a difference a year makes! It's really been an unbelievable run in the cattle business lately, and ranchers nationwide have enjoyed record cattle prices. It's even rained in some

places! The industry has received a much-needed morale boost, and it's really been fun to talk with folks all over the country who are making money with cattle again.

You are all cordially invited to

the **Fourth Annual Beefmaster Fiesta on Saturday, January 17th**. This year will feature over 100 outstanding registered females—every one of them out of a cow with a 365-day calving interval. The cattle are bred to L Bar 5502, L Bar 7499, several 5502 sons and other great bulls out of the L Bar battery. There will be pairs and both fall- and spring-calving bred females. We will also have a nice selection of bulls from our herd and Frenzel Brothers, including a number of L Bar 5502 sons.

As always, if you can't make the sale, we'll be happy to fill an order to your specifications—satisfaction guaranteed! Contact me if you need help.

I think the quote on the left by Ward Burroughs of Vista Livestock nicely sums up the impact of L Bar 5502. His progeny are blowing the doors off sales and futurities all over the country. You are encouraged to take part in his exciting legacy with these great females.

2004 is going to be a fabulous year for the industry. We look forward to working with you in the coming year. On behalf of the entire Isa crew, we wish you gentle rains, green grass, happiness, health and prosperity in 2004!

Regards,
Lorenzo Lasater



FIESTA SPECIFICS

Schedule:

6:30 p.m. Fri., Jan. 16

Cocktail Buffet—Holiday Inn

10:00 a.m. Sat., Jan. 17

Sale—Producers Auction,

Headquarters:

Holiday Inn, San Angelo, TX
325.658.2828

Eight items some of us have forgotten

1 A cow is a scavenger, which converts grass to protein-rich, nutrient-dense beef. She can do this with a minimal supplement of protein and minerals and no grain. Our national cow herd is an important part of our dwindling industrial infrastructure and a vital element in the critical issue of watershed management.

2 A cow-man is anyone who correctly fits his cows to his environment, i.e., they breed young, and reproduce themselves with minimal expense.

3 The environment and the task assigned to the cow determines ultimately the genetic finished

weight of her steer progeny coming out of the feedlot.

4 It just so happens that beef cattle, which calve 24 months over several generations, under practical management, will produce steer progeny that genetically finish at the desired 1050-1250 weight, regardless of their environment of origin.

5 Cows that are required to be productive will put down enough back-fat to winter, calve and breed back under reasonable conditions. It just so happens that their steer progeny will, if fed a high-quality finishing ration starting at weaning, have just the right amount of intramuscular fat for tender-

ness and palatability.

6 Cattle selected for weight-for-age at weaning under practical conditions, will be heavy-weaning, heavy-milking, fertile, good-converting, high-cutability cattle. Cattle selected for weight-for-age as yearlings improve more rapidly than those selected for weaning weight.

7 It is said that a heifer can have a calf weighing about 7% of her body-weight. If the average heifer weighs 950-1000 at calving, that means that we need calves averaging 65-70 pounds at birth or less. A bull that cannot be bred to heifers should not be bred to cows.

8 A cow from any beef breed adapted to her environment for several generations, from a line of females that calves at 24 months, bred for 90 days or less to a bull of the same breed that has been performance-tested under practical conditions will produce feeder steers at or above the 90th percentile industry-wide and an optimum heifer calf to keep or sell. If you really want to know what your cattle are worth, retain ownership of your steers, take them through the feedlot and sell them on the formula to IBP.

—Laurence M. Lasater,
Chairman

REFERENCE SIRES

L Bar 5502 EPDs

Trait	BW	WW	Yearling Wt.	Maternal	SC
EPD	0.9	26	35	-4	0.5
Top 15%	*	*	*	*	*



L Bar 8419 EPDs

Trait	BW	WW	Yearling Wt.	Maternal	SC
EPD	-0.2	7	14	4.5	0.1



L Bar 7499 EPDs

Trait	BW	WW	Yearling Wt.	Maternal	SC
EPD	0.1	19	24	8.5	0



I read that you use a 90-day breeding season. At what time of year do you place your bull on your cows?

