



Nā Āina O Paniolo

The Hawaiian Beef Industry

The dawning of the Hawaiian beef cattle industry began with the arrival of the HMS Discovery in 1793. On weary hooves and after traveling thousands of miles over open ocean, seven cows and two seasick bulls set foot on the Big Island of Hawai'i. These gifts offered to King Kamehameha the Great by Captain George Vancouver, marked the modest beginning of Hawai'i's beef industry. Today, Hawai'i's beef industry's strength and breadth is based on a network of individuals, ranches and businesses providing quality products and services to our island state.

The beef cattle industry is one of the animal agriculture segments (raising livestock for profit) in the state that plays an important role in providing us with food and other goods and services. At the ranch gate, the beef industry contributes 10% of all diversified agricultural products and 32% of all livestock marketed in the state. Nearly 80,000 mother cows provide this basis and 70,000 head of cattle are marketed each year from approximately 900 ranches. The Beef Industry generates an average of \$30 million in revenues for the state; estimated at \$126 million in farm gate sales and \$14 million in export sales.

These production and direct sales numbers, however do not reflect the total economic benefit the industry provides to our state. The economic effect is multiplied when employment, investments, state and federal tax revenues are considered. Economic impact is further amplified when support industries such as value added processing, equipment vendors, accountants, the corner grocery store and your neighborhood family restaurant are factored in. All of these are involved in and supported by the beef cattle industry. A recent College of Tropical Agriculture and Human Resources, University of Hawaii study concluded that the true worth of agriculture in our economy is valued at \$2.9 billion; a multiplier effect of 5.8. Applying this economic multiplier to the beef industry, brings the industry's worth to the Hawaiian economy at more than \$100 million.

Beyond The Sunset

The beef cattle industry in Hawai'i has come a long way since the King's gifts. Many challenges were conquered and opportunities taken to bring us through to this modern age. Moving toward the next decade and century, our goals are set so we can move forward for the betterment of our industry, the economy and cultural heritage of the state.

Long term goals are to increase production, increase profitability and competitiveness; develop new local markets, create value added, high quality products; keep harmony with our environment and preserve our water, land, air and people as valuable resources.

Recipes for Economical Cuts of Steak

Sweet 'n Spicy Steaks

4 well-trimmed boneless beef chuck top blade steaks, cut 1 inch thick (approx. 1-1/2 pounds)

Sauce:

1/2 cup prepared chunky salsa
1/4 cup ketchup
2 tablespoons packed brown sugar
1 tablespoon Dijon-style mustard

- 1 In small bowl, combine sauce ingredients; mix well. Reserve 1/2 cup sauce.
- 2 Place beef steaks on grid over medium, ash-covered coals. Grill, uncovered, 18 to 22 minutes for medium rare to medium doneness, turning occasionally and brushing both sides with remaining sauce during last 5 minutes of grilling.
- 3 Trim fat from steaks. Serve steaks with reserved sauce.

Makes 4 servings

Teriyaki-Marinated Steak

1 well-trimmed beef top round steak, cut 1-1/2 inches thick (approx. 2 pounds)

Marinade:

3/4 cup prepared teriyaki sauce
2 tablespoons dry sherry
1 tablespoon finely chopped fresh ginger

- 1 In small bowl, combine marinade ingredients; mix well. Place steak and marinade in plastic bag, turning to coat. Close bag securely and marinate in refrigerator 6 to 8 hours (or overnight, if desired), turning occasionally.
- 2 Remove steak from marinade; discard marinade. Place steak on grid over medium, ash-covered coals; grill, covered, 25 to 28 minutes for medium rare doneness, turning occasionally. Carve steak crosswise into thin slices.

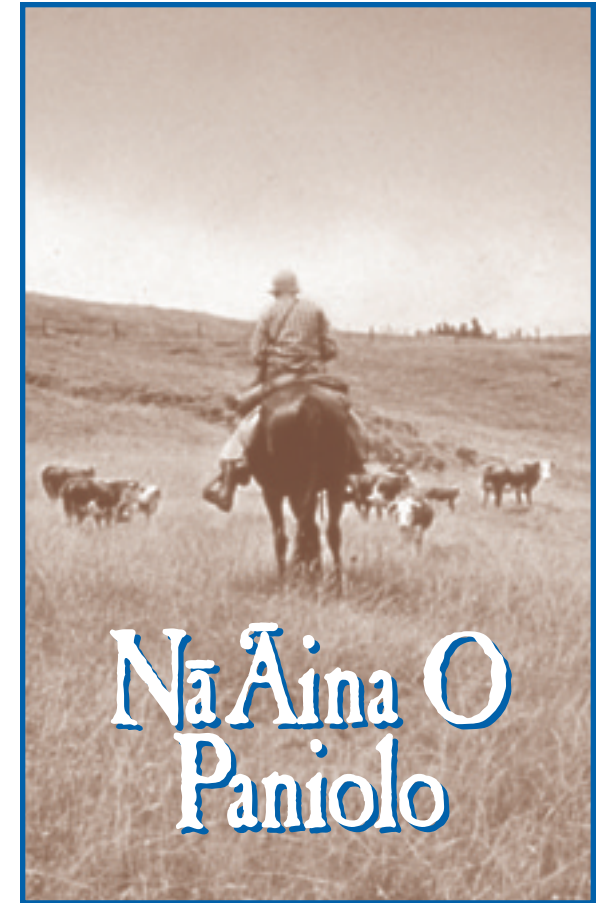
Makes 6 servings

For more information, Beef Recipes or Beef Promotional Materials, please contact our sponsors:
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Photographs courtesy of the State Foundation on Culture and the Arts Folk Arts Program



The Hawaiian Beef Industry

A Steer is Not All Steak



The beef cow is a herbivore, a vegetarian. She plays a very important and complex role in our ecosystem. Her ecological niche, her place in our food chain, is that she has the ability to digest and utilize forages for her growth and development. Many of our range lands are not suitable for intensive agricultural enterprises, but are perfect habitat for beef production.

