



Our customers are the most profitable cow-calf producers in the world.

Family Matters....

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. This would make it possible for more family members to be involved — without subsidizing the farm or ranch with outside money. Most children are not overly excited about 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 decisions were never made. Not making a decision is quite often the worst decision you can make. Other family farms and ranches doubled or tripled in size because of good decisions. In most cases, the end result was not a matter of luck or chance, as many like to believe. It was a matter of choice.



The decisions you make or don't make will have a very profound effect on the future of your family farm or ranch. This is a responsibility that should not be ignored or 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. The choice is yours.

The cow-calf business was so good and so easy for so long, most producers became too complacent to think ahead. Times have changed! The current cow-calf business is precarious at best. I'm afraid many family farms and ranches will be lost or reduced in size simply because producers are unwilling to make the necessary changes. They will continue to do what they have always done until they run out of money. They are so afraid of change, failure seems like the best option. That is most unfortunate — but it will provide many opportunities for *you* to create a bigger and better business for your family.

There will be more opportunities for you and your family operation to advance in the next two years than there have been in the last 20 years — but only if you are able to break away from the status quo, herd-mentality way of thinking. The future belongs to those who are able to successfully transition to an ultra-low-input (profitable) program with efficient, low-maintenance cows. If you have not already made this transition, *NOW* is the best time to get started. Why wait? He who hesitates may lose all he has! Your kids and grandkids are hoping you make the right decisions.



Here at Pharo Cattle Company, we do 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. 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.

~ Kit Pharo

"Your life does not get better by chance. It gets better by change."

~ Jim Rohn ~

THREE Spring Bull Sales

West, TX — April 3rd

Springfield, MO — April 6th

Burlington, CO — April 17th

- 476 PCC Solar Bulls
- One-Year Guarantee on All Sale Bulls
- Evaluated for Disposition, Thickness, Muscling, Masculinity, Fleshing Ability, Hair Coat, Fly Resistance and Much More
- Guaranteed Calving Ease
- FREE and Very Affordably BULL Delivery

Call or Email to receive a Sale Catalog

THE PHARO CATTLE COMPANY NEWSLETTER

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

Call or Email for a Free Subscription

Cost of Production...

According to the Livestock Marketing Information Center (LMIC), the cost of producing a calf has increased from \$384 in 2000 to \$883 in 2014. WOW... it way more than doubled in just 14 years. Keep in mind, though, that this is an average cost of production. Some cow-calf producers have a much higher cost of production, while others have a much lower cost of production.



I asked several long-time PCC customers about their cost of production at our three fall bull sales. It did not surprise me to learn that these producers have a cost of production that is less than half what the national average is. It is no wonder they have a positive attitude while most producers remain concerned. If need be, they could sell their calves for half what their neighbors sell their calves for — and still make the same profit their neighbors make.

I think it is safe to assume the cost of producing a calf will continue to increase. I think it is also safe to assume we will not see calf prices as high as we saw in 2014 for a long time. If these assumptions are correct, then the only profitable cow-calf producers will be the ultra-low-input producers with efficient, low-maintenance cows.

Weekly Emails...

If you would like to receive our FREE weekly updates and devotions, send your request to Tammy@PharoCattle.com.

The Next Generation...

As manager of your farm or ranch, it's your job to make decisions with the next generation in mind. You need to create a profitable and enjoyable business that the next generation will be excited to become a part of.



**Tyson Pharo
with daughter
Braylee**

Check Out Our
NEW Website
www.PharoCattle.com



Why Don't All Seedstock Producers...

- Treat their cows tougher than you treat your cows?
- Develop bulls on forage — with nothing but starch-free supplements?
- Evaluate and score bulls for disposition?
- Evaluate and score bulls for feet and leg conformation?
- Evaluate and score bulls for preputial prolapse problems?
- Provide an udder score for the bulls they sell?
- Provide a One-Year Guarantee on the bulls they sell?
- Guarantee bulls for calving ease?
- Guarantee bulls to be free from genetic defects?
- Control flies and other parasites with genetics – instead of chemicals?
- Invite customers to participate in bull evaluation days?
- Provide a Quick Sort program that takes the guesswork out of sorting bulls that meet your specific needs?
- Use an honest, low-pressure Cowboy Auction to sell bulls?
- Provide an online discussion group with world-renowned industry experts for their customers?

PCC Update from Mexico...

By Luis Valles
PCC Rep in Mexico

First and foremost, we are very proud of our partnership with Pharo Cattle Company. It seems a long road traveled, but as I look back it's only been 15 months since we attended our first Pharo Cattle Company bull auction. The idea of grass-based and low-maintenance genetics are not well known in Mexico. It's been a challenge to change the status quo way of thinking, and to help ranchers understand the value of PCC genetics.

