

BEEFMASTER
BREEDERS UNITED



Standard of Excellence



BEEFMASTER *History*

Beginning in the early 1930s, Tom Lasater, the breed's founder, developed Beefmasters from a systematic crossing of Hereford, Shorthorn and Brahman cattle. Beefmasters are a composite breed made up of roughly one-half Bos Taurus (Hereford and Shorthorn) and one-half Bos Indicus (Nelore from Brasil, Gir & Guzerat from India). Lasater's purpose was to develop cattle that were more productive than existing breeds; cattle that would produce and make money during economically hard times in the harsh environment of South Texas. Intense selection for economically important traits over the last 80 years has resulted in a homozygous beef breed that has locked in the explosive growth potential of a hybrid.



Tom Lasater

The breed was developed on what has become known as the Six Essentials - Weight, Conformation, Milk Production, Fertility, Hardiness and Disposition. These essentials became the economic strength of Beefmasters and have made them favorites with those who depend on cattle for a living. Beefmasters are the only beef breed specifically developed to excel in these important economic traits.

While brownish-red is the most common color, the breed has no color standards. Beefmasters were recognized by the U.S. Department of Agriculture as a pure breed in 1954.

Since the early 1970s, when the breed began rapid expansion from its South Texas birthplace, Beefmasters have survived several wrecks in the cattle market without adversely affecting their growth and demand. From 1974 to 1998, membership in Beefmaster Breeders United (BBU) grew from 300 to nearly 7,000. BBU, which was founded in 1961, is one of the top five largest beef breed registry in the United States in membership and top ten in registrations.

Responding to change and tough challenges are part of the Beefmaster heritage. Today, like yesterday, Beefmasters and the cattlemen and cattlegwomen who raise them are ready to handle the ever changing beef cattle industry.

BEEFMASTER
BREEDERS UNITED



Standard of Excellence

The **Six Essentials** are what differentiates Beefmasters from all other beef breeds. The following is a summation of what a Beefmaster should be like physically, as defined within our founding philosophy.

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

Fertility: Females should be feminine, early maturing, early breeding and raise a calf annually. Calving ease and excellent mothering ability are paramount. Maternal productivity and efficiency are the primary purpose and focus of the breed. Longevity and Stay-ability are one of the greatest strengths in Beefmaster genetics and should be emphasized in breeding programs. Bulls should be masculine and exhibit high libido and prepotency. They should have the proper angle of sheath and size and proportionality of testicles to do their job. Beefmaster bulls must remain fertile and aggressive breeders in harsh environments where they excel and have longer useful lives than other breeds.

Disposition: Beefmasters should be relatively docile, easy to handle, and responsive. Gentle cattle have higher performance and save money in labor costs for owners and carcass yield for processors. Cattle with a nervous or mean disposition is problematic and should be culled and/or avoided in breeding programs.

Weight: Beefmaster calves should be moderate and easy calving at birth then growthy and heavy relative to age and environment as compared to other cattle. They should gain well in all phases of development. Moderation of mature size, especially relative to environment, is desirable and will yield a more efficient animal with better weaning weights relative to cow size. Slower gaining or smaller than average individuals should be culled or marketed as terminal product animals and not retained for replacement genetics.

Conformation:

BREED CHARACTER: Proper Beefmaster breed character is a blend of approximately $\frac{3}{8}$ to $\frac{1}{2}$ Bos indicus (Zebu type) and $\frac{1}{2}$ to $\frac{5}{8}$ Bos Taurus (European) genetics in appearance.



HAIR COAT:

Short, straight, and slick coat in warmer climates with some hair during winter months in colder climates. Beefmaster cattle should not maintain a longer, curly, or thick hair coat during summer months. Hide should be loose and pliable. This allows for adaptive cattle that can handle harsh tropical or desert environments where Beefmaster cattle are demanded. Extremely tight hided cattle with fuzzy or curly hair year-round should be eliminated or not kept in the genetic pool.



