

PHARO CATTLE COMPANY

CHEYENNE WELLS, COLORADO PHONE 1-800-311-0995



Helping you is our business — and we take it very seriously.

We Believe...

In the leadoff article of our *Fall 2014 Newsletter*, we listed six “We believe...” statements beginning with, “We believe... the business of ranching can be much better than most people have been led to believe — but only for those who are not being restrained by the status quo way of thinking.”

For the last three months we have shared other “We believe...” statements in our weekly emails. These are the things that we believe at Pharo Cattle Company. These are the things that motivate us to do what we do. It has been exciting to discover that many of our subscribers believe the same things we believe. They are doing what their neighbors say cannot be done.

I am going to start the new year off with a very bold “We believe...” statement. We have talked about this and around this for well over ten years — but I don’t think we have ever made this statement. I know most status quo producers will disagree with this statement. So be it. Enough producers have proven this statement to be true that it needs to be said. Whether you agree with it or not is up to you.

We believe... most cow-calf producers can double their profit per acre on a sustainable basis.

First and foremost, this will require producers to be open-minded and willing to make some changes. It will also require producers to think in terms of production and profit per acre — instead of per animal. It will 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 cattle.

Keeping an open mind is much easier said than done. Most cow-calf producers think they already know all they need to know about ranching. They are not interested in learning anything new — especially when calf prices are as high as they are. When calf prices go down, they won’t have time to learn anything new — because all of their time will be devoted to survival.

For over 50 years, the status quo beef industry has programmed us to focus on increasing production per individual animal (weaning weight for the most part). When you increase production per animal, you will also increase *cost of production*. Stocking rates *MUST* be decreased and/or supplemental feeding *MUST* be increased. Consequently, as your production per animal increases, your net profit decreases. Bragging rights are fun — but they won’t feed the family.

I will never understand why most cow-calf producers work so hard and spend so much money to work against nature. In most cases, producers can save \$50 to \$100 per cow simply by calving in sync with nature and/or in sync with their most nutritious forage resources. The easiest money you will ever make is the money you *DON’T* spend.

Whether they know it or not, cow-calf producers are really in the solar energy business. Our job is to capture as much solar energy as possible — and turn it into beef. According to grazing specialist Jim Gerrish, most producers are capturing less than 30 percent of the available solar energy. I know of several producers who have increased production and profit per acre by 50 to over 200 percent simply by implementing a well-managed grazing system.

We have NEVER found an environment where our smaller, more efficient, low-maintenance cows cannot produce *MORE POUNDS* and *MORE PROFIT* per acre than the high-maintenance cows that most producers have. Low-maintenance cows will *ALWAYS* be able to do more for less. High-maintenance cattle will eventually go the way of the dinosaurs.

*"To avoid criticism, do nothing,
say nothing, be nothing."*

~ Elbert Hubbard ~

TWO Spring Bull Sales

Springfield, MO — Thursday, April 2nd

Burlington, CO — Monday, April 13th

- ◆ Over **400** Low-Input Solar Bulls
- ◆ Developed *WITHOUT* Grain
- ◆ Fleshing Ability Bred In — *NOT* Fed In
- ◆ Evaluated and Scored for Disposition
- ◆ 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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Pharo Cattle Company
44017 County Road Z
Cheyenne Wells, CO 80810

Editor: **Kit Pharo**

Phone: **1-800-311-0995**

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

Missing Out...

If you are not receiving our weekly emails — you are missing out on a lot. Well over 95% of the information we share is sent out via email. If you like our newsletters, you will love our weekly emails.

If you would like to receive our FREE and Very Opinionated weekly emails, send your request to **Tammy@PharoCattle.com**.

Proper Perspective...

Verse 10 of Psalm 50 tells us that God owns the cattle on a thousand hills. Not only does God own the cattle on a thousand hills, he owns the hills. In verse 12, God says, ". . . for the world is mine, and all that is in it."

More on Low-Maintenance...

No one sells as many low-maintenance bulls as Pharo Cattle Company. For nearly three decades, we have bred and selected for cattle that can do the most for the least — in many different environments. We have cooperative herds in 12 different states.



10-year-old low-maintenance cows stay this fat during a severe drought

Many PCC customers have told us that they get more growth from our so-called "low-growth" bulls than they got from the so-called "high-growth" bulls they used to use. How can that be? Their environment cannot support the high-growth (high-maintenance) genetics they used to use.

