



## The Tenderness Problem

By Kit Pharo

Many studies and surveys have revealed the primary complaint consumers have with beef is the inconsistency in tenderness. One study concluded, “Although consumers eat beef primarily because of its flavor, tenderness is considered the most variable and most important palatability trait. In general, when consumers have a complaint about the palatability of beef, it’s because of unacceptable tenderness.”

I have been a beef producer for most of my life. I have been a beef eater since I was two years old. However, I will no longer order a steak at a restaurant that is not a tenderloin or a flat iron. Those are the only two steaks that are almost always very tender. More often than not, other steaks and cuts will provide a disappointing eating experience. Call me a traitor if you want — but I would rather eat chicken than a tough steak.

**We have a problem!** How can we fix this problem? The status quo beef industry’s proposed solution to this problem was to increase the marbling and fat content by feeding the animal longer. For three decades, the industry has been fixated on selecting for more and more marbling. We all like some marbling — but marbling only accounts for a mere 10% of the variation in tenderness. In other words, there is very little correlation between marbling and tenderness.



Worth noting: I recently read in the *Angus Journal* that there is reason to believe there’s a strong correlation between high-marbling genetics and the genetics for low fertility and bad feet.

This picture of a ribeye roll was sent to me by Tim Goodnight, who is a former PCC™ team member. Tim said, “This looks like a \$100 piece of well-marbled meat. However, it ate like a \$5 piece of meat because it was tough as a boot!” Had this animal been fed longer there would have been more excess fat to trim off that is only worth 40 cents per pound — and the steak would still be tough!

**Now, there is a better way** to solve the tenderness problem. After 38 years of private research, Frank Hendrix and his team at Tenet® Beef created a DNA test that identifies beef animals with the highest level of meat tenderness. On a scale of 1 to 10, the average beef animal is a 3. In contrast, a Tenet® animal is a 10. Frank took his test to a couple of big-name AI companies because their bulls are in the pedigree of most of the beef animals in America. Frank was surprised that fewer than 2% of their bulls tested positive for Tenet®.

Frank became discouraged and didn’t know where to go next. Last year, Frank heard about Pharo Cattle Company™ and liked what he saw. He subscribed to our weekly emails — and sent me an introductory email. After Frank pestered me for a couple of months, I finally let him test our AI Sires for Tenet®. In contrast to the big boys’ 2%, a whopping **64%** of Pharo Cattle Company’s bulls tested positive for Tenet®. No one expected that — but no one was totally surprised either. After all, our low-input, grass-efficient genetics are the total opposite of the high-input status quo genetics.



*"By definition, it is impossible for everyone to be above average."*

~ Jim Collins ~



**Cameron, TX — April 1<sup>st</sup>**

**Mtn. Grove, MO — April 4<sup>th</sup>**

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

- **450 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  
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NEWSLETTER**

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

**Call or Email for a Free Subscription**

## We Do More

Pharo Cattle Company™ does much more than just 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 low-maintenance bulls are just one part of this program. This is the reason our customers are the most profitable cow-calf producers in the world.



## No Shortage

As you study all the bull sale ads and catalogs, you'll notice there will be no shortage of overfat, high-input, grain-fed bulls to choose from this spring.

**Most are guaranteed** to melt and fall apart when you take them home. Most are guaranteed to produce high-input, hard-keeping replacement females — and most will cost a lot more than they are worth!

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

## Your ONLY Source

Pharo Cattle Company™ signed a Trademark Agreement with Tenet® Beef on the last day of 2024. We are very happy and proud to be your one and only source for Tenet® Certified Bulls!



Call or email to receive our **AI Sire Directory**. We have the Biggest and Best selection of low-input, grass-based genetics in the world! In addition to Angus and Red Angus, we have some Polled Hereford, South Poll, Mashona and Heat-Tolerant Composite bulls. There are a total of **77** bulls to choose from — with bulls to fit every budget.

All of the bulls in our three spring bull sales have been tested for Tenet® — and 64% are Tenet® Certified! Call or email to receive a **Bull Sale Catalog**. All three sales will be covered in one catalog. This is one of those parties you don't want to be late for. There are always HUGE benefits to being ahead of the curve, and there will always be consequences for being late!

## First and Foremost

When purchasing bulls, the most important factor to consider is the program behind the bulls. Bulls that are produced in a program that aligns with your long-term goals are worth a whole lot more than bulls coming out of a program that does not align with your long-term goals. This is so obvious it should go without saying.

However, I have visited with hundreds of cow-calf producers who say they want to produce efficient, 1100 to 1200-pound cows that can wean 50% of their own weight for many years without being pampered — only to find out they have been buying bulls that were produced by 1400 to 2000 pound cows that must be pampered to stay in production. How is that going to work?

