PHARO CATTLE COMPANY®

Fall 2026
NEWSLETTER

Website: PharoCattle.com **Phone:** 800-311-0995

Selling Bulls for 36 Years — and Making Friends for Life

Family Matters

By Kit Pharo

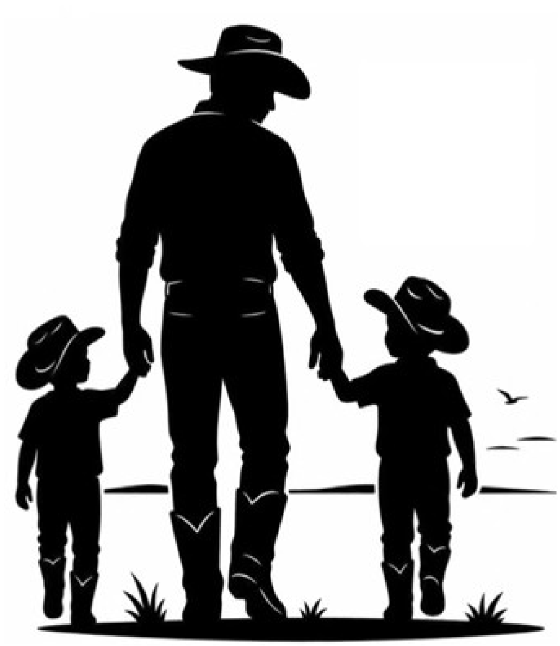
Most farms and ranches are family-owned businesses. Many have been passed on from one generation to the next. If you are like most cow-calf producers, you hope to pass your operation on to your kids and to their kids. Although not always possible, each generation would like to enlarge and/or improve their operation before passing it on. That would make it possible for more family members to be involved — without subsidizing the farm or ranch with outside money. Most children are not interested in inheriting a business that requires an outside job.

If your farm or ranch was once owned by your grandfather and father, then the decisions made by your grandfather and father have had an effect on what you now manage. Some of their decisions had a positive effect, while others had a negative effect. Many family farms and ranches were lost because of poor decisions — or because some crucial decisions did not get made. Other family farms and ranches doubled or tripled in size because of good decisions. This was not a matter of luck, as many want to believe. It was a matter of making a decision and taking action.

The decisions you make or don't make will have a profound effect on the future of your family farm or ranch. Therefore, this is a responsibility that should never be taken lightly. Unfortunately, I see far too many cow-calf producers procrastinating and taking the "stick your head in the sand" approach to management. Ignorance may be bliss — but it is a very poor management strategy. You can either make things happen — or you can sit back and watch things happen. With the windfall profits you are currently receiving, there has never been a better time to make things happen.

The cow-calf business has been so good for so long, many producers have become too complacent to think or to plan ahead. No one knows how long these high calf prices will last — but we all know they won't last forever. The last time we were in a situation like this, calf prices dropped by 40% in just one year. Ouch! To make matters worse, when calf prices drop again, the cost of inputs will continue to increase. I'm afraid many family farms and ranches will be lost because producers were not willing to make the necessary changes when they had the opportunity.

Because the cost of inputs has more than doubled since 2010, the cow-calf segment of the beef industry is approaching a major turning point. The only cow-calf producers who will survive the upcoming fall in calf prices unscathed will be those who have made the transition from high-input genetics and management practices to low-input genetics and management practices. If you have not already made this transition, NOW is the best time to get started. He who hesitates may lose all he has! Your kids and grandkids are hoping you make the right decisions.



Over the last 36 years, Pharo Cattle Company® has helped thousands of cow-calf producers increase their production per acre while decreasing their expenses. The new key to long-term success in the cow-calf business is to produce more for less! Our business is helping you — and we take it very seriously. The future of your family farm or ranch matters almost as much to us as it does to you.

"By failing to prepare,
you are preparing to fail."
~ Benjamin Franklin ~

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

Call or Email for a Free Subscription

Can't Make the Sale?

If you don't think you will be able to attend any of our bull sales, we suggest you request a sale catalog and take advantage of our Stay-At-Home options, as well as our Bull Delivery service.

It's not unusual for **Over 50%** of our bulls to be purchased by customers who do not attend a sale. That says a lot about the trust and confidence our customers have in us. We make it easy!

