



## *The god of Weaning Weight...*

Over the years, I have given hundreds of presentations across North America — as well as Australia and South Africa. During the genetic portion of my presentation, I almost always ask, “Would it be safe to assume that cows in this part of the world are too big?” No matter where I am, I have never had anyone say the cows are *not* too big.

Cows in developed countries around the world are too big! Why is that? Did cow-calf producers get together and decide they needed to increase cow size? No. Cows are too big as a result of producers breeding for bigger and bigger weaning weights. For the past 50 years, the status quo beef industry has been worshipping the god of weaning weight. They were led to believe they could increase profit simply by increasing weaning weights.

**Believe it or not...** U.S. producers have almost doubled weaning weights in the last 50 years. Are you impressed? Do you think producers have doubled their profits in the last 50 years? Do you think today’s producers are as profitable as producers were 50 years ago? Even with big weaning weights and record-high prices, I’m quite sure today’s cow-calf producers are *not* any more profitable than producers were 50 years ago. How can that be?

There are no free lunches! You cannot get something for nothing! You cannot increase production per animal without increasing cost of production. Because the cost of land and inputs have increased so much within the last 50 years, today’s status quo cow-calf producers are not nearly as profitable as they could be. They have been focused on the wrong thing. They have been focused on increasing individual weaning weights instead of on increasing profit.

**So... what happened** when everyone started worshipping the god of weaning weight? Cow size increased by several hundred pounds. Cow size doubled in some cases. As cow size increased, stocking rates had to be reduced and/or supplemental feeding had to be increased. Big cows eat more than small cows! The most devastating consequence, however, of worshipping the god of weaning weight is the ongoing reduction in pounds and profit per acre. As individual weaning weights increase, pounds and profit per acre decrease.

There are a few (very few) cow-calf producers who are more concerned about long-term profitability than they are about bragging rights. These are the Herd Quitters! They have successfully made the switch from the “Increase Individual Animal Performance” paradigm to the “Increase Profit Per Acre” paradigm. They know that it does not matter how big your cattle are or how fast they can grow if they are not profitable. Their program is geared toward increasing pounds and profit per acre — NOT per individual animal.

## **Smaller Cows = Bigger Profit\$**

**No matter what environment** you live in, you can run substantially more smaller cows than bigger cows. The smaller, low-maintenance cows will always wean a higher percent of their own weight. Therefore, we have NEVER found an environment where our smaller, low-maintenance cows could not produce MORE TOTAL POUNDS that are worth MORE PER POUND than the bigger, high-maintenance cows that most cow-calf producers have. No matter how you do the math, MORE POUNDS that are worth MORE PER POUND with the same or less inputs will always, always, always translate into MORE PROFIT.

Helping cow-calf producers understand this concept is of utmost importance to us, because we sincerely believe most producers can *double* their profit per acre once they stop focusing on the wrong thing. That’s HUGE! Instead of worshipping the god of weaning weight, producers need to focus on increasing pounds and profit per acre. Contrary to popular opinion, you *cannot* do both at the same time. As discussed in our *Winter 2015 Newsletter*, this will also require producers to work with nature — instead of against nature. It will require producers to implement proper grazing management, and it will require producers to have the right size and type of momma cows.

"We cannot solve our problems  
with the same thinking we used  
when we created them."

~ Albert Einstein ~

## TWO Fall Bull Sales

Zanesville, OH — Saturday, Oct. 31<sup>st</sup>

Burlington, CO — Monday, Nov. 9<sup>th</sup>

- Over **450** Grass-Developed Bulls
- Angus, Red Angus, Hereford & Composite
- Fleshing Ability has been Bred In — NOT Fed In
- Evaluated and Scored for Disposition
- Evaluated and Scored for Horn Fly Resistance
- Guaranteed Calving Ease
- FREE and Very Affordably 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**

### Weekly Emails...

If you are not receiving our weekly updates and devotions, send your request to [Tammy@PharoCattle.com](mailto:Tammy@PharoCattle.com).

"Your bulls have the ability to breed a large number of heifers in a short period of time. This has greatly improved my profitability. These five bulls bred 220 heifers in 42 days. All of the calves were born unassisted."

