



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

## *The Movement is Accelerating* —

By Kit Pharo

For the past 35 years, Pharo Cattle Company has been advocating and promoting a totally different way of ranching. For most of those years, we were the brunt of many jokes among status quo seedstock producers. This, however, did not discourage us because we knew we were right.

While everyone else in this business was single-mindedly focused on helping their customers increase weaning weights, we were focused on helping our customers increase profits. We could see it was becoming more and more difficult for cow-calf producers to make a decent living. We knew it doesn't matter how big your cattle are if they're not profitable. We also knew family farms and ranches would not be passed on to the next generation if they were not profitable. We remained steadfast because we knew we were right!

Because our focus was totally different from everyone else's, our bull business was very slow in the beginning. Although most cow-calf producers understood the importance of profitability, they were unwilling to change what needed to be changed to improve their profitability. Sadly, that's still the case with most of today's cow-calf producers. Change comes mighty slowly — especially for the older generation. There is an old adage that says, *"We advance one funeral at a time."* Nowhere is this more true than in agriculture.

From the very beginning, our mission has been *"to help ranchers put more fun and profit into their business."* We are currently selling over 1000 bulls per year — but we do much more than sell bulls. We provide a program and a way of thinking that are focused on increasing pounds and profit per acre — in good times and in not-so-good times. Our ultra-low-maintenance bulls are just one part of this program. There is a reason we are confident in saying, *"Our customers are the most profitable cow-calf producers in the world."*

**In the spring of 2020**, there was a very noticeable movement of cow-calf producers toward our way of thinking and a better way of life. We don't know if this was a result of COVID — or in spite of COVID. At that time, we likened this movement to a *"change of horses."* The old horse represented an outdated paradigm that would not allow the producer to be profitable. If the producer doesn't change horses, he will eventually go out of business, or be forced to subsidize his business with outside income. At that point, his business would cease to be a viable business.

The new-horse paradigm is focused on making the most of free solar energy — instead of fossil fuel energy. It requires very few outside inputs. The cost to produce a pound of beef is often half the industry average. The new-horse paradigm is also focused on increasing pounds per acre — instead of pounds per animal. There is a BIG difference! Many PCC customers have successfully reduced their cost of production, while increasing their total production. They are producing more for less! They are doing what their neighbors say cannot be done!

**This movement has been accelerating** and gaining momentum ever since the spring of 2020. More and more cow-calf producers are turning the corner from just getting by to getting ahead. We've seen more producers turn this corner in the last two years than we saw in the previous ten years. This is exciting! It's as though everyone is finally able to understand what Pharo Cattle Company has been saying and doing for the past 35 years.



*"All change may not be progress — but all progress is the result of change."*

~ John Wooden ~

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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**

Website: **www.PharoCattle.com**

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

**Call or Email for a Free Subscription**

## Looking Ahead —

By Kit Pharo



I'm afraid the headlines for 2022 will continue to be dominated by COVID-19 and related stories. As far as I am concerned, watching mainstream media news is a waste of time and energy. Very little good can come from it!

**For the second year** in a row, many of us are starting the new year smack-dab in the middle of a severe drought. We hope this drought will loosen its grip before summer, but what if it doesn't? I suggest you create a drought plan and start looking for opportunities to make the best of a bad situation.

The cattle markets appear to be in a much more favorable position to start the new year than they have been since 2014. Cow numbers peaked in 2019. After three consecutive years of smaller calf crops, the tighter supplies should continue to support higher cattle prices through 2022.

**Enjoy the high prices** — but don't allow yourself to become complacent. In today's crazy, mixed-up world, it won't take much to disrupt the cattle markets. There's way too much potential for volatility. I suggest you take advantage of the high prices while they last to change the things you need to change.

Thanks to the current administration, inflation will continue to be a major factor to contend with in 2022. Inflation is a silent thief. It will quietly reduce the value of your money while no one is looking. If you have a business that is dependent on fossil-fuel energy, inflation could be devastating.

