



Our customers are the most profitable cow-calf producers in the world.

Make BEEF Great Again...

You may be thinking, “What’s this all about? Beef has always been great!” I agree, but there is a noticeable change taking place in consumer perception.

For the past ten years, The Center for Food Integrity has been conducting annual research to find out what today’s consumers are thinking about the food they eat and how it is produced. Sadly, only 14% of today’s consumers have a very positive impression of farmers and ranchers.

When asked if they trust the food system, only 25% of today’s consumers agree — compared to 37% just one year ago. Only 33% of today’s consumers have confidence in the safety of the food they eat. That is a drop from 47% just one year ago. If something doesn’t change, only 10% will have confidence in the safety of the food they eat three years from now. I don’t know about you — but I find that quite disturbing. When asked if farmers and ranchers take good care of the environment, only 30% strongly agreed — compared to 42% last year.



The biggest tell-tale sign that beef is no longer as great as it once was is the fact that the fake meat industry is growing at such a phenomenal rate. No one saw that coming. It’s not going to go away. Many believe fake burgers taste better than the real thing. Supply is not keeping up with demand. Surprisingly, it’s been estimated that 95% of the people consuming fake meat are meat eaters — *NOT* vegetarians. Recent projections suggest 60% of the so-called “meat” eaten in 2040 will be fake meat. I think that is unlikely — but possible.

The demand for fake meat has been driven by health, environmental and animal-welfare concerns. The same can be said about the increasing demand for organic and grass-fed beef. More and more of today’s consumers are becoming disenchanted with industrial agriculture. As most of our subscribers know, there is growing evidence that industrial agriculture is not good for the environment and is not good for consumer health. Today’s consumers have valid reasons for feeling the way they do — and we need to sit up and pay attention.

Fake meat is a joke — and it will never be as healthy as the real thing. Nevertheless, it continues to gain in popularity. What’s the lesson to be learned here? A growing number of consumers are looking for alternatives to beef produced the conventional way in confinement feedlots. Unbeknownst to most cattlemen, that industry has shrank nearly 20% over the last 15 years. It is slowly being replaced by grass-fed beef, organic beef and fake beef. That trend will increase at an even faster pace as Generations Y and Z make up a higher and higher percentage of the population.

Pharo Cattle Company is totally committed to *Make BEEF Great Again*. We are doing this for the sake of the beef industry. We are doing this for the sake of the next generation. Consumers are looking for a healthier product that is produced in a more natural and sustainable way — and they are willing to pay a substantial premium for it. We are gearing up to do whatever we can to help our customers increase their profitability by giving consumers exactly what they want. This is one of those rare win-win situations. Opportunities like this don’t come around very often.

*"Progress always involves risk.
You cannot steal second base
and keep your foot on first."*

~ F.W. Dupee ~

TWO Fall Bull Sales

Valentine, NE — October 26th
Burlington, CO — November 4th

- 400 18-Month-Old Angus, Red Angus, Polled Hereford and Composite Bulls
- Ultra Low Maintenance
- Developed Naturally on Grass
- One-Year Guarantee on All Sale Bulls
- Evaluated for Disposition, Thickness, Muscling, Masculinity, Fleshing Ability, Hair Coat, Fly Resistance and Much More
- Guaranteed Calving Ease
- FREE and Very Affordably BULL Delivery

Call or Email to receive a Sale Catalog

THE PHARO CATTLE COMPANY NEWSLETTER

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**Our Mission: Help ranchers put more
fun and profit into their business.**

Call or Email for a Free Subscription

How Big is Big Enough?

According to the USDA Research Center in Clay Center, Nebraska, the average Angus, Red Angus and Hereford cow weighs over 1,400 pounds. Mainstream seedstock producers have successfully out-Simmentalled the Simmentals. Unfortunately, in their attempt to wean bigger and bigger calves, their pounds and profit per acre have been decreasing. It doesn't matter how big your cattle are if they're not profitable.

Cow size has increased dramatically over the last 50 years. Since big cows eat substantially more than small cows, this has forced ranches to destock and increase supplemental feeding. With the cost of land and feed as high as they are, it is quickly becoming less and less profitable to own those big, high-maintenance cows.

Since smaller cows are able to wean a higher percentage of their own weight, they will always produce more total pounds and more total profit than big cows. To add insult to injury, there is evidence that smaller cows will actually wean bigger calves than big cows in a real-world, unpampered environment (see table below).

Average Cow Wt.	Average Weaning Wt.	Percent of Cow Wt. Weaned
1242	617	49.7
1357	611	45.0
1456	589	40.5
1549	598	38.6
1698	572	33.7

Table 1 — K. Ringwall, 2008 Beef Talk. Dickinson Research Extension Center at Dickinson, North Dakota

Your ranch can only support so much growth, milk and size. Once you go beyond that level, you will have to provide expensive supplementation to meet the needs of your big, high-maintenance cows. Without supplementation, your weaning weights and conception rates will suffer.