John Nino — California

### Bull Workdays...

We will be working our bulls in late August in preparation for our fall sales — and YOU ARE INVITED to join us. We will have one bull workday in Ohio on Thursday, August 20. We will have four workdays in Colorado on August 24-27. These workdays won't be anything fancy or formal. We just want to provide you with an opportunity to see what goes on at Pharo Cattle Company.

We will evaluate and score bulls for *fleshing ability, thickness, muscling, masculinity, disposition, hair coat, fly resistance and foot structure*. For the first time ever, we will score bulls for the absence/presence of *preputial prolapse* which seems to be a growing problem in polled bulls. No one else in this industry has even thought about evaluating and scoring bulls for the traits we evaluate and score.



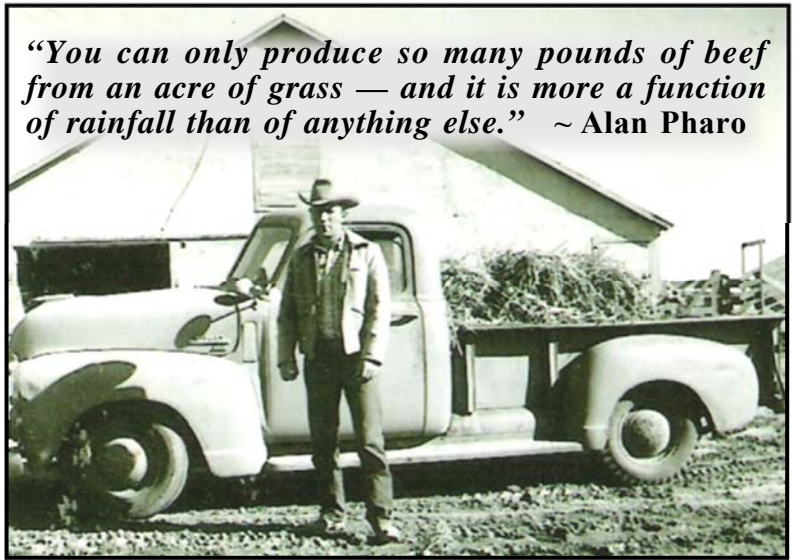
We will also be *weighing, measuring and ultrasounding* the bulls as they go through the chute. You can jump in and help or you can stand back and watch. Once this information has been gathered, we will decide which bulls are good enough to make the sales and begin work on our sale catalog.

**For more information** on our Bull Workdays call 1-800-311-0995. Details will be provided in PCC Update emails.

## Food for Thought...

My dad was born and raised in Denver, Colorado. He was a city kid who wanted to be a cowboy. The fact that Dad was not a second or third generation rancher was a benefit to me, as well as to him. He had no outdated paradigms or traditions to interfere with his logical thought process.

Dad and Mom moved to Eastern Colorado during the drought and the dust storms of the 1950s when I was two years old. Along with owning a small herd of cows, Dad worked as a range conservationist for the Soil Conservation Service.



I developed a keen interest in cows and genetics at a young age — and I enjoyed spending time discussing cows with my dad. While riding through the cows one day, Dad said, “You can only produce so many pounds of beef from an acre of grass — and it is more a function of rainfall than of anything else.” Dad went on to say, “If you have a good year and/or if you are understocked, your calves will be bigger. If you have a dry year and/or if you are overstocked, your calves will be smaller.”

If Dad’s statement is true — and for the most part I believe it is — the first thing we need to ask ourselves is what size calf should we produce? To answer this question, let’s assume that we have a small ranch that can produce 50,000 pounds of calves in a normal year. Fifty thousand pounds of calves is basically a truckload of calves. Let’s consider two options — 50,000 pounds of 450 pound calves and 50,000 pounds of 600 pound calves. Which truckload is worth more?

**50,000 pound load of 450 pound calves - OR - 50,000 pound load of 600 pound calves**



**Which truckload is worth more?**

**Year in and year out**, the truck with the 450 pound calves will be worth at least \$20,000 more than the truck with the 600 pound calves. If your ranch produces five truckloads of calves, that will be a difference of \$100,000. That, my friend, is *not* chump change!

I continue to be amazed at how so many very intelligent people have allowed themselves to remain trapped in the “Increase Individual Animal Performance” paradigm when it is costing them so much money. Based on my conversations with hundreds of cow-calf producers, including several PCC customers, this paradigm and way of thinking is extremely difficult to break. Most producers simply cannot make the shift to the “Increase Profit Per Acre” paradigm.

