



Selling Bulls for 36 Years — and Making Friends for Life

Increasing Your Production Per Acre

By Kit Pharo

Most cow-calf producers have the ability to increase their production and profit per acre by 50 to over 200 percent. When cattle prices drop – and they will – that would be extremely beneficial, wouldn't it? I hope I have your attention. Please stay with me.

The quickest and easiest way to substantially increase your production and profit per acre is through better grazing management. I was going to entitle this article “Rotational Grazing.” I didn't, because too many producers mistakenly believe they already know everything there is to know about rotational grazing – and that it will never work for them. Please keep an open mind.

After piping some water and building some cross fences, we started rotational grazing here at PCC® headquarters in Eastern Colorado in the summer of 1994. Simply put, we put all of our cow-calf pairs into one much larger herd and rotated them through a series of much smaller pastures. While one pasture is being grazed, the remaining pastures are busy growing grass.

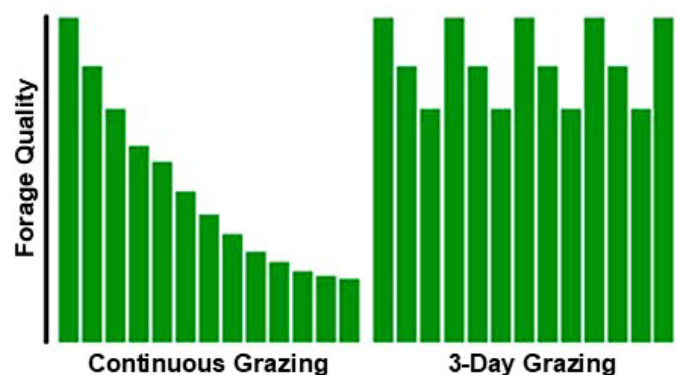
The first rule of thumb is to move cattle fast when the grass is growing fast, and slow when the grass is growing slow. This may seem backwards to some, but we do not want any plants to be grazed more than once before the cattle are moved. There must be a substantial rest and growth period before any plant is grazed again. The second rule of thumb is to put the highest number of cattle in the smallest possible area for the shortest period of time. This will maximize your rest periods – which will maximize your production and profit per acre.

It didn't take long for us to see some big advantages to rotational grazing. Since we were growing more grass, we were able to stop feeding hay in the winter. That represents a huge savings! We also saw an improvement in our forage quality and diversity. Compared to continuous grazing, rotational grazing maintains a much higher level of nutrition for our cows and calves (see graph below). Most importantly, we were able to substantially increase production and profit per acre. I know several graziers who have doubled their production per acre. I know a few who have increased their production per acre by 400 percent. Consider this... if you can double your production per acre, that's like having someone give you another farm or ranch for free!

Before you start thinking rotational grazing is too expensive and/or too difficult, go visit someone who has been practicing rotational grazing for a few years. I can pretty much guarantee you will not find anyone who won't say rotational grazing has a quick payback and makes life much easier and more enjoyable than before. I suggest you visit as many graziers as you can. Most of these graziers are eager to help others increase their production and profit per acre.

All of our cross fences are inexpensive, single-wire electric fences. We can use temporary fencing to double, triple or quadruple the number of grazing pastures we have. A few high-tech graziers are using virtual fences to rotate their cattle.

There are several variations of rotational grazing. They will all work if the grazer knows what he is doing. They will all fail if the grazer does not know what he is doing. Please attend one or two grazing schools – *before* you start building fences.



"Never in the history of the world has there been a situation so bad the government couldn't make it worse."

~ Thomas Sowell ~

FIVE Fall Bull Sales

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Three Forks, MT — November 21

Canada Sale — November 21

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

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Horn Flies



Horn flies are costing the U.S. beef industry over \$1 billion in reduced gains every year. While other bull producers continue to use toxic chemicals to cover up their inferior genetics, Pharo Cattle Company® is helping you solve your horn fly problems.

In the last 20 years, we have evaluated and scored over 18,000 bulls for genetic horn fly resistance. All the bulls selling in our fall sales will be evaluated and scored for fly resistance. Since the heritability of this trait is relatively high, you can make major advancements in just two or three generations.

AI Sire Directory

There are 87 bulls to choose from in this year's AI Sire Directory. This represents 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 and Mashona bulls. We also have some Heat-Tolerant Composite bulls and some Tarentaise Composite bulls.

Over 70% of these bulls are Certified Tenet®, which means they have the genetics for superior beef tenderness. Nearly 90% of these bulls are A2/A2. Better milk produces better calves. You won't find bulls like this anywhere else! There are bulls to fit every budget! Call 800-311-0995 to request our 2026 AI Sire Directory.

First-Ever Canadian Sale

We've been selling 20 to 30 bulls to Canadian customers for the last two or three years. Apparently, many Canadian cow-calf producers know they need to make the transition from high-input ranching to low-input ranching.