Call 800-311-0995

Skip-A-Generation

By Kit Pharo

My dad, Alan Pharo, was born and raised in Denver, Colorado. He was a city kid who wanted to be a rancher. His dream came true during the drought and dust storms of the 1950s. For a commercial producer, Dad was very innovative and progressive in his thinking. He studied everything and kept detailed records.

In 1964, Dad started weighing calves at weaning and calculating 205-day adjusted weights. This was before calculators and computers. Dad was more than a decade ahead of most registered breeders at that time. Like everyone else in the past 50+ years, Dad was focused on increasing weaning weights.

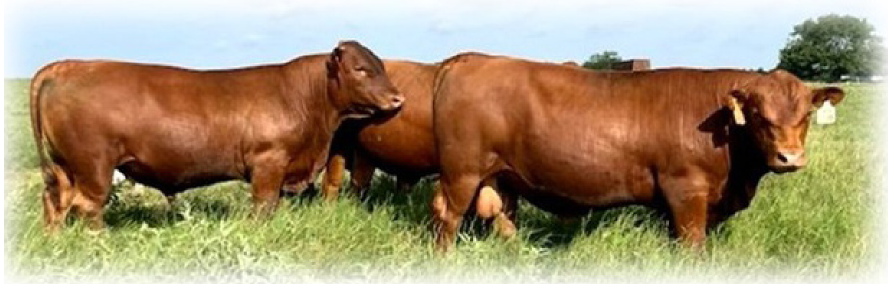
It didn't take long for Dad to see the fruits of his labor. He selected and bred for heavier weaning weights, and he got them. As a result, he also increased cow size. About 10 years into Dad's quest to increase weaning weights, he started noticing something that was difficult to understand.

Dad's so-called "very best cows" always weaned the heaviest calves. However, daughters of those very best cows always weaned dink calves. However, if Dad happened to keep one of those dink heifer calves for a replacement, she would almost always become one of Dad's so-called "very best cows" — just like her grandma. This became very predictable and repeatable!

I refer to this phenomenon as the "Skip-A-Generation" effect. Dad's so-called "very best cows" were heavy-milking cows that weaned big, overfat calves. However, when there are excessive fat deposits in a heifer calf's mammary glands, her ability to produce milk is drastically and permanently reduced. The genetics for high milk are there, but they cannot be expressed. They skip a generation.

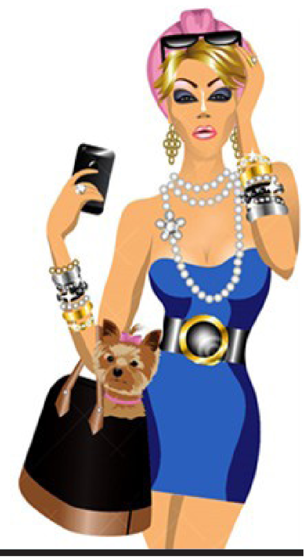
Some Like It HOT

We are developing 102 South Poll and Heat-Tolerant Bulls in Texas. These grass-developed bulls love the heat! They will be sold at our Alabama Bull Sale on November 21. Mark your calendar!



Our goal is to produce cattle with very little, if any, Brahman influence that can work well in very hot and humid environments. These bulls will be out grazing when other cattle are shaded up or standing in the water.

Do You Have Any High-Maintenance Ladies?



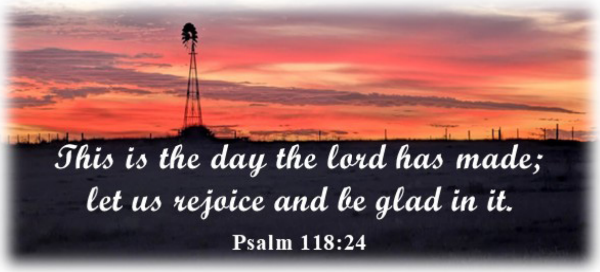
Believe it or not, the odds of finding high-maintenance ladies on most ranches is near 100%. That's right! No, not the kind of high-maintenance ladies you are probably thinking of. As a result of 40+ years of relentless selection for more size, more growth, and more milk, most of today's cowherds are comprised of high-maintenance cows (ladies).