**As we enter the new year**, we need to focus on the things we have some control over to deal with the things we have no control over. For example, we have no control over COVID-19, the weather, the markets and inflation — but we do have the ability to create a business that is resilient and profitable enough to survive whatever comes our way.

### One More Suggestion:

*Don't be afraid to do what is right — no matter what your dad, your granddad or your neighbor says! Your kids and grandkids will be glad you did!*

## ***Never Miss an Opportunity —***

By Kit Pharo

Several years ago, I heard someone say, “*Never miss an opportunity to take advantage of a crisis.*” I didn’t understand the meaning of that statement until “COVID” became an everyday word.

I don’t like to watch the news — but when I do, I see lots of politicians, media people and other people in power doing their very best to take advantage of the COVID crisis. They don’t want it to end!



## ***Weekly Emails —***

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

***“Those who would give up Essential Liberty to purchase a little Temporary Safety, deserve neither.”***

~ Benjamin Franklin ~

## ***Fear —***

By Bobby Thoman

Many of the decisions we make are based on fear. This can be both good and bad. Fear of a failing grade, for example, may motivate a student. Fear of getting the ranch foreclosed on might motivate a rancher. Fear of my dad coming home at night motivated me as a kid to (somewhat) behave. These are good fears that motivate us and help us make wise decisions.

Fear of change and fear of being different are fears of inaction. These are unhealthy fears most people need to address. Many business owners, including farmers and ranchers, are afraid to try anything new or different. They won’t change until they are forced to change — which is often too late. This type of fear prevents them from being as successful as they could be.

However, there is another kind of fear. This may be the real “F-word.” This fear causes a deep anxiety and most often leads to bad decisions. This fear is usually unsolicited. A Big Pharma company, for example, may try to sell you their latest vaccine, antibiotic or other drug by telling you horror stories about those who did not use their product.

**Fear can be used to control people.** Dr. Robert Malone discussed mass formation psychosis in a recent podcast interview with Joe Rogan. He was comparing modern-day America with 1930s Germany. Today, America is being hypnotized by media-led groupthink. It has made us choose group fear over individual freedoms and it’s making us crazy! How do we counter this?

First, you have to understand their scheme. They want us scared and weak — and they will go to great lengths to achieve this end. One of their primary tactics is to divide and conquer. They do this by pitting us against one another. Don’t play into their game. Ask questions. Think for yourself. Do your own research — and be willing to listen to dissenting opinions. *We The People* have more in common than you might think.

Second, don’t comply. When your own views contradict what the media is feeding you, don’t go along. I’ve heard many courageous stories of people losing their jobs because they would not comply. These are today’s heroes! Bear in mind, though, it’s easier to stand up for yourself and do what is right if you are self-reliant, resourceful and out of debt.

**Finally, and most important,** we need to counter fear with faith. Faith is the opposite of fear. The early Christians went to their death singing and praising God. Fear had no hold over them. It’s not by chance the most common phrase in the Bible is, “*Do not be afraid.*” It’s as though God knew how fear could control us and be used against us!

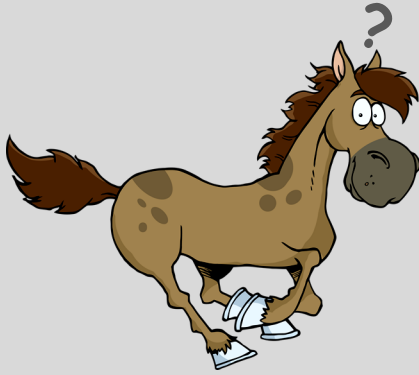


**PHARO CATTLE CO.**  
44017 County Road Z  
CHEYENNE WELLS, CO. 80810

PHONE 800-311-0995  
E-MAIL Kit@PharoCattle.com  
Tyson@PharoCattle.com  
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**Cowboy Logic: “If you’re thinking like everyone else, then you’re not thinking.”**

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