



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

Stockmanship 101 —

By Kit Pharo

There are several cattlemen who understand a lot more about good stockmanship than I ever will. In my mind, the late Bud Williams was the absolute best! Bud had developed an understanding that has never been matched. I have to believe he was born with some innate instincts.

I have reason to believe most cattlemen have very little understanding of what good stockmanship involves. That is the purpose of this short article. I just want to provide some very basic information about working with cattle.

Cattle have extremely good peripheral vision, but they are unable to see what is going on directly behind them. This is commonly referred to as the blind spot. The first thing stockmen need to know is to avoid staying in the blind spot.

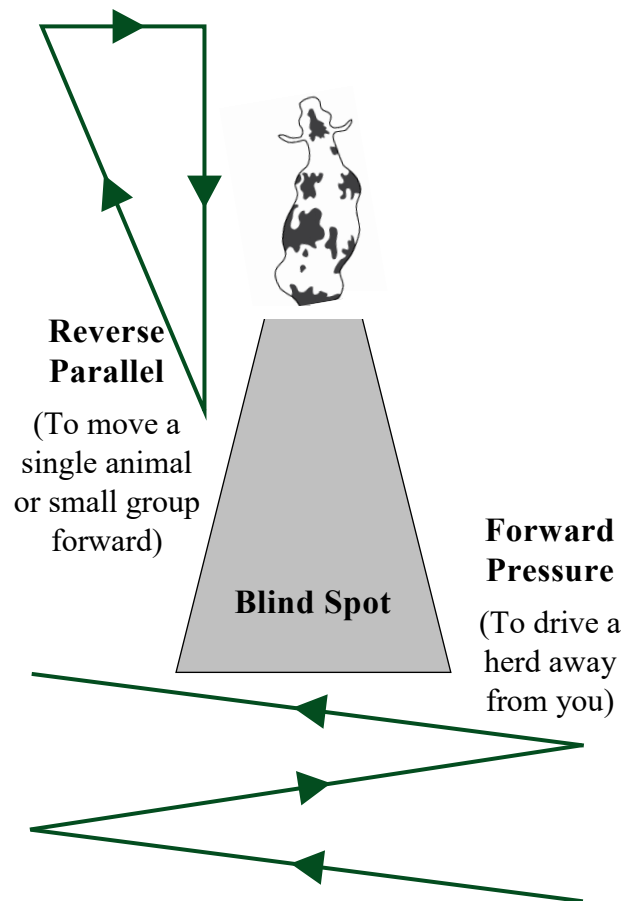
If a cow is watching you with her right eye as you step into the blind spot behind her, she needs to pick you up with her left eye as you step out of the blind spot. If she is unable to pick you up with her left eye, she will stop, turn around and look for you. This halts all forward progress.

When gathering cattle, you need to start with the cattle between you and where you want them to go. Walk or ride back and forth in straight lines from one outside edge to the other outside edge. Never get ahead of the back animals — and never take a step in the direction you want the cattle to go. Bud would say, “*Not even one step!*” If properly done, the cattle will respond by coming together as a herd and moving in the direction you want them to go.

This “forward pressure” technique works well with one or two animals up to over one hundred animals. Back and forth, back and forth — in straight lines — from one outside edge to the other outside edge. There is no need for yelling, slapping your leg, swinging your rope or excessive speed. The fastest way to move cattle is slow and easy.

The best way to move cattle up an alley or through a squeeze chute does not involve yelling, whipping, hot shotting or twisting of tails. It involves a simple technique known as “reverse parallel.” You are essentially driving from the front — not the back. When you step toward the animal from the front, you are applying pressure to that animal. The easiest (and often only) way for that animal to release the pressure is to step forward and walk past you. Easy peasy!

Working cattle should be fun, easy and stress-free for the cattle and the people alike! If it’s not fun, easy and stress-free, then you are doing something wrong. Contrary to popular opinion, having more help doesn’t always make the job of working cattle go better. In most cases, more help creates more problems — unless all of your help has been properly trained.



