



## *Unlimited Opportunities...*

Have you ever noticed how some people seem to have all the luck? They can fall into a pigsty and come out smelling like a rose. Why is that? What are they doing that most people aren't doing? Why do they seem to get all the breaks?

I have come to the conclusion that opportunities are unlimited for those who are looking for them. They are everywhere — but they are very hard to see if you're not looking for them. Many opportunities are disguised as problems. Those are especially difficult to see.

Are you on the lookout for opportunities? You should be. I suggest you take a good look at the world around you — up close and then farther out. Make note of the positive things, as well as the negative things. I can just about guarantee you will discover many opportunities that you had never noticed before. You won't see them, however, if you aren't looking for them.

As you may or may not know, Pharo Cattle Company was built on opportunities that others failed to see and/or failed to act on. We continue to actively look for hidden opportunities. Believe me when I say that they aren't hard to find. We have identified a lot more opportunities than we will ever have the time or the energy to act on. Finding these opportunities has nothing to do with luck or intelligence — and everything to do with looking for them. Ironically, some of our biggest and best opportunities were found in the most unlikely places.

I would like to briefly discuss four very broad areas of opportunity that I think are worthy of your consideration. It will be up to *you*, however, to capitalize on the opportunities you find.

**State of the Beef Industry:** What is going on in the beef industry? Cattle prices are near all-time highs. The nation's cowherd is as small as it has been in 50 years — and it continues to get smaller. Besides drought, what is preventing herd expansion? Consumers are spending more on ground beef and less on high value cuts of beef. Why is that? I think it is safe to say that the current beef industry is in uncharted waters — and there are hundreds of opportunities just waiting to be discovered.

**Reduce and/or Eliminate Expenses:** The easiest money you will ever make is the money you *don't* spend. Ben Franklin once said, "A penny saved is a penny earned." That is as true today as it ever was — and it applies to every \$10, \$100 and \$1000 you *don't* spend. The existing beef industry was built on cheap corn and cheap fuel. Folks, that era is over. If you don't find ways to reduce and/or eliminate most of your expenses, your business is destined to fail.

**Dare to be Different:** Following the crowd and doing what everyone else is doing is seldom the best way to manage a business. If you're doing what everyone else is doing, you will never have a competitive advantage — and you will never be above average. The most successful people throughout history were those who were not afraid to break away from the status quo herd. We refer to these people as Herd Quitters. Until you are able to break away from the herd-mentality way of thinking, you will not be able to find many opportunities.

**Sell People what they Want, instead of what they Need:** Many beef producers mistakenly believe the world *needs* what they produce. People don't *need* beef; they *want* beef. There are several much cheaper sources of protein — but they don't taste as good as beef. This should help you view your business from a different perspective. I suggest you take time to identify what people want and build a portion of your business around those things. Some progressive-thinking ranchers are selling nothing more than fresh air and sunshine to people who want to briefly escape the concrete jungle.

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*"We are all faced with a series of great opportunities brilliantly disguised as impossible situations."*

— Charles R. Swindoll —

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***Monday, November 7<sup>th</sup>***

- **382** Grass-Developed Bulls
- Angus, Red Angus and Composite
- Guaranteed Calving Ease
- Three Stay-At-Home Options
- FREE and Very Afford-a-BULL Delivery

**Call or Email to receive a Sale Catalog**

**THE  
PHARO CATTLE COMPANY  
NEWSLETTER**

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

**Call or Email for a Free Subscription**

## ***Information You Can Use...***

In addition to the usual **EPDs**, **weights** and **ratios**, we evaluate and score all of our bulls for **disposition**, **muscling**, **masculinity**, **fleshing ability**, **thickness**, **calving ease**, **longevity**, **low maintenance**, **hair coat** and **fly resistance**. We also provide an **udder score** for the dam of every bull. We use a 1 to 5 star rating for all of these traits — with 5 stars being the best.

As if that wasn't enough, we provide **ultrasound data** on each bull so you know what he looks like under the hide. Considering the way our bulls are developed, I think you will be very impressed with this information. Our bulls have what it takes to produce a very desirable end product — with or without grain.

**NO ONE** else in this business provides you with as much useful information as we do. To help you utilize this information, we created a unique computer **Quick Sort** program that can sort and resort bulls to match your exact specifications in just a matter of seconds. If you don't have a computer, we would be glad to do the sorting for you.

**NOTE:** Even if you do have a computer, we'd like to help you get started using our Quick Sort program.

## ***Keep It Simple***

Cow-calf producers are in the business of converting **FREE** solar energy into a high-quality food product. Properly done, the cow will do nearly all of the work for us!

