The Beefmaster Breed

It's Unique Development and Applications to the Worldwide Beef Complex

Isa Cattle Co.
BEEFMASTERS

PROMOTING BEEFMASTERS WORLDWIDE SINCE 1964

BEEFMASTERS

80 Years

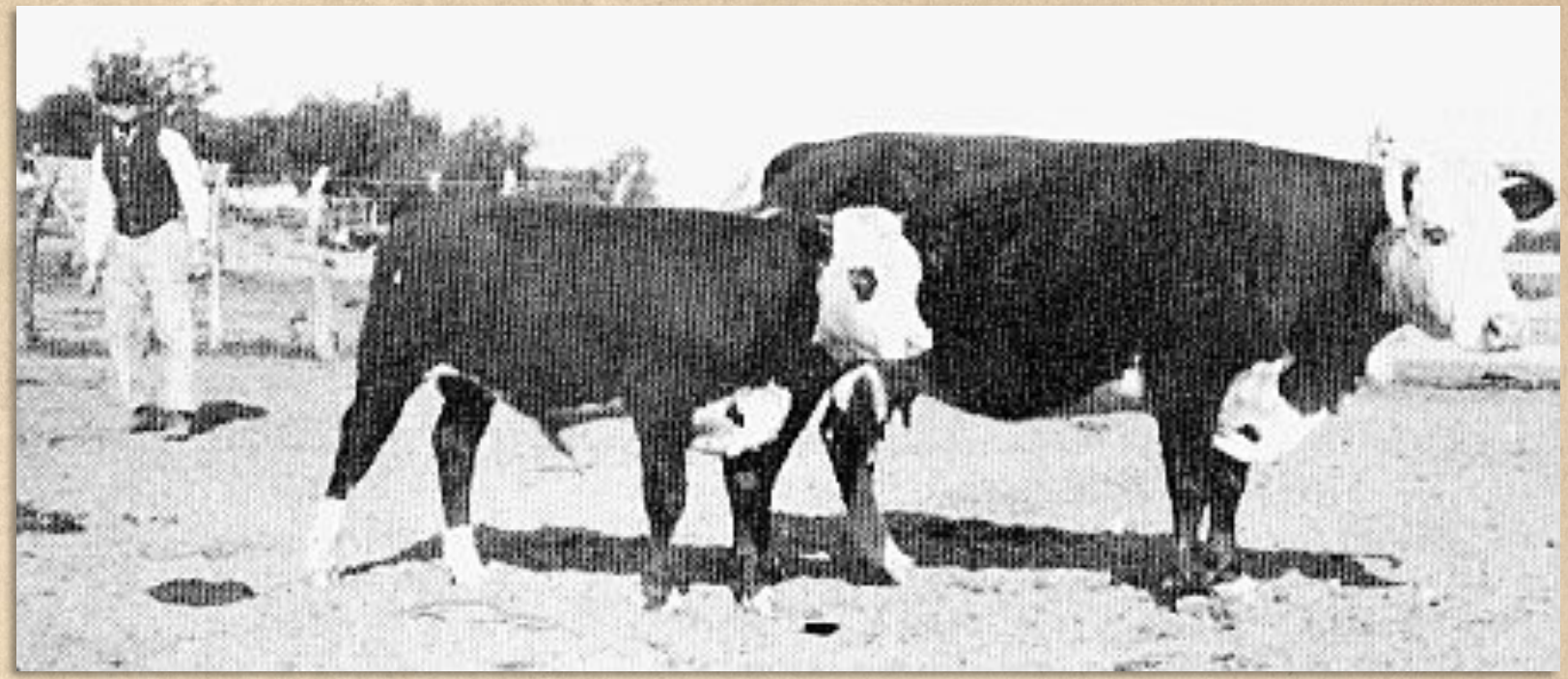
1937 2017

The development of the Beefmaster breed began in southern Texas in the late 1800s.

Lasater Cattle Co.
BEEFMASTERS

Ed C. Lasater founded Brooks County
and the town of Falfurrias.

