



What will Happen to Your Family's Farm or Ranch?

The farm or ranch that you live on is your business. It is your livelihood. It is more than just a place to live and a lifestyle. Unfortunately, farmers and ranchers are among the world's worst at taking care of business and at securing the long-term future of their business. Since most farms and ranches involve more than one family and/or generation, there is often an increased level of conflict and discontentment.

It doesn't have to be this way. Many multi-family farm and ranch operations are very happy and successful. They take time for communication, as well as for long-term strategic planning and goal setting. They have mapped out the future of their business. They have worked on management transition and succession. They have identified the potential obstacles and threats and they have made plans to deal with them.

To help you consider what is going on in your operation and what could go wrong, I am going to share a couple of scenarios. These are not true stories — but they could be. I hope to challenge you to take a good look at your family farm and/or ranch. Is it headed for a promising future — or a terrible wreck?

Consider the son who stayed on the family farm with expectations that *"this will all be his some day."* At the age of fifty, he is nothing more than his daddy's boy and a hired hand. Do you think this man is happy? What about his wife? They have a son of their own who is old enough to come back to the family farm. They, of course, will discourage it.

What will happen when Daddy dies? Is the 50-year old son ready to assume the job of management? Hardly. He has never had the opportunity to learn about management. What will happen when both of his parents are gone and his brother and sister who live in the city want their share of the inheritance — and they want it now? It's very sad, but the son who spent most of his life on the family farm will have little to show for it.

What will happen when key members of your family's operation die? Death is inevitable. No one will get out of this world alive. Do you have a plan in place to deal with those situations? Do you know what your family will want to do with the farm or ranch in the event of your untimely death? If they will want to sell it, there is no reason to make plans to the contrary.

Don't ever assume that members of the older generation will die before members of the younger generation. Consider the family that seemed to be doing everything right. They decided that when their son turned twenty-one, they would begin the process of transferring ownership of the ranch over to him. At the age of thirty, he would own most of the ranch.

When the son was 26-years old, he married the love of his life. The whole family loved her. Tragically, though, the son was killed in an accident when he was only thirty years old. Two years later, his widow marries the local gas station attendant. Now who owns the family ranch?

Communication is the key to the long-term success of a family operation. Do your best to get all involved family members together for a series of meetings. You need to establish some common or shared visions for the family farm and/or ranch. Then you can put together a plan to make your visions come true. It won't happen on its own. Many have discovered that it is best to hire an unbiased outsider to serve as a facilitator, at least for the first few meetings.

Keep in mind that some families will never be able to work together toward a common goal. You can't change that, but at least you will know up front that you cannot afford to waste much of your time, energy and money on the family farm or ranch. Life is much too short and precious to live in frustration and disappointment.

*"The best way to predict
the future is to create it."*

— Peter Drucker (1909-2005) —



Monday, November 7th

- 400 Grass-Developed Bulls
- Angus, Red Angus and Composite
- Guaranteed Calving Ease
- Three Stay-At-Home Options
- FREE and Very Afforda-BULL Delivery

Call or Email to receive a Sale Catalog

**THE
PHARO CATTLE COMPANY
NEWSLETTER**

Published bimonthly by:

**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

Spring Bull Sale Results...

On April 18th, we sold 381 bulls into 28 different states, as well as two Canadian provinces for an average price of \$4370 — with a range of \$1500 to \$11,500. Cattlemen across North America have come to the realization that our program and our bulls are *Different for all the Right Reasons*.

Nearly half of the bulls were purchased via one of our Stay-At-Home options. When we combined our three Stay-At-Home options with our Bull Delivery service, we pretty much eliminated all the excuses people gave for not being able to own a no-nonsense bull from Pharo Cattle Company.

Afforda-BULL... We sold 130 bulls for \$3500 or less. We think that is very affordable — especially when you consider that our bulls can breed more cows for more years than bulls coming out of other programs.

Weekly Emails...

If you would like to receive our FREE and Very Opinionated weekly updates and devotions, send us your email address — along with your name. Those who do not receive our weekly emails are missing out on a lot.

Unless the Lord Builds the House, its Builders Labor in Vain

Psalms 127:1

This simple Bible verse can have many different applications. It can apply to building a building, a marriage, a family, a business, a school, a church, etc., etc. Much of what we labor to build without God's involvement will not last. We have labored in vain. In contrast, whatever we allow the Lord to build will prove to be successful and long-lasting.

Who is in charge of the building in your life? Is it you, or is it the Lord? If God is not somewhat involved in the things going on in your life, you may be laboring in vain. I know what I am talking about. Most of the things I tried to build without God's involvement have failed, or nearly failed, before I turned them over to Him.

Don't just **GO** to Church; **BE** the Church

Nine Business Principles...

