



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

# ANNUAL MEETING & CONVENTION



# 20 20

**FRIDAY & SATURDAY NOV 13-14**

Virtual Forum - Join on Your Computer  
Check Your Email for Zoom Login Details

CONTACT: [OFFICE@HICATTLE.ORG](mailto:OFFICE@HICATTLE.ORG) | 808-333-6755

# HCC LEADERSHIP 2021-2022

---

## OFFICERS ELECT

PRESIDENT  
**James Gomes**

VICE PRESIDENT  
**John Morgan**

SECRETARY/  
TREASURER  
**Alan Gottlieb**

IMMEDIATE PAST  
PRESIDENT  
**Keith Unger**

## EXECUTIVE COMMITTEE DELEGATES

### **Kaua'i**

**Waylon Brun**  
*KCA President*

**Lisa Akita**

### **O'ahu**

**Darrell Bueno**  
*OCA President*

**Alan Gottlieb**

### **Maui**

**William Jacintho**  
*MCA President*

**Kristin Mack**  
**Greg Friel**

### **Hawai'i Island**

**Doug Beaton**  
*HCA President*

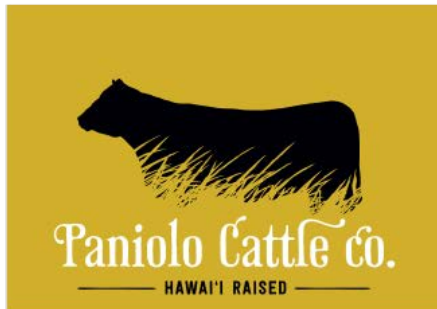
**Dylen Andrade-Joaquin**  
**Jimmy Greenwell**  
**Oliver English**  
**Pono Von Holt**  
**Keoki Wood**

## STAFF

**Nicole Galase**  
*Managing Director*  
(808) 209-0820  
nicole@hicattle.org

**Chandra Rice**  
*Operations & Program Coordinator*  
(808) 333-6755  
office@hicattle.org

MAHALO TO OUR  
SPONSORS





**CORTEVA**<sup>™</sup>  
agriscience



McCandless Land & Cattle Co



Wong's Meat is the Right Choice!



RANCHERS CONNECTING RANCHERS



Hawaiian Electric  
Maui Electric  
Hawai'i Electric Light



**YOUNG**  
**BROTHERS**  
*Your Neighbor Island Partner*



# CONVENTION

**DAY 1**

*Friday, November 13, 12:00 pm – 5:30 pm*

---

- 11:30 am **ZOOM CONFERENCE ROOM OPEN**  
*Log in early to set yourself up, get a beverage and get comfortable*
- 12:00 pm **INVOCATION**  
*Lanakila Mangauil*
- 12:15 pm **ONLINE CONVENTION BEGINS! WELCOME**  
*Keith Unger, HCC President*
- 

## CATTLEMEN'S COLLEGE

- 12:30 pm **CATTLE-FAX HAWAII UPDATE**  
*Duane Lenz, General Manager - Cattlefax*
- 1:15 pm **DEVELOPING A HEALTHIER, MORE PROFITABLE CALF**  
*Dr. Victor Cortese, DVM, PhD, DABVP - Zoetis*
- 1:55 pm **BREAK**
- 2:05 pm **MATCHING COWS TO YOUR RESOURCE**  
*Dr. David Lalman, Professor - Oklahoma State University*
- 2:45 pm **MATCHING GENETICS TO ENVIRONMENT - FROM CATTLE TO FORAGE**  
*Dr. Kyle Caires, Livestock Extension Agent - University of Hawai'i at Mānoa*
- 3:35 pm **BREAK**
- 3:45 pm **A MOBILE APP FOR THE TWO-LINED SPITTLEBUG**  
*Dr. Mark Thorne, Extension Specialist in Range and Livestock Mgmt, UH Cooperative Extension*
- 4:20 pm **OPTIMIZE YOUR LAND'S ECONOMIC POTENTIAL**  
*Peter Simmons, Hawai'i Forest Industry Association*
- 
- 4:40 pm **INTRODUCTION OF INTERISLAND LIVESTOCK SHIPPER CERTIFICATION**  
*Melelani Oshiro, Assistant Livestock Extension Agent, UH Cooperative Extension*
- 4:55 pm **CATTLEMAN OF THE YEAR AWARD**  
*Presented by Linus Tavares, American AgCredit*
- 5:10 pm **PRESIDENT'S ADDRESS AND OTHER ANNOUNCEMENTS**  
*Keith Unger, HCC President 2018-2020*
- 5:30 pm **PAU**