Lasater Cattle Co.
BEEFMASTERS

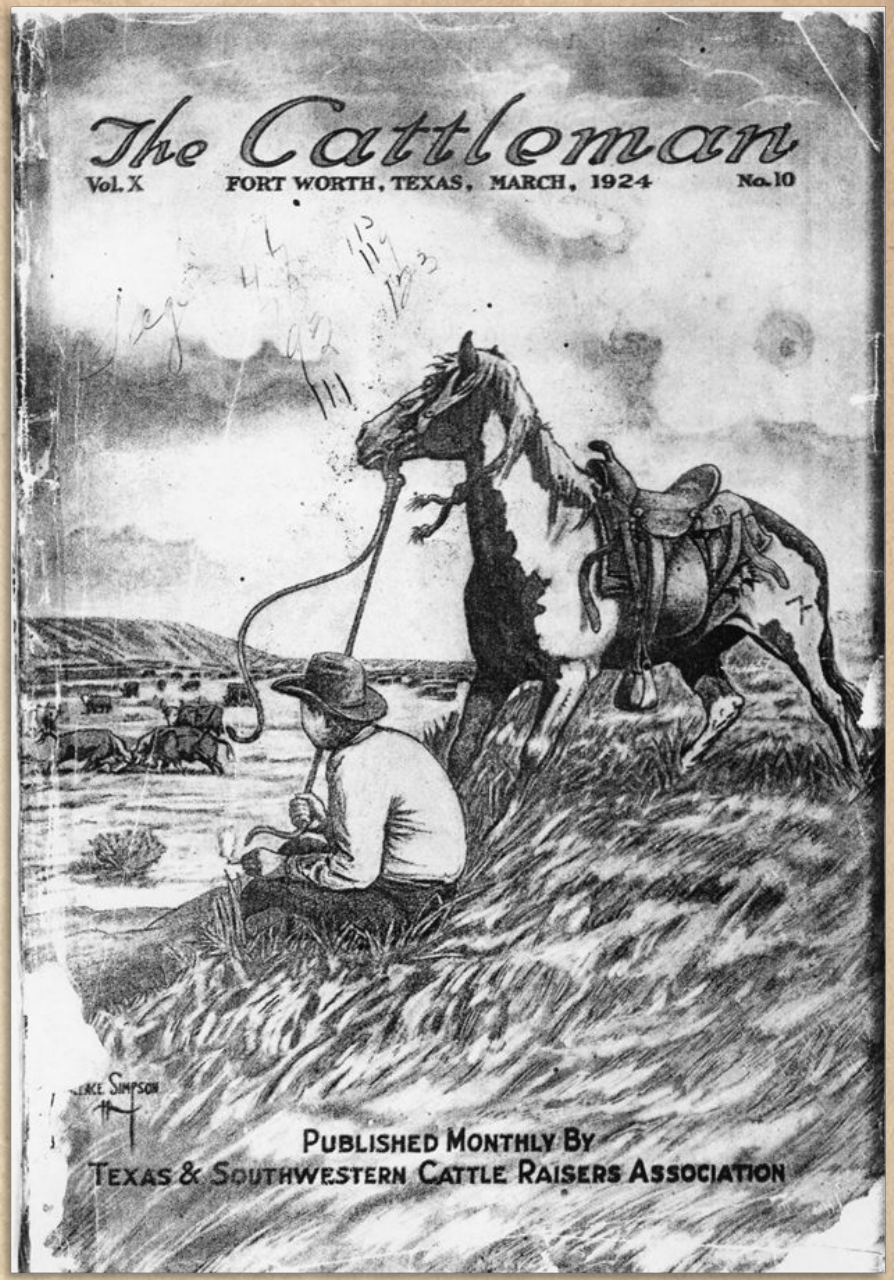


He amassed about 400,000 acres (161,874 hectares) and ran about 20,000 Hereford females and the world's largest Jersey herd.

BREEDERS' DIRECTORY

A DIRECTORY OF RELIABLE BREEDERS OF REGISTERED AND PURE BRED LIVE STOCK.

Breeders Unknown to Us, Who Desire to Advertise in this Directory, Must First Furnish Proper References.



In 1908, Lasater introduced the first "Brahma" cattle into South Texas.

Gir (India)

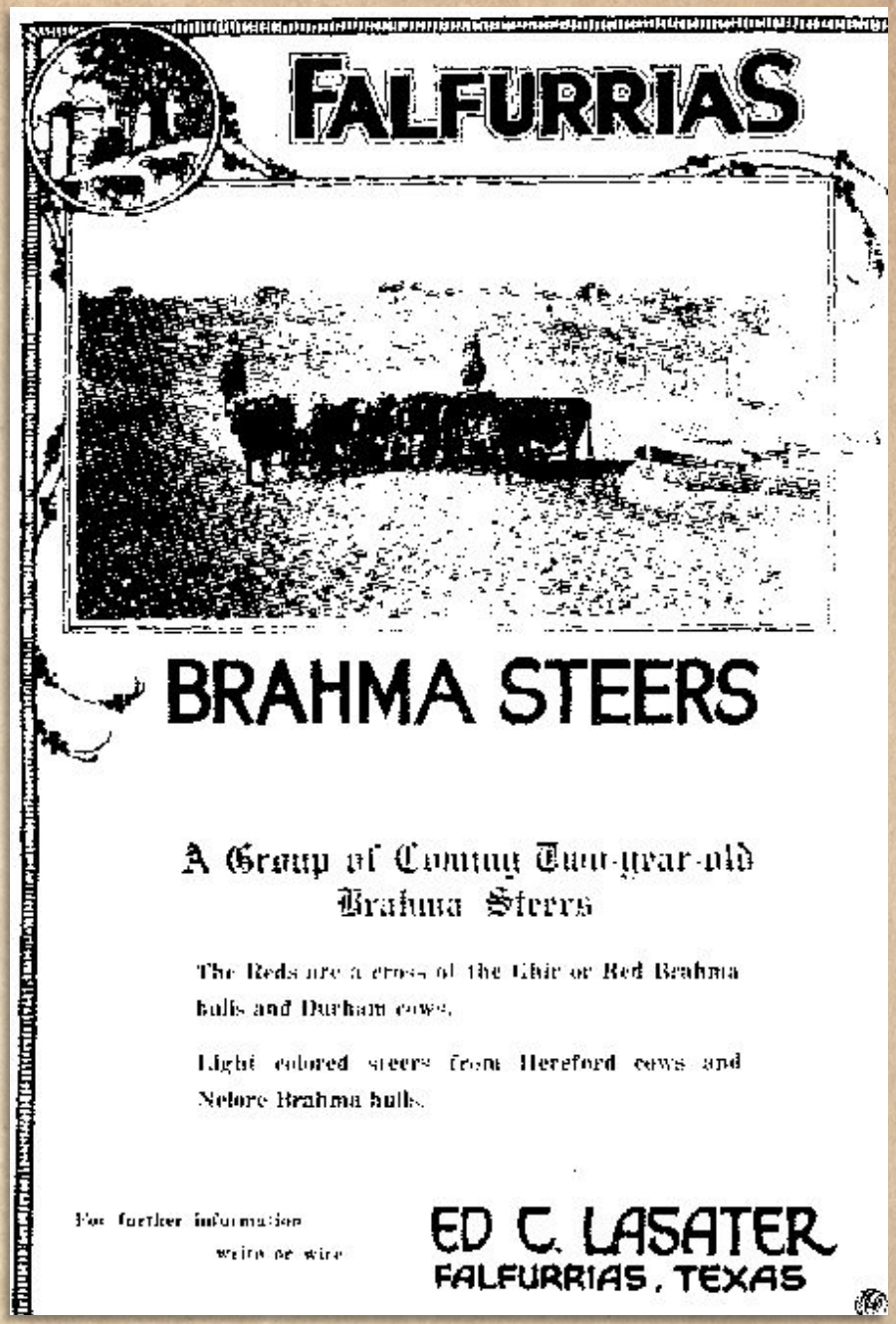
Guzerat (India)

