

WHAT DO WE DO FOR OUR MEMBERS AND FOR THE INDUSTRY?

PROPERTY RIGHTS, ENVIRONMENTAL AND LAND ISSUES:

Many of the issues that concern cattlemen deal with the preservation of private property rights, the wise use of our natural resources, and sound land use, tax and management policies. The Hawaii Cattlemen's Council works hard at the legislature and with government agencies at all levels on some of the following issues:

- **ENDANGERED SPECIES ACT LEGISLATION.** HCC supports many of the objectives and goals of the ENDANGERED SPECIES RECOVERY ACT. HCC also supports the encouragement of private property owners to voluntarily participate in habitat enhancement and partnership programs and incentives such as grants and tax benefits to participating landowners. Conversely, we oppose allowing citizen's lawsuits to be brought against landowners that would be a major disincentive to participation. At the national level, NCBA is a powerful advocate for Legislation that keeps the ESA in check and more fairly balanced.
- **CRITICAL HABITAT DESIGNATION (CHD).** HCC has worked closely with the U.S. Fish and Wildlife Service in Hawaii , as well as with the Pacific Legal Foundation, to study the impact of CHD on ranchers, farmers and landowners. Please refer to our website www.hicattle.org for our position paper on CHD titled "A DISCUSSION OF THE IMPACTS AND IMPLICATIONS OF CRITICAL HABITAT DESIGNATION IN HAWAII". HCC has also successfully been a liaison between USFWS and its members to insure that prior to finalizing any CHD plans, the impacted members are notified and have an opportunity to work with USFWS for reasonable, sensitive applications of the law.
- **TRADITIONAL AND CUSTOMARY RIGHTS, THE "PASH" DECISION.** HCC believes we need clear, unambiguous property rights laws and that in "PASH", the Supreme Court left many unanswered questions that need clarification for the benefit of all whose rights are being preserved and whose resources are being protected. We favor local, non-regulatory solutions where possible, but concede that clarification of the law must still be addressed.
- **REAL PROPERTY TAX AND LAND USE ISSUES.** HCC works closely with statewide organizations such as the Hawaii Farm Bureau and Ag Coalition as well as with each of the County Cattlemen's Associations as an advocate for equitable, production-value based property taxes and agricultural land use policies which favor the preservation of our State's ranchlands and extensive ag industries for their economic as well as land use/community benefits.
- **ECOSYSTEM SERVICE CONSIDERATIONS.** HCC has an ongoing working relationship with a team at Stanford University focused on quantifying the ecosystem service benefits of the State's ranchlands to the broader community. The goal is to develop incentives and rewards to compensate good land stewards for the conservation value of their management practices.

There are constantly new Federal and State legislative proposals that would make ranching more difficult if not impossible. HCC & NCBA work hard at both the local and national level to stay in front of these issues, to keep our members informed, and to improve the regulatory and business environment in which we work.

ANIMAL WELFARE:

There are many groups that effectively want to outlaw meat production for their own reasons and a common strategy is to attack animal welfare issues. Animal Rights organizations are here in Hawaii too! In recent years some have demonstrated at the State Farm Fair livestock auction, and even at the State Legislature during our Ag Awareness Day at The Legislature. These Animal Rights Groups go to the legislature to testify against bills that would be beneficial to our industry. They want to stop people from eating meat. We need to better educate the public that sound modern beef production practices under good management are "animal compassionate" and work to eliminate any basis for criticism to the contrary. HCC and NCBA monitor these efforts and provide decision-makers with accurate information to mitigate the lies and myths told by these groups.

EDUCATION:

HCC puts on an annual Cattlemen's College in November of each year, in conjunction with our annual meeting. HCC brings experts in our industry from the Mainland to keep us current on issues affecting animal health, nutrition, genetics, weather, and marketing to name a few. In conjunction with other sponsors, HCC coordinates Road Shows, bringing educational speakers to each of the Islands and assisting each County Association with their own educational programs.

