



Our customers are the most profitable cow-calf producers in the world.

Grass Efficiency...

In our *Fall 2018 Newsletter*, we discussed the problems associated with the way the status quo beef industry measures feed efficiency. Because putting on a pound of fat requires 2.5 times more energy than putting on a pound of muscle or bone, the animals that perform best in a typical feed efficiency test will be tall, lean, hard-keeping and late-maturing. Those animals are exactly what the feedlot industry likes to feed because they require a tremendous amount of time and feed to get them fat enough to harvest.

What works well for the feedlot, however, does not work so well on the ranch. The most profitable cattle on the ranch will be low-maintenance, moderate-sized, early-maturing cattle with the propensity for fat deposition. They are the opposite of what performs best in the feed efficiency tests many seedstock producers are using. Cows need to be able to produce and reproduce on low-quality forages — without supplementation. They need to calve at two years of age — and every year after that for 10 to 15 years. They need to be grass efficient.

How do you identify grass-efficient animals? Here at Pharo Cattle Company, we have been selecting and breeding for grass efficiency for 30 years. Therefore, it is not difficult for us to visually identify the best, the worst and everything in between. Johan Zietsman, a rancher/consultant from Zimbabwe, says, “*Grass-efficient animals will look like eight pounds of sugar in a 5-pound sack.*” In other words, they can put a tremendous amount of weight in a relatively small package. The pictures below demonstrate what he is saying.



The PCC bulls above are extremely thick, easy-fleshing and early-maturing. They look this good year-round on grass. The non-PCC bulls on the right may perform well in a feed efficiency test — but they will never look better than this, even when they are supplemented. They will look even worse after the breeding season — and they will never produce grass-efficient cows.

We have created a formula that allows us to score our cattle for grass efficiency. It will help us and our customers select for even greater grass efficiency. This is discussed on page 4.

"Not everything that can be counted counts, and not everything that counts can be counted."

~ Albert Einstein ~

THREE Spring Bull Sales

West, TX — April 1st
Springfield, MO — April 4th
Burlington, CO — April 15th

- Over **520** Solar Bulls — Angus, Red Angus, Polled Hereford and Composites
- One-Year Guarantee on All Sale Bulls
- Evaluated for Disposition, Thickness, Muscling, Masculinity, Fleshing Ability, Hair Coat, Fly Resistance and Much More
- Guaranteed Calving Ease
- FREE and Very Afford-a-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: Help ranchers put more fun and profit into their business.

Call or Email for a Free Subscription

Financial Success...

Most cow-calf producers are getting by — but they would not consider themselves to be financially successful. Truth be known, in a ten-year period, status quo producers are doing well just to break even. Well over half of them won't break even. In a nutshell, there are three keys to attaining real financial success in the cow-calf business.



- 1. Reduce and Eliminate Expenses**
- 2. Increase Pounds Per Acre**
- 3. Sell Calves for a Premium**

Reducing and eliminating expenses is easier than most cow-calf producers think, but it will require a slight paradigm shift. Most expenses are fossil fuel-based. Real success in this business will take place when we transition from fossil fuel energy to *free* solar energy. Winter feeding is usually the biggest expense. With the right kind of cows and with proper grazing, most winter feeding can be eliminated. Working with nature will also reduce and eliminate expenses.

Increasing pounds per acre will never happen until you *STOP* focusing on increasing pounds per animal. Status quo producers have been focused on the wrong thing for the past 50 years. Stocking rate affects profitability, or lack thereof, more than anything else. With the right size and type of cow, most cow-calf producers can increase stocking rate by at least 30 percent. With proper grazing management, it's possible to increase stocking rate by *another* 50 to 200 percent.

Status quo cow-calf producers will never sell their calves for a premium. They will always take what the market is willing to pay them on that particular day. PCC customers, on the other hand, are able to sell their calves for a \$15/cwt premium. That amounts to a premium of \$75 per head on 500-pound calves — and a premium of \$120 per head on 800-pound yearlings. Nowhere else can you receive premiums like this.

Those who have attained real financial success are able to live well, increase the size of their operation and/or build wealth.

Why Don't All Seedstock Producers...

