



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

Dealing With Inflation —

Inflation is a silent thief. It will quietly reduce the value of your savings while no one is looking. For example, if you had put \$1000 under your mattress 50 years ago, it would purchase less than 15% of what it would have purchased in 1972. In 50 years, you lost over 85% of your purchasing power! This is with an average annual inflation rate of only 3.9%.

Inflation can be created by supply and demand — but in modern times, it is most often created when too much money is printed by the Federal Reserve Bank. The Federal Reserve has printed trillions of dollars over the last two years, which has contributed to the devaluation of U.S. currency and the high inflation rate we're currently experiencing. Inflation has hit a 40-year high of well over 8%.

Inflation can be a deadly monster if not properly dealt with. It can take you out! Those who were paying attention two years ago were buying necessary goods — *before* the prices started rising. That option is no longer available — so what can we do to deal with this monster? People and businesses that will be least affected by inflation are those that are the most self-sufficient, having very little dependency on outside inputs. A loss in buying power doesn't concern those who don't need to purchase much. They may actually be able to benefit from inflation.

The trouble with most of the people I know is they mistakenly believe it is impossible to become more self-sufficient. They mistakenly believe it is impossible to reduce and/or eliminate inputs and expenses. Most would rather take their chances with the monster than consider making any changes. That's a tragedy! It's as though they would rather fail doing what they've always done than succeed if success requires change. Fear of change will ultimately be the downfall of many people and businesses.

I know many cow-calf producers who won't be affected much by this bout of inflation. They are ultra-low-input producers who are in the business of converting free solar energy into a high-quality food product. Properly done, the cow does nearly all of the work for them! I know other cow-calf producers, however, who won't be so fortunate. They are high-input producers who are too dependent on fossil fuel-based inputs. They continue to do things pretty much the same as their family has been for the past 50 years. Even without inflation, they will struggle.

For over 30 years, Pharo Cattle Company has been in the business of helping cow-calf producers put more fun and profit into their business. We have helped thousands of producers become more profitable and self-sufficient. Our [“Ten Steps to Maximize Profits”](#) covers the basics of this process. If you would like to receive this brochure, call us at 800-311-0995 or send your request to Bulls@PharoCattle.com. If you want to do more than simply survive, you need to be willing to make some changes in your operation.

Some individuals and families will breeze through this period of inflation while others will struggle mightily. The primary difference will be in the way the problem is approached. First and foremost, you need to be proactive. You need to find ways to become more self-sufficient, especially when it comes to your food supply. Produce your own food and/or find local food producers. Stock up on staples. Food with a long self life will hold its value much better than your dollars. Avoid prepared foods and nonessential items. Make every trip count!



"We must believe in luck. How else can we explain the success of those we don't like."

~ Jean Cocteau ~

FOUR Fall Bull Sales

Burlington, CO — November 7
Letohatchee, AL — November 12
Three Forks, MT — November 19
Valentine, NE — December 3

- **550 PCC Solar Bulls** — Angus, Red Angus, Polled Hereford and Composites
- Developed Slowly and Naturally on Grass
- One-Year Guarantee on All Bulls
- Evaluated for Disposition, Thickness, Muscling, Masculinity, Fleshing Ability, Grass Efficiency, Hair Coat, Fly Resistance and Much More
- Guaranteed Calving Ease
- Over 60 Delivery Points Across the Nation

Call or Email to receive a Sale Catalog

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

The Hottest Topic —

Every summer, the hottest topic within the beef industry is Fly Control. Since flies have become resistant to nearly all of the toxic chemicals that were created to control them, fly problems have done nothing but get worse over the last 40 years. Every year, everyone is frantically looking for the latest toxic chemical to control their ever-increasing fly problems.

Why does the beef industry continue to treat the symptoms of the problem while it totally ignores the problem? We have been programmed by companies that sell inputs to treat the symptoms. If problems of this nature are ever solved, it would put several chemical companies out of business.



No one else in the seedstock industry has even thought about selecting cattle for genetic fly resistance. Pharo Cattle Company has been doing it for two decades. In the last 15 years, we have evaluated and scored over 12,000 bulls for genetic fly resistance. While other seedstock producers continue to use toxic chemicals to cover up inferior genetics, we are helping you solve the problem.

