



**Current export situation:** 

Hawaii has trusted buyers on Mainland

Ranchers say islands have competitive edge cisease-free reputation year-round kande plots





Ranchers earn \$100 more per animal by exporting cattle



Each sale of finished cattle on mainland brings money into the Hawaiian economy

\$18-27 million live sales each year



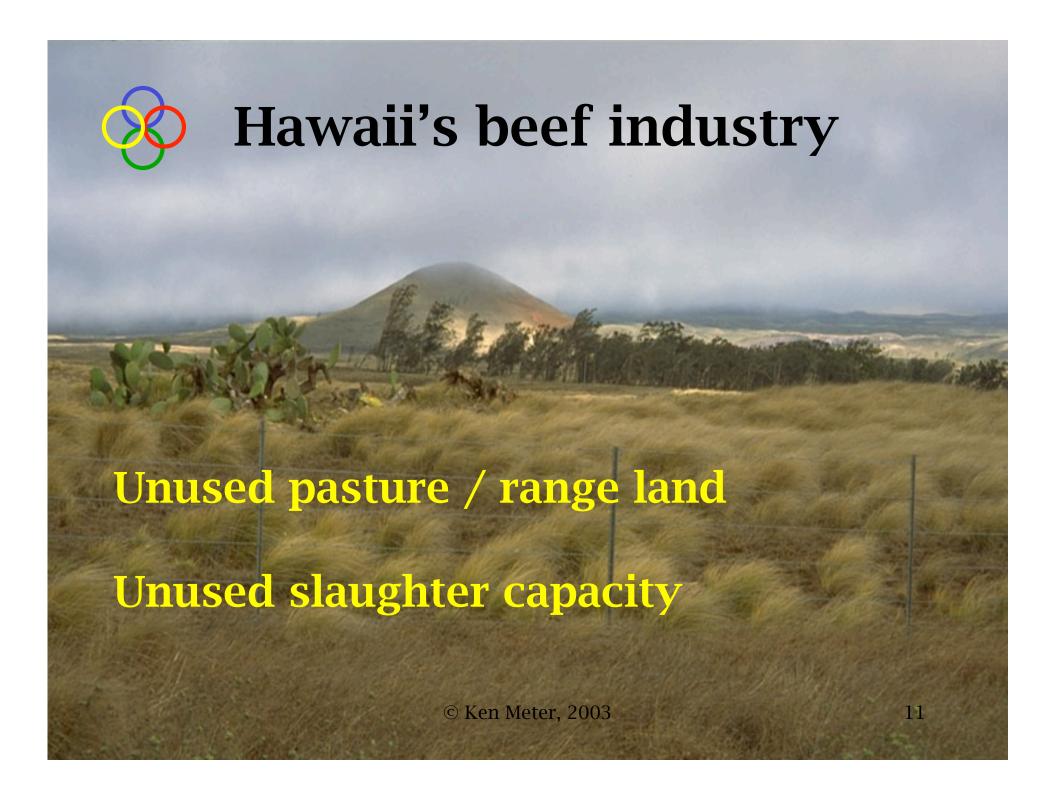


To ship 42,000 cattle each year ranchers pay about \$19 million to Mainland vendors (feed, shipping, processing)



Each dollar spent on mainland represents potential wealth not built by Hawaii residents







Forage-fed beef has health benefits

Some say forage-fed beef not gaining acceptance as fast as hoped different flavor consistency

