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# CONVENTION AGENDA

Friday, November 18, 2016 | Waikoloa Beach Marriott Resort & Spa  
 Cattlemen’s College

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## Resiliency – Responding To Changes In Climate, Land Use & Prices

- 7:00 am      **Registration**
- 7:45 am      **Welcome and Introductions**
- 8:00 am      **Weather Outlook 2017 & Beyond**  
 Kevin Kodama, Hydrologist | National Oceanic and Atmospheric Admin
- 8:50 am      **Break / Vendors**
- 9:00 am      **CattleFax Outlook & Strategies 2017**  
 Randy Blach, Executive Vice President | CattleFax
- 10:15 am     **Break / Vendors**
- 10:30 am     **Alternative Markets, Trends & Opportunities For Hawaii Producers**  
 Randy Blach, Executive Vice President | CattleFax
- 11:00 am     **“The Grid And The Slide” – How To Make These Work For Me**  
 Randy Blach, Executive Vice President | CattleFax
- 12:00 pm     **Lunch**
- 1:00 pm      **Mapping Hawaii’s Agricultural Footprint**  
 Jeff Melrose, Land Planner | Island Planning, Inc.
- 2:00pm      **Break / Vendors**
- 2:15pm      **Selecting & Prepping Calves For Shipment**  
 Dr. Che Trejo | Zoetis Beef Technical Services
- 3:15pm      **Break / Vendors**
- 3:30pm      **Shippers Panel Discussion - Tentative List/Subject To Change**  
 American Pacific Inc. International                      Black Rock Cattle, LLC  
 Hawaii Cattle Producers Cooperative Association        Livestock Services, Inc.  
 Lone Tree Cattle Company                                      Pacific Livestock, Inc.
- 4:30pm      **Adjourn**

# CONVENTION AGENDA

Friday, November 18, 2016  
Evening Activities

- 5:30 pm **Cocktails**  
Live Music by: Keoni Thompson
- 6:30 pm **Banquet**
- 7:15 pm **Awards & Announcements**  
"Cattleman of the Year Award" – Sponsored by: Farm Credit Services, Linus Tavares
- 7:45 pm **Live Auction**  
Bud Gibson, Auctioneer

## MAHALO TO OUR SPONSORS

### Cattlemen's College



### Morning & Afternoon Breaks



### Cattlemen's Luncheon



### Banquet

# Matson®



### Membership Meeting Breakfast



### Cocktail Reception

# PACIFIC AIRLIFT

### Registration



# CONVENTION AGENDA

**Saturday, November 19, 2016 | Waikoloa Beach Marriott Resort & Spa  
HCC Annual Membership Meeting | HCA Semi-Annual Meeting**

## Call to Order & Speakers

- 7:00 am      **Registration and Continental Breakfast**
- 8:00 am      **Call To Order** Chris English/Sara Moore
- 8:05 am      **Introduction of Special Guests** Dale Sandlin
- 8:15 am      **Guest Speakers**  
 Dan McCarty, Senior Director, Member & Affiate Services | National Cattlemen's Beef Association  
 Darcy Oishi, Biological Control Section Chief, Plant Pest Control Branch | Hawaii State Department of Agriculture
- 8:45 am      **Break**

## Business Meeting

- 9:00 am      **Review & Approval of HCC Annual Meeting Minutes** Chris English
- 9:15 am      **Managing Director Address** Dale Sandlin
- 9:25 am      **National Representative Update** Jason Small
- 9:30 am      **Committee Reports**  
 Animal Health & Well Being Committee Dr. Jason Moniz  
 Governance Committee Pono von Holt  
 Government Affairs Committee Alan Gottlieb  
 Land & Water Issues Committee Keith Unger  
 Marketing Committee Jeri Moniz  
 Membership Committee Jason Small  
 Transportation Committee Darrell Bueno
- 10:30 am      **Association President's Addresses**  
 Hawaii Cattlemen's Association Sara Moore  
 Kauai Cattlemen's Association Bobby Farias, Jr.  
 Oahu Cattlemen's Association Darrell Bueno  
 Maui Cattlemen's Association William Jacintho
- 11:00 am      **New Business**  
 Nominating Subcommittee: Slate of Officers Presentation & Vote Alan Gottlieb  
 Incoming President's Remarks Lisa Wood
- 11:30 am      **Open Membership Forum**
- 11:45 am      **Adjournment**

# BIOGRAPHIES

## Cattlemen's College Speakers



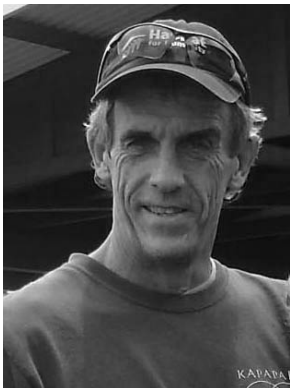
### **Kevin Kodama** Senior Service Hydrologist | WFO Honolulu

Kevin Kodama was born and raised in Hilo, Hawaii and earned a Bachelor of Science from the University of Washington in Atmospheric Sciences. Upon graduation, Kevin served in the United States Air Force as a Wing Weather Officer at Minot Air Force Base in North Dakota and Officer-In-Charge for various weather detachments in the Southwest Asia Theater of Operations during Operation Desert Shield/Desert Storm. Kevin then earned a Masters of Science in Meteorology from the University of Hawaii and worked as a Graduate Research Assistant in the Department of Meteorology during this time. Kevin then worked as a Meteorologist and now serves as Senior Service Hydrologist for the National Weather Service Forecast Office in Honolulu. Kevin and his wife Sheri have two children Keri and Dillon.



### **Randy Blach** Executive Vice President | CattleFax

Randy Blach is Executive Vice President of CattleFax, an organization focused on helping member cattle producers make more profitable marketing and management decisions. He is a leading authority on the timely market information, analyses and research tools published by CattleFax. The company also supplies the monthly Market Watch for the Certified Angus Beef® brand. Blach came to CattleFax in 1981 as director of market analysis and accepted his current role in 2001. During this time, he has been a keynote speaker at hundreds of cattle and beef industry conventions, meetings and seminars. A Colorado native, Blach and his family remain actively involved in cattle ranching with cow/calf, stocker and finished cattle. He was raised on his family's ranch in Yuma, Colorado, and graduated from Colorado State University with a degree in animal science. Blach received the Honor Alumni award from its College of Agricultural Sciences in 2004.



### **Jeff Melrose** Land Planner | Island Planning

Jeff Melrose has been a land planner in rural Hawaii for 35 years. He was raised in Makawao and has spent the last 25 years in Hilo. He was a planner for Amfac Hawaii when they still operated 5 sugar plantations and he worked for 15 years with Kamehameha Schools as a planner and asset manager dealing with lands statewide. His career has provided him an opportunity for a front row understanding of Hawaii's agricultural transition in the post plantation era. Jeff is the primary author of the award winning Hawaii County Food Self-Sufficiency Baseline in 2012 and the newly released Statewide Agricultural Land Use Baseline 2015 prepared for the Dept. of Agriculture. and was the primary inventor on two patents. He served as the state Meat Extension Specialist between 1995 and 2000, on the Editorial Board for the Journal of Animal Science in 1997-2000, on the Board of Directors for the American Meat Science Association (AMSA) between 2003-2005, and as President of AMSA in 2009-2010.



### **Dr. Che Trejo** Zoetis Beef Technical Services

Dr. Che Trejo has joined the Zoetis Beef Technical Services Team in March of 2016. Dr. Trejo graduated from the University of Florida with a degree in Animal Science in 1997 and the Mississippi State University College of Veterinary Medicine in 2002. He also completed a Master of Science in Beef Production Medicine from Mississippi State in 2002. Dr. Trejo entered private practice following graduation, first in Florida and then in Mississippi. He went on to become a partner, manager and staff veterinarian at Prairie Livestock, LLC in West Point, MS from 2007 to 2011 directing a group of professionals focused on procurement, marketing and management of high risk cattle through the Prairie Livestock order buying facility and backgrounding facilities for aligned large feeding entities. He joins Zoetis coming from private practice at Ellis County Animal Hospital in Shattuck, OK, with his practice focused on beef cattle production medicine and management. He and his wife Laura are attempting to raise four kids in Malad, ID.

# BIOGRAPHIES

## Annual Membership Meeting Speakers



### **Dan McCarty**      **Director, Industry & Affiliate Outreach | NCBA**

Dan McCarty is the Director of Industry & Affiliate Outreach for the National Cattlemen's Beef Association. His responsibilities include membership services and producer education. Additionally, he manages the membership of the Livestock Marketing Council, the group of auction markets, order buyers and livestock dealers active in NCBA. McCarty, a fourth generation cattleman, owns and operates McCarty Cattle Company in Western Colorado. Prior to joining the NCBA, Dan was a part of the management team of a large commercial cow-calf operation. He graduated with a B.S. in Farm & Ranch Management from Colorado State University and from the Missouri Auction School. He is active in several agricultural organizations including the American Gelbvieh Association, the Colorado Cattlemen's Association, is the current President of the Colorado Gelbvieh Association and serves as Secretary-Treasurer of the Holy Cross Cattlemen's Association. In 2013, he was appointed by Governor John Hickenlooper to the State Board of Stock Inspection Commissioners. In 2014 he was selected as one of one 15 participants in the inaugural class of the King Ranch Institute for Ranch Management Excellence in Ag Leadership Program.



### **Darcy Oishi**      **Biological Control Section Chief | HDOA**

Darcy Oishi is the Biological Control Section Chief for the Hawaii State Department of Agriculture (HDOA) Plant Pest Control Branch. The Biological Control Section is responsible for the survey, detection, and diagnostics of new insect and disease pests in Hawaii. It also identifies, evaluates and releases biological control agents for use against priority insect and weed pest targets. In addition, Darcy serves as the Incident Commander for the Coconut Rhinoceros Beetle Project, State Survey Coordinator, Coordinator for the Western Plant Diagnostic Network and ex-officio Commissioner for the Natural Area Reserve System Commission. In his various roles with the Hawaii Department of Agriculture, he has served in various roles as part of HDOA and joint State/Federal response programs. Some responses he was involved with include: Coffee Berry Borer detection on Hawaii Island and Oahu, and small hive beetle detection on Hawaii Island.

SPEAKER BIOGRAPHIES

## Banquet Entertainment



### **Keoni Thompson**

Originally from Maine, Keoni moved to the Big Island at age 10. He started performing for large and small audiences while attending Kamehameha School. His passions included football, guitar and surfing. His love for melody and laid back character made him a natural for performing the music that he is passionate about. His versatile taste in sound and performance allows Keoni to perform various styles of music with ease. Keoni's musical influences have been Jack Johnson, James Taylor, John Mayer, and Alison Krauss, to name a few.