# ANNUAL MEETING

**DAY 2**

*Saturday, November 14, 9:00 am -12:00 pm*

8:30 am **ZOOM CONFERENCE ROOM OPEN**

9:00 am **HCC PRESIDENT WELCOME & CALL TO ORDER  
APPROVAL OF 2019 ANNUAL MEETING MINUTES\***

*Keith Unger*

9:15 am **NCBA PRESIDENT'S ADDRESS**

*Marty Smith*

9:30 am **COMMITTEE REPORTS**

Animal Health & Well Being

*Dr. Lisa Wood*

Governance

*Pono Von Holt*

Government Affairs

*Alan Gottlieb*

Land & Water Issues

*Taylor Kellerman*

Marketing

*Jeri Moniz*

Membership

*Kristin Mack-Almasin*

Transportation

*Keoki Wood*

10:30 am **ASSOCIATION PRESIDENT'S ADDRESS**

O'ahu Cattlemen's Association

*Darrell Bueno*

Maui Cattlemen's Association

*William Jacintho*

Kaua'i Cattlemen's Association

*Waylon Brun*

Hawai'i Cattlemen's Association

*Doug Beaton*

11:00 am **NEW BUSINESS**

Installation of New Officers

*Pono von Holt*

Outgoing President's Address

*Keith Unger*

11:30 am **OPEN FORUM**

*James Gomes*

12:00 pm **MEETING ADJOURNED**

# SPEAKER BIOS

## DUANE LENZ



Duane Lenz is the General Manager of Cattle-Fax. Duane has been a Market Analyst at Cattle-Fax since 1989, working with Texas, Colorado, Nebraska and Western U.S. feedlots and cow/calf producers. His current responsibilities are with Texas, Nebraska, California and Arizona feedyards, as well as serving as General Manager for Cattle-Fax. Duane is also heavily involved with meat analysis. Prior to working at Cattle-Fax, Duane spent 9 years as a lamb buyer for Farmstead Foods Corp. (formerly Wilson Foods Corp.). He was raised 30 miles south of Denver on a diversified livestock operation. Duane is a graduate of Colorado State University. Cattle-Fax is a member-owned organization whose objective is to help member cattlemen make more profitable marketing and management decisions. Cattle-Fax supplies its members, in all segments of cattle production and feeding throughout the United States, with timely market information, analyses and educational programs to assist them in making better bottom-line decisions. The information, including data provided by members, is developed by Cattle-Fax's staff of market analysts and researchers. Cattle-Fax information is available to members through a weekly printed report, in conversations with analysts on toll-free lines, and on video screens and personal computers.

## DR. VICTOR CORTESE



Vic graduated from Michigan State University with his bachelors and doctorate. He received his doctorate in veterinary medicine in 1980. He then entered a mixed animal/dairy practice in Wisconsin where he also held a non-tenured adjunct professor position with the University of Wisconsin-Madison, College of Veterinary Medicine. In 1989 he joined Diamond Scientific in their technical services department where he was promoted to director of veterinary operations. In June of 1990 he moved to SmithKline Beecham Animal Health (now Zoetis) as a senior technical services veterinarian, with his main emphasis on dairy and its allied sectors. He currently holds the title of Director Technical Services—Cattle Immunology. His responsibility is 75% North American and 25% international. He has many publications on viral infections, immunology, neonatal immunology and young dairy calf management, several textbook chapters and guest lectures at many veterinary and university meetings including the American Association of Bovine Practitioners/World Buiatrics Congress and the AVMA. He received his diplomat status to American Board of Veterinary Practitioners (Dairy Practice Specialty) in 1995. In September 1997, at the American Association of Bovine Practitioners Conference in Montreal, he received the AABP's Award for Excellence. In 1999, he successfully completed his Ph.D. in Microbiology from the Western College of Veterinary Medicine, University of Saskatchewan. In 2013, Bovine Veterinarian Magazine selected Dr. Cortese as one of the twenty most influential cattle veterinarians in the United States.

# SPEAKER BIOS

## DR. DAVID LALMAN



Dr. David Lalman is a professor and Extension Beef Cattle Specialist at Oklahoma State University. Dr. Lalman holds the Harrington Endowed Chair with split extension and research appointment. He works primarily in the beef cattle industry focused on cow/calf and stocker cattle production. His extension and applied research program includes beef cattle nutrition and management with emphasis on beef cattle grazing and genetic by environment interactions in beef production systems. His program goals are to provide producers with information and decision tools to facilitate production system profitability, improve cow herd efficiency and to improve product quality. At Oklahoma State, Dr. Lalman serves as the Animal Science Extension Program Coordinator and the supervisor for the Range Cow Research Center.

## DR. KYLE CAIRES



Dr. Kyle Caires is a native of Maui, Hawaii where he grew up on a diversified cattle and asparagus operation. After earning his Ph.D. at Washington State University, he spent six years in Georgia, where he was an Associate Professor in Animal Sciences at Berry College, where he taught classes and conducted research in the areas of genetics, reproductive physiology and veterinary microbiology. Kyle ultimately decided to 'come home' and take a job with the University of Hawai'i at Mānoa as an extension agent starting in September of 2016. In addition to helping livestock producers, Dr. Caires remains very active in the 4-H Youth Development Program statewide.

## DR. MARK THORNE



Mark Thorne has served as an extension specialist in range and livestock management in the Dept. of Human Nutrition, Food, and Animal Sciences at the University of Hawaii-Manoa since 2003. After graduating High School in Sheridan Wyoming, Mark worked for several large ranches in Nevada, Oregon, and Montana before serving in the United States Marine Corps from 1988-1996. Mark holds B.S and M.S. degrees in Rangeland Ecology and Watershed Management from the University of Wyoming and a Ph.D. from Colorado State University in Rangeland Ecophysiology. Mark works to align his research and extension efforts with the Hawaii Livestock Industry's vision along five critical areas: 1) understanding the effects of climate change on range and livestock production and development of management strategies that build resiliency and long-term sustainability; 2) improvement of Hawaii's rangelands and remediation of former sugar and pineapple lands for sustainable livestock production; 3) development of Integrated Pest Management strategies on Hawaii rangelands affected by invasive weeds, insects and diseases; 4) understanding the ecology of tropical range and pasture communities under different grazing management strategies; and 5) studying grazing animal behavior and nutrition on tropical rangelands.



# SPEAKER BIOS

## PETER SIMMONS



Peter has been involved with land, pasture and forest management in Hawaii for over 40 years. He retired from a career of land asset management at Kamehameha Schools (KS) in 2010, where he was responsible for 293,000 acres and 25 people on Hawaii Island. He specialized in forests, pastures and large orchards. Prior to joining KS Peter was the Ranch Manager for McCandless Ranch and its 66,000 acres in S. Kona, Hawaii where he was responsible for cattle operations, land leases, and for harvesting and processing timber into kiln dried, well manufactured lumber. Peter is a Charter Member of HFIA and HFI, was the Chairperson of the Society of American Foresters (Hawaii Chapter) and vice president of the Hawaii Cattlemen's Association. During his career Peter was instrumental in repurposing over 100,000 acres of leased pasture lands to working, and conserving forests. He led KS' purchase of 30,000 acres of former Hamakua Sugar land and the conversion of over 40,000 acres of former sugar cane land into tree farms and pastures.

