



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

## *Ranching Doesn't Have To Be A Crapshoot....*

There is an old adage that says, "Farming and Ranching are always a gamble." Admittedly, some of the factors that affect profitability involve elements of chance — like the weather and market prices. If you were a professional gambler, you would develop a system to help you beat the odds. I know many cow-calf producers who have essentially done the same thing. They have a system that enables them to beat the odds.



The definition of crapshoot is something that is risky, uncertain and unpredictable. This very well describes what most cow-calf producers are currently dealing with. The odds of losing money are greater than the odds of making a profit. Although the odds are against them, they continue to do things the same way they have always done them. They continue to follow the status quo, herd-mentality way of thinking. If they don't make a paradigm shift and adopt a system to beat the odds, they will eventually lose all they have. It's just a matter of time.

**The first step** in developing a system to beat the odds is to STOP focusing on increasing production per animal. The beef industry has spent the last 40 years focused almost exclusively on increasing production per animal. This has done nothing but create big, high-maintenance cows that do not fit their environment. The only way to keep these big cows in production is to reduce stocking rates and to increase supplemental feeding. Instead of focusing on increasing production per animal, we must focus on increasing production and profit per acre.

As production per animal goes up, production and profit per acre go down. When production and profit per acre go down, producers are in a crapshoot situation. The only time they can be profitable is when they receive adequate rain and when calf prices are high. What are the odds of that happening? We can beat the odds and increase production and profit per acre simply by increasing stocking rates with low-maintenance cows. Smaller cows will always produce more pounds of beef per acre — and those pounds will always be worth more per pound.

Another way to increase production and profit per acre is to utilize some form of rotational grazing. Properly done, this will enable you to make the most of every ray of sunshine and drop of rain that falls on the land you control. Don't forget you are in a solar energy-based business — not a fossil fuel-based business. And don't forget the amount of rain you receive isn't nearly as important as the amount of rain you utilize. Many PCC customers have increased production per acre by 50 to well over 200 percent through proper grazing management. That's a BIG deal!

**The second step** in developing a system to beat the odds is to lower your cost of production by reducing and eliminating inputs and expenses. Produce the right kind of cow — and let her be a cow. There is a reason cows come equipped with four legs and a mouth. I have asked several long-time PCC customers about their cost of production. Most of these producers have a cost of production that is half what the national average is. If need be, they could sell their calves for half what their neighbors sell their calves for — and still make the same profit their neighbors make.

**If you want to take it a step farther**, you can get out of the commodity business and sell a product. Many PCC customers, for example, produce and market grass-finished beef. While the demand for conventional beef has been struggling, the demand for grass-finished beef has been increasing. While the price of grain-fed animals is about half what it was three years ago, the price of grass-finished animals has increased during the same time period. Keep in mind, though, that you cannot produce grass-finished (marbled) beef with status quo, high-maintenance genetics.

Ranching doesn't have to be a crapshoot. It should be both enjoyable and profitable, year in and year out. Most PCC customers have developed a system to help them beat the odds, as well as to enjoy what they are doing. This system enables them to be very profitable, while most producers are struggling just to break even.

*"Some folks are wise, and some are otherwise."*

~ Tobias Smollett ~



*Valentine, NE — October 28<sup>th</sup>  
Burlington, CO — November 6<sup>th</sup>*

- **330** 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 Afford-a-BULL Delivery

*Call or Email to receive a Sale Catalog*

**THE  
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NEWSLETTER**

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

**Call or Email for a Free Subscription**

***NO Fat Bulls...***

***NO Pampered Bulls...***

***NO High-Pressure***

Are you tired of buying over-fed bulls from pampered seedstock herds at hyped up, high-pressure auctions?

Our bulls were produced by some very efficient, moderate-sized cows that have never been pampered. They have been developed slowly and naturally on grass. They will NOT melt or fall apart when you take them home.

These coming-two-year-old bulls will be sold in their work clothes at our unique, low-pressure Cowboy Auction. We hope you will make plans to attend one of our fall bull sales.