## ***One Day at a Time...***

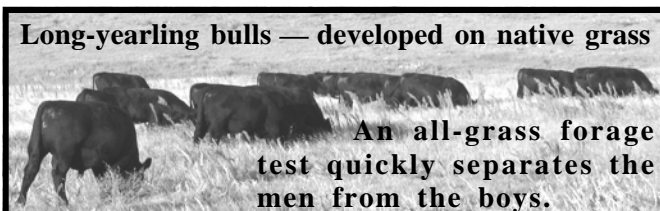
**Jesus** said, "*Do not worry, saying, 'What shall we eat?' or 'What shall we drink?' or 'What shall we wear?' For the pagans run after all these things, and your heavenly Father knows that you need them. But seek first his kingdom and his righteousness, and all these things will be given to you as well. Therefore do not worry about tomorrow, for tomorrow will worry about itself. Each day has enough trouble of its own.*" (Matthew 6:31-34)

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

## Forage-Tested Bulls...

Our forage-tested bulls are developed 100% on grass. They have never been shut up in a corral, and they have never been fed any grain. We expect them to breed more cows for more years than bulls coming out of other programs. We'll be selling **382** grass-developed bulls on Monday, **November 7<sup>th</sup>**.

**Call 1-800-311-0995  
to request a Sale Catalog**



## Moving Cattle South and East...

An old rule of thumb says, "You can move cattle north and west, but you cannot move cattle south and east." It is easier to get cattle to adapt if they are moving into cooler, more arid areas with stronger grass than it is if they are moving into hotter, more humid areas with washier grass. From experience, though, we know that Pharo Cattle Company cows and bulls have been able to adapt quite well to every environment they have been placed in.

**Timing is everything.** Although it can be done, moving cattle south and/or east in the spring or summer months can be hard on the cattle. Why? Because all of the problems are magnified during this time period. In contrast, we have experienced very few problems when cattle were moved south and/or east in the fall or winter months. By the time summer rolls around, the cattle should be well adapted to their new environment.

**On a similar note,** we have discovered that the right size and type of cow will be right in nearly all environments. Pharo Cattle Company has cooperative herds in hot, humid fescue country all the way to the high-plains desert. We also have cooperative herds on the southern plains of Texas all the way to high-elevation ranches in the northern Rocky Mountains. We have never found an environment that our size and type of cow did not excel in. In contrast, we have yet to find an environment where tall, slab-sided, hard-keeping cows work well.

*"The forage-tested bulls we purchased at your fall sale adjusted great to our fescue."*

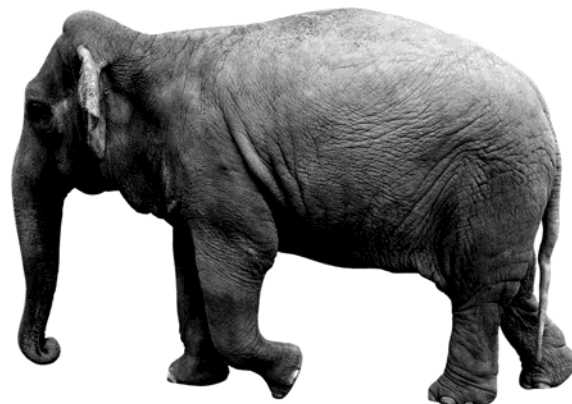
Dusty Schaaf — Missouri

## 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 emails.

If you would like to receive our FREE and Very Opinionated weekly updates and devotions, send your request (along with your name) to **Kit@PharoCattle.com**.

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



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

## Kit's Speaking Engagements

- ◆ **October 8 — Pueblo, Colorado**  
Phone 719-583-6566
- ◆ **October 13 — Pennsdale, Pennsylvania**  
Phone 570-329-1619
- ◆ **October 14-15 — Stillwater, Oklahoma**  
Phone 405-744-6060

Other speaking engagements will be announced in our weekly emails.

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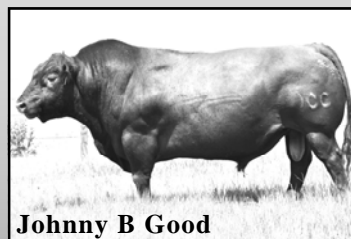
*Cowboy Logic: "There are two theories to arguin' with a woman. Neither one works."*

## PHARO CATTLE COMPANY

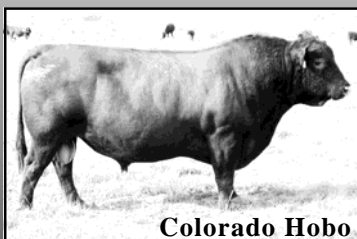
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easy-fleshing, moderate-  
sized, grass-based genetics

— with calving ease —

Idaho



Johnny B Good



Colorado Hobo



Pledge



123

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and/or a Catalog for our Fall Bull Sale*

1-800-311-0995

Bulls@PharoCattle.com



Magua  
at 2 years of age