

**LASATER
BEEFMASTERS**

"The Pedigree
is in the Name"

FOUNDATION HERD OF THE BEEFMASTER BREED

Dale Lasater or Ian Miller

Phone: 719.541.BULL

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The 6 Essentials

DISPOSITION
FERTILITY
WEIGHT
CONFORMATION
HARDINESS
MILK PRODUCTION

**Summer 2010
NEWSLETTER**

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

**Lasater Beefmaster® Field Day and Sale
Friday and Saturday, September 10th and 11th
Featuring 125 Plus Bulls Developed on Native Range**

**Contact Us for a Sale Catalog.
Free DVD Available of all Sale Bulls**



Ian Miller

It is a real pleasure to announce that Ian Miller is the new Manager of The Lasater Ranch. Ian, his wife Jess and daughter Abbey are settling into life on the shortgrass prairie, and his energy and enthusiasm are already impacting life around the foundation herd.

Andy Duffy has been Ranch Manager for the past six years, and we hate to see him leave. He has done a great job, but even more than his outstanding work, he has become one of us, and has become an articulate and knowledgeable spokesman for the ranch and the Lasater philosophy. Andy and his wife Julie will both be teaching school next year, in Simla, Colorado! So we'll continue to be neighbors, and we wish them and their two bright daughters all the best in the next chapter of their lives.

We are confident Ian's tenure at the ranch will produce positive and significant results. Ian brings many years experience in the commercial cattle business to the job: he worked on a number of outfits out west before starting his own cattle operation. He began using Lasater bulls on his herd in California and continued to put them to the test when he moved his ranching operation to New Mexico. He's a believer, not because of any abstract notions, but because he's seen what these bulls and their progeny are capable of doing under real world conditions in harsh environments. He knows what these bulls can offer a commercial cattle outfit trying to turn a profit in a world where costs continue to rise, markets are often down and range conditions are rarely ideal.

Ian's son Justin is the man of the hour: he's



overseeing the ranch in New Mexico while pursuing his education. He's an outstanding young man with a great future.

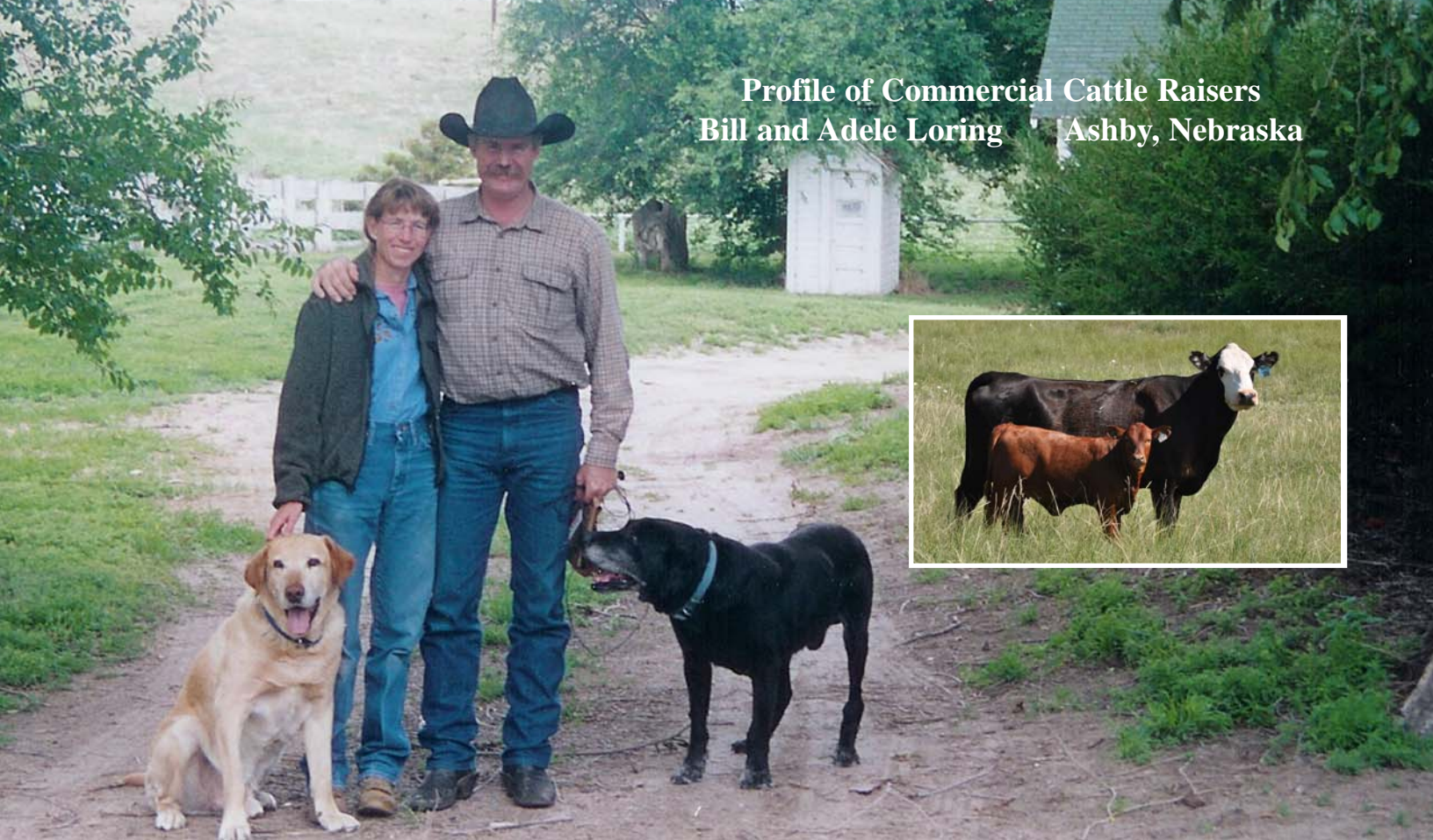
Some of you who know how slowly I move are probably thinking I may have to say whoa! to my new cohort from time to time. That could be, but, more importantly, I want to say Welcome! to Ian, his beautiful wife and their lively daughter. This old place may never be the same!



