

BEEFMASTERS

FOUNDATION HERD OF THE BEEFMASTER BREED

Dale or Alex Lasater

Of. Phone: 719-541-2855 ; Alex Mobile: 210-872-1117

www.lasater ranch.com e-mail: Alex@LasaterRanch.com

DISPOSITION
FERTILITY
WEIGHT
CONFORMATION
HARDINESS
MILK PRODUCTION

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

Come to the Sale!!

**September 5: Cow Contract Selection and
Field Day - A stellar speaker line-up
Details inside**

September 6: 10:00 am - Selling 120 Bulls

**We will send the 2014 bull sale video on or about the
middle of August. We have a DVD glitch, they will be
mailed 3rd week of August. A choppy video will be on the
website on Monday the 18th.**

Private Treaty Foundation Females available now.

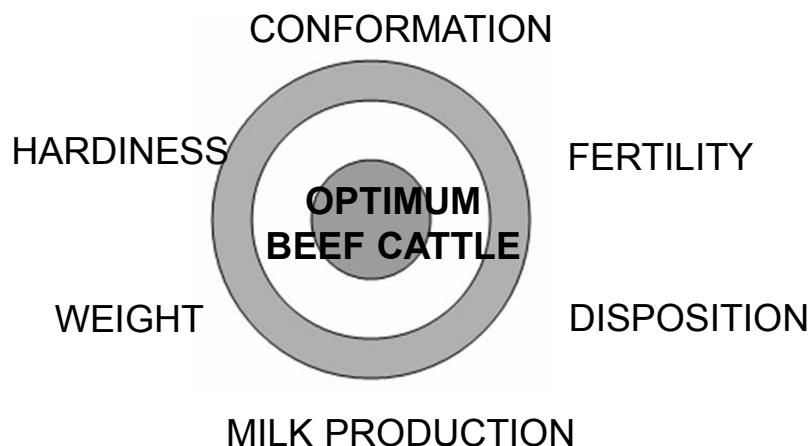
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The Lasater Ranch Selection Program: A Summary

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

THE SIX ESSENTIALS



"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.

Lasater Beefmasters: Bulls Bred For the Commercial Operation

2014 Sale Highlights:

- Selling Lasater 9602 - who left 26 branded male progeny in 13
- Selling many sons of lasater 9000 - one of our most prolific bulls ever.
- Outstanding field day speaker line up.
- Selling two year old bulls and selling 16 month old bulls
- Our current embryo cows will be on display
- **Bred and Open cows available Private treaty. Call Now for availablilty and pricing.**



Best Cow Size: Our perfect cow size is the cow who raises a good calf every year. Beyond that criteria we do not spend much time thinking about it. There are plenty of more worthwhile items to think about; we should not waste time thinking about that which mother nature can handle for us. Why must we meddle when it is not needed? **“Cattle breeding is relatively simple endeavor. The only difficult part is to keep it simple”**
- Tom Lasater

Forage-based Program: How does a high concentrate bunk feed test equate to your range conditions?..... IT DOES NOT. Our sale bulls have been raised and developed on forage, as they have been since our first production sale in the 1940's. The ratios are all derived from performance and gains on forage, with no grain-based "performance test." That means they will continue gaining when they walk off the truck on your ranch, with no loss of condition when they go to work. It also means their daughters will utilize native forages in South Florida, Missouri or Nevada better than the progeny of bulls selected for generations on high-concentrate tests.

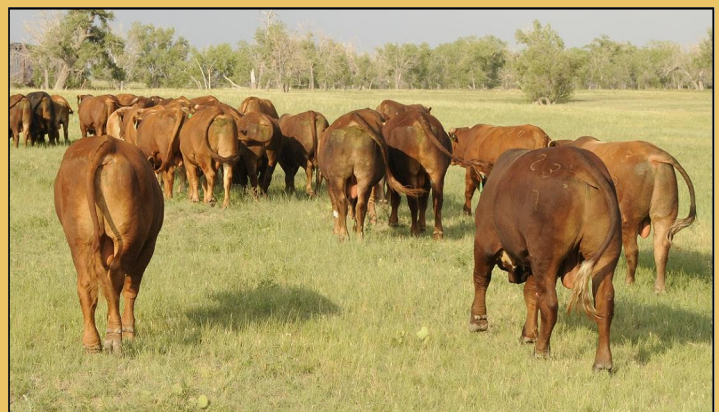
Early Puberty: Keep all your heifers. Call to find out

why. Every bull in the offering has a dam that first conceived during a short breeding season at 14 to 15 months of age. Early maturing females are a critical factor in profitability.