## Hawaii Cattlemen's Council Auction

Our annual Hawaii Cattlemen's Council Auction is going virtual this year for the first time!

Proceeds from our auction will benefit the Hawaii Cattlemen's Council's mission to support our local cattle industry.

**November 5th - 13th, 2020**



**Take a Peak at What's Up for Auction:**  
**[32auctions.com/CattleConvention](https://32auctions.com/CattleConvention)**

## 2019 HCC ANNUAL MEETING & CONVENTION MINUTES

November 15, 2019 | Waikoloa Beach Marriott, Main Ball Room

**Call to Order:** The meeting was called to order at 9:03 a.m. by Keith Unger

### **Speakers**

Nicole Galase, Managing Director – Hawaii Cattlemen’s Council

Nicole expressed gratitude for the opportunity to work in an industry that hosts so many diverse skills. She thanked the officers and committee chairs and encouraged more members to step up and take part in leadership roles.

Jennifer Houston, President – National Cattlemen’s Beef Association

Jennifer thanked the Hawaii Cattlemen’s Council for their hospitality. There are problems that are common across the nation, but every region also has their own unique set of problems, and her job as President has allowed her to see that. Jennifer gave her background living in Tennessee, growing up on a cattle and hog farm. She and her husband, Mark, now own and operate their operation full time. Her daughter was also in attendance at the convention.

She reviewed the National Cattlemen’s Beef Association structure, including the use of Beef Check Off dollars and benefits of investing in the Federation of State Beef Councils, such as shared IT, graphic design, and shared ideas. Chuck Knows Beef is one of the tools funded by beef check off dollars, and gives beef cut recipes, nutrition information, and answers questions. Instead of television advertisements, beef is promoted through online campaigns, digital advertising.

Policy is created by grassroots method, and starts from the state level. Number one policy issue this year was trade. Domestic and International demand remains extremely strong, and the US continues to produce more beef with less cattle, and will strive to remain on the path to sustainability. 96% of potential consumers live outside of the US. US is now the number one supplier of beef to South Korea due to a free trade agreement. The Mexico and Canada account for \$1.85 billion in beef exports, and NCBA supports the US-Mexico-Canada deal and value is added by variety of carcass utilization. The US is still at the table to trade with China. NCBA is facing the plant-based protein market by telling the ranchers story and nutritional superiority of beef. Colin Woodall is NCBA’s new CEO, and Ethan Lane is taking over in the Washington, DC office.

Phyllis Shimabukuro-Geiser, Chair – Hawaii Department of Agriculture

Chair Shimabukuro-Geiser recognized Morris Atta, DOA Deputy Director, was also present at the Annual Meeting. The DOA has been trying to restore their market analysis branch, and will be in the community gathering data from stakeholders. Economists have been working on a better procurement process, and exemption for fresh products for purchases from the state. The exemption previously was in place, but was taken away in 2009. The department is also using their economists to look at the Young Brothers rate increase request. They are considering whether to file a motion to intervene on the rate case. DOA will continue to provide research funding for Two-lined Spittlebug research. The scalable, replicable livestock harvesting facility design CIP project has approved a recommendation for a consultant. Funds are going to a local engineering group that will partner with industry experts from the mainland that have the unique knowledge to design a facility that will best serve Hawaii. If everything goes smoothly, the project should be completed by June of 2021. Chair Shimabukuro-Geiser thanked HCC for supporting the department and working with them and expressed that they will continue to support the cattle industry.

Bob Masuda, First Deputy Director – Department of Land and Natural Resources

Bob expressed thanks for the invite to speak, and cited the critical importance for DLNR to continue cooperating with Hawaii’s local food producers, and working closely with its land lessees. DLNR is supportive of the Governor’s Sustainable Hawaii initiative, which includes a commitment to protect reef watersheds increased security and invasive species control.

Bob acknowledged Representative Onishi in the audience, who is a champion for fighting against invasive species. The plan also aims to double local food production and increase renewable energy. DLNR thinks that good stewardship of our ranch lands in Hawaii is a critical piece of all of these goals. He shared a map of historical native ecosystems vs current native ecosystems. He explained that grasslands were originally mauka forests. He acknowledged that we've come a long way from the 19<sup>th</sup> century destructive grazing practices, and today ranches are great partners of our watershed partnerships. DLNR's management includes areas for public hunting, recreational hiking trails, and natural area reserves. DLNR is the primary agency, whose mission is to responsibly manage and protect watersheds and native ecosystems. Ranches are a part of several watershed partnerships. These partnerships are important for watershed restoration, for carbon sequestration in green fields to address climate change, Bob was happy to see that the National Cattlemen's Beef Association makes climate change a priority issue. He talked about projects around the state for restoration of habitat and leveraging additional revenue through selling carbon offsets. Bob said that much of the mid elevation native for the ranching area was put into the agricultural zone rather into the conservation zone and that this was a threat to native forest production. He said forests on private land can be clear cut for an unsustainable for uses, but if they are in a conservation and it's a much more regulated. That's why it is important for DLNR to work cooperatively with branches on public land issues, following plans with private businesses (Forest Stewardship Programs) is one tool they use to provide matching funds for ranchers willing to commit to sustainable land management practices. We have 14 four stewardship agreements in place now. And we will be able to get more. The required commitment of 10 years of management plan withdrawal working together ensures funding for an a 50% match funding from non-state sources. There have been a number of wildland fires throughout the state. DLNR recognizes that cattle and grazing helps to keep the fire fuel load down so DLNR is trying to work out the balance between protecting endangered species which is by law, their duty, and keeping the fires down by working with ranches. Bob then talked about Act 90 and said that so far there have been about 18,400 acres of land transferred from DLNR to DOA that were classified as agricultural. He said that Chair Case, himself, Chair Shimabukuro-Geiser, and Morris Atta are working together to transfer land that works for everyone. Ranches are important for hunting access, access to forest reserves, and other uses. DLNR would like the ability to appraise properties based on their agricultural use and not highest and best use, such as development. For the DLNR currently, general leases go to bid, and that a dangerous thing for a family running a ranch for generations, and they are sympathetic to that situation and want to deal with it. The other important difference between a DLNR and DOA lease is the DOA leases have the ability to directly negotiate extensions for new leases for existing agricultural operations, rather than having to go out to public option and risk losing. DLNR is working on legislation to give DLNR the same legal authorities that the Department of Ag has for land management to solve these problems. They feel that the nexus between pastoral lands and watershed grazing game have a mutually beneficial relationship, and a mutually productive relationship both for protection of native forests for keeping our watersheds safe, and maintaining our coffers and keeping food production. He welcomed anyone to call him to discuss positive ways that DLNR and ranchers can work together.