We began by implementing PCC genetics at our ranch with the initial purchase of 22 bulls. The results attained have been outstanding. We also began a very aggressive promotional campaign to educate local ranchers about the low-maintenance genetics and philosophies of Pharo Cattle Company. We sold bred heifers that had been inseminated with PCC genetics to local ranchers. Understanding not everyone can afford PCC bulls, we have sold over 3,000 straws of Pharo Cattle Company semen.

We have sold more than 1,500 head of cattle with PCC genetics in various states of Mexico, mainly Chihuahua, Jalisco, Durango and Queretaro. As we continue to promote PCC genetics, we are beginning to see the fruits of our labor. To date, we have imported 96 PCC bulls. Twenty were purchased last fall for El Rancho Cuenca Los Ojos in Sonora, Mexico.

Much work is yet to be done on our journey to revolutionize the beef industry in Mexico. We must remember, however, that no matter where in the world a ranch is located, poor genetics, high inputs and poor land management will almost always lead to failure.

The future of cattle ranching in Mexico is in our partnership with Pharo Cattle Company, along with many others in Mexico who are spearheading the effort of sustainable ranching. We hope you will join us in our journey. You can contact me by calling +52 1 614-427-0484 or by sending an email to Luis@PharoCattle.com.



Luis Valles and Kit Pharo

Low-Maintenance Requirements...

How Does PCC Compare to the Status Quo?

As the cost of inputs continues to rise, it is becoming more and more important to have low-maintenance genetics in your cowherd. High-maintenance cattle must eat substantially more just to meet their maintenance requirements. Maintenance requirements *must* be met *before* any weight gain or reproduction can take place. There's a *HUGE* difference between what we consider to be low maintenance and what status quo producers consider to be low maintenance.

What is status quo? Since nearly all seedstock producers use bulls or sons of bulls marketed by the major AI companies, we think it is appropriate to consider those bulls to be status quo bulls. We recently received AI catalogs from ABS and Alta Genetics. Tyson Pharo compared the maintenance requirements of the ABS and Alta Genetics Angus bulls to the Angus bulls that will be selling in our upcoming spring bull sales.

How do we calculate a Low-Maintenance Score? The American Angus Association has a Cow Energy Value (\$EN) EPD that allows us to compare animals in regard to maintenance requirements. The higher the number the better. Bulls that have an EN\$ EPD in the top 20% of the breed receive a 5-star rating for low-maintenance. A 5-star rating is the very best. Bulls in the next 20% receive a 4-star rating. Those in the middle 20% receive a 3-star rating. Those in the next 20% receive a 2-star rating — while those in the bottom 20% receive a 1-star rating. Bulls with a 1 or 2-star rating require a tremendous amount of energy just for maintenance.

Status Quo Angus Producers

5-star 7%
4-star 5%
3-star 15%
2-star 22%
1-star 51%

Pharo Cattle Company Angus

5-star100%
4-star 0%
3-star 0%
2-star 0%
1-star 0%

Not surprisingly, there is absolutely *NO comparison!* Over **50%** of the status quo bulls have an EN\$ EPD in the **bottom 20% of the Angus breed**. They are taking the industry in the wrong direction at a high rate of speed. In contrast, **100%** of PCC's bulls are in the **TOP 20% of the breed**. Pharo Cattle Company is so far ahead of the status quo that very few people truly understand what we have to offer. We have the genetics that will increase pounds and profit per acre — even with much lower cattle prices.

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 change will get left behind or run over. High-maintenance cattle will eventually go the way of the dinosaurs.

No one produces as many ultra-low-maintenance bulls as Pharo Cattle Company does! That is our specialty! We will be selling **476 PCC Solar Bulls** in our three Spring Bull Sales. If you would like to receive a catalog, call 800-311-0995 or send us an email.



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

Seven Rules for Life

- 1) **Make peace with your past**
so it won't disturb your present.
- 2) **What other people think of you**
is none of your business.
- 3) **Time heals almost everything.**
Give it time.
- 4) **No one is in charge**
of your happiness. Except you.
- 5) **Don't compare your life to others**
and don't judge them, you have no idea what their journey is all about.
- 6) **Stop thinking too much.**
It's alright not to know the answers.
They will come to you when you least expect it.
- 7) **Smile.**
You don't own all the problems in the world.

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?

2017 AI Sire Directory...

There are **60** top-sort bulls to choose from in this year's lineup. Most of these bulls are Angus and Red Angus — but we also have a nice selection of Lowlines, Polled Herefords, Tarentaise and Composites. Call or email to request our 2017 AI Sire Directory.

Calving Ease...

How Does PCC Compare to the Status Quo?