—Jymme Evans (via email)



Dear Jymme,

We actually use a 60-day breeding season. On our spring-calving herd, we breed May and June and the fall-calving herd November and December. It is important to note that no cattle move between the two herds—any cattle that do not breed are sold.

Fall and spring calving each have their pros and cons, but the main objective is to match your weather and forage conditions to your calving cycle as best you can.

In any operation, 90 days is the longest breeding season that can be sustained over the long term without significant economic loss. This is because if you stretch it longer than that, a certain percentage of cows will not have time to gestate, calve and rebreed.

Regards,
Lorenzo Lasater

Announcing herdsire purchase

We are pleased to announce the purchase of two great herd bulls from the Vista Livestock dispersal!

“Watt,” a tremendous solid black bull out of the Casey herd ...



... and Lasater 6129, one of the most complete bulls to come out of the Foundation herd.

We will also be collecting a new Lasater Ranch bull, whom we call Tom (Lasater 0192), in January.

Rigorous breeding ensures success

Tom Lasater is justly famous for developing the Six Essentials—Disposition, Fertility, Weight, Conformation, Hardiness and Milk Production. It is well-understood that fertility is “first among equals in importance.” Many people in the cattle business do not understand the genetic, performance and economic implications of true management of a cow herd for fertility.

If Dad were operating today, he'd probably agree that a fertile cow is one that has an acceptable calf at 24 months of age and every 365 days thereafter, in a low-cost production scheme. A 365-day calving interval means one breeding season of fewer than 90 days.

We wean our heifers at about 7 months old, weighing some 550 pounds, and we keep about 90% of them. They are developed post-weaning in a low-cost, cake-on-grass regime and exposed to our newest herd bulls for 60 days beginning the same day as their mothers—every cow is in the same calving slot as her mother, grandmother, and so on. This competitive environment gives us a cost-effective, high-turnover operation with a young



L Bar first-calf heifer at 25 months

herd in which every female generates income every year.

There are hidden benefits to this program. During the last 10 years, we've seen our cattle improve dramatically due to natural selection by drought. We run a high-powered performance operation in a hostile environment. Our herd is a unique combination of Lasater, Casey, Musser, Newsome, Sanders and Broussard genetics. We use performance as our main criteria in bull selection and demand productivity in

our females. We run a low-cost operation on leased land, which means these cattle hustle for a living. It is important to understand that fertility, as defined above, also impacts feedlot and carcass performance. Tom Lasater began weighing his bull calves in 1936 and adopted his famous “calf-a-year” program in 1948. We can thank him for the outstanding performance of Beefmasters at the feedlot and carcass level, as exemplified by L Bar 5502.

We consider nature as an ally in natural selection. When you buy L Bar genetics, you're buying a genetic and management legacy that dates back more than 125 years.

