



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

## *The Importance of Resilience...*

Resilience can be the difference between success and failure. While some people have created a business that is very resilient, others have a business with very little, if any, resilience. In a nutshell, resilience is one's ability to bounce back. Those who are resilient are like a properly-inflated basketball. When it is dropped, it bounces right back up. Those who have no resilience are like a basketball with no air in it. When dropped, it will land with a loud thud.



Those who have a very resilient business always have a positive attitude. Consequently, they are able to cope with stress. They see opportunities most people are unable to see. They have the ability to quickly adapt and adjust to change and/or misfortune. They are able to make the best of a bad situation. Their business has some built-in flexibility. It is not locked into just one mode of operation or just one marketing option.

Those of us in the cow-calf business must deal with several bad situations that are totally out of our control. I'm referring to things like the weather, the markets, the cost of inputs and this coronavirus pandemic. We need to spend our time and energy focusing on the things we do have some control over. We need to create a business that can withstand tough times and bounce back. If your business is dependent on good times, you will eventually go out of business.

**A resilient business is a profitable business!** If you're not making a really good profit during the good times, you don't stand a chance during the tough times. Unfortunately, most cow-calf producers are struggling just to break even. They are unwilling to make the necessary changes in their operation to keep up with the times. They are afraid of change. It's as though they would rather fail doing what they have always done than succeed if success requires change.

A resilient business is a low-input business! A low-input cow-calf producer is always focused on making the most of every drop of rain and ray of sunshine that falls on the land he or she controls. They require very little in the way of other inputs. Low-input producers often have a cost of production that is less than half the national average. It's no wonder they are two to four times more profitable than their neighbors who are afraid of change.

A resilient cow-calf business is focused on increasing pounds per acre — instead of pounds per animal. Trying to increase pounds per calf will always have a negative effect on your net profits. Stocking rate affects profitability more than anything else. Stocking rate can be increased dramatically through proper grass management. You can also increase stocking rate and pounds per acre with smaller, more efficient cows that can wean a higher percent of their own weight.

A resilient business keeps its marketing options open. For example, grass-efficient heifer calves are worth more than their steer mates because the demand is much greater than the supply. If you keep them for a year and breed them to a good calving-ease bull, they will more than double in value. Also, instead of producing calves that can only be finished on grain, a resilient business will produce calves that can also be finished on grass. There are huge premiums being paid for grassfed beef.

**No matter what business you're in,** tough times will come and go. As I said earlier, if your business is dependent on good times, you will eventually go out of business. Long-term success will be dependent on your ability to make your business as resilient as possible. A resilient business will quickly bounce back, while a non-resilient business will eventually go thud. Many PCC customers have remained very profitable during these tough times. If they can do it, nearly everyone else should be able to do it.

*"Life is not about how fast you run, or how high you climb, but how well you bounce."*

## THREE Fall Bull Sales

*Valentine, NE — October 24<sup>th</sup>*

*Burlington, CO — November 2<sup>nd</sup>*

*Letohatchee, AL — November 14<sup>th</sup>*

- 500 PCC Solar Bulls — Angus, Red Angus, Polled Hereford and Composites
- Developed on Grass — Fleshing Ability has been Bred In, Not Fed In
- One-Year Guarantee on All Bulls
- Evaluated and Scored for Disposition, Thickness, Muscling, Masculinity, Fleshing Ability, Grass Efficiency, Hair Coat, Fly Resistance and More
- Guaranteed Calving Ease
- 60 Delivery Points Across the Nation

*Call or Email to receive a Sale Catalog*

### THE PHARO CATTLE COMPANY NEWSLETTER

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*Our Mission: Help ranchers put more fun and profit into their business.*

Call or Email for a Free Subscription

## Heat-Tolerant Bulls...

As explained in our Summer Newsletter, we have a set of Heat-Tolerant Composite bulls being developed on grass in East Texas. These bulls will sell in our first-ever Alabama Bull Sale on Saturday, November 14<sup>th</sup>.

Our goal is to produce cattle with no Brahman influence that can work well in very hot and humid environments. We have been very impressed with this set of bulls. They will still be out grazing when other cattle are shaded up or standing in the water.



Maximizing grazing time is the key to profitability in this business. Heat-adapted animals that graze twice as long as non-adapted animals will likely be twice as profitable. The best way to beat the heat is with genetics.

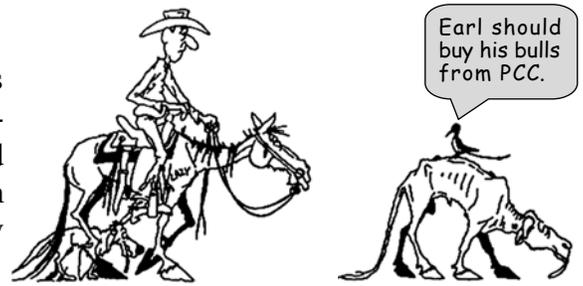
## Weekly Emails...