**The Aha Moment...** I must say, though, that it has been very exciting and rewarding to watch people when they finally become enlightened. Like me, they wonder why it took so long for the light bulb to come on. Like me, once they understand what is possible, it is impossible for them not to share those possibilities with all who will listen. We believe the future of most family farms and ranches will be dependent on the ability to think outside the status quo herd.

## ***Restructuring the Business...***

By **Kit Pharo**

In January, we used our weekly emails to announced that we were looking for someone to fill the position of Communications Director here at PCC. I said this person must be a Herd Quitter, as well as have a basic understanding of marketing. This generated a good response — but one individual quickly rose to the top of our list of potential prospects — **Jenn Swanson**.

Jenn came to PCC Headquarters for an interview. We liked what we saw. In addition to being an outstanding communicator, Jenn is a people person. She knows how to read people. She knows how to encourage people to be all that they can be. Jenn is a teacher — but she is also a lifelong student. She is a visionary. Most important, Jenn is a Herd Quitter. We invited Jenn to attend our Colorado Bull Sale. We wanted her to meet many of the people who make up the PCC network — and we wanted them to meet her. When Jenn spoke at our Cooperative Producer (CP) supper/meeting after the sale, she was a BIG HIT!

Since the position that we eventually want Jenn to fill is extremely important, we do not want to get in a hurry. Jenn understands. For the time being, she will continue to live in Montana and work part-time for PCC. As time goes on, we will give her more and more responsibilities. We hope Jenn will be able to systemize much of what I do. If things go as planned, Jenn Swanson and Tyson Pharo will play key roles in helping this business become less and less dependent on me. We know this is important for the long-term success of our business.

## ***The Missing Link...***

by **Jenn Swanson**

Imagine a short, fair-haired mother and a tall, dark-haired father... We know that they can produce children that look like the mother, or the father, or they can produce children with a combination not seen in either parent. In this example, that would be tall children with fair hair, and short children with dark hair. We are so used to seeing this phenomenon of genetic recombination that we don't give it much thought. But on closer examination, not all genetic traits seem to recombine this way. Think about it... have you ever seen a redheaded person with dark skin? We know that dark hair can be paired with light skin or dark skin, but red hair seems to always go with light skin. Why is that?

Certain traits that have no functional relationship to one another can still be inherited as a "package deal" if their genes are "linked". But what does "linked" really mean? It's actually pretty simple, and can be understood with the following analogy. Imagine that a chromosome is a strand of pearls, and each pearl is a gene for some trait. The only biology we need to know is that during the formation of an egg or sperm cell, it is normal for the maternal and paternal strands of "pearls" to break and exchange pieces with one another. This is nature's way of mixing things up, or creating new combinations of genes in the offspring.

Now think about the numbers. There are 99 places along our hypothetical strand of pearls where a random break would separate pearl #1 from pearl #100. And there are only 2 places where a random break could separate pearl #1 from pearl #3. Statistically speaking, pearl #1 and pearl #3 are much more likely to stay linked to each other than pearl #1 and pearl #100. Remembering that pearls are "genes" in our analogy, we can say that the gene #1 and gene #3 are more likely to end up in the same egg or sperm cell, and thus be inherited as a package deal. They appear to be "linked". Gene #1 and gene #100 are more likely to be separated into different eggs (or sperm cells) and recombined.

**So what are the implications** for livestock breeders? Simply put, if you are selecting for gene #1, you might find that gene #3 came along for the ride... even if you didn't really want it to. I once heard a very successful cattleman say, "It's not possible to get rid of all genetic problems; it's a matter of deciding which ones you can live with." Gene linkage is the reason that single-trait selection will never work. Selecting for overall fitness, rather than single traits or extremes, is the best way to live with the reality that genetic perfection is *not* an option.



## Low-Maintenance Cows...

For years, we have talked about Pharo Cattle Company's low-maintenance cows. Most people, however, do not fully understand what we are talking about until they actually see some PCC cows in their working clothes. Seeing is believing. There really is a difference! Pharo Cattle Company has been selecting and breeding for easy-fleshing, moderate-sized, low-maintenance cows for nearly 30 years — and we are quite proud of our accomplishments.