Grammy nominated artist LT Smooth of Kailua-Kona was Keoni's mentor and got his CAREER off to a start. Thanks to LT, Keoni has been able to perform at various venues and events all over the Hawaiian Islands. He has also traveled to the lower 48 states to perform in Los Angeles, CA; Kansas City, Kansas; Norfolk VA; and Maine. Keoni currently performs throughout the Hawaiian islands at various resorts, parties and weddings.

Volunteering for the community has been a huge part of Keoni's CAREER. Fundraisers, school performances, and other events are a regular part of what Keoni does. The Greg Cameron Fireman's Fundraiser and the Reyn Spooner Make a Wish Foundation are a few events he has recently volunteered for.

Keoni's long anticipated acoustic EP was recently released in November 2014. Recorded with Grammy Award WINNER Charles Brotman at Lava Tracks Recording, Keoni hopes this is the first of many albums to come. The included acoustic songs are from the heart that have a smooth groove with a slight country feel.

# PREVIOUS CONVENTION MATERIALS

## 2015 CONVENTION MEMBERSHIP MEETING MINUTES

November 14, 2015 | Sheraton Kona, Kaleiopapa Convention Center, Keauhou II

**Call to Order:** The meeting was called to order at 8:15 a.m. by Chris English & Sabrina White.

**Opening Announcements:** Chris English announced that the auction raised \$26,730.00, while \$12,050.00 was raised for the CALF Fund. Chris thanked everyone for their support.

### **Guest Speakers**

*Philip Ellis, President of NCBA*

Philip is a fifth generation rancher from Chugwater, Wyoming who runs a commercial Red Angus/Hereford cross operation. The following topics were discussed:

A copy of a full page ad - My Plate, My Planet – which calls for less meat in diets as a sustainability strategy was shown as an example of the reasons NCBA continues to work on our behalf to challenge that notion and to promote the benefits of the beef industry.

Top 5 priorities of NCBA:

1. **DIETARY GUIDELINES** – the report for 2015 will be out in a couple of weeks. NCBA is lobbying to keep beef included as part of healthy diet. The Secretary of Agriculture has signaled that the sustainability portion out of the guidelines may be removed. NCBA is hopeful to retain red meat's position in a healthy diet and will continue to be engaged in 2020 guideline development.
2. **WOTUS** – Waters of the United States. Last week, the Senate did not pass the bill which was sent back to the EPA to withdraw renewal and reconsider. The Senate passed a resolution for the bill's withdrawal as the House had already passed the bill. Now the House will need to concur with the Senate's resolution to withdrawal the bill. The President has indicated that he will veto WOTUS. Second strategy is to defund WOTUS. That language is in the Omnibus bill to fund the government which has yet to be passed. Also, the litigation has WOTUS stayed in all 50 states pending court action. NCBA is actively engaged in this issue.
3. **TRADE** – This year has had positive news with TPA in the summer and the final agreement on the TPP (Trans Pacific Partnership). This reduces tariffs, which in the case of Japan will decrease the tariff from 38% to 9% over 15 years, but immediately to 27% which will level us with Australia. The COOL Rule is already disrupting the market with threats of retaliation from Canada and Mexico. The WTO retaliation ruling will come out December 7, 2015 at which time there will be 10 days before Canada and Mexico can start retaliatory tariffs. This could mean \$3 billion immediately and a 100% beef tariff. Within those 10 days, the Senate can repeal the legislation. The House has already passed repeal. The President said that he will approve the repeal.
4. **FOREIGN ANIMAL DISEASE** – concern over the science done by the USDA on the sale of imported beef from Argentina / Brazil and what the current status is of their foot and mouth disease. NCBA has a defending angle being reviewed at the GAO (General Accountability Office). The rule has been adopted and will probably happen.
5. **ENDANGERED SPECIES ACT** – Six bills have been introduced to reform ESA.

NCBA and the Beef Checkoff

Funds are utilized for integrated marketing, science and product solutions, and finally issues and reputation management.

# PREVIOUS CONVENTION MATERIALS

Examples of NCBA at work:

International Agency Research on Cancer, (IARC) an agency of the World Health Organization (WHO) released a study linking red meat to cancer. In response, NCBA met with the media industry to dispute the findings. State partners joined the media campaign and soon the media began to question the study and WHO distanced itself from IARC. This became a big positive for beef.

Checkoff promotes positive messages:

1. BOLD study shows beef is an important component in a lean diet and in reducing blood pressure,
2. Sustainability is improving as we shrink our footprint. Studies continue

Masters of Beef Advocacy program upgraded to 2.0 and provides all the information needed to prepare beef advocates to carry a positive beef message.

The Beef Checkoff Program returned about \$11.00 for every \$1.00 invested (2006–2013).

In closing, Philip extended an Invitation to membership to join the 2016 Cattle Industry Convention January 27-30, 2016 in San Diego.

*Kate Maher, NCBA Senior Director of Member & Affiliate Services*

Kate shared how impressed she has been with the cattle industry in Hawaii. Kate discussed other things NCBA can do to support members as producers:

NCBA support within the industry:

- Sustainability. We are involved in the conversation so that we are not dictated to by companies like McDonalds/Walmart especially when it comes to consumers and products.
- Producer Education. With the support of companies like Zoetis, NCBA offers Cattlemen's Colleges in all states through affiliates and at the national convention to get members the most current and relevant information to help you be viable and profitable. NCBA also works to educate politicians on basics of cattle production (FDA 101), tax, trade, and issues so they can make informed policy decisions.
- IARC – prepare and distribute talking points on policy.
- Young Cattlemen's Conference is once a year, a 10-day intensive look at the industry - from Denver programs, Washington D.C. issues/policy, feed yards, grinding plants, etc. Hawaii sends a rep every year.

All of this is possible through the engagement and support through membership in HCC and NCBA. She commended the HCC's leadership on the new dues structure implemented in Hawaii, especially with ranch hand memberships. This is a great way to get information into more hands and more engagement in NCBA. Don't forget about our tangible membership benefits: discounts on RAM, Stetson, etc. Flyers are available.

*Courtney Kalous, Director of Planning & Evaluation for the Cattlemen's Beef Board*

Courtney provided an overview of the Beef Checkoff program and what it means to consumers and producers.

At the national level, the Beef Checkoff starts with research:

- Forecasting, Industry Scans, Emerging trends
- Product Quality (muscle profiling study), Beef Production Safety
- Informing Foodservice/Retail Marketers, Marketing Research
- Sustainability: Life Cycle Analysis which shows how the industry is working to improve itself
- Human Nutrition: BOLD study and how beef is uniquely positioned to fill protein requirements
- Culinary Efforts: identifying key markets, keeping up with and educating consumers
- Issue Response & Prevention: squash negative press, promotion of positive news stories, telling personal stories
- Growing Global Export Markets, Growing the Supply to meet growing demand



# PREVIOUS CONVENTION MATERIALS

She also discussed the differences that the Beef Checkoff makes

- Consumer perception of beef is at historically high levels – your investment is paying off
- Return on investment study done every 5 years, last done in 2014. Every dollar invested in Checkoff programs returned \$11.20 to the beef industry
- \$2.1 billion more pounds sold, 6.4% increase in global markets

Opportunities for Hawaii

Estimated 135,000 head in Hawaii. Approximately 70,000 cows that calve yearly, from which 40,000 - 50,000 being shipped every year to the mainland to be fed. Under the Producer Prepayment (written into the USDA beef order guidelines), Hawaii producers are allowed to prepay \$1/hd to their home state when shipping their calves to mainland (in lieu of paying the Federal/National Checkoff). See HCC for forms and instructions. Fourteen states have an additional state checkoff. Prepayment to Hawaii does not exempt you from paying this additional amount. You are only exempted to pay the national dollar, as you have opted to pay it to Hawaii. This has the potential to double funds for the HCC. If you have questions, please feel free to call the HCC Office.

Laysan Unger, Ag National Resource attorney for Schwabe, Williamson & Wyatt in Portland, OR

Laysan covered the Clean Water Act, WOTUS, and the Endangered Species Act. One of SWW's clients is the Oregon Cattlemen's Association for whom she has been doing work on the Waters of the U.S. Rule, Endangered Species Act, and water quality issues in OR. This Federal regulation's heightened overreach is going to impact everyone nationwide, as the definitions of CWA pollution and the waters regulated are expansive.

Clean Water Act (Federal Environmental statute)

Framework used to regulate pollutant discharges into waters of the U.S. and how the gov't regulates surface water quality. It is unlawful to discharge any pollutant from a point source into a navigable water of the U.S. without a permit. There are three criteria:

- What is a Pollutant? In addition to traditional items like garbage and sewage, rock, sand, soil, industrial, municipal or agricultural waste, and heat are also included.
- What is a Point Source? Any means of conveyance: pipe, ditch, channel, tunnel, discrete fissure, container, concentrated animal feeding operation, rolling stock, or vessel/floating craft from which pollutants may be discharged. Example, in order to discharge heated water, a permit would have to be obtained, temperature properly mitigated and reported, or else may be fined.
- What is a Navigable Water? U.S. waters that a vessel could use, including territorial seas and waters connected to navigable waters. Traditionally wetlands and tributaries are obviously included. Others like ice wetlands and seasonal streams are deemed not included until proven otherwise.

The EPA Waters of the US Rule (WOTUS or the Rule). This rule expands waters regulated by CWA to include tributaries with bed, bank, and ordinary high water mark AND all waters bordering, contiguous to, or neighboring these tributaries as jurisdictional under rule effective August 2015 even though there is not an apparent connection. This includes tributaries which are connected to downstream waters regardless if the tributary is perennial, intermittent, or ephemeral (areas which are wet after certain events such as a large storm event or snowfall). This broader inclusion has the industry concerned, as the limits and exclusions are very narrow and the understanding is now flipped to being included unless proven excluded. Also of concern is the Citizen Suit provision included in the CWA whereby your neighbors, activists, etc. can file a lawsuit against you if they feel there is a violation.

The good news is, WOTUS is not currently in effect. Lawsuits filed by industries and states were successful in blocking the rule from taking effect for them in August 2015. However the rule took effect for all other states. In October 2015, the 6th circuit court of appeals issued an order that granted a nationwide stay of WOTUS to eliminate the patchwork regulations in effect for some states but not for others. The stay is temporary. There are congressional fixes in the works and we are hopeful that between the legislation and pending lawsuits that the Rule will be eliminated.

# PREVIOUS CONVENTION MATERIALS

Two wins lately involving the Endangered Species Act in Oregon have proven helpful to Hawaii that has a high concentration of endangered species issues. The Special Wildlife Commission has delisted the gray wolf from the endangered species list in Oregon as well as the sage grouse. Ranches in eastern Oregon participated in preemptive conservation efforts which have kept the species from being listed. Hopefully, Hawaii can use the same framework to help their endangered species.

## **Review and approval of: HCC Annual Meeting Minutes, November 15, 2014.**

MOTION: To APPROVE the meeting minutes of November 15, 2014 was made by Sabrina White and seconded by Alan Wall, was unanimously accepted.