Laurence M. Lasater

Thank you to our 2003 buyers

... of cattle, semen and embryos

A Duda & Sons	FL	George Halfmann	TX	Alejandro Ramos	MX
Alamo Ranch Co.	NM	David Hargis	OK	Gustavo Ramos	TX
Harold Albers	TX	Keith Henderson	OK	Ranly Beefmasters	TX
Gordon Allen	TX	Jimmy Holman	TX	Alvaro Restrepo	TX
Richard Aycock	MS	Joe Johnson	FL	Hardy Richards	TX
Malcolm A. Bertrand	LA	Jones Ranch, LLC	TX	Rocking D BFM	LA
Dwight Bertrand	LA	Wayne King	TX	Ru-Mar, Inc.	FL
Johnny Brookshire	OK	Brandon Karisch	TX	Nolan Ryan	TX
Matt Brown	TX	Charles R. Ladd	OK	Jim Sanders	KY
Spencer Buchanan	Guatemala	Larry Larimore	AR	Freeman Sansom	TX
Sydney Lyn Buford	TX	Jimmy Lee	NV	Schadler Ranch	OR
Larry Buster	OK	Toby Lester	AR	Arturo Siller	MX
Ronald & Darryl Byrd	MS	Lucky W. Ranch	TX	Smitherman Farms	TX
C & L Partners	TX	Russell & Tricia Mackie	TX	Sorrells Groves, Inc	FL
Rocky Carrillo	TX	Jeff Mathiews	TX	Charles R. Stevens	FL
Crescent J. Ranch	FL	Robert McCaskill	TX	Randall Sultemeier	TX
Darrell Davis	TX	Walter McCullough	TX	Brad Swink	MO
Clint Deay	KS	Larry Meacham	TX	Gary & Fillis Takacs	NV
Michael DeVille	LA	Herland Medina	Bolivia	Tierra Mireles	TX
Gordon Dickerson	TX	Gaylon Metcalf	TX	Bill Trantum	AR
Ralph Ebeling	TX	Jorge Miranda	TX	Vee Bar, LTD	TX
Pearce Flournoy	CA	Danny Montgomery	AR	Barry Wallace	MS
Ernie Ford	GA	Cornelia Muzquiz	MX	Willie Earl Washington	LA
Toby & Cheryl Forte	AR	Terry & Kathleen Myers	TX	Jody Wedgeworth	TX
Phillip French	GA	Jim O'Bryan	TX	Joe Dan Wedgeworth	TX
Gary Frenzel	TX	Guillermo Osuna	MX	Aubrey Wedgeworth	TX
Frenzel Brothers	TX	Everett Palmer	CA	Wedgeworth Cattle	TX
Bob George	TX	Connie Petrick	TX	Jim Willingham	TX
William Gressette, III	SC	Joey Pierce	TX	David Wilson	MO
Robert Griffith	MO	Marty Pizzini	TX	Don & Dorothy Young	TX
Jose Luis Guadiana	MX	J.M. Ramirez	TX		

Thank you to our 2003 buyers!

