

PHARO CATTLE COMPANY

CHEYENNE WELLS, COLORADO PHONE 1-800-311-0995



Helping you is our business — and we take it very seriously.

We Believe...

We believe... the business of ranching can be much better than most people have been led to believe — but only for those who are not being restrained by the status quo way of thinking. It is exciting to watch people do what their neighbors say cannot be done. It is inspiring to watch ordinary people accomplish extraordinary things. We believe the sky is the limit for those who have enough courage to break away from the status quo herd-mentality way of thinking.

We believe... the status quo herd inadvertently does more harm than good. The status quo, by definition, is made up of individuals who are very comfortable with being average. There is nothing wrong with that until you realize that members of the status quo herd do not want anyone else to rise above average. The status quo herd is similar to a bucket of crabs. When one crab tries to climb out of the bucket in an attempt to better himself, all of the other crabs will pull him back down.

We believe... the status quo must be challenged. Even though it upsets many people in the beef industry, Pharo Cattle Company continues to challenge the status quo herd. The status quo beef industry was built on cheap feed and cheap fuel. That era is over and will never return. Most producers know that what has worked so well for the past 50 years will NOT work for the next 50 years. Even so, those in the high-input status quo herd do not want their paradigm challenged — and they do not want to change. They prefer to hide their head in the sand.

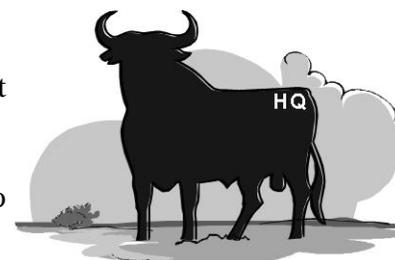
We believe... cow-calf producers should be encouraged to be all they can be. That is what motivates and drives us at Pharo Cattle Company. That is what wakes us up in the morning. That is what brings us together. Once you see and understand what is possible, it is impossible not to share those possibilities with all who will listen. We believe the future of most family farms and ranches will be dependent on their ability to look and to think outside the status quo box. The sooner, the better.

We believe... most cow-calf producers can increase the enjoyment and profitability of their business by 50 to well over 100 percent with very little effort. Many have already proven this to be possible. The hardest part, in most cases, is the initial breaking away from the high-input, herd-mentality way of thinking. Being a Herd Quitter is not easy. It requires people to think for themselves and to stand up for themselves. It can be very uncomfortable at times — but it will always be worth the effort.

We believe... the number of cow-calf producers who are breaking away from the status quo herd is increasing at an unprecedented rate. These individuals have come to the realization that as long as they continue to follow the crowd (herd) and do what everyone else is doing, they will never be above average. These individuals have dared to be different. They have developed a fervent desire to be all that they can be. This excites us. This drives us. This inspires us to keep on keeping on.

This is what we believe at Pharo Cattle Company. This is what motivates us to do what we do. Do you believe what we believe?

We encourage you to dare to be different. We encourage you to be a Herd Quitter — and to be all that you can be.



Challenging the Status Quo

"It is better to walk alone, than with a crowd going the wrong direction."

~ Diane Grant ~



*Zanesville, OH — Saturday, Nov. 1st
Burlington, CO — Monday, Nov. 10th*

- ◆ 315 Coming-Two-Year-Old Bulls
- ◆ Low-Input Bulls — Developed on Grass
- ◆ Fleshing Ability is Bred In — NOT Fed In
- ◆ Evaluated and Scored for Disposition
- ◆ Evaluated and Scored for Fly Resistance
- ◆ Guaranteed Calving Ease
- ◆ FREE and Very Afford-a-BULL Delivery

Call or Email to receive a Sale Catalog

**THE
PHARO CATTLE COMPANY
NEWSLETTER**

Published four times per year by:

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Our Mission: To help ranchers put more fun and profit into their business.

Call or Email for a Free Subscription

Herd Expansion...

All of the evidence indicates that herd expansion in most areas of the country is well under way. Fewer heifers are being placed on feed and fewer cows are being sent to slaughter. This will continue to drive calf and feeder prices up to new record highs for at least two more years. Calves are already worth a whopping \$500 more per head than they were just one year ago. Incredi-BULL!

With more and more heifers being retained as replacements, the demand for calving ease bulls will increase at unbelievable rates. Please keep in mind that not every bull that is promoted as a calving ease bull is a calving ease bull. Some simple research done by Tyson Pharo indicates that most of the beef industry's so-called "calving ease" bulls are NOT what we would consider to be calving ease. Let the buyer beware.

Well over 90% of bulls selling in our two Fall Bull Sales have 3, 4 and 5-star calving ease. Our 2-star bulls are basically breed average for calving ease within the Angus and Red Angus breeds. Our 2 and 3-star calving ease bulls are what most seedstock producers would promote as calving ease bulls. For over 12 years, Pharo Cattle Company has been willing to guarantee the calving ease of our 5-star calving ease bulls. No one else sells as many genuine calving ease bulls as we do.