Chris English introduced Dale Sandlin, Managing Director of HCC for a recap of the year. Lisa Wood and Betty Spence were recognized for their outstanding efforts in planning this year's event. Highlights include:

Creation of a Managing Director position through the combined efforts of the HCC producers and a grant from the HI DOA. Dale will be conducting the feed study, contacting producers, working to overcome challenges in Hawaii, and bring great opportunities to fruition.

- Reduction of the number of committees from 18 to 8 with subcommittees to provide for better collaboration in reaching goals.
- New legislative season. Dale is meeting with producers, working to summarize the state initiatives and issues impacting each island to accurately describe challenges to legislators to educate them on issues and the industry's view on legislation.
- Working with the beef industry council, we have launched a new initiative: Summer Sundays. Partnering with Cookspace Hawaii, a test kitchen generates global recipes, videos and web stories that focus on the use of under utilized cuts of beef. Stories are presented by working moms, grandmothers and professional chefs and are picked up on popular blogs like 'Mothers in Hawaii' and posted on YouTube.

## **Committee Reports:**

### Animal Well-Being:

Dr. Jason Moniz reported that the committee has focused on the interstate transportation (movement) of livestock.

- Requests for records coming in from out of state continue from Animal Rights Hawaii without incidents or major actions.
- In 2013, Young Brothers wanted to remove interisland livestock transfers from the piers to load elsewhere. Their concerns were the safe transfer of livestock and elimination of waste material on the docks. We met with Scott Enright from the HI DOT and YB on standards (preferred methods) for transfer. YB has sent letters to shippers that spillage will not be tolerated. To be proactive, we have come up with guidelines and standards, as well as designs for retrofitting trailers and chutes to prevent escapes and waste spillage prevention.
- On interstate movement of cattle, Drs. Richards, Stokes and Moniz met with Matson & livestock shippers who ship out of state to discuss issues and to put into place some recommended standards (HCC). Dr. Stokes has developed on-line tutorials for producers, shippers, etc. to bolster understanding of these standards.
- Animal health: We have spent a lot of time investigating cases of the disease called Seneca Valley Virus which looks exactly like Foot and Mouth disease (but is not). This has been seen in market hogs coming into the state since 2013. So far, this virus has been isolated at the Oahu plant and HCC will step up efforts to ensure that containers are properly disinfected prior to leaving Hawaii. Literature states the disease can affect cattle, but so far only seen in hogs. These hogs have vesicles on their noses and coronary bands just like Food & Mouth. About 7-15 cases out of 300-400 hogs are seen. Cases last about a week to week and a half. There was a summer disruption at the plant as Food Safety Inspectors would not allow movement of animals until diagnostics came back, so the plant shut down while waiting for test results from the mainland. Until this year, Hawaii has been alone in dealing with this issue. In 2015, other states began seeing the virus, so the USDA Veterinary Services has stepped in to assist. Now DOH labs can test and results come back within 48 hours. Infected animals are isolated until lesions are gone.

# PREVIOUS CONVENTION MATERIALS

- Trichomoniasis issue currently has one farm in quarantine in Ka'u which is a year-round breeding operation which went from 1 to 2 herds affected. Keeping bulls away from herds for 120 days has reduced spread of infection. Ten other farms have met the twice a year negative testing requirement to lift their quarantine.

Q: Will the (Seneca Valley Virus) infection in hogs impact the Oahu plant's ability to slaughter cattle?

A: Now that the DOH lab can run tests and results come back within 48 hours, disruptions should not be an issue.

Q: What is the volume of hogs coming in?

A: This year about 10,000 head are expected. In the past it has been up to 15,000.

## Governance:

Pono von Holt reported on the change of governance this year which was done to improve effectiveness. Years ago we were challenged to strengthen the Council as an organization to drive our membership activities. That is what you are seeing today. Hiring of Dale as a full time Managing Director is a big move in that direction. We are refocused on increasing our effectiveness, streamlining (now 8 committees from 18), and strengthening the organization. Pono reiterated his pleasure over changes being made in governance and the decision made by the industry to bring in full time leadership to guide the organization. Jimmy Greenwell identified a memo in the program that outlines the steps to be taken over the next 6 months. First step of the comprehensive 2007 Strategic Plan was to secure full time management for the organization, next to redo the plan. There is a 7-member committee whose goal is to bring back to membership at the mid-year meeting, a recommended revised strategic plan for HCC. Jimmy thanked the membership for funding the managing director position.

## Government Affairs:

Alan Gottlieb discussed the function of the Federal Outreach subcommittee to keep in touch with Hawaii's political delegation on issues of concern to HCC. While not always getting what we wanted, the outreach kept the dialogue open and provided our input (ex. GMO, labeling). On a State level we continue to provide advocacy and information on the organization to the delegation and other state agencies. We are open to member input on advocacy issues and will continue to work with the Farm Bureau and other agricultural agencies. Our efforts will be spent on supporting good policy and lots of effort defending against bad policy. Chris English encouraged members to join leadership in January for a meeting with State legislators at the start of the new session. Chris thanked Randy, Brian, and Janet from the Farm Bureau for their support.

## Land & Water:

Keith Unger reported that there are currently four U.S. Fish & Wildlife Service (USFWS) petitions being followed. The petitions are done in two parts: "Listing" species", then "Designation" of Critical Habitat.

- Maui Nui (4-5 years) USFWS is finalizing critical habitat designation.
- Hawaii Island – USFWS divided HI petition into 2 different parts:
  1. Kona package (N. Kona/Leeward side) where 8,000 acres are proposed to be set aside for 3 dry land plants.
  2. Multi-island package - 49 new species are recommended in a state wide petition to be listed, 15 of which are from Hawaii Island. HCC is preparing specific comments for the listing portion but has more say in the critical habitat designation, as economic impact has to be considered.
- EEB (Ecology & Evolutionary Biology): USFWS has indicated it intends to list every population on every island as endangered. June/July 2016 is the time frame for this.

Hawaiian Crow, 'alalā, release update: Captive population stands at 114. In 2016 there will be 12 to 14 releases in Ka'u forest preserve. Has not hired an Outreach Coordinator to work with ranchers if an endangered species should show up on a ranch.

# PREVIOUS CONVENTION MATERIALS

## Marketing:

Jeri Moniz was not present, but provided a report on local weaned calves:

Ampac: steers \$0.90, heifers \$0.70 with a \$0.10 slide

Pacific Livestock: steers \$1.20, heifers \$1.10 with a \$0.10 slide

Blackrock Cattle: steers \$1.00, heifers \$0.85 with a \$0.10 slide

Eade: steers \$1.00, heifers \$0.90 with a \$0.10 slide

Buyers are indicating that even though there is volatility in the futures market, prices may rise in Jan due to moisture issues and grass in California.

## Grass fed reports on cows and bulls:

- HBP: Cows topped at \$0.92 down to \$0.67 depending on size and condition. Bulls topped out at \$1.11 down to 0.67 depending on weight and condition. Grassfed \$1.55 to \$2.10 depending on quality.
- Kulana: Cows range from \$1.20 down to \$0.55. Bulls range from \$1.10 down to \$0.55. Grassfed steers high at \$2.25, heifers high at \$2.23 depending on quality.

## Membership:

Jason Small reported the structure changes to membership. Instead of 1-100 head, now offer a 1-50 head membership of \$75.00 on top of fair shares. See brochures for new structure. Now have a ranch hand membership. Please reach out to employees and neighbors. If one of your employees wants to join, they get a discount under you as a member. HCC will be focusing efforts on retaining and building membership. Scholarships. One of benefits of being a member, your family can apply for scholarships. Leadership & Development Committee: will be working on outreach events. Convention Planning: thank you to Lisa and everyone who helped with convention.

## Transportation:

Betty Spence reported that since May 2014, HCC worked with the Departments of Transportation, Harbors and Agriculture, Young Brothers, and UH CTAHR on 4 points: Ensure safe transport of livestock, To standardize livestock shipping devices to ensure the containment of livestock waste onto harbor facilities, Best practices, An effective date when non-compliant shipping containers will no longer be accepted. The committee aided by Jason Moniz and Ashley Stokes put together best practice procedures for transporting cattle. We are working on standardizing containers. The process to be used will be a check list that accompanies every container along with the bill of lading to help with compliance to shipping requirements. In January 2016, the list will go to Young Brothers. By July 2016, Young Brothers will have their policy in place on what containers will not be accepted. In December 2016, Young Brothers will start providing drinking water for the containers. We recognize Jason Moniz, Ashley Stokes, Bud Gibson, Brennan Balthazar, etc. for developing the protocols.

## Island Associations

### Hawaii Cattlemen's Association – Sabrina White, HCA President

- Hawaii Island was hit hard by army & web worms. The loss of acreage was extensive, but with the increase in winds, we are recovering from our temporary loss.
- In August 2016, HCA will be doing "Real Beef by Real Cowboys" the primary fund raiser for the HCA scholarship fund. We are looking for ranches to participate (usually 10-12) for tasting event. There may be a guest ranch from Oahu.
- No Trespassing signs available for \$10. HCA will honor the \$1000 reward for information leading to conviction.
- Two new delegates for HCA: Jason Van Tassell from Parker Ranch and Keith Unger from McCandless Land & Cattle Company.

### Kauai Cattlemen's Association – Bobby Farias, Jr., KCA President was not present, but sent a report:

- Great year for cattle industry. Although prices are down recently, they have been as high as we have ever seen. Mainland buyers do not expect much downward price movement. We are planning for a strong year for cattle in 2016.
- Kauai is recovering from the early drought since mid-year with favorable rains.
- Current membership is at 31 up from last year.

# PREVIOUS CONVENTION MATERIALS

## Oahu Cattlemen's Association – Ryan Schultz, OCA President

- Newly elected officers in July. John Morgan was recognized as President since 1988. Oahu has historically been a small association (John Morgan, Alan Gottlieb & Bobby Napier)
- As of July, OCA has recruited 4 new members with the help of the new membership structure, we are able to reach smaller operations and large land owners.
- It has been proposed that we have an Ag Dinner to reach the State representatives and coincide with the capitol visit. Kualoa Ranch is happy to host it. Ideas are welcome.
- The Oahu plant has struggled. Kunoa Cattle Company will be taking over management in 2016 and memos are available and are asking for your feedback.

## Maui Cattlemen's Association – Kristin Mack, MCA Vice President

- Membership meeting in May. The 8 committees are currently working on fireweed biocontrol, harbor clean water act, shipping containers, putting together a position description for the Livestock CTAR Range position, and an Animal Shelter rule for all pastures and getting exemptions for livestock, genetic engineering, Right to Farm, and continuation of our grass field program.
- A beef quality assurance training was held with Dr. Tim Richards at Haleakala Ranch
- Members from the 'Beef, It's What's for Dinner' team held beef cooking demonstrations at the Upcountry Fair, beef promotional materials were passed out, and MCA held a promo event with the Hall of Fame display.