If you would like to receive our FREE weekly updates and/or devotions, send your request to [Tammy@PharoCattle.com](mailto:Tammy@PharoCattle.com).



## ***Tired of Buying Bulls that Fall Apart?***

Over the years, we have visited with thousands of cow-calf producers. With very few exceptions, everyone's primary concern has been with bulls that melt and fall apart when they are taken home. If you have been in the cow-calf business for a few years, I'm sure you know what I'm talking about.



Part of the problem is a genetic problem. Most bull producers are selecting for more and more pounds per animal (bragging rights) at the expense of more pounds per acre (profit). Consequently, they have high-maintenance cows that require a lot of extra feed and pampering to stay in production. The sons of those cows have the same high-maintenance genetics. They are not designed to get by in a real-world ranch environment. They require extra feed and care.

The other part of the problem is the way the bulls have been developed. Fat bulls are easy to sell. With enough high-energy feed, nearly all bulls can get fat — even the high-maintenance bulls most bull producers raise. The trouble with overfed, overfat bulls is they have nowhere to go but backwards when turned out in the real world. What most bull producers are doing to get a bull ready to go to work is the same as getting a long-distance runner ready for a marathon by setting him in front of the television and feeding him nothing but donuts for four months.

**When you think about it...** it's amazing the overfed, high-maintenance bulls most bull producers sell get any work done their first year. Truth be known, many bulls are unable to finish their first breeding season. I've heard that only one out of three bulls last long enough to have a second breeding season. With the high cost of bulls, that is totally unacceptable!

Pharo Cattle Company is different for all the right reasons! We have always focused on producing cattle with the genetics you need to increase your pounds and profit per acre. It doesn't matter how big your cattle are if they're not profitable! For over 30 years, we have focused on low-maintenance cattle that can do the most for the least — in *ALL* environments! While most bull producers artificially change the environment to fit their cows, we produce cows that fit their environment. The right size and type of cows require very little in the way of outside inputs.

Pharo Cattle Company has been developing bulls on grass for the last 24 years — which is longer than most bull producers have been in business. Developing bulls on grass quickly separates the men from the boys. You can't do that when you develop bulls on grain. Even the most mediocre bull can look good (for a while) if fed enough grain. Because of the way our bulls have been bred and developed, they can breed more cows for more years than bulls coming out of other programs. What's a bull worth that can breed twice as many cows for twice as many years? He is worth a whole lot more than you will ever have to pay for him.

### ***One-Year Guarantee...***

Our older, grass-developed bulls have always had a reputation for being tough as nails. Even so, problems can and do occur. That's why we provide a One-Year Guarantee on the bulls we sell. Customer service has always been very important to us. This just makes it easier.

**While at our bull sales...** we always have customers go out of their way to thank us for standing behind our bulls. We think everyone who sells bulls should stand behind their bulls. Unfortunately, most don't.

*PCC Solar Bulls  
grazing the hills near  
PCC Headquarters in  
Eastern Colorado.*



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

## *The Driving Force...*

The driving force behind Pharo Cattle Company is the desire to help cow-calf producers make their business as profitable, enjoyable and sustainable as possible. That's what wakes us up in the morning. That's what keeps us going.

Once you see and understand what is possible, it's impossible not to share those possibilities with all who will listen. The future of most family farms and ranches will be dependent on their ability to think outside the status quo herd.

We have been selling bulls for 30 years... and counting. We have helped thousands of cow-calf producers put more fun and profit into their business. Many of our customers are two to four times more profitable than all of their neighbors. They have the ability to thrive even during the worst of times.

**We do much more** than just sell bulls. We provide a program and a way of thinking that are focused on helping you make your business as profitable, enjoyable and sustainable as possible. We always keep your next generation in mind. Our ultra-low-input bulls are just one part of this program.

## *First and Foremost...*

When purchasing bulls, the most important factor to consider is 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 a program that does not align with your long-term goals. This is so obvious it should go without saying.

However, I have visited with hundreds of cow-calf producers who say they want to produce efficient, 1100 to 1200-pound cows that can wean 50% of their own weight for many years without being pampered — only to find out they have been buying bulls that were produced by 1400 to 2000-pound cows that must be pampered to stay in production. How is that going to work?

Unfortunately, very few bull programs align with any commercial cow-calf operations. Most bull programs are high-input outfits with big, inefficient cows that require extra feed and care. They are able to make those big cows work because they are selling high-priced bulls to commercial producers *like you*. Commercial producers, on the other hand, are unable to make money with big, inefficient cows.

