

LASATER

"The Pedigree
is in the Name"

BEEFMASTERS

FOUNDATION HERD OF THE BEEFMASTER BREED

Dale Lasater or Andy Duffy

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The 6 Essentials

DISPOSITION

FERTILITY

WEIGHT

CONFORMATION

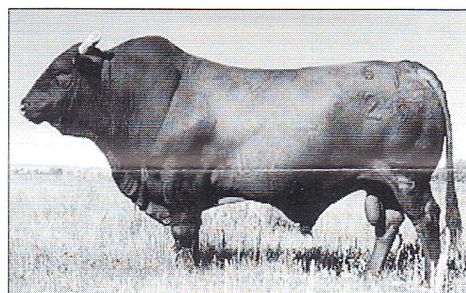
HARDINESS

MILK PRODUCTION

**Spring 2005
NEWSLETTER**

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

50 Private Treaty Bulls Available



Sons of Lasater Beefmaster 6129 sell



**25 Spring Two-Year-Olds and 25 Spring Yearlings, including
sons of L Bar 5502 and Lasater Beefmaster 6129**

INTERNATIONAL OPPORTUNITIES FOR BEEFMASTER

At the BBU director's meeting on March 15, Bub Epley, chairman of the International Committee, gave an impressive report of his committee's activities. They have produced an outstanding mini-CD on Beefmasters, translated into Spanish and Portuguese (the language of Brazil), and members are actively participating in livestock shows and other gatherings in many Latin American countries.

Bub was enthusiastic about the potential for the breed as it extends south from Mexico into Central and South America. No one needs to hear about Mexico: that country has been a major market for Beefmaster cattle for three decades. Our colleagues in Mexico have done an outstanding job developing and promoting the breed, making the Beefmaster registry the second largest in Mexico. Felicidades!

Now countries like Costa Rica and Guatemala in Central America and Venezuela, Brazil, Argentina and others in South America represent the same potential that Mexico did initially. It is very probable that Latin America as a whole will be a major factor in the future of the Beefmaster breed.

On March, 27, Dale delivered the keynote address at a cattle symposium in Santa Cruz, Bolivia. This is a tropical and highly productive cattle area, similar to its neighbor to the east, Brazil.

In any discussion of the Beefmaster story, the six essential characteristics on which the breed was founded are an obvious place to start. That leads to the subject of compromise, because in any multi-trait selection program, the extremes must be eliminated. The breeder must find an appropriate balance between sometimes

antagonistic traits. Genetic balance might be another way to describe this compromise. We want milk production, but that has to be balanced with hardiness (the ability to produce on available forages) and with fertility (the ability to conceive at 15 months and re-breed every year thereafter while raising an acceptable calf). That in turn leads to an understanding of



Dale showing the first-calf heifers to Herland Medina from Bolivia and Ignacio Branger from Venezuela

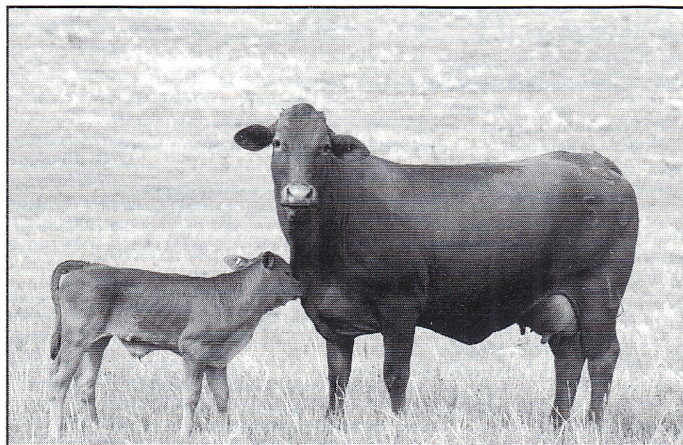
the very real limitations involved in using the numbers we generate. Bigger is not always better. And that brings us to natural selection, a critical component of the Lasater Ranch program. Nature hates extremes, so in relying on natural selection, that perfect balance can be achieved without us even knowing the details. Only natural selection can make the final cut.

It is the stress on productivity and the fruits of decades of natural selection that make Beefmasters an ideal alternative for our neighbors in Latin America.