As of the spring of 2025, we have had a PCC® program in Canada – with two cooperative herds. We will sell our first set of Canadian bulls virtually this fall in conjunction with our Montana Sale. They will sell ahead of the Montana bulls. We will set up times to see the bulls in person prior to the sale.

How Much Does Air Weigh?

By Kit Pharo

As I travel around the country, I am always on the lookout for cowherds that are grazing near the road. Most of the cows I see in these herds are rectangular-shaped, large-frame cows with long legs and shallow bodies. I have also noticed that these cows don't carry much condition.

The height of many of these cows is approximately one-half body and one-half legs. What value does all that space between the ground and the belly have? None! It weighs nothing – and you can't eat it! It is just air!



In contrast, Pharo Cattle Company® has wedge-shaped, moderate-sized cows with extra thickness and fleshing ability. Our thickness and fleshing ability have been bred in – NOT fed in. Many of our cows are two-thirds body and one-third air space.



In nearly all cases, our smaller framed cows will weigh more than everyone else's larger framed cows. Do you know why? Because air doesn't weigh anything! The same goes for our calves.

PCC® bulls won't cheat you on pounds. They will just put those pounds in a much beefier package. Do you want to produce calves with more beef or more air?

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It's 12 O'Clock Somewhere

By PJ Budler

Cattle breeding in advanced and scientific circles is broken down into linear measurements and scores. This system, however, due to human nature, encourages breeders to strive for maximum instead of optimum. Trait optimization is circular – NOT linear.



Consider a standard clock, with 12 o'clock being optimum. In this scenario, five minutes before 12 is not quite optimum, but it's workable. On the other hand, five minutes after 12 means you went too far. In order to get back to optimum, the long hand needs to go all the way around to 12 again. Unlike linear breeding, circular breeding strives for optimum. Twenty minutes after 12 is a total outlier. Outliers must be avoided!

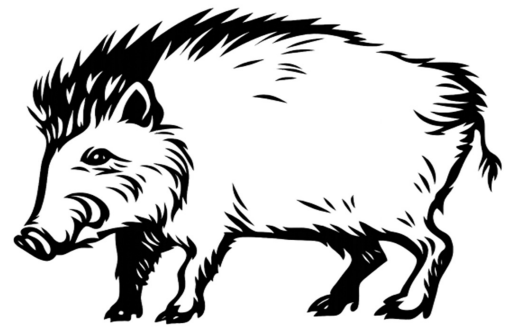
When striving for optimum, use middle-of-the-road bulls (assuming you are on the right road). Avoid fire and ice matings. Breeding a giant to a midget to get a middle-of-the-road calf will get you some giants, some midgets, and some middle-of-the-road cattle. However, the middle-of-the-road cattle produced in this fashion won't breed true. This applies to all measurable traits, maturity patterns, and body types.

The optimum 12 o'clock animal doesn't have too much of anything – but it has enough of everything!

By optimizing muscle, growth, milk, and marbling while ensuring adaptability, functional efficiency, fertility, and longevity are in place, we can produce very profitable cattle. Optimum cattle may not make the headlines – but they will keep us in business.

The Wild Hog Story

Around 1900, an old trapper from North Dakota hitched up some horses to his Studebaker wagon, packed a few possessions and drove south. Several weeks later, he stopped in a small town just north of the Okefenokee Swamp in Georgia. It was a lazy Saturday when he walked into the general store. Sitting around the pot-bellied stove were seven or eight of the town's local citizens.



The traveler asked, "Gentlemen, could you direct me to the Okefenokee Swamp?" Some of the old-timers looked at him like he was crazy. "You must be a stranger in these parts," they said. "I am. I'm from North Dakota," said the stranger. "In the Okefenokee Swamp are thousands of wild hogs," one old man explained. "A man who goes into the swamp by himself asks to die!" He lifted up his leg. "I lost half my leg here to the pigs of the swamp." Another fellow said, "Look at the scars on my arm! Those pigs have been free since the Revolution, eating snakes and rooting out roots and fending for themselves for over a hundred years. They're wild and they're dangerous. You can't trap them. No man dares go into the swamp by himself." Every man nodded his head in agreement.

The old trapper said, "Thank you so much for the warning. Now could you direct me to the swamp?" They said, "Well, yeah, it's due south — straight down the road." But they begged the stranger not to go, because they knew he'd meet a terrible fate. He said, "Sell me ten sacks of corn, and help me load it in the wagon." And they did. Then the old trapper bid them farewell and drove on down the road. The townsfolk thought they'd never see him again. Two weeks later the man came back. He pulled up to the general store, got down off the wagon, walked in and bought ten more sacks of corn. After loading it up he went down the road toward the swamp.

Two weeks later, he returned and again bought ten sacks of corn. This went on for over three months. Every week or two, the old trapper would come into town, load up ten sacks of corn, and drive off south into the swamp. The stranger soon became a legend in the little village and the subject of much speculation. People wondered what kind of devil had possessed this man, that he could go into the Okefenokee by himself and not be consumed by the wild and free hogs.

