

2017 HCC Strategic Plan

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. Build both local and out-of-state markets and production opportunities supported 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.
 4. Ensure HCC’s sustainable role as Hawaii’s beef industry advocate.

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.

<u>Desired Outcome</u>	<u>Action Plan</u>	<u>MD Priority</u>	<u>Past Priority</u>	<u>Committee Priority</u>
Legislative/Regulatory Outreach <i>Government Affairs/Land & Water/Animal Health & Well-Being</i>				
<ol style="list-style-type: none"> 1. Strengthen influence at all legislative and regulatory levels 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. HCC should effectively lobby for outcomes as based on priorities and policies approved by HCC Leadership. Working through legislative and regulatory actions, HCC will support and advocate for favorable policies, while opposing unfavorable, regulations and legislation that impacts our industry and agriculture. 2. Work through our committee structure and other agricultural partners to be the best source for local information, education and outreach to assist them in their efforts where possible. 	<ol style="list-style-type: none"> 1. A 2. A 	<ol style="list-style-type: none"> 1. 105 2. 105 	<ol style="list-style-type: none"> 1. 105 2. 105
Marketing <i>Marketing</i>				
<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, providing ecosystem services to the general public and promote agriculture in Hawaii 2. Develop Working relationships with Media outlets 3. Develop and execute program of committed volunteers to work with HBIC Efforts to help provide educational support for product awareness 	<ol style="list-style-type: none"> 1. Utilize on farm events, meetings and tasting events to show the impact our practices have on the cattle and beef we produce. 2. Provide Q/A Sessions and one-on-one meetings to help control message and mitigate fallout in unfavorable situations for our industry 3. 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. 	<ol style="list-style-type: none"> 1. A 2. A 3. A 	<ol style="list-style-type: none"> 1. 105 2. 100 3. 85 	<ol style="list-style-type: none"> 1. 90 2. 90 3. 90

**Membership
Membership**

<ol style="list-style-type: none"> 1. Implement a membership expansion plan to grow number of members from 145 to 200 by 2020 2. Educate producers in the HCC membership structure, unified with NCBA, where members are all individuals rather than the Hawaii practice of ranch employees receiving member benefits under the umbrella of their employer's membership (i.e. at Cattlemen's College. Etc.) 	<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) 2. Develop marketing piece to members that outlines our membership structure with NCBA and encourages individual participation in membership to include in renewals and future membership campaigns. 	<ol style="list-style-type: none"> 1. A 2. A 	<ol style="list-style-type: none"> 1. 100 2. New 	<ol style="list-style-type: none"> 1. 95 2. 90
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Landowner Relations

Land & Water Issues/Government Affairs

<ol style="list-style-type: none"> 1. Complete the transfer of all remaining State pasture leases from DLNR to HDOA 2. Establish sensible and balance Ag Lease appraisal protocols across state agencies 	<ol style="list-style-type: none"> 1. Push for movement of agriculture production leases from DLNR to HDOA through working with State administration professionals 2. Facilitate roundtable discussion group with government departments, real estate appraisers, producers, lessors to help create reasonable, balanced, lease appraisal practices and rates for ag lands across the board. 	<ol style="list-style-type: none"> 1. A 2. A 	<ol style="list-style-type: none"> 1. 100 2. 85 	<ol style="list-style-type: none"> 1. 100 2. 100
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Administration/Miscellaneous

All Applicable Committees

<ol style="list-style-type: none"> 1. Advocate and encourage the improvement of processing infrastructure across the state 	<ol style="list-style-type: none"> 1. Explore all options and means to assist processors in improving their processing facilities, enhancing their procedures and replacing or installing new equipment through industry connections and/or state and federal resources. 	<ol style="list-style-type: none"> 1. A 	<ol style="list-style-type: none"> 1. New 	<ol style="list-style-type: none"> 1. 105
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Transportation

Transportation/Animal Health & Well-Being

<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, as well as monitoring and advocating for cost adjustments to remain an economically viable option. 2. Work with state officials, shipping entities, 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. 	<ol style="list-style-type: none"> 1. A 2. A 	<ol style="list-style-type: none"> 1. 100 2. 105 	<ol style="list-style-type: none"> 1. 105 2. 100
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Research

Marketing/Animal Health & Well-Being/Government Affairs

<p>1. Provide producer feedback on the quality/consistency of their product based on a set of industry accepted standards</p> <p>2. Help to determine standards in cutability and palatability of Hawaii Beef to assist distributors, chefs and consumers to provide more consistency of product, similar to USDA grading system</p>	<p>1. Advocate and encourage CTAHR and other and governmental and educational entities 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.</p> <p>2. Explore research opportunities through university contacts. Utilize Hawaii Cattlemen’s Foundation to assist in the sourcing of grant funding for research knowing that it will have implications for grass fed beef around the world.</p>	<p>1. A 2. A</p>	<p>1. 105 2. 95</p>	<p>1. 95 2. 95</p>
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Financial Planning

Governance

<p>1. A long-term funding plan to ensure HCC has the sustainable cash flow to support our Strategic Plan, organizational staffing and programs;</p>	<p>1. Establish and activate an ad hoc committee under Strategic Planning to develop a long term financial plan in detail and future financial processes for approval not later than the 2017 HCC mid-year membership meeting with implementation commencing immediately thereafter. The future activities of the ad hoc committee to be recommended by the ad hoc committee to the Executive Committee once it has deemed that the ad hoc committee has completed its work.</p>	<p>1. A</p>	<p>1. New</p>	<p>1. 100</p>
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