**Don't make this complicated...** Decide where you want to take your program — and purchase bulls from a program that will take you there. Do you want to increase the size of your cows — or do you want to increase the size of your profits? You can't do both! Don't allow your judgement to be swayed by the wrong things. Pretty is as pretty does — and the proof is in the pudding!

## STOP Buying So Many Bulls

By Kit Pharo

Pharo bull customers need to STOP thinking like status quo cow-calf producers! Pharo bull customers DO NOT need a bull for every 25 cows! I am tired of bull customers calling me when they have bull injuries that could have been avoided. Below is the long-held status quo recommendations for bull to cow ratio. This is for high-input, grain-fed, sissy bulls!

12 - 15 mo. old bulls	10 – 12 cows
15 - 18 mo. old bulls	12 – 18 cows
18 - 24 mo. old bulls	18 – 25 cows
24 month and older	25 – 35 cows

In nearly all situations, we recommend you **double the number** of females per bull — but only if you are using our low-input, grass-efficient bulls. That means you will only need to purchase **half as many** bulls as you used to purchase. If you follow the status quo recommendations with PCC™ bulls, you will end up getting bulls injured.

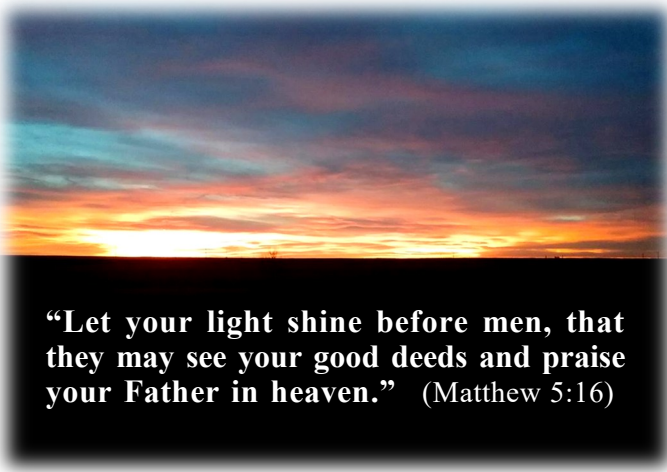
The larger the cowherd, the higher our recommended cow to bull ratio. For example, putting one virgin bull with 50 cows might make me a bit nervous because he has no backup. Putting four virgin PCC™ bulls with 200 cows, however, does not concern me one bit. Even if one of those bulls gets injured, I would have no problem letting the remaining three bulls finish the season.

When I talk about putting one young bull with 50 cows, most cow-calf producers get a panicked look in their eyes. Let's do the math. Since a cow's estrous cycle is 21 days, 5% of your herd should come into estrous every day. Five percent of 50 cows is 2.5 cows. This may range from zero cows to five cows per day. A PCC™ bull would be totally embarrassed if he could not service five cows per day! Sex is not work for a PCC bull!

**What's a bull worth** that can breed twice as many cows for twice as many years? You will be happy to know he is worth a whole lot more than you will ever have to pay for him! Our low-input, Solar Bulls will cost about the same as the high-input Diesel Bulls you have been using — BUT you will only need to **purchase half as many bulls** — and you will only need to **replace them half as often**. That's a BIG savings!

## More On Preventing Bull Injuries

To minimize bull injuries, we strongly recommend you reduce the number of bulls by 50 to 75 percent after the first 21 days of breeding. If your cows are in good enough condition to cycle, then 70 to 80 percent of your herd should be bred in the first 21 days. It won't take much bull power to cover the remaining 20 to 30 percent. When your bulls are fighting over one cow, some of them are going to get hurt. Those injuries are preventable!



**“Let your light shine before men, that they may see your good deeds and praise your Father in heaven.” (Matthew 5:16)**

## 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 PCC™ 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!

## The Best Cows

By Kit Pharo

**H**ow can you identify the best and most profitable cows in a cowherd? The answer is so simple most people miss it. The best and most profitable cows in an unpampered cowherd will always be the oldest cows. These cows have done everything right without missing for at least ten years.

Honest, unpampered, teenage cows have addressed all of the issues relative to fertility, feed requirements, frame size, production, structural soundness, mothering ability, adaptability, parasite resistance and disposition. These are time-proven cows that can seldom be improved upon.

Longevity is the most important trait to select for because it encompasses all of the other maternal traits. Unfortunately, many bull producers make excuses for their cows and give them second chances. They may have some old cows — but nearly all of their old cows have problems.

**If your bull producer** doesn't get rid of his problem cows, he will be passing those problems on to you. You won't be able to remove the problems from your herd until you switch to a bull producer who thinks like you do. You should buy your bulls from someone who requires as much or more out of his cows as you do!

