Solar Bulls vs. Diesel Bulls…

A South African cattleman acquaintance of mine was recently quoted as saying, “International economic recession, high energy prices and global warming are increasingly important factors in beef cattle breeding. Stud breeders and commercial cattlemen will be forced to reconsider the merits of large, grain-fed, feedlot or ‘diesel bulls’ against smaller, veld-adapted ‘solar bulls’ such as Afrikaners.” What a great way to differentiate between high-input bulls and low-input, grass-based bulls. I love those terms and I plan to put them to good use in North America.

As you know, the current beef industry was built on cheap feed and cheap fuel. That era is over. In the last 50 years, fossil fuel-based expenses have risen four times faster than cattle prices. It’s no wonder most ranchers are finding it increasingly difficult to make a decent living — even with record-high calf prices. It’s no wonder the average rancher is over 60 years of age — and the next generation, for the most part, is not excited about coming back to the ranch. I have yet to find anyone who believes this trend will not continue. Consequently, a cow-calf producer’s net profit is quickly becoming more and more dependent on reducing and eliminating inputs rather than on anything else. Producers who are unable and/or unwilling to substantially reduce and eliminate inputs are slowly but surely going broke.

The time has come… for beef producers to transition from high-input management practices that are based on fossil fuel inputs to low-input management practices that are based almost exclusively on solar energy. Among other things, this will require producers to make a transition from high-input “diesel genetics” to low-input “solar genetics.” They need cows that can produce and reproduce with essentially no input other than grass. They need steers that can grade choice with a minimum amount of feed other than grass (yes… this is possible). This transition is going to require a huge paradigm shift for status quo producers — but I don’t think they have any other options. Those who are the quickest to adapt and change will be in the driver’s seat and will be in a position to buy out those who are the slowest to adapt and change.

Pharo Cattle Company has been a strong advocate of low-input management practices and low-input genetics for well over 25 years. For most of that time, we were the lone voice in the wilderness. We have produced and marketed low-input Solar Bulls for 22 years. Our bulls are produced by low-maintenance, moderate-sized momma cows that have never been pampered. Our cows run in a real-world, grass-based environment. We let the environment sort out the good ones while we show absolutely no sympathy for open, late or dry cows. All of our Solar Bulls are developed without grain. Most are developed on grass only — from the desert of Eastern Colorado, to fescue country in Missouri, to high-elevation pastures in Western Wyoming. Unlike Diesel Bulls, our Solar Bulls will not melt and fall apart when you take them home.

Keep it simple. As cow-calf producers, we 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! Folks, we are in the GREATEST business in the world! We need to stop trying to make it so complicated.

~ Kit Pharo
**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

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**Marathon Herd Quitter Tour...**

We have scheduled another Marathon Herd Quitter Tour. These meetings will take place in and around the state of Missouri. They will be FREE and open to the public. Feel free to invite your friends and neighbors.

These meetings will feature Kit Pharo and Weston Walker who is a PCC Cooperative Producer in Missouri. Kit’s presentation will be entitled *Ranching for Profit in the 21st Century*. We have scheduled nine meetings in seven days — in conjunction with our Bull Workday in Missouri.

Call Weston at 1-800-735-7790 for more information.

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**Exeter, MO — Tuesday, April 9th**

**Burlington, CO — Monday, April 22nd**

- Over 300 Low-Input Solar Bulls
- Afforda-BULL Prices — Volume Discounts
- Large Selection — Angus and Red Angus
- Guaranteed Calving Ease
- FREE and Very Afforda-BULL Delivery

Call or Email to receive a Sale Catalog

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If you make people think they’re thinking, they’ll love you; but if you really make them think, they’ll hate you.”

~ Don Marquis (1878-1937) ~

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January 19 — Quitman, Arkansas
6:00 pm at Quitman H.S. Ag Building

January 20 — Berryville, Arkansas
2:00 pm at Farmer Community Building

January 21 — Murray, Kentucky
1:00 pm at Murray State Ag Expo Center

January 21 — Goreville, Illinois
6:00 pm at United Producers Livestock

January 22 — Jefferson City, Missouri
11:00 am at Lincoln Univ. Carver Farm

January 22 — Kahoka, Missouri
7:00 pm at CARE Community Building

January 23 — Chilhowee, Missouri
7:00 pm at the Chilhowee School

January 24 — Springfield, Missouri
6:00 pm at MSU Darr Agricultural Center

January 25 — Billings, Missouri
8:00 am Bull Workday at Jason Salchow’s

January 25 — Branson, Missouri (pending)
7:00 pm, location TBA in weekly emails

Following the tour, we will place the names of all the people who attended these meetings in a special drawing for a **$1000 Credit** toward a PCC bull in our first-ever Fescue-Country Bull Sale.

