



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

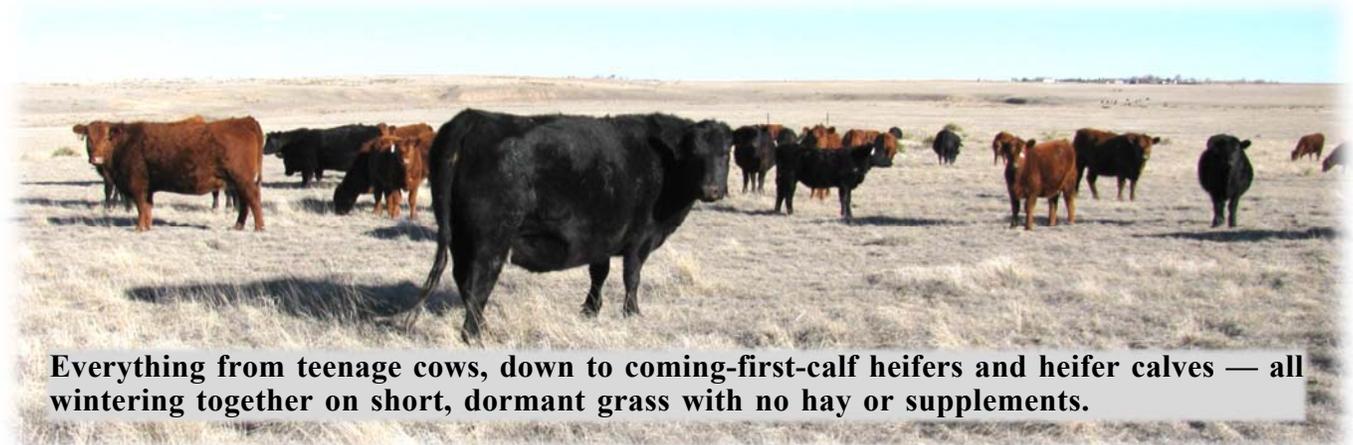
## *Developing Replacement Heifers...*

Enough articles and papers have been written about the proper way to select and develop replacement heifers to fill a large barn. Guess what? It's not that complicated. I don't know why we are so determined to complicate simple matters, but we are. Unfortunately, the more complicated we make things, the less profitable they become.

Weaned heifer calves that have been saved for replacement females will not generate any income for two years. Therefore, ranchers cannot afford to invest much money into their development. Rather than place them in a high-input, artificial environment, we need to treat them like the cows we hope they will become. They need to be out foraging for themselves, with little (or no) hay or supplements. If a heifer can't do this, she probably won't make an efficient and profitable momma cow.

We suggest you retain all of your heifer calves, rough them through the winter and expose them to a bull for a very short period of time. This system will allow only your most efficient and early maturing heifers to advance into the cowherd. Why not sit back and let the environment sort out your best replacement heifers? Do you really think you have the ability to do a better job? The heifers that fail to get bred can be treated as stockers and sold in the fall for a profit. If you have more bred heifers than you need, you won't have any trouble selling them for a good profit. There is always a huge demand for the right size and type of replacement heifers.

**Very profitable enterprise.** Although a few highly respected ranch consultants believe ranchers cannot afford to produce their own replacement heifers, I maintain this can be a very profitable enterprise — when properly done. Think about it... in just one year you can double the value of a heifer calf simply by turning her out with a bull. And, where else will you be able to find good replacement heifers that are adapted to your environment? Long-term success, however, requires three things: 1) using early-maturing, low-maintenance bulls, 2) working with nature and/or your forage resources, and 3) spending very little (or nothing) on hay and other inputs.



**Everything from teenage cows, down to coming-first-calf heifers and heifer calves — all wintering together on short, dormant grass with no hay or supplements.**

**Keep the pressure on.** Once your heifers are confirmed bred, they should be thrown in with your mature cows — if they are not already with the cows. They should receive no special care. If you are using genuine calving ease bulls, your heifers can be calved out with the mature cowherd. This will save time, labor and money. Treating heifers like the cows you hope they will become will continue to force the inefficient and unadapted females out of your program. Every heifer and cow should have to earn her place in the herd.

*"The first step to getting somewhere is to decide you're not going to stay where you are."*

~ J. P. Morgan ~

## THREE Spring Bull Sales

*West, TX — April 3<sup>rd</sup>  
Springfield, MO — April 6<sup>th</sup>  
Burlington, CO — April 17<sup>th</sup>*

- Over **500** Solar Bulls — Angus, Red Angus, Polled Hereford and Composites
- 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 Afforda-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

## Fall Sale Results...

We sold **315** ultra-low-maintenance, grass-developed bulls in our two fall bull sales (Colorado and Nebraska). These bulls averaged \$4900 — with a range of \$2000 to \$12,250. As expected, our customers were willing to pay a premium for disposition, calving ease and fleshing ability.

We sold and delivered bulls into 25 different states. Eighteen bulls were sold to customers in Canada, Australia and Mexico. Forty percent of the bulls were purchased by Stay-at-Home bidders. With our unique Quick Sort program, bull videos and bull delivery, we make it easy for our customers to purchase bulls without leaving home.

