Cow Calf Conference V
Beaver County

On February 28th, Kit Pharo, a Cheyenne Wells, Colorado seed-stock producer, offered his views of the beef cattle industry. “A producer who has a destination knows what it takes to maximize profits. He knows what size and type of cow is optimum for his environment. He knows what his optimum level is for birth weight, growth, milk, etc. All of his breeding decisions are made with his destination in mind.”

Kit’s presentation covered:
- **Optimum Production is more Profitable than Maximum Production**
- **Matching Cow Size to the Environment Desirable End Product**

Beaver County Fairgrounds hosted 129 cattle producers from Oklahoma, Texas and Kansas who interacted with Kit to take home timely information which will lead to more cost efficient nutritional diets, calf weaning programs, and marketing opportunities.