



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

## *Thirty Years Ago*

By Kit Pharo

Thirty years ago this spring, I wrote my very first newsletter article. It was mailed out as a single-page newsletter to 200 friends and customers. Because this article was so well received, I was encouraged to mail out newsletters on a regular basis. Thirty years later, I'm still at it!

**Within a few years**, our subscriber list grew to 1000. Soon it was 5000, then 10,000. Today, we have nearly 20,000 active subscribers. Since my philosophies and messages have never really changed, I decided to share that article in this newsletter. It has been reprinted below.

## *In the Beginning*

In the beginning, God created the cow to eat the grass and other forages man was not able to eat or digest. Although I wasn't around at that time, I'm sure God's original cow was very efficient at converting low-quality forages into milk and meat. Because of her unique four-stomach digestive system, she was able to eat and digest plants that could not be utilized by most animals. I don't know what color she was and I don't know what shape or size she was, but I do know she had the genetic ability to adapt to many different environments.

When God created man he gave him dominion over the cattle (Genesis 1:26). Over the years, man has been successful in populating most of the earth with descendants of God's original cow. When placed in a new environment, these cows were able to adapt and change by "natural" selection into the most efficient animal for their new surroundings. Those that could not adapt did not survive.

**Man, in all his wisdom**, eventually realized he could create the cow of his dreams through "artificial" selection. Color, size and shape suddenly became more important than efficiency and adaptability. Right from the start, different men had different ideas about what the perfect cow should look like. Some wanted them red, and some wanted them black. Some wanted to produce draft animals, while others selected strictly for milk or beef production. These men became the original seedstock producers — and the race was on to create the perfect breed.

In order to preserve the traits they deemed to be most important, these breeders found it necessary to artificially change the cow's environment. They did this by providing the cow with extra feed and care. She was no longer required to survive strictly on the forage resources found within her environment. Man finally succeeded in producing cows with the preferred color, size and shape — but they were not as efficient or as profitable as their ancestors had been.

**To be profitable**, today's cattlemen need to get back to basics! We need to produce cows that fit our environment, instead of artificially changing the environment to fit our cows! Cows must be environmentally adapted to efficiently convert our available forage resources into beef with minimum inputs. Profit is measured by subtracting our expenses from our income. It is affected very little by the color and/or breed of our cattle.

Our goal at Pharo Cattle Company is to produce seedstock animals that can produce and reproduce with minimum inputs — in many different environments. We let the environment sort out the good ones, while we show absolutely no sympathy for open, late or dry cows. Do you know of any other seedstock producers who are willing to do this?



*"What you think of me  
is none of my business."*

~ Larry Winget ~

## THREE Spring Bull Sales

**Cameron, TX — April 2<sup>nd</sup>**

**Springfield, MO — April 4<sup>th</sup>**

**Burlington, CO — April 15<sup>th</sup>**

- **466 Bulls** — Angus, Red Angus, South Poll, Polled Hereford and Heat-Tolerant Composite
- One-Year Guarantee
- Guaranteed Calving Ease
- Developed WITHOUT Grain
- Fleshing Ability has been Bred In — NOT Fed In
- Evaluated and Scored for Disposition, Thickness, Muscling, Masculinity, Fleshing Ability, Grass Efficiency, Hair Coat, Fly Resistance and More
- Over 60 Delivery Points Across the Nation

**Call or Email to receive a Sale Catalog**

### THE PHARO CATTLE COMPANY NEWSLETTER

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

**Call or Email for a Free Subscription**

## Thought Question

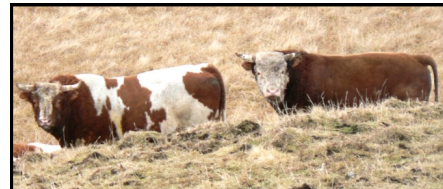
In reference to the "In the Beginning" article on page 1, I would like you to seriously consider the following question.

*If you could turn your cowherd loose in the wild with absolutely no human contact for 50 years, what do you think the survivors would look like?*

When you consider the ever-increasing cost of inputs, doesn't it stand to reason cattle that can survive with minimum or no outside inputs would be the most profitable? Of course it does!

**In the last 50 years**, the cost of inputs has risen almost ten times faster than cattle prices. No wonder it's so tough to make a decent living with cows. If you think that trend will be reversed, you better think again.

Here's something else to think on... If you don't think you have the ability to reduce and/or eliminate many of your inputs, you would be wise to sell your cows and land now while they are at the top of the market. It is only going to get worse!