One morning, the man came into town as usual. Everyone thought he wanted more corn. He got off the wagon and went into the store where the usual group of men were gathered around the stove. He took off his gloves. "Gentlemen," he said, "I need to hire about ten or fifteen wagons. I need twenty or thirty men. I have six thousand hogs out in the swamp, penned up, and they're hungry. I've got to get them to market right away." "You have WHAT in the swamp?" asked the storekeeper. "I have six thousand hogs penned up. They haven't eaten for two days, and they'll starve if I don't get back there to feed and take care of them."

One old-timer said, "You mean you've captured the wild hogs of the Okefenokee?" "That's right." "How did you do that? What did you do?" the men urged. One of them exclaimed, "But I lost my arm!" "I lost my leg to those wild boars!" chimed a second. The trapper said, "Well, the first week I went in there they were wild alright. They hid in the undergrowth and wouldn't come out. I dared not get off the wagon, so I spread corn along behind the wagon. The old pigs would have nothing to do with it. But the younger pigs decided that it was easier to eat free corn than it was to root out roots and catch snakes. So the very young began to eat the corn first. I did this every day. Pretty soon, even the older pigs decided it was easier to eat free corn. After all, they were all free; they were not penned up. They could run off in any direction they wanted at any time."

"The next thing was to get them used to eating in the same place all the time. So I selected a clearing, and I started putting the corn in the clearing. At first they wouldn't come to the clearing. It was too far. It was too open. But the very young decided it was easier to take the corn in the clearing than to root out roots and catch their own snakes. And not long thereafter, the older pigs also decided that it was easier to come to the clearing every day.

“And so, the pigs learned to come to the clearing every day to get their free corn. They could still subsidize their diet with roots and snakes and whatever else they wanted. After all, they were all free. They could run in any direction at any time. There were no bounds upon them. The next step was to get them used to fence posts. So I put fence posts all the way around the clearing. I put them in the underbrush so that they wouldn’t get suspicious or upset. After all, they were just sticks sticking up out of the ground, like the trees and the brush. The corn was there every day. It was easy to walk in between the posts, get the corn and walk back out.

“This went on for a week. Shortly, they became very used to walking into the clearing, getting the free corn, and walking back out through the fence posts. The next step was to put one rail at the bottom. I left a few openings, so the older, fatter pigs could easily walk through. Still there was no real threat to their freedom or independence. They could always jump over the rail and flee in any direction at any time.

“Next, I decided I wouldn’t feed them every day. I began to feed them every other day. On the days I didn’t feed them the pigs still gathered in the clearing. They squealed, and they grunted, and they begged and pleaded with me to feed them. But I only fed them every other day. And I put a second rail around the posts. Now the pigs became more and more desperate for food, because they were no longer used to going out and digging their own roots and finding their own food. They now needed me. They needed my corn every day. So I trained them that I would feed them every day if they came in through a gate. I put up a third rail around the fence. But it was still no great threat to their freedom, because there were several gates and they could run in and out at will.

“Finally, I put up the fourth rail. Then, I closed all the gates but one – and I fed them very, very well. Yesterday, I closed the last gate, and today I need you to help me take these pigs to market.”

The Cost of Free Corn

By Kit Pharo

The parable of the wild hogs has a very serious moral lesson for us. This story is about federal government money (free corn) being used to bait, trap, and enslave a once free and independent people. Government welfare, in its myriad forms, has reduced individuals to a state of dependency.



Folks, lest you think this could never happen to you, think again. Farmers and ranchers have slowly been baited in to feed on the government’s so-called “free” corn. In fact, many have already found themselves in a trap they do not know how to escape from. They think it would be impossible to survive without the government’s free corn. That sounds a lot like the wild hogs squealing and begging to be fed, doesn’t it?

Billions and billions of tax dollars are being paid out every year to farmers and ranchers. This includes government-subsidized insurance programs. Our current farm program has essentially guaranteed that the prices farmers receive for their crops will remain at or below break-even prices. Opportunities to prosper have all but been eliminated. Ironically, the producers who benefit the most from these government programs are not the small family farms and ranches that these programs were originally set up to help. Instead of helping the small family farms and ranches, the existing farm programs are making it harder and harder for them to compete and survive. A few very big producers actually receive the bulk of the government’s free corn.

What are we to do? Like the wild hogs, farmers and ranchers will eventually lose their freedom and independence if we don’t get the federal government out of farming and ranching. We need to restore a free market system that enables farmers and ranchers to truly prosper. When New Zealand stopped its runaway government in 1984, it completely eliminated all agricultural subsidies. In the process, 1% of their farmers fell by the wayside, while the other 99% are happier and more profitable than ever. Clearly, the cost of free corn is much too high!

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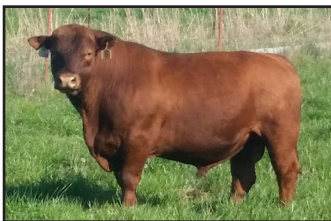
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Cowboy Logic: "You can't build a dependable reputation on what you are going to do tomorrow."

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