

Lasater Beefmasters
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LASATER
BEEFMASTERS
FOUNDATION HERD OF THE BEEFMASTER BREED

"The Pedigree
is in the Name"

The 6 Essentials
DISPOSITION
FERTILITY
WEIGHT
CONFORMATION
HARDINESS
MILK PRODUCTION

**Summer 2007
NEWSLETTER**

Dale Lasater or Andy Duffy
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We select cattle to work for us, so we know they will work for you.

Lasater Beefmaster® Field Day and Sale
Featuring 100 Two-Year-Old Bulls and
Retired Herd Sires Developed on Native Range
September 11 & 12, 2007

Selling at the Ranch and via Live Internet Auction
Contact Us for a Sale Catalog.

New this year: Free DVD of all Sale Bulls!

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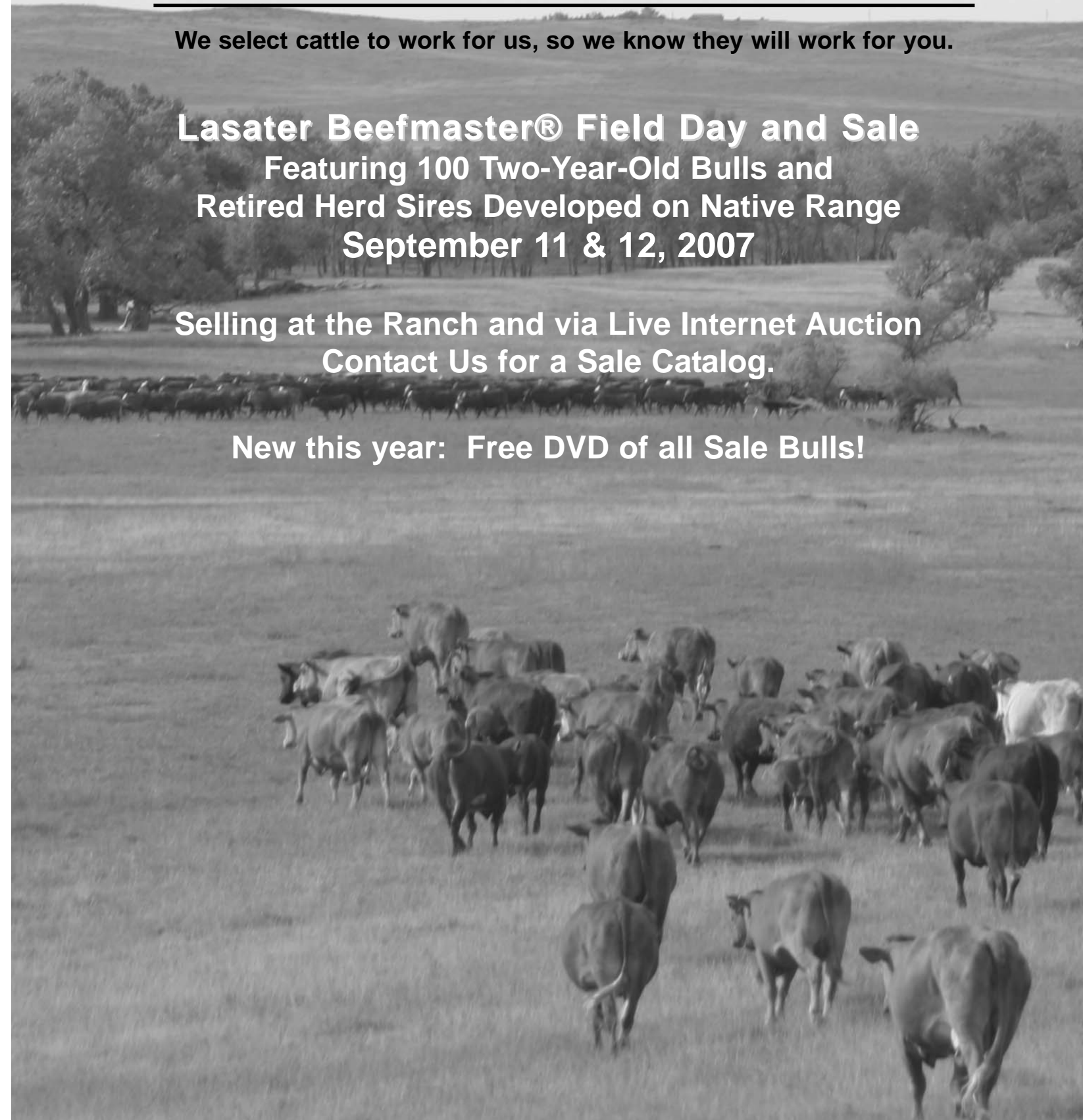
Coming from a proven 8-year-old dam, Lasater Beefmaster 3705 is incredibly massive and athletic. At weaning he was the second heaviest bull calf, with a 122 Weaning Weight Ratio, and as a yearling he was the second heaviest, outdone by only 4 pounds.