Your environment can only support so much growth, milk and size without reducing stocking rates and/or increasing supplemental feeding. Research has shown that in an unpampered ranch environment, high-maintenance cows will actually wean smaller calves than smaller, more efficient cows.

NOTE: Maintenance requirements *MUST* be met *before* any weight gain or reproduction can take place.

Getting Your Money's Worth...

When purchasing bulls, cost is a factor — but it shouldn't be the only factor. First and foremost, you should consider the program behind the bulls. Bulls that are produced in a program that aligns with your long-term goals are worth a whole lot more than bulls coming out of programs that do not align with your long-term goals.



The biggest factor, however, in getting your money's worth is the number of calves a bull will sire before he must be replaced. It doesn't take a rocket scientist to figure out that a bull that sires twice as many calves as the average bull is worth twice as much as the average bull. After all, the reason you purchase bulls is to sire calves.

According to many university experts, you can only expect to get three years of use out of a high-maintenance, feedlot-developed Diesel Bull. On average, I think that is too high. Even with supplementation, most Diesel Bulls can service no more than 20 cows their first year and no more than 30 cows their second and third years — for a lifetime total of 80 calves.

It is not at all uncommon for low-maintenance PCC Solar Bulls that are developed *without* grain to provide at least six years of service. In most cases, we are not afraid to turn our Solar Bulls out with 30+ females their first breeding season. We expect our bulls to gain weight during their first breeding season — *without* being supplemented. Our mature bulls can handle 50+ cows — for a lifetime total of at least 280 calves.

In this case... the PCC Solar Bull sired 200 more calves than the status quo Diesel Bull. If the status quo Diesel Bull cost \$4000, his cost per calf would be \$50. At \$50 per calf, you could have paid as much as \$14,000 for the PCC Solar Bull, and still be getting your money's worth. Since PCC Solar Bulls cost about the same as Diesel Bulls, you will always get *MORE THAN YOUR MONEY'S WORTH* with a PCC Solar Bull.

We have testimonies from many longtime PCC customers who put the above comparison to shame. I will share a few them with you...

"I just sold my first PCC bull at age 12. He bred around 50 cows every year and always stayed in great shape." (Dan Temaat – Kansas)

"We put our new PCC bull in with our heifers and he bred 47 head in 21 days — all by himself!" (Kathy Kissack – Wyoming)

"We spent more than planned for our first PCC bull, but have never regretted it. We used him until he was 13 years old. On a per-calf basis, he was the cheapest bull we have ever purchased." (Paul Landrigan – Nebraska)

"I couldn't agree with you more about PCC bulls being able to breed more cows for more years than other bulls. I put my two PCC bulls out with 60 to 70 cows each — and they did great!" (Delvin LaDuke – North Dakota)

"We used our first PCC bull for ten years — and in that time he naturally sired over 1000 calves in spring and fall-calving herds." (Garth Lloyd – Missouri)

"Your bulls have proven themselves so well that we have been able to reduce the total number of bulls we use by 17 bulls." (Jim Espy – Wyoming)

"All of the bulls we have purchased from you are still going strong. The oldest two are coming nine years old." (Eddie Abraham – Texas)

How much can you afford to spend on the right bull? That is a question you will have to answer for yourself. However, I have never heard of anyone spending too much for the right bull. On the other hand, the wrong bull will always cost too much — no matter how cheap he is.

PHARO CATTLE CO.
44017 County Road Z
CHEYENNE WELLS, CO. 80810

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

PHONE 800-311-0995

E-MAIL Kit@PharoCattle.com
Tyson@PharoCattle.com

WEBSITE www.PharoCattle.com

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Cowboy Logic: "Holding a grudge is like letting someone live rent-free in your head."

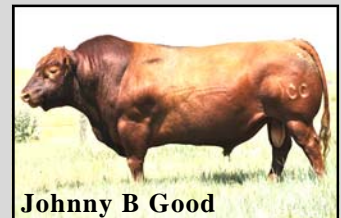
PHARO CATTLE COMPANY

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

— with Calving Ease —



Sneaky Pete



Johnny B Good



Meatball



Pledge



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

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Bulls@PharoCattle.com



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