We are serious about calving ease because our customers have always been serious about calving ease. Calving ease genetics save time and labor — which increases enjoyment. Calving ease genetics also have a positive effect on profitability. It doesn't matter how much growth potential a calf has if it is born dead. Dead calves have distressingly low weaning weights.

To determine how Pharo Cattle Company compares to the status quo, we compared the birth weight and calving ease direct EPDs of the bulls in the ABS and Alta Genetics AI catalogs to the Angus bulls that will be selling in our upcoming spring bull sales. We rate the bulls we sell for calving ease with 1 to 5 “stars”. A 5-star bull is the absolute best, while a 1-star bull is the absolute worst. 2-star calving ease is breed average. We rated the status quo AI bulls the same as we rate our bulls for calving ease.

Status Quo Angus Producers

5-star	12%
4-star	22%
3-star	28%
2-star	20%
1-star	18%

Pharo Cattle Company Angus

5-star	47%
4-star	31%
3-star	22%
2-star	0%
1-star	0%

Once again... there really was *NO comparison!* Over **60%** of the status quo bulls are 3-stars or less. In contrast, nearly **80%** of our bulls have 4 and 5-star calving ease. *All* of our bulls are better than breed average. Pharo Cattle Company produces more bulls with genuine calving ease than anyone else. No one else would even consider *guaranteeing* calving ease.

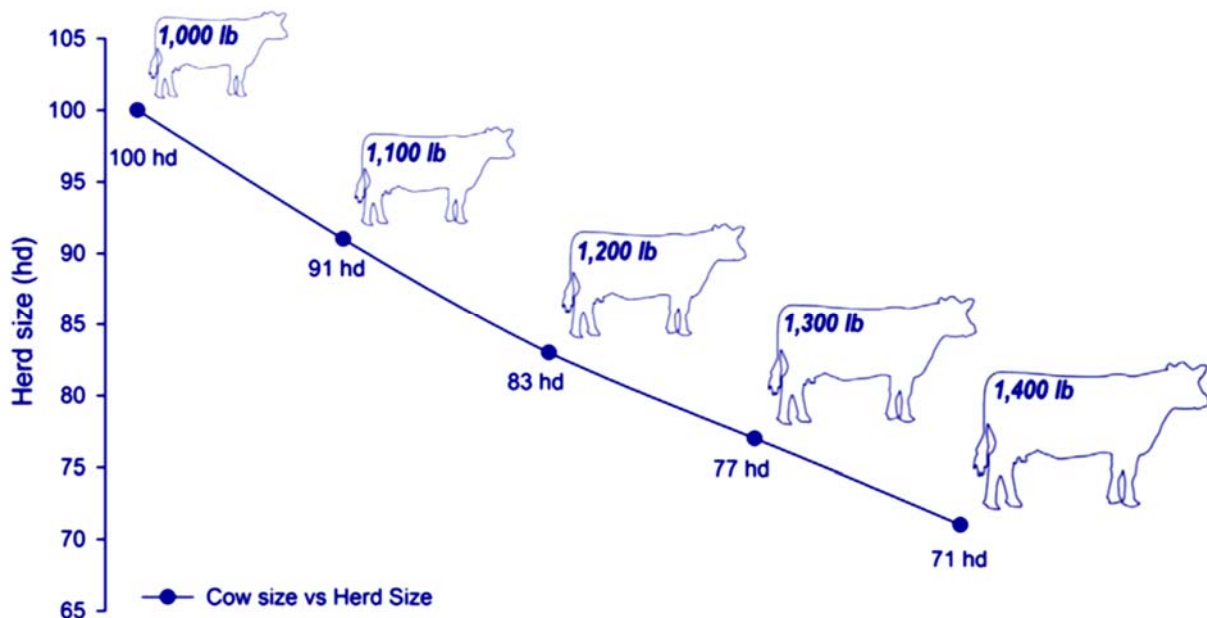


Afforda-BULL...

It's never been more Afforda-Bull to own a low-maintenance PCC Solar Bull. One-third of the bulls we sold last fall (145 bulls) were purchased for \$3500 or less. We think that is VERY Afforda-BULL — especially when you consider that our bulls can breed *more cows* for *more years* than bulls coming out of other programs.

How to Increase Pounds and Profit Per Acre...

A picture is often worth much more than 1,000 words. In a recent PCC Update email, we shared some very thought-provoking bullet points from an article entitled “Drought Mitigation for Grazing Operations: Matching the Animal to the Environment,” by John Derek Scasta, David L. Lalman, and Leticia Henderson. At that time, however, we did not share the “Cow Size vs Herd Size” graph below. That was a mistake. We often need a visual aid to enable true understanding.