## **New Business**

Dale Sandlin received an e-mail from Mr. Leary who is an extension agent saying the Maui livestock job description has been finalized which is critical to our industry. This description will be circulated to membership. Please let us know about potential candidates.

## **Open Membership Forum**

Doug Beaton announced that the GLC (Grazing Land Coalition) did a lot of work this year on workshops and will be approaching the NRCS for funding for future projects. Please let us know if there are workshops you would like to see happen.

Q: We had some EKG workshops in the past. Do you aware of any range monitoring that is being done right now?

A: The NRCS is planning on doing some range monitoring with the gauges that were purchased by GLCI. Jill wants to work with different ranches to get different elevations and grass monitoring from Keaau to Kona and provide data to the NRCS can help producers figure out different elevations and range, contact Jill with NRCS for more info.

Sarah Moore provided on update on mobile slaughtering facilities. Six years ago at an HCC meeting, the issue of limited slaughtering and harvesting facilities was a big topic. Kawika Markez, President of the Big Island Resource, Conservation and Development Council (BIRC&D) was in attendance. He listened, asked questions, and pushed towards making a mobile slaughtering unit a reality. In 2011, Kawika initiated the Hawaii Island Mobile Slaughter Unit Task Force, formed strategic partnerships with the Hawaii Island Small Business Development Center and the Kohala Center. Through the Kohala Center's leadership and grant writing ability with coordination with the BIRC&D were able to conduct a 3.5 year feasibility study which concluded that Hawaii could support this initiative. The DOA was approached and funds secured for a mobile slaughter unit which was purchased through the BIRC&D. A meeting was held to discuss how operations would work. The conclusion was to form the Hawaii Island Meat Cooperative in 2014 and later incorporated. The Kohala Center assisted with the business plan and website. Beef, Sheep, Goats & Hogs and be processed up to 8 per day. There are 4 satellite locations approved by USDA, based in Waimea, but the unit can also go to locations if the numbers are high enough. Along with slaughter, cold storage is available for 2 days (chill, cut and wrap). The MSU (mobile slaughter unit) is a 38' container designed for small producers and is meant only as a supplement to the 2 current packing plants in HI and to help build the local market. See website for information on membership

Two membership drives are planned:

- Kona, November 15, 11:00 – 5:00 p.m. at Old Kona Meat site
- Hilo, November 21 at Komohana Extension Office

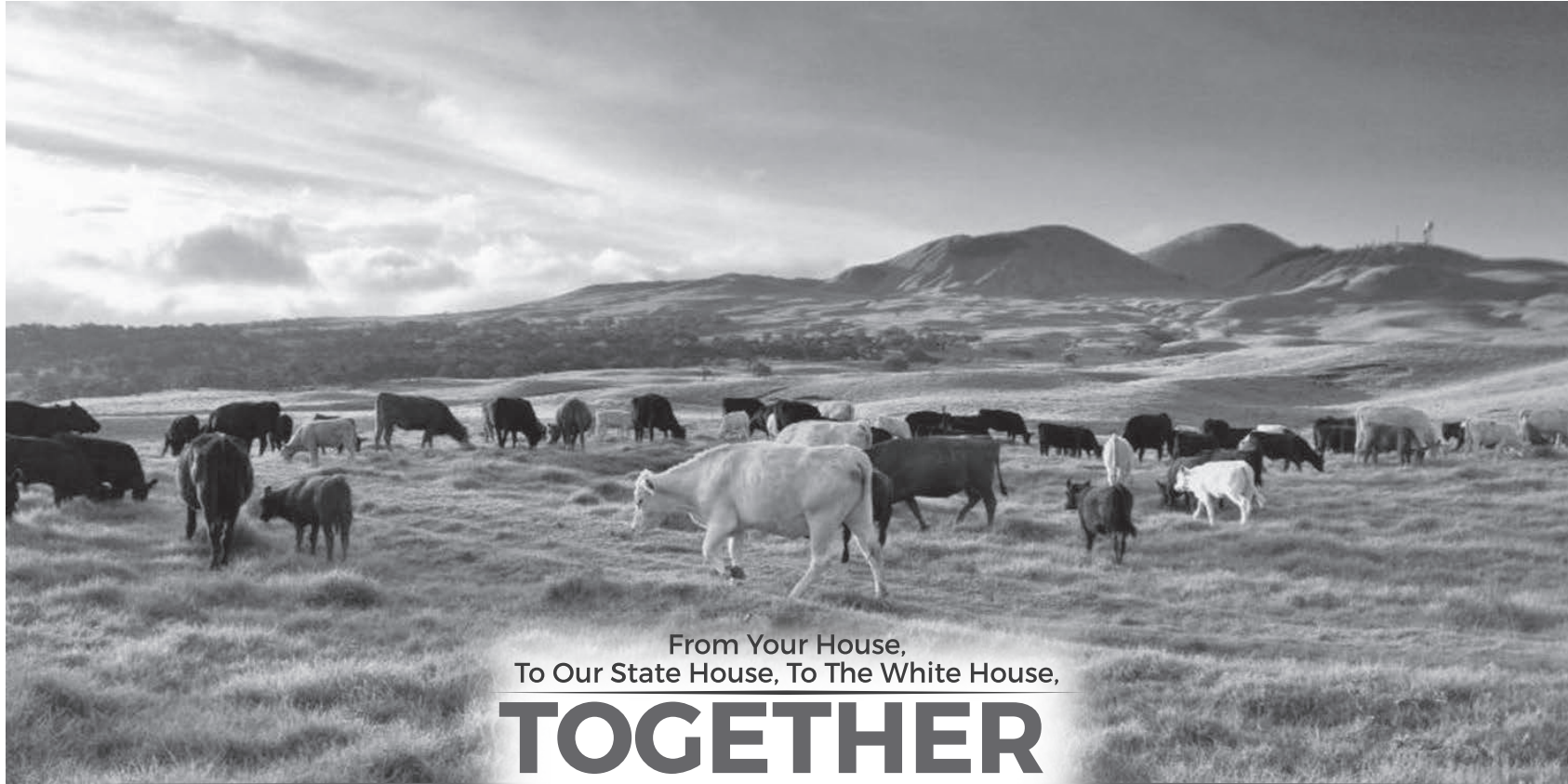
# PREVIOUS CONVENTION MATERIALS

Betty Spence thanked Courtney, Kate and Chad for all that they do for the Council. Corky Bryan thanked the younger folks for stepping up. Kathy King from the USDA reminded folks to fill out and mail in the Cattle Survey coming out in December. Dale Sandlin reminded folks to return the HCC Feed Study as well.

Chris English thanked Dale Sandlin, Betty Spence, Dr. Lisa Wood, all committee chairs for making the organization tick. Chris also thanked Kate, Courtney, the NCBA staff, Mr. Ellis, Brandy, Ryan and Janet from the Farm Bureau, the vendors, speakers, industry partners and the membership for their support and assistance.

## **Adjournment**

MOTION: ADJOURN the meeting of November 15, 2014 made by Jason Small and seconded by Keoki Wood and was unanimously accepted. The meeting was adjourned at 11:03 a.m.



From Your House,  
To Our State House, To The White House,

# TOGETHER

*We Can Make A*

# DIFFERENCE

*Working **TOGETHER WITH YOU**, our members, HCC and its collaborative partners will **SPEAK WITH ONE VOICE** to **PRESERVE OUR PANIOLO CULTURE** and provide for a **SUSTAINABLE FUTURE FOR THE NEXT GENERATIONS.***

Hawaii's ranchers go to work every day not thinking about just our generation but working to provide that opportunity to future generations. As our industry continues to face mounting challenges from multiple factions, HCC will continue to bring a fresh and innovative approach to addressing them.

We realize you have many demands on your funds, however working together, big or small - **over 2/3 of our members have less than 100 head of cattle** - we can make a difference. HCC is the grassroots beef industry organization dedicated to protecting and promoting the Hawaii Cattle Industry at the state & local levels, as well as on the national level in liaison with NCBA.

## **PLEASE STAND WITH US & SUPPORT OUR EFFORTS BY JOINING HCC & NCBA**

Your membership dues provide you with the benefits of membership in your County, State & National Organizations.



**Hawaii  
Cattlemen's  
Council, Inc.**



**National Cattlemen's  
Beef Association**

Cattlemen • Leadership • Solutions

P.O. Box 437199 | Kamuela, HI 96743-7199  
Phone: (808) 885-5599 | Fax: (808) 887-1607  
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9110 East Nichols Avenue #300 | Centennial, CO 80112  
**Visit us online:** [www.beefusa.org](http://www.beefusa.org)  
**Questions?:** 1-866-BEEF-USA (233-3872)

# HOW WE ARE WORKING FOR YOU

## **Government Affairs Committee:**

This committee provides advocacy on substantive issues such as Environmental Regulations; Property Rights & Tax Issues through productive professional relationships with state elected officials and government agencies.

## **Transportation Committee:**

This committee has been instrumental in the development of a transportation system that allows ranchers to ship their cattle as efficiently and humanely as possible.

## **Animal Health & Well Being Committee:**

This committee works with our producers to provide transparency, Beef identity and local flavor.

## **Hawaii Beef Industry Council:**

Our council puts on displays at various events including: Hawaii State Farm Fair, County Farm Fairs and County Agricultural Festivals.

## **Scholarship Committee:**

Our committee provides annual scholarships to aspiring students.

## **Marketing Committee:**

This committee has taken an active role in increasing demand for local beef through in-store demonstrations, cookouts and other public events to inform and educate consumers.

## **Membership Committee:**

This committee is working to provide for an increase in our member base focusing on ALL ranchers, as well as associate & younger generations.

## **Strategic Planning Committee:**

This committee is working to provide for the future of our organization.

## **Positive Imaging Committee:**

This committee is working to provide awareness to the general populace of our ranching heritage focused on getting incremental support from our policy makers as sadly many policy makers look at numbers & rhetoric rather than merit. As Cattlemen, we have always had more than our share of opposition and challenges, whether directed toward our perceived land use practices and stewardship or the true value, safety and quality of the beef we produce.