Worldwide demand for our unique Solar Bulls continues to increase at an unprecedented rate. Profit-minded producers know the future belongs to those who are able to successfully transition to an ultra-low-input (high-profit) program with efficient, low-maintenance cows that can increase pounds and profit per acre in all environments.

Pharo Cattle Company offered a Drought Discount at both of our fall bull sales. This allowed our customers to receive up to a 10% discount on all the bulls they purchased. No one else in this industry would even consider doing something like this. We gave out nearly \$20,000 in drought discounts.

**Afforda-BULL...** One-fourth of the bulls in our fall sales sold for \$3500 or less. We think that is very affordable — especially when you consider our bulls can breed *more cows* for *more years* than bulls coming out of other programs. You are pretty much guaranteed to get more than your money's worth with a PCC bull — and they come with a One-Year Guarantee.



## Ten Steps to Double Your Profits...



In a ten-year period, the average cow-calf producer is nothing more than a breakeven producer. That's just the way it is in this business. Is breakeven good enough for you? Producers who desire to be much better than average will need to make some major changes. Let's review the 10 steps required to get on the right road. The sooner you take the first step, the sooner you will reach your destination. These steps are not difficult — but they will require a paradigm shift for average producers.

- **Step 1.** Focus on pounds and profit per acre — instead of per animal. There is a BIG difference. Trying to increase pounds per animal will always have a negative effect on your profits. The status quo beef industry has been focused on the wrong thing for over 40 years.
- **Step 2.** Purchase low-maintenance bulls that will produce cows that fit your environment. This is much easier and much more profitable than artificially changing the environment with expensive inputs to fit your high-maintenance cows.
- **Step 3.** Increase stocking rates by over 30% with the right size and type of cows. Smaller, more efficient cows will always produce more total pounds per acre — and those pounds will always be worth more per pound. Stocking rate affects profitability, or lack thereof, more than anything else.
- **Step 4.** Utilize rotational grazing to increase forage production and stocking rates by another 50 to over 200 percent. Once again, nothing is more important than stocking rates.
- **Step 5.** Do more grazing and less feeding. The easiest money you will ever make is the money you don't spend — and that money is tax-free.
- **Step 6.** Remember you are in a solar energy-based business — not a fossil fuel-based business. You don't need much in the way of vehicles, tractors and equipment. Let your cows do the work for you.
- **Step 7.** Work with nature — instead of against nature. This can easily increase profits by \$50 to \$100 per cow.
- **Step 8.** Use calving ease bulls to reduce death loss, decrease labor, increase enjoyment, increase conception rates and shorten your calving season.
- **Step 9.** Use genetics to fix problems — instead of spending money on chemical, technical and mechanical solutions that won't last. Parasite problems are a perfect example of this.
- **Step 10.** Stop associating with whiners, complainers and blamers. In addition to associating with people who are very positive and profitable, you need to be careful about what you read. Most of the information that is being circulated is focused on increasing production per individual animal. That is what put us on the wrong road in the first place.

Cow-calf producers who have taken these steps are two to four times more profitable than the average cow-calf producer. They have also substantially increased their enjoyment and improved their lifestyle. Consequently, they have an operation that the next generation is anxious and excited to become involved in. Agriculture must be *both* Profita-BULL *and* Enjoya-BULL to be Sustaina-BULL!

**You can do it!** These very successful producers have done nothing that cannot be done by others. Believe it or not, some of these producers did not inherit anything. They created their phenomenal success from scratch — simply by following the 10 steps listed above. You can do the same thing — but you won't go anywhere until you take the first step.

*“The journey of a thousand miles begins with one step.” ~ Lao Tzu*

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**Cowboy Logic: “Think small. Big ideas upset people.”**

### **Another New Year...**

I always welcome a new year with anticipation and excitement. I never know what is going to happen — but that doesn't stop me from thinking and planning ahead. I believe the new year will be what we make of it.

According to CattleFax, 2017 was the second best year of accumulated profits on record — for all segments of the beef industry. This was the result of strong domestic and global demand for beef.

Cattle markets will begin the new year with sound fundamentals. However, Cattle-Fax expects prices to average a little lower on all classes of cattle in 2018. They also expect the volatility we have experienced the last three years to continue.

Another potential challenge for 2018 is the possibility of expanding and prolonged drought conditions. We have no control over the weather, but we can create plans to deal with it.

**We Wish You and Yours a Very Happy and Prosperous New Year**

### **Where's the BEEF...**

The beef industry's 40 years of incessant selection for more frame, more growth and more milk has created tall, slab-sided, flat-muscled, hard-keeping bulls that resemble solid-colored Holstein steers. Where's the BEEF?



**Pharo Cattle Co.  
has the BEEF!**



Call 800-311-0995 to request a catalog for our three spring bull sales.

### **Weekly Emails...**

If you would like to receive our FREE weekly updates and devotions, send your request to Bulls@PharoCattle.com.