Unlike status quo seedstock producers, Pharo Cattle Company® has been selecting and breeding for efficient, easy-fleshing, low-maintenance cattle for 40 years. We have the genetics you will need to increase pounds and profit per acre. No one sells as many ultra-low-maintenance bulls as we do. To request a catalog for our five bull sales, call 800-311-0995.

Are You Tired?

Are you tired of buying bulls that melt and fall apart when you take them home? Most ranchers are! That's why Pharo Cattle Company® specializes in low-maintenance bulls that are developed on grass! Our fleshing ability has been bred in — NOT fed in!

All the bulls selling in our fall bull sales have been developed on grass. They will be 18 months of age. They have been bred and selected to do the most for the least! They are drought tolerant and parasite resistant. They will NOT melt and fall apart when you take them home! You can take that to the bank!



Look Ahead

When driving a car, it is prudent to look in the rearview mirror every now and then — but most of the time we should be looking forward. If we don't look forward most of the time, we are almost guaranteed to have a wreck, which will keep us from reaching our destination.

We should live our lives the same way we drive a car. It is okay to look back every now and then, but we should spend most of our time looking forward. Our decisions should be based on the future — not the past. Nothing stays the same. The present is different from the past — and the future will be different from the present.

Unfortunately… most people are afraid to make decisions that are based on anything but the past. Even though they can see things transforming before their eyes, they are reluctant to make any changes. Consequently, they will always be behind the curve. **Don't be like most people!** Look ahead and change what needs to be changed to keep up with the future.

Buyer's Market

Our fall bull sales always create a much better Buyer's Market for our customers than do our spring sales. For the most part, this is because most cow-calf producers will not need to turn their bulls out until next summer. Rest assured, it doesn't take much to overwinter our low-input, grass-developed bulls.

Consider this… If herd expansion through heifer retention ramps up this fall and winter, as some believe it will, there will be tens of thousands more heifers to breed next summer. That will create a tremendous demand for calving ease bulls next spring. BUY NOW and SAVE BIG!

Does Fertility Have Low Heritability?

By PJ Budler

Universities, animal-science journals, and breed associations generally agree that fertility has low heritability and that environment — especially nutrition — drives it. In over-managed university herds, that conclusion is fair. Most of the world's cowherds, however, are not over-managed. In those herds, fertility is highly heritable and, after stocking rate, adaptability, and functional efficiency, it is the most important trait to select for.

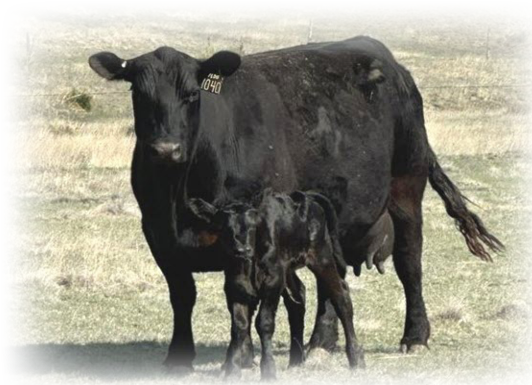
Kit Pharo: "I've always said fertility has very high heritability."

Johann Zietsman: "Fertility has to be highly heritable — it's a survival trait."

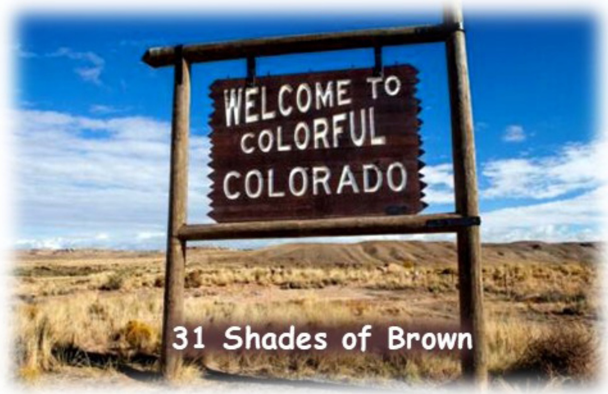
Dr Joe Pascal: "If measured correctly, fertility is highly heritable."

Let's assume you have 300 cows comprised of 100 maternal PCC® cows, 100 Holstein cows, and 100 Belgian Blue cows. Which group stays the most fertile, year after year? That's not environment! That's genetics! This example is extreme, but every herd has cows closer to a Holstein and cows closer to a Belgian Blue.

