

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 2004
NEWSLETTER**

Dale Lasater or Andy Duffy
Phone: 719.541.BULL
www.lasateranch.com e-mail: lasater@rmi.net

We select cattle to work for us, so we know they will work for you.



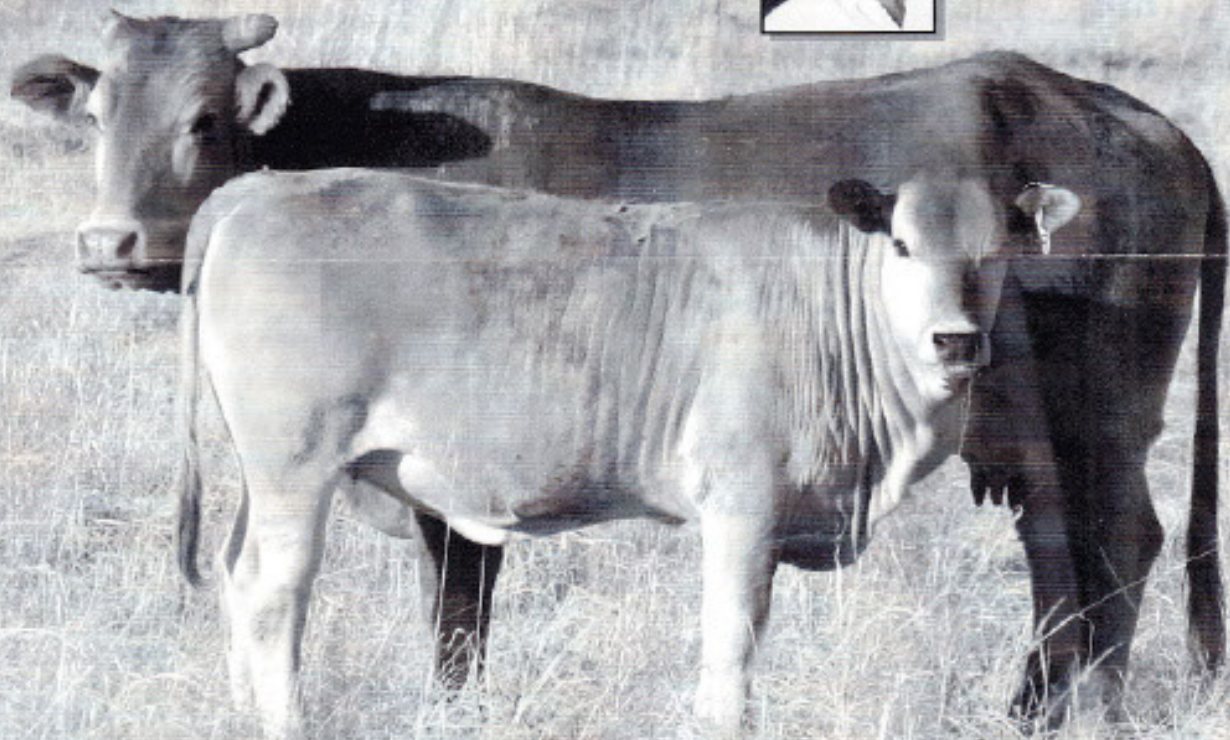
Tom Lasater's common-sense approach to breeding cattle for profit led to the creation of a great functional herd and the BEEFMASTER breed.

We still use those same strict standards today.



"Good genetics mean
good economics."

Tom Lasater
1911 - 2001



Lasater Beefmaster® Field Day and Sale
Featuring 100 Two-Year-Old Bulls and
Retired Herd Sires Developed on Native Range
September 14 & 15, 2004

Contact Us for a Sale Catalog.

One Program, One Direction, One Vision . . . Since 1931

A breed of cattle is only as good as the benefits it provides the commercial producer, and that's why Tom Lasater's approach to breeding cattle has been admired and so successful. He didn't set out to create a breed. Coming of age during the Depression, his only goal was to raise cattle that produced a profit. Using Brahman and Hereford cattle remaining from his father's herd, he purchased Shorthorn bulls to develop two herds of F-1s. When he combined the two F-1 herds, creating a three-way cross and eventually the Beefmaster breed, the result was tremendous, clearly outperforming both herds of F-1s.

Of course, when creating a great set of cattle, there's more to it than simply putting good bulls with your cows. Not getting distracted with fads that had no economic merit, Tom Lasater focused on functional ability, traits that make a difference in a cowman's pocket book. He understood that the right kind of cattle had to do it all every year in range conditions, and set a rigid selection program that ensures the most complete animals produce the most offspring. In 1937, Tom Lasater closed the herd to outside genetics and continued his rigorous selection program. In 1954, the USDA recognized Beefmaster cattle as a distinct breed.

