

LASATER BEEFMASTERS

"The Pedigree
is in the Name"

FOUNDATION HERD OF THE BEEFMASTER BREED

Dale Lasater or Andy Duffy

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The 6 Essentials

DISPOSITION
FERTILITY
WEIGHT
CONFORMATION
HARDINESS
MILK PRODUCTION

Spring 2007
NEWSLETTER

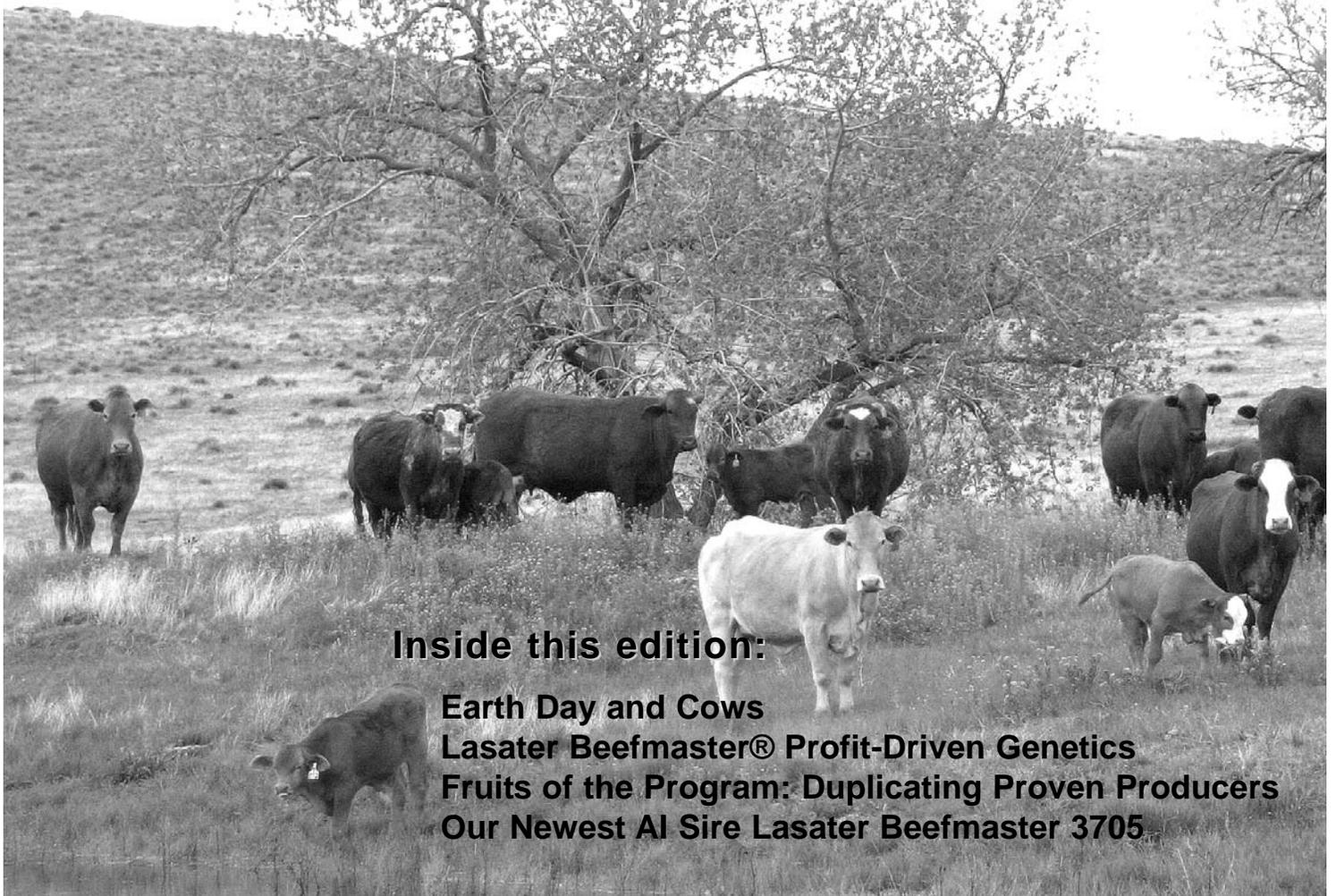
We select cattle to work for us, so we know they will work for you.