## The Heat Will Return

For many of us, this has been a frigid-cold winter. However, if you live in a hot, humid environment, you know the heat will return in another month or two. You also know heat stress is the biggest challenge your cattle will be facing.

For over 10 years, our goal has been to produce heat-tolerant cattle with no Brahman influence. We have been working with Bos Taurus breeds that have Spanish and African origins. We will be offering some outstanding Heat-Tolerant Composite bulls in our upcoming Texas and Missouri bull sales — and over 70% are Certified Tenet®.



**Maximizing grazing time** is the key to profitability in this business. Heat-adapted animals that graze twice as long as non-adapted animals will likely be twice as profitable. The best way to beat the heat is with genetics.



**16-Year-Old PCC Cow with her 15<sup>th</sup> calf.  
She still has a beautiful udder!**

## A2 Beta Casein

**A2** Beta Casein is a milk protein that increases the milk's digestibility and nutritional value. Dairy animals are routinely tested for A2 because A1 milk is known to cause autoimmune diseases in people. If A1 milk is not good for people, it's probably not good for nursing calves.



We have reason to believe an A2/A2 cow can raise a bigger calf with less milk than an A1/A2 or A1/A1 cow. PCC™ did some DNA testing for A2/A2 in 2010 and determined a very high percentage of our bulls were A2/A2. Last summer, we decided to test all of our AI sires and sale bulls for A2/A2.

We found that **86%** of our AI sires and **82%** of our sale bulls tested positive for A2/A2. That's impressive! Steve Campbell, with Tailor Made Cattle, estimates that only 50% of mainstream beef animals are positive for A2/A2. Once again, Pharo Cattle Company™ is different for all of the right reasons.

**All of the bulls selling** in our upcoming bull sales have been tested for A2/A2. Call or email to request a sale catalog.

## Don't Get Too Comfortable

By Kit Pharo

We all have a comfort zone. It is our safe place! It is our hiding place. As long as we are in our comfort zone, we don't have to think or worry about what's going on in the world outside our comfort zone. Our comfort zone requires nothing from us! Consequently, it becomes the enemy of free thinking. It also becomes the enemy of creativity, innovation and growth. In reality, our comfort zone is a trap that prevents us from being all we can be. However, it never holds us captive against our will. We are free to step out at any time.

Unfortunately, most people are afraid to step out of their comfort zone because, when they do, they are stepping into uncertainty. They will encounter opinions and challenges they have never experienced before. For the beginner, this creates feelings of anxiety, fear and stress. It takes courage to step out of your comfort zone — but the more you do it, the easier and less traumatizing it becomes.

We don't like leaving our comfort zone because we don't like being uncomfortable. However, the most amazing things take place outside our comfort zone. No growth will ever take place inside our comfort zone — and nothing of lasting value will ever take place inside our comfort zone. Look around you. The happiest and most successful people are those who are not afraid to step out of their comfort zone — and they are not afraid to change what needs to be changed. They know that success requires action!

**Don't get too comfortable.** Life is short — much too short to be held captive by your comfort zone! Step out and make things happen!

## The BEST in Calving Ease

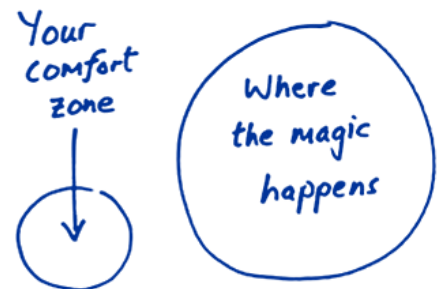
We have always been very serious about calving ease because it is of utmost importance to our customers. We are so serious about calving ease we are willing to put our money where our mouth is. Our 5-star calving ease bulls are **Guaranteed for Calving Ease!**

Our 4-star calving ease bulls are almost as good as our 5-star bulls. Their birth weight and calving ease direct EPDs are almost always in the top 20% of the breed. You would have to drive a long way to find bulls with as much calving ease as our 4-star bulls. Over **86%** of the bulls selling in our upcoming bull sales have 4 and 5-star calving ease! No one has as many bulls with genuine calving ease as we do!

Call **800-311-0995**  
to request a sale catalog.