## **LEGACY**

*is about our identity,  
our beliefs & values*



## **INTEGRITY**

*is the very foundation  
of our Industry*



## **PROMISE**

*is our keiki, the future  
of generations to come*

## **MEMBERSHIP FORM**

### **I OWN CATTLE**

#### **Producer Dues:**

*NCBA Dues (Please Check)*

- 1-50 Head \$75
- 51 - 100 Head \$150
- 101 - 250 Head \$300
- 251 - 500 Head \$450
- 501 - 1,000 Head \$600
- 1,001 - 1,500 Head \$825
- 1,501 + up Head \$1,050

**Subtotal Producer Dues:** \_\_\_\_\_

#### **Plus Fair Share:**

*State & Local Dues*

Cow/Calf Units/Year  
\_\_\_\_\_ x .55¢/hd = \$ \_\_\_\_\_

Feeder/Stocker Units/Year  
\_\_\_\_\_ x .45¢/hd = \$ \_\_\_\_\_

**Subtotal Fair Share Dues:** \_\_\_\_\_

**Total Producer Dues:** \_\_\_\_\_

### **I DON'T OWN CATTLE**

#### **Non-Producer Dues:**

#### **Ranch Hand:**

*HCC & NCBA Dues (Please Check)*

- Cooperating Ranch: \$75  
*Employing Ranch is Member of HCC & NCBA*

*Cooperating Ranch Name:* \_\_\_\_\_

- Non-Cooperating Ranch: \$150  
*Employing Ranch is NOT Member of HCC & NCBA*

**Total Ranch Hand Dues:** \_\_\_\_\_

#### **Associate/Youth**

#### **Memberships:**

*HCC & NCBA Dues (Please Check)*

- Associate Membership Dues: \$250  
*Supporter Of Our Industry*

- Youth Membership Dues: \$50  
*25 Years & Younger*

**Total Associate/Youth Dues:** \_\_\_\_\_

**Total Non-Producer Dues:** \_\_\_\_\_

Name: \_\_\_\_\_

Business/Ranch Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_ County: \_\_\_\_\_

Recruited By: \_\_\_\_\_

### **PAYMENT INFORMATION**

Check Enclosed       Master Card       Visa

Credit Card #: \_\_\_\_\_

Card Holder: \_\_\_\_\_

Expiration: \_\_\_\_\_

Signature: \_\_\_\_\_

Total Amount To Be Charged: \_\_\_\_\_

**Make Checks Payable & Mail Form To:** NCBA | PO Box 173778 | Denver, CO 80217-3778

A portion of your HCC/NCBA membership dues and contributions may be tax deductible for most members and associates as an ordinary and necessary business expense. HCC/NCBA estimates that 15% of dues and contribution payments are not deductible as a business expense because of our direct lobbying activities on behalf of members. Please consult your tax advisor. Charitable contributions or gifts to HCC/NCBA are NOT tax deductible as charitable contributions for Federal Income Tax Purposes. Charitable Contributions and Gifts to the Hawaii Cattlemen's Foundation, a 501 (C) 3 ARE tax deductible as charitable contributions for Federal Income Tax Purposes.



# MEMBERSHIP MATERIALS

## Hawaii Beef Industry/HCC Strategic Plan Review Recommendations

TO: HCC Membership

FROM: Jimmy Greenwell, Strategic Planning Subcommittee Chair

DATE: 9/27/15

RE: Hawaii Beef Industry/HCC Strategic Plan Review Recommendations

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The 2007 Beef Industry Strategic Plan is overdue for a review and update. HCC decided two years ago at our convention that before undertaking such a task, we should first create, fund and then fill our new Managing Director position, so that we would have the staffing and full time leadership to coordinate the review then manage the implementation as overseen by our membership through the Executive Committee. We are now ready to move forward with the review which our Governance Committee recommends be handled in the following fashion.

1. Goal of the Review/Update of the 2007 Plan – To provide Hawaii's beef industry and HCC as its voice and representative with a current and relevant guiding document which outlines our long term optimum business model and the prioritized strategic actions HCC should be undertaking in support of the model's successful implementation. The report shall build on (rather than re-write) the 2007 study as the foundation document since the 2007 study was so thorough and much of it remains very relevant.
2. Key roles and responsibilities – The deep thinking and architects of this update must come from our membership and industry stakeholders led by a smaller working group comprised of HCC's Strategic Planning Subcommittee and coordinated/organized by our Managing Director. Simply put, we offer the analogy that those involved with preparing this review/update shall be configured like a football team where the respective roles and responsibilities would be;
  - a. HCC's Managing Director – The quarterback as a player/coach
  - b. The HCC Strategic Planning Subcommittee – The Coaching Staff
  - c. Our HCC membership – The full roster team on the field
3. Strategic Planning Subcommittee composition - Going forward from November 2015 and changing thereafter to accommodate new position incumbents as they change – typically every two years beginning with the Convention elections in 2016;
  - a. Committee Chair – Immediate Past President
  - b. Other Committee Members (7)
    - i. HCC President
    - ii. HCC Vice-President
    - iii. HCC Governance Committee Chair
    - iv. HBIC President
    - v. HCC Managing Director
    - vi. At-Large member appointed by Governance Committee Chair
    - vii. At-Large member appointed by the Strategic Planning Subcommittee Chair
4. Timeline for review;
  - a. At November 2015 Convention - Report to members on status, process and timetable to complete review
  - b. November 2015 to May 2016 – Strategic Planning Subcommittee completes review and preparation of its recommended 2016 Strategic Plan consisting of;
    - i. Long Range Strategic Plan (an update of the 2007 study)
    - ii. Mid-range action items required to implement the plan
    - iii. Annual Business Plan – to be updated each year together with a report on the prior year's accomplishments relative to Plan implementation
  - c. By mid-year HCC meeting in May 2016 – Approval by members of the 2016 Strategic Plan.

# MEMBERSHIP MATERIALS

## HCC Strategic Plan Prioritized Overview (as of 1/1/16)

**Vision:** Hawaii's beef cattle industry will continue to play a vital role in sustaining Hawaii's agricultural and economic resource bases and the ecosystem service values which make Hawaii so unique.

**Strategies:**

1. Advocate for public policies, which support the economic sustainability of grazing and other compatible managed open spaces uses
2. Ensure both local and out-of-state markets and production opportunities with economically viable transportation alternatives.
3. Educate the general public (including our children), policy makers and stakeholders on issues critical for the survival of the beef industry in Hawaii.

**Mission:** To act as the cattlemen's advocate to promote the best business climate and long-term success of the cattle industry in Hawaii through educational opportunities, legislative efforts, promotion of the local industry, and provide sustainability for future generations through sound environmental stewardship of the land, water and valued ecosystems.

As Hawaii's beef industry is continuing to pursue strategies to reduce our beef export, many of our business models are evolving in response to increased demand for quality local product while balancing the economic benefit of mainland beef prices. While many of the fundamental issues and strategies described in the 2007 Beef Industry Strategic Plan remain, it is important to recognize the necessary business elements of the industry's current direction which HCC supports and which define HCC's role going forward.

The future success of Hawaii's beef industry shall remain closely tied to the pricing, market demand and regulatory environment of the beef industry nationally. While many of Hawaii's cattle producers shall remain primarily cow-calf operations exporting a substantial portion of their production, the local market grass fed component continues to expand characterized by and dependent upon;

1. The success and growth of all local competitive private labeling programs and market acceptance of the same. This reflects the industry's recognition that the probability of success of any one local marketing program is enhanced by the success of the others;
2. The achievement of pricing levels that represent returns to the producer which are competitive with export marketing alternatives;
3. The improved consistency of local beef in terms of quality and quantity in the marketplace achieved through a combination of
  - a. The improvement of protocols for carcass data collection and evaluation including grading and tenderness to provide producers better tools to measure their progress as well as to market their product
  - b. A higher level of cooperation amongst producers, packers, and other key stakeholders encouraging each to focusing on that enterprise or those enterprises where they do best (i.e producing good weaned calves, raising stockers, grass-finishing, slaughtering/processing, marketing etc).
4. Adequate infrastructure on each major island;
5. Viable transportation options both inter-island and trans-Pacific;
6. A business and political climate that supports our industry and its role in stewarding the natural resource on which we depend;
7. A closer and more mutually effective working relationship with all public agencies with whom our industry interacts (Federal, State County, CTAHR, etc.);
8. A strong and sustainable representative voice for the industry through Hawaii Cattlemen's Council.

With these factors in mind, HCC's Governance Committee directed the Strategic Planning Subcommittee, chaired by Alex Franco, to begin the process of identifying the challenges and analyzing those potential solutions. To this end, the subcommittee chair asked HCC's Managing Director (MD) to compile a list of common challenges across the industry. These challenges were grouped into themes of similar items and desired outcomes from within those themes were developed. Additionally, action plans for each desired outcome were proposed.

# MEMBERSHIP MATERIALS

The next step was to provide this list to the members of the Strategic Planning Subcommittee for review. A conference call was held with all members of the subcommittee and each desired outcome and action plan was scrutinized, discussed, and edited. Additional items were added and deleted as additional needs and former concerns were analyzed. Once completed, the MD suggested that each of the outcomes and action plans be prioritized within each theme. The subcommittee requested the MD provide his suggested priority based on which needs should be addressed first. Once completed, the subcommittee ranked each desired outcome within each theme. If a theme had only one outcome, it was considered with other one outcome themes. These rankings were based on an A, B, C system with A assigned 15 points, B assigned 10 points and C assigned 5 points. Once ranked, each subcommittee member's responses were recorded and an average of the values for each outcome was posted. The two highest average outcomes would then be incorporated into the business plan. Those not selected would remain within the plan and would be considered for future strategic planning efforts and review. The subcommittee shall review the strategic plan every two years to ensure that appropriate actions are being taken and measured progress has been completed. Every four years, the plan would be reprioritized with additions or removal of items that are no longer priorities.

The business plan for 2016-2017 should be guided by the new HCC Strategic Plan (1/1/16) and the Managing Director (MD) continues to use the outcomes of this document as a guide for the work to be accomplished to better our industry.

Desired Outcome	Action Plan	Committee Priority
<b>Legislative</b>		
<ol style="list-style-type: none"> <li>1. Strengthen influence in state legislature</li> <li>2. Continue to monitor/advise Animal Rights Organizations Activities</li> </ol>	<ol style="list-style-type: none"> <li>1. Create increased touch points and additional informative materials distributed through email system and in-person meetings year round. Utilize events such as Ranch Day for Legislators &amp; other fellowship/town hall type opportunities to engage legislators and staff.</li> <li>2. Work through our committee structure and other agricultural partners to assist where possible to be the best source for local information, education and outreach to assist them in their efforts where possible. Work within our Government Affairs committee &amp; Land and Water subcommittee to advocate ag-supportive real property tax policies</li> </ol>	<ol style="list-style-type: none"> <li>1. 105</li> <li>2. 105</li> </ol>
<b>Media</b>		
<ol style="list-style-type: none"> <li>1. Educate members of media about our industry, practices and extents we go to in order to protect the herd, conserve our natural resources and promote agriculture in Hawaii</li> </ol>	<ol style="list-style-type: none"> <li>1. Utilize on farm events, meetings and tasting events to show the impact our practices have on the end product. Enlist their assistance with Beef Backer Training and provide in-kind on ranch training so we can also give them an opportunity to learn about our industry</li> </ol>	<ol style="list-style-type: none"> <li>1. 105</li> </ol>
<b>Producers</b>		
<ol style="list-style-type: none"> <li>1. Ranch mentorship – connect smaller/younger ranchers with larger/more experienced ranchers</li> </ol>	<ol style="list-style-type: none"> <li>1. Develop a program to help consult on individual issues and help develop the future of our industry Provide leadership development by having panel discussions and develop mentor programs between established producers and new producers.</li> </ol>	<ol style="list-style-type: none"> <li>1. 85</li> </ol>