**Young Pairs and Bred Females
for Sale Private Treaty**

FIRST COME, FIRST SERVED

Contact Dale or Andy for Information.



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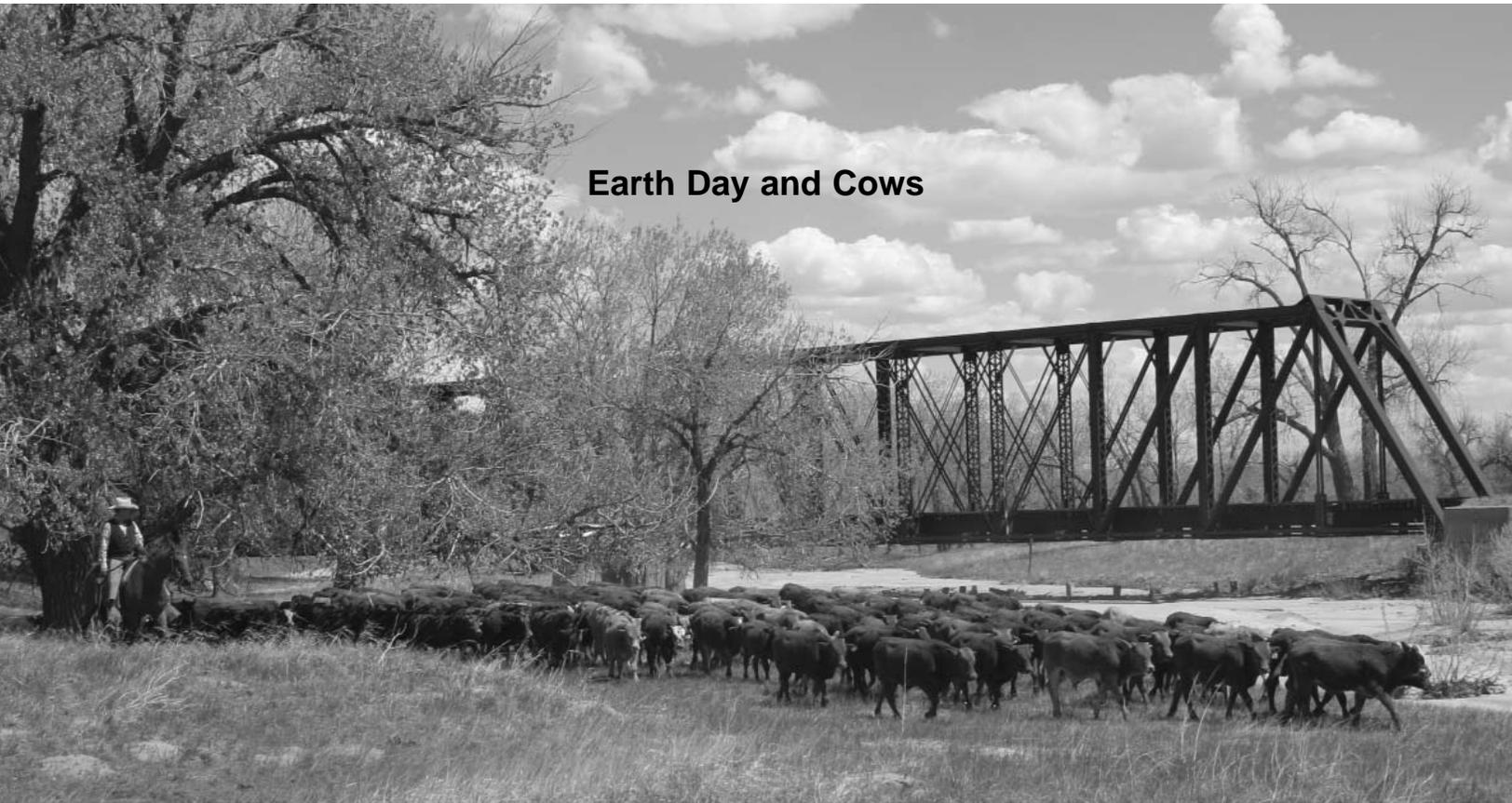
Earth Day and Cows

