



We do what we do to help make ranching great again.

## *Crazy Times in a Crazy World —*

By Kit Pharo

I have inhabited this world for most of seven decades — and I do not remember a time as crazy as the current times! Just when I think the world can't get any crazier, it does! I wonder what my grandparents would think if they could be brought back to life and translocated to the year 2021. Just ten years ago, no one could have imagined some of the things we are experiencing today.

**I don't know where to begin...** What about this Covid pandemic? Did you ever, in your wildest dreams, think you would see billions of people around the world wearing face masks? This still freaks me out when I visit the city! Some wear a face mask when driving alone in their car or when hiking alone on a wilderness trail. That's a little Crazy!

Many people in politics and the news media have taken advantage of this Covid pandemic. As crazy as it seems, it became okay to destroy private and public property while rioting in the streets without masks — but it was not okay to enjoy a meal out with your family at a local restaurant. Instead of allowing us to use our own common sense, the powers that be thought it best to enact unconstitutional laws to protect us from ourselves. Crazy!

What about Black Lives Matter, a Marxist organization known for instigating riots, being nominated for the Nobel Peace Prize? That takes Crazy to a whole new level!

As far as I am concerned, the only thing crazier than a gender-confused man or boy is allowing gender-confused men and boys to compete in women's and girl's sporting events. Now, it seems we also have to provide special bathrooms for our confused friends — or allow them to use whatever bathroom they feel like using. Crazy!

Today's political world is crazier than it has ever been in my lifetime! There is a crazy movement toward socialism and communism. Election fraud now seems to be acceptable. It doesn't get much crazier than trying to impeach someone who is no longer in office — because the purpose of impeachment is to remove someone from office. On top of all this, our crazy government (spelling intended) continues to recklessly spend more and more money it doesn't have. Crazy!

What about the crazy news media? We really have no place to go to get the latest news about anything of importance. All we can get is opinions about the news. We are able to get liberal opinions or conservative opinions. We are able to get fake news and lies — but we are unable to get some real news without any political slant. I have pretty much stopped watching all news. It's not that I don't want to be informed; I'm just sick of being misinformed. Crazy!

**When I dwell on all the craziness** in the world around me, I usually get angry. Sometimes I get depressed. I know some people who are totally obsessed with all of this craziness. They get mad when they watch the news — but they can't stop watching the news. They do not appear to be very happy or productive. I'm sure this can't be good for their health.

I'm as upset as the next guy — but I refuse to allow this craziness to ruin my life. I refuse to allow this craziness to keep me from living a happy, productive and rewarding life. I refuse to waste time fretting and fussing over things I have no control over. However, if and when I can make a difference, you won't have to ask me twice to get involved.

I hope and pray more and more people will start thinking for themselves and see all of this craziness for what it really is. It's just a matter of time. Then, and only then, will we be able to start eliminating some of this craziness.



*"Success is a journey,  
not a destination."*

~ Ben Sweetland ~

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### THE PHARO CATTLE COMPANY NEWSLETTER

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Pharo Cattle Company  
44017 County Road Z  
Cheyenne Wells, CO 80810

Editor: Kit Pharo

Phone: 800-311-0995

Email: [Kit@PharoCattle.com](mailto:Kit@PharoCattle.com)

Website: [www.PharoCattle.com](http://www.PharoCattle.com)

*Our Mission: Help ranchers put more  
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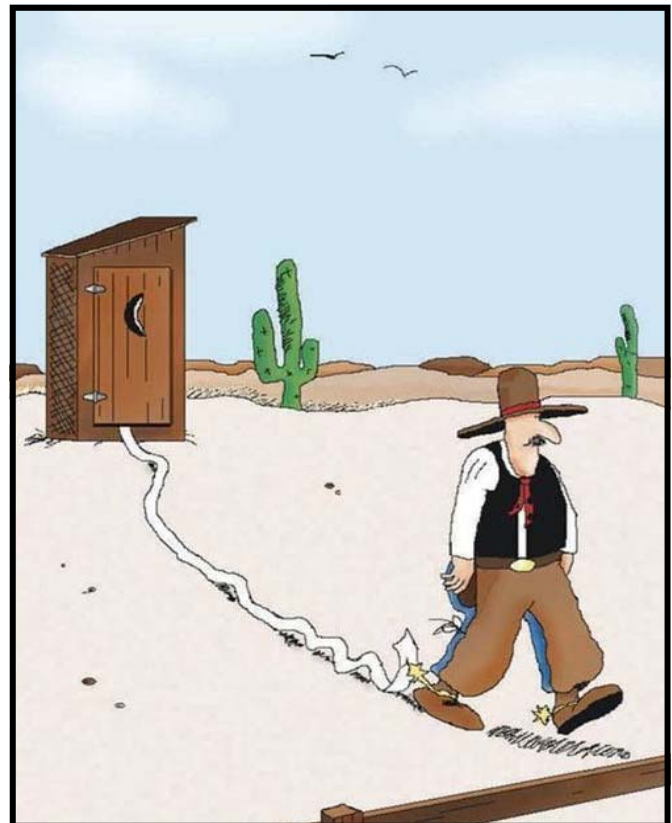
**AMERICA**  
designed by geniuses  
NOW run by idiots

### *Drought Discount —*

With the ongoing drought, we pulled our Drought Discount off the shelf and dusted it off for our fall bull sales. This allowed our customers to receive up to a **10% Discount** on all the bulls they purchased. We gave out a total of **\$95,000** in Drought Discounts at our three fall bull sales.

