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For Immediate Release:

### **Rotokawa Cattle Company expands to Pennsylvania**

HARDWICK--The Rotokawa Cattle Co (RCC) is pleased to announce that the company has grown to a point that it needs to add new partners to further its mission of offering farmers and cattle ranchers the best seed stock for 100% grass-fed/finished beef. Kim and Dianne Miller of Ligonier, PA join partners Ridge Shinn and Chuck Lacy, adding depth in sales, marketing, and business administration to the cattle company, which was formed several years ago to import the Rotokawa Devon herd from New Zealand.

Kim Miller, former board president of the Pennsylvania Association for Sustainable Agriculture, and his wife Dianne, are well known for the drive and organizational skills that have made them successful in a number of business and agricultural ventures. They have twenty years of success in raising and marketing locally- raised 100% grass-fed and grass-finished beef.

"We are thrilled that the Millers have decided to dedicate their considerable energies to raising and promoting this remarkable subset of the Devon breed," says Shinn. "They recognize that this herd can be the foundation of the next wave of agriculture in the Northeast."

Since the Rotokawa herd arrived in the US in the summer of 2008, the animals have flourished, bred back, and multiplied to the point that they have nearly outgrown Shinn's farm, tucked away in the hills of central Massachusetts. While some of the cattle will remain in New England, close to the Boston and New York meat markets, part of the herd will reside at the Miller's Kananga Farm in southwestern Pennsylvania near Pittsburgh, which will provide a new showcase for the Devon. The new facility will allow easier access for farmers and cattleman/ranchers who would like to see the Rotokawa Devon cattle, which graze year round.

"We plan to grow the herd for at least another year before selling many animals," explains Shinn. Currently the Rotokawa Cattle Co. sells semen to producers interested in upgrading their herd with a great bull. Rotokawa cattle are known for producing a high volume of consistently tasty and tender 100% grass-fed beef.

The mission of the Rotokawa Cattle Co. is to revive the rural economy by breeding and promoting the best possible cattle for 100% grass-fed- and- finished beef. The newly organized Company will continue to raise full blood Rotokawa ®Devon cattle from the original Rotokawa® Devon herd imported from New Zealand in 2008. Ken McDowall, manager and breeder of the Rotokawa® Devon herd in NZ, remains a close advisor to the RCC.

In addition to selling semen, increasingly the Rotokawa Cattle Co will make cows and bulls available for sale to purebred Devon seed stock breeders. RCC will also make bulls and semen available to the commercial breeder to enhance the quality and quantity of their end product--100%grass-fed and finished beef. Shinn is the founder of Hardwick Beef, the largest distributor of 100% grass fed beef produced in the northeast.

RCC bulls have shown they can increase the fat and flavor in the cattle they sire and also increase the yields of saleable meat in the finished carcass. Producers are reporting 3 to 5% increase in product with some noting as high as 72% yield of Hot Carcass Weight in useable meat.

Devons, and particularly this subset of the Devon breed, are perfect for production of high quality protein for the 21<sup>st</sup> century. Production of clean (antibiotic, hormone, Mad cow free), healthy (high amounts of Essential Fatty- Acids in correct proportion) protein while increasing topsoil and sequestering carbon is the goal. The right cattle--Rotokawa® Devon cattle --are the key success.

#### Contact

Rotokawa Cattle Co

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