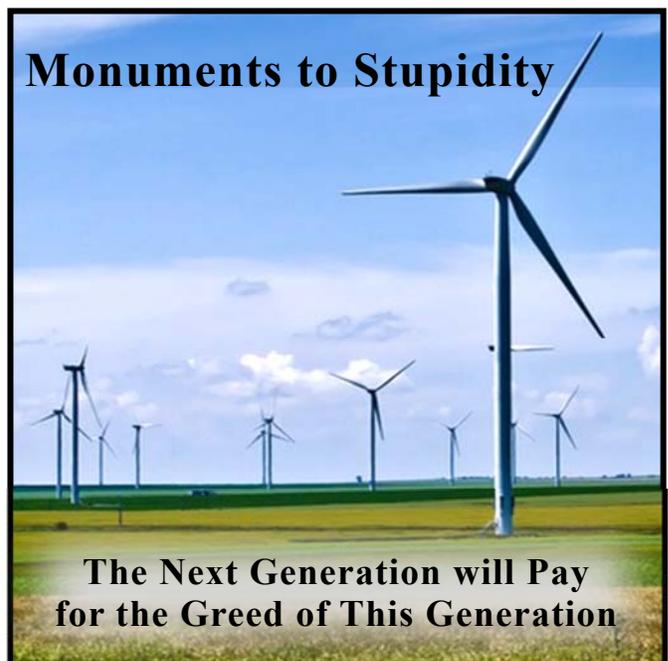
**Decide where you want to take your program** — and purchase bulls that will take you there. We always suggest you keep the next generation in mind. Be careful that you don't allow your judgement to be swayed by the wrong things. Pretty is as pretty does — and the proof is in the pudding!

## *Can't Make the Sale?*

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

It's not uncommon for well over 50% of our bulls to be purchased by people who do not attend the sale. This past spring, we were forced to sell **100%** of our bulls to customers who did not attend a sale.

This demonstrates the confidence our customers have in our program and our bulls. We delivered those bulls to customers in 32 different states — from coast to coast and from border to border.



## ***Do You Have High-Maintenance Ladies on Your Ranch?***

Believe it or not, the odds of finding high-maintenance ladies on most ranches is near 100%. That's right! No, not the kind of high-maintenance ladies you are probably thinking of. As a result of 40+ years of relentless selection for more growth and more milk, most of today's cowherds are comprised of high-maintenance cows (ladies).

Unlike status quo seedstock producers, Pharo Cattle Company has been selecting and breeding for efficient, easy-fleshing, low-maintenance cattle for over 30 years. We have the genetics you will need to increase pounds and profit per acre. No one sells as many ultra-low-maintenance bulls as we do. To request a catalog for our three fall bull sales, call **800-311-0995**.



## ***Much Has Changed...***

Much has changed in the last 50 years, and yet nearly all of today's cow-calf producers operate as though *nothing* has changed. Allow me to remind you how much things have changed since 1970.

Fifty years ago, you could purchase a new pickup for less than \$5000. You could purchase gasoline for \$0.35 per gallon. Land could be purchased or leased for one-tenth what it costs today. In the last 50 years, the cost of inputs has risen at least four times faster than cattle prices.

**It's no wonder** cow-calf producers struggle to make a decent living. It's no wonder most are doing well just to break even. It's no wonder many are slowly eating up the equity that took decades to acquire just to stay in business. It's no wonder a growing number are being forced to file for bankruptcy. It's no wonder the next generation has no interest in coming back to the family farm or ranch.

With the cost of inputs increasing at such a disproportionate rate compared to cattle prices, we *must change* the way we operate if we want to survive. We simply cannot continue to do things the same as we have been doing them for the last 50 years.

**Whatcha gonna do?** If you are a cow-calf producer, your survival depends on your ability to *change* with the times. The sooner, the better. Procrastination is *not* your friend! Unfortunately, it is too late for many producers to make the necessary changes in their program and genetics. However, we believe it is *not* too late for most producers — but time is of the essence. Call us to request a copy of the *Ten Steps to Double Your Profit*.



*This is the day the lord  
has made; let us rejoice  
and be glad in it.*

Psalm 118:24

## ***Buyer's Market...***

**Our** fall bull sales always create a better buyer's market for our customers than our spring sales. The bulls we sold last fall averaged **\$700 less** than the bulls we sold in our spring sales. For the most part, this is because most cow-calf producers will not need to turn their bulls out until next summer. This may be true, *but...*

Not only do our fall bulls cost less, they are 18 months of age. They will be two years old next summer. These older bulls will be able to handle a heavier workload with much fewer problems than yearling bulls. Since they have been developed slowly and naturally on grass, they will not melt or fall apart when you take them home.

**Thirty Percent of the bulls** in our 2019 fall bull sales sold for \$3500 or less. We think that is very affordable — especially when you consider our bulls can breed *more cows* for *more years* than bulls coming out of other programs. No matter what your budget is, you can expect to get *MORE* than your money's worth when purchasing a PCC Solar Bull — *AND* they come with a **One-Year Guarantee**.

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**Cowboy Logic: “Never put the key to  
your happiness in someone else’s pocket .”**

## **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 Fall Bull Sales  
and/or our AI Sire Directory**



**800-311-0995**

**Bulls@PharoCattle.com**