It shouldn't surprise you that most of the bulls being sold today were produced by high-maintenance, 5 to 7-frame cows that weigh 1400 to 1800 pounds. These cows must be pampered to stay in production. What size and type of cows will these bulls produce? Like begets like! If you are concerned about profit, then thick, easy-fleshing, low-maintenance, 3 to 4-frame cows that weigh 1100 to 1250 pounds are plenty big enough.

Are You Looking Forward or Backward?

When driving a car, it is prudent to look in the rearview mirror every now and then — but most of the time we should be looking forward. If we don't look forward most of the time, we are almost guaranteed to have a wreck, which will keep us from reaching our destination.



We should live our lives the same way we drive a car. It is okay to look back every now and then, but we should spend most of our time looking forward. Our decisions should be based on the future — not the past. Nothing stays the same. The present is different from the past — and the future will be different from the present.

Unfortunately... most people are afraid to make decisions that are based on anything but the past and the present. It has always been that way, and it will probably always be that way. Even though they can see things transforming before their very eyes, they are reluctant to make any changes in what they are doing. It's as though they would rather fail doing what they have always done than succeed, if success requires change. That's a shame — but it will provide *you* with many opportunities for advancement.

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's not unusual for 50% of our bulls to be purchased through our Stay-at-Home options — and those bulls end up being delivered from coast to coast and from border to border.

Call 800-311-0995
to request a catalog



Fake Meat or Dog Food?

Two of the ingredient labels below are for plant-based fake meat — Impossible Burger and Beyond Burger. The third is for dog food. Which one is the dog food? (the answer is on page 4)

Water, Pea Protein Isolate* , Expeller-Pressed Canola Oil, Refined Coconut Oil, Rice Protein, Natural Flavors, Cocoa Butter, Mung Bean Protein, Methylcellulose, Potato Starch , Apple Extract, Salt , Potassium Chloride, Vinegar, Lemon Juice Concentrate, Sunflower Lecithin , Pomegranate Fruit Powder, Beet Juice Extract	Pea, Sweet Potato, Pea Protein , Pea Starch, Lentils, Flaxseed Meal, Sunflower Oil Preserved with Mixed Tocopherols , Calcium Carbonate, Vegetable Flavoring, Salt , Vitamins (Choline Chloride, Vitamin E Supplement, Vitamin A Supplement, Vitamin D3 Supplement, Calcium Pantothenate, Thiamine Mononitrate, Pyridoxine Hydrochloride, Riboflavin Supplement, Niacin , Folic Acid, Biotin, Vitamin B12 Supplement), Minerals	Water, Soy Protein Concentrate , Coconut Oil, Sunflower Oil , Natural Flavors, 2% or less of: Potato Protein, Methylcellulose, Yeast Extract, Cultured Dextrose, Food Starch Modified, Soy Leghemoglobin, Salt , Soy Protein Isolate , Mixed Tocopherols (Vitamin E), Zinc Gluconate, Thiamine Hydrochloride (Vitamin B1), Sodium Ascorbate (Vitamin C), Niacin , Pyridoxine Hydrochloride (Vitamin B6), Riboflavin (Vitamin B2), Vitamin B12
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To receive our free weekly emails, send your name and email address to Info@PharoCattle.com

One-Year Guarantee...

Our older, grass-developed bulls have always had a reputation for being tough as nails. They also have a reputation for being able to breed more cows for more years than bulls coming out of other programs.

Even so, problems do occur. That's why we are offering a **One-Year Guarantee** on all the bulls selling in our two fall bull sales. Now you're covered. Customer service has always been important to us. This just makes it easier.



Which One is Dog Food?

The ingredient label in the middle is the one for dog food.

Mmm Mmm Good!

The 23rd Psalm

The Lord is my shepherd, I shall lack for nothing.

*He makes me lie down in green pastures,
he leads me beside quiet waters,
he restores my soul.*

*He guides me in the paths of righteousness,
for his name's sake.*

*Even though I walk through the valley
of the shadow of death,
I fear no evil for you are with me;
your rod and your staff they comfort me.*

*You prepare a table before me in the
presence of my enemies.*

You anoint my head with oil; my cup overflows.

*Surely goodness and love will follow me
all the days of my life,
and I will dwell in the house of the Lord forever.*

Fall Sale Advantages...

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



- ◆ Bulls usually cost less in the fall because the demand is greater in the spring.
- ◆ Fall is the best time to move cattle from one environment to another — especially if you're moving them south and/or east.
- ◆ Our grass-developed bulls do not require much in the way of winter feed and care. In most cases, you can 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 can handle a bigger workload, with fewer problems.
- ◆ 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 rusts, rots and burns fuel. Talk to your tax advisor about the Section 179 Expense.