### **Committee Reports**

#### *Animal Health – Dr. Jason Moniz*

No significant disease outbreaks for cattle and occurred in the states in 2019. With the assistance of USDA Wildlife Services and USDA veterinary services the animal industry division began conducting surveillance testing for bovine tuberculosis in feral swine access deer, and mongoose on the east end of Molokai. So far and so far no infection has been found. The last bovine tuberculosis in cattle on Molokai occurred in 1997. Funds ran out in 2012, and funds are currently available to continue surveillance.

Slaughter surveillance is also in place at the Molokai slaughter plant. In 2019 bovine tuberculosis outbreaks occurred in three Texas dairy operations (84,000 head involved) and it's resulted in trace testing in 14 herds in seven different states so unfortunately bovine tuberculosis is not going away. Tuberculosis in general, difficult disease to get rid of.

The most concerning issue for animal health and well being is currently the prolonged drought in the southern half of the state. The HCC interstate shipping recommendations were updated in 2019. Committee continues to have concerns about the delayed offloading of cattle from interisland shipments through Young Brothers. Meetings with Young Brothers and Department of Transportation will continue to find a solution to fix this, as it affects the well being of the livestock. Kea Among and Brendan Balthazar are heavily involved in trying to fix these issues and are incredibly persistent.

There have been no reports of violations of the Hawaiian Human Society shade ordinance.

#### *Governance – Pono von Holt*

There were no governance issues to work through this year, but Pono took the opportunity to thank the officer team of Keith Unger, Jimmy Gomes, Alan Gottlieb, and Lisa Wood, as well as the staff, Nicole Galase and Chandra Rice for the good work done this year. Pono also brought up the Hawaii Rangeland Stewardship Foundation's Inaugural Rangelands Open coming up in December.

#### *Government Affairs – Alan Gottlieb*

Many of the issues were already brought up during the announcement and convention. We need to take a comprehensive look at the Two-lined Spittlebug, beyond just the research that Dr. Thorne is doing. With interisland shipping, we should focus on getting the island fresh discount codified, which is currently a voluntary thing that Young Brothers grants us. There are Farm to State issues that we have been working through on an ongoing basis. We have been looking at the enforcement of Act 90 for many years, and it will always be easier to work cooperatively to reach the same goal. We just heard about the DLNR proposal for legislation, and we need to learn more about it. The Cattlemen at the Capitol event will take place on January 14<sup>th</sup>. We encourage everyone to attend so that the legislators remember that you are out there working. It is important to represent ourselves at the legislature, as there are groups trying to put the cattle industry out of business. We believe there will be a big push to ban glyphosate this year. We work very closely with Farm Bureau, who has an experience legislative team that makes great impact. We recently put out a call to the executive committee delegates for any legislative issues that members want us to bring forward to the legislature this year, such as the Two-lined Spittlebug issue. During the legislative session, we will send out calls to action, so please help us by participating in supporting good legislation and opposing negative legislation. It only takes a few clicks, but it really matters when you speak up.

#### *Land and Water – Taylor Kellerman*

Fish and Wildlife Service: There is a proposal to down-list the blackburn sphynx moth. From Endangered to Threatened Species. This moth occurs primarily on Maui in Hawaii. We will give feedback from a ranchers position so if you do have any comments please feel free to contact me after conversation will be held at the end of this. Also the Nene has been down-listed from endangered to threatened. The 4D rule ensures private landowners and citizens are not unduly burdened by regulation that does not further the conservation of the species, and are exempted from take prohibitions. The Department of Interior will likely publish the 4D rule in the next couple months. So in other words, you will be able to work around the bird rather than having to avoid it completely, as long as it does not result in injury or death to the bird. There has been a safe harbor agreement for Haleakala Ranch in September. Fish and Wildlife Service finalized the long

standing safe harbor agreement which promotes the conservation of Nene while ensuring the ranch has regulatory certainty and management flexibility for ranch operations. Additional safe harbor and similar MOUs are in place for several other landowners. And if you're interested in participating or collaborating, you can reach out to Michelle Bogardus. Currently there is nothing in the Hawaiian Islands that is in the process for listing, and we don't have any immediate plans for any critical habitat designation. Currently they are in an effort to complete recovery planning for the species that were listed over the last few years. And as part of that effort they are asking for partners and landowners to be part of that conversation. Compared to a few years ago this is a really direction of movement and conversation because it's more collaborative rather than antagonistic. In September 2019 seven additional birds released in Puu Makaala Natural Area Reserve. There is now a total of 20 birds there in this population with two confirmed mortalities.

**Invasive Species:** Darcy Oishi, the biological control section chief for Department of Agriculture reported on Christmas Berry, and there have been releases made in Florida for two new biological control agents. HDOA is working to finish studies on one species, and to pursue the release. DLNR has contracted a cultural impact assessment which will be needed for the Environmental Assessment and funding has been received in pre monitoring surveys for the release of this species. Studies for a Gall Wasp bio control agent has been established. HDOA wrapped up a Fire weed pathogen study but unfortunately, there will not be any pathogens that can be recommended. Interagency efforts for gorse control between Oregon, New Zealand, and Hawaii. We should be mindful about ROD sanitation protocols.