Since you cannot come to the cows, we thought we'd bring a few of our cows to you. Keep in mind most of the last 15 years have been drought years in Eastern Colorado. We grew *no* grass in 2002 and 2012. These pictures were taken in early July of 2013 when we were still dealing with severe drought conditions. All of these cows were nursing calves (born late May and early June). As you know, reproduction cannot take place until maintenance requirements have been met. The fact that these cows are fat indicates their maintenance requirements have been met.



9-year-old Bench Mark daughter



10-year-old Colorado Hobo daughter



10-year-old Colorado Hobo daughter



10-year-old Emancipate daughter



2-year-old Pledge daughter  
with her first calf

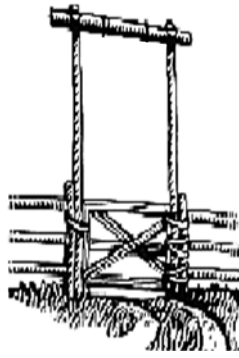


3-year-old Johnny B Good daughter  
with her second calf

**No one sells as many** low-maintenance bulls as Pharo Cattle Company. For 30 years, we have been producing low-input, grass-based genetics that can increase pounds and profit per acre in nearly all environments. These are the genetics you will need to continue to be Profita-BULL with much lower cattle prices. Call **800-311-0995** if you would like to receive a catalog for our *two* Fall Bull Sales.

## The Narrow Gate...

Imagine, if you will, that you are riding along a trail when all at once it separates at two gates. One gate is wide, while the other is quite narrow. Do you ride through the wide gate or the narrow gate?



The wide gate is swung open and the trail going through it looks very well traveled. In contrast, you will have to dismount to open the narrow gate and its trail is somewhat grown over with vegetation. As you study the two trails, you notice that the wide one looks smooth and easy to travel, while the narrow trail appears to be very steep and rough in places.

As you ponder your situation, several people ride around you to go through the wide gate. They are laughing and talking, and don't even slow down to consider opening the narrow gate. Finally an old timer pauses to visit with you. Understanding your dilemma, he tries to tell you what he believes will be found at the end of both trails. He believes the wide gate and the wide trail eventually lead to a terrible place — a place so bad you wouldn't wish it on your worst enemy. Conversely, he has been led to believe the narrow gate leads to a place that is so great and so beautiful that it is totally beyond human comprehension.

As the old man unlatches the narrow gate and leads his horse through, he invites you to ride with him. He does his best to persuade you. Nevertheless, you are unsure so you turn down his invitation. Once again, you are left alone to consider your decision. If you could see the end of both trails, then you would know which gate to go through. Unfortunately, you can't see the end of either trail. Like the old man, you'll have to make your decision based on nothing but faith.

In Matthew 7:13-14, Jesus said, *“Enter through the narrow gate. For wide is the gate and broad is the road that leads to destruction, and many enter through it. But small is the gate and narrow the road that leads to life, and only a few find it.”* Folks, there are only two places where we can spend eternity. Let's meet up and ride together on the other side of the narrow gate.

**NOTE:** If you would like to receive our weekly devotions, send your request to [Tammy@PharoCattle.com](mailto:Tammy@PharoCattle.com).

*“We have purchased 45 grass-developed bulls, and none lost weight during the breeding season. They stay fat year-round.”*

Grover Thompson — Nebraska

## What Is A Composite?

Although we have been breeding and selling Composite cattle for 25 years, I realize this may be a relatively new concept for some of you. A Composite is nothing more than a synthetic breed comprised of two or more breeds. The strengths that exist within the different breeds are combined to form a new, superior breed.

Our Composite cattle were specifically designed to provide the right genetic combination to fit many different environments and production goals. They are 25 to 50 percent Continental breeding (Tarentaise, Simmental and/or Gelbvieh), 25 to 75 percent Red or Black Angus, and 0 to 25 percent Hereford. They can be red or black in color.

**Keep it simple.** If you would like all the advantages of hybrid vigor and breed complementarity without all the problems and headaches involved in managing a crossbreeding system, you should consider using our Composite bulls. Traditional crossbreeding requires too much time and management.

Our Composite bulls can simplify your breeding system while moving your program in the right direction. Recordkeeping and sorting can be minimized. You can run your entire cowherd together with one set of bulls, if so desired. This makes it possible for you to implement a rotational grazing system.

