

James Allen Gomes
Oral History Interviews
Kēōkea Kula, Maui, November 30, 2020
Kēōkea Kula, Maui, December 7, 2020

LW: (Speaking with Jimmy Gomes.) So today is actually November 30th, 2020.

JG: Yes, ma'am.

LW: And I am here on Zoom with Jimmy Gomes or James Allen Gomes and this is our first interview for the Paniolo Hall of Fame Oral History Program. So what I'd like to do first is just make a note that I'm in Hilo and Jimmy is on Maui.

JG: That's correct.

LW: Let's start at the very beginning so what is your full name?

JG: My full name is James Allen Gomes but everyone calls me Jimmy. My parents were Jack or John Edmond and my mom is Sally Gomes. And initially my mom told me that she was a huge, huge fan of John Wayne and so that everything of John Wayne's she would purchase. When I was born she wanted to name me Duke, you know... so she didn't name me Duke but she named a few dogs Duke... that we had. (Laughs.) But I don't know why the name Duke didn't stick to me. She liked James Allen. But in essence when I look back, my grandfather on my dad's side... his name was John Francis. My father was John Edmond. And I'm James Allen. If that has anything to do with it, I don't know but that's what it is. So that's the background of my name. And I asked my mom "How come you didn't give me a Hawaiian name? Well, you don't know your Hawaiian (she replied)? You know if you don't know your Hawaiian why do you need the Hawaiian name?" So, you know, in essence, my dad is JEG... and I'm JAG. My e-mail is JAG... my sign off at various meetings is JAG. So (they ask) "How you get that name? I says my initials, so... that's my name.

LW: And were you born on Maui? Where were you born?

JG: I was born in a plantation hospital in Pu'unene, Maui. On August 17, 1949 at 12:38 p.m. So... (he laughs).

LW: Where is that hospital located?

JG: It's on Hanson and Pulehu Road. But it's very close to the plantation... the sugar plantation, Hawaiian Commercial and Sugar Company. So you know, that was in an area... around that hospital, there were a lot of plantation camps. All over... that assisted the farming operation of Hawaiian Commercial and Sugar Company or better known as HC & S, which was owned by A & B. But that's was the hospital so... I was born there and I was told that when I came home, my father went down with a Harley Davidson

with a side car and picked up me and my mother and they stuck us on the side in the side car any my dad was on the motorcycle and drove back to Kula.

LW: Wow... okay. Amazing... that's a great start in life. So do you have siblings, then?

JG: I don't... I don't have siblings. It's just me. My children, I have two... my oldest girls is Sallyann Marie Nalani. And my youngest girl is Alana Lyn Makamae. And between both of them, my oldest girl has two children and my youngest girl has seven... excuse me... five. So I have a total of seven. I don't know if you're interested in their names, but I have their names. Okay... my oldest granddaughter is... on my daughter's side... Sallyann Marie her name is Tihani Kamalani and her sister is Liana Marie Kau'i. And then my youngest girl... her kids are Leo'dreyven, TeBreana, Laila, Katakan (Lena) and Toumata'u. I don't have a wife. I'm divorced and I'm single. I think my horse is my wife. (Laughs.) Or my animals, I should say.

LW: Sometimes that simpler, right?

JG: Yeah... yeah... that's simpler. Yeah.

LW: Okay. When did your father's family come here, then?

JG: My great grandfather... I guess immigrated from Portugal in the 1800's. And his name was Manual DeRego. That's sort of my dad's side. And my dad was raised by his grandparents. Because my grandmother at the time was teaching school. And so she asked her father to raise him. So he was raised with his grandparents. And they lived probably... where I'm living right now... they lived maybe about a mile and a quarter away from me. So my great grandfather, he had a farm, he had a ranch and I remember as a little kid growing up, we would always go and see him. I remember the stone corral, I remember the cattle he had and... my great grandfather had three children. He had two boys and one girl. The girl who was my grandmother. And my father said that he had bought the property I'm living on now from his grandfather and it was like seven acres (and cost) \$6,000.00. But my great grandfather told him you pay me when you can. Whenever you can. I looked at the deed and the deed has been in the family through my great grandfather and then my dad and then me. It's been over a hundred years that we have this piece of property. But was fortunate enough to have it. But my father bought it from his grandfather. My grandmother was Clara Ventura DeRego. My great grandmother, I should say. And my great grandfather had a lot of property all over up country Maui. He was one of the first people who grew sugar cane in the *Kula* area. And pineapple. And then farmed sweet potatoes and so forth. But my father said he would take a wagon and my father would ride with him as a little kid and drive all over from up country Maui down to Makena when the ship would come in. And then, he would pick up supplies on his wagon and come home and when he would come home, he would drop off supplies that other farmers or ranchers would order. And he would speak fluent Hawaiian, fluent Portuguese, fluent Japanese, fluent Chinese. And he only had a third grade education. But my dad said, he was very, very sharp in numbers. Math. He was something. You could no fool him. But he would go out and start acquiring other