A Calf a Year: Every cow in the herd has not only been expected to have her first calf on her second birthday, but she is required to bring an acceptable calf to the weaning pen each year in order to stay in the herd. No cow that misses has been given a second chance because she produced an outstanding calf in a prior year. That means that every bull carries the heritage of productive females in his genes.

No Insecticides since the Sixties: Do not treat the weakest in the group.... let them drop out. Build a tough, resistant cow herd. We discontinued the use of all insecticides more than four decades ago; our cattle been developing a natural resistance to insects for many years. This is probably the only ranch in America that has been practicing and promoting the genetic resistance to insects for this many years. We have followed this same program with positive results in our satellite herds in New Mexico and Texas. Even on ranches where insecticides are extensively used, our customers tell us that our cattle exhibit noticeably less flies and lice than other cattle in the herd.

Udders and Such: Our cows have the milking capacity necessary to bring a good dividend to the weaning pen. But for decades they have been required to deliver that milk unassisted or leave the herd. As one customer wrote many years ago (and countless others have echoed the sentiment): "...using your bulls on our commercial cows eliminated pink eye and bad bags in our herd."



Buy these range tested bulls to increase the payweight on your calves.

65th Annual Production Sale Friday and Saturday September 5 and 6, 2014

Motel Information: Limon Colorado - 16 miles from the Ranch

Comfort Inn -	(719) 775-2752	- \$89.00 - mention LR
Quality Inn -	(719) 775-0277	- \$94.00 - mention LR
Holiday Inn -	(719)775-9033	- \$95.00 - mention LR

Field Day Speakers this year:

Bill Pendergrass - Executive Vice President of BBU
"Cross Breeding How can you Afford not To"

Tom Jones - Hy - Plains Feedyard
"Cattle marketing in 2014"

Field Day Schedule:	8:00 AM breakfast and coffee Matheson Pens
	9:00 AM cow selection
	11:00 AM first calf heifer tour
	12:00 Lunch
	1:17 PM Retired Herd Sire Auction
	2:00 PM panel Discussion
	4:00 PM cow herd tour

Semen Available from:

Lasater 0192,3705,4290,4211,8208 and 7261

Musings from the Short Grass Prairie

Greetings from Matheson. We have had a great summer season. After a lack of wet springs snows the rains began and have been coming steadily ever since. The ranch and the cattle look great.

We have a great lineup of bulls to sell on September 6th. This is an exciting crossover year as we are selling two year old and 16 month old bulls. We are excited about the young bulls, as many of you will have one more year of use out of them. This young batch of bulls is proof that we have been successful on pushing our calving season back to May 15 to be in line with mother nature and the best forage of the year.

I think many people give lip service to the 6 Essentials of Cattle Raising though few follow them. We must not lose sight of them as that has been the success of the breed..... the world did not need another another breed of cattle but rather it needed a back to basics guide on how to produce functional cattle - which Tom lasater gave us and it behooves us to follow it.

Bull Prices:

There are seedstock producers gloating about \$7,000 + sale averages. I guess those fellows did not study economics and a concept called substitution effect.

When prices are too high, people will look for alternatives. If beef prices are too high then the US consumer will switch to pig, chicken or fish. On the bull buying side, a big commercial outfit may decided they can raise their own bulls for far less than \$7,000.00 each. Those of us who sell bulls musn't be greedy. Pigs get fat hogs get slaughtered. Come to the Lasater Ranch and buy reasonably priced bulls who will hold up on your range.

We look forward to seeing you here in September. If you cannot make the sale, we will gladly buy bulls to your specifications. Please call with questions. Best Regards - Alex

Lasater Beefmasters

P.O. Box 38
Matheson, CO 80830

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Phone 1.719.541.BULL
www.lasaterranch.com

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

Lasater Beefmaster 7261



Lasater 7261 has the distinction of being the sire of 5 of our 2012 keep bulls. He is extremely correct and thick. An efficient machine..... not a scrap of loose hide on him. Perfect for a few hundred F-1's. He sold as a Retired Herd Sire in our September 2012 to Dr. Gustavo Lara in Veracruz Mexico. **Semen Available.**

<u>WN</u>	<u>Wn-Yr</u>	<u>YR</u>	<u>2 YR</u>	<u>3YR</u>	<u>SC</u>	<u>Sire</u>	<u>Dam</u>
<u>WT</u>	<u>Gain</u>	<u>WT</u>	<u>WT</u>	<u>WT</u>			
630	180	797	1245	1710	43	3512	2759