***Weekly Emails...***

If you would like to receive our FREE weekly updates and devotions, send your request to [Tammy@PharoCattle.com](mailto:Tammy@PharoCattle.com).

***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.

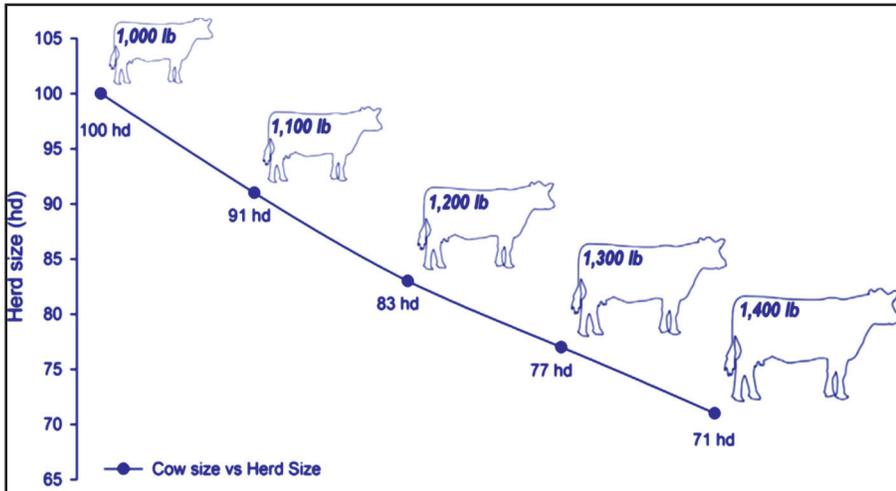
◆ Our grass-developed bulls do not require much in the way of winter feed and care. In most cases, you can run them with your older bulls. Don't be surprised if your young PCC bulls come through the winter in better shape than your older, non-PCC bulls.

◆ 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 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 fuel. Talk to your tax advisor about the Section 179 Expense.

Pounds per Acre Increase Profits ↑  
Pounds per Animal Decrease Profits ↓



## Pharo Profit Queen 10-Year-Old Cow



Ultra-Low-Maintenance  
3-Frame - 1125 Pounds

*Stocking Rate affects Profitability more than anything else.*

**Check Out Our NEW Website — [www.PharoCattle.com](http://www.PharoCattle.com)**

## *Don't Make The Wrong Things Easy...*

By Kit Pharo

The older I get, the more I have to remind myself to not make the wrong things easy. If I make the wrong things easy, it will become more and more difficult to stay in good physical condition. For example, it is good I have to walk down a flight of stairs to go to my office, and it is good I have to walk up a different flight of stairs to go to my bedroom. It is also good that I hike to and from the river to go fishing — when I could take a 4WD side-by-side most of the way. Allow me to share another example to which most of you can relate.

When I began my ranching career in the 1980s, nearly everyone put up and fed small square bales — the kind that weigh 60 to 100 pounds. Most of these bales were loaded and stacked by hand. They were also unloaded and stacked by hand. When feeding cows in the winter, these bales were loaded and fed by hand. All of this was hard work. One would think long and hard before overfeeding the cows. Some were inclined to figure out ways to enable the cows to do more grazing. People who are a bit lazy tend to be very innovative.

Some innovative person somewhere created a machine that put hay up in big round bales — the kind that weigh 1000 to 2000 pounds. These new balers required Mr. Farmer to purchase a bigger tractor. Of course, these bales were much too big to handle by hand, so Mr. farmer had to purchase more equipment to get the bales out of the field. How was Mr. Farmer going to feed these big bales? He had to purchase a hydraulic bale bed for his pickup and/or a bale processor of some sort.



All of a sudden, overfeeding cows is easy and enjoyable. All Mr. Farmer has to do is remove the strings. So what's the downside? He made the wrong thing easy. Mr. Farmer owns a lot of depreciating equipment and is struggling to make a profit. The difference between the least profitable ranchers and the most profitable ranchers is most often the amount of hay they feed. Mr. Farmer could have spent a lot less money to devise a rotational grazing system that would permanently eliminate most of his hay feeding. Jim Gerrish, grazing consultant and author of a book called *Kick the Hay Habit*, says, "The more iron and oil you put between the sun and a cow's mouth, the less profitable you will be."