# MEMBERSHIP MATERIALS

Distributors, Retailers, Restaurants		
1. Educate these members of the supply chain to do a better job of selling our end product and fulfill a need they've expressed	1. Use workshops focusing on challenges that producers face, food safety, best practices using on farm events (when possible) and classroom type settings Provide tours of operations on the islands that the representatives are located on then an afternoon of education on different ways to prepare our products, as well as promote end cuts for commercial use.	1. 105
Landowner Relations		
1. Complete the transfer of all remaining State pasture leases from DLNR to HDOA 2. Effective communication and working with USFW Service.	1. Push for movement of agriculture production leases through working with State administration professionals Set meetings with DLNR, DoA and other Industry Representatives to determine what can be done. 2. Work with state and federal agencies through our Land & Water Issues Committee to ensure best possible outcome for landowners and regulatory efforts with regards to endangered species, invasive species, and water issues. Continue to work through our Land & Water Issues Committee to work to improve the relationship with state and federal officials and lessen the impact of these issues in our daily production practices.	1. 100 2. 95
Consumer Education & Outreach		
1. Develop and execute program of committed volunteers to work with HBIC Efforts to help provide educational support for product awareness 2. Utilize technology (video/web) to help educate consumers on our industry, practices, etc	1. 1st year education including MBA/BQA/Media Training/ Consumer Approach, 2nd year assisting with HBIC Outreach efforts and HCC committee service, 3rd year junior leadership efforts with committee if candidate deemed appropriate Currently underway with BEEFCATTLE16 contract with DoA. 2. Meet the consumer where they are at using a series of videos to help "open the gates" to show that we aren't trying to hide anything and that our practices are best for the animals, ranchers, consumers and the natural resources we steward – we should be the source for how cattle are raised in Hawaii. Currently underway with BEEFCATTLE16 contract with DoA.	1. 85 2. 85
Regulatory Outreach		
1. Encourage the hiring of a State Range Conservationist for Hawaii.	1. Work with existing leadership within USDA and with NCBA to encourage rehiring the State Range Conservationist position and ideally have them placed on Big Island. Conduct meetings with USDA, NRCS and NCBA DC staff to determine feasibility and timing.	1. 100

# MEMBERSHIP MATERIALS

Membership		
<p>1. Implement a membership expansion plan to grow number of members from 145 to 200 by 2020</p>	<p>1. Reach out to smaller producers/non-members through hosting series of free lunch events at local feed stores on each island to help gain new members (USDA estimates 1,100 cattle ranchers in the state, work with them/local support companies to find and target these individuals). Conduct town hall type fellowship opportunities as marketing activity at feed stores/processing plants. Also work to procure a list of all producers in the state and create connections with them.</p>	<p>1. 100</p>
Transportation		
<p>1. Ensure viable transportation options for mainland and interisland transport</p> <p>2. Ensure effectively operated, reasonably priced and effectively regulated transportation alternatives that incorporate current high standards to ensure optimum animal care during transport</p>	<p>1. Maintain and improve our relationships with transportation partners to help continue and improve services. Conduct a series of meetings/follow up calls between appropriate HCC committees and transportation officials and shipping companies.</p> <p>2. Work with state officials, educational partnerships and committee structure to continue to promote the current high standards of animal care during transport, as well as the improvement of these standards as technology and processes improve. Continue to work through appropriate HCC committees to continue to improve.</p>	<p>1. 100</p> <p>2. 105</p>
Standards for Hawaii Beef/Research		
<p>1. Provide producer feedback on the quality/consistency of their product based on a set of industry accepted standards</p> <p>2. Work to ensure Truth in Labeling regarding the sale of beef produced from Hawaii producers</p>	<p>1. Assist CTAHR to develop and implement a carcass grading program (including tenderness scoring) to provide producers with a better measure of their production quality and to facilitate the marketing of their beef. Enlist University of Hawaii Researchers, CTAHR Extension Personnel and processing industry representatives to design a program that includes a third party review system to provide feedback to both Producers and Processors</p> <p>2. Work with HDOA on Hawaii Beef Verification process to ensure that consumers are getting beef raised by Hawaii producers if so labeled Work with DoA, processors and value-added producers to develop a framework to provide a verification to consumers that they receive Hawaii produced beef.</p>	<p>1. 105</p> <p>2. 100</p>

# Our Industry In **ACTION**

## COMMITTEE ACTIVITIES

### GOVERNMENT AFFAIRS



2016 Cattlemen at the Capitol

### MARKETING



Video Series: Behind The Scenes

### LAND & WATER



Western Governors Assoc. Panel  
Keith Unger, Guest Speaker

#### 2017 HCC MEETING SCHEDULE

January 17, 2017	Cattlemen at the Capitol - Oahu
February 21, 2017	Executive Committee Conference Call
March 28, 2017	Executive Committee Conference Call
May 20, 2017	HCC Mid Year & MCA Semi-Annual Meeting - Maui
July 18, 2017	Executive Committee Conference Call
September 19, 2017	Executive Committee Conference Call
November 17-18, 2017	2017 Annual Meeting & Convention - Big Island

# MEMBERSHIP MATERIALS

## 2016 Cattle Industry Infrastructure Needs & Recommendations

At the request of the Hawaii Department of Agriculture, the Hawaii Cattlemen's Council (HCC) conducted a series of meetings with processors and producers to discuss the needs and recommendations of our industry. The content of these ten state-wide meetings covered over 30 different topics and led to good discussion between large and small ranchers and allowed for both producers and processors to be able to give their viewpoint without hesitation by conducting separate meetings for both processors and producers.

### Processors - Statewide

The most common topics of concern during the processors meetings were with USDA/FSIS, Labor Issues, Facility Improvement, Marketing & Consumer Education, Business Opportunities & Certifications, Consistency in Product/Standards and Transportation.

**USDA/FSIS** – Currently, there are not enough inspectors for the plants. Their schedule is the determining factor for the plant's operations and is a concern for islands with multiple processing plants. Also, the plants have observed no consistency in inspections or daily activities between old and new inspectors. This can lead to miscommunications and additional down time to fix issues or items the previous inspectors may not have indicated was a problem. It was recommended that one inspector be assigned per plant and that better communication needed to be conducted between the plants and inspectors, as well as between FSIS leadership and the inspectors to provide consistency.

Processing managers and owners are willing to fix any issues, but processors can't address these items of concern the inspectors have without good communication amongst all parties. It was recommended that district supervisors need to meet once a month with inspectors and processors to work together to fix issues, not just dictate deficiencies.

Additionally, robust testing must be conducted each month and each test has to be sent to Honolulu to be ran. Each test is very costly to run and with over 60 tests conducted per plant each month, the costs mount up. These take significant time and can delay the further processing and availability of product supplied to market. It was recommended that a lab for testing be developed on every island to reduce costs and improve turnaround time.

**Labor Issues** – The processors in Hawaii are experiencing a difficult time in recruiting and retaining skilled labor at the plants. With thin margins and high overhead costs, they aren't able to pay as much as the much larger stores with butcher departments, construction companies or resort hotels. When construction and tourism are booming, the workers tend to leave the plant to work in these industries. Working with union labor can also be a concern for the processors. Currently, the industry is experiencing a surplus of cattle ready for market without enough labor at the plants. An additional shift of workers would help alleviate these problems. It was recommended that educational opportunities be created at the university and/or community college level to help provide a steady workforce as there is ample opportunity for anyone wanting to go into this trade. It was also recommended to provide a transportation subsidy for those people wanting to work in the plants to provide a way for them to get to the plants for work.

**Facility Improvement** – Currently, the plants in Hawaii are needing essential upgrades to improve efficiencies and aging infrastructure. These improvements are needed to compete with imported mainland product and remain viable. The improvements include everything from the physical structures, processing machinery and processes specific to the operation of the facilities. It was suggested that capital for these improvements be allocated and/or provide long-term, low-cost, financing for the plants to improve their facilities.

**Marketing & Consumer Education** – Processors and ranchers are constantly having to spend more time away from their operations in order to market their product and educate consumers on production types, styles and practices. The cattle industry has two general types of production practices, grass-fed finished and grain finished. During the meetings, the ranchers indicated that they needed public education on these production types without demonizing either. Additionally, the public needs education on

# MEMBERSHIP MATERIALS

cooking techniques to get the most out of the local grass-fed product that they do buy. Additionally, packaging of locally produced beef products needs to appeal to local consumers so that the local product can stay competitive with imported beef. Branded Beef programs for ranchers could also be favorable for both consumers and the ranchers. These provide consumers with brand recognition and promote brand loyalty. For ranchers, this provides a dedicated and consistent outlet for their product. It was suggested that marketing support in this area should be provided to improve competitiveness of local product and improve the appeal to local consumers.

**Business Opportunities & Certifications** – The processors in Hawaii have the difficult task of serving all ranchers regardless of production style or retailer demand. This causes the plants to have to go through specific and costly certifications to meet the needs of producers. Currently though, these plants do not all have the same certifications and it makes it difficult for the rancher to provide product to retailers. This would provide for additional diversification in production practices and open more market opportunities. It was suggested that financing be provided for processors to gain all certifications, as well as provide working capital for the plants during the certification process.

Additionally, not all of the facilities in the state are running at peak capacity, nor do they have the ability to utilize all of the products available to them. By improving their capacity and facilities, the plants would be able to meet the current demands and assist in improving their chill capacity and current demand for processing services. Also, offal processing would provide an additional market opportunity for the processors and ranchers, by selling to a local demand that currently relies on imported product. It was suggested that financing be provided for processors to improve their facilities for offal processing and to assist in improving their capacity.

**Consistency in Product/Standards** – Many advancements in genetic stock and production practices have improved the quality of the beef produced by ranchers over the past few decades. However, the plants are experiencing varying quality and consistency in the product that they receive from some ranchers. A way to improve this would be to develop standards for grass finished beef in Hawaii. This would need to be a third-party conducted system that would need to include shear testing and potentially aging qualities to provide ranchers with feedback for improvement of their herds and would provide processors the ability to market similar types of cattle from different ranches to meet marketing programs. Additionally, marketing options for cattle that do not meet the higher standards must be developed, specifically for cull cows and bulls. It was suggested that the industry begin the development of these standards as described above. A financial avenue must be developed to provide this critical need for the industry.

**Transportation** – Transportation has been and will continue to be a challenge for processors in Hawaii. While HCC is working directly with transportation outlets to address the concerns, the following specific issues were addressed during these meetings. Island Fresh discount is not being applied consistently on all agricultural products. It can differ from island to island, port to port, or even live product vs processed product. It was suggested that the discount should be applied to all livestock shipments and all beef products.

There are also concerns with lost product due to processes by transportation outlets. These losses can be attributed to containerized loads not being plugged in on the ship or the cargo unloaded from refrigerated containers and left on the pier causing a spoilage of the product. This can cause a loss of up to \$50,000 per occurrence and sends a ripple through the marketing program as the customer still expects the product and causes additional delays in time and excess costs to be experienced through the production chain. It was suggested that the processes of the transportation outlets be adjusted to ensure safe product delivery and that coordination of pickup times be adjusted to coordinate with arrival times of the vessels.