If you are rebuilding and expanding your cowherd, we urge you to do so with low-maintenance genetics. Low-maintenance cows can do much more with less. Low-maintenance cows will always produce more total pounds and more total profit than status quo high-maintenance cows. Most importantly, low-maintenance genetics will keep you profitable when cattle prices go down — and they will. When cattle prices go down, I can just about guarantee the cost of inputs will continue to go up. That will quickly put most status quo producers in a financial bind.

As stated in our last newsletter, *all* cow-calf producers have the same once-in-a-lifetime opportunity to make the necessary changes in their cowherd and program. Unfortunately, most won't change a thing. Cattle prices have been so high for so long that many producers have become too complacent and/or too lazy to think ahead.

Fall Sale Advantages...



You may have a spring-calving cowherd and prefer to buy your bulls in the spring. However, there are some BIG advantages to buying your bulls at one of our Fall Bull Sales.

- ◆ Fall is the best time to move cattle from one environment to another — especially if you're moving them south and/or east.
- ◆ Unlike most young bulls, our grass-developed bulls do not require much in the way of winter feed and care. In most cases, we recommend you run them with your older bulls. Don't be surprised if your young PCC bulls come through the winter in better shape than your older, non-PCC bulls.
- ◆ Most spring-calving producers have more time to select and purchase bulls in the fall than they do in the spring.
- ◆ These bulls are 18 months old — going on two years. They will breed *more cows* for *more years* than bulls coming out of other programs.
- ◆ If you need to buy something for year-end tax purposes, it makes more sense to buy bulls than it does to buy equipment that depreciates and burns expensive fuel. Talk to your tax advisor about the Section 179 Expense.

Per Cow vs. Per Acre...

For the last 50 years, most of the so-called “experts” in the beef industry have been focused on one thing — increasing production (weaning weight) per cow. For some reason most animal scientists are terrible at economics. They know what it takes to increase production per cow — but they ignore the cost of doing so.

When you increase production per cow, you will change the size and type of your momma cows. Along with increasing production, you will increase *cost of production*. Ranches that once ran 200 cows can only run 150 (or less) of the bigger, high-maintenance cows, and/or they are required to feed much more supplemental feed.

In contrast... Pharo Cattle Company has always been focused on increasing production and profit *per acre* — NOT per cow. It does not matter how big your cattle are if they are not profitable. We have NEVER EVER found an environment where our low-maintenance, moderate-sized cows could not produce MORE POUNDS and MORE PROFIT per acre than the bigger, high-maintenance cows that most cow-calf producers have.

Those who continue to focus on production per cow will eventually go broke when cattle prices head south. As their production per cow increases, their production and profit per acre decreases. In contrast, those who are focused on production and profit per acre will continue to be profitable — even when cattle prices go down.

Can't Make the Sale?

If you don't think you will be able to attend either of our Fall Bull Sales, we suggest you request a sale catalog and take advantage of one of our Stay-At-Home options, as well as our Bull Delivery service. It is not unusual for 50% of our bulls to be purchased through our Stay-at-Home options — and for those bulls to be delivered from coast to coast and from border to border. Call us at **1-800-311-0995** to request a catalog.

Do Not Conform...

Do not conform any longer to the pattern of this world, but be transformed by the renewing of your mind. Then you will be able to test and approve what God's will is — his good, pleasing and perfect will.

(Romans 12:2)

"The PCC bull I bought had to adjust to fescue grass and a much warmer climate. While he adjusted, he bred all the cows in my herd — and gained weight! His offspring have great performance and calm dispositions."

Mike Greene — Arkansas

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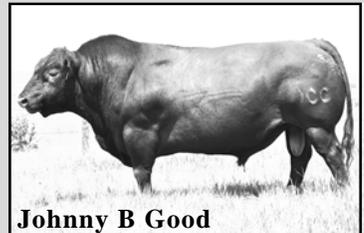


Cowboy Logic: "Nothing ages a man faster than trying to prove he is as young as ever."

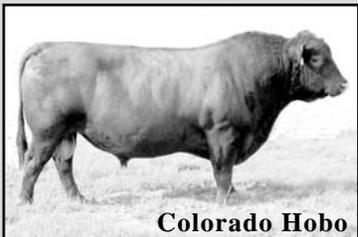
PHARO CATTLE COMPANY

Efficient, Easy-Fleshing,
Moderate-Sized, Low-Input,
Grass-Based Genetics
— with Calving Ease —

Idaho



Johnny B Good



Colorado Hobo



Pledge



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*Call or Email to receive
a Catalog for our two Fall Bull Sales*

1-800-311-0995

Bulls@PharoCattle.com



Magua
at 2 years of age