Nelore (Brasil)

Lasater Cattle Co.
BEEFMASTERS

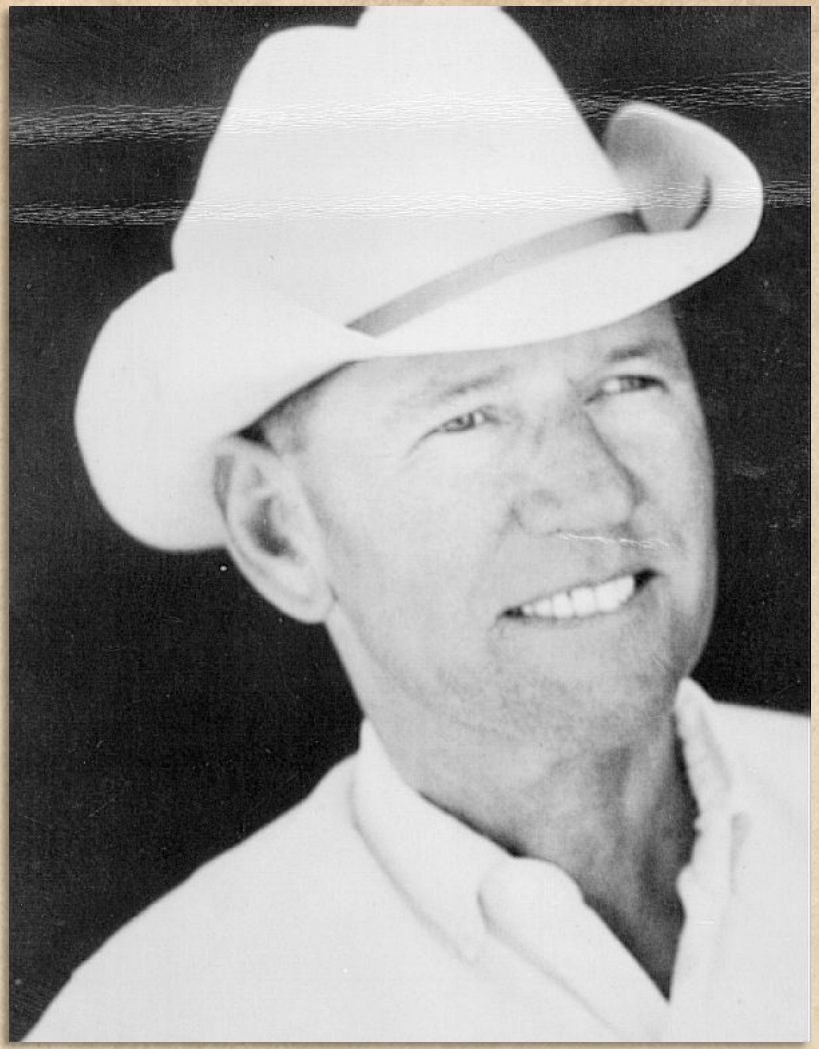
An advertisement from the 1920s offering "Brahma" steers for sale.

At this time in Texas, crossbreeding was relatively unknown.



Lasater Cattle Co.
BEEFMASTERS

- 1930 – Ed Lasater died. As a result of massive indebtedness and the onset of the Great Depression, most of his land and livestock were lost.
- 1931 – Tom Lasater left Princeton University to manage what was left of the family holdings.
- There were 350 Brahman-type cows, 150 registered Hereford cows and a few bulls of each type.



Tom Lasater
Founder of the Beefmaster Breed

Lasater Cattle Co.
BEEFMASTERS

- 1931 – Tom bought two Shorthorn bulls, which were bred to the top Brahman cows.
- He then used Shorthorn x Brahma bulls on Hereford x Brahma females.
- The resulting three-way cross was far superior to anything before.

"A blind man could see they were better."

– Tom Lasater

THE LASATER RANCH

March 25, 1961

Matheson, Colorado

PRINCIPAL GENETIC SOURCES AND DEVELOPMENT OF THE BEEFMASTER BREED

1. Source Number One:
   The "Brahma" herd, developed by my father, Mr. Ed C. Lasater (who died March 20, 1930), which herd was owned by my uncle, Mr. L. D. Miller, on February 1, 1932*.

2. Source Number Two:
   The Registered Hereford Herd, developed by my father, which herd was owned by my mother, Mrs. Ed C. Lasater, on February 1, 1932**.

3. Source Number Three:
   The Registered Shorthorn bulls purchased between the fall of 1931 and the fall of 1936, inclusive. One of these bulls was a Registered Polled Shorthorn.

4. Source Number Four:
   One Registered Polled Hereford bull purchased during the latter 1930's.

Procedure:

Beginning on February 1, 1932, and continuing until the last remaining individuals of the above sources were disposed of in about 1942:

(a) Sources number one and two were crossed.
(b) Sources number one and three were crossed.
(c) Sources number one and four were crossed.

Selected individuals from each of the above crosses were placed in what we then called the "cross-bred" herd. No individuals of the original four sources mentioned above were ever transferred directly into the "cross-bred" herd. Their blood entered the "cross-bred" herd only through their cross-bred progeny.

The "cross-bred" herd was treated as a breed from the beginning in that it was perpetuated through the use of males and females produced from within the "cross-bred" herd. This herd was not crossed back to the original genetic sources. Through many generations of selective breeding, this "cross-bred" herd evolved into the Beefmaster Breed, named by me in 1945, and recognized by the United States Department of Agriculture in 1954.

From the foregoing it may readily be seen that the concept, as well as the actual cross breeding which produced the Beefmaster Breed, all took place after my father's death. However, the blood lines of sources one and two above, were developed by my father. The general philosophy of livestock breeding followed was absorbed by me "through the pores" in boyhood association with my father. Thus, we have felt that his life and work have contributed greatly to the evolution and success of the modern day Beefmaster Breed.

Tom Lasater

*This "Brahma" herd was under my supervision beginning in February, 1931, and was sold to me on June 1, 1933.