"Think for yourself, or others will think for you without thinking of you."

~ Henry David Thoreau ~

FOUR Fall Bull Sales

Burlington, CO — November 7

Letohatchee, AL — November 12

Three Forks, MT — November 19

Valentine, NE — December 3

- **530 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

Genetic Fly Resistance —



What a Novel Idea! While others continue to treat the symptoms of the problem with toxic chemicals, we are helping you solve the problem with genetics.



We have satellite cowherds in 12 different states — from Alabama to Montana and from Minnesota to Texas. Most of those herds have gone two decades without being treated for parasites.

Genetic parasite resistance is one of many areas in which Pharo Cattle Company has assumed the leadership position. In the last 15 years, we've evaluated and scored over 12,000 bulls for genetic fly resistance.

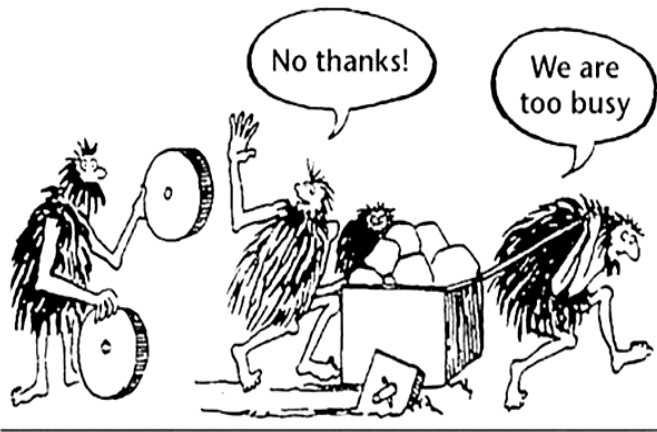
Are You Tired...

Are you tired... of buying bulls that melt and fall apart when you take them home? Most ranchers are! That's why Pharo Cattle Company specializes in low-maintenance bulls that are developed on grass! Our fleshing ability has been bred in — NOT fed in!



All of the bulls selling in our fall bull sales have been developed on grass. They will be 18 months of age. They have been bred and selected to do the most for the least! They are drought tolerant and parasite resistant. They will NOT melt and fall apart when you take them home! You can take that to the bank!

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. What's a bull worth that can breed twice as many cows for twice as many years? He's worth a whole lot more than you'll ever have to pay for him.



The Diet Factor —

By Kit Pharo

What happens to most people when they go on a diet and successfully lose weight? They gain the weight back. In 2007, I went through a 10-day cleanse and fast, followed by a low-carb diet. It didn't take long to lose 20 pounds. I felt good — and looked better than I had for years. I had to buy Wranglers with a smaller waist size. Even though I maintained a low-carb diet, I put the weight back on — and then some.

In the cave man days, it was important for us to maintain good body condition — the more the better. Our survival depended on it. Thin, hard-keeping people didn't last long. Our body recognizes a loss in body condition, and will do its best to restore it. As a result, we become extremely feed efficient. Fat that took years to store up in the first place can be restored in a fraction of the time once it has been lost. That's the diet factor.

The same is true for cows. Cows that live off the fat on their back during the winter months will quickly regain the lost condition once they have ample forage resources. I have heard of cows gaining over five pounds per day on nothing but spring grass. Research shows that thin cows coming out of winter experiencing a positive plane of gain into the calving season will have a higher conception rate than fat cows that are experiencing a negative plane of gain because they had been fed and pampered through the winter.



You cannot take advantage of the diet factor, however, if you are not calving in sync with nature and/or with your forage resources. Nor can you take advantage of the diet factor if you have high-maintenance cows that were bred and selected to increase production per cow (bragging rights). Unfortunately, most of today's cow-calf producers have the wrong kind of cows because they continue to be focused on the wrong thing. Until they start focusing on increasing production per acre (profit), they will continue to have the wrong kind of cows.

