

Lasater Grasslands Beef



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Outline

- Lasater Ranch History
 - The Cattle
- The Grasslands Program
 - Marketing Strategies



Tom Lasater

- The Lasater ranch was founded in south Texas.
- Tom developed the Beefmaster breed of cattle.
 - 2nd breed developed in the U.S.
 - Santa Gertrudis 1st breed
- In 1948 Tom moved the ranch to Matheson, Colorado.
- Tom Lasater embraced nature in the development of his cattle.
 - “Nature does all of the thinking and most of the work”
Tom Lasater 1911 - 2001



Dale Lasater

- Lasater Ranch is currently managed by Tom Lasater's son, Dale.
 - Started managing the ranch in 1985
- Dale Lasater has embraced the principals is father began, including a focus on managing with nature.



The Cattle

- Lasater Ranch developed the Beefmaster breed.
 - 3 Breed Composite
 - Brahman – approximately 50%
 - Hereford – approximately 25%
 - Shorthorn – approximately 25%
- The herd has been a closed herd since 1937.
- Breeding cattle are selected based on six criteria established by Tom Lasater.
- Lasater Ranch sells about 100 two year old bulls each year.



The Six Selection Essentials

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



Not Just Pedigree

- Lasater cows must stand up to the six selection essentials.
- The selection process is a program approach and is not focused on individuals.
 - Good looks and pedigree are not the major focus of selection.
- Culling decisions are made at weaning and calving.



Culling Process

- Lasater Ranch retains 85% of the heifers.
 - Large numbers of replacements are needed because of stringent culling practices.
 - Let nature make the final decision
- “Were not going to decide which ones (heifers) are the best ones, were going to let nature tell us which ones are the best ones” Andy Duffy, Manager / Lasater Ranch*
- 15% - 20% of the herd is culled each year.



Lasater Grasslands Beef

- Calves that are not utilized in the seedstock business are raised as grass fed beef.
 - Approximately 200 head per year.
- Calves are raised without antibiotics, pesticides, hormones, growth implants, animal by-products, or steroids.



Lasater Grasslands Beef

- Calves are never confined in a feedlot.
 - The ranch does feed some hay in the winter
 - Plan for about 2 weeks
- Animals are harvested at roughly 24 months of age.
- Harvesting is done at small family owned USDA-inspected plants.
- Beef is dry aged in a controlled environment for 14 – 21 days.



Marketing Strategies

- Lasater Grasslands beef began by directly selling to individuals
 - 10 years of experience
 - Customers are from the local area as well as other parts of the U.S.
 - Customer base is literally coast-to-coast.
 - Ship beef frozen on dry ice using 2-day air to anywhere in the U.S.



Marketing Strategies

- Lasater Grasslands Beef direct markets over the world wide web.
 - www.lasatergrasslandsbeef.com
 - Customers are able to order and purchase beef on the website.





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Family Sampler



36 lbs of assorted cuts wrapped in white butcher paper, including roughly 8 lbs of steaks, 12 lbs of assorted roasts and other cuts, and 16 1-lb packages of ground beef.

Click the column header to re-sort the product listing.

Price	Quantity		SKU #
\$175.00	<input type="text"/>	Add To Cart	219667 104104

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Special
12 Assorted Steaks
\$132
Assorted Steaks

Special
3 Roasts
3 lbs each
\$40
Assorted Roasts

4 Steaks
8-10 oz each
\$70.00
Filet Mignon

4 Steaks
10-12 oz each
\$60.00
Ribeve Steaks

4 Steaks
10-12 oz each
\$57.00
New York Strip Steaks

4 Steaks
12-14 oz each
\$57.00
Kansas City Strip Steaks

4 Steaks
10-12 oz each
\$30.25
Top Sirloin Steak

2.5 lb. pack of Steaks
\$28
Flank Steak

3 lb. pack of Steaks
\$36.00
Skirt Steak

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Marketing Strategies

- The website highlights:
 - Lasater heritage
 - The Lasater commitment to nature
 - High quality eating experience of the beef
 - Health benefits of grassland beef





Lasater Grasslands Beef
is better for you,
and better for the environment
than most any beef available today -
we guarantee it.

**"Featured in May 2004 National
Geographic"**

**"Written about in Fast Food Nation by
Eric Schlosser"**



Marketing Strategies

- Grocers
 - Similar products to their direct and web-based product line.
 - Over 12 “Vitamin Cottage” locations in the Denver metro area.
 - 4 Additional natural food grocers in the Colorado Springs area.



Marketing Strategies

- In 2008 Lasater Grasslands Beef began supplying one Whole Foods Market store in Colorado Springs.
 - Initially one fresh whole carcass per week
 - Already increased to two whole carcasses per week
 - Selling a whole carcass is an important step to success
 - Difficult for small producers to market non-traditional products from the beef carcass



Vision of the Grass Fed Future

Lasater Grasslands Beef believes the future for many cattle producers is supplying local markets with fresh grass fed beef



Contributors and References

- Dale Lasater – Managing Partner – The Lasater Ranch
- Andy Duffy – Manager – Lasater Ranch
- “The Lasater Philosophy of Cattle Raising”
Laurence M. Lasater, Santa Cruz Press 2000
- www.lasatergrasslandsbeef.com



Thank you!