**This Registered Hereford herd was under my supervision beginning in February, 1931, and was sold to me on June 1, 1934.

The early cattle looked nothing like those today …

Isa Cattle Co.
BEEFMASTERS

… nor did they act like them!

Lasater Cattle Co.
BEEFMASTERS

- 1936 – The Lasater Ranch installed a set of scales and began systematically performance testing the bull calves and yearlings.
- 1937 – Tom closed the Foundation Herd to outside genetics. For 82 years now, no new blood has been introduced. It is the oldest closed herd in the world.
- 1945 – Tom named the cattle "Beefmasters."

PERFORMANCE GENETICS FROM THE FOUNDING FAMILY

- 1948 – Lasater purchased 10,000 acres near Matheson, Colorado, and began moving cattle there. By 1956, the entire herd was consolidated in Colorado.
- 1949 – Lasater patented the Beefmaster name.
- 1954 – The USDA recognized Beefmasters as a Beef Breed.
- 1961 – Lasater formed Beefmaster Breeders Universal (breed registry).

Beefmasters Today

Isa Cattle Co.
BEEFMASTERS

Beefmasters are the only breed in the world to have been developed purely for economic traits.

Tom Lasater's unique concept is known as:

The Lasater Philosophy

or

The Six Essentials

PROMOTING BEEFMASTERS WORLDWIDE SINCE 1964

TOM LASATER'S SIX ESSENTIALS™

Disposition

Fertility

Weight

Conformation

Hardiness

Milk Production

The Six Essentials gives us a simple and effective roadmap to production efficiency and profitability.

By following them, we enjoy:

- A breeding program that is simple and delivers results
- A program for any size herd, in any environment
- Functional, fertile, gentle, beautiful cattle
- More profit to the enterprise

Disposition

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BEEFMASTERS

Disposition

Gentle cattle are:

- Cheaper to manage
- Sell better
- Breed better
- Calve easier
- Feed better
- Slaughter better

Fertility

What makes this cow special?

She’s 14 years old …

… and that’s her 13th calf!

Fertility

- First among equals – fertility remains the cornerstone of the Lasater Philosophy.
- Cows that don't calve every year are not economically viable.
- A breeding season of longer than 90 days makes this impossible.
- Isa Beefmasters uses a breeding period of 60 days, culls all opens and any cows not weaning a merchantable calf.

Weight

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BEEFMASTERS

Weight

- Of obvious importance – ranchers sell pounds of beef.
- Highly heritable trait
- We want all cattle to produce at the optimum – maximum pounds with minimum inputs, WHILE breeding.

Conformation

An L Bar 5502 x Angus feeder heifer

Isa Cattle Co.
BEEFMASTERS

Conformation

- The visual appraisal of a live animal with regard to carcass merit.
- We select for long, trim, well-muscled bulls and smooth, feminine cows.
- Cattle must be physiologically equipped to do their job, with proper feet and legs and the correct size for their environment.

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Milk Production

Isa Cattle Co.
BEEFMASTERS

Milk Production

- Behind genetics, milk production is the single most important factor in calf weight.
- When asked to describe the perfect cow, Tom Lasater replied, “She’ll look like a cow that gives a helluva lot of milk.”