My name is “No! No! Bad Dog.”

What’s your name?
Fall Bull Sale Results…

At our first-ever High-Elevation Bull Sale in Riverton, Wyoming, we sold 54 bulls for an average price of $3655 — with a range of $1600 to $5500. These bulls were sold and delivered to customers in 14 different states. This sale was well attended by producers from at least seven different states. The weather was great!

Ten days later, we sold 242 bulls in Burlington, Colorado, for an average price of $4850 — with a range of $1500 to $10,000. These bulls were purchased by customers from 27 different states. We delivered bulls from coast to coast and from border to border. The pasture walk and pre-sale meeting with Jim Gerrish were very well attended.

Much to the amazement of those in the status quo herd, there was no shortage of demand for our low-input Solar Bulls. As Victor Hugo (1802-1885) once said, “Nothing is more powerful than an idea whose time has come.” Our customers know our bulls are tough as nails and can breed more cows for more years than bulls coming out of other programs.

Helping Where We Can…

Mark Twain once said, “Everybody talks about the weather, but nobody does anything about it.” Let the records show that Pharo Cattle Company offered a Drought Discount at both of our Fall Bull Sales. This allowed our customers to receive up to a 10% Discount on all the bulls they purchased. Some were able to combine a 10% Drought Discount with a 5% Repeat Buyer Discount to receive a Total Discount of 15%.

This drought has been very tough on a lot of people in a very large area. The fact that our bulls have been bred, selected and developed to deal with tough times is probably the reason there was such a strong demand for our bulls. Tough times won’t last – but tough bulls will. We gave out a total of $94,500 in Drought Discounts. I think it is safe to say that no one else in this industry would even consider doing something like this.

Helping you is our business, and we take it very seriously.

Fescue-Country Bull Sale…

For the first time ever, Pharo Cattle Company will sell our 18-month-old fescue-developed bulls in Fescue Country.

We’ve been developing our fall-born bulls on fescue in Missouri for the past eight years — but we have been selling them in Colorado. After much deliberation, we decided this doesn’t make much sense.

We will be offering 100+/− Angus and Red Angus bulls in this sale. We are still working on the details — but it looks as though the sale will be held at the sale barn in Exeter (Southwest Missouri) on Tuesday, April 9th.

For those who do not live in Fescue Country, this sale will be broadcast over RFD TV and the Internet. Delivery will be provided to all of our standard delivery points. Bulls that work well in Fescue Country have been proven to work well everywhere.

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 Tammy@PharoCattle.com.
The Pharo Difference...
By Chip Hines

Since there have literally been thousands of new subscribers to the PCC Newsletter since the inception of Pharo Cattle Company, I thought it would be good to share some information about the beginning years.

When Kit and Deanna Pharo set out to build a herd of registered cattle, they also undertook another project — that of conceiving a philosophy that would not only be the basis for their operation, but give direction and support to those who purchased their product. This was a drastic turn-around from the norm of that era.

There was little difference among seedstock operators marketing the major breeds of the day, despite obvious variances. High animal performance was the industry goal. Nearly everyone hewed to the same model. No philosophy attached except that of propping up cattle to make them appear productive. They placed four-color ads in magazines and papers touting their big numbers, and waited for the customers to come.

It was a given that big numbers were profitable. No questions asked. To get the misleading numbers being advertised required big cows, giving lots of milk, eating large amounts of grass, hay and protein. The cost of getting these numbers was never considered. With their much lower level of inputs, commercial operations could never come close to attaining these results.

This has proven to be a race to the bottom with commercial producers being the big losers. It was in response to this model that Kit and Deanna began piecing together various concepts that were needed to create a profitable operation. This led to the fact that management had to be part of the overall solution. Genetics and management must be intertwined for success. This was an entirely new line of thought coming from a seedstock producer.

In addition to selling bulls, PCC would have to define a system that would tie their no-nonsense genetics with management to make the sum of the two more profitable than either standing alone. PCC customers were told it would take more than a bull to make their operations profitable. They must also include a major change from a high-input operation to one with a focus on low-input and high-profit.