If anything, the drought seems to be expanding — especially in the western half of the US. Therefore, we will keep our Drought Discount in place for our three spring bull sales. There are five levels of drought. The lowest level is good for a 2% Discount. The highest level is good for a 10% Discount.

Google US Drought Monitor Map and see what level you are in.



Nerds of the Old West

## Spinning Your Wheels —

By Kit Pharo

Study the bull sale advertisements in any beef publication and you will quickly see that nearly all of the bulls being offered have been bred and selected to help you increase your production per cow (weaning weight). This has been the primary focus of the beef industry for over 50 years. Seedstock producers continue to select for higher and higher growth EPDs, and for bigger and bigger weaning weights.

Seedstock producers have been able to increase their weaning weights because they are willing to spend whatever it takes to get the results they want. They can justify spending the extra money because commercial producers like you are willing to pay big bucks for their fat, overfed, high-input bulls. This is a ruse many seedstock producers have mastered.

**Here's the rub...** According to university research, there has been *NO significant increase in weaning weights* in commercial cowherds since 2001. Commercial cow-calf producers cannot justify spending extra money to get the results they were promised because they never get paid enough for those extra pounds to cover the cost of the extra pounds.

As a result of the beef industry's incessant selection for bigger and bigger weaning weights, cow size has increased 40% in the last 50 years. This increase has been gradual enough that it went unnoticed by most cow-calf producers. Noticed or not, the increase in cow size is real! This increase in cow size has resulted in lower stocking rates, higher production costs and reduced profits.

Allow me to spell this out for you... While cow size has continued to increase for the last 20 years, weaning weights have remained the same. Cow-calf producers are spinning their wheels. Forward progress is no longer possible. They are spending more to get less. This should come as a rude awakening — and it should create a change in thinking! Unfortunately, change comes mighty slow to cow-calf producers. Sometimes, it comes too late to do any good.

**While everyone else** has been focused on increasing production per cow (weaning weight), Pharo Cattle Company has been focused on helping you increase production per acre — which is much more profitable! Increasing production per acre involves a substantial increase in stocking rates with moderate-sized, low-input cows that can wean a higher percent of their own body weight.

Many cow-calf producers, however, are reluctant to use our low-maintenance bulls because they're afraid their weaning weights will decrease. That's a valid concern — but just the opposite usually takes place. It's not uncommon for our customers to produce bigger calves with our low-maintenance bulls than they were producing with the high-growth bulls they had been using. This happens because calves sired by our bulls do a much better job of fitting the environment. We won't cheat you on pounds; we will just put those pounds in a different package.

**As time goes on...** our customers are able to replace their big, high-maintenance cows with smaller, low-maintenance cows. Most producers are able to increase their stocking rate by over 30% with the right size and type of momma cows. Although these smaller cows will be weaning smaller calves, they will be producing substantially more pounds per acre — and those pounds will be worth more per pound. More pounds that are worth more per pound seems like a no-brainer!

## No Shortage —

As you are studying all the bull sale ads in all the beef publications you receive, you will also notice there will be no shortage of fat, overfed, high-input Diesel Bulls to choose from this spring.

**Most will be guaranteed** to melt and fall apart when you take them home. Most will be guaranteed to produce late-maturing, hard-keeping replacement females. Most will not increase your weaning weights because their calves will not fit your environment. Most will cost much more than they are worth!



## ***Make Ranching Great Again —***

Ranching has always been a highly respected occupation. From the outside, the lifestyle appears to be quite romantic. Many look at what we do with envy. Most outsiders consider ranching to be a great way to make a living. Those who are “living the dream,” however, often have a little different perspective.

The average age of cow-calf producers in the US is over 60. For most occupations, that is nearing retirement age. What does that say about the health of our industry? It’s not good! If ranching is such a great way to make a living, why isn’t the next generation coming back to the ranch? The next generation has watched parents work relentlessly, often with jobs in town, just to get by. There isn’t enough profit or enjoyment on most of today’s ranches to keep the next generation at home.

**Our mission here at Pharo Cattle Company** has always been to help ranchers put more fun and profit into their business (see bottom of page 2). This is what motivates and drives us! This is what gets us out of bed in the morning! A business must be both profitable and enjoyable to be long-lasting and sustainable. In the last 30 years, we have seen several ranchers go from just getting by to getting ahead — way ahead! Once you see and understand what is possible, it’s impossible not to share those possibilities with all who will listen.