All of the grass-developed bulls selling in our fall bull sales will be evaluated and scored for genetic fly resistance. Since the heritability of fly resistance is very high, this is something you can noticeably improve in a relatively short period of time. Call or email to request a sale catalog.

If you want to speed up the selection for genetic fly resistance, we suggest you identify the cows in your herd that have the heaviest fly loads. There will be a big difference between cows in your herd. However, you won't be able to see the difference if you have already treated your cows for flies. Sell your worst cows every year — and purchase bulls that have a 4+ or 5-star rating for fly resistance. In less than five years, you will have a herd that is genetically resistant to the dreaded horn fly.

Biggest and Best —

There are **70** bulls to choose from in this year's AI Sire Directory. This represents the Biggest and Best selection of low-input, grass-based genetics in the world!

Most of these bulls are Angus and Red Angus — but we also have a nice selection of Polled Hereford, South Poll, Mashona and Composite bulls to choose from. Over 90% can be safely used on virgin heifers.

**Call 800-311-0995
To Request an AI Sire Directory**

The Driving Force —

The driving force behind Pharo Cattle Company is the desire to help cow-calf producers make their business as profitable, enjoyable and sustainable as possible. That's what wakes us up in the morning. That's what keeps us going.

Once you see and understand what is possible, it's impossible not to share those possibilities with all who will listen. The future of most family farms and ranches will be dependent on their ability to think outside the status quo herd.

We do much more than just sell bulls. We provide a program and a way of thinking that are focused on helping you make your business as profitable, enjoyable and sustainable as possible. We always keep your next generation in mind. Our ultra-low-input bulls are just one part of this program.

Drought-Tolerant Cows —

Much of Cow Country USA is still dealing with severe drought conditions. For most cow-calf producers, drought is a normal part of business. It will come and go — and we need to learn how to deal with it.

Are some cows more drought tolerant than others? Absolutely! If you have ever been through a drought, it should have been obvious that not all cows are created equal. Some cows are able to do much more with much less. The primary difference between those cows and their herd mates is their ability to maintain good body condition.

Do drought-tolerant cows come in all shapes and sizes? No! The most drought-tolerant cows I know of are thick, easy-fleshing, low-maintenance, 3 to 4-frame cows that weigh 1100 to 1250 pounds. Even during extreme drought conditions, these cows have the ability to meet their maintenance requirements, raise a calf and get rebred.

Hidden Opportunity... This drought has provided many ranches with the opportunity to make the switch from high-input cows to moderate-sized, low-input cows that can increase pounds and profit per acre. Sell your big, hard-keeping cows — and breed your remaining cows to PCC Solar Bulls. Before you know it, you will have a herd of drought-tolerant cows.

Green Energy?

Have you been duped into thinking wind energy is green energy? Wind farms would not exist if they were not being subsidized by taxpayer money through the government. Every tower requires 32 truckloads of steel-reinforced concrete for its foundation. How green is that?



When the monster blades need to be replaced, they are cut into thirds and buried. How green is that?

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 are developed slowly and naturally on grass. They will NOT melt and fall apart when you take them home.

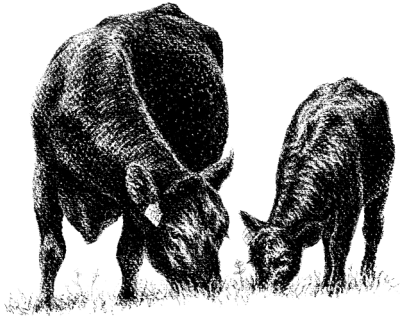
These bulls will be sold in their work clothes at our unique, low-pressure Cowboy Auction. We hope you will make plans to attend one of our fall bull sales.

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

PHONE 800-311-0995
E-MAIL Kit@PharoCattle.com
Tyson@PharoCattle.com
WEBSITE www.PharoCattle.com

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Cowboy Logic: “Love your wife. Forgive your children. Do neither for your cows.”

PHARO CATTLE COMPANY

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

— with Calving Ease —



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



800-311-0995

Bulls@PharoCattle.com