Every year, we breed our yearling heifers in a multiple sire group made up solely of our yearling herd sire battery. We don't know which bulls will be the most prolific and there's more to "breeding in competition" than we know about, but this process of natural selection assures that the strongest, most fertile genes are propagated. We determine the sires of all the first-calf heifer progeny through DNA. Lasater Beefmaster 3705 was the second most prolific yearling bull, leaving 18 bulls and heifers. His first sons will sell in this year's sale. **Semen Available.**

Lasater Beefmaster 3705



		WN	Wn-Yr	Yr	2 Yr	YR		
<u>Brand</u>	<u>Color</u>	<u>Wt</u>	<u>Gain</u>	<u>Wt</u>	<u>Wt</u>	<u>S.C.</u>	<u>Sire</u>	<u>Dam</u>
3705	Red	794	229	1023	1418	34	9612	5730



Lasater Beefmaster® Genetics — the "Unfair Advantage" for the Commercial Producer

Beefmaster genetics are tailored to the needs of the commercial cattleman. When Tom Lasater got involved with his family's cattle operation in 1931, he didn't set out to run a purebred operation. His only objective was to produce profitable cattle. Ultimately his common-sense approach to breeding cattle for profit led to the creation of the Beefmaster breed. He understood that "good genetics mean good economics."

There is a tendency in the purebred business to chase the latest fads that often have nothing to do with economics. The show ring, for example, has little if any relation to the real world of raising profitable cattle. Most show cattle have been raised completely out of their element and have been overfed. You wonder sometimes if these fat show cattle could survive a whole year without a bucket of grain in front of them every day. The shows may be fun to watch, and they are certainly fun to win, but they have little to do with raising the right kind of cattle. The show ring lends itself to the extremes. Functional cattle can't be great in just a few traits; they have to be good in every trait that is important to production (see The Six Essentials).

Focusing on any single trait is always a mistake, no matter what that trait is. One of the biggest pushes in the purebred industry for the past twenty years has been growth. Growth is fantastic. Who would complain about big calves at weaning? Bigger calves bring more money than smaller calves. So for the past twenty years, huge changes have been made to the gene pool of the American cattle herd, but little attention has been given to the economic result of such changes. The selection of growth without regard to other important traits (in other words, single-trait selection) can be costly and disastrous.

The Advantages of Buying Our Two-Year-Old Forage Developed Bulls

Lasater Beefmaster® bulls grow out the way nature intended — on grass — so they're healthy, more athletic, and last longer than bulls that have been pushed on feed. True phenotypic differences can be seen when bulls have been developed on forage, so our buyers can trust what they're looking at. Bulls that demonstrate fleshing-ability when developed on forage pass these traits on to their daughters, resulting in easy-keeping cows. Bulls developed on forage have fewer problems with fertility and overgrown feet. Two-year-old bulls are able to handle a heavier work load, and they don't fall apart when they are put into service.

