



The Cow of the Future...

The size and type of cow that most cow-calf producers have today didn't come about by happenchance. Today's status quo cow is the result of a time when land was unbelievably cheap, at least by today's standards. She is also a result of cheap feed and cheap fuel. I can remember buying gasoline for only 25 cents per gallon at the local Gas-O-Mat in 1970. Labor was cheap, and equipment was cheap. Today's status quo cow made sense 40 to 50 years ago. Unfortunately, that era is over — and it ain't coming back.

You and I know that nothing stays the same. The present is different from the past — and the future will be different from the present. Today's status quo cow was created to fit the past, when land and inputs were very cheap. She no longer fits the needs of today's cow-calf producer. Her maintenance requirements are much too high. She is too big and requires too much land and fossil fuel-based inputs. She has what I like to refer to as “diesel” genetics. As calf prices continue to fall, she will quickly become less and less profitable.

There are a few programs, albeit very few, with non-status quo cows — cows that are very efficient and profitable in today's world. These programs have bucked the status quo trend for the last 30 years. They have selected for extremely low-maintenance cows that can do the most for the least. Because these cows require less land and less inputs, they can dramatically increase profit per acre in all environments. These cows have what I like to refer to as “solar” genetics. They were designed to run on *free* solar energy — instead of fossil fuel energy.

So what will the cow of the future look like? That is difficult to say — but we can speculate. With a growing world population, I think the availability of land will continue to decrease, while the cost of land will continue to increase. Cow-calf producers will be forced to adopt management practices that will make the most of every ray of sunshine that falls on the land they control. I also think the cost of inputs will continue to increase. Believe it or not, the cost of producing a calf, at least for status quo producers, has doubled in just the last 15 years. I see no reason for this trend to change.

I suspect the cow of the future will look very similar to the cows that we currently have in the Pharo Cattle Company program. They will be easy-fleshing, grass-efficient, 3 and 4-frame cows with extremely low maintenance requirements. They will require substantially less land per cow. They will require very little in the way of hay and supplemental feed. They will require very little in the way of other inputs — including vaccines, antibiotics, pesticides, wormers, etc. They will require very little labor. Compared to today's status quo cows, these low-input, solar cows of the future will increase profit per acre by over 30 percent.

Sooner or later... *all* cow-calf producers will be forced to produce easy-fleshing, grass-efficient cows with extremely low maintenance requirements — *or* they will be forced out of business. Why not get a head start on everyone else? Those who are the quickest to adapt and change will be in the driver's seat — while those who are the slowest to adapt and change will get left behind or run over. High-maintenance cattle will eventually go the way of the dinosaurs.



10-year-old, low-maintenance, PCC solar cows stay this fat even during a severe drought

~ Kit Pharo

*"And now we welcome the
new year — full of things
that have never been."*

~ Rainer Maria Rilke ~

TWO Spring Bull Sales

Springfield, MO — April 7th

Burlington, CO — April 18th

- **400+** Solar Bulls — Developed Without Grain
- Fleshing Ability has been Bred In — NOT Fed In
- Evaluated for Disposition, Thickness, Muscling, Masculinity and Fleshing Ability
- Guaranteed Calving Ease
- FREE and Very Afforda-BULL Delivery

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: To help ranchers put more fun and profit into their business.

Call or Email for a Free Subscription

Fescue-Country Bull Sale...

We have been raising bulls in Fescue Country for the past 15 years. We've been developing bulls on fescue in Missouri for the past 11 years.

Our **4th Annual Fescue-Country Bull Sale** will take place at the sale barn near Springfield, Missouri, on **April 7th**. The Angus and Red Angus bulls in this sale will be 18 months of age and ready for a heavy workload.

If you live in a hot, humid environment and/or in Fescue Country, this will be your source for ultra-low-maintenance PCC Solar Bulls. Those who live elsewhere should also take a look at these bulls. Bulls that work well in Fescue Country have been proven to work even better everywhere else.

This sale will be broadcast over Rural TV and the Internet. Delivery will be provided to all **50** of our delivery points. To request a sale catalog call **800-311-0995**.



Can't Make the Sale?

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

We make it easy. With our unique Quick Sort program, you can quickly sort bulls to your exact specifications — and then you can watch a video clip of every bull that made your sort. And... you can do all of this from the comfort of your home.

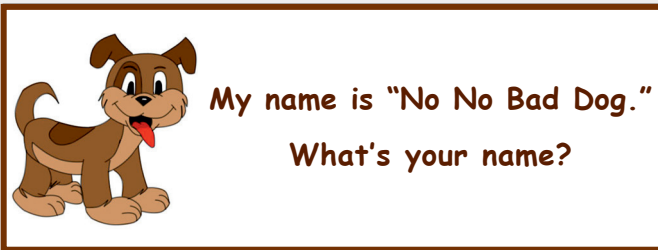
It's not unusual for 50% of our bulls to be purchased through one of our Stay-At-Home options. Call or email for a sale catalog.

