

PHARO CATTLE COMPANY

Summer 2016
NEWSLETTER



CHEYENNE WELLS, COLORADO PHONE: 800-311-0995

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

A Picture is Worth a Thousand Words...

The picture below shows two cows of approximately the same age and weight, but of different frame sizes. Both cows calved 60 days prior to the picture being taken. Both cows are being fed exactly the same. With all the similarities, there is still a tremendous amount of difference between these two cows.

Which cow will breed back sooner? Which cow is most likely to have a calf on time every year for ten years? Which cow is most likely to have a lifetime production that is five times greater than the other cow? Which cow will be easier to keep in good condition in tough times? Which cow is the most profitable cow? The answer to all of these questions is... the shorter cow.



I visit with hundreds of potential customers every year. Many tell me their cows weigh 1100 to 1200 pounds. That means absolutely nothing to me because I do not know how tall their cows are. Our 3- and 4-frame cows weigh 1100 to 1250 pounds — but they are noticeably shorter, thicker and fatter than most cows.

Over 95% of the bulls being sold and used in North America are in the 5- to 7-frame range. This is the result of 40+ years of selecting for more and more growth and size. Therefore, 95% of the cows in North America are also in the 5- to 7-frame range. Like begets like! These cows are too tall to maximize profit in any environment I know of.

Profit per acre can be substantially increased simply by replacing your tall, high-maintenance cows with shorter, low-maintenance cows. What is the best way to change the size and type of the cows you have? Use bulls that were produced by easy-fleshing, moderate-sized, low-maintenance cows. Like begets like! Until you use the right bulls, you'll never make any improvement.



No one sells as many thick, easy-fleshing, low-maintenance bulls as we do. We will be selling over 500 forage-developed PCC Solar Bulls this fall. Call us at **800-311-0995** to request a sale catalog.

The cow pictured to the left is a 3-frame PCC cow, with enough thickness, muscling and condition to weigh over 1250 pounds. She has had a calf every year for 10 years. She will continue to be extremely profitable, even when calf prices bottom out.

~ Kit Pharo