

The Romagnola Review

Rolling Hills Romagnola

Joe and Barbara Scheffer • Millersville, MO

Rolling Hills Romagnola is the featured breeder for the first Romagnola Review newsletter. In this Q&A feature, Barbara shares with us the history of their operation, their love for a good, Romagnola steak, and the particulars of their operation.



Q: Describe your operation.

A: We are a small cow/calf operation that specializes in registered Romagnola, Romangus & commercial cattle. We currently have 25 full blooded Romagnola cows and their off-spring. Our commercial herd consists of 20 cow/calves. Rolling Hills Romagnola is home to the grand champion Romagnola Augustus Caesar. Our operation includes 200 acres that we own and use for pasture and growing hay. Additionally, on the share system, we harvest hay on another 200 acres in our area. We also have Arab and Racing Quarter horses, one dog, six cats, and three parrots.

Q: How did you get started in the Romagnola industry?

A: Rolling Hills Romagnola began in December of 2006 by Joe and his late wife, Marcy, in Oak Ridge, Missouri. Joe became re-acquainted with a high school friend, Charlie Tatum, and purchased Frosty, his first Romagnola bull to cross on his commercial cattle. Joe was so pleased with the offspring that he purchased seven open heifers from Todd Adams at Triple A Farms. Along the way, Joe's herd increased to 50 head of Romagnolas but drought conditions in 2012/2013 forced him to reduce his herd size.

In 2013, Joe and I met online at farmersonly.com. I am originally from Merlin, Oregon and lost my spouse as well. Although I had no experience with cattle, I raised and showed horses, and quickly developed an interest in raising Romagnola cattle. After a year of commuting between Missouri and Oregon, I sold my home and relocated to Millersville. I brought my two dogs, beloved horse and four birds with me. My background includes owning my own desktop publishing business, 28-years of promotional work for AT&T, and 18-years of managerial duties at a large wildlife rehab center in Grants Pass, OR.

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Q: What is your favorite part about raising this unique breed of cattle?

A: Joe was born and raised on a farm, and ate home-raised beef his entire life. However, his first encounter with a Romagnola steak convinced him there was no better beef available. They are extremely muscular and lean, heart-healthy, tender and absolutely delicious. After I ate a Romagnola ribeye, I could easily share in Joe's sentiments. We know when we sell a Romagnola beef to private folks they will be totally pleased. That has been our experience.

Q: What have been some of the trials your operation has faced?

A: We've experienced breed-back problems with only a few of our females-- where the cow would not breed back for 4-5 months. We've determined that a lack of body fat after calving in some cows, is detrimental for maintaining their body condition in order to breed back immediately. We've found that supplementing their diet with additional protein solves this problem. We solved this problem by adding whole soybeans to our feed ration.

Q: What is one thing you wish more people knew about the Romagnola breed?

A: We wish more people understood that adding a Romagnola bull to your herd will also produce increased carcass values.



Q: What are you the most proud of in your operation?

A: Joe-- Our outstanding herd of cattle-- anyone driving down the road can judge for themselves on the cows and calves. They are simply outstanding.

A: Barbara-- Our bulls Gus and Fat Boy. I bought them at a sale based on my limited expertise. Gus has produced calves that are low birth weight, grow exceptionally fast and (in my opinion) are the best bulls currently going. Fat Boy is a registered RomAngus that has only been with us a short time.



Q: Do you have any advice for new breeders in the association?

A: Make a business plan, buy stock from reputable breeders, JOIN the Romagnola association... AND, of course put your fork in a Romagnola steak-- you'll be convinced.

Q: Is there anything else you would like to share with us?

A: Joe and I share a very loving relationship. We have only been married three years but we share our love of the farming environment and are dedicated to promoting the Romagnola breed.

Romagnola is the breed to improve your production



Contact us for more information

Low birth weights
Fast growth
Hardiness

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Rolling Hills is home of grand champion Augustus Caesar

• Welcome •

The Romagnola and RomAngus Cattle Association is excited to debut the Romagnola Review-- The Official Newsletter of the Romagnola and RomAngus Cattle Association. The newsletter will be published on a bi-monthly basis. Our hope is that this newsletter will highlight premier breeders and the benefits of using Romagnola genetics for breeding and crossbreeding. Additionally, this newsletter will serve as an outlet to share important dates and events, photos, and news. Ultimately, the Romagnola Review will serve as a way to unite the breed and grow the membership of the Romagnola and RomAngus Cattle Association.



Did You Know



HISTORY:

- Romagnolas are a very ancient breed, originating in the 4th century AD
- The breed originated in Italy and was introduced to the United States in the 70s

VALUE IN CROSS BREEDING:

- Romagnolas have a large appeal to commercial cattle producers across the country
- Romagnola bulls often sire black calves that are low to moderate in their birth weight, and long and tubular at birth but grow rapidly

TRAIT OF THE MONTH:

Maternal Excellence

- Romagnolas are very fertile
- The breed is known for being early maturing
- The breed places an emphasis on calving ease.
- They can easily raise calves to weaning with no shortage of milk because they are good milkers

Calendar

3/23: RCCA Annual Meeting-- Paris, TN

Got an upcoming sale or event?

Get it on the Romagnola Review calendar!



Photos

Got a knack for photography? Romagnola babies, B-I-G juicy Romagnola steak, pretty sunsets, kids and cows, OR MORE... Send us your pics!

News

Membership & registration information can be found on the web at www.romagnola.net!

2018 Early Bird Members: Byron Hoover and Lilybird Ranch

Got some news that could benefit the rest of Romagnola breed? Send it in!

Please send Newsletter materials to: ncattlecommunications@gmail.com



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