This is simply a factor of maintenance requirements. Big cows require more feed to meet their maintenance requirements than do smaller cows. When you increase the size of your cows, you must reduce stocking rates as shown above — or substantially increase supplemental feeding to make up the difference. Since small cows can wean a higher percentage of their own weight than big cows, small cows will produce more total pounds of beef.

For most of the last 30 years, Pharo Cattle Company pretty much stood alone in promoting the benefits of smaller cows. The biggest benefit is the fact that smaller cows will always produce more pounds per acre than bigger cows. To add insult to injury, the calves produced by the smaller cows will be worth *more* per pound. More total pounds that are worth more per pound equals a whole lot **MORE PROFIT**.

Is your business focused on increasing profit or on increasing bragging rights? Bragging rights are fun, but they won't buy any groceries. As I look around, it appears the producers with the biggest bragging rights are the first to go under. Instead of focusing on increasing pounds and profit per acre, they have been focused on increasing pounds per cow. There's a BIG difference! Increasing pounds per cow will almost always reduce pounds and profit per acre.

Pharo Cattle Company is your source for genetics that can maximize pounds and profit per acre. We have never found an environment where our moderate-sized, low-maintenance cows could not produce more pounds and more profit per acre than the bigger, high-maintenance cows everyone else has. No one sells as many low-maintenance, 3 to 4-frame bulls as we do.

"There are people who make things happen, there are people who watch things happen, and there are people who wonder what happened."

~ Jim Lovell ~

Can't Make the Sale?

If you don't think you will be able to attend any 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 the bulls that made your sort. And... you can do all of this from the comfort of your home.

Low-Input Ranching Rules

By Jenn Swanson

PCC Communications Director

In the January edition of the Stockman Grass Farmer, the new editor Joel Salatin included some journal notes of the late editor, Allan Nation. Here is what Allan called the *Six Organic Rules*:

1. Always use the best-adapted variety for the environment
2. Plant in the preferred season
3. Balance the mineral content of the soil
4. Build and maintain soil organic matter
5. Do nothing to harm the beneficial soil life
6. Consider troublesome insects and diseases as symptoms of violating the above rules

Wow! You can leave out that expensive organic certification process and this begins to sound a lot like a commonsense, low-input ranching approach. In fact, it inspired me to come up with my own ***Low-input Ranching Rules!***

1. Always use the genetics best-adapted for converting grass to beef
2. Calve in nature's preferred season
3. Balance the mineral content of your animals by testing the soil and supplementing accordingly
4. Build and maintain soil organic matter with intensive, rotational grazing
5. Do no harm to beneficial soil life with pesticide and other chemicals
6. Consider genetics that confer natural resistance to troublesome pests and diseases

Luckily, Pharo Cattle Company has done the hardest part for you — developing the genetics you need to convert grass to pounds of beef and profit. No one sells as many low-maintenance bulls as Pharo Cattle Company. Moreover, PCC is leading by example by being the first seedstock producer to rate its bulls for natural fly resistance. Isn't it time to increase your profits with no-nonsense, low-maintenance genetics?

Three Spring Bull Sales...

We hope you will make plans to attend at least one of our three spring bull sales. We will be selling **476** low-maintenance bulls that have been developed *without* grain.

Our **1st Annual Texas Bull Sale** will be held in the town of West, Texas, on **April 3rd**. It will feature **102** bulls — Angus, Red Angus, Polled Hereford and Barzona.

Our **5th Annual Missouri Bull Sale** will be held near Springfield, Missouri, on **April 6th**. It will feature **164** bulls — Angus, Red Angus and Red Angus Composite.

Our **27th Annual Colorado Bull Sale** will be held near Burlington, Colorado, on **April 17th**. It will feature **210** bulls — Angus, Red Angus and Polled Hereford.

We are working on the sale catalog in hopes of sending it to the printer by the end of February. All three bull sales will be covered in the same catalog. Call **800-311-0995** to request a sale catalog. The sooner you make your request, the sooner you will be granted access to our unique Quick Sort program.

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Dare to be a Herd Quitter

Cowboy Logic: *“Cowboys never really grow up. They just learn how to act in public.”*

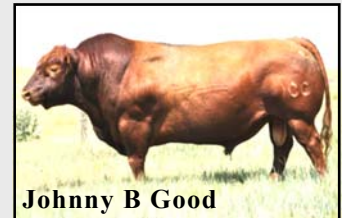
PHARO CATTLE COMPANY

Efficient, Easy-Fleshing,
Moderate-Sized, Low-Input,
Grass-Based Genetics

— with Calving Ease —



Sneaky Pete



Johnny B Good



Herd Quitter



Pledge



DPR

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

800-311-0995

Bulls@PharoCattle.com



Beral