Also, maintaining the cold chain is a concern as well. With the new FSMA regulations coming soon, this will be critical to the processes currently taken at the pier. It was suggested that a chilled distribution facility be constructed at the pier to maintain the chain and allow for a smoother pickup of the product once it reaches its destination. This would allow for the transportation outlets to have the ability to free up the containers and also help other ag commodities prevent product loss.



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## Ranchers - Statewide

The most common topics of concern during the rancher meetings were with Facility Infrastructure, Marketing & Consumer Education, Capital Availability, Forage/Pasture Availability/Feed, Transportation, Water, Processor Concerns, and Tax Issues.

**Facility Infrastructure** – The facility infrastructure needs that were discussed in the meetings covered many different items, such as infrastructure at the pier, multi-use ag facility with arena space, and shared 4-H & FFA youth livestock project space. Pier infrastructure is crucial to the success of our industry and several areas need to be addressed/improved. For many years, the cattle industry enjoyed loading/unloading facilities at or adjacent to the piers that provided for the safe movement of cattle and prevented spillage issues at the pier. When the state determined that the piers required renovation, these facilities were removed with the understanding by the industry that they would be reinstalled. The renovation to the piers were finished and for some reason, the former facilities were not included. It was suggested that separate fenced loading and unloading areas with holding pens and shade structures be installed at every pier to ensure the safe movement of cattle and prevent spillage at the piers.

Another issue is the lack of potable water for livestock use available at the pier. Water is critical to well-being of livestock during transportation. Ranchers are committed to the well-being of their cattle at every stage of production and take extra measures to ensure that cattle have enough water before, during and after each voyage. Without potable water at the pier for livestock use, ranchers are having to haul potable water in from another source to ensure that their livestock have water as soon as they arrive. It was suggested that potable water be available on every pier for livestock use.

Another issue that is critical to public safety is the check-in procedures for ranchers and livestock shipping companies. Currently, shipping outlets will not allow for ranchers or livestock haulers to pull off the road and onto the pier to check-in their load. They are required to find parking outside of the pier, sometimes on narrow roads, and walk in to the pier to complete the paperwork required for shipping. It can be dangerous, especially at Kawaihae, for the rancher to have to cross a busy road to check-in their load with the tourist, local and semi-truck traffic moving through this narrow area. It was suggested that a separate receiving area be installed for livestock to relieve this issue and address traffic concerns.

A multi-use ag facility could assist in consumer education and provide a permanent home for county and state fairs. The facility could be able to accommodate other agricultural events, such as demonstration events, and provide meeting space for community events, farmers markets and commodity group meetings. It was suggested that a facility be built on Oahu to accommodate these needs.

Additionally, a shared space for youth involved in 4-H and FFA livestock projects would help provide an opportunity for young people to experience raising livestock in Hawaii. As the average age of ranchers increase nationwide, investments in youth development like 4-H and FFA youth programs are essential to the continuation of not only our industry, but other agricultural industries as well. Many of these youth wanting to join the livestock industry as their future career choice need the ability to raise their animals in a safe and convenient location. Currently, youth in urban settings will have to drive long distances and their parents may not have the time for them to participate in these pursuits. A central and safe location for these projects would be ideal, similar to that of the Halawa facility on Oahu. This facility would be shared with other youth and could provide CTAHR Cooperative Extension staff and parent volunteers to oversee the projects in an environment conducive to learning the industries while producing food for local consumption. It was recommended that the State assist in developing this type of facility, especially on Oahu.

**Marketing & Consumer Education** – During the meetings several items regarding marketing and consumer education were discussed. The simplest of these was to improve the display of local product in supermarkets and warehouse stores to improve the competitiveness of local beef vs. mainland beef. It was suggested that the signage and visibility in the shopping cases at these stores highlight local product over imported product.

In the related topic of consumer education, it was mentioned that misinformation regarding conventional and specialized agricultural production should be addressed by the state to ensure that no one type is promoted over another, nor one type

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demonized at the expense of another production type. It was suggested that the State assist in helping educate the public on the importance of agriculture, including the different production types in Hawaii and utilize alternative methods to improve the knowledge gap of consumers.

The cost of production for cattle ranchers in Hawaii are much higher than that of ranchers on the mainland. As such, the product demands a premium price to recover these costs. While we have the demand for local beef, the consumer can be driven by price while shopping. This leads to more purchasing of mainland product rather than locally produced beef. Ranchers are required to market their own product and by competing against each other for market share, they reduce the available market for those consumers willing to pay a premium price. It was suggested that more branded beef programs be established or expand current marketing programs to assist in improving available product. Also, with limited local beef product, processors need to stagger their sales to match supply to ensure that local product is more readily available. Adding marketing and retailer support would help improve the stability of the market.

**Capital Availability** – The cattle industry in Hawaii can be described in two facets, export and local production. While raising beef for local consumption is preferred by local ranchers, export is seen as a necessary tool for destocking since we have no local livestock auction market. If ranchers need to destock, they must export, process or sell to another producer. If ranchers want to expand their herds for local consumption, then they must have the financial resources available to sustain the added risk of producing that animal. In an export model, the rancher is able to produce a calf in 9-18 months prior to shipping to the mainland for finishing. In a local consumption model, the rancher needs an additional 12-18 months to produce that same calf, extending the carrying costs and time of investment. It was suggested that financial resources be available for low-interest, long-term loans to help ranchers with the carryover of costs associated with producing cattle for local consumption.

**Forage/Pasture Availability/Feed** – Ranchers in Hawaii are excellent cow/calf producers and the land provides an excellent foundation for this. However, finishing cattle for local consumption in Hawaii is difficult due to lack of quality pasture. Some of the ranchers are fortunate to have quality forage, specifically kikuyu grass, but this was planted decades ago and is currently listed as an invasive species by the USDA. Guinea grass is another forage source for our producers, but can be costly to maintain. If not intensively grazed, Guinea can become woody and cattle will not naturally select it for grazing. Also, it can be difficult to manage cattle as it is a proficient growing forage that is thick and ranchers cannot always find their cattle. The additional costs to manage this grass can be cumbersome, especially in lowlands in regards to mowing costs. It was recommended that if possible, USDA should be asked to provide an exemption for Kikuyu grass in Hawaii. Also, a program to help with the mechanical costs of maintaining forage sources would be beneficial.

In order to raise beef for local consumption, cattle must be placed on pasture for much longer than cattle raised for export. It can be difficult for ranchers to find quality pasture at a reasonable price. Ranchers can't compete with biotech companies on land lease prices with other land users. Also opening up currently fallow state pasture lands for active use would allow for more available pasture lands for cattle production. This would also assist with discouraging invasive species and helping to reduce fire loads. Other state entities that oversee lands suitable for pasture should also open these lands up for cattle production. This would need to be accompanied by long-term leases that take into account the improvements that ranchers make to the land and base the cost of the lease on the utilization of the available acreage suitable for production. It was suggested that developing a program to make more state-owned pasture land available would help our industry.

Producing quality crops for feed production would also assist our industry. In recent years, the feed subsidy program has provided some recovery for ranchers. Working with the seed companies to produce cover crops that would be suitable for feed production in Hawaii would be beneficial as well. It was suggested that a program to incentivize this practice by the seed companies could help in the development of cover crops for livestock feed.

**Transportation** – The ability to move livestock and boxed beef product between the islands is crucial to the cattle industry in Hawaii. HCC and its members have attempted working with both transportation outlets and the state officials on shared concerns in the past, but have hit roadblocks in improvement implementation. Currently, ranchers in Hawaii see an inconsistency of services

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depending on the island or even the pier that they ship from. The Island Fresh discount has proven a critical success for other agricultural industries, but for livestock shipments, it can be hit or miss as to where or how the discount is applied, or even what qualifies for the discount. In the case of livestock shipments, some ranchers receive the discount, but others do not and it can vary between similar shipments from the same port. It was suggested that the Island Fresh discount that the other agricultural commodities enjoy, be applied consistently across the islands and be applied to ALL livestock shipments between islands.

The shipping routes that the outlets currently use is fine for most agricultural products, but can be inconvenient and adds additional costs to ranchers when we ship livestock. If a rancher is shipping cattle from Big Island to Maui, the cattle must go to Oahu first, be off loaded, pastured for 1-2 days, and then reloaded for the voyage to Maui. This requires extra coordination and costs to ranchers for ground shipping on Oahu and securing pasture space for the interim period. Shorter voyages ensure the least impact on cattle health and assist in maintaining animal well-being. While it may not be as efficient for transportation outlets, direct routes between the individual islands is much more conducive to the health of our livestock. It was suggested that existing routes and frequencies be preserved and direct routes between the islands be created to provide at least one voyage per month to assist in the movement of livestock.

Recently, transportation outlets notified its customers that they would only be accepting shipments from Kawaihae Harbor one day a week, instead of two. This is a result of the delay in the vessel leaving Honolulu later than expected, pushing back the return arrival time to Honolulu and creating an overtime labor situation for the carrier. As a result, ranchers shipping live cattle must rearrange their production styles and delivery times to ensure that their cattle can leave on the one day, creating a bottleneck at the pier. HCC spoke with the transportation outlet and for the time being, they were willing to keep the twice a week shipment, but there is no guarantee that it will continue if the overtime issue for the carrier continues to be a problem. It was suggested that the number of existing routes be preserved to prevent bottlenecks at the pier on specific days or shifting the schedule to earlier in the week to prevent overtime issues.

**Water** – Water infrastructure for the cattle industry is crucial to the success of ranchers. The water catchment and delivery systems in Hawaii are beginning to show reductions in efficiency and a renewed commitment in the financing the improvements should be made. Water pressures in current systems could be improved, especially at higher elevations. Reservoirs and increased catchment capabilities should be improved as well. Delivery rates can be very expensive and should be reduced to encourage more production. Ranchers used the example of the sugar plantation's water systems to irrigate their crops as to how we could irrigate pastures for cattle production. It was suggested that the state should invest in the water catchment and storage capacities and also assist in reducing the rates for water delivery for agricultural use.

**Processor Concerns** – Cattle prices are a major concern with ranchers in Hawaii. While it costs more to produce cattle in Hawaii, ranchers do not realize the same price values for their cattle as ranchers on the mainland do. Consistent and transparent pricing for their product is needed from the processing plants. In some cases, the ranchers spend extra funds to feed premium feed sources, but may not receive the same beef from the plants that they supplied. It was suggested that the plants provide consistent and transparent pricing for the cattle that they are receiving.