One of the presentations I have given is called *9 Business Principles To Consider*. I believe these principles apply to all businesses, including farming and ranching. Yes, your farm and/or ranch really *is* a business.

1. Honesty and integrity must never be compromised.

- A business that is not built on honesty and integrity will eventually crumble.

2. Doing what is right may not always be popular, and doing what is popular may not always be right.

- Fads will come and go. Some are worth joining in on, while others are not.
- Take a stand for what is right. Never allow peer pressure to control what you do and/or don't do.

3. Success is more a matter of attitude than of anything else.

- A positive attitude will always take you much higher and farther than a negative attitude.
- A positive attitude is contagious — but so is a negative attitude. Choose your company with care.
- Henry Ford once said, “*Whether you think you can or whether you think you can't — you are right.*”
- Successful people learn from their mistakes. They seldom blame others.

4. Think outside the box (herd).

- Don't worry about what others are thinking and/or doing. Following the crowd and doing what everyone else is doing is seldom (if ever) the best way to manage a business.
- Winston Churchill said, “*If something needs to be done, and all of your experts convince you that it can't be done, then change experts and do it.*”

5. Tough times won't last, but tough people will.

- The most successful business people throughout history all went through some tough times.
- On the other hand, you need to know when to hold 'em and when to fold 'em.

- Some business owners are willing to do whatever it takes to keep a failing business alive — to the point of going down with a sinking ship. Be tough, but don't be stupid.

6. Every dark cloud has a silver lining.

- No matter how bad things seem, there are always opportunities waiting to be discovered.
- When you are confronted with problems or tough times, back up a couple of steps and look for the hidden opportunities.

7. Failing to plan is the same as planning to fail.

- Make time for management. Do some strategic thinking, planning and goal setting.
- Most businesses stay so busy with day-to-day activities, that they never have time for management and planning. That is a shortcut to business failure.

8. Don't try to compete if you don't have a competitive advantage.

- Like it or not, your business is competing with similar businesses for its share of the consumer's dollars.
- Look for innovative ways to give your business a competitive advantage. As a farmer and/or rancher, you need to start by becoming a low-input producer — but don't stop there.
- Sell people what they want, instead of what they need. For example, people don't *need* beef; they *want* beef.
- Some ranchers are selling nothing more than fresh air and sunshine to people who want to briefly escape their hectic life in the concrete jungle.

9. If your business depends on you, you don't have a business; you have a job, and you're working for a lunatic.

- Ouch! Unfortunately, this accurately describes nearly all family-owned farms and ranches.
- Are you able to take off for an extended period of time? What will happen to your business when something happens to you?

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

PHONE 1-800-311-0995
 E-MAIL Kit@PharoCattle.com
 Deanna@PharoCattle.com
 Tyson@PharoCattle.com
 WEBSITE www.PharoCattle.com

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

◆ ADDRESS SERVICE REQUESTED ◆



Cowboy Logic: "I'm smiling because I don't know what's going on."

Herd Quitter...

I use the term "herd quitter" to refer to people who have enough courage to break away from the herd-mentality way of thinking. I'm convinced that being a Herd Quitter is more about being able to think outside the herd than anything else. Once people start thinking for themselves, they are able to accomplish a whole lot more than they ever thought possible.



Herd Quitter

**Proud to be a
 Herd Quitter**

With you in mind... we have printed some 3 x 8 inch Herd Quitter stickers. These window/bumper stickers are showing up all over the world. They help us recognize others who have enough courage to think outside the herd. Call or email if you would like us to mail a couple of Herd Quitter stickers to you FREE of charge.

Grassfed Beef The New Multi-Billion \$\$ Industry Fueled by Demand & High Corn Prices

Speakers:

**Dr. Fred Provenza
 Dr. Will Winter**

Producers:

**Mark DeBoo,
 Larry Mehlhoff,
 Kit Pharo
 and much more!**

Topics Include:

- Genetic expression and the relationship to environmental influences.
- Holistic animal health management
- Land & Livestock opportunities

See Excellent Grassfed Genetics
 Find Solutions
 Increase Profits
 Decrease Inputs

Producer Tours - Thursday 9/15
 Banquet - Friday Evening 9/16

Vendor & Display Booths Available

Vendor Booths & Display Pens
 Open Everyday

September 15-17, 2011 Norfolk, Nebraska

Seminar & Banquet : \$150.00 Before August 26, 2011



Nebraska EXTENSION

Register - Tour or
 Seminar:
 Northeast NE RC&D
 402-582-4866
 Northeastrd

Vendor Booth or
 Livestock Display:
 Joey Jones
 402-322-1608

joey@grassfedexchange.com

www.grassfedexchange.com