properties in up-country Maui. And then he would also put the property up and some farmers... some Japanese farmers would come and see him and say "Hey, Manuel. We'd like farm this land. Nice rich soil and so forth." He said "Yeah, fine. Go ahead." So my dad was telling me the story that my great grandfather would tell the farmers sixty/forty. You keep sixty, you give me forty percent of your revenue. Of net... not gross. And after... I don't know... I think it was thirty years or something... I'll sell you the property at a very reduced price or maybe depends how much money in return that you're giving me, you can have the property. So there was a lot of up country Japanese farmers that had acquired some land that was actually from my great grandfather when he bought it. And my dad used to tell me stories of these other ranching families that he would know. The Rice family, the Von Tempsky family. They would come over for supper at the house my great grandfather, my great grandmother and my father said he would hear stories of them speaking and talking here and says "Manuel.. you have enough property. Why don't you sell me some of your property." He says "No... no, no. I'm going to hang on to the property." But dad said eventually when the depression hit, and he had all of these properties, that's when he started to liquidate and sell some of it. Because he couldn't afford to keep it. But that's a little history from what I know. I've been here most of my life. On this piece of property. We kind of move around a little bit in my younger elementary ages but...

LW: Could we locate that property? Up-country, but where is it exactly?

JG: It's in Kēōkea. And down the road now... in that area in Kēōkea, back in the day... you knew everyone in the neighborhood. And everyone knew who you were. And also knew who your parents were. Those days was party line (telephone service) so everybody knew everybody's other business, right. And so I would be naughty and get into a little hassle with whatever it might be before I got home my mom would know... party line, right? Telegraph, telepope, tell a Portagee... same thing. (Laughs.) I live in Kēōkea, Maui. It's in an area called up-country *K... u... l... a... Kula...* and my grandfather a mile down the road... great grandfather. And that area's called Waiohuli. But still in that area. Same zip code. Kula.

LW: So your great grandfather had 3 children?

JG: My great grandfather had three children. My grandfather was John Francis Gomes. He had a little ranch with animals. Everything was self-sufficient. And he had worked as a cowboy for Von Tempsky's ranch. My grandmother had a total of nine kids. My father being the oldest. My grandfather was married before and he had three kids. But she (first wife) had died. And so when he married my grandmother, my father was the oldest from the second batch. Right. So my grandfather... he worked at various jobs but I remember him telling me stories working for the Von Tempskys. And my grandmother was a school teacher and then later in life she was a baker. And this is a very interesting story. Because I remember my grandmother... they would get up early in the morning... they had an old brick oven. And later on they got more modern... they updated to kerosene ovens. And they would bake bread. White bread and sweet bread. And my grandfather would load up

these pans in brown paper bags of bread and load up into a 1954 Pontiac. And I was a young boy and I would get in with my grandmother and go down to Pu'unēnē, which I was telling you about the sugar plantations and drive in the camps. And she just had a regular routine of people who wanted bread. And I remember we would pull up to this home and this lady would come out... I can still picture this lady... A Puerto Rican lady with a big apron on, and she would... my grandmother's name was Margaret... and she would say "Oh... Margaret... I had some hard times this past week... I can't afford to buy the bread but I would like to have bread." And my grandmother would tell me... "Jimmy, boy... go in the back... go give Mrs. so and so a bread." She would say "I don't have the money to pay." My grandmother would always say "God bless to know our problems." So we'd move on... sometimes they give you, sometimes they don't. 'Cause sometimes they barter. They would give my grandmother fish. They would give my grandmother vegetables that they grew in their yard... for bread. And the I remember when we'd come home... we'd go down early in the morning we'd get home in the afternoon... early afternoon. I can still picture my grandfather standing up in his coveralls... and khaki shirt... in his blue jeans. He'd look at my grandmother and he said "So... how much free bread we gave away today, Maggie?" What money do we have? And she would say "John, we have to bless people. Some people are less fortunate than we are... we give them bread. They have a big family, too. It's okay. God bless them." And my grandfather "Well, that BS." So that's how it started, really. And with my grandmother and some stories of my grandfather. But I know my grandfather used to milk goats and milk cows and take care of the horses and take care of the cattle around the house and farm... and the bakery. And this was later years already. My grandmother died at a young age. My grandmother was sixty-one years old when she passed. And then my grandfather did not remarry and every weekend he would be here with my dad, and myself and my mom. And my father kind of looked after his father. Although my grandfather had a lot of other children. But he kind of gravitated to the oldest, which was my dad.