Hardiness

Beefmaster females in the
Kalahari Desert, Botswana, Africa

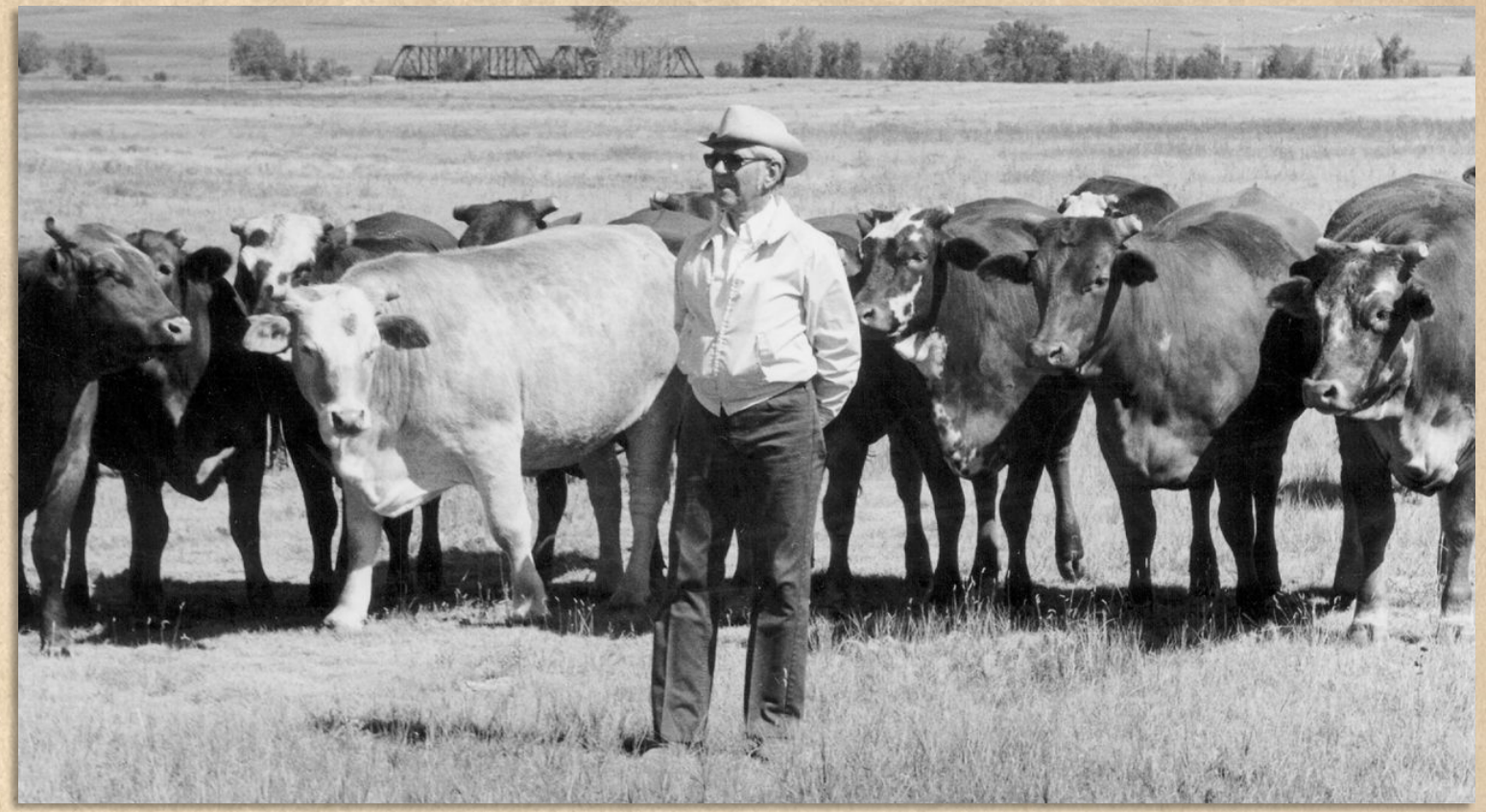
Isa Cattle Co.
BEEFMASTERS

Hardiness

Beefmaster Cows in the
Tropics of Southern Florida

Hardiness

- Selecting for cattle that can thrive under tough conditions.
- Beefmasters excel in calf livability, low death loss, easy keeping and disease/parasite resistance.



Tom Lasater

Founder of the Beefmaster Breed

Lasater Cattle Co.
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Beefmaster Breeders United

- International Breed Registry
- 4,000 members
- Registered 15,000 calves in 2016
- 7th largest breed association in the U.S.
- The largest of the American breeds (Brangus, Brahman, Braford, Santa Gertrudis, etc.)

International Presence

There are eight countries worldwide with established Beefmaster associations.

- United States
- Mexico
- South Africa
- Thailand
- Panama
- Costa Rica
- Nicaragua
- Colombia

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International Presence

Beefmaster genetic material has gone into the following countries:

Africa: Namibia, Botswana, Zimbabwe, Mozambique

Europe: Poland, Italy, Ireland, Portugal

Latin America: Bolivia, Brazil, Guatemala, El Salvador, Paraguay, Belize

Beefmasters have excellent characteristics that drive demand in these locales:

- Carcass quality compared to native breed(s)
- Age to reach slaughter weight
- Age at first breeding of females
- Efficient feed conversion
- Low input cows
- Cow longevity
- Heat and humidity resistance
- Insect resistance
- Adaptability

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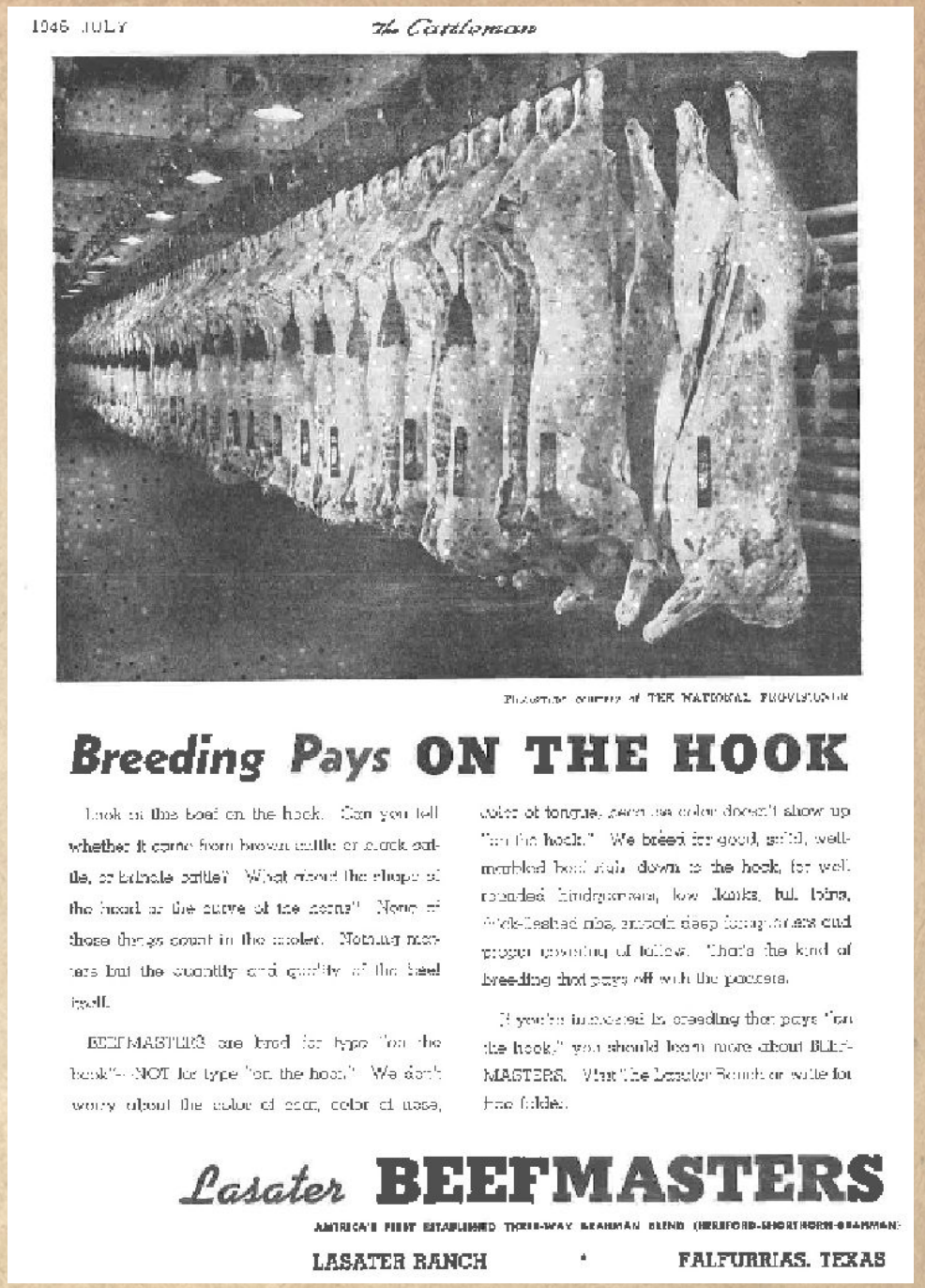
Julio de 1946

Calidad de la Canal

"Creada para rendimiento y calidad de la Canal, no para belleza"


1946 JULY The Cattleman

Breeding Pays ON THE HOOK

Look at the beef on the hook. Can you tell whether it came from brown cattle or black cattle, or blackie cattle? What about the shape of the head or the curve of the horns? None of those things count in the market. Nothing matters but the quantity and quality of the beef itself.