**Bred Females
Now Available Private Treaty.**

Contact Dale or Ian for more details.

Profile of Commercial Cattle Raisers Bill and Adele Loring Ashby, Nebraska



Bill and Adele Loring have been in the cattle business since the early 1970s and are two of the smartest cattle people you will ever meet. They got their start in Colorado, raised cattle in eastern Oregon for ten years, and now run a cow-calf operation in the beautiful Sand Hills of western Nebraska. Over the years they've been involved in all facets of the commercial cattle industry, from the traditional cow-calf operation to selling fats on the rail. The key to their successful cow-calf operation is their approach to raising functional cattle.

The Lorings are big proponents of Lasater Beefmasters and the Lasater philosophy of cattle raising. They save money (which is the same as making money) by taking advantage of what nature has to offer and by demanding that their cattle perform in their range environment with minimal supplementation.

They have a short breeding season - 45 days - and their cows calve in sync with the forage cycle. Calves start dropping at the end of April when the Sand Hills start greening up. (There's a reason why the great Bison herds of the past calved on green grass and not during the winter months.) The Lorings don't have to feed hay in the winter, like many of their neighbors, and their cows require few inputs.

Since the early 1990s, the Lorings have been using Beefmaster bulls in their crossbreeding program. They've seen great results and have enjoyed the benefits of hybrid vigor.

While ranching in western Colorado, the Lorings were neighbors of the Mussers, an old ranching family that was headquartered in Delta, CO. Brothers Tom and Jack Musser were contemporaries of Tom Lasater. When the Lorings met them, the Mussers were already ardent followers of the Lasater philosophy and were buying Lasater bulls. It didn't take Bill and Adele very long to realize the benefits of Beefmaster bulls and Tom Lasater's Six Essentials.

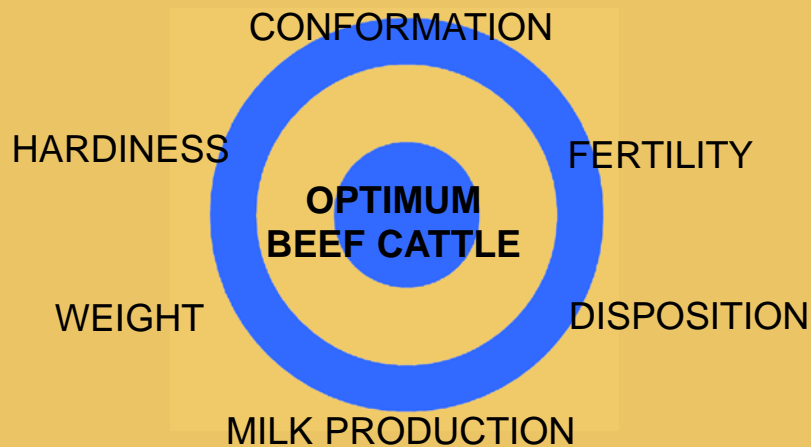
Tom and Jack Musser always encouraged Bill and Adele to attend the Lasater Ranch bull sale in Matheson, but the timing never was right when they were in western Colorado or eastern Oregon. When they moved their ranching operation to the Nebraska Sand Hills in 2004, they finally got the chance to attend the Lasater sale and to meet the people and the ranch they had heard so much about.

We invite you to meet the Lorings and to attend our 61st annual sale on Saturday, September 11.

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 are bred to their heifer mates 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 14 - 15 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 nearly 60 years.

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

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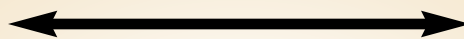
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We select cattle to work for us, so we know they will work for you.

Lasater Beefmaster 61st Annual Field Day and Sale September 10 & 11, 2010

Schedule of Events



Friday, September 10:

9 A.M. Bred Female Selection.

Noon: Lunch at Lasater Ranch headquarters.

1:30 P.M. Ranch Tours.

6 - 8 P.M. Reception at headquarters.

Saturday, September 11:

10 A.M. Auction Sale of 125 plus two-year-old bulls and retired herd sires.