**DLNR Lease Transfers:** We have a subcommittee that is working on the Act 90 issue, legislation which we support. We do want to allow for the continuing of local food production and hope the legislation that comes out of this does also contribute to the economic viability the producers, as well as recognizing the fact that there are current standing stewards of the land in this room that are doing a terrific job now and continue to be given that chance. Lastly we have another

**Ecosystem Services:** This subcommittee is led by Jordan Jokiel. Ranchers steward over 20% in space total landmass, and will manage rangelands provided valuable ecosystem service. This includes everything from protecting native forests, endangered species, perpetuating open space and view planes, managing wildland fuel loads, providing for public recreational opportunities, facilitating water filtration, soil retention, flood control, and carbon sequestration. The point of this subcommittee is to create information using internal and external partners that can be used to educate those outside of our industry. So in other words we're doing all of these things, but we need to get that message out. Right now, HCC is working with subject matter experts to summarize all of these key ecosystem services provided by rangelands, and they're looking at building a concise two to three page summary of each service. The audience for this is community groups, legislators, schools, and local communities. This project is expected to be finalized on April 1.

### *Marketing – Jeri Moniz*

As we work towards increasing membership, HCC has taken a look at the updated membership form. We understand that there is a lot of information on there and we are working to make it clearer. Since our membership also gives us a discounted membership to NCBA, we need to fill out both the NCBA portion and the HCC portion of the dues. When only the NCBA portion is filled out, HCC does not benefit financially from the membership. Please remember this when renewing your membership

HCC continues to work with the Hawaii Beef Industry Council through its Pacific Partnership Program. This year, we put on four events at the KCC farmers market on Oahu to hand out beef samples and educate the public on the nutrition of beef as a healthy protein choice. This project leverages funds from a partnership with the Iowa Beef Industry Council to reach international customers who visit the farmers market. The program will continue for two more years, and this year, we plan to provide trainings to get more Hawaii Beef Ambassadors to take part in outreach. These trainings are planned for March and more information will come to you through your county presidents and email—please make sure that [office@hicattle.org](mailto:office@hicattle.org) is not in your spam so that you can continue to get up to date information from us.

Lastly and most recently, the beef industry was disappointed to see that Minit Stop is replacing their beef with the Impossible Burger. More importantly, we were surprised at the disparaging remarks made in their media articles claiming that the Impossible Burger is more sustainable than beef. Minit Stop and Hawaii Petroleum has previously supported our Hawaii Rangeland Stewardship Foundation, so HCC reached out to address the negative portrayal of beef in the article. HCC leadership met with Hawaii Petroleum and they admitted that they did not think their campaign through and apologized. They are now a member of HCC as a supporting company and also sponsored our convention yesterday. Additionally, they removed any claims to sustainability from their Impossible Burger posters at all of their stores. If anyone would like to talk directly to Kimo Haynes of Hawaii Petroleum, he is more than willing to talk. Find Nicole and she can share his contact information with you.

#### *Membership – Kristin Mack*

The membership committee has been actively working to both retain current members and recruit new members. We've been distributing our benefits and membership packet. Members can own cattle or not. So some examples of non-owning cattle membership include ranch hands, professionals educators, supporting individuals or businesses, and of course our student memberships which are only \$50 a year are the way to get the youth involve. We are looking to simplify the registration form. Our committee is represented by all the islands, including Doug Beaton, Darrell Bueno, William Jacintho, and Savannah Katulski. We are working to keep our membership up, and we welcome any suggestions for that.

#### *Transportation – Keoki Wood*

Keoki recognized Betty Spence, who co-chairs the committee with him. The transportation issues are challenging. We need to meet with our partners to work these complicated issues out, and be patient. The committee met with Russell Chin in September to review his perspective on Hawaii operations in general. He shared the new vessel, Lurline (sister to Daniel K. Inouye ship-DKI), will be placed in service to Oakland in December. At that time, it was unknown whether the same celebration will take place as it did last year with the DKI. However, recent bookings were changed from the Lurline to the Matsonia during its 'celebration' week of December 2nd. Bookings are very tight for November and December due to livestock shippers having no availability on the holidays-Thanksgiving, Christmas and New Years, with the pier closed and ranchers wanting to ship more cattle due to the dryness being experienced. Shippers were asked to guarantee bookings due to overbooking on certain voyages.

Russell explained that fuel surcharge may see an increase in 2020 due to the change in fuel usage for sulfur content. At this time, fuel surcharge is at 32% or approximately \$1,136 on the \$3,552 tariff.

HCC has also been keeping pressure on Young Brothers as there have been many complaints from livestock shippers regarding the loading of livestock, access to water, traffic at the pier, inefficient check in processes, access to chassis, and general lack of customer service, among other issues. Paul Stevens is the current interim President of Young Brothers, and he is familiar with the cattle industry. HCC and a handful of livestock shippers met with Young Brothers in August to address the problems. Young Brothers said they would address most of the problems through training new port managers. However, to date, very little has improved and there are still many complaints. Young Brothers recently petitioned the Public Utilities Commission to increase shipping rates. HCC firmly opposes any shipping rate increase and is in the process of filing a letter with the PUC to express this. We will be reaching out to island association presidents, as each island has their unique issues. There are many challenges, but we can work together to help each other move forward as an industry.

## **Association President's Address**

### *Oahu Cattlemen's Association - Darrell Bueno, President*

HCA held their annual meeting in March at Kualoa Ranch. John Morgan and his team are always very gracious for hosting the event and providing food. We were able to recruit several new members. The Oahu Cattlemen's association now has over 40 members which is the highest which is a great achievement. We must stay on top of renew list as members get busy and simply forget to renew membership. Being on Oahu we have a small number of ranches when you look at the outer islands so we have tried to focus on other areas for membership like Waimanalo Feed, Young Brothers, Oahu Equine Vet Clinic and Purina Feeds. This effort has helped us boost numbers recently.

