

# HISTORY of Beefmasters

In 1931, Tom Lasater began developing Beefmasters, appropriately named for their ability to thrive in South Texas' harsh brush country. Lasater utilized Hereford, Brahman and milking Shorthorns to compliment each other to produce the Beefmaster Breed.

In 1954, the United States Department of Agriculture recognized Beefmasters as a pure beef breed and as the only certified breed to use a three-way-cross.

Today, Beefmaster Breeders United is an association dedicated to cattlemen who breed for the original 'Six Essentials'. BBU provides support for new Beefmaster breeders through marketing, education, seedstock sales, performance programs and their junior program known as JBBA.

THE 'SIX ESSENTIALS' used in 1931 are still used today as the cornerstone of Beefmaster selection:

- Fertility
- Disposition
- Weight
- Conformation
- Hardiness
- Milk Production

Since 1931, Beefmasters have spread across the U.S. and to many other countries. For seedstock producers to commercial cattlemen, Beefmasters are the choice for Efficiency, Productivity and Profitability!

# BEEFMASTER Cattle



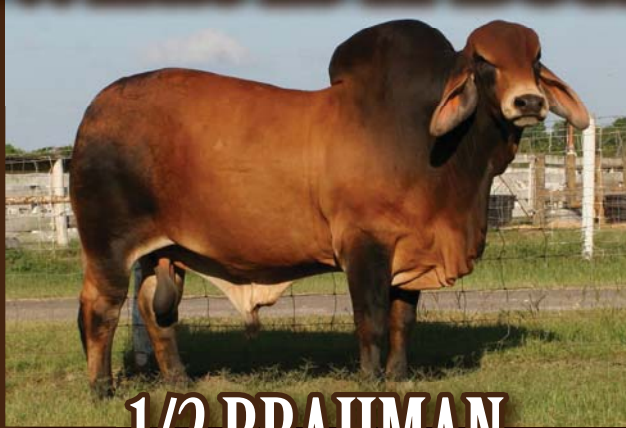
**Beefmaster Breeders United**



6800 Park Ten Blvd., Ste. 290 W  
San Antonio, Texas 78213  
P: 210/732-3132  
F: 210/732-7711  
[www.beefmasters.org](http://www.beefmasters.org)

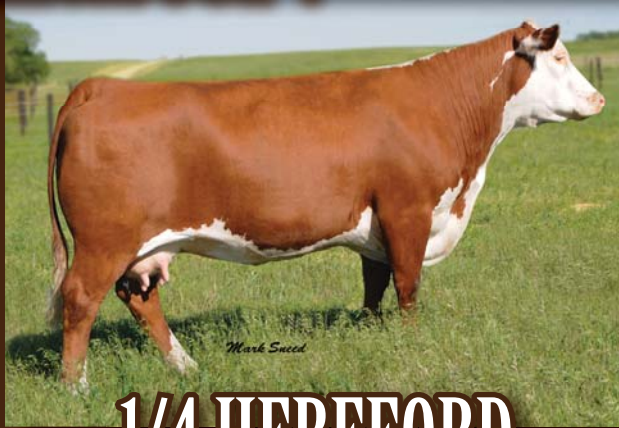
**Simply More Efficient.  
Simply More Profit.**

# What Is A Beefmaster?



## 1/2 BRAHMAN

Hardiness, longevity and growth with added muscle. Brahmans are known for their ability to function under extremely high temperatures where many other breeds struggle to perform. They have also been proven to reproduce up to 50% longer than many other breeds.



## 1/4 HEREFORD

Efficiency, adaptability and growth with added fertility. Herefords have been used in beef production since the 1700's. They are well known for their ability to adapt to nearly any climatic region while maintaining their efficient conversion of feed stuffs to pounds.



## 1/4 SHORTHORN

Milking ability, adaptability and good disposition. Shorthorns are known for being heavy milkers which translates into faster growing calves. Their compatibility with other breeds and gentle disposition make them easier to handle and more docile by nature. The shorthorns helped to add size and mothering ability while easily adapting to new environments.

# The Three-Way-Cross Breed



These three very different breeds complimented each other in the production of the Beefmaster Breed. Beefmasters are a perfect combination of fertility, hardiness, conformation, weight, disposition and milk production. These are the 'Six Essentials' on which the breed was originally founded. Today, Beefmaster cattle afford you the opportunity to produce industry leading females without sacrificing growth and efficiency in the steer mates. If you want to add pounds to your English based herd or longevity to your European based cows, look to Beefmasters! Serious Cattle for Serious Cattlemen!