2004 BEEFMASTER FIESTA CATALOG

Tag No.	I.D. No.	Sire	Sire of Dam	Dam	Date of Birth	WW Ratio	YW Ratio	BW	WW	YW	MAT	Bred To	Expected to Calve
1	L)1489			L)4517	8/30/01							L- 5502 ~	Pair
2	L-1459	L-7499	P750	J24552	9/27/01	120	99		19	25	-10	L- 5502 ~	Pair
3	L-1461	L-7372	J91219	L-3439	8/22/01	95	97		1	1	10	L- 5502 ~	Pair
4	L-9477	L-6171	L-4856	J93545	8/26/99	99	94	0.3	4	7	6	L- 5502 ~	Pair
5	L-1469	L-8419	L-1164	L-8453	9/1/01	99	106		4	12	4	L- 5502 ~	Pair
6	L-1464	L-7499	L-1167	L-5445	8/10/01	103	100		6	11	1	L- 5502 ~	Pair
7	L-1460	L-7499		J24583	9/5/01	109	104		10	12	8	L- 5502 ~	Pair
8	L-0451*	L-8207	L-1164	L-8443	8/22/00	112	94	0.5	14	18	-5	L- 5502 ~	Pair
9	L-0459*	L-8207	L)2516	L-8444	9/1/00	123	108		16	15	-4	L- 5502 ~	Pair
10	L)4361				1/15/94				1	2	2	L- 5502 ~	Pair
11	L-0455	L-6171	J73911	J24486	9/20/00	120	107		9	11	8	L- 5502 ~	Pair
12	L-9113*	L-6171	J1/4126	L-7259	3/22/99	92	104	0.2	4	9	12	L- 5502 +	Feb
13	L-0114*	L-7372	L)2516	L-8361	3/22/00	110	109	0.9	10	13	11	L- 5502 +	Feb
15	L-0207	J2/4463		S/1236	2/29/00	104	104	0.2	4	4	-1	L- 5502 +	Feb
16	L-9250	L-1167	L)1306	L-5223	2/17/99	101	105	-0.1	-3	-1	21	L- 5502 +	Feb
17	L-9223	L-1164		S/2252	3/16/99	114	117	-0.1	7	12	-3	L- 5502 +	Feb
18	L-0123*	L-7372	Rain Cloud	L-8357	4/7/00	100	109	-0.4	9	15	7.0	L- 5502 +	Feb
19	L-6203	L)2516		L-3363	2/22/96	104	100	0.9	6	6	2	L- 5502 +	Feb
20	L-6243	L)0563		S/1219	3/4/96	92	95		3	4	-1	L- 5502 +	Feb
22	L-7245	J1/4126		L-2115	3/16/97	105	93		2	3	8	L- 5502 +	Feb
23	L-6193	J14126		L-1112	2/23/96	95			0	0	3	L- 5502 +	Feb
24	L-9125*	L-6171	L-1164	L-7243	4/1/99	96	101	0.4	6	13	7	L- 5502 +	Feb
25	L-9241	J2/4463	L)2516	L-6203	3/18/99	105	105	0.7	8	9	9	L- 5502 +	Feb
26	L-7152	L)9510		L-9305	2/17/97	93	101	0.3	-1	-2	-6	L- 5502 +	Feb
27	L-7202	L)9510		S/2277	2/7/97	94	94	-0.4	2	4	8	L- 5502 +	Feb
28	L-0230	L-5502		L-3150	2/28/00	90	88	0.5	8	6	-6	L- 5502 +	Feb
30	L-6175	L)7563		S/1235	2/18/96	103	100	0	1	2	7	L- 5502 +	Feb
31	L-9240	J24463	L)0563	L-6165	3/17/99	98	99	-0.1	10	8	1	L- 5502 +	Feb
32	L-0225	L-5502		S/2252	2/18/00	97	104	0.4	13	22	-9	L- 5502 +	Feb
33	L-0227	L-5502		L-4313	2/28/00	119	112	0.4	18	23	-17	L- 5502 +	Feb
34	L-0120*	L-7313	TH5244	L-8126	3/31/00	87	100	-0.1	-3	4	3	L- 5502 +	Feb
35	L-6302	L)2516		L-1131	4/7/96				5	5	-1	L- 5502 +	Feb
36	L-9228	L-1164		L-2122	3/2/99	104	98		0	-4	-1	L- 5502 +	Feb
37	L-6300	L)6352		L-9487	4/7/96			1.1	-3	-9	-16	L- 5502 +	Feb
38	JS6117			JS0271	2/19/96	94		0	-1	-3	-5	L- 5502 +	Feb
39	L-6306	L)2516		N9/06	4/7/96				5	7	6	Bred	Feb-Apr
40	L-0109*	L-7313	TH5244	L-8105	3/7/00	106	102		-1	0	3	Bred	Feb-Apr
41	L-0118*	L-7372	J24463	L-8391	3/25/00	90	103	0.6	5	7	4	Bred	Feb-AP

* First Calf Heifer / + A.I. Pregnancy / ~ Sire of Calf

Don't miss the *Fourth Annual Isa Cattle Company*

BEEFMASTER FIESTA

10:00AM SATURDAY, JAN. 17, 2004



Photo by Connie Thompson

- Selling over 100 registered Beefmaster females
- Open females with L Bar 5502 calves at side!
- Top cows bred to L Bar 5502, L Bar 7499 and L Bar 5502 sons!
- Every female sonogrammed pregnant and calving in a short season
- **PLUS!** A special offering of herd bull prospects, including sons of L Bar 5502

THE ISA BEEFMASTER FIESTA

10:00 a.m.—Saturday, Jan. 17, 2004

Producers Auction—San Angelo, Texas

Sale Headquarters: Holiday Inn

325.658.2828



DON'T MISS THIS OPPORTUNITY

to add some terrific L Bar females and 5502 genetics to your program!



Laurie, Annette & Lorenzo Lasater

P.O. Box 60327
San Angelo, TX 76906
325.949.3763
isacattl@wcc.net
www.isacattleco.com

Beefmaster Fiesta Sale

Saturday, January 17, 2004

Prsrt Std
U.S. Postage Paid
San Angelo, TX
Permit No. 314