- **Treat their cows tougher than you treat your cows?**
- **Refuse to make an excuse for a cow, or give a her a second chance?**
- **Develop bulls on forage — with nothing but starch-free supplements?**
- **Evaluate and score bulls for disposition?**
- **Evaluate and score bulls for fleshing ability, thickness, muscling, masculinity, overall rating, hair coat and fly resistance?**
- **Evaluate and score bulls for low maintenance, longevity and grass efficiency?**
- **Evaluate and score bulls for feet and leg conformation?**
- **Evaluate and score bulls for preputial prolapse problems?**
- **Provide an udder score for the bulls they sell?**
- **Provide a One-Year Guarantee on the bulls they sell?**
- **Guarantee bulls for calving ease?**
- **Guarantee bulls to be free from genetic defects?**
- **Control flies and other parasites with genetics — instead of chemicals?**
- **Invite customers to participate in bull evaluation days?**
- **Provide a Quick Sort program that takes the guesswork out of sorting bulls that meet your specific needs?**
- **Use an honest, low-pressure Cowboy Auction to sell bulls?**
- **Deliver bulls to over 60 delivery points across the nation?**
- **Make it possible for their customers to receive a \$15/cwt premium on their calves?**
- **Provide an online discussion group with world-renowned industry experts for their customers?**



PCC's Grassfed Beef Alliance...

By Tim Goodnight

I took the picture below during my recent visit to Cactus Feeders in Texas. I was very impressed with the calves and want to thank all of the PCC customers who participated in this initial order.



During my visit, we spent time discussing grazing plans, cover crop mixes, genetics and the future of our grassfed alliance. It was a very productive visit and everyone involved is extremely excited about the future.

Cactus Feeders is currently working on a plan to transition additional acres for use in grassfed beef production. Once that process is complete, we will begin discussions on spring delivery needs. Stay Tuned!

Cowboy-Up or Stay in the Truck

PCC's Grass Efficiency Score...

As stated in our leadoff article, we have created a formula that allows us to score our cattle for grass efficiency. This formula is very similar to the one Johan Zietsman has been promoting and using for many years. For the most part, this score is based on early maturity.

Early maturity is of utmost importance to cow-calf producers. Unfortunately, the status quo beef industry's incessant selection for more and more lean growth for the past 50 years has had a very detrimental effect on early maturity. Sexual maturity takes place when there is a decrease in growth hormones and an increase in sex hormones. At that point, muscle and skeletal growth slow down and the animal is able to start storing up fat. Fat deposition is critical to reproduction.

Based on work done by Iowa State University, US Meat Animal Research Center in Nebraska and Texas A&M, we are able to use the adjusted hip height of heifers and young bulls to predict their mature weight at a body condition score of 5. Within a contemporary group, we then rank the animals for percent of mature weight. For example, an animal that is 60% of its predicted mature weight is better than one that is 50% of its predicted mature weight. Since every contemporary group is different, we index the percent mature weights and assign a star rating for each animal based on its relationship to average. As with all of our star ratings, a 5-star rating is best.

Bulls with a 4+ or 5-star rating for grass efficiency will be the very best at producing early-maturing, highly-fertile, long-lasting replacement females. They will also be the very best at producing steers that will excel in our Grassfed Beef Alliance.

2019 AI Sire Directory...

There are **60** top-sort bulls to choose from in this year's lineup. Most of these bulls are Angus and Red Angus — but we also have a nice selection of Lowlines, Polled Herefords, Tarentaise and Composites. Call or email to request our *2019 AI Sire Directory*.

Eight Pounds of Sugar...

The cows pictured below are the same age and weight. Both calved 60 days prior to the picture being taken — and both are being fed exactly the same.

The cow on the left resembles eight pounds of sugar in a five-pound sack. The cow on the right resembles eight pounds of sugar in a 12-pound sack. Which cow is more grass efficient?



The cow on the right is struggling to meet her maintenance requirements. Therefore, she won't raise much of a calf and she won't breed back. She's the tall, lean type that might do very well in a feed efficiency test — but she is *not* grass efficient!

Still Headed in the Wrong Direction...

It has just been confirmed... The status quo beef industry continues to head in the wrong direction at a high rate of speed. With all the talk about smaller, more efficient cows, I thought the status quo beef industry might be changing directions. It's not.