## **Low-Maintenance, Grass-Developed Bulls**

**keep going, and going, and going...  
and going, and going, and going, and going...**



***Tough Times* won't last — but *Tough Bulls* will**

***"All of the bulls we have purchased from you are still going strong. The oldest two are coming nine years old."*** (Eddie Abraham — Texas)

***"The grass-developed bulls I purchased from you are great! During an extreme drought, they gained weight."*** (Dan Flitner — New Mexico)

***"You said your bulls could gain weight during their first breeding season — and they did. That's why we keep coming back to your sale."*** (Larry Gilstrap — Colorado)

***"The 12 bulls we purchased from you are very aggressive breeders — and they held their condition better than our older bulls."*** (Ed Weppner — Wyoming)

***"My forage-tested Pharo bull is able to stay fat on nothing but grass."*** (Keith Boulden — North Dakota)

***"I believe I am the farthest ranch north of the US border to have PCC bulls. My PCC bulls gained weight last winter on an all-forage diet. The temperature often dropped to 55 degrees below zero."*** (Tom Thompson — Alberta, Canada)

***"We have purchased 55 grass-developed PCC bulls over the years, and none of them lost weight during their first breeding season. They stay fat year-round." (Grover Thompson — Nebraska)***

***"My Pharo bull has survived the drought quite well. I am very impressed with how he continues to put on weight and condition." (Bob Arntz — Missouri)***

***"I just sold my first PCC bull at age 12. He bred around 50 cows every year and always stayed in great shape." (Dan Temaat — Kansas)***

***"After a severe winter, our Pharo bulls are in much better condition than our other bulls. From now on, we will use nothing but Pharo bulls." (Gary Howie — South Dakota)***

***"We put our new PCC bull in with our heifers and he bred 47 head in 21 days — all by himself!" (Kathy Kissack — Wyoming)***

***"I couldn't agree with you more about PCC bulls being able to breed more cows for more years than other bulls. I put my two grass-developed bulls out with 60 to 70 cows each — and they did great!" (Delvin LaDuke — North Dakota)***

***"The ability of your bulls to breed a large number of heifers in a short period of time has greatly improved my profitability." (John Nino — California)***

***"Your bulls have proved themselves so well that we have been able to reduce the total number of bulls we use by 17 bulls." (Jim Espy — Wyoming)***

***"I put our newest forage-tested PCC bull out with 60 heifers, knowing he wouldn't settle all of them. He settled 59 of the 60 — while gaining weight!" (Howard Knuppe — South Dakota)***

***"Our new PCC bull bred 50 spring calvers in 100 degree, 80% humidity weather, as well as 24 fall calvers and he never lost a bit of condition. (Ben Comerford — Georgia)***

***"We have never had bulls hold their flesh year in and year out as well as PCC bulls do." (Ron Crum — Montana)***

## Drought Discount...



You won't find anything like this anywhere else. Pharo Cattle Company likes to find unique and different ways to help our customers. The current drought has been tough on many PCC customers. Because we understand the situation, we want to provide some encouragement, as well as some monetary assistance.

We will be offering a Drought Discount at both of our fall bull sales. You can receive up to a **10% Discount** on all the bulls you purchase — based on the severity of the drought in *your* area. This is our way of helping you make the best of a bad situation.

**Our Drought Discount** will be based on the *U.S. Drought Monitor Map*. It shows five levels of drought from “Abnormally Dry” to “Exceptional Drought.” Each level of drought is worth a 2% Discount. We will share a link to the *U.S. Drought Monitor Map* in our weekly PCC Updates.

## PCC Star Ratings...

Pharo Cattle Company provides star ratings for the following traits on all of our sale bulls. A 5-star rating is the best — with 3-star being about average. The only exception is calving ease, in which our 2-star calving ease bulls are breed average for Angus and Red Angus. In other words, that is what everyone else is selling. The majority of our bulls have 4 and 5-star calving ease.

