



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

## *Regrets... I've Had A Few*

By Kit Pharo

I've lived long enough to know it is impossible to get through life with no regrets. It can't be done! The focus, therefore, should be on minimizing regrets. If you are able to do that, you are way ahead of most people. Most people, unfortunately, think they are too busy to do the things they know they should be doing. Some are too lazy.

Minimizing regrets requires planning and action on our part. We need to make things happen because they won't happen on their own. If we have regrets, we have no one to blame but ourselves. As we begin a new year, I challenge and encourage you to take control of your life and make things happen. The world is already full of people who just sit around waiting for something to happen.

I am also old enough to know it's rarely the things we *did* in life that we regret. Rather, it is almost always the things we *didn't do* that we end up regretting. For example, you will never hear someone on his deathbed say he wished he had spent more time working. Instead, you will hear him say he wished he had spent more time enjoying life with family and friends. We need to stop making excuses. We need to commit to our hopes and dreams — and make them come true.

**I have many regrets.** However, I realize I cannot go back and change the past. Instead, I must make the most of the future. As the old adage says, "Today is the first day of the rest of your life." Each and every day provides an opportunity for us to do what needs to be done to live life to the fullest. There are no guarantees in life. We must never take anything or anyone for granted, because much can change in just a blink of an eye. Live as though time is of the essence!

**Cowboy Logic:** *"You're not old until your dreams have been replaced by regrets."*



## *Make Things Happen*

By Kit Pharo

If I had a nickel for every time I heard someone say, "Someday, I'm gonna do this or that..." I'd have a truckload of nickels. Unfortunately, someday never comes for most of the people who make statements like that. If you really want to do something, you need to set a date — and make it happen! Someday is NOT a date! Life is too short to keep putting things off. Stop being a dreamer and start being a doer!

**Please let 2025 be the year** you take control of your life — and make things happen. If you don't have a Bucket List of things you want to do or see with family and friends, you need to sit down and make one! It doesn't have to be a long list. Select one of the things on your list and commit to making it happen. Until you actually make the commitment, there is little chance it will happen. Without a commitment you will always be able to find an excuse. With a sincere commitment, however, you will tolerate NO excuses! You will make it happen!

You don't have to do anything big or fancy. Start out small. Spend a weekend doing something you enjoy with your family and/or friends. If that works out, spend a four-day weekend with your family and/or friends. I think you will discover that you really *do* have time to enjoy life. Who knows? Eventually, you may be taking a cruise! Think and plan ahead. If you commit to something one month or six months or one year in advance, you will make it happen. If you don't commit to anything, nothing will happen — and your life will continue to be plagued with regrets.



"A great dream is not as good as a great memory. The dream can be had by anyone, but the memory must be made."

~ Eric Thomas ~

## THREE Spring Bull Sales

Cameron, TX — March 31<sup>st</sup>

Springfield, MO — April 3<sup>rd</sup>

Burlington, CO — April 14<sup>th</sup>

- 500 Bulls — Angus, Red Angus, 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**

## Half As Many Bulls

If you only have to purchase half as many bulls, what would you do with all the money you save? You could take your spouse or family on a fun outing. You would probably have enough money for several outings.

Pharo Bull Customers only need to purchase *half as many bulls* as they used to purchase and most of those bulls will *last twice as long* as the bulls they used to purchase. Therefore, they should have plenty of money to enjoy life with family and friends. Since we only go around once in life, we should make the most of it!

## Who Is Working For Who?

While most people work for their money, the most successful people make their money work for them. Likewise, while most cattlemen work for their cows, the most successful cattlemen make their cows work for them. Who is working for who on your farm or ranch?

A cow ought to be supporting the ranch, instead of being supported by the ranch! Who is working for who? The only cows that can effectively support the ranch in good times, as well as in not-so-good times, are moderate-sized, low-maintenance cows that fit their environment. The only way to produce cows that fit their environment is to use bulls that were produced by moderate-sized, low-maintenance cows that fit their environment.

As long as you continue to use bulls that were produced by high-maintenance, 6-frame cows that must be fed and pampered to stay in production, you will NEVER produce cows that fit your environment — and you will ALWAYS be working for your cows. Are you ready to change who is working for who on your farm or ranch? If so, call us at 800-311-0995 to request a catalog for our spring bull sales.