Lasater Beefmaster® Profit-Driven Genetics

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Our Newest AI Sire Lasater Beefmaster 3705

Earth Day and Cows



Sunday April 22nd was Earth Day. Lately, it seems like every day is Earth Day. You can't turn on the radio or the television without hearing something about green, carbon footprint, or sustainable living. Unfortunately for us cattle ranchers, mainstream environmental groups believe cattle are partly responsible for causing global warming. However, that will change as environmentalists learn more about how grazing animals can actually help reduce carbon dioxide in the atmosphere. That's right. When grazing is managed properly, cattle are good for our environment.

Healthy grasslands remove carbon dioxide from the atmosphere and effectively store it in the ground. Grazing animals play a critical role in healing grasslands and that's because grazing animals and grassland co-evolved. Millions of Bison, elk, deer, and pronghorn once roamed the Great Plains. The native grasses required their impact (their hooves for tilling the soil and their manure for spreading fertilizer and seeds) as much as these ungulates required a healthy supply of vegetation. As many of us ranchers already know, cattle can be managed in ways that mimic nature. This approach to land management was revolutionized by Allan Savory's

book, *Holistic Management*.

The native ungulates of the past grazed lands in large herds while migrating so that their impact on grasses and forbs was heavy but allowed for long periods of rest. Until fairly recently, continuous grazing was the most common grazing management practice in the U.S. With continuous grazing, the most desirable plants are gradually eliminated. As we all know, cows prefer the tender young shoots of new growth. When grasses are continually grazed before they are allowed to send their roots deep into the ground, they are weakened and gradually die.

We have been practicing Holistic Management here at The Lasater Ranch since the late 1980s and have witnessed tremendous results. Our large pastures are cut into small paddocks with electric fence. During the growing season, cattle are moved in large herds and long periods of rest are allowed, sufficient to allow complete recovery of all grazed plants. As a result, our land is more productive and we're able to run more cattle on less land. That spells profit. The most desirable plants that had virtually disappeared have gradually come back and the health of our land has greatly improved.

This holistic approach to land management has been proven time and again to increase production of land while also improving biodiversity and overall land health. It can actually reverse desertification. According to Allan Savory and his non-profit organization, Holistic Management International, "If we simply create another 10 million acres of healthy grasslands by placing desertified lands under Holistic Management, those grasses will remove a gigaton (one billion tons) of carbon from the atmosphere and store it naturally as organic matter in healthy soil... That's 12% of the planet's carbon emissions."

As cattle ranchers, we understand better than anyone else the great honor we have of being stewards of the land. The land is our livelihood

and our legacy to future generations of cattle producers. Whether we decide to believe that global warming is a natural Earth cycle or caused by man is irrelevant. Grazing animals can play an important role in improving the health of our lands and its production. In other words, everybody wins: the cattleman, the cows, the environment, and even the city dweller.

If you would like to learn more about Holistic Management, please contact us or Holistic Management International at www.holisticmanagement.org or (505) 842-5252.



Fruits of the Program: Duplicating Proven Producers

The embryo program we started two years ago has met with a positive reception and we are excited about the prospects. All of the cows in our embryo program are outstanding females who have proven themselves in our demanding breeding program. All conceived at 15 months, calved on their second birthday, and have

weaned at least six consecutive calves, many of them seven, eight or nine. They are the dams of some of the most outstanding individuals produced in this herd, including in many cases bull calves that became herd sires. It is exciting to think that these truly superior individuals can be duplicated.

