



A Picture is Worth a Thousand Words...

The picture below shows two cows of approximately the same age and weight, but of different frame sizes. Both cows calved 60 days prior to the picture being taken. Both cows are being fed exactly the same. With all the similarities, there is still a tremendous amount of difference between these two cows.

Which cow will breed back sooner? Which cow is most likely to have a calf on time every year for ten years? Which cow is most likely to have a lifetime production that is five times greater than the other cow? Which cow will be easier to keep in good condition in tough times? Which cow is the most profitable cow? The answer to all of these questions is... the shorter cow.



I visit with hundreds of potential customers every year. Many tell me their cows weigh 1100 to 1200 pounds. That means absolutely nothing to me because I do not know how tall their cows are. Our 3- and 4-frame cows weigh 1100 to 1250 pounds — but they are noticeably shorter, thicker and fatter than most cows.

Over 95% of the bulls being sold and used in North America are in the 5- to 7-frame range. This is the result of 40+ years of selecting for more and more growth and size. Therefore, 95% of the cows in North America are also in the 5- to 7-frame range. Like begets like! These cows are too tall to maximize profit in any environment I know of.

Profit per acre can be substantially increased simply by replacing your tall, high-maintenance cows with shorter, low-maintenance cows. What is the best way to change the size and type of the cows you have? Use bulls that were produced by easy-fleshing, moderate-sized, low-maintenance cows. Like begets like! Until you use the right bulls, you'll never make any improvement.



No one sells as many thick, easy-fleshing, low-maintenance bulls as we do. We will be selling over 500 forage-developed PCC Solar Bulls this fall. Call us at **800-311-0995** to request a sale catalog.

The cow pictured to the left is a 3-frame PCC cow, with enough thickness, muscling and condition to weigh over 1250 pounds. She has had a calf every year for 10 years. She will continue to be extremely profitable, even when calf prices bottom out.

~ Kit Pharo

"People are very open-minded about new things — as long as they are exactly like the old ones."

~ Charles Kettering ~

THREE Fall Bull Sales

*Valentine, NE — October 22nd
Zanesville, OH — October 29th
Burlington, CO — November 7th*

- Over **500** Forage-Developed Solar Bulls
- Evaluated for Disposition, Thickness, Muscling, Masculinity, Fleshing Ability, Hair Coat, Fly Resistance and Much More
- Guaranteed Calving Ease
- FREE and Very Afford-a-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

ATTENTION...

Those who receive our weekly PCC Update emails will notice that much of our newsletter content was originally published in a PCC Update. Those who do not receive our weekly PCC Update emails should seriously consider doing so.

If you are not receiving our weekly PCC Updates, you are missing out on a tremendous amount of up-to-date, thought-provoking information — information that could have an effect on the future of your business. It is impossible to put even a fraction of that much information in our quarterly newsletters.

Times are changing. You can't expect the world to stand still just because you are not ready for change. Although I am reluctant to say it, I believe having an internet connection and an email address is no longer an option for a business. It is a necessity — and I don't care how old you are. It doesn't matter!

Send your email address, along with your name, to Tammy@PharoCattle.com

*This is the day the lord
has made; let us rejoice
and be glad in it.*

Psalm 118:24

Nebraska Bull Sale...

For the first time ever, we are forage-developing 135 Solar Bulls in Nebraska. Originally we had planned to sell those bulls at our Colorado Bull Sale. We have since changed our mind.

Our Nebraska Bull Sale is scheduled to take place in the cowboy town of Valentine, Nebraska, on Saturday, October 22nd. We love that part of Nebraska — and we have several customers in the area. If you would like to receive a catalog for this sale, call us toll-free at 800-311-0995.

Tighten Your Belt and Plan Ahead...

We have not seen a true bottom of a cattle cycle since 1996. That was 20 years ago. While most cattlemen whined and complained about the low prices, a few took advantage of the situation. There have always been more opportunities to advance in a down market than in an up market — but only for those who can break away from the status quo, herd-mentality way of thinking.

In 2012, we were receiving record-high prices for our calves. This continued in 2013 and 2014 as prices steadily increased. A 500-pound steer was selling for over \$3.00 per pound in 2014. WOW! This was totally beyond anything we could have imagined. Similar calves in 1996 were only worth 50 to 60 cents per pound. That is a difference of at least \$1200 per calf!



What goes up must come down. Cattle prices started their descent in 2015. At the writing of this article, a 500-pound steer was selling in the \$1.55 per pound range. Four years ago, we were very happy and satisfied with \$1.55 because that was higher than calf prices had ever been. The fact that \$1.55 is half what we were selling calves for two years ago, however, has many producers very concerned. I guess they thought prices would go up forever.

In the summer of 2014, Pharo Cattle Company started a series on “Whatcha Gonna Do with All That Money.” Do you remember? We knew cow-calf producers were going to have more disposable income than ever before. We gave several suggestions on what could and should be done with that extra money. We also warned that cattle prices would come down — and suggested producers use some of that extra money to get prepared for the future.

Many PCC subscribers and customers heeded our advice. In spite of decreasing calf prices, their profit per acre is increasing. That’s amazing! Unfortunately, most cow-calf producers are not prepared for what is happening. They are struggling — and cattle prices have not yet bottomed out. I assume they foolishly spent most of their extra money on the wrong things. They did not use the money to build a program and a cowherd that could increase their profit per acre.

It is not too late... for most cow-calf producers to make the necessary changes in their program and genetics. In other words, it is still possible for them to increase profits — even with much lower calf prices. Time, however, is of the essence! They need to tighten their belts and start making the *right* decisions. Those who are afraid to make the *right* decisions will eventually go out of business unless their cow-calf enterprise is being subsidized with outside money — which is often the case.

What has worked so well for the last 20 years will not work for the next 20 years. We are headed for the bottom of a cattle cycle. I don’t know where the bottom will be, but I’m afraid we still have a ways to go. The really scary part in all of this is the fact that as calf prices continue to fall, the cost of inputs will most likely continue to rise. Believe it or not, the cost for status quo producers to produce a calf has doubled in just the last 15 years. They made more money — but they also spent more money.

Most cow-calf producers need to STOP doing things the way they have always been done. It is time for change! Those who are the quickest to adapt and change will be in the driver’s seat. Those who are the slowest to change will get left behind or run over. The fact that most producers would rather fail than succeed if success requires change will provide HUGE opportunities for many PCC subscribers and customers. This excites me! I don’t have much sympathy for people who are too lazy and/or too afraid to think for themselves.

Those who want to increase their sustainable profit per acre need to start thinking in terms of production per acre — instead of per animal. They need to work with nature — instead of against nature. They need to implement proper grazing management — and they need to produce cattle that fit their environment, instead of artificially changing the environment to fit their cattle. Today’s tall, high-maintenance cattle will soon go the way of the dinosaurs.

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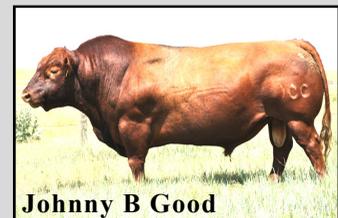
Cowboy Logic: *“The future ain’t what it used to be.”*

PHARO CATTLE COMPANY

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



Sneaky Pete



Johnny B Good



Meatball



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DPR

*Call or Email to receive a Catalog
for our three Fall Bull Sales
and/or AI Sire Directory*



Beral

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