During this meeting, we had an officer election which leads me to introduce and welcome Fran Silva as Oahu cattlemen's new Vice President. Fran along with her husband Henry have been long time members and have been involved in the livestock industry with a ranch of their own as well as running their own 4H club in Waianae.

Young Brother's concerns are and will continue to be a work in progress. OCA continues to play a part in dialogue at meetings, if I am unable to attend others graciously spare some time in their busy schedules to attend as Bud Gibson has filled in at these meetings and I want to thank him for that. Issues such as shipping schedules, water, chassis, lunch breaks shutting down operations completely and every port having their own rules as if they are individual companies and so on. Most recently, YB has asked the PUC for around a 25% increase. We cannot let this increase of rates with no increase of service pass. We will continue to be a voice against this increase. Kea Among and Brendan Balthazar are on the ports weekly and experience the struggle on a daily basis and have assisted OCA on transportation issues and we are fortunate to have their assistance.

### *Hawai'i Cattlemen's Association – Doug Beaton, President*

At HCA's annual meeting, Doug Beaton was elected as president, and Dylon Joaquin, a new member, was voted in as Vice President. They awarded four scholarships this year, and would like to bring back the Real Beef by Real Cowboys event, to be held on March 7<sup>th</sup>. This will earn money to provide more scholarships. They also plan on doing more workshops in 2020.

### *Maui Cattlemen's Association – Kristin Mack-Almasin, Vice President*

The Maui Cattlemen's Association has been hosting educational events a couple times a year with grant funds obtained through the Office of Economic Development through the Maui County Farm Bureau. The most recent workshop was put on by Steve Campbell from TailorMade. He spoke about linear measurements and their relation to production and efficiency. The workshop was well attended and featured classroom learning and field demonstrations. In the future they will also include speakers that help us to understand proper animal handling techniques. They also participated in the ag festival, and continue to be active in legislative action, submitting numerous testimony and showing up in person at city council and state capitol hearings. They encourage members to get involved as well.

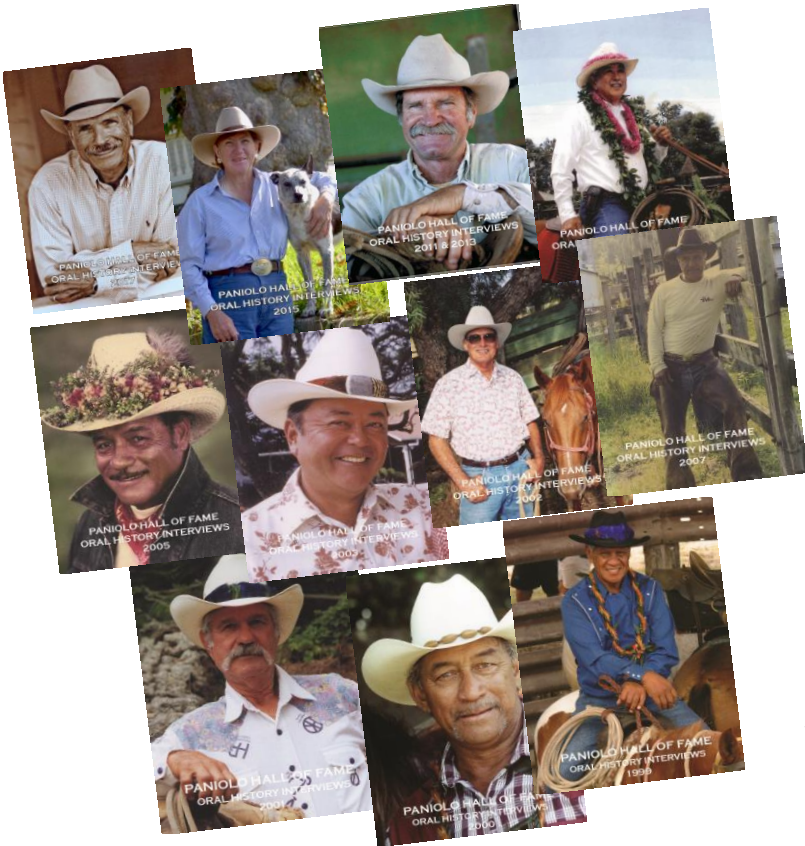
## **Approval of 2018 Annual Meeting Minutes**

Motion to approve 2018 annual meeting minutes presented by Greg Friel; seconded by Chris English; motion passes, and meeting is Adjourned.



# Book Order Form

## Oral History Interview Books | \$35.00 Each



### 2017 ORAL HISTORY INTERVIEWS

Arthur Morgan Brown III | Robert Leighton Hind III | Jacquelyn Pacheco | Henry F. Rice | Henry "Harry" Alexander Baldwin  
Henry Perrine Baldwin | Samuel Alexander Baldwin | Leonard Radcliffe "Rally" Greenwell | William Herbert Shipman

### 2015 ORAL HISTORY INTERVIEWS

Lani Cran Petrie | Gregory C. Friel | Henry Edward "Bud" Gibson | Charles Kaleoaloha Kahaleauki, Jr. | Godfrey Kahelalani Kainoa, Sr.  
Walter Botelho Sr. (Bio) | Thomas Weston Lindsey (Bio) | Henry Lulu Rafael (Bio) | Glenn Michael Souza (Bio)

### 2011 & 2013 ORAL HISTORY INTERVIEWS

Donald G. DeSilva | Clarence Medeiros Sr. (Bio by Dr. Billy Bergin) | Gary J. Rapozo | Harry "Pono" von Holt | James S. Greenwell  
William F. Jacintho | Francis Napua Poouah

### 2009 ORAL HISTORY INTERVIEWS

Kenneth "Blackie" Freitas | Karin Haleamau | Arthur Lorenzo | Charlie Onaka | Roy Allen Wall Jr.