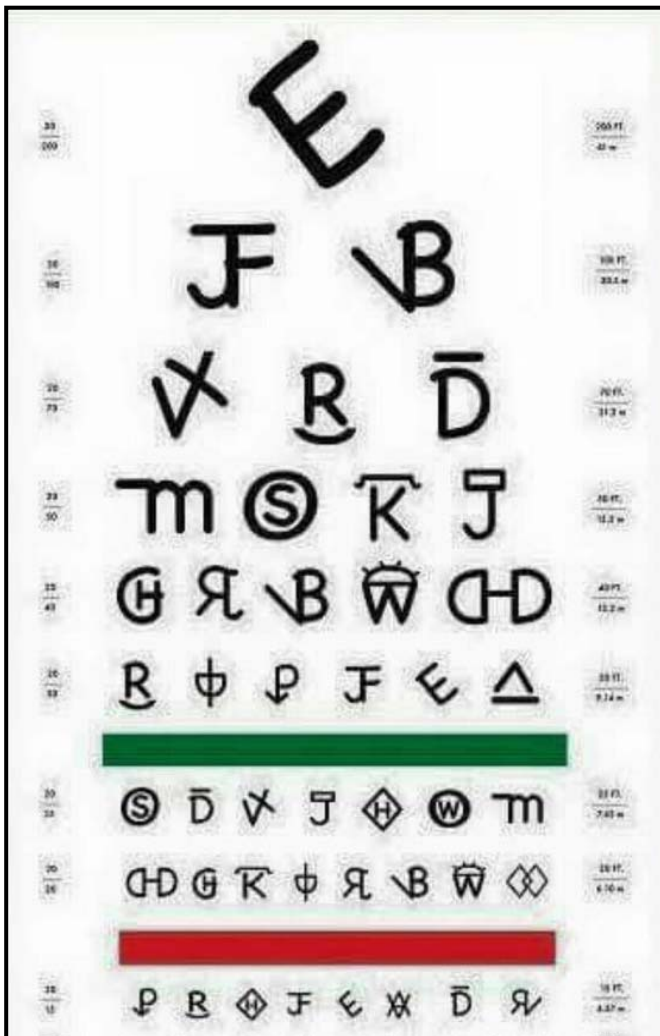
I recently thumbed through the latest ABS sire directory. I decided to go back through the 96 Angus bulls to see if their selection for extremely high-maintenance bulls had slowed down. It did not take long to determine that it had not slowed down one bit. In fact, it may have escalated. Exactly one-half of their Angus bulls have a \$EN EPD in the **Bottom 20%** of the Angus breed. Only five bulls (1/2 of 1%) had a \$EN EPD in the top 20%.

In comparison... 99.3% of the Angus bulls selling in our three spring bull sales have a \$EN EPD in the **Top 20%** of the Angus breed. A whopping 98% of our bulls (all but five) are in the **Top 10%** of the Angus breed!

I suspect some at ABS realize it is time to switch directions — but it isn't going to happen for a while. Why do they continue to select for the absolute worst in maintenance requirements? They do so because that is what members of the status quo herd want. As long as most cow-calf producers continue to select for more and more production per animal, cows will continue to get bigger and bigger — and will continue to cost more and more to maintain.

In the meantime... smart producers are increasing production per acre. This is much more profitable than trying to increase production per cow. We still believe most cow-calf producers have the ability to double their profits on a sustainable basis once they *STOP* focusing on the wrong thing.

Cowboy Eye Chart



“Be very careful how you live — not as unwise but as wise, making the most of every opportunity...”

Ephesians 5:15-16

Can't Make the Sale?

If you don't think you will be able to attend any of our Spring 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.

Nearly 48% of the bulls that sold in our fall bull sales were purchased by customers who did not attend a sale. This reveals the amount of trust our customers have in us.

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 the bulls that made your sort. And... you can do all of this from the comfort of your home.

Weekly Emails...

If you would like to receive our FREE weekly updates and/or devotions, send your request to Bulls@PharoCattle.com.

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

◆ ADDRESS SERVICE REQUESTED ◆

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

**Cowboy Logic: “Twenty years ago, I started out
with nothing — and I still have most of it.”**

PHARO CATTLE COMPANY

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

— with Calving Ease —



**Call or Email to receive a catalog
for our three Spring Bull Sales
and/or an AI Sire Directory**



800-311-0995

Bulls@PharoCattle.com