I have come to the conclusion most of today's cow-calf producers pay far too much attention to faulty science — and not enough attention to nature. In spite of what you have been led to believe, nature's way will always be the best way. In nature, the wild ruminants store up energy in the form of fat during the growing season. They rely on that fat to get them through the winter. Prior to giving birth to their young, they are rapidly replacing the fat they lost. Nature's way is not only the best way; it is also the most profitable and most enjoyable way.

No Shortage —

As you study all the bull sale ads and catalogs, you'll notice there will be no shortage of fat, overfed, high-input Diesel Bulls to choose from this fall and winter.

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 — and most will cost much more than they are worth!

Call 800-311-0995

**if you're looking for
an alternative.**



More Than Bulls —

Pharo Cattle Company does much more than 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. Our low-maintenance bulls are just one part of this program. There's a reason our customers are the most profitable cow-calf producers in the world.

Why Buy Bulls in the Fall:



- ◆ Bulls almost always cost much less in the fall because the demand is greater in the spring. If you are into saving money, you should buy your bulls in the fall.
- ◆ We have over 60 delivery points across the nation. Use one of our three Stay-At-Home options and we will deliver your bull as close to you as possible.
- ◆ Unlike most young bulls, our grass-developed bulls do not require much in the way of winter feed or care. In most cases, you can throw them in 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.
- ◆ Fall is the best time to move cattle from one environment to another — especially if you are moving them into a hotter, more humid environment. By the time breeding season rolls around, your new PCC bull will be well adapted to his new environment and ready for a heavy workload.
- ◆ Most spring-calving producers have much more time to select and purchase bulls in the fall. Since selecting herd sires is one of the most important jobs you have, you should do it when you have sufficient time.
- ◆ These bulls are 18 months of age — going on two years. They have been developed slowly and naturally on grass and will be able to handle a heavier workload — with fewer injuries. Fewer bulls equal more savings!
- ◆ If you need to buy something for year-end tax purposes, it makes a whole lot more sense to buy bulls than it does to buy expensive equipment that rusts, rots and depreciates. Talk to your tax advisor about the Section 179 Expense (accelerated depreciation).

Loving the Heat —

We will be selling **56** South Poll and Heat-Tolerant Bulls in our Alabama Bull Sale on November 12th. Mark your calendar and request a sale catalog.

You cannot raise your children the way your parents raised you. Because your parents raised you for a world that no longer exists

Fat and Sassy — Grass-Developed Bulls in Eastern Colorado



Drought Discount —

The *Drought Monitor Map* has not improved much since our spring bull sales. Therefore, we decided to offer our unique **Drought Discount** at all 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.

This is NOT the time to get out of the cow-calf business. When it rains (and it will) we will be rewarded with the VERY BEST of TIMES! When the going gets tough, the tough get going — and keep going!

For the Record... we gave out nearly \$100,000 in Drought Discounts last spring. I think it's safe to say no one else in this business would even consider doing something like this.

Is Sustainable Agriculture an Oxymoron?

By Kit Pharo

An oxymoron occurs when two contradictory words are used together. A few examples include: cold sweat, government intelligence, student teacher, friendly fire, non-dairy creamer, holy war, paid volunteer, dry wine, hard water and maybe cowboy logic.

Is sustainable agriculture an oxymoron? Can agriculture be sustainable? Yes, agriculture can be sustainable — but not without some major changes. Mainstream agriculture in the United States has developed into something that has not been sustainable for several decades — and it is getting less and less sustainable every year.

How can I say American agriculture is not sustainable? After all, U.S. farmers and ranchers are among the most productive in the world, and many seem to be quite prosperous. Looks, however, can be deceiving. *Did you know...* from 1995 to 2020, U.S. taxpayers have subsidized U.S. farmers and ranchers to the tune of \$424 billion? That's BILLION, with a "B". If U.S. agriculture is doing so well, why does it need to be subsidized? Would a truly sustainable industry need to be subsidized?