At weaning, the bulls are evaluated and any bull with an unacceptable weaning weight or faulty conformation is cut. This occurs in mid May. The bulls

Extreme growth results in enormous cows that require large amounts of feed in order to be productive and fertile. More feed and open cows add up to less money in the pocket book. Here at the Lasater Ranch, we select for growth, within a multi-trait selection program that provides the proper checks and balances. By requiring an animal to exhibit each of the six characteristics essential for economic beef production, we avoid all the extremes.

The Lasater program is actually very simple. We want fertile, trouble-free cattle that will produce high quality calves year after year depending primarily on the resources our land can provide. That spells profit. The ones that can do it, we keep, and the ones that can't, we get rid of. It's as simple as that. The right kind of cattle are the ones that can do it all, but they are not extreme in any one area.

Read more about the details of the Lasater Ranch Selection Program on the next page, and see how your program can benefit from the same approach, or better yet, let Lasater Beefmaster® genetics give you the "unfair advantage" every cattleman needs.



Mary and Tom Lasater

are then grown through the summer on native range with the only supplement being salt and mineral. In August, yearling weights and scrotal measurements are taken. At this time, those bulls that are to be used as herd sires for the Lasater Ranch are selected. Then the bulls are turned back out and roughed through the fall and winter on cake and range. Hay is fed only when deep snow cover requires it. In mid August the following year, weights, ultra sound data, and scrotal measurements are taken, and bulls are evaluated based on performance and conformation. Those that are deemed to be

exceptional will then be eligible for our annual sale. Only the top half of the bull crop makes it into the offering for our production sale.



Can't make it to the Sale? Or maybe you want to preview the bulls. Just give us a call and order your free DVD featuring video of all 2007 Sale Bulls.

DVAuction Broadcasting
Real-time Auctions

DVAuction Services will again broadcast our sale "live" over the internet. Anyone with high speed internet access will be able to see and hear our sale in real time from their computer. Bidding will be as easy as a click of the mouse. DVAuction will have a link to our website and our catalog. To learn more, visit www.dvauction.com or give Andy a call.

More details about bidding live over the internet will be in our sale catalog.



**Lasater Beefmaster
Field Day and Sale
September 11 & 12, 2007**

Schedule of Events

September 11: Female Selection & Field Day

9 A.M. Bred Female Contract Selection.

Noon: Lunch at Lasater Ranch headquarters.

2 P.M. Field Day Seminar, Remuda.

6 - 8 P.M. Reception at headquarters.

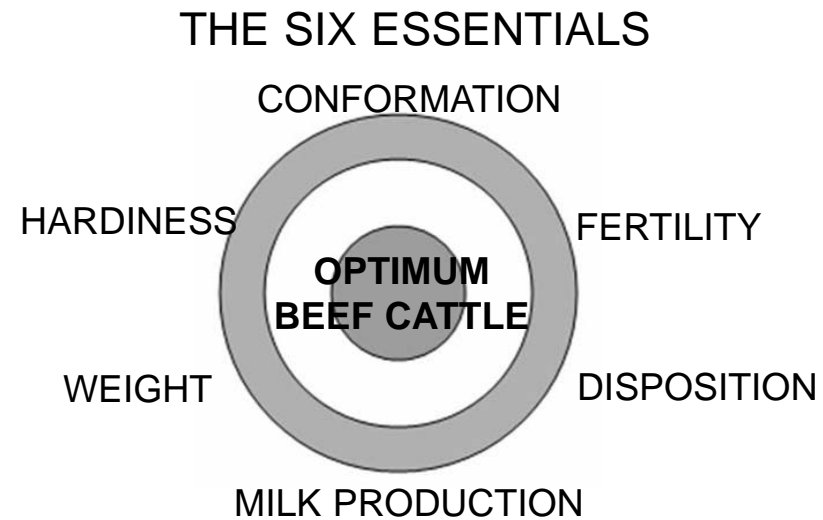
September 12: Sale

10 A.M. Auction Sale of 100 two-year-old bulls and retired herd sires. Lunch will be served following the sale.

Pairs and Bred Cows will be available at private treaty throughout the field day and sale.

