



The Elephant Ad Campaign

By Kit Pharo

Are you old enough to remember when the continental (exotic) cattle first became popular in America? I am — and I thought they were HUGE. Compared to the existing British breeds, they *were* HUGE! The first continental breeds started showing up in America in the late 1960s and 1970s. Their popularity surged in the late 1970s and 1980s.

Consequently, the popularity of the established British breeds began to plummet. They were rapidly losing their market share. Something had to change or many seedstock producers would go belly up. In 1984, the Angus Association introduced their Elephant Ad Campaign in an attempt to rectify this situation. This quickly became a favorite advertisement of mine.

The Elephant Ad Campaign questioned the usefulness of the much larger exotic breeds of cattle like Simmental, Charolais, Gelbvieh, etc., etc. Every advertisement featured a picture of an elephant with a statement or question. The first one I remember seeing asked, “Is an elephant-sized calf really the answer?” Other ads said, “Why elephants don’t make the best mothers,” and “Is there any future in feeding elephants?” and “Why packers don’t want to box elephants.”



At the time... I thought this was an extremely successful ad campaign. I agreed wholeheartedly with the concept behind the campaign because it doesn't matter how big your cattle are if they're not profitable. To my surprise, however, this campaign only lasted two years. Why would they discontinue such a brilliant and successful ad campaign?

Instead of remaining focused on the maternal and carcass traits the British breeds had always been well-known for, the breeders of British cattle tried to emulate the Continental breeds. Bigger is better — and nothing else matters! In less than 10 years, nearly all of the Angus breeders in America had succeeded in out-Simmentalling the Simmentals!

According to research conducted by the USDA Meat Animal Research Center in Clay Center, Nebraska, Angus cows now have the heaviest mature weight of the 16 beef breeds studied. Is that progress? I don't think so! Angus is no longer the maternal and carcass breed it was 40 years ago. Are you old enough to remember when Angus cows did not weigh 1400 pounds?

Today's average cow is too big to be profitable when calf prices drop — and they will. At that time, the income she produces won't be enough to cover the ever-increasing cost of her inputs. Cow-calf producers **MUST** reduce cow size, as well as their dependence on outside inputs, if they want to remain profitable in the future.

"The future ain't what it used to be."

~ Yogi Berra ~

FOUR Fall Bull Sales

Valentine, NE — November 1

Burlington, CO — November 10

Letohatchee, AL — November 15

Three Forks, MT — November 22

- 500 Bulls — Angus, Red Angus, South Poll, Hereford, Composite and Heat-Tolerant
- Guaranteed Calving Ease
- One-Year Guarantee on All Bulls
- DNA Tested for A2/A2 and Tenet®
- Developed Slowly and Naturally on Grass
- Evaluated for Disposition, Thickness, Muscling, Masculinity, Fleshing Ability, Grass Efficiency, Hair Coat, Fly Resistance and Much More
- Over 60 Delivery Points Across the Nation

Call or Email to receive a Sale Catalog

THE PHARO CATTLE COMPANY NEWSLETTER

Published four times per year by:

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

AI Sire Directory

There are 77 bulls to choose from in this year's AI Sire Directory. In addition to Angus and Red Angus, we have some Polled Hereford, South Poll and Mashona bulls. We also have some Heat-Tolerant Composite bulls and some Tarentaise Composite bulls.

Genetic Fly Resistance

While others continue to use toxic chemicals to cover up their inferior genetics, Pharo Cattle Company™ is helping you solve your horn fly problems. We have cowherds in 12 different states (from Minnesota to Texas and from Alabama to Montana) that are not being treated for horn flies or other parasites.

There's never been a chemical to control horn flies that the flies have not built some resistance to. As a result, the horn fly problem has done nothing but get worse for the last 80 years. The only way to truly solve the horn fly problem is through genetics.

Prior to the creation of the first fly-control chemical 80 years ago, nearly all cattle had a natural, bred-in resistance to horn flies and other parasites. Those that didn't have any resistance did not live long enough to pass on their inferior genetics. That's called "survival of the fittest" — and it still works!



No one else in the bull business has even thought about breeding and selecting cattle for genetic fly resistance. We have been doing it for 20 years — and it's working. PCC™ cattle definitely have fewer flies than mainstream cattle.