### 2007 ORAL HISTORY INTERVIEWS

Peter Baldwin | Corky Bryan | Carl Carlson | Tommy Kaniho | Jerry Louis Sr. | Jack Midkiff | Daniel Miranda (Bio) | Bobby Napier |  
Gene Olivera | Clayton Tremaine Sr.

### 2005 ORAL HISTORY INTERVIEWS

Tony Jose | Robert Keakealani Jr | Joseph P. Manini | Alfred Medeiros | Martin Ikua Purdy Sr.

### 2003 ORAL HISTORY INTERVIEWS

Charlie Kimura | Gilbert Medeiros | Barbara Nobriga | William "Billy" Paris | Frank Silva

### 2002 ORAL HISTORY INTERVIEWS

Carl "Soot" Bredhoff | J. Gordon Cran | Sherwood Greenwell | Edmund Hedemann | Joaquin Joseph Jr. | Mikio "Miki" Kato | Edward  
"Eddie" Silva | Walter A. Slater

### 2001 ORAL HISTORY INTERVIEWS

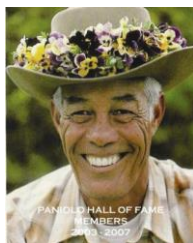
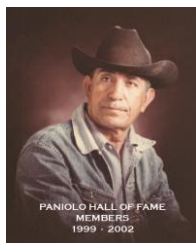
Willy Andrade Sr. | James "Casey" DeSilva | William "Bill" Eby | Willy Gomes Sr. | James M. Greenwell | Andrew P. Kauai Sr. | Yutaka  
Kimura | David "Buddy" Nobriga | Paddy Pauline | Henry A. Silva

### 2000 ORAL HISTORY INTERVIEWS

James Duvauchelle Sr. | Kingo Gushikuma | Kimo Hoopai Sr. | Freddy Rice Jr. | Monty Richards Jr. | Eddie Taniguchi Jr.

### 1999 ORAL HISTORY INTERVIEWS

George A'i Sr. | Harold Aiu | Abraham Akau, Sr. | Ron Brun | Kapua Heuer | Martin Knott Sr. | Albert H. Silva | Max B. Smith DVM



**Members Book**  
1999-2002 or 2003-2007  
**\$50.00 Each**

### Specify Your Order Here:

Quantity	
1999 Oral History	_____ x \$35= _____
2000 Oral History	_____ x \$35= _____
2001 Oral History	_____ x \$35= _____
2002 Oral History	_____ x \$35= _____
2003 Oral History	_____ x \$35= _____
2005 Oral History	_____ x \$35= _____
2007 Oral History	_____ x \$35= _____
2009 Oral History	_____ x \$35= _____
2011 & 2013 Oral History	_____ x \$35= _____
2015 Oral History	_____ x \$35= _____
2017 Oral History	_____ x \$35= _____
99-02 Members	_____ x \$50= _____
03-07 Members	_____ x \$50= _____

Shipping (per book) \_\_\_\_\_ x \$5 = \_\_\_\_\_

TOTAL ENCLOSED \$ \_\_\_\_\_

### Order Information:

(Please print clearly)

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

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

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone Number: \_\_\_\_\_ E-mail address: \_\_\_\_\_

### Mail this form with your check payable to:

Paniolo Hall of Fame  
P O Box 700489, Kapolei, HI 96709

Questions? Call us at: (808) 306-7769





Hawaii Cattlemen's Council, Inc.

# WORKING FOR RANCHERS IN HAWAII SINCE 1959



Consistent with the mission of the NCBA, HCC's goal is to provide every cattle producer in the state the best opportunity to be both sustainable and profitable. We also believe in grass-roots leadership where every producer's voice is important in establishing policies and direction for our industry both locally and nationally.

While we have always respected and valued the individuality and independence of our fellow producers, we also understand the added effectiveness and strength that comes from working together, sharing information and technology, speaking with one voice in public forums, and ever more so to move and market our product cooperatively with our fellow ranchers.

*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.***

## HOW WE'RE WORKING FOR YOU

- Successfully prevented the former Federal WOTUS rule from being implemented in Hawaii by the state legislature
- Successfully advocated for a Capital Improvement Project (CIP) through the state legislature for a set of design plans for a scalable slaughterhouse.
- Leading the effort to shift the ag land leases from the Hawaii Department of Land and Natural Resources to the Hawaii Department of Agriculture as required under Act 90 with the first major pasture lease being transferred after 17 years.
- Worked to oppose school lunch requirements to serve plant-based lunches and instead successfully supported requirements for locally sourced meals.
- Worked on the forefront of the Two-lined Spittlebug, engaging HDOA and CTAHR Cooperative Extension to develop control protocols and currently working to help secure funding from county and state sources through state and national legislation.

## BENEFITS OF YOUR MEMBERSHIP

- Membership in Hawaii Cattlemen's Council & in your County Cattlemen's Association
- 20% Discounted Membership in National Cattlemen's Beef Association (No Other State Offers This Value) including your annual subscription to NCBA's monthly publication National Cattlemen
- Industry Representation in Washington D.C.
- Discounts on New Holland, John Deere and Caterpillar Equipment, Roper, Stetson & Tin Haul boots and apparel & 15% off Cabela's gift cards through NCBA
- **Your voice matters in directing the future of the industry!**

# OUR COMMITTEE'S ACTIVITIES

## Animal Health & Well Being Committee:

This committee works with our producers and processors to ensure ethical and humane handling of the animals within our care.

## Governance Committee:

*Subcommittees: Nominating | Strategic Planning*

This committee works to ensure the viability of the organization for future generations through financial oversight and strategic planning.

## Government Affairs Committee:

*Subcommittees: Federal Outreach | CTAHR*

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.

## Land & Water Issues Committee:

*Subcommittees: Invasive Species | Irrigation | Hawaii GLC | Ecosystem Services*

This committee provides advocacy in environmental issues including Critical Habitat, Endangered Species Act, and the management of our natural resources and ecosystem services that our industry provides to the general public.