The Lasater Ranch Selection Program: A Summary

How the **Six Essentials** are used in the selection of **Lasater Beefmaster®** Genetics.



"Each of the Six Essentials is equally important to hitting the target of producing optimum cattle. Removing any one of the Six Essentials results in the animal's productive value being greatly diminished."

Tom Lasater

Multiple trait selection means compromise and will eliminate individuals who may excel in a single trait (for example weight), but do not meet the other optimum criteria outlined in the Six Essentials. Nature itself culls out extremes.

We believe that optimum cattle are those that will sustain long-term profitability through the efficient conversion of forages into lean beef for the least possible cost.



1. Disposition:

Having been raised under identical range conditions, the difference in disposition between individuals is apparent during the first several days following weaning. Those with poor dispositions are culled. Thereafter, disposition is judged continually and animals which exhibit unacceptable behavior are culled from the herd.



2. Fertility:

Bulls retained for use in our herd go into service at approximately 14 months of age. All breeding occurs in large multiple-sire herds. For more than 50 years, the bulls with the highest libido and the strongest competitive instincts have left the most progeny. Less fertile bulls, or those less willing to compete, have left little or no progeny.

Females are first exposed at 12 to 14 months of age. All age groups are bred under range conditions during a 45-day breeding season. Here in the Foundation Herd, strict culling on fertility goes back to 1948. That year, Tom Lasater decided that, to remain in the herd, a female would need to calve as a two-year-old, and every successive year, and actually bring an acceptable calf to the weaning pen each year. Those basic production rules have been enforced, with no exceptions, for more than fifty years.

Even cows losing calves for reasons beyond their control, such as having a calf killed by lightning or in a blizzard, are removed from the herd. That ensures that every calf's dam has worked and rested on the same schedule, making all performance data and comparisons more valid.

This selection history means that every bull purchased out of this herd not only carries the visible facts of performance such as weaning weight, yearling weight, and conformation; he also carries the genetic imprint of his dam and other female ancestors who have been held to these stringent production requirements for these many years.

Remember, the goal of a selection program is not to keep every cow in the herd, or, in the case of fertility, to get every cow bred. Herd improvement comes through culling, by weeding out those that don't measure up to their mates. If you are getting plenty of your heifers and cows bred, then tighten the screws: reduce your feeding program and shorten your breeding season. Your herd will advance genetically, and the cattle that make the grade will be producing "more beef for less money."



3. Weight:

Bulls to be retained as herd sires are selected based upon weaning weight, post-weaning gain and yearling weight. Weaning weight primarily measures the milking ability of a bull's dam, but also gives an indication of a bull's own growth potential. Post weaning gain to a year of age (in our program) measures how efficiently a bull is able to convert native forage to pounds of beef. Yearling weight is a combination of weaning weight and post weaning gain and therefore is the most important weight used in selection.

Approximately 85% of the heifer crop is retained for replacements. Only defective heifers or those that appear unable to reach puberty at 14 months of age are culled at weaning. After that time a cow is not culled based on her own weight,



but for weaning a lightweight calf. What do we do with all the females resulting from keeping so many heifers? The strict selection for the Six Essentials and the resulting rapid attrition drastically limit internal herd growth.

4. Conformation:

Conformation is defined as "type on the hook, not type on the hoof." Muscling, along with length and width of hindquarters is emphasized in the selection of bulls as potential herd sires. Animals with any type of structural defects such as problems with their feet and legs or frame are culled from the herd.

5. Hardiness:

Hardiness is exemplified by those animals that relentlessly carry on their production assignments year after year in a range environment with minimum assistance. For example in our herd, first-calf heifers are expected to calve out on the range with no assistance. These criteria favor those individuals that are able to carry on production with minimal intervention and with the least cost.



6. Milk Production:

Only bull calves with above average weaning weights are considered as potential herd sires. These bulls will most likely sire daughters that will perpetuate the heavy milking characteristics demonstrated by their individual dams. Lightweight calves, both bulls and heifers, are culled at weaning. Dams weaning bottom-end calves are also culled from the herd.