All of the bulls selling in our four fall bull sales will be evaluated and scored for fly resistance. Call 800-311-0995 to request a sale catalog.

Bend In The Road

By Kit Pharo

Helen Keller once said, “A bend in the road is not the end of the road... unless you fail to make the turn.” That’s a very simple, yet profound, statement! It applies to all people in all walks of life. It has application for me — and it has application for you.

What word can we use to define a “bend in the road”? The first word that comes to mind is “change.” Change is a normal part of life. It is also a normal part of business. Nothing stays the same. The present is different from the past and the future will be different from the present.

The sooner we make the turn in the road, the better off we will be. Unfortunately, most people hate change. Some hate change so much they resign themselves to being content with where they are. At that point, they stop enjoying life and/or they start going out of business. Don’t let a bend in the road become the end of the road for you. The sooner you acknowledge the bend in the road and make the turn, the happier and more successful you will be.

I encourage you to think about where your life and your business are going. Have you missed a few turns in the road? We all have! Are you as happy as you would like to be? Is your business as successful as you would like it to be? Is your business profitable and enjoyable enough to be a passed on to the next generation?

What changes do you need to make? Once you identify those changes, do what it takes to make them happen! DO IT NOW! Procrastination is NEVER your friend! Once you get back on the road, continue to watch ahead for future bends in the road. When you come to a bend in the road, make the proper adjustments — and Keep On Truckin’!



WARNING - WARNING



If you are a cow-calf producer, there is a major bend in the road ahead of you — and you need to be prepared. I’m afraid this bend in the road will be the end of the road for many family farms and ranches that are not prepared.

Before we look ahead, let’s take a look in our rearview mirror. Calf prices have risen a whopping **150%** since 2020! WOW! To put that in perspective, a 500-pound steer calf is worth **\$1100 more** today than he was worth just five years ago. We are in uncharted territory!

This is like winning the lottery because we did nothing to earn or to deserve these record-high prices. We’ve been blessed! We have 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.

As we look ahead, calf prices will increase even more when heifer retention takes off because fewer heifers will be put in the feedlot. This will reduce beef supplies and push calf prices higher. It looks as though we could have two more years of high prices.

WARNING... eventually, as more and more heifers enter the cowherd, supply will surpass demand. When that happens, calf prices will fall very quickly and without warning — just like they did in 2016. That’s the bend in the road I am warning you about. You need to be prepared!

Most cow-calf producers desperately need to reduce cow size, as well as their dependence on outside inputs. When calf prices drop, the cost of inputs will continue to go up. Producers also need to find ways to significantly increase their production per acre. In other words, they must be able to produce more beef for less money! Pharo Cattle Company™ has the genetics and the philosophies you need to be prepared for the upcoming bend in the road.

More On Cow Size

No matter how good or how bad your environment is, you can run substantially more smaller cows. The fact that small cows can wean a higher percent of their own body weight than big cows will substantially increase total pounds and profit. This is a no-brainer!



How Many Cows?

How many cows can a bull breed? The drivelt put out by the universities and status quo bull producers continues to say you should only put a bull with one female for every month of age the bull is — up to 30 cows.

That's probably all you can expect from an overfed, grain-developed Diesel Bull — but it doesn't have to be that way! Here at Pharo Cattle Company, we recommend you **DOUBLE** the status quo recommendations with our grass-developed Solar Bulls.

Get Out... While the Getting is Good

By Kit Pharo

What goes up must come down. The last time we were receiving record-high prices for our calves, prices dropped by 50% in one year. OUCH! Will you still be profitable when your calves are only worth half of what they are worth today? Most cow-calf producers won't be.

If you don't plan on making any significant changes in your cow-calf operation, this may be the once-in-a-lifetime opportunity for you to get out while the getting is good. Cattle and land prices have never been this high before. Cash in — and enjoy life!

Selling out at the top of the market makes a whole lot more sense than riding the market to the bottom just to manage an unprofitable business. Think about it! NOW is the time to make the necessary changes — or to get out.

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 are produced by some very efficient, moderate-sized cows that have never been pampered. Since they are developed slowly and naturally on grass, they will NOT melt and fall apart when you take them home.

These 18-month-old bulls will be sold in their work clothes at our unique, low-pressure Cowboy Auction. We hope you will make plans to participate in one of our four fall bull sales.