An average calf is born at about 60 to 75 pounds and grows nearly 2 pounds per day. It can be marketed as young as 15 months of age, tipping the scales at an average of 1050 pounds.

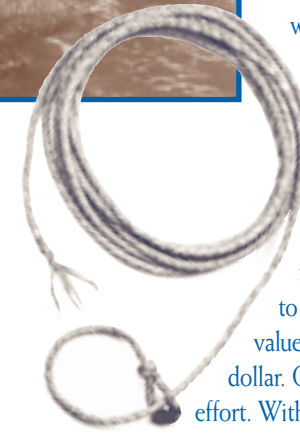
We all envision a thick, juicy and tender steak as the product of a steer. That's right, but not the whole picture. Beside steaks and ground beef, components of the beef animal are used in food products such as ice cream, marshmallows, chewing gum and cake mixes; everyday household items such as soaps, plastics, perfumes, shaving cream, cosmetics and detergents; other home items include leather sporting goods, luggage, boots and shoes, wallpaper, glue and photographic film; important medicines such as insulin, heparin and pancreatin; and finally a meal for Fido as well.



The Beef Cattle Business

Yes, it's a business. Don't let the trail rides, the rodeo circuit and paniolo parades fool you. These are the fun time events associated with ranch life. Ranching is a serious business. It is almost as intense as watching Wall Street and the stock market trade. Most large ranch offices are as sophisticated as offices in downtown Honolulu, except our business attire is a cowboy hat, spurs and a pair of old and dusty boots. Computerized records, efficiency of production, budgets and profitability, risk management options, futures hedging, and options contracts are all part of the business decisions that are made by the rancher.

Traditionally, Hawaii's ranchers are cow-calf operators. Our diverse environmental regimes create many microclimates which support a variety of forages, sustaining the cow and her offspring. Previously, calves were weaned and pastured for several months before entering the feedlots. In the feedlots, nearly all of the livestock grain were imported and the calves were grown and finished for the local market. An old saying stated "it is cheaper to ship cattle to feed than it is to ship feed to the cattle." That fundamental principal held true as feeding cattle with imported grains were, at best, only marginally profitable. Still with the true paniolo spirit and cattleman ingenuity, the Hawaiian beef industry took a look at alternative marketing methods which made



economic sense. Hawaiian cattle took to the surf once again. Instead of being moved between the islands by long boat and steamship as in the 1920's, the industry developed "cowtainers" (specialized overseas containers configured for live calves). Contracts were negotiated with foreign livestock shippers and foreign markets, and new marketing options with national peers, from the West Coast to the Midwest, were investigated and risked.

Meanwhile other producers continued to investigate and placed their faith on local markets. A few restructured by vertically integrating their operations in order to remain competitive and capture value nearest to the powerful consumer dollar. Quality controls are the key to this effort. With the consumer movement toward natural, "garden market" products, producers are taking the opportunity to produce a high quality, forage-based beef product.

The livestock is a major part of the ranchers life and livelihood. Genuine care and high-tech management goes into creating a safe, comfortable and stress-free environment for the cows and calves. Quality from the top down, bridging management and animals, bring about wholesome and safe products for your families to enjoy on the patio barbeque.

Benefits To The State

The insular nature of our state tends to create an economy which is very fragile. Our location in the middle of the Pacific Ocean poses many challenges, but also bears many opportunities.

Revenues generated in the islands, stay mainly with the residents who operate the businesses. Ranchers, processing companies, transportation contractors and allied industry vendors, all of whom are players in the beef trade call Hawai'i their home.

Open spaces created by vast pasture and range lands add to our spectacular island vistas, enjoyed by Kama'āina (the local folks) and Malihini (visiting friends and tourists from abroad) alike. The land, watershed and air qualities in our environment are protected by cattlemen. Without being protected and enhanced, these resources would not provide a sustainable environment or livelihood for these ranchers. In addition to grazing livestock, secondary benefits are created from these natural resources. Habitat for wildlife, such as our state bird, the nene goose and other endemic birds and game animals for recreation, are preserved and improved.

Over 700,000 acres of grazing lands are used for cattle production on the Big Island alone. Total land stewardship by beef cattle ranchers in the state exceed one million acres. The decline in sugarcane and pineapple production will result in a paradigm shift, where prime agricultural lands will become available. Grazing cattle is definitely a viable option as a means to improve the sustainability and productivity of these lands.

The natural isolation of the Hawaiian Islands has had its benefits too. Hawai'i has maintained a disease free status from several bovine diseases which affect cattle throughout the United States and abroad.