Kit published his first newsletter in 1994. With the PCC Newsletter leading the way, this new look at the cattle business gradually began to draw much attention. This led to hundreds of speaking engagements across the country — from large forums to small — generating a flow of discussion that has become an honest appraisal of the misdirection of the cattle industry by concentrating only on high performance which required high levels of inputs.

From humble beginnings, with no thought of being a national influence, Pharo Cattle Company has single-handedly brought attention to industry problems AND set the general direction for industry deliberation.

NOTE: Chip Hines has been a long-time mentor and promoter of the PCC program. He is one of the beef industry’s original Herd Quitters. If it wasn’t for Chip’s pushing and encouragement, Pharo Cattle Company would not be what it is today. As some of you know, Chip has published four books that I consider to be MUST READS for those who plan to still be in the ranching business ten years from now. You can order Chip’s books by going to www.ChipHines.com or by going to the Classified Page of www.PharoCattle.com.

Quote Worth Re-Quoting...

“Women and cats will do as they please. Men and dogs should relax and get used to the idea.” ~ Robert A. Heinlein (1907-1988) ~
Smart vs. Wise...

Do you know the difference between a smart man and a wise man? When a smart man makes a mistake, he learns from it and never makes the same mistake again. A wise man, on the other hand, will find a smart man and learn from him — and avoid making the mistake altogether.

This provides an excellent explanation of what the PCC Discussion Group is all about. It's people helping people at its very best. This group contains some of the most diverse, progressive and successful Herd Quitters in the world. It is made up of PCC Producers and PCC Customers, as well as over 20 world-renown experts in profitable and sustainable agriculture.

“I feel blessed to own a few Pharo bulls and therefore be allowed to be part of this unique discussion group.” ~ Tim Phipps (Florida)

Many customers feel that being a part of this discussion group is the best perk of owning PCC bulls. When I see a discussion email like the one below, though, I feel a real sense of accomplishment.

“My family is relatively new to the Herd Quitter concept. We’ve learned several new things — one of which we thought you all should be aware of. Since we are no longer putting high-dollar inputs into our cows (hay, etc.) we’ve found a new-found freedom — TIME!!! We often laugh and wonder why we ever did all that we used to do. We very much appreciate our simplified lifestyle, and we want to thank all who have helped to make it possible.” ~ Sharle Buss (Nebraska)

Our mission has always been to help ranchers put more fun and profit into their business. It warms my heart to see the positive changes that are taking place on many family-owned farms and ranches.

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Bull Workdays...

We will be working our bulls in late January in preparation for our two spring bull sales — and YOU ARE INVITED to join us. We will have one bull workday in Missouri on Friday, January 25. We will have two or three workdays in Colorado (January 29-31). These workdays won’t be anything fancy or formal. We just want to provide an opportunity for you to get a first-hand look at what goes on at Pharo Cattle Company.

We will be evaluating and scoring bulls for fleshing ability, thickness, muscling, masculinity and disposition. We will also be weighing, measuring and ultrasounding the bulls. You can jump in and help or stand back and watch. Once this information has been gathered, we will decide which bulls are good enough to make the sales and start work on our sale catalog.

More information on our Bull Workdays will be provided in our weekly emails. If you don’t have email, you can call us toll-free at 1-800-311-0995.

Simple Advice...

Give yourself to God — because he can do more with you and for you than you ever thought possible.

O Lord, you are our Father.
We are the clay, you are the potter;
we are the work of your hand.
Isaiah 64:8

The older I get, the more I realize this to be true. And yet, I still have trouble giving myself entirely over to God. Even though I know God is able to take me higher and farther than I could ever imagine, I am reluctant to turn over full control of my life. I guess simple advice is not always easy to follow.

Humble yourselves before the Lord, and He will lift you up.
James 4:10
Who’s Taking Care of Management?

Farmers and ranchers often get so caught up in their daily chores and activities that they neglect the overall management of their operation. It seems that there just isn’t enough hours in the day. I have concluded, however, that hours in the day is not the problem. The real problem, in my opinion, stems from the way we view our work.

We have a tendency to feel as though we are slacking off if we are not outside physically accomplishing something. We’ve been programmed to believe that our job only involves manual labor. Many producers will get embarrassed if a neighbor happens to catch them in the house after 8:00 in the morning. If you are always outside working, who’s taking care of the management?