There will be 50+ top-sort Composite bulls in our **November 9<sup>th</sup> Bull Sale**.



Composite cow with her Composite bull calf

## Fly Resistance...

There's been a lot of talk lately about fly control. When confronted with a problem, most producers are very quick to spend an inordinate amount of time, energy and money treating the symptoms — while they ignore the problem. Folks, if we never work at solving the problem, we will never get rid of the problem — and the problem will continue to get worse.



We maintain that many of the problems encountered in the cow-calf business have a genetic factor. Genetic selection, though quite slow, can provide a long-term solution to many of our problems. Horn flies are no exception. It doesn't take a genius to see that some cows in any cowherd have a fraction of the flies that other cows have. These are the cows with a genetic resistance to the horn fly.

**Dayton Steelman**, a retired entomologist at the University of Arkansas, believes the heritability for fly resistance is 58%, which is very high. With this in mind, fly resistance is a trait your seedstock producer should be monitoring and selecting for. Research has shown that horn flies can reduce daily gains by as much as one-half pound per day. That could amount to 100 pounds per calf. **Do the math!** At just \$2.00 per pound, what's a bull worth that can genetically improve the fly resistance of your herd?

We don't know of any other seedstock producers who evaluate and score their cattle for genetic fly resistance. Most use chemical insecticides to cover up inferior genetics. How is that going to help anyone? The end result of using chemical insecticides is the creation of *superior flies* — and *inferior cows*. Chemical insecticides are also responsible for killing a multitude of *good* bugs and organisms. Dung beetles, for example, are nearly extinct on most farms and ranches.

**Pharo Cattle Company** continues to be different for all the right reasons. We have been actively selecting for genetic resistance to horn flies and other parasite problems for many years. This will be the ninth year we have evaluated and scored our grass-developed bulls for fly resistance.

If you would like to receive a catalog for our *two* Fall Bull Sales, call **800-311-0995** or send an email to **Tammy@PharoCattle.com** with "Catalog" in the subject line. Both of our Fall Bull Sales will feature coming-two-year-old bulls that will be evaluated and scored for hair coat and fly resistance.

## Make Things Happen...

Peter Drucker, noted author and management consultant, once said, "*The best way to predict the future is to create it.*" Folks, that is an awesome concept. Yes, I know many things are totally out of our control — but many things are within our control. The key is to focus on the things that are within our control.

### Can't Make the Sale?

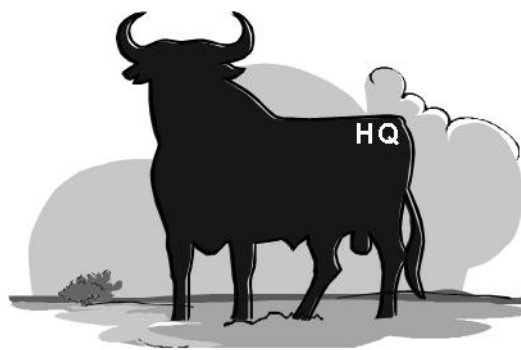
If you don't think you will be able to attend either of our Fall Bull Sales, we suggest you request a sale catalog and take advantage of one of our Stay-At-Home options, as well as our Bull Delivery service.

**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.

## Herd Quitter...

Our definition of a Herd Quitter is someone who has enough courage to break away from the status quo, herd-mentality way of thinking. It is more about thinking for yourself than anything else.



If you follow the herd and do what everyone else is doing, you will never be above average and you will never have a competitive advantage.

**Throughout history...** the most successful and revered people were Herd Quitters. They were the crazy ones. The rebels. The square pegs in a world full of round holes. They had no respect for the status quo. They made things happen. If it wasn't for the Herd Quitters, the earth would still be flat.

**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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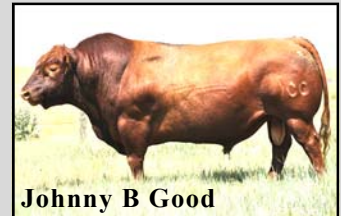
*Cowboy Logic: "The older I get,  
the better I used to be."*

## PHARO CATTLE COMPANY

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



Sneaky Pete



Johnny B Good



Meatball



Pledge



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for our two Fall Bull Sales*



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