Donor Dam Lasater 8237

A 1998 model, she is flawless in her record and the dam of our popular Herd Sire, Lasater 0192

Our volume buyer of embryos last year was Desarrollo de Genetica Bovina, purchasing 100 embryos. Antonio Garza and his father, Dr. Artemio Garza Flores, operate one of the largest and most successful Beefmaster operations in Mexico. For many years they have used AI extensively, as well as an advanced embryo transfer program.

They had a 57% success rate with the Lasater Ranch embryos and recently they have made another major purchase of 110 embryos. Dr. Artemio Garza recently published a book,



Ganaderia: mi vision, mi experiencia (The Cattle Business: My Vision, My Experience), detailing his long and illustrious career raising and improving livestock, and particularly his many years and positive experiences with Beefmaster cattle, and his belief in the Lasater Philosophy of Cattle Raising. It is a valuable resource for anyone raising livestock and will be an important addition to the Beefmaster story.

Lasater Beefmaster® Profit-Driven Genetics

The cattle industry like all of agriculture tends to focus on production, often without regard to profit. Bragging rights belong to the one who raises the most bushels per acre or pounds per head, instead of profit per acre. Here at The Lasater Ranch, our breeding program is completely profit-driven. Tom Lasater said, "Good genetics mean good economics."

Open any cattle magazine and you will be bombarded with advertisements for products (including genetics) that are geared toward production. Everyone likes heavy calves at weaning, but heavy calves don't always translate to profit. There is always a cost of production, a cost of those pounds at weaning.

We strive for fertile, trouble-free cattle that produce high quality calves year after year depending primarily on the resources our land can provide. The right kind of cattle are the ones that can do it all, but they are not extreme in any one area. Focusing on any single trait is always a mistake, no matter what that trait is. A multi-trait selection program means compromise and profit because it eliminates the individuals who may excel in a single trait, but do not meet other important and economic criteria.

Here's how we keep it simple at The Lasater Ranch. We keep the cattle that earn us money and we get rid of the ones that don't. We've been keeping it that simple for over half a century. The Six Essentials, Tom Lasater's strict selection program, is the blueprint for raising profitable cattle and improving genetics.



Disposition: Gentle cattle gain weight better and are easier to handle. Wild cattle are not only dangerous, they're also costly to own. Gathering and working wild cattle requires more time and people. We cull any animals that exhibit unacceptable behavior. Anyone who has ever toured The Lasater Ranch is amazed by the gentle nature of our cattle.



Fertility: Cows can't earn us money if they don't raise calves. Missing a year is unacceptable and costly. We require our cows, starting as two-year-olds, to wean a good calf every year. Any cow that doesn't, no matter the circumstances, leaves the herd. All age groups are bred under range conditions during a 45-day breeding season.

Weight: Heavier calves bring more money at weaning time. We select for growth within a multi-trait selection program that provides the proper checks and balances. Cattle that make the grade are the ones that produce more beef for less money. Bulls to be retained as herd sires are selected based upon weaning weight, post-weaning gain, and yearling weight.