BEEFMASTERS are bred for type "on the hook"—NOT for type "on the hoof." We don't worry about the color of eyes, color of nose, color of tongue, even the color doesn't show up "on the hook." We breed for good, solid, well-marbled beef right down to the hook, for well-rounded hindquarters, low flanks, full loins, wide-fleshed ribs, smooth deep forequarters and proper covering of fullness. That's the kind of breeding that pays off with the packers.

If you're interested in breeding that pays "on the hook," you should learn more about BEEFMASTERS. Write the Lasater Ranch or write for free folder.

Lasater BEEFMASTERS

AMERICA'S FIRST ESTABLISHED THREE-WAY BRAHMAN BLEND (HEREFORD-SHORTHORN-BRAHMAN)

LASATER RANCH • FALFURRIAS, TEXAS

Lasater Cattle Co. BEEFMASTERS

Feedlot and Carcass Qualities

- Excellent gains
- High feed conversion
- Low sickness and death loss
- Excellent in both grain and grass-fed models
- Lean, tender beef
- High yielding carcass

Carcass data from Beefmaster sired cattle and the 2016 U.S. average for fed cattle.

	HCW	REA	REA Adj.	FT	YG	% SE	% CH Total	% CH Premium	% PR
BM Sired	757	13.48	0.5	0.44	2.71	15%	82%	42%	3%
USA Avg.	868	13.80	-0.4	0.55	3.10	25%	70%	35%	5%

Courtesy of Mark Frenzel, PhD; Texas A&M

The results of two feeding and carcass studies undertaken by Isa Beefmasters

BEEFMASTER FEEDLOT PERFORMANCE

Steer calves fed	10,866	A large, representative sample
Avg. sale weight	1,130 lbs	Ideal carcass size
Avg. dry conversion	6.8	Very good on long-fed cattle
Avg. death loss	1.2%	Good on unpreconditioned calves
Avg. cost of gain	$52.25	Below industry average
Avg. hot carcass yield	64.7%	1.2% above average
Avg. yield grade	2.6	Way above average on long-feds
Avg. percent culls	4.95%	Industry average 15%
Avg. percent standard	0.45%	Industry average 5%
Avg. percent choice	43.7%	Above average for calf-feds

L BAR 5502 A&M CARCASS RESULTS

Trait	BW	WW	Carc. Wt.	Ribeye Area	Yield Grade	Marb. Score	Choice & Prime	YG 1&2	Shear Force
5502	**75**	**528**	**689**	**12.21**	**2.93**	**Sm^{50}**	**85.7%**	**50%**	**6.35**
Ratio	1.07	1.09	1.08	1.06	1.09	1.85	1.18	0.97	1.01

Isa Cattle Co. BEEFMASTERS

Weight Gains

Isa Beefmasters conducts a Performance Test on the 140 breeding bulls they sell each October and another 60 bulls each March.

There is a grass gain component and then a feed gain test.

Isa Cattle Co.
BEEFMASTERS

Isa Beefmasters 2017 Performance Test

Grass Test

Average 1.1 pounds (.5 kilo) per day

High 1.44 pounds (.653 kilo) per day

9-month period • native grass with minimal supplement through winter and spring

Feed Test

Average 4.3 pounds (1.95 kilo) per day

High 6.5 pounds (2.95 kilo) per day

50-day test • full feed on a low-energy corn, milo and cotton gin trash ration

Isa Beefmasters Ranching Environment

- We ranch in a harsh, semi-desert environment in West Texas.
- Annual rainfall is 19” (482 mm).
- There are two main rain / growing seasons –in the spring (April–May) and fall (September–October).
- Summers are hot and dry, with many days above 100 degrees F (38 Celsius)
- Winters can be cold at times, with many nights and some days below freezing.

Isa Cattle Co. BEEFMASTERS

Isa Beefmasters Breeding Program

- Heifers are bred at 14 months.
- We use a 60-day breeding period
- Any cow not breeding in the 60-day window – *every year* – is removed from the herd.
- We breed in multiple-sire herds to allow for natural selection through competition among sires.
- We DNA all calves to verify parentage.