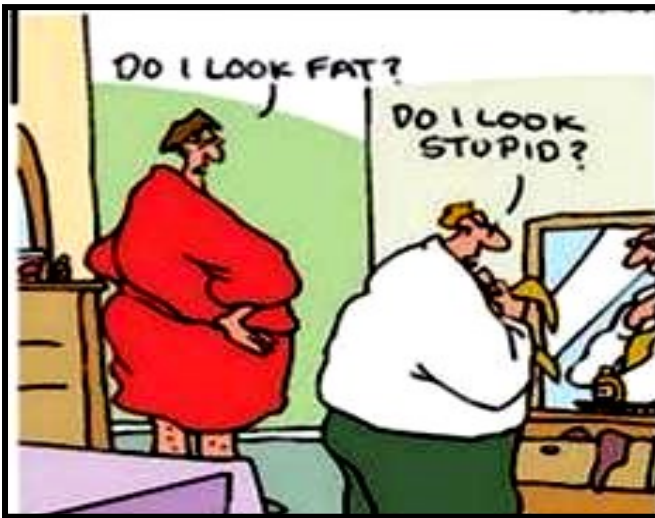
Be sure to read about the wild "Aleutian Cattle" on page 4.

## Kit's New Puppy

Immediately after our fall bull sales, Kit picked up his new puppy. Meet Chico...



**Chico is a Bernedoodle**, which is a cross between a Bernese Mountain Dog and a Poodle. He started out at five pounds. Now he is 30 pounds of mischievous entertainment!



## 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 spring.

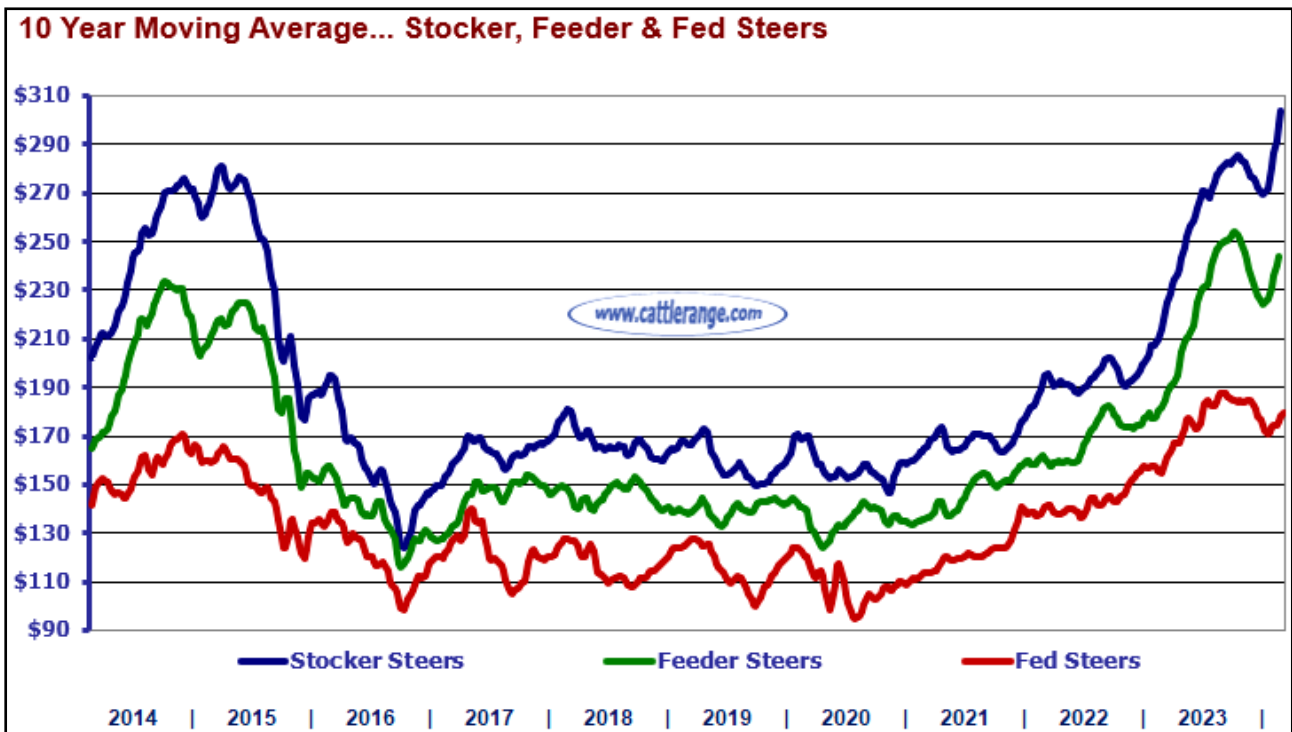
**Most will be guaranteed** to melt and fall apart when you take them home. Most will be guaranteed to produce late-maturing, hard-keeping replacement females — and most will cost much more than they are worth!