While most cow-calf producers are struggling to make a decent living, others are making a great living and are in the process of building wealth. They know what it takes to Make Ranching Great Again! In a word, it takes CHANGE! You cannot keep thinking what you have always thought and you cannot keep doing what you have always done. Change can be scary — but it’s necessary. Nothing stays the same. The present is different from the past and the future will be different from the present. That’s one of few things you can count on!

**Much has changed in the last 50 years** — and yet, most of today’s cow-calf producers are thinking and operating as if nothing has changed. How long will that last? Sadly, it appears some would rather fail doing what they’ve always done than succeed if success requires change. The first change most producers need to make needs to take place between their ears. Once they make that change, they will wonder why it took so long. From that point forward, all of the other changes will seem remarkably easy!

In the 30-plus years Pharo Cattle Company has been in business, nothing has been more exciting and more rewarding than watching cow-calf producers turn the corner from just getting by to getting ahead. It was very slow at first — but that’s changing. We’ve seen more producers “turn the corner” this past year than in the previous 10 years. This motivates us to be even more committed to do what we can do to Make Ranching Great Again!



***“But God demonstrates his own love for us in this: While we were still sinners, Christ died for us.”***

Romans 5:8

### ***Pharo Cattle Australia —***

We are excited to announce that we will be hosting our 3<sup>rd</sup> Annual Australia Bull Sale on **May 20<sup>th</sup>**. We will be selling 80+ grass-developed bulls. If you live in Australia and if you would like a sale catalog, send your request to [Bulls@PharoCattle.com](mailto:Bulls@PharoCattle.com).

### **Can’t Make the Sale?**

If you cannot attend any of our Spring Bull Sales, we suggest you request a catalog and take advantage of one of our Stay-At-Home options, as well as our Bull Delivery Service.

**It’s not unusual** for well over 50% of our bulls to be purchased by customers who do not attend a sale. Last spring, we were forced to sell **100%** of our bulls to customers who did not attend a sale. This demonstrates the confidence our customers have in our program and our bulls. We delivered those bulls to customers in 32 different states, from coast to coast and from border to border.

**Call: 800-311-0995**

**Email: [Bulls@PharoCattle.com](mailto:Bulls@PharoCattle.com)**

## The Hidden Problem with... Testing Bulls for Feed Efficiency —

By Kit Pharo

More and more seedstock producers are using GrowSafe equipment to measure and compare feed efficiency in the bulls they sell. On the surface, this seems like a very simple and accurate way to test and compare animals for feed efficiency. There is one very important fact, however, that most people totally ignore. This fact throws a big monkey wrench into the entire process of testing bulls for feed efficiency.



**FACT: Producing a pound of Fat requires 2.5 times more feed than producing a pound of Muscle or Bone.**

As a result of this fact, all feed efficiency tests that measure intake and gain will heavily favor tall, lean, late-maturing animals that lack the propensity for fleshing ability. They perform best in a test like this because they are gaining pounds of muscle and bone — instead of fat. Fat deposition, for the most part, won't begin until they are older and bigger.

In contrast, moderate-sized, early-maturing, easy-fleshing animals will appear to perform very poorly in a test like this because they stop growing up and start storing up energy in the form of fat at a much younger age. Since it takes 2.5 times more feed to produce a pound of fat than it does to produce a pound of muscle or bone, these bulls will have a much lower rate of gain.

**Terminal or Maternal...** Testing bulls for feed efficiency makes sense if you have a terminal program in which *all* of your calves are sent to the feedlot — and no heifers are kept as replacements. However, if you produce your own replacement females, buying bulls that performed well in a feed efficiency test will do more harm than good.

If you produce your own replacement females, you need moderate-sized, early-maturing animals that are very easy fleshing. Fertility is more a function of fleshing ability than of anything else. Reproduction cannot take place until the heifer or cow is storing up energy reserves in the form of fat. Fat deposition is critical in this business!

### Are You Tired... of Buying Bulls that Fall Apart?

If you are tired of buying bulls that fall apart when you take them home, you need to STOP purchasing high-maintenance bulls that are developed (fattened) on a high-energy ration.

High-maintenance bulls require too much feed to stay in decent condition. Fat bulls have nowhere to go but down. They will do good just to make it through their first breeding season.

Pharo Cattle Company specializes in thick, easy-fleshing, low-maintenance bulls that are developed *without* grain. They won't be as big or as fat as everyone else's bulls, but they will not melt and fall apart.

Because of the way our bulls have been bred and developed, they can breed *twice as many cows for twice as many years* as bulls coming out of other programs.

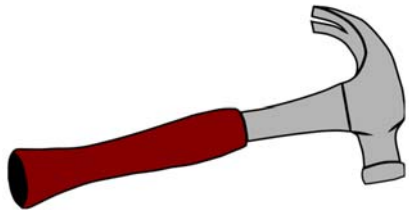


**PHARO CATTLE CO.**  
44017 County Road Z  
CHEYENNE WELLS, CO. 80810

PHONE 800-311-0995  
E-MAIL Kit@PharoCattle.com  
Tyson@PharoCattle.com  
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**Cowboy Logic: “Nothing is impossible with the right attitude — and a hammer.”**

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