HCC sponsors an annual Scholarship Program in any field of study for college students who are the children of HCC members.

HCC also participates in various public forums to better educate the public as to the positive purposes and favorable impacts the beef industry brings to the table.

MARKETING:

Since the reduction of the feeding and processing segments of the Hawaii Cattle Industry, the Hawaii Cattlemen's Council has been continuously encouraging the development of marketing alternatives for Hawaii cattle producers. Ideally, we would like to keep all Hawaii cattle here in the State for local consumption but these options do not exist today. On the national level, the Beef Board has been working hard and successfully to stimulate demand for beef and the reinvest our "Beef Check Off Dollars" into product development and advertising campaigns that benefit producers at all levels.

Locally, HCC has taken an active role in increasing demand for local beef, just as the Beef Board at the National Level, through your beef check-off program has been the driving force to increase overall beef demand in recent years, more specifically:

- HCC provides financial support for forage finished Island Fresh Products.
- HCC supports legislation to put more Island Beef in our State schools and institutions.
- HCC promotes local products doing in-store demonstrations, cook-outs and other public events to inform and educate consumers.
- HCC along with the Hawaii Beef Industry Council puts on displays and serves samples at the various events including: State Farm Fair, County Farm Fairs, Made in Hawaii Expo and the Kamuela Forage Field Day.
- HCC has worked with the University of Hawaii's College of Tropical Agriculture and Human Resources (CTAHR) to put together a survey of beef demand in Hawaii, and summarize past marketing efforts, to help develop future marketing strategies, and then to implement those strategies.

TRANSPORTATION

- HCC has been instrumental in the development of a transportation system that allows ranchers to ship their cattle as efficiently and humanely as possible.
- HCC has developed shipping guidelines to better prepare cattle for ocean shipment, thereby reducing stress and adding value to the cattle. Please see our paper "GUIDELINES FOR INTERSTATE SHIPMENT OF CATTLE" on our website.
- HCC has periodic discussions with Matson regarding rates and scheduling to better reflect the costs of shipping.
- HCC strongly believes that the "Jones Act" must be reformed to at least allow for a limited exemption for Hawaii Livestock to address a critical shortfall in container capacity during peak shipping seasons. The "Jones Act" is a protectionist law that offers shipping companies a virtual monopoly at the expense of the consumers of Hawaii. While the use of containers will continue to be necessary, the industry's seasonal demands simply cannot be satisfied with the limited capacity offered by container service. We therefore must broaden that shipping capacity by the use of livestock carriers, ships built especially for the transportation of Livestock. While there are many Livestock carriers in the world fleet, none qualify under the "Jones Act". The world is moving towards free trade; however Hawaii is restricted from free trade with the rest of the United States because of the "Jones Act". When few would stand up and speak out against the Jones Act, HCC did so. HCC has gained national support for a limited exemption for the Hawaii cattle industry from the Jones Act, although significant political forces oppose such relief. NCBA's role in resolving this transportation crisis will be vitally important since reform requires action from Washington.

- HCC has increased the utilization of Livestock Ships by obtaining a strong favorable Customs Ruling allowing cattle to cross back into the United States after arriving in a foreign port on a non-Jones act livestock vessel (i.e.: Hawaii à Canada à Mainland U.S.A.). This effort cost us over \$30,000, but we expect that this will save cattle producers approximately \$25 per head shipped via this method, adding up to many times more than we invested. Efforts such as this can only be done through the collaboration of the many ranchers in our organization.
- HCC has helped to reduce testing requirements for cattle being shipped to Canada during the months of Oct thru March.
- HCC belongs to several National Animal Health Organizations, and Animal Transportation Organizations, attending National Conferences to represent Hawaii 's issues and to gain national support from our peers on the Mainland. There is strength in numbers and networking.
- HCC worked with the State of Hawaii to establish a staging area for cattle containers in transit at Sand Island, so that Hawaii's cattlemen have better control over the well being of their animals during layovers in Honolulu.