

LASATER BEEFMASTERS

FOUNDATION HERD OF THE BEEFMASTER BREED

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"The Pedigree
is in the Name"

The 6 Essentials

DISPOSITION
FERTILITY
WEIGHT
CONFORMATION
HARDINESS
MILK PRODUCTION

Spring 2006
NEWSLETTER

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



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Young Bred Females Available
Semen Available for this A.I. Season

THE "BLACK HIDE" FAD

A few months ago, we had some visitors who run a large commercial cattle operation in Australia. Prior to touring The Lasater Ranch, they had been to a cattle show in the United States. They were struck by all the black cattle. Never before had they seen black Limousin, black Gelbvieh, black Simmental, black everything. So they asked, "What in the world is going on?" We see fads in every aspect of our culture, from the music we hear on the radio to the clothes we wear, and yes, we even see fads in the cattle industry.

When a fad is in "full swing," there seems to be no logic behind it and no end in sight. Sometimes you'll hear people say, "This fad is here to stay." That's usually a sign that it's on its way out. Now that the "black hide" fad is dwindling, this may be a good time to examine how it all began and what the long term effects will be. Like many fads, the popularity of black-hided cattle in the U.S. didn't just pop up out of nowhere; rather, it was the result of clever marketing and had nothing to do with improving an industry.

The root of the "black hide" fad goes back to 1978, when the American Angus Association unleashed a feeder calf program called Certified Angus Beef™ (CAB). Like many feeder calf programs of today, CAB was designed to increase the demand of a specific breed, in this case, Angus. At the time, Angus cattle were the only black-hided breed in the country, and because black is a dominate trait, the American Angus Association came up with a simple live animal specification. Any animal could enter the program as long as it was 51% black-hided. The beef isn't actually "certified" Angus. It's only the trademark of the product.

The CAB program wasn't a success overnight, but the program did grow and the net result was exactly what the American Angus Association was hoping for. Today, they have the largest beef breed registry in the world. The success of the CAB program trickled down to the commercial cattlemen. They found that they

could get a premium for black-hided calves, and so many of them turned their cattle black. But because the live animal specifications were based only on hide color, what happened to the rest of the purebred industry was completely unexpected. Other breeds of cattle turned black as well. Then, commercial cattlemen, who didn't want to use Angus, could still take advantage of the premiums if they found a black bull of a different breed, which soon wasn't too difficult.

Many commercial cattlemen have learned that those premiums don't tell the whole story. It's not our intention to pick on Angus cattle. Many of our customers have had great success crossing Beefmaster with Angus. Like many breeds, Angus has its place. Being from Scotland, they do well in northern climates where the winters are colder and longer. Black-hided cattle, however, don't do well in hotter climates. It's easy to understand why. Black absorbs heat, which is a good thing in February if you live in Fargo, North Dakota, but not so good in the summer if you live in Falfurrias, Texas. Cattle that have a difficult time in the heat are less productive and have lower conception rates. That translates to higher costs. It may be more exciting to focus on premiums, but profit is based on both the input and the output.

Even so, quality calves have always brought a premium, regardless of color. Many red-hided diehards will tell you so. And that's because, like anything else in this world, quality commercial herds develop a reputation. Every year, many of our customers will tell us that their calves bring the same or more than same-weight black calves. That's fantastic, especially when you consider the added benefits they are getting with Beefmaster: hardiness, heat and insect tolerance, and heavier wean weights, to name a few.

What's the long term effect of the "black hide" fad? You tell us. Texas has the second largest number of registered Angus cattle in the United States.

EMBRYOS AVAILABLE FROM THE FOUNDATION HERD

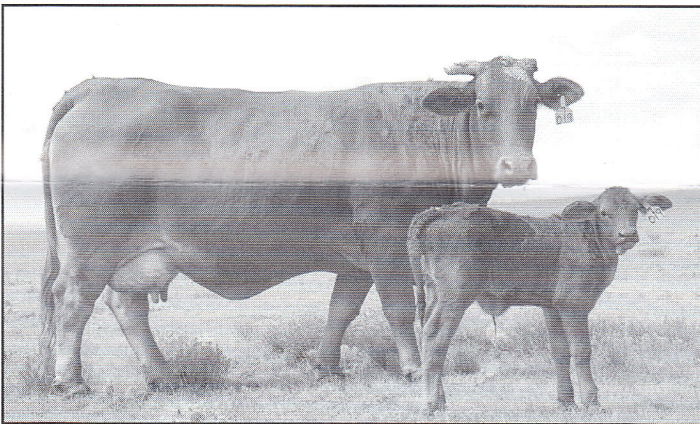
About this time last year, we decided to embark on an embryo program that focused completely on proven genetics from the Foundation Herd. Our first task was to pore over the records of our older cows and identify the most productive ones. Then, we went to the pasture, and from the group of highly productive cows, we selected the ones that had the most impressive physical characteristics, including structural soundness, correct feet and legs, beautiful udders, flawless conformation, and exceptional femininity. We ended up with ten outstanding females: 1 six-year-old, 4 seven-year-olds, 3 eight-year-olds, 1 ten-year-old, and 1 eleven-year-old. Many of you who attended last year's sale and field day got a chance to view them.



Lasater Beefmaster 7613

So far, we have flushed these donors to our best A.I. sires, including Lasater 0192 and Lasater 6129.

The embryos we have accumulated so far are available for sale in the U.S. and abroad. Please let us know if you are interested in embryos from these outstanding Foundation females. **This is your chance to own the most desirable, proven genetics from the Foundation Herd.**



Lasater Beefmaster 7019

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Some have been artificially inseminated
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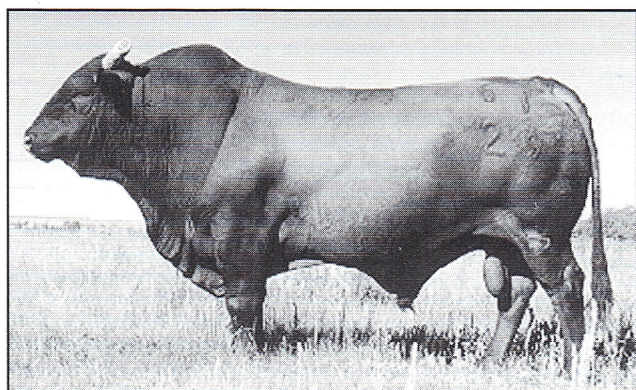
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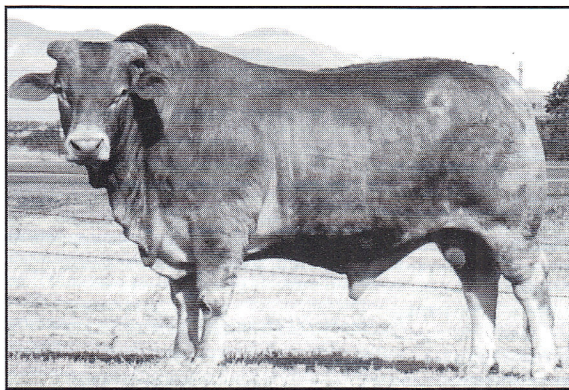
We select cattle to work for us, so we know they will work for you.

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

Semen is available from these two great sires.



Lasater Beefmaster 6129



Lasater Beefmaster 0192