### *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.



## Why Don't All Seedstock Producers...

- **Treat their cows tougher than you treat your cows?**
- **Refuse to make an excuse for a cow, or give her a second chance?**
- **Focus on pounds per acre (profit) — instead of pounds per cow (bragging rights)?**
- **Develop bulls on forage — with nothing but starch-free supplements?**
- **Evaluate and score bulls for disposition?**
- **Evaluate and score bulls for hair coat and fly resistance?**
- **Evaluate and score bulls for feet and leg conformation?**
- **Evaluate and score bulls for preputial prolapse problems?**
- **Evaluate and score bulls for fleshing ability, thickness, muscling and masculinity?**
- **Evaluate and score bulls for grass efficiency, cow longevity and maintenance?**
- **Provide an udder score for the bulls they sell?**
- **Provide a One-Year Guarantee on all of the bulls they sell?**
- **Guarantee bulls for calving ease?**
- **Guarantee bulls to be free from genetic defects?**
- **Provide ultrasound data on the bulls they sell for carcass traits?**
- **DNA test bulls for A2/A2 and Tenet® (guaranteed tender beef)?**
- **Obtain a DNA profile on every bull they sell to increase accuracy of predictions?**
- **Control flies and other parasites with genetics — instead of toxic chemicals?**
- **Produce genetic strains that are adapted to drought, heat, humidity and/or fescue?**
- **Invite customers to participate in bull evaluation days?**
- **Provide a Quick Sort program that takes the guesswork out of selecting bulls?**
- **Use an honest, low-pressure Cowboy Auction to sell bulls?**
- **Deliver bulls to over 60 delivery points across the nation?**
- **Provide an online discussion group with world-renowned industry experts?**



**You Expect More  
from Pharo Cattle Company™ and  
You Receive More**



## Is Your Business Sustainable?

Your farm or ranch is *not* sustainable unless it can be passed on to the next generation. Unfortunately, many family farms and ranches are not being passed on to the next generation. In the five-year period between 2017 and 2022, we lost 42,000 family farms and ranches in the United States.

Most producers want to pass the family farm or ranch on to the next generation — and most members of the next generation would love to take over. Unfortunately, many family farms and ranches are not big enough, profitable enough and/or enjoyable enough to be passed on. No one wants to inherit a breakeven business or an expensive hobby.

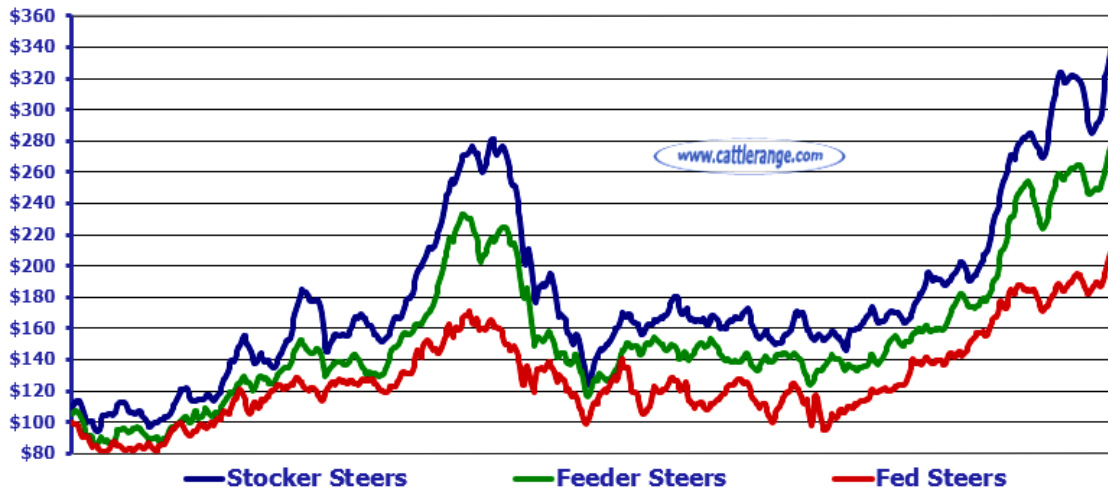
**Pharo Cattle Company™** would like to help you create a more profitable, more enjoyable and more sustainable business.

## Making History

By Kit Pharo

Cattle prices have never been this high before. This is history in the making! And we expect prices to go even higher... for a while. These are windfall profits because you and I have done nothing to deserve them or to earn them. It's like winning the lottery. Everyone in the cattle business is a winner!

**Stocker, Feeder & Fed Steers Moving Averages  
June 22, 2008 thru February 21, 2025**



2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 |

We've all heard stories about people who won the lottery — but had nothing to show for it five years later. Please don't let something similar happen to you. To make the most of your windfall profits, I suggest you refer back to the leadoff article in our Fall 2024 Newsletter.

The most successful cow-calf producers learn from history. For example, they remember how the value of their calves was quickly cut in half in 2016 (see graph above). Therefore, they won't be caught off guard when it happens again.

**Warren Buffett once said,** "What we learn from history is that most people don't learn from history." I hope you are an exception to this quote because history *will* repeat itself — and calf prices *will* fall again. Will you be ready?

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**Cowboy Logic: "A cowboy hat looks silly on anyone who isn't a cowboy."**

## PHARO CATTLE COMPANY™

**Your ONLY Source For  
Tenet® Certified Bulls**

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



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