If you are not receiving our weekly emails, send us your email address

High-Maintenance Ladies

Do you have some high-maintenance ladies on your ranch? The odds of finding high-maintenance ladies on most ranches is very high. That's right! No, not the kind of ladies you're probably thinking of.



As a result of 40 years of relentless selection for more growth, more size and more milk, most of today's cowherds are comprised of high-maintenance ladies (cows). These cows will work when calf prices are at record-high levels — but they won't work when calf prices are cut in half.

Waiting for Your Boaz

To all the young ladies who are in a hurry to have a boyfriend or to get married, here is a piece of biblical advice: “Ruth patiently waited for her mate Boaz.” (Ruth 3:18)

While you’re waiting for *your* Boaz, don't settle for any of his relatives: Broke-az, Po-az, Lyin-az, Cheating-az, Dumb-az, Drunk-az, Smart-az, Locked-up-az, Cheap-az, Lazy-az and especially his third cousin Beatin-yo-az. Please be patient and wait for your Boaz.

Connecting The Dots

By Kit Pharo

Allow me to provide a brief synopsis of the last 50 years in the American beef industry. Change that takes place very gradually is, more often than not, misinterpreted by most people. This almost always leads to incorrect assumptions. Incorrect assumptions always lead to inappropriate actions. It has taken me many years to finally connect all the dots in this story. I’m ready to share a theory you’ve never heard before. I may not be 100% correct in my assessment — but I think I am very close.



Most of the beef cows 50 years ago were small to moderate-sized British breeds. It was not uncommon to butcher a mature cow directly off grass — and have a good eating experience. She may have lacked marbling, but the meat was tender. Just twenty years later, however, the number one complaint consumers had with beef was the inconsistency in tenderness. It was becoming more and more difficult to find a steak that always provided a good eating experience. I finally reached the point that I will not order a steak that is not a tenderloin or a flat iron. Those are the only two steaks that always provide a great eating experience. I’d rather eat chicken than a tough steak.

I now have good reason to believe that when the beef industry became single-mindedly focused on increasing the growth and size of cattle, one of the consequences was the loss of beef tenderness. I share my reasoning below in the next-to-last paragraph. The beef industry knew it had a problem with tenderness. In an attempt to correct that problem, it started breeding and selecting cattle for higher levels of marbling. Unfortunately, marbling only accounts for a mere 10% of the variation in beef tenderness. In other words, there is a very low correlation between marbling and tenderness. I have eaten many well-marbled steaks that were as tough as shoe leather.

In recent years, the beef industry has been feeding animals to ridiculously heavy weights. It’s not uncommon to have 1500 to 1700-pound animals going to slaughter. When you feed an animal that grades Choice at 1300 pounds to heavier weights, you are essentially only increasing pounds of excess fat that must be removed from the carcass. To get rid of the tons and tons of excess fat, the beef industry has been importing large amounts of lean beef. This foreign beef is blended with the excess fat to make ground beef. Well over 50% of the beef consumed in America is in the form of ground beef. Perhaps, people prefer ground beef because it is always tender.

There is a much better way to fix the beef tenderness problem. On a scale of 1 to 10, with 1 being the toughest and 10 being the most tender, the average beef animal in America today is only a 3. Fortunately, we now have the ability to consistently produce beef with a superior tenderness rating of 10 (Tenet®). We’ve found that a high percentage of beef animals in herds that were never bred and selected for extreme growth are testing positive for Tenet®. All of the Pharo Cattle Company™ herds, for example, are over 60% Tenet®. Some are pushing 80%. In contrast, fewer than 2% of the animals that were bred for extreme growth are testing positive for Tenet®.

It’s time to **Make Beef Great Again!** It’s time to make beef tender again. It’s time to take back some of the market share chicken has taken from us. We encourage you to get involved in this movement. We think it will soon become the biggest game changer in the history of the beef industry. Once consumers have access to Tenet® Certified Beef, most of the beef with average tenderness will be made into ground beef.

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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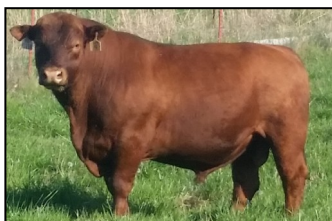
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**Cowboy Logic: “The only difference between men
and boys is the size of their toys.”**

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**



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Bulls@PharoCattle.com