Currently, ranchers are experiencing a lack of capacity at the plants and in some cases cannot secure scheduling for the processing of their animals. Those plants that are over supplied cannot book new availabilities until 6 months out or longer. This could be addressed by improving the pool of available skilled labor to work at the plants. Additionally, this could help add extra shifts and help alleviate this problem. At another plant, they are experiencing an undersupply of cattle for processing. This plant may not have the cattle numbers to keep the plants in business. A concerted effort must be made in helping to improve the facilities and reduce the costs of transporting cattle to be processed. The ranchers want to see all of the plants succeed, as they are a critical point in the local supply chain for beef. It was suggested that the plants with an oversupply improve their wages to recruit and retain skilled labor, improve their facilities to include more chill space and improve their marketing of the product to find outlets for the beef they are processing.

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**Tax Issues** – Real property taxes are critical to the future success of our industry and for the transition from one generation to another. Currently, the counties are experiencing a tax loss and have targeted agricultural producers as a source of recouping those losses. Under the current tax structure, non-ag use is being exploited by non-producing agricultural parcels, mainly used for recreational/residential purposes. While these owners may not be in ag production, they do provide for open space and improved view planes for residents and tourists. However, they should not be qualify for the same reduced tax rate as the agricultural district. It was suggested that instead of penalizing all ranchers, a system should be developed to identify actual agricultural producers and revisit those that aren't in active agricultural production. Also, new subdivisions should be reviewed for active agricultural production value and not recreational/residential use. It was also suggested that the State should look at other states for ag tax exemption programs and organize meetings to help fix these rules.

General Excise tax should also be revisited as many ranchers must pay a portion of recovery funds received through Federal programs that are meant to help recoup the losses they have sustained. Specifically, the USDA Drought Relief program was a large help to producers during the last drought, but at the end of the year, producers were not able to realize the full benefit of this program due to General Excise taxes. It was suggested that the GE tax be reexamined to provide an exemption of payment on the relief funds awarded to agricultural producers.

## Future of the Industry

Processors and Ranchers both weighed in on the future of the cattle industry in Hawaii and overall, they were positive in the outlook and continued growth of the industry. They did stress that the items discussed during the meetings needed to be addressed in the near term to accommodate this growth.

They hoped that a trend toward more cattle being raised for local consumption would continue to rise, but that exporting a portion of our herds would be a necessary tool for destocking and to provide multiple marketing opportunities. They also pointed to new developments in Hawaii Agriculture may provide opportunities for further growth. Additionally, an exemption to the Jones Act for Hawaii was mentioned as another opportunity for growth and would reduce inputs and reduce the cost burden for producers which could translate across the production chain to the consumer.

Investments in technology, processing facilities, alternate fuels and waste disposal also need to be addressed for the future of our industry. Competitive pricing for the cattle that ranchers produce needs to be improved for them to remain viable. Land availability will also be needed for expansion of our industry.

HCC appreciated the opportunity to provide our member's thoughts, concerns and suggestions for improvement to the Hawaii Department of Agriculture.



## NOMINATION FORM & 2017 CRITERIA

**NOMINATION DEADLINE: DECEMBER 31, 2016**

The purpose of the Paniolo Hall of Fame is to recognize individuals for their part in perpetuating the ranching industry in Hawaii, and for their unique contributions to our Paniolo culture and heritage.

Please use the following criteria to make your nomination in one of the 3 categories. A person may qualify in all 3 categories. Nominees must be 55 years of age or older.

**Please note: At this time, preference is being given to the older generation – those who are now in their 70's and 80's. Also, deceased persons may be nominated.**

### **Founder**

Someone who established and/or maintained a cattle ranching operation in Hawaii that contributed to perpetuating the ranching industry and paniolo culture.

### **Ranch Manager**

Someone who has managed the livestock, business and personnel aspects of a cattle ranching operation in Hawaii.

### **Ranch Hand**

Someone who was or is a working paniolo, wrangler, livestock handler or all around hand on a Hawaii cattle ranch.

Please use the form on the reverse side to make your nomination.

*There are many nominations and few openings, so please provide the committee with **detailed and factual** information about your nominee so that he/she can be considered.* For examples of factual information, you may read members bios on our webpage at: [www.hicattle.org](http://www.hicattle.org).

**NOMINATORS:** You will be responsible for helping the selection committee to contact nominees (if living) or their families (if deceased) and for helping the committee to obtain information about and photographs of your nominee. Nominees (if living) and/or their families (if deceased) as well as Nominators should also be prepared to travel to the induction ceremony on the Big Island next year. **Please note that we will not be automatically carrying-forward anyone nominated but not accepted in a prior year. You will need to submit a new nomination if you would like your nominee to be considered for 2017.**

For a listing of all members currently in the Paniolo Hall of Fame, please see our webpage at [www.hicattle.org](http://www.hicattle.org)

Inquiries may be directed to Alan Gottlieb at the O`ahu Cattlemen's Association at: (808) 306-7769 or emailed to: [gottlieb@hawaii.rr.com](mailto:gottlieb@hawaii.rr.com)



# 2017 NOMINATION FORM

PLEASE PRINT CLEARLY

FULL NAME OF NOMINEE: \_\_\_\_\_

DATE OF BIRTH OF NOMINEE: \_\_\_\_\_

IF DECEASED: DATE OF DEATH \_\_\_\_\_

CATEGORY:          Founder \_\_\_\_\_          Ranch Manager \_\_\_\_\_          Ranch Hand \_\_\_\_\_

RANCH(S) NOMINEE WAS AFFILIATED WITH: \_\_\_\_\_

MAILING ADDRESS OF NOMINEE:

PHONE NUMBER OF NOMINEE: \_\_\_\_\_

Or: Phone Number of their contact: Name: \_\_\_\_\_ PH: \_\_\_\_\_

E-MAIL ADDRESS OF NOMINEE or their contact: \_\_\_\_\_

**YOUR name, address, contact number & email address:**

Name \_\_\_\_\_ PH: \_\_\_\_\_

Address \_\_\_\_\_ email: \_\_\_\_\_

Please attach a **DETAILED** write-up indicating why this person should be in the Paniolo Hall of Fame.

**Note: See criteria on reverse side. To be considered, the nomination must provide detailed factual information.**

We require the signature of all nominators below, attesting to the following:

*If selected, I agree to assist Paniolo Hall of Fame personnel to contact nominees (if living) or their families (if deceased) and for helping the committee to obtain information about and photographs of my nominee.*

Signed: \_\_\_\_\_

Date: \_\_\_\_\_

Nomination is **due no later than December 31, 2016** to be considered for 2017

**Please Mail To:**

O`ahu Cattlemen's Association  
P O Box 700489, Kapolei, HI 96709  
or e-mail to: gottlieb@hawaii.rr.com



OAHU CATTLEMEN'S ASSOCIATION

# HAWAII CATTLEMEN'S FOUNDATION



CONTINUING THE LEGACY OF CATTLE RANCHING IN HAWAII

## **Mission Statement**

The Hawaii Cattlemen's Foundation (HCF) mission is to provide a funding mechanism for the enhancement of the Hawaii cattle industry through producer and public education, industry promotion, scientific discovery, leadership and development pursuits.

## **About The Foundation**

HCF was created to provide an avenue to improve and further develop the cattle industry in Hawaii. It is operated exclusively for Charitable, scientific, and educational purposes within the meaning of 501 (c) (3) of the Internal Revenue Code of 1986, as amended. Consequently, gifts in support of the work of The Foundation are tax deductible as governed by the IRS.

## **Beneficiaries Of The Foundation**

HCF benefits and supports all segments of the cattle industry in Hawaii. This includes organizations, individuals, adults, and youth, local or export focused and other related interests. The development of human capital, as well as the cattle industry in its broadest terms are essential to the success of our industry in Hawaii.

## **Funding And Management Of Funds**

The funding of HCF largely comes from gifts contributed by individuals, corporations, and other foundations. Funds also come from the proceeds of special fund-raising activities. Donors may also designate gifts for specific uses. The Foundation's funds will be invested, managed, and disbursed under the direction of a board of directors. Part of the income from investments is used to fund worthy projects, and a smaller percentage is placed back into the principal to off-set inflation.

## **How To Make A Contribution Or Gift To HCF**

For more information about Hawaii Cattlemen's Foundation, and how gifts can be made, contact:

Hawaii Cattlemen's Council  
P.O. Box 437199, Kamuela, HI 96743-7199  
Phone: (808) 885-5599 | Fax: (808) 887-1607  
office@hicattle.org | www.HICattle.org

## **Funding Of Projects**

Categories of projects that may be fundable include:

**Scholarships** - HCF serves as a repository for endowed and non-endowed funds for Scholarships, to be used for formal education beyond High School for youth aspiring to find careers in the cattle industry.

**Leadership** - Provide financing for youth, young cattlemen and cattle industry personnel to participate in state, regional, and national leadership development programs.

**Facilities** - Provide a means of financing Hawaii's cattle organizations for the establishment of office facilities and off-set operational costs to enhance the cattle industry in Hawaii.

**Research & Education** - Provide financial support through organizations or institutions for scientific discovery and producer education to bring about economic improvement and the survival of our industry in Hawaii. The intent is to enhance all segments of the industry, encompassing the areas of genetics, breeding, reproduction, nutrition, marketing, and management.

**Industry Development** - Provide funding for the development of new and improved production, processing or marketing systems for the economic development of various segments of the industry.

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# MOSEY ON DOWN TO MUSIC CITY

# 2017 CATTLE AND INDUSTRY CONVENTION AND NCBA TRADE SHOW



## FEBRUARY 1-3, 2017 NASHVILLE TENNESSEE



# BEEFMEET  BEEFUSA.ORG

*\*Tentative Schedule of Events as of 8/15/16*

**Tuesday, January 31**

ANCW Meetings  
NCBA Executive Committee Meeting  
Cattlemen's College Demo Sessions & Reception

**Wednesday, February 1**

Registration 6:00am-7:00pm  
"Cattlemen's College" Programs & Lunch  
ANCW Meetings  
NCBA Allied Industry Council & Product Council Meeting  
Opening General Session  
NCBA Trade Show Welcome Reception  
CBB Executive Committee Meeting  
Environmental Stewardship Award Reception  
NCBA-PAC Reception & Live Auction

**Thursday, February 2**

CattleFax Outlook Seminar  
ANCW Meetings  
NCBA Trade Show Open  
Regional Meetings  
BQA Producer Forum  
CattleFax Board of Directors Meeting  
CBB Luncheon  
NCBA D.C. Issues Update  
Checkoff Programs Update  
Policy Working Groups & Council Meetings  
NCBA Trade Show Reception  
NCBA Federation Forum  
Various NCBA & Affiliate Receptions  
CattleFax Board of Directors Reception/Dinner  
Stars & Guitars at the Country Music Hall of Fame and Museum Party

**Friday, February 3**

Best of Beef Awards Breakfast  
ANCW Meetings  
NCBA Trade Show Open  
General Session II  
Checkoff & Policy Committee Meetings  
NCBA Trade Show Reception  
CBB Board Meeting  
Cowboys Night at the Opry & Music City Showdown After Party

**Saturday, February 4**

NCBA Board of Directors Meeting