INVITATION TO PARTICIPATE LASATER RANCH SETS DATE FOR DONOR COW SELECTION

This year, The Lasater Ranch embarks on an embryo program to build a bank of outstanding genetics, and the resulting embryos will be for sale. Here's how it will work. Every year, several donors will be selected in early May, right before weaning, so they'll have big calves at their side. Only proven cows will be selected. Possible candidates will be at least seven-years-old, having bred at 15 months, calved as twos and have weaned at least 6 consecutive calves. Likewise, they will be flushed to proven Lasater herd sires.

We invite you to help us select the donors on Friday May 6th. If you're interested, please contact Dale or Andy for more details.



THE PEDIGREE IS IN THE NAME

You've seen our slogan for a long time, but have you ever thought about what it means?

In many respects, the purebred business has become a race, a contest to see who can produce the next great sire or the highest EPDs. It is easy to get caught up in the excitement of searching for the next hot sire to use, and we wonder why the last one didn't work out, even though the picture of him in the magazine sure looked good, the semen was expensive, and he was the right color.

Genetics is a powerful tool. We can make cattle do whatever we want them to do. We can make them tall; we can make them short; we can make them sleek and beautiful. We can probably breed them to jump over fences if we wanted to. But to what end, and for what purpose? What good is it to own the most beautiful cow if she can't produce an acceptable calf every year.

What is the purpose of a purebred breeder? In the most basic sense, our purpose is to produce breeding bulls that will make the commercial producer more profitable. The Lasater program is simple. It's about the entire cow herd, not the individual cows, not pedigree. When we start to

focus on the individuals, we make exceptions, and the extremes are allowed to flourish. Some purebred breeders are flushing heifers before they've had a single calf. What sense does that make?

Raising functional cattle is about compromise and balance. The extremes don't work. A heifer that weans off a giant calf but doesn't breed back is obviously less profitable than the heifer that raises a smaller calf and breeds back. Here at the Lasater Ranch, a heifer that doesn't breed back leaves the herd.

The commercial cattleman can appreciate the Lasater program because functional cows that require less input are more profitable. In a commercial herd, a cow needs to pay for herself every year, if not with a good live calf, then with her own hide. We need to let cows be cows and not our scientific projects. They need to work for us, not the other way around.

The Pedigree is in the Name. It's all about the program. It's not about pedigree or the latest fad. A program is not a race. A program takes time.

Lasater Beefmasters

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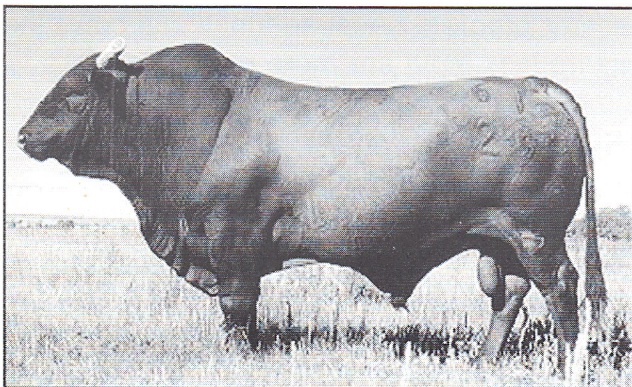
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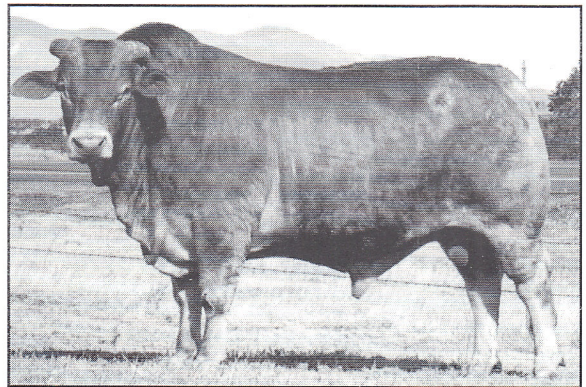
We select cattle to work for us, so we know they will work for you.

This AI season, try using some of the best proven sires from the Foundation Herd.

Contact us for semen from these two great sires.



Lasater Beefmaster 6129



Lasater Beefmaster 0192