You can breed for fertility by selecting for hormonal balance and inherent body condition. Low-maintenance cows that are very feminine in appearance are always very fertile. If you don't breed for fertility, you will be forced to feed for fertility. Breeding for fertility is much cheaper and more sensible than feeding for it.



12-year-old, low-input, easy-fleshing, PCC® cow — with her 11th calf



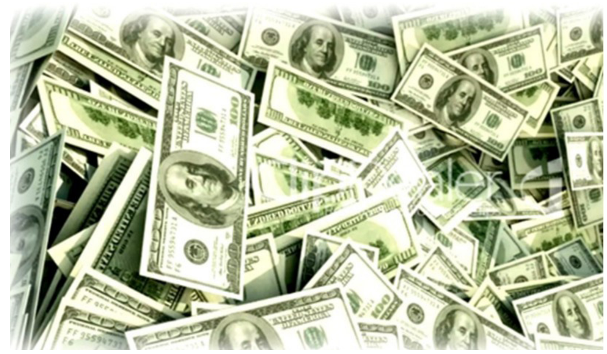
Drought Discount

With the ongoing drought, we decided to reactivate our unique Drought Discount for our fall bull sales. There are five levels of drought. The lowest level is good for a 2% Discount on all the bulls you purchase. The highest level is good for a whopping 10% Discount on all the bulls you purchase.

Google "US Drought Monitor Map"
to see what level you are in.

Spending Your Windfall Profits

By Kit Pharo



A windfall profit is an unexpected increase in income. It is usually created by a circumstance that was not controlled by the person profiting from it. If you are a cow-calf producer, you have been receiving windfall profits for the last four years. You did nothing to earn or deserve the record-high prices you are receiving. It's like winning the lottery!

Unfortunately, it's human nature to fritter away any extra money we have. Allow me to give you a cowboy paraphrase of Ecclesiastes 5:11: "As income increases, spending increases." Spending money is easy. Spending money wisely, however, is not so easy. Making the most of your windfall profits will require extreme discipline. Allow me to share a few suggestions.

Invest in your future profitability. First and foremost, you need to ensure that you will remain profitable when calf prices fall. Most cow-calf producers need to drastically reduce their dependence on outside inputs while at the same time increasing their production per acre.

Don't make the wrong things easy. For example, if you make it easy to put up hay and/or to feed hay, you are creating a money-losing program that revolves around feeding hay. As the cost of land, fuel, equipment, and labor continues to increase, your business will become less and less profitable.

Be cautious about buying things that rust, rot and depreciate. That's going to be tough for some. You will never receive a return on the money you spend on vehicles and equipment. No matter what your banker says, they are a liability — not an asset!

Pay off some or all of your debt. Interest rates are higher than they have been for several years. Borrowing money only makes sense if you are guaranteed to make money with the money you borrow. Those investments are hard to find. Being debt free may liberate your mind and help you see opportunities you could not see before.

Expand your business through the purchase of land and/or vertical integration. In the long run, land has always been a very good investment. I think it is also wise to increase your emergency savings account. This is money set aside in case of an emergency. Many astute cow-calf producers are investing in properties and businesses that will produce passive income.

Enjoy life and have fun! I strongly urge you to *make* yourself invest a portion of your windfall profits in an improved lifestyle. You can't take your money with you — and you only have one life to live. When people are lying on their death bed, they never have regrets about not working harder. They almost always have regrets about not spending more quality time with family and friends.

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.

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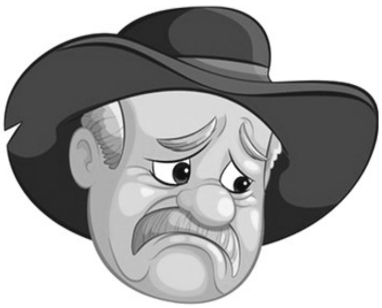
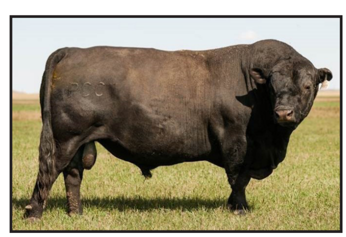


Cowboy Logic: "Only a few will learn from other people's mistakes. Most of us have to be the other people."

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 five Fall Bull Sales
and/or an AI Sire Directory



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