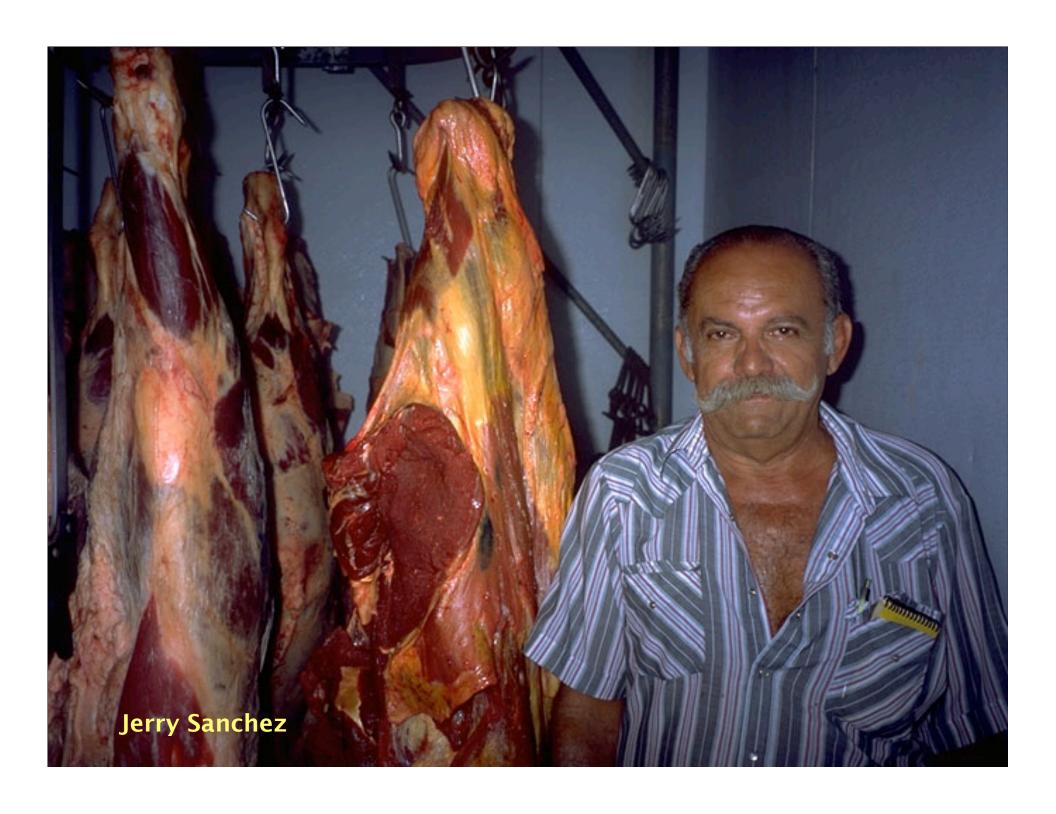


#### Local beef production

Potential market for Hawaii residents about 150,000 - 200,000 cattle per year

Tourists may double this market

Hawaii ranch capacity was 250,000 cattle (1970); 60,000 sold each year





#### More beef will be raised locally if:

- · Costs of importing rise (oil is key)
- · Buyers pay more for beef
- · Input costs reduced
- Technology improves
- · Infrastructure changes



Price for finished animals has doubled since October

Producers say they need \$1.00 per pound to finish beef on islands









## Benefits of local beef

If more beef is raised at home

Food dollars recycle in state



Promising technology on honizon:

New Zealand mobile processing unit with 3-person crew

This could help small growers stay competitive



Key issues for producers:

Forage feeding ties up pasture for many months

Shipping cattle to a feedlot frees up this land



If pasturing were treated as an investment in improving soil quality rather than as expense...

What would happen to the ranch's balance sheet?







New infrastructure supporting

Food for Hawaii residents

Stronger loyalty among producers & consumers

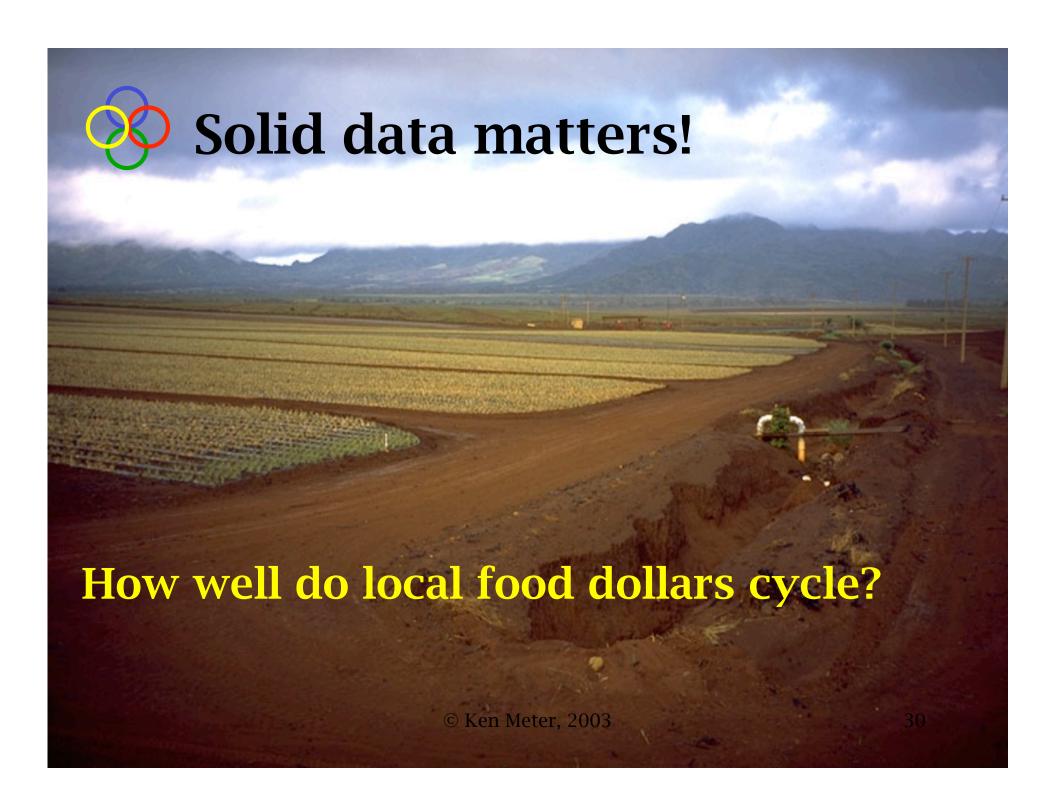
Sustainable farming systems







- From Consumers to Co-investors
- Farming that builds wealth in Hawaiian communities
- · Shared risk among clustered firms
- · Reduced energy use
- US Farm policy supports rural communities instead of





What is the capacity of the islands to produce food & energy for Hawaii?

How much land needs to be reserved?