Many years ago (1998 to be exact), Allan Nation, editor of The Stockman GrassFarmer, really challenged my thinking. He said, “The primary constraint to the growth of your farm or ranch is your time. Therefore, what you spend your time doing is important. The heavy hand of economic competition will not allow you to pay yourself more than minimum wages for a minimum wage job. It doesn’t matter that you own the ranch, cowboy work can only earn cowboy pay. The same is true for driving tractors, baling hay, milking cows and a myriad of other minimum wage work.” Allan continued by saying, “The reason most farmers are poor is because their vision of their job is to do low-skilled, minimum-wage work rather than to learn higher value management skills.”

Time for management... I realize that most of us will always have to do some minimum wage work, but we need to start viewing our business as more than this. We need to start allocating sufficient time for management. The time we invest in management has a much greater payoff than anything else we do.

Effective management... When I first became acquainted with the Ranching For Profit program, they had a handout that compared an efficient manager to an effective manager. This is what the handout looked like...

<table>
<thead>
<tr>
<th>Efficient Managers</th>
<th>vs.</th>
<th>Effective Managers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do things right — rather than</td>
<td>Do the right things</td>
<td></td>
</tr>
<tr>
<td>Safeguard resources — rather than</td>
<td>Fully utilize resources</td>
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<tr>
<td>Get things done — rather than</td>
<td>Think ahead</td>
<td></td>
</tr>
<tr>
<td>Look busy — rather than…</td>
<td>Obtain results</td>
<td></td>
</tr>
<tr>
<td>Put out fires — rather than…</td>
<td>Work on fire prevention</td>
<td></td>
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</table>

Although an efficient manager may do what he does very well, he will never achieve the same level of success obtained by an effective manager.

~ Kit Pharo

New Word...

Ineptocracy (in-ept-o-cra-cy) — A system of government where the least capable to lead are elected by the least capable of producing, and where the members of society least likely to sustain themselves or succeed are rewarded with goods and services paid for by the confiscated wealth of a diminishing number of producers.

Unfortunately, this accurately describes the government of the US of A. Folks, things have GOT TO CHANGE — and the sooner the better. I for one am sick and tired of all the status quo politicians (on both sides of the aisle) who do nothing but talk about change. Talk is cheap! We need to select and elect politicians with brains enough to know what needs to be done and guts enough to do what needs to be done. This process needs to start NOW! We must do more than just show up to vote every two years.
Tough Times Won’t Last…

Tough Times won’t last — but Tough Bulls will. No one has tougher bulls than Pharo Cattle Company. 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. Call or email to request a catalog for our two Spring Bull Sales.

For over 25 years, our cattle have been bred and selected to do the most for the least — in many different environments. We have cooperative herds from Minnesota and Ohio to hot, humid fescue country in Missouri all the way to the high-plains desert. We also have cooperative herds from the central plains of Texas to high-elevation ranches in the northern Rockies.

Drought Quote...

During the drought and the dust storms of the 1930s a Colorado rancher reportedly said, “The only difference between the Great Plains and the Sahara Desert is a bunch of damned fools aren’t trying to farm the Sahara Desert.”

Dare to be a Herd Quitter…

My definition of a Herd Quitter is someone who has enough courage to break away from the status quo herd-mentality way of thinking. It is more about thinking for yourself than anything else.

Following the crowd and doing what everyone else is doing is seldom the best way to manage your business. In fact, it may be the absolute worst way to manage your business. If you’re doing what everyone else is doing, you’ll never be above average and you’ll never have a competitive advantage.

Quote Worth Re-Quoting…

“The enemy is in front of us. The enemy is behind us. The enemy is to the right and to the left. They can’t get away this time.” ~ General Douglas MacArthur (1880-1964)
Cowboy Logic: “A bad attitude is like a flat tire. You can’t go very far until you change it.”

**Worth the Wait...**

Our Spring Bull Sales will be among the last of the season — but we think they’ll be well worth the wait.

Where else can you find such a large selection of Solar Bulls that were developed without grain? Where else can you find bulls that were produced by efficient, easy-fleshing, moderate-sized momma cows that have never been pampered?

**Kit’s Speaking Engagements...**
- **January 19-25** — Herd Quitter Meetings
- **February 8-9** — Richmond, Virginia
- **March 18-21** — Bothaville, South Africa
- **July 16-17** — Fort Worth, Texas

Details will be provided in our weekly emails. Other speaking engagements will be announced in our weekly emails.

**Pharo Cattle Company**

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

— with Calving Ease —

Call or email to request a catalog for our Spring Bull Sales

1-800-311-0995

Bulls@PharoCattle.com