- Disposition
- Calving Ease
- Fleshing Ability
- Longevity
- Thickness
- Low Maintenance
- Muscling
- Hair Coat
- Masculinity
- Fly Resistance

**No one else** in this business has even attempted to provide you with as much useful information as we do.

To help you utilize this information, we created our unique Quick Sort program. In addition to taking most of the guesswork out of buying bulls, this program will save you hours of time and frustration. Once you have identified the bulls that meet your specific needs, you will be able to watch a short video clip of each of those bulls. Helping you is our business — and we take it very seriously.

**Call or Email to receive a Sale Catalog**

## 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 40 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 — on the same acres. 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 Dickenson, 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.

## One-Year Guarantee...

Our 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. Even so, problems can and do occur. That is why we are offering a **One-Year Guarantee** on all the bulls selling in our two fall bull sales. Now you are covered.

## Opportunities To Advance...

By Kit Pharo

There is reason to believe we have not yet seen the end of herd expansion or the bottom of this cattle cycle. From the status quo perspective, things will get worse before they get better. From the Herd Quitter perspective this will provide opportunities to advance.

Opportunities to advance will only come to those who create them. They will come by choice — NOT by chance!

**There have always been** more opportunities to advance in a down market than in an up market. Many of the opportunities, unfortunately, will come at the expense of those who are unwilling to think for themselves. That is their choice. We still believe there will be more opportunities to advance in the next two or three years than there were during the last 20 years — but only for those who are prepared.

## Low-Maintenance Cows...

For 25 years, we've talked about Pharo Cattle Company's low-maintenance cows. We have shown how we compare to status quo seedstock producers. Although there really is *NO* comparison, we're afraid many of our subscribers don't fully understand the true value of this trait. Growth and reproduction simply cannot take place until maintenance requirements have been met. Low-maintenance cattle can do the most with the least in *ALL* environments!



10-year-old, low-maintenance, 3 to 4-frame PCC cows stay this fat even during a severe drought — 30 days post calving.

**We are light years ahead** of nearly everyone else in this business. Sooner or later, *all* cow-calf producers will be forced to produce easy-fleshing, grass-efficient cows with low maintenance requirements — *or* they will be forced out of business. Why not get a head start on everyone else? High-maintenance cattle will eventually go the way of the dinosaurs.

## What Is A Composite?

Although we have been breeding and selling Composite cattle for 30 years, we realize this may be a relatively new concept for some of you. A Composite is nothing more than a synthetic breed comprised of two or more breeds. The strengths that exist within the different breeds are combined to form a new, superior breed.

Our Composite cattle were specifically designed to provide the right genetic combination to fit many different environments and production goals. They are 25 to 50 percent Continental breeding (Tarentaise, Simmental and/or Gelbvieh), 25 to 75 percent Red or Black Angus, and 0 to 25 percent Hereford. They can be red or black in color.



**Keep it simple.** If you would like all the advantages of hybrid vigor and breed complementarity without all the problems and headaches involved in managing a crossbreeding system, you should consider using our Composite bulls.

**PHARO CATTLE CO.**  
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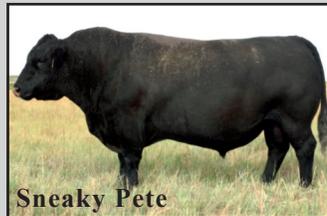
Dare to be a Herd Quitter

**Cowboy Logic:** *“If you’re tired of eating dust, stop following the herd.”*

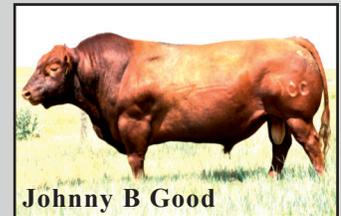
## PHARO CATTLE COMPANY

Efficient, Easy-Fleshing,  
Moderate-Sized, Low-Input,  
Grass-Based Genetics

— with Calving Ease —



Sneaky Pete



Johnny B Good



Herd Quitter



Pledge



DPR

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



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