*PCC Solar Bulls
grazing the hills near
PCC Headquarters in
Eastern Colorado.*



**Call 800-311-0995
to request a Sale Catalog**

Guaranteed Calving Ease...

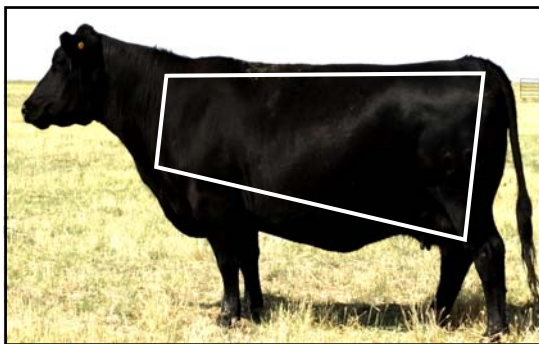
Most of our bulls can safely be used on heifers. Many will be *guaranteed* for calving ease. Calving ease is extremely important to us because it is extremely important to our customers. Dead calves have distressingly low weaning weights.

We Do More...

Pharo Cattle Company does much more than sell bulls. We provide a program and a way of thinking that are focused on helping *you* make your business as profitable, enjoyable and sustainable as possible. Our low-maintenance bulls are just one part of this program. There's a reason our customers are the happiest and most profitable cow-calf producers in the world.

Wedge-Shaped Cows...

When I refer to a cow as being wedge-shaped, I often get some confused looks. Therefore, I thought I would try to explain what I mean. When you look at a cow from the side, she should appear to be wedge-shaped from front to rear. She should get deeper and deeper as you go from head to flank. The top view of a cow should also appear to be wedge-shaped from front to rear. She should be wider at the hips than at the shoulder.

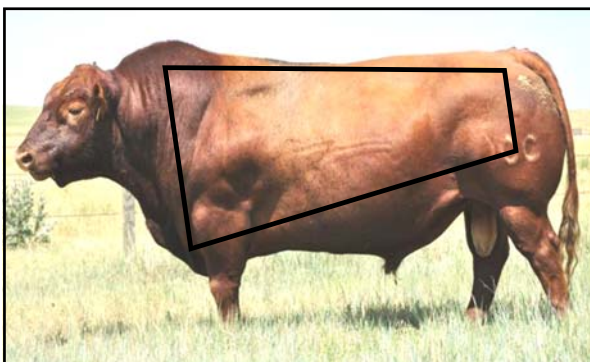


Wedge-Shaped PCC Cow

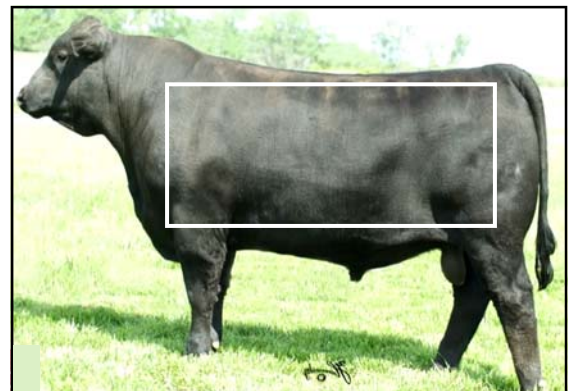


Typical Non-PCC Cow

Bulls should also appear to be wedge-shaped when viewed from the side — but, unlike cows, they should be wedge-shaped from rear to front. A bull should be deepest and thickest in the neck and shoulder area.



Wedge-Shaped PCC Bull



Typical Non-PCC Bull

The late Jan Bonsma offered some valuable insight into the importance of the wedge shape when he said, “In most breeds, the show standards for bulls and heifers are based on the conformation of the ideal fat steer. No wonder so many prize-winning bulls are feminine in appearance, while so many females are sterile or subfertile.” I believe Bonsma’s statement is even more true today than it was 40+ years ago. Most of today’s cows and bulls are similar in shape.

Consider this... If five men sit side by side on a bench, where will their bodies touch? If their wives sit side by side on another bench, where will their bodies touch? Male and female of most species were designed by the Creator to look different. A bull should look like a bull and a cow should look like a cow. Masculine bulls will produce feminine cows — and vice versa. This is something the mainstream beef industry has totally ignored for several decades.

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Cowboy Logic: “The older I get, the better I used to be.”

PHARO CATTLE COMPANY

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



Call or Email to receive a catalog
for our two Fall Bull Sales
and/or an AI Sire Directory



800-311-0995

Bulls@PharoCattle.com