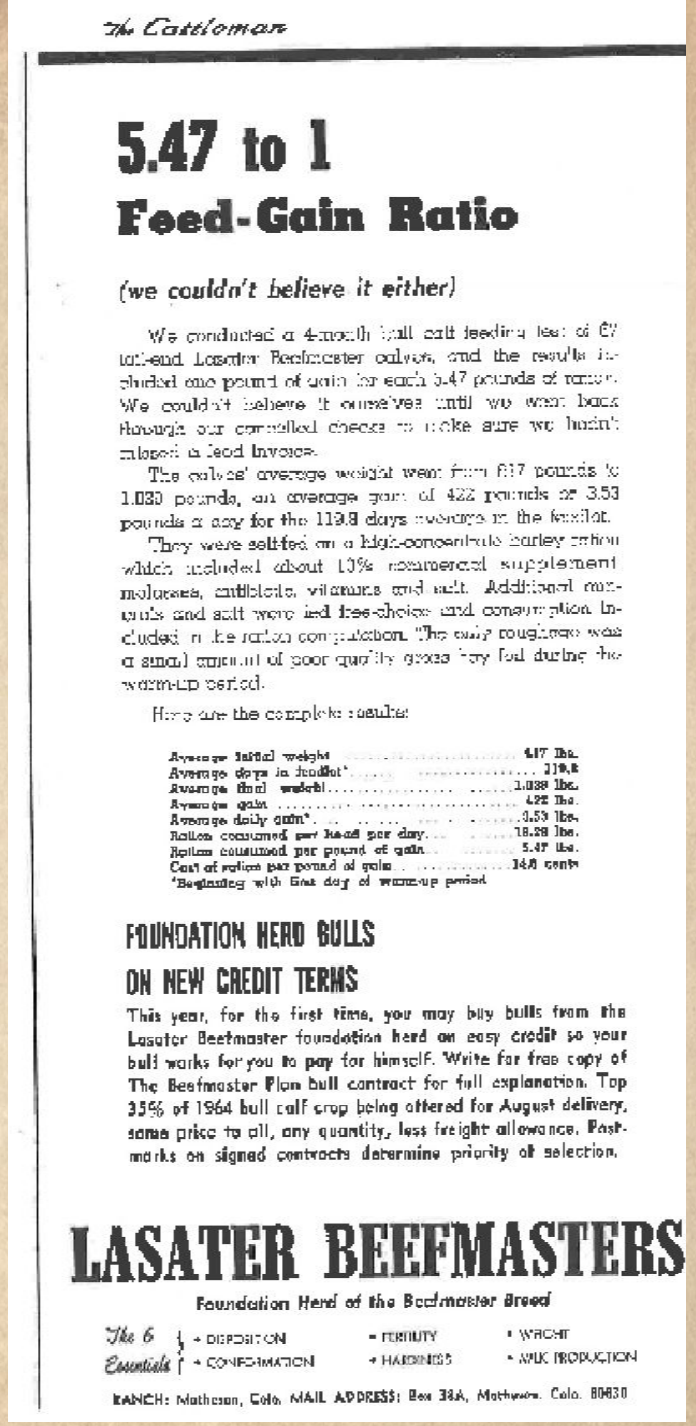
Isa Beefmasters by the Numbers

- We expect an 80%–85% conception rate in heifers.
- We expect an 85%–95% conception rate in cows.
- We expect heifers to wean at 8–9 months at 550 pounds (250 kilos)
- We expect bulls to wean at 600 pounds (272 kilos)
- Mature cow size is approximately 1100–1200 pounds (498–544 kilos).

May 1965

Feed Efficiency

"One pound of gain for each 5.47 pounds of ration. We couldn't believe it ourselves!"



The Cattleman

5.47 to 1
Feed-Gain Ratio

(we couldn't believe it either)

We conducted a 4-month bull calf feeding test of 67 tail-end Lasater Beefmaster calves, and the results included one pound of gain for each 5.47 pounds of ration. We couldn't believe it ourselves until we went back through our controlled checks to make sure we hadn't missed a feed invoice.

The calves' average weight went from 617 pounds to 1,030 pounds, an average gain of 422 pounds or 3.53 pounds a day for the 119.8 days average in the feedlot.

They were self-fed on a high-concentrate barley ration which included about 10% commercial supplement molasses, antibiotic, vitamins and salt. Additional minerals and salt were fed free-choice and consumption included in the ration computation. The only roughage was a small amount of good quality grass hay fed during the warm-up period.

Here are the complete results:

Average initial weight	617 lbs.
Average days in feedlot*	119.8
Average final weight	1,039 lbs.
Average gain	422 lbs.
Average daily gain*	3.53 lbs.
Ration consumed per head per day	18.28 lbs.
Ration consumed per pound of gain	5.47 lbs.
Cost of ration per pound of gain	14.8 cents

*Beginning with first day of warm-up period

FOUNDATION HERD BULLS
ON NEW CREDIT TERMS

This year, for the first time, you may buy bulls from the Lasater Beefmaster foundation herd on easy credit so your bull works for you to pay for himself. Write for free copy of The Beefmaster Plan bull contract for full explanation. Top 35% of 1964 bull calf crop being offered for August delivery, same price to all, any quantity, less freight allowance. Postmarks on signed contracts determine priority of selection.

LASATER BEEFMASTERS

Foundation Herd of the Beefmaster Breed

The 6 Essentials: + DISPOSITION + CONFORMATION + FERTILITY + HARDINESS + WEIGHT + MILK PRODUCTION

RANCH: Matheson, Colo. MAIL ADDRESS: Box 38A, Matheson, Colo. 80830

Lasater Cattle Co. BEEFMASTERS

USDA Meat Animal Research Center Feed Efficiency Evaluation

Beefmasters excel in feed efficiency study

USDA Feed Efficiency Study

Rank	Breed	Steer ADG, DMI	Rank	Breed	Heifer ADG, DMI
1	Limousin	0.206	1	South Devon	0.203
2	**Beefmaster**	**0.203**	**2**	**Beefmaster**	**0.096**
3(t)	Chiangus	0.130	3	Hereford	0.094
	Maine Anjou	0.130	4	Maine Anjou	0.031
5	Santa Gertrudis	0.119	5	Charolais	0.030
6	Gelbvieh	0.107	6	Shorthorn	0.025
7	Hereford	0.100	7	Limousin	0.017
8	Brahman	0.099	8	Santa Gertrudis	0.012
9	Braunvieh	0.073	9	Chiangus	0.008
10(t)	Charolais	0.070	10	Salers	0.002
	Salers	0.070	11	Angus	0.000
	Shorthorn	0.070	12(t)	Simmental	-0.004
13	Tarentaise	0.050		Red Angus	-0.004
14	Simmental	0.027	14	Brahman	-0.023
15	Angus	0.000	15	Gelbvieh	-0.027
16	Brangus	-0.002	16	Brangus	-0.049
17	Red Angus	-0.014	17	Braunvieh	-0.078
18	South Devon	-0.041	18	Tarentaise	-0.081

Isa Cattle Co.
BEEFMASTERS

Feed Effeciency Test 2017
Genetic Development Center

- Isa Beefmasters consigned 30 heifers to the test.
- 335 animals of 17 different breeds
- 71-day gain test using Growsafe Technology.
- Not only is daily gain measured, but the efficiency of conversion on an individual basis.