Worth the Wait...

Our Spring Bull Sales will be among the last of the season — but we think they'll be well worth the wait. Where else can you find such a large selection of Solar Bulls that were developed **without** grain?

Where else can you find bulls that were produced by easy-fleshing, low-maintenance momma cows that have never been pampered? Where else can you find bulls that can reduce cow size and maintenance costs — without cheating you on pounds? Where else can you find bulls that are guaranteed for calving ease? Where else can you find bulls that can breed more cows for more years?

Where else can you find bulls that were produced with **your** long-term profits in mind?



Anyone Rooting for the Packers?

By Jenn Swanson

My little sister is a huge Green Bay Packers fan...luckily, she does not read this newsletter. Joel Salatin recently wrote an article in which he hypothesized that the meat packers are the only link in the beef supply chain that really profit from large-framed cattle. He contends that for the same amount of mechanized processing work, large animals supply more retail meat. But large-framed cattle sure don't benefit the rancher.

As you know... large-framed cows are late-maturing and less fertile than their smaller-framed counterparts. And larger-framed cows may eat more of your grass, but they don't put on proportionally more weight, so they don't gain as efficiently or finish as well as smaller-framed animals. But most importantly, you just won't sell as many pounds per acre from large-framed cows as you will from smaller, low-maintenance, easy-fleshing cows.

So who are you rooting for ...the packers or your ranch?

New Year, New Era...

As we begin a new year, we're reminded that calf prices are 35% to 40% lower than they were just over one year ago. From a historical perspective, however, prices are still relatively high — so don't be too gloomy.

I think it's safe to say, though, that cattle prices will continue to trend downward. As discussed in our weekly emails, there is reason to believe prices could fall substantially before they bottom out. That will be devastating to most status quo cow-calf producers.

To make matters worse... as cattle prices continue to fall, the cost of inputs will continue to rise. More and more cow-calf producers are struggling to produce enough income to cover their expenses. They are slowly, but surely, going broke.

If you have not already started transitioning to a low-input, solar-based program with efficient, low-maintenance cows, **NOW** is the best time to get started. He who hesitates may lose all he has!

Not only are we entering a new year, we are entering a new era in beef production. What has worked for the last 40 years will NOT work for the next 40 years. Although *all* cow-calf producers have the same opportunity to achieve long-term success, most won't change a thing until they are forced to.

Please remember... *your* success, or lack thereof, will be a matter of choice — NOT luck! It is up to YOU!

God Did NOT Create Religion...

God created man — and man created religion. All religions (denominations) and most religious traditions were created *by* man, *for* man. Consequently, they detract from our ability to serve and worship the Lord our God the way He wants us to serve and worship.

See to it that no one takes you captive through hollow and deceptive philosophy, which depends on human tradition and the basic principles of this world rather than on Christ. (Colossians 2:8)

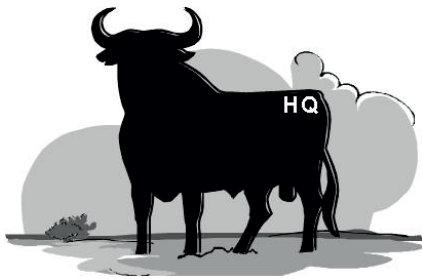
Send us your email address if you'd like to receive our weekly devotions.

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

◆ ADDRESS SERVICE REQUESTED ◆

PRSR STD
US POSTAGE PAID
PERMIT NO. 28
Grand Island, NE

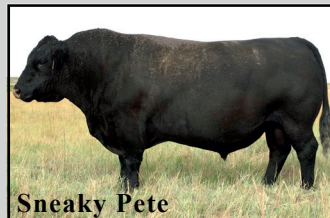


Dare to be a Herd Quitter

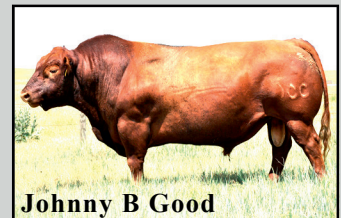
Cowboy Logic: "Life is like a roll of toilet paper. The closer you get to the end, the faster it goes."

PHARO CATTLE COMPANY

Efficient, Easy-Fleshing,
Moderate-Sized, Low-Input,
Grass-Based Genetics
— with Calving Ease —



Sneaky Pete



Johnny B Good



Meatball



Pledge



123

*Call or Email to receive a Catalog
for our two Spring Bull Sales*



Beral

800-311-0995

Bulls@PharoCattle.com