

HCC Strategic Plan

(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.

Theme	Desired Outcome	Action Plan
Legislative	<ol style="list-style-type: none"> 1. Strengthen influence in state legislature 2. Continue to monitor/advise Animal Rights Organizations Activities 	<ol style="list-style-type: none"> 1. Create increased touch points and additional informative materials distributed through email system and in-person meetings year round 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.
Media	<ol style="list-style-type: none"> 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 	<ol style="list-style-type: none"> 1. Utilize on farm events, meetings and tasting events to show the impact our practices have on the end product
Distributors, Retailers, Restaurants	<ol style="list-style-type: none"> 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 	<ol style="list-style-type: none"> 1. Use workshops focusing on challenges that producers face, food safety, best practices using on farm events (when possible) and classroom type settings
Producers	<ol style="list-style-type: none"> 1. Ranch mentorship – connect smaller/younger ranchers with larger/more experienced ranchers 	<ol style="list-style-type: none"> 1. Develop a program to help consult on individual issues and help develop the future of our industry

Landowner Relations	<ol style="list-style-type: none"> 1. Complete the transfer of all remaining State pasture leases from DLNR to HDOA 2. Effective communication and working with USFW Service. 	<ol style="list-style-type: none"> 1. Push for movement of agriculture production leases through working with State administration professionals 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.
Consumer Education & Outreach	<ol style="list-style-type: none"> 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 	<ol style="list-style-type: none"> 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 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.
Membership	<ol style="list-style-type: none"> 1. Implement a membership expansion plan to grow number of members from 145 to 200 by 2020 	<ol style="list-style-type: none"> 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)
Transportation	<ol style="list-style-type: none"> 1. Ensure viable transportation options for mainland and interisland transport 2. Ensure effectively operated, reasonably priced and effectively regulated transportation alternatives that incorporate current high standards to ensure optimum animal care during transport 	<ol style="list-style-type: none"> 1. Maintain and improve our relationships with transportation partners to help continue and improve services 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.
Standards for Hawaii Beef/Research	<ol style="list-style-type: none"> 1. Provide producer feedback on the quality/consistency of their product based on a set of industry accepted standards 2. Work to ensure Truth in Labeling regarding the sale of beef produced from Hawaii producers 	<ol style="list-style-type: none"> 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. 2. Work with HDOA on Hawaii Beef Verification process to ensure that consumers are getting beef raised by Hawaii producers if so labeled
Regulatory Outreach	<ol style="list-style-type: none"> 1. Encourage the hiring of a State Range Conservationist for Hawaii. 	<ol style="list-style-type: none"> 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.