Isa Cattle Co.
BEEFMASTERS

6 Isa Beefmasters heifers ranked in the top 15 for Residual Feed Intake (RFI)

Rank	Breed	Ranch	R.F.I
1	Polled Hereford		-9.0
2	Brahman		-7.5
3	Beefmaster	Isa Beefmasters	-7.1
4	Beefmaster	Isa Beefmasters	-6.6
5	Beefmaster	Isa Beefmasters	-6.2
6	Gelbvieh		-6.2
7	Brahman		-5.3
8	Beefmaster	Isa Beefmasters	-5.2
9	Beefmaster	Isa Beefmasters	-5.0
10	Santa Gertudis		-4.9
11	Beefmaster	Isa Beefmasters	-4.9
12	Angus		-4.3
13	Angus		-4.3
14	Angus		-4.2
15	Angus		-4.1

Isa Cattle Co. BEEFMASTERS

4 of Isa Beefmaster's heifers ranked in the top 10 for Effeciency Index, including #1

Rank	Breed	Ranch	Efficiency Index
1	Beefmaster	Isa Beefmasters	189.22
2	Polled Hereford		188.03
3	Beefmaster	Isa Beefmasters	173.35
4	Brahman		171.5
5	Beefmaster	Isa Beefmasters	162.82
6	Simmental		159.47
7	Angus		156.6
8	Angus		153.76
9	Beefmaster	Isa Beefmasters	153.67
10	Angus		153.51

Isa Cattle
BEEFMASTERS

L Bar 7201 won the "MVP" Award for the 2017 Feed Efficiency Test

Isa Cattle Co.
BEEFMASTERS

April 1968

Heterosis or Hybrid Vigor

"The increased function of any biological quality in a hybrid offspring."

Lasater Cattle Co. BEEFMASTERS

TWO REASONS FOR CROSSBREEDING

1. For Hybrid Vigor

Where the goal is maximum hybric vigor, together with the introduction of improved genetic material, then the more widely separated the breeds to be crossed may be, the more hybrid vigor will result. Since the Lasater Beefmaster foundation herd has been completely closed for over 30 years, there is very little genetic relationship between Lasater Beefmasters and any other cattle, so a maximum amount of hybrid vigor is produced when they are crossed with other breeds or crossbreeds. Few, if any, herds anywhere in the world have been completely closed for as long.

For the commercial producer, a three-breed rotational crossbreeding system is simple and scientifically sound. Set aside three pastures with herd sires of a different breed maintained permanently in each. Replacement heifers from pasture No. 1 are rotated into pasture No. 2, those from No. 2 are rotated into No. 3, and those from No. 3 back into No. 1. The rotation can be carried on indefinitely. The success will depend on the quality and breed of the sires used.

2. For Permanent Genetic Improvement

The quickest way to introduce desirable genetic material into a herd is through crossbreeding. If a herd were low in milk production, for example, better milking qualities could be introduced by Lasater Beefmaster sires, since Lasater Beefmasters are notably heavy milkers. Fertility, weight for age and other desired characteristics could also be introduced through crossbreeding much more quickly than through selection and culling within the original herd.

After the initial cross or crosses have been made, the herd may then be closed and future selection made within the herd for the desired characteristics. A program of ruthless and relentless culling must be followed. Under this system the hybrid vigor is dissipated after a few generations, but its loss is more than made up for by true genetic improvement. Objectives should be limited to those that are absolutely essential.

Crossbreeding for permanent genetic improvement, as outlined here, was followed in the development of the Beefmaster breed.

Frozen semen always available.
Free for state and federal research.

LASATER "The Pedigree Is In the Name"
BEEFMASTERS
FOUNDATION HERD OF THE BEEFMASTER BREED
The Lasater Ranch
Matheson, Colorado 80830 Area 303 — 342-2222

The 6 Essentials
- DISPOSITION
- FERTILITY
- WEIGHT
- CONFORMATION
- HARDINESS
- MILK PRODUCTION

Why does it matter?

- Heterosis has the greatest impact on traits with the lowest heritability, like fertility.
- Things like carcass traits are highly heritable and can be fixed in one generation using a breed with the desired characteristics.
- To move the needle for things like fertility and production efficiency is much more difficult.

Isa Cattle Co.
BEEFMASTERS

What does it mean in your herd?

- Improves Calving Rate 6% [a]
- Improves Calf Survival 4% [a]
- Improves WW 8% [a]
- Improves YW 4% [a]
- Improves Carcass Traits 0-2% [a]
- Animal disease resistance: BRD and Pinkeye [c]
- Significant improvement in traits with low h^2 [a, a]

[a] Kress and Nelsen (1998), [b] Gregory and Cundiff (1980), [c] Snowder et al. (2005a, 2005b)

Isa Cattle Co. BEEFMASTERS

How do Beefmasters affect this?

System	% Max Heterosis	% Increase in Calf Weight per Exposed Cow
Pure Breeds	0%	0%
2 breed rotation	67%	16%
3 breed rotation	86%	20%
2 breed composite	50%	12%
3 breed composite	63%	15%
Term Sire x F1	100%	23-28%

Isa Cattle Co. BEEFMASTERS

WHY BEEFMASTERS?

ON THE RANCH:

Low-maintenance females

Gentle, responsive handling

Excellent mother cows

Heat, disease and insect resistance

Longevity

Outstanding replacement heifers

IN THE BEEF CHAIN:

High-growth yearlings

Low death loss

Incredible feed conversion

Long-feed efficiency

Grade and yield

Isa Cattle Co.
BEEFMASTERS

Ugenes-Unipessoal,Lda

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Carlos Serra +351 917 534 617 Email:carlosserra@unigenes.com

En Fuego x L Bar 2428