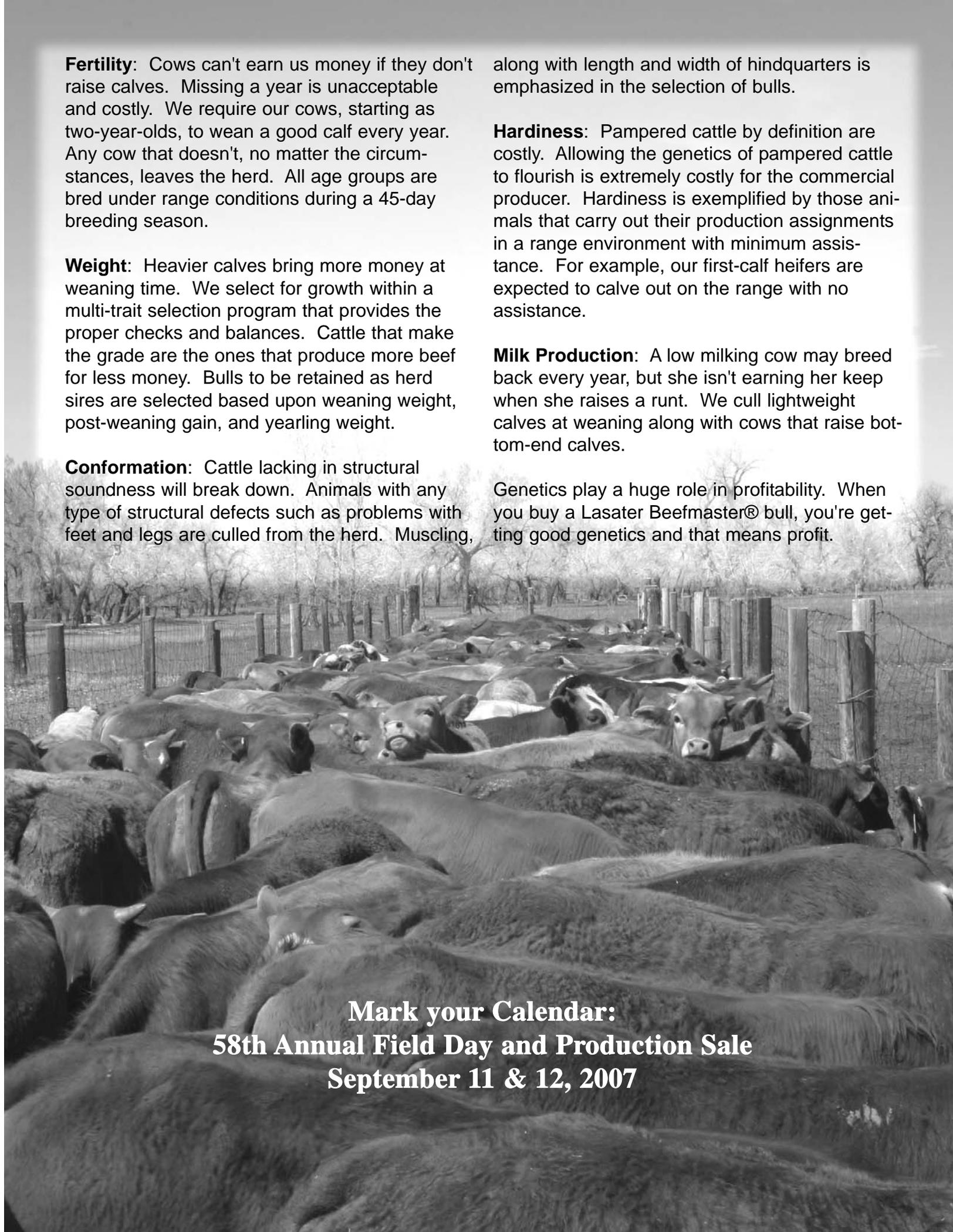
Conformation: Cattle lacking in structural soundness will break down. Animals with any type of structural defects such as problems with feet and legs are culled from the herd. Muscling,

along with length and width of hindquarters is emphasized in the selection of bulls.

Hardiness: Pampered cattle by definition are costly. Allowing the genetics of pampered cattle to flourish is extremely costly for the commercial producer. Hardiness is exemplified by those animals that carry out their production assignments in a range environment with minimum assistance. For example, our first-calf heifers are expected to calve out on the range with no assistance.

Milk Production: A low milking cow may breed back every year, but she isn't earning her keep when she raises a runt. We cull lightweight calves at weaning along with cows that raise bottom-end calves.

Genetics play a huge role in profitability. When you buy a Lasater Beefmaster® bull, you're getting good genetics and that means profit.



**Mark your Calendar:
58th Annual Field Day and Production Sale
September 11 & 12, 2007**

Lasater Beefmasters

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www.lasaterranch.com

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

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



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