HAIR COLOR:

Solid colors of red, black, and dun are preferred. Brindles and a small amount of white on the face and belly are acceptable. Excessive amounts of white and multiple colors on an animal are discounted in the commercial industry and therefore should be avoided in breeding seedstock genetics.



CARCASS QUALITIES:

As a beef breed, Beefmasters should exhibit above average yielding and dressing cattle with adequate quality grades. Genetics producing poor carcass yields and standard or low select quality grades should be eliminated from breeding programs. Avoiding extremes in any carcass trait is critical to avoid single trait selection.

BODY CHARACTERISTICS:

HEAD:

- Male - Should be masculine in appearance, alert and proportionate to body size. A full muzzle, with nostrils wide and open, and good width between eyes is desirable. Ears should be slightly elongated and sit level to pitched down relative to head. Short eared cattle with high ear set or extremely long droopy ears should be avoided.
- Female - Feminine and proportionate to animal showing refinement, with a clean jaw and throat latch full muzzle and nostrils wide and open. Avoid extremely long and narrow heads as well as extremely small wide heads. Long Zebu type heads with outward curving nose ridge or small dish faced individuals are not acceptable. A big round eye with dark pigment around cornea is desirable and large amounts of white visible in the eyeball itself is not suggested.

NECK:

- Male - A neck medium in length, muscular, but neat, with a smooth attachment is the goal. The crest or hump should be moderate and sit closer to top of shoulders than to head with moderate dewlap development.
- Female - Moderately thin and angular, neat and blending smoothly in shoulders. Clean dewlap development.
- Discriminations: Thin neck in bulls. Thick, coarse neck in cows. Excessive or too large a crest in bulls.



SHOULDERS & FOREARMS:

- Male - Well muscled and masculine. Thickly muscled with definition of forearm muscling.
- Female - Smooth and moderately muscled, blending smoothly into rest of body. As viewed from side, should be slightly shallower in forequarter than rear quarter.
- Discriminations: Coarse, bold shoulders in either bulls or cows. Excessive width or open shoulders.



CHEST:

- Male & Female - Full and wide chest floor. Full heart girth with ample capacity.
- Discriminations: Protruding and/or heavy brisket. Pinched or narrow heart girth. Narrow chest floor.

BACK & RIBS:

- Male & Female - An abundance of natural thickness down top. Turn down top. Ribs well sprung from backbone (well arched with good length to give good depth of body and capacity).
- Discriminations: Short middle or short coupling, tight ribs and middle giving appearance of a barrel belly, flat ribbed, no outward curve. Weak or slack top. Hump back.

HINDQUARTERS:

- Male & Female - Tail head smoothly attached. Rump long, naturally thick, level and square from hooks to pins.
- Discriminations: Sloping rump from hooks to pins. Extremely rounded or “Apple-Butted”, tapering (or narrowing) from hooks to pins, extremely high tail set (continental looking).



ROUND & TWIST:

- Male - Thick and deep, meeting well down to the hocks. Long with well-developed stifle; muscle extending well into flank.
- Female - Moderate to moderately heavy muscled but most important, smoothly muscled. Deep and full.
- Discriminations: Shallow round or twist lacking natural thickness. Excessive muscling in cows and/ or coarseness (any indication of double muscling in either)

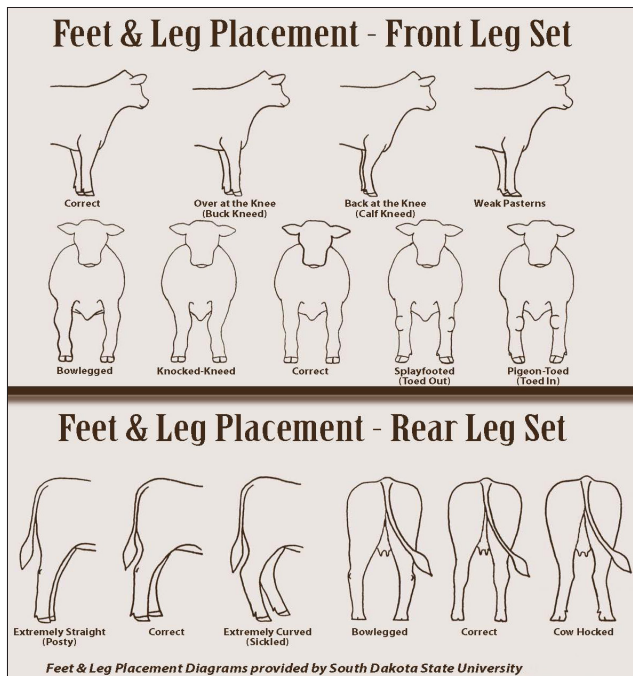
SHEATH, NAVEL, & VULVA:

- Male - Sheath should be of moderate size in bulls with small to moderate orifice size, and have a good angle of attachment back toward scrotum and forward to chest.
- Female - Evidence of a definite navel in cows exhibiting Bos Indicus genetics with a tapered and smoothly attaching naval is ideal. Females should have a moderate sized, well shaped vulva showing Bos Indicus influence.
- Discriminations: Long and/or pendulous or extremely short to non-evident sheaths in bulls. Excessive bell shaped sheath or large hide flap in front of orifice. No evidence of navel in cows or excessive bell shaped navel. Extremely tight or loose and sloppy vulva shape in females.



LEGS:

- Male & Female - Length proportionate to animal. Well boned or heavy boned. Straight and correctly placed with adequate flex in hock and clean joints.
- Discriminations: Crooked front legs, bow legs, slipping of pastern, excessive set to hocks (cow hocked), post-legged absence of any set of hocks, or fine boned.



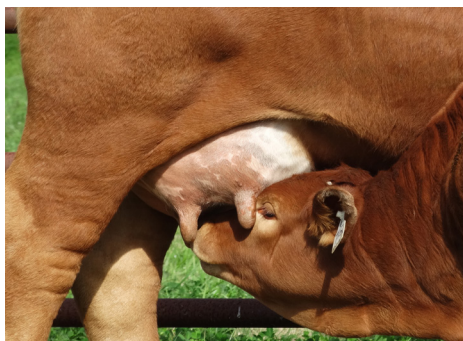
GENERAL:

1. Any extreme manifestations of discriminations listed above, or combinations of discriminations, that will be a definite detriment to our breed improvement should be culled and eliminated from breeding stock.

2. Inherited deformities that occur in Bovine, such as Hernia, Cryptochid (one descending testicle), wry nose, wry tail, double muscling, malformed genitalia, undershot and overshot jaw, dwarfism, freemartin heifers, etc. should also be eliminated and culled.

Hardiness: Beefmasters are designed to be very hardy cattle, excellent foragers, and travel well. They should be able to withstand a wide range of temperatures and humidity. Beefmasters display natural resistance to insects and parasites. They are exceptionally healthy, trouble-free cattle. Cattle needing excessive pampering, sickly, or poor-doing should be eliminated.

Milk Production: After genetics, this is the single most important factor in calf weight. Beefmaster females should be heavy, but not excessive in milk production. Udder design is critical to longevity as a productive replacement female and should be paramount in the culling criteria within a herd. The udder should show ample capacity with high attachment which extends level and forward in the front and upward in rear. Four teats moderate in size and placed proportionately on all four quarters of the udder is ideal.



Discriminations: Pendulous udders, fleshy udder, large or uneven teats, small underdeveloped udders or goat udder look should be avoided.

[Link to Udder and Teat Scoring Info Sheet](#)



APPLICATION FOR MEMBERSHIP
(NAME FRANCHISE & HOLDING BRAND CONTRACT)

Application is hereby made for membership in Beefmaster Breeders United (BBU) in the name of _____

Registered Account Name/Membership Name: _____

Mandatory Field. (NOTE: Membership Name is permanent; change is limited/restricted.) This is the name that determines your placement in the membership directory and this is used to sort memberships in alphabetical order by last name. This name prints on certificates.