Can agriculture in the United States survive without being subsidized? Of course it can — but not without some major changes. Unfortunately, most of the necessary changes won't take place until the subsidies have been removed. Until then, mainstream agriculture will continue to become more and more subsidized — and less and less sustainable.

Fortunately, there is a small, but growing, number of farmers and ranchers whose businesses are becoming more and more sustainable. I'm happy to report that many PCC customers have not taken any "government" payments for many years. They are able to do things differently because they are in total control of their operation. They get by very well without Uncle Sam's so-called "help." Consequently, their businesses are extremely profitable and sustainable!

***"Government does not solve problems.
It subsidizes them."*** ~ Ronald Reagan

New Zealand's Success Story —

In 1984, New Zealand's government was facing a severe fiscal crisis. Out of necessity, New Zealand took the government out of many programs, businesses and industries the government should never have been involved with to begin with. They immediately reduced the size of their government by a whopping two-thirds! When the government sold the businesses it owned, the productivity of those businesses went up and the cost of services went down. Government will never be able to do anything as well as the private sector can do it.

As part of this reform, the government removed all agricultural subsidies (price support for wool, beef, sheep, dairy, income support, fertilizer, irrigation, transport and land development). Tax concessions and free government services for farmers were eliminated. It was predicted there would be a massive exodus of people — but that did not happen. Less than one percent of the farmers left. Other farmers say those were people who should never have been farming in the first place.

In less than ten years, New Zealand's agriculture sector was larger than when it had been heavily subsidized. It was also more profitable, efficient and innovative. Removing government assistance, New Zealand officials say, freed farmers to produce what people really want, and to do so in an efficient way that is very profitable. In the end, it was the best thing that could have happened to New Zealand farmers and ranchers. Consequently, agriculture in New Zealand is very sustainable!



Most Important Responsibility

Creating a future for the next generation may be our most important responsibility. This is especially true for rural families who make their living off the land. Every generation plays a part in the success or failure of the family business. The decisions we make, or don't make, could have a very profound effect on the future of our family farm or ranch.

As manager of your farm or ranch, it is your responsibility to make decisions with the next generation in mind. You need to create a very profitable and enjoyable business the next generation will be excited to become a part of. Pharo Cattle Company would like to help you in this endeavor. *Long Live Family Farms and Ranches!*

Reluctance to Use PCC Bulls —

By Kit Pharo

Over the years, I've found that many cow-calf producers are reluctant to use our ultra-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 heavier calves with our bulls than they were producing with the high-growth bulls they had been using. This happens because calves sired by the high-growth bulls did not fit their environment.

Growth cannot take place until maintenance requirements have been met. We won't cheat you on pounds; we will just put those pounds in a thicker package.

Enjoy Fighting Fires?

By Bobby Thoman

Let's talk about putting out fires — often referred to as “busy work.” You know, the remedial things that suck up our time and don't let us work on our business. These can run us ragged. I read a blog by Ed Batista, who is an executive coach, about this.

Batista says we are too busy — but that is not the problem. If we view being too busy as the problem, then there is no solution. There will always be more things to do.

Batista says, *“The problem is you're acting like a firefighter instead of a fire marshal. You are constantly rushing from one fire to the next, never slowing down to install smoke detectors.”* He further explains that most fires aren't dangerous and can be ignored, but we aren't taking the time to decide which is which.

You see, we love the thrill of putting out fires. We can rush from one problem to the next and fill up our day with busy work. We are really good at fighting fires. What we need to be good at is installing smoke detectors — but that is considered boring.

In other words, we need to spend more time working **ON** our business — instead of **IN** our business! Sound familiar? This isn't just a farming and ranching thing; top executives in most industries are practicing this!