**Call 800-311-0995  
if you're looking for an alternative**

## Will You... Survive the Fall?

By Kit Pharo

Cattle prices have never been this high before — and they continue to increase almost every week. See the Cattle Range graph below. This should be the BEST of TIMES for cow-calf producers — but it's not!



**While a few cow-calf producers** are extremely profitable, most are struggling to make a decent living because the cost of inputs is also at record-high levels. Unfortunately, cattle prices will not stay high forever. They will fall. Will you be able to survive the fall?

The last time we were in a situation like this, the value of our calves was quickly cut in half. Will you be able to stay in business when your calves are worth half as much as they are worth today? Be honest with yourself! Most cow-calf producers desperately need to find ways to reduce their dependence on outside inputs while increasing their production per acre. Pharo Cattle Company has the genetics and the philosophies you need to produce more for less.

## *Weekly Emails*

If you like our newsletters, you will love our weekly emails. To receive our FREE weekly updates and/or devotions, call Tammy at **800-311-0995** or send your request to [Tammy@PharoCattle.com](mailto:Tammy@PharoCattle.com)

## *Guaranteed Calving Ease*

Most of our bulls can safely be used on heifers. Many will be *guaranteed* for calving ease. Calving ease is extremely important to us because it is extremely important to our customers. Dead calves have distressingly low weaning weights.

## *The Aleutian Cattle*

The Aleutian Islands are a chain of more than 300 small volcanic islands that form a volcanic arc in the northern Pacific Ocean. They occupy an area of 6,821 square miles and extend about 1,200 miles westward from the Alaska Peninsula toward Russia's Kamchatka Peninsula. Some of these islands contain herds of wild feral cattle. The cattle pictured below were on an island called Umnak. With 686 square miles of land area, it is the third largest island in the Aleutian chain.

In 2008, there were over 3,700 cattle on Umnak. They had been totally on their own for over 80 years. Through "natural" selection, they had adapted quite well to a very harsh, grass-only environment. A few winters had been severe enough that over 25% of the herd died off. Only the strongest and the most adapted were able to survive.

Even though this herd of cattle has a broad genetic base, the cattle have adapted to the point that they are very similar in size and type. In the 1700s, Russia introduced Ayrshire-based cattle to the island. Ayrshire is a spotted dairy breed that originated in Scotland. Hereford and Angus cattle were added in the early 1900s — and Charolais cattle were added in the 1950s. The existing cattle vary considerably in color — but *not* in size and type.



Not surprisingly, these cattle are small to moderate in height (not weight). They are thick and easy-fleshing. They have excellent calving ease. The harsh environment they live in has selected the phenotype and genotype required for optimal performance with no outside inputs. Form will always follow function — if man stays out of the way.

**As far as size and type go**, the bulls pictured above look remarkably similar to the bulls Pharo Cattle Company is producing and marketing. We have spent the last four decades producing low-input cattle that fit their environment — and we're doing it in many different environments.

## ***One-Year Guarantee***

Our Solar Bulls have always had a reputation for being tough as nails. Even so, problems can and do occur. That's why we are offering a **One-Year Guarantee** on our bulls. Now, you are covered. Customer service has always been important to us.

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

Romans 5:8

## ***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 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 extremely critical in this business!

## ***No More Excuses***

With our three Stay-At-Home Options, our unique Quick Sort program with Videos and our Bull Delivery Service, you no longer have an excuse for not owning a no-nonsense Pharo Solar Bull.

It's not unusual for **over 50%** of our bulls to be purchased by customers who do not attend a sale. We make it easy! Call us at **800-311-0995** to request a catalog — and let us help you. You won't regret it!

**DEFEND YOUR  
CONSTITUTION  
BEFORE IT IS TOO WEAK TO DEFEND YOU**



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**Cowboy Logic: “Forty years ago, I started out with nothing — and I still have most of it.”**

## 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 three Spring Bull Sales  
and/or an AI Sire Directory**



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