

Rotokawa[®] Devon
—the key to raising
grass-finished beef
profitably



A powerful combination!

*From Doug Gunnink, specialist in producing
high brix (high nutrient density) grass:*

“If we combine these genetics
(Rotokawa® Devon) with my kind
of grass—brix of 12 or higher—
we will have black powder.”

Rotokawa

CATTLE COMPANY

COMPREHENSIVE SERVICES FOR
GRASS-BASED LIVESTOCK PRODUCTION

SELLING

semen ■ embryos ■ bulls and cows

CONSULTING

high quality livestock ■ high quality meat



Rotokawa 93

Produce for the high-end markets!

The consumer wants a consistent high-quality eating experience—every time. To produce a consistent product, your cattle must have the right genetics and must be raised on good (high brix) grass.

The Rotokawa® Devon are one of the few truly prepotent herds in the world. This means that Rotokawa bulls stamp their progeny with their great traits regardless of the mother cows' genetics. Some of these bulls have 10,000 calves on the ground, and we have seen progeny in many different ranch/farm environments. Results of tests on meat from these half Rotokawa® Devon steers done for us at Clemson University, show a high degree of fat (choice or better) meat that is quite tender.

(see results at www.rotokawacattle.com)



Do you know what makes a tasty tender piece of meat? Most ranchers focus on producing pounds instead of producing meat that brings a premium price.

Hardwick Beef, a 100% grass-finished meat company—www.hardwickbeef.com—is currently paying a substantial premium for cattle that are half Rotokawa® Devon. Michael Gourlay, CEO of Hardwick Beef, has tracked yields carefully over the last three years and find he gets increased yield from these Rotokawa® Devon-influenced cattle, but, also, that much of the increase is in the high-value cuts, the loin and rib.

Rotokawa® Devons

We created the Rotokawa Cattle Company to enable you to produce high-quality, grass-finished beef.

In 2008, we purchased the entire Rotokawa® Devon herd from the Rotokawa Stud in Wanganui, New Zealand. Ken McDowall, manager of the Rotokawa Stud and premier breeder of this herd for the past 25 years, paired close breeding with a remarkable understanding of functional cattle. The cattle were flown to California and quarantined on an 1,100-acre ranch in Santa Margarita. In December 2008, the herd traveled across the U.S. and arrived in Massachusetts where they now reside.

We sell semen, embryos, bulls, and will eventually sell female breeding stock.

Genetics for high function

Early maturity

—finished on grass
in 18 months

Reproductive efficiency

—high rate of breed-back

High volume of retail product

—more high-priced cuts

Quality eating experience

—tender and tasty every time



Our Mission

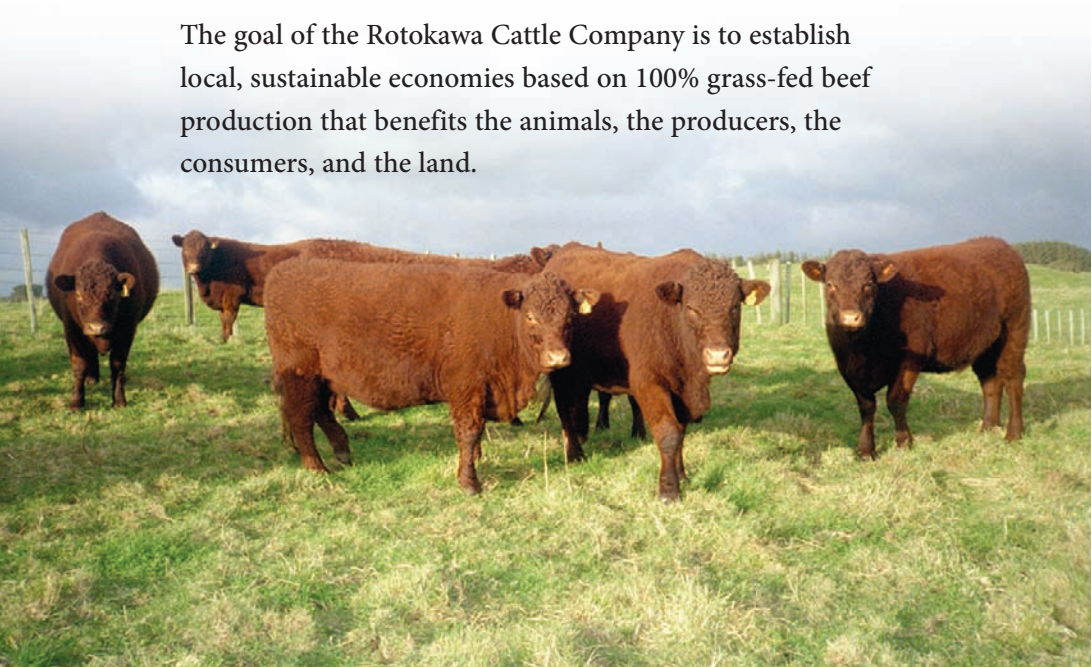
Together we can revitalize our rural communities by selling tasty, tender meat produced entirely on grass.

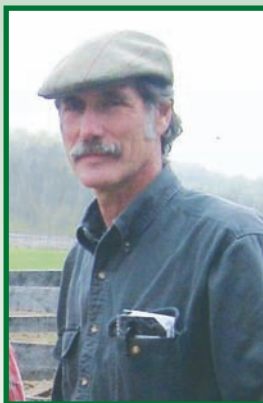
The high-end markets of the world are close at hand, but these markets demand a consistent high-quality product. Achieving this consistent high quality requires the correct bovine genetics—Rotokawa® Devon cattle—as well as nutrient-dense grass. Both are within reach.

Happily, locally-raising 100% grass-fed cattle offers multiple benefits:

- produces meat with the correct balance of essential fatty acids for the human diet;
- restores fertility to the land;
- sequesters carbon, which helps combat climate change;
- reduces food's energy footprint by reducing food miles;
- leaves dollars in the community.

The goal of the Rotokawa Cattle Company is to establish local, sustainable economies based on 100% grass-fed beef production that benefits the animals, the producers, the consumers, and the land.





Semen orders:

located in Massachusetts,
413-477-6500

Contact information:

Ridge Shinn,
413-657-7709
ridge@rotokawacattle.com



**P.O. Box 441
Hardwick, MA 01037**

**Phone 413-477-6500
Fax 413-477-0937**

www.rotokawacattle.com