## Marketing Committee:

*Subcommittees: Positive Imaging*

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:

*Subcommittees: Scholarship | Leadership Development | Convention Planning*

This committee is working to provide for an increase in our member base focusing on ALL ranchers, as well as associate & younger generations. In addition, they serve to provide educational opportunities for our members including our Annual Meeting and Convention.

## Transportation Committee:

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



## LEGACY

*our identity, our beliefs  
& values*

## INTEGRITY

*the very foundation of our  
Industry*

## PROMISE

*the future generations  
to come*

# MEMBERSHIP FORM

Please return a copy of this portion and return with your payment.

### Producer Dues= NCBA Dues + HCC dues

Head of cattle indicated in HCC dues should fall into the same category checked for NCBA dues

#### NCBA Dues

- 1-50 Head \$75.00
- 51-100 Head \$145.00
- 101-250 Head \$290.00
- 251-500 Head \$410.00
- 501-750 Head \$570.00
- 751-1,000 Head \$770.00
- 1,001-1,250 Head \$970.00
- 1,251-1,500 Head \$1,170.00
- 1,501-1,750 Head \$1,370.00
- 1,751-2,000+ Head \$1,570.00

Subtotal NCBA Dues: \_\_\_\_\_

#### HCC Dues

\_\_\_\_\_ x \$1.00/head = \$ \_\_\_\_\_

Subtotal HCC Dues: \_\_\_\_\_

Total NCBA+ HCC Dues: \_\_\_\_\_

### Ranch Hand:

*HCC & NCBA Dues | With HCC Office Approval | Voting Member*

- 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: \_\_\_\_\_

### OR

### Associate Memberships:

*HCC & NCBA Dues*

- Professional/Educator (Voting) \$150.00  
*Veterinarian/Extension Agent/Professor*
- Supporting Individual (Non-Voting) \$100.00
- Supporting Business (Non-Voting) \$500.00
- Student/Youth (Non-Voting) \$50.00

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 to NCBA & Mail Form To:** | Hawaii Cattlemen's Council | PO Box 456 | Kamuela, HI 96720

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.





# COMMITTEE STRUCTURE 2021-2022

COMMITTEE	COMMITTEE MEMBERS	SUBCOMMITTEE MEMBERS
Animal Health & Well Being	Chair- Lisa Wood, DVM Veterinary Professionals- Ashley Stokes, DVM; Jenee Odani, DVM CTAHR Extension- Kyle Caires, PhD	
Governance	Chair- Pono von Holt Committee Members - HCC President; HCC Vice President; HCC Secretary/Treasurer; At Large Members (2) Appointed by Governance Committee Chair & Managing Director	<p><b>Nominating Subcommittee</b> Chair - Alan Gottlieb   Subcommittee Members - HCC President; HCC Vice President; Immediate Past President; At Large Members (2) - Appointed by Nominating Subcommittee Chair</p> <p><b>Strategic Planning Subcommittee</b> Chair - Lisa Wood   Subcommittee Members - HCC President; HCC Vice President; Governance Committee Chair; HBIC President; HCC Managing Director; At Large Member Appointed by Governance Committee Chair - Jimmy Greenwell; At Large Member Appointed by Strategic Planning Subcommittee Chair - Alan Gottlieb</p> <p><b>Finance Subcommittee</b> Chair - Lisa Wood   Subcommittee Members - HCC President; HCC Vice President; HCC Secretary/Treasurer; At-Large Members - Jimmy Greenwell, Pono von Holt, Alan Gottlieb; HCC Managing Director; HCC Operations and Project Coordinator</p>
Government Affairs	Co-Chairs- Alan Gottlieb & Jacob Tavares Committee Members - Land & Water Issues Committee Chair, Federal Outreach Committee Chair At Large Members - Past 4 YCC Participants	<p><b>Federal Outreach Subcommittee</b> Chair - Keoki Wood   Subcommittee Members - Government Affairs Committee Chair; Land &amp; Water Issues Committee Chair; At Large Members (4) - Past 4 YCC Participants</p>
Land & Water Issues	Chair - Taylor Kellerman	<p><b>Invasive Species Subcommittee</b> Chair - Greg Friel</p> <p><b>Irrigation Subcommittee</b> Chair - Pono von Holt</p> <p><b>Hawaii Grazing Lands Coalition</b> Chair - Doug Beaton   Subcommittee Members - Oliver English; Britt Craven; Michelle Galimba</p> <p><b>DLNR Lease Transfer Subcommittee</b> Chair - Vacant   Subcommittee Members - Jeri Moniz, Jason Moniz, Lani Cran, Randy Cabral, Bud Gibson, Alan Robinson</p> <p><b>Ecosystem Services Subcommittee</b> Chair - Jordan Jokiel   Subcommittee Members - Jimmy Greenwell, Alan Gottlieb, Greg Friel</p>
Marketing	Chair - Jeri Moniz	<p><b>Positive Imaging Subcommittee</b> Chair - Greg Friel   Subcommittee Members - Government Affairs Committee Chair; Land &amp; Water Issues Committee Chair; At Large Member Appointed by Positive Imaging Subcommittee Chair</p>
Membership	Chair - Kristin Mack-Almasin Committee Members - KCA, OCA, MCA, and HCA Vice Presidents	<p><b>Scholarship Subcommittee</b> Chair - Brent Buckley   Subcommittee Members - KCA Vice President; OCA Vice President; MCA Vice President; HCA Vice President</p> <p><b>Convention Planning Subcommittee</b> Chair- John Morgan   Subcommittee Members - HCC Managing Director; HCC Operations, and Program Coordinator; HCC Secretary/Treasurer</p>
Transportation	Chair - Keoki Wood	



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



OAHU CATTLEMEN'S ASSOCIATION



Maui Cattlemen's Association



HAWAII CATTLEMEN'S ASSOCIATION



**PO Box 456, Kamuela, HI 96743  
(808) 333-6755 | [office@hicattle.org](mailto:office@hicattle.org) | [www.hicattle.org](http://www.hicattle.org)**