We should focus on things like planning, organizing, marketing and building resiliency. Do you have a pasture rotation schedule to know how long your grass will last? Do you have a marketing plan to get the most for your calves? Do you have a mineral program to prevent animal sickness and death loss?

The time for planning is NOT when there is a fire. We are reactionary at that point and will be chasing fires until the end of time! We need to be more proactive. Installing a few smoke detectors will free up some time to focus on the business. This is when our return on investment will really skyrocket. What smoke detectors are you installing?



"Different isn't always better — but better is always different."

~ David Rowland ~

Left Behind —

He who procrastinates often gets left behind. I hate to say it, but cattlemen seem to be among the worst about putting things off.

If you have never sent us your email address, **Do It NOW**. You are missing out on over 90% of the information we share. If you need help, ask your wife or your kids.

The Good Times —

By Kit Pharo

Are you enjoying the good times? According to CattleFax, the 2022 calf market is on pace to average \$30 more per cwt than it did in 2021. On a 500-pound calf, that's a whopping \$150 more per calf. That's a lot of money! But wait — there's more! It looks as though calf prices will continue to increase for the next three years. Life is good!

Ironically, as we enter the good times, we're not hearing or reading much about this good news outside the Pharo Cattle Company network. Do you know why? Most cow-calf producers have not seen a clear profit since 2016. They have been losing money. They have little to be happy about. Most will do good just to break even with this year's high prices. Breaking even is better than losing money — but a breakeven business is not a sustainable business.

Cow-calf producers who are profitable in good and bad times alike are doing their best to expand their cowherd before prices go any higher. They want to take full advantage of this situation and destock at the top of the market. In contrast, producers who have not been very profitable for the last six years need to take advantage of the good times to fix what is wrong before they do anything else. It's extremely difficult to make the required changes when prices are down, because survival takes precedence over all else.

History tells us high prices never last. After two or three years of high cattle prices, supply and demand will trigger a decrease in cattle prices. Instead of selling at the top of the market like the smart producers do, most producers will increase the number of cows they have — thinking prices will never go down again. This increases cow numbers to the point that supply exceeds demand. We've never found a way to sustain the optimum balance between supply and demand. As they say, *"The best cure for high prices is high prices."*

History also tells us that as cattle prices continue to go up and down, up and down, the cost of inputs will continue to go up, up, up. Making a decent living in this business will continue to become more and more difficult for those who are reluctant and/or afraid to change what needs to be changed. The future belongs to those who are willing to change with the times. Nothing stays the same. The present is different from the past — and the future will be different from the present. Long-term success in any business requires constant change!

What's It Worth?

All of the bulls selling in our four fall bull sales will be covered by a **One-Year Guarantee**. What's that worth? A whole bunch if something happens to your bull.

Our older, grass-developed Solar Bulls have always had a reputation for being tough as nails. Even so, problems can occur. Now you are covered.

Guaranteed Calving Ease...

Twenty-some years ago, we decided to guarantee the calving ease of our 5-star bulls. The skeptics said, *"You can't do that"* — but we did and we're still doing it.



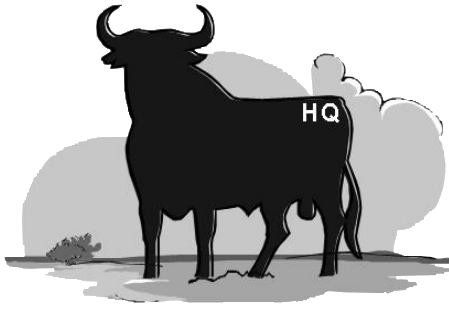
How long can you afford to hold on to the old ways?

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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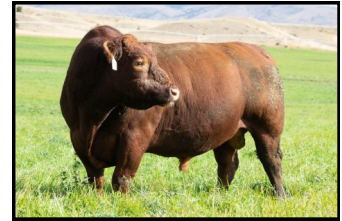


Cowboy Logic: "Only a few will learn from other people's mistakes. Most of us have to be the other people."

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

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