



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

Make Your Dreams Come True —

By Kit Pharo

Please take a moment to seriously consider this question: “*What would you attempt to do if you knew you could not fail?*” This simple question, originally posed by Robert Schuller, was meant to inspire us to make our dreams come true.



Now, I encourage you to list some of the things you would do if you knew you could not fail. Once you have done this, I challenge you to pick one of those things and DO IT! Make it happen! What have you got to lose? What’s the worst that can happen?

Don’t make excuses. Don’t be afraid of failing. Fear of failing often prevents us from doing things that could be life-changing. We were taught that failure is the opposite of success — but it’s not! Temporary failure is often an essential part of success.

Here is another question I want you to answer: “*What’s the one thing you want to do that you have not done?*” If I had a nickel for every time I’ve heard someone say, “*I have always wanted to do such and such,*” I would have a truckload of nickels.

Ordinary people can do extraordinary things. To do so, however, requires that we stop thinking and acting like ordinary people. We need to think BIG and dream BIG — and we need to be willing to step out of our comfort zone.

This article was written to push ordinary people out of their comfort zone and to challenge them to make the most of their life — before it’s too late. Time slows down for no one. The fewer regrets you have, the happier you will be.

I am, by no means, an expert on this — but I have always been a highly driven and motivated individual. I am not afraid to dream big. I set goals and I do what is required to make them come to fruition. There is no reason you can’t do the same thing.

It is not enough to have a dream. You must also have a plan — and you must be willing to put your plan into action. Most people have dreams that appear to be too big to reach — so they give up before they ever get started. That’s such a tragedy!

One Bite At a Time —

By Kit Pharo

How do you eat an elephant? One bite at a time. It is impossible to eat an entire elephant at one sitting. Likewise, you need to break your big goals down into smaller goals that are not difficult to achieve. One bite at a time.



Much of what I have accomplished in my lifetime is the result of breaking my big goals down into smaller goals that could be achieved in two months or less. One bite at a time. If you continue to do this, your big goal will eventually become a reality. Then, you can start working on your next big goal — one bite at a time.

*"A man is not old until regrets
take the place of dreams."*

~ John Barrymore ~

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Spring Sale Results —

We sold **455** low-input Solar Bulls in our Missouri, Texas and Colorado spring bull sales for an average price of \$5840 — with a range of \$2500 to \$25,000. As expected, our customers were willing to pay a premium for disposition, calving ease, fleshing ability and grass efficiency.

We sold and delivered those bulls into 32 different states and Canada. Nearly 50% of the bulls were purchased by Stay-at-Home bidders. With our unique Quick Sort program, bull videos and delivery options, we make it easy for customers to purchase bulls without leaving home.

Price-Rollback Sale. We sold another **50** bulls in our unique Price-Rollback Sale in early June. These bulls averaged \$3720, with a range of \$2000 to \$7000. They were sold to customers in 10 different states. Our Price Rollback Sale lasted one week. Prices on the unsold bulls were reduced (rolled back) \$500 every day until all of the bulls were sold.

Exciting Times —

While most cow-calf producers are struggling to make a decent living, others are making a great living and are in the process of expanding their business and/or building wealth. What's the difference?

The profitable producers know what it takes to *Make Ranching Great Again*. It takes CHANGE! If you want to get ahead, you cannot keep thinking what you have always thought and you cannot keep doing what you have always done. Nothing stays the same!

In the 30-plus years we have been in this business, nothing has been more exciting and more rewarding than watching cow-calf producers turn the corner from just getting by to getting ahead — way ahead! We've seen more producers turn this corner in the last year than we saw in the previous ten years. This is exciting!

If you have not already done so, NOW would be a great time to join this movement. It is always better to make the necessary changes *before* you have no other options. Take control of your life and make things happen.

Beware of Inflation —

It appears the Biden administration is leading the U.S. into a period of Stagflation, which combines high inflation with low economic growth. This looks like a redo of the late 1970s when Jimmy Carter was president.

Inflation is a silent thief. It'll quietly reduce the value of your savings while no one is looking. For example, if you had put \$1000 in your sock drawer 50 years ago (1971), it would purchase less than 15% of what it would have purchased in 1971. In 50 years, you lost over 85% of your purchasing power!

Prepare for much higher inflation for the next five to ten years. Gasoline is already 50% higher than it was just one year ago. In the long run, however, inflation may be the least of our concerns. I'm afraid the world, as we know it, could change overnight. Be prepared!

Dud Bulls and Shy Bulls —

By Kit Pharo

I often have customers call me up to tell me they have a dud bull. A dud bull is a bull that is not interested in breeding cows. While cows are riding one another and at least one cow is obviously in standing heat, the bull will be lying down calmly chewing his cud — oblivious to all the activity that is taking place.

I tell the customer that the only way we can know for sure what is going on is to be there 24 hours a day. That bull could have already covered that cow several times before the customer arrived on the scene. Cows will usually be in standing heat for several hours. It is unreasonable to expect the bull to continue to breed the same cow over and over and over every five to ten minutes just so we can see him in action.

If it is a real concern, I suggest the customer corral the bull across a good fence from the cowherd. When a cow is coming into heat, the bull should be watching with increasing interest. I tell the customer to wait until the cow has been in standing heat for an hour, and then let the bull in with the cows. It won't take long to determine if the bull is interested in cows or not. It is extremely rare to find a bull that is light in the loafers.

This also provides an opportunity for you to make sure the bull is getting the job done. From a distance you can't always tell. From a distance, I always watch for the final thrust that indicates the bull has completed the job. If something is wrong, you won't see the thrust. Believe it or not, we have had a few customers who didn't know they had bull problems until they were 30 days into calving season with no calves. If you are in the cow-calf business, you need to pay attention.

Shy Bulls. Over the years, I have noticed that some bulls are shy breeders. You will rarely, if ever, see them mount a cow. This is the result of a built-in survival instinct. Cattle should view people as predators. When a predator is in the vicinity, the smart ones do not want to be caught in a compromising situation. A shy bull is a smart bull. He will ignore the hot cow until the predator is no longer a threat.

More Bull Sales —

For several years, we only had two fall bull sales — Nebraska and Colorado. Last year, we added a third sale in Alabama.

This year, for the first time ever, we will be having a bull sale in Montana. We have been wanting to have a Montana Bull Sale for several years. We finally have all the pieces in place.

Our Colorado, Nebraska and Montana bulls are being developed on grass in their respective states. Our Heat-Tolerant Alabama bulls are being developed on grass in Texas.

Although other seedstock producers are promoting their so-called "forage-developed" bulls, *NO ONE* has a program as tough as ours. Our program was designed to separate the men from the boys.



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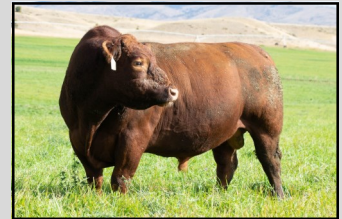
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Cowboy Logic: "The older I get, the fewer things seem worth waiting in line for."

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