The Foundation Herd remains intact, continuing to improve itself, never straying from Tom Lasater's approach and high standards. Lasater Beefmasters are some of the hardiest purebred cattle you'll ever see. Nothing has ever been pampered. We don't use pesticides -- not for flies,



Mary and Tom Lasater

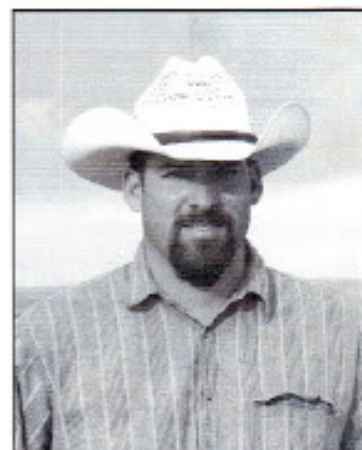
not for worms, not for lice. Only the strongest and most productive cattle survive in the Foundation Herd. We use a 45-day breeding season. If a cow does not conceive or for any reason does not wean an acceptable calf, she is culled from the herd. Heifers calve on the range unassisted.

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.

Welcome, Andy. So long, Aaron.

Aaron Berger accepted a position with the University of Nebraska as Beef Cattle Extension Educator for a three-county area in southwestern Nebraska. Aaron did a tremendous job as ranch manager and made many positive contributions to our operation including the launching of this newsletter as another means of telling The Lasater Beefmaster Story. Aaron and his wife, Elise, started their married life together here on the ranch, and we wish them every success as they begin a new chapter, accompanied by six-month-old, Chloe.

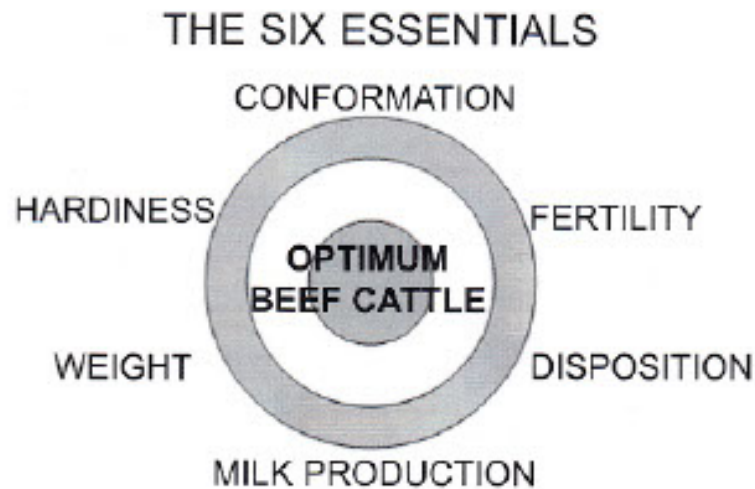
Andy Duffy brings wide experience to his role as ranch manager, along with energy, enthusiasm, and a strong commitment to the functional cattle that has been this ranch's hallmark for more than half a century. Andy taught university courses in Ohio for two years, worked as a firefighter in New Mexico, and for seven years, was manager and part owner of his family's Red Angus operation in Montana. He is experienced in all facets of the seedstock business and has traveled widely in the U.S. and South America. Andy's wife, Julie, is equally outstanding and shares his love of cattle and land. They have two young daughters, Bronwyn (7) and Chloe (4). You will enjoy meeting Andy on the phone and in person in the coming months.



New manager Andy Duffy

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 individuals 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.

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 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, 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.

The Fruits of Selection Pressure: Fertility

The merits of a breeding program cannot be judged by advertising hype, sale-day enthusiasm, or even by average prices recorded in sale reports. Only back on the buyer's spread, some years later, can genetic value be measured.

We are gratified that our genetics continue to produce practical and visible results for our customers. Long-time Beefmaster breeders **Tim and Carol Wilson** are among many who have given us positive feedback.

At **Wilson's Rocker Ranch** in West Texas, 12 daughters of a herd bull purchased here were exposed last spring as yearling heifers. Ten of them bred in a 45-day breeding season. All 10 of them calved in the first 12 days of the season, well ahead of the average of their contemporary heifer group.

"All have excellent udders and dispositions, and we couldn't be more pleased," commented Tim Wilson. "That is the type of performance we can appreciate and is typical of our experience using Lasater Ranch herd sires in our program."

Selection and culling never end. We congratulate the Wilsons for the continuing pressure on functional traits they apply to their herd.



Lasater Beefmaster Field Day and Sale September 14 & 15, 2004

Schedule of Events

September 14: 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 15: 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.

Lasater Beefmasters
P.O. Box 38
Matheson, CO 80830

PRST STD
U.S. POSTAGE
PAID
PERMIT NO. 623
Colorado Springs, CO

Phone 1.719.541.BULL
www.lasaterranch.com

We select cattle to work for us, so we know they will work for you.

This will be the last year we'll be able to offer sons of Lasater Beefmaster 7256. He is one of the most complete herd sires to come through our program. The dam of 7256, Lasater 0792, is still in the Foundation Herd producing at age 13. As of May 2004, she has weaned 12 calves consecutively. In the 2000 breeding season, 7256 was the most prolific herd sire of the bull battery, leaving 53 progeny identified through DNA testing. His offspring have continued to perform exceptionally well. Several of his sons have made it to our herd sire battery. He was slated to sell in our 2002 sale as a retired herd sire, but was unfortunately injured prior to the sale and put out of commission.

Lasater Beefmaster 7256



Sire: Lasater 2569 Dam: Lasater 0792

WWT 772 YWT 994 Mature Wt 2076

**55th Annual Field Day and Production Sale
September 14 & 15, 2004 Matheson, Colorado**