



**You can no  
longer afford to feed elephants!**

The average Angus and Red Angus cow is now as big as the average Simmental and Gelbvieh cow. Folks, that is too big!

**\$smaller Cows = Bigger Profit\$**

### ***The Elusive Money-Makin' Momma Cow –***

With very few exceptions, cow-calf producers are all looking for the same type of momma cow. They want an efficient, easy-fleshing, 1100 to 1200 pound cow that can wean 50% of her own weight every year for many years — without being pampered.

Most commercial cow-calf producers, however, will confess to using bulls that were produced by 1400 to 2000 pound cows that must be fed and pampered to stay in production. How is that gonna work? It isn't!

### [Typical PCC Cow and Calf](#)

Most seedstock producers have 5 to 8 frame cows that weigh a whole lot more than 1200 pounds. For the most part, they are producing tall, slab-sided, flat-muscled bulls that must be fattened on grain to look good enough to sell.

### [Grass-Developed / 3-Frame Bull](#)

### ***Are You Ready –***

Are you ready to meet North America's most opinionated rancher? Kit Pharo says, "***I may not always be right, but I am NEVER in doubt!***"



[PHARO CATTLE COMPANY](#)... will be hosting a **FREE Workshop and Farm Tour** on **Saturday, October 3<sup>rd</sup>** in **Cadiz, Ohio**. For more information, call James Coffelt at 330-328-4470 or send an email to [JamesCoffelt@hotmail.com](mailto:JamesCoffelt@hotmail.com). James is one of PCC's newest Cooperative Producers. His farm is just outside Cadiz, Ohio.

**You are invited...** to join us. Kit Pharo will be on hand to share his unique, outside-the-box philosophies – as well as some time-tested, no-nonsense information that cow-calf producers can readily and easily put to use. Kit will challenge producers to look outside the box (paradigm) they have put themselves in. He will help producers create a business that is more profitable, more enjoyable and more sustainable.

### ***Tipping Point –***

Folks, the beef industry is at a major tipping point. What has worked for the past 50 years probably won't work for the next 50 years. Cow-calf producers who are the quickest to adapt and change will be in the driver's seat. Those who are slow to change will get left behind or run over.

[PCC's Latest Newsletter](#)

### ***Some Thought-Provoking Articles –***

- [Ranching – a Great Way of Life](#)
- [Paradigm Shift](#)
- [Herd Quitter](#)
- [The Optimum Cow](#)
- [Forage-Tested Bulls](#)

[PHARO CATTLE COMPANY](#) is your source for efficient, easy-fleshing, moderate-sized, grass-based Angus, Red Angus and Hereford genetics. Our 3 and 4 frame cows weigh 1100 to 1250 pounds. That's big enough!