The King’s Gift:
Seven seasick cows and two bulls were gifts from Capt. George Vancouver to King Kamehameha in 1793.

A humble beginning to the Hawaii Beef Cattle Industry; Hawaii’s oldest agricultural industry!
Today, as a means to expand its business, Hawaiian cattle ventured back to the high seas, to enter into specialized markets on the mainland.

It’s cheaper to ship livestock to feed, than ship feed to livestock.
Livestock Industries in Hawaii

Dairy ($9.5 M)

Poultry ($8.8M)

Pork ($2.6M)

Beef ($46.4M)

$67.3 Million * Farm-Gate Value

Generating $202 Million in Hawaii’s Economy

* Hawaii Agricultural Statistics Service, 2011
Our challenges are many …

• **State Constitution** (call for food self-sufficiency)
• **Land** (*HRS 205*) and **Water**
• **Oil** (transportation, feed, utilities, etc.)
• **Weather** (tied to the landscape/environment)
• **Labor**
• **Regulations**
• **Urbanization**
• **Mature industry (knowledge base)**
• **Lack of understanding of agriculture in the state**
• **Highest per capita tax burden**
So .... Who will survive?
## Survey of Confined Operations 1999 to 2008

<table>
<thead>
<tr>
<th></th>
<th>1999</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Broiler</td>
<td>5</td>
<td>0</td>
</tr>
<tr>
<td>Dairy</td>
<td>10</td>
<td>2</td>
</tr>
<tr>
<td>Layer</td>
<td>11</td>
<td>5</td>
</tr>
<tr>
<td>Swine</td>
<td>30</td>
<td>21 (‘04)</td>
</tr>
<tr>
<td>Processors</td>
<td>11</td>
<td>9</td>
</tr>
<tr>
<td>Beef Cows</td>
<td>82,000 (‘04)</td>
<td>82,700 (‘08)</td>
</tr>
</tbody>
</table>
So .... Who will survive?
Solar Dollar Concept:

SUN ← PLANT  ← ANIMAL  → SOLAR DOLLAR
Keys to Sustainability
Agriculture that is not profitable and enjoyable will NEVER be sustainable.
Beef production is a long term commitment by the rancher, with greater risk and longer production exposure to the many challenges we face.
Resource/Environmental Adaptability

- Match cow to resource & environment
- Cow need to live within their means
- We are highly influenced by the environment
Grazing Management System

- Rotational grazing systems
- Basic principle ... plant rest.
Technology Adoption

• Technology to enhance forage production
  – Forage Research (Leucaena, sugarcane, other)
  – Irrigation

• Technology to enhance animal production
  – Herd health
  – Nutrition (protein, energy, minerals)
Sugarcane forage selection
Irrigation Technology
Market and Consumerism

- Beef Research
  - Carcass characteristics
  - Shear Force/Tenderness
  - Lean Yield
  - Red Veal
- Consumer
  - TOTHR
Grass-finished Beef ……
Beef with Benefits !

• Food Safety Benefits
• Human Health Benefits
• Environmental Benefits
Benefits of Forage-based Meats

Food Safety  Human Health  Environmental

Low risk of BSE
Low risk of E. coli  (Cornell study)
No added hormones
No antibiotics in feed
Less crowding in pastures
Benefits of Forage-based Meats

Food Safety  Human Health  Environmental

Lower in total fat (3.5% vs. 5.5%, CTAHR research)
Higher in Omega-3 fatty acid (heart-friendly, brain function)
Higher in Conjugated Linoleic Acid (CLA) (anti-cancer)
Higher in Vitamin E (anti-oxidant)

www.ucsusa.org
Benefits of Forage-based Meats

Food Safety  Human Health  Environmental

No waste management concerns
flies, odors, dust
Vegetative cover reduce erosion, runoff
Preserve and enhance watersheds
Preserves open space
Policy

Agricultural Lands
Section 3. The State shall conserve and protect agricultural lands, promote diversified agriculture, increase agricultural self-sufficiency and assure the availability of agriculturally suitable lands. The legislature shall provide standards and criteria to accomplish the foregoing.

Constitution of the State of Hawaii, as amended 1993

Water Issues
• Availability
• Rates for pastoral use
• Knee-jerk laws
Why it’s important

• Food Security (7 days supply on hand)
• Food Safety, higher quality products
• 3-4x Economic Generator
• Job Creation
• Losing farming/ranching expertise
• Pave it, build on it, lose it …

…….. it’s gone forever
What can we do …

• Instill ‘agricultural ethic’ through education
  – Policy makers, Youth K-12, Chefs, Consumers

• Work together in partnerships
  – Rancher-Chef, Rancher organizations

• Value-added cooperatives/partnerships

• Create a “Hawaii Agriculture Authority”

• “Buy Fresh – Buy Local” (x %)

• Buy local, it matters.
Local Marketing of Steers and Heifers*
1997 - 2010

* Hawaii Agricultural Statistics Service, 2010
Accept change and technology.

Break away from the herd (mentality), think for yourself.

“a profitable rancher will use every drop of rain, every ray of sunshine and reduce fossil fuels.”

Kit Pharo, Pharo Cattle Co., Colorado
CTAHR Stockman’s Fall Field Day, August 30, 2013
Have become a recognized event for the Big Island’s Agriculture!

‘World Class’ quality and presentation
Mahalo

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