This application is hereby made for a (Check One): Lifetime Active Associate (do not currently own cattle) Junior (under 21 years as of January 1)

(Check one) This is a Corporation Partnership Firm or Individual

I (We) hereby make application for the **Prefix Name:** _____ ***Mandatory Field*** and will apply this Prefix Name, if accepted, to BEEFMASTER cattle of which I am (we are) the breeder and/or first owner. I (We) agree to notify BBU annually, with payment of dues, as to whether I am (we are) still breeding BEEFMASTERS and using this Prefix Name. If I (we) do not so notify BBU, I (we) authorize BBU to discontinue my (our) use of this Prefix Name. (does not apply to Lifetime) A **Unique** name in the system. Many members use their ranch name (A C FARMS). You may choose to use your membership name. Both the Membership Name and Prefix Name will print on the certificates. This can be up to 25 characters long, including spaces and Prefix Name is permanent; change is limited/restricted.

I (We) hereby make application for the **Animal ID Prefix:** _____ ***Mandatory Field*** and will apply this Animal ID Prefix, if accepted, to BEEFMASTER cattle of which I am (we are) the breeder and/or first owner. I (We) agree to notify BBU annually, with payment of dues, as to whether I am (we are) still breeding BEEFMASTERS and using this Animal ID Prefix. If I (we) do not so notify BBU, I (we) authorize BBU to discontinue my (our) use of this Animal ID Prefix. (does not apply to Lifetime) This prefix must be a minimum of two (2) characters and up to a maximum of eight (8) characters (including spaces). Your Animal ID Prefix can only be a combination of letters and/or numbers, symbols or punctuation are NOT allowed. The Animal ID Prefix will always be associated with an animal's name, regardless of a name change. The Animal ID Prefix will be unique to each membership. EXAMPLE: CRO

I (We) will use the following Holding Brand: _____ (please sketch)

I (We) hereby authorize the following **Designated Signers:** _____ ***Mandatory Field*** to exercise all rights and privileges of this membership and, no person other than that named may act for this membership until the BBU Executive Vice President has been notified in writing that another name is being substituted for the above and receipt of notification has been acknowledged in writing. **You (member signing up) will be the primary signer. We recommend at least one other person to be listed. In the case you are not able to conduct business, the secondary signer would be able to. You may list a spouse, children, ranch manager. Junior applicant must have parents/legal guardians listed as their designated signers.**

I (We) hereby authorize the following **Secondary Signers:** _____
These secondary signers cannot change membership but can process work.

I (We), if elected to membership, agree to be governed by the ByLaws, Rules and Regulations of Beefmaster Breeders United, as amended from time to time, and hereby acknowledge receipt of the current ByLaws, Rules and Regulations.

I (We) hereby affirm the above and foregoing is true and correct to the best of my (our) knowledge and belief.

*Signature and Title of Applicant(s) **Mandatory Field*** **date**

Spouse's First Name (if applicable)

*Mailing Address (Box No. or Street) ***Mandatory Field***

*City, State & Zip Code ***Mandatory Field***

*EMail Address ***Mandatory Field***

(Primary) _____ (Secondary) _____
Area Code/Telephone No. ***Mandatory Field***

JUNIOR Membership Information
(*Mandatory Fields*)

*Junior Applicant Date of Birth: _____

Junior Applicant School Grade: _____

*Names of Parent(s) or Legal Guardian(s):

Ranch Address: _____

The above membership dues are renewable every January and include an annual subscription to *The Beefmaster Cowman*, the official publication of BBU. Note, only one (1) monthly issue of *The Beefmaster Cowman* will be mailed per household. Please allow up to 12 weeks for processing new memberships. **All *mandatory* fields MUST be filled out and payment received to process the membership application.**

Active & Associate Renewal Dues	
January	\$ 125

Junior Renewal Dues	
January	\$ 60

First Time New Member Dues	
Junior	\$60
Associate <i>no cattle</i>	\$60
Active	\$60



BEEFMASTER BREEDERS UNITED

3833 South Texas Ave
STE 200, Bryan, TX 77802
210-732-3132 · www.beefmasters.org

*For more resources and information, visit our website and review the
"Evaluating Beefmaster Cattle Manual"*