**We have bull-producing cowherds** from the winter wonderland of Minnesota to the sweltering gulf-coast states of Alabama and Mississippi. We have bull-producing cowherds from fescue country in Missouri to the high-plains desert of Western Kansas and Eastern Colorado. We have bull-producing cowherds from the southern plains of Texas to the northern plains of Nebraska, Wyoming, North Dakota and Montana. We also have bull-producing cowherds on high-elevation ranches in Colorado and Wyoming.

## Customer Comments

*“I just sold my first PCC bull. He was 12 years old. What’s a bull worth that can breed twice as many cows for twice as many years? He is worth a whole lot more than you will ever have to pay for him!” (Greg Vickery – Arkansas)*

*“We have purchased 45 PCC bulls over the years, and none of them lost weight during their first breeding season. They stay fat year-round!” (Grover Thompson – Nebraska)*

*“I put our newest PCC bull out with 60 heifers, knowing he would not be able to settle all of them. I would have been happy to get 40 or 45 bred. Believe it or not, he settled 59 of the 60 heifers — while gaining weight.” (Howard Knuppe – South Dakota)*

*“I just sold my first PCC bull at age 12. He bred around 50 cows every year and always stayed in great shape. I shed a few tears when I loaded him up.” (Dan Temaats – Kansas)*

*“I couldn't agree with you more about PCC bulls being able to breed more cows for more years than other bulls. I put my two PCC bulls out with 60 to 70 head of cows each this last breeding season and they did great.” (Delvin LaDuke – North Dakota)*

*“We spent more than planned on our first PCC bull — but we have never regretted it. We used him until he was 13 years old. On a per-calf basis, he was the cheapest bull we have ever owned.” (Paul Landrigan – Nebraska)*

*“The ability of your bulls to breed a large number of heifers in a short period of time has greatly improved my profitability.” (John Nino – California)*

## Cattle Cycle Update

### Are You Swimming Naked?

By Kit Pharo

This Cattle Cycle has been very different from previous cycles. It seems to be breaking all the rules. The high-price period of this cycle has lasted much longer than in previous cycles. Eventually, however, this cycle will end in the same way previous cycles have ended.

Believe it or not, our calves are worth \$300 more per head than they were worth at this time last year — and nearly \$700 more per head than they were worth just two years ago. WOW! We are definitely ranching in the BEST of TIMES!

**Let’s be honest with ourselves...** You and I have done absolutely nothing to deserve or to earn these record-high prices. These prices are simply the result of supply and demand. Cow numbers are lower than they have been for 74 years.

Cattle prices have never been this high before — and they are expected to go higher. Life is good! Herd expansion is not expected to begin until late this year or early next year — and the rate of expansion is expected to be much slower than it was last time. That will hold prices up longer.

**Don’t be fooled** — and don’t be caught off guard. Supply will eventually catch up to demand, and cattle prices will fall. They may be reduced by 50% like they were in 2016. Can you continue to be profitable when your calves are only worth half as much as they are worth today?

Warren Buffett has a quote that perfectly fits this scenario. He said, “When the tide goes out (market goes down), we will find out who has been swimming naked.” Are you swimming naked? Will you be able to survive when the value of your calves is cut in half?

With the cost of inputs at record-high levels, the only cow-calf producers who will be able to survive the upcoming fall in cattle prices will be those who have substantially reduced their dependence on outside inputs — while substantially increasing their production per acre.

**NOW is the time** to make the necessary changes in your operation! Making those changes after prices go down will be impossible because survival will take precedence over all else. Pharo Cattle Company™ has the genetics and the philosophies you need to **Produce MORE for LESS.**



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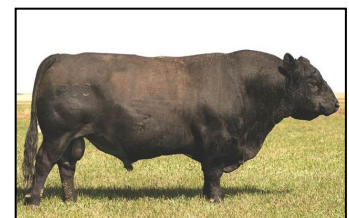
Cowboy Logic: *“You never get a second chance to make a first impression.”*

## PHARO CATTLE COMPANY™

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— with Calving Ease —



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and/or an AI Sire Directory*



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