LW: So that was the Gomes side?

JG: Yes. I don't know much about my mother's side because she was a foster child. And she bounced all over the place from Los Angeles to Hawai'i. All over Hawai'i. So I don't know much. I remember she was telling me in this foster home that she had four siblings. And I don't really know... if they were really blood but as far as I was concerned growing up, they were uncles and aunties and cousins and so forth. But when I speak with some of the cousins who are older than me, they say, yes, they were blood relations, at least their father and my mother. Whoever it is, right, were still auntie and uncle. So I know more of my father's side of the family.

LW: So those are the folks that you can trace back?

JG: Yes... yes. And I had a cousin that went back to Portugal fifteen, twenty years ago. And he traced on the DeRego side. And he went back and when he came home and he starts

telling me who our family was, I said you need to stop. Gee... we're related to everyone. You know you need to stop.

LW: So the DeRegos were ranchers?

JG: DeRegos were ranchers. They were ranchers and farmers. And my grandfather was an employee of a ranch for a time and he also worked for the Navy ... the old Pu'unēnē Airport. So he worked there as kind of a maintenance guy. He did odds and ends. But those generations... up to my dad's at least... my dad, my grandfather, my great grandfather... they could do a little bit of everything. They could do carpentry, plumbing, electrical... mechanics. So they weren't somebody that you would have to go out and look for someone. To do the work. They did their own. They were unique in that. They had that concept. My dad would say that he and his older brother would go down into the gulches and pull out these old Model-T's, and out of a couple, make one run. And that was their toys. You know they made everything. But my dad said when he grew up, he was on horseback with his uncles... my grandmother's brothers... all over the place. All up country Maui or driving... working cattle. But my dad was never interested in that phase of it. He was more into the repair side. But my great grandfather or grandfather... and my uncles... my father's younger brother. They were into ranching, too. My Uncle Ed, he was into ranching, but he worked construction. But the ranching was part-time. They had a spread and maybe a hundred twenty cows or something like that so I would kind of hang out with him. He had this thing that he would go out and like to shoe horses for other people. You get paid. So I used to tag along with him and that's how I learned the art of shoeing horses back then. And my father knew I love animals so one time when I was very young he bought me this horse. And brought it home and like I said, he can repair a car, he can repair a truck. He can repair anything, but animals was not his big deal. So he brought home this horse and this horse had more tricks than Carter has pills. It would stand up and bit, he would kick and chase you. You'd get on his back you ride him and he lays down. He'd just lay down on you and when he lays down he tries to roll over you. And I'm very young so the old man decided we can't keep this horse so he got rid of it. But then my dad did some other repair work for somebody else and they gave him a mule. And so in my younger years... I was associated with it. My friends at Ulupalakua that I grew up with... because we'd been through grade school, right? Their fathers worked for the ranch. They'd have horses. Here I come with my mule. (Laughs.) So... I went through that until I was probably in my teens when I decided, well, I worked for my yard money... I want to buy a horse. And the mule was old already and in fact the mule broke his neck here and my dad and I had to get tires and we burnt him here in the front. And I said I still want a horse but regardless, even when I had the mule, every chance, if I had a horse to ride, I'd ride. My Uncle Ed had a horse or... this old rancher... Thompson... Charlie Thompson...he had a horse to ride or I went down to the ranch and there was a horse, I wanted to ride a horse. So I ended up... that's when I started to buy horses for myself.

LW: So your mother's uncles were... you talked about your father's Uncle Ed and then...

JG: No. My father's... that was my father's brother. Ed. Younger brother. So he was heavy into ranching but as a part-timer. But he grew up as a youngster helping other ranchers in *Kula*. Sort cattle, shoe horses... he's always on that cowboy mode. And then he went into the Marine Corps. So I remember as a kid I used to see his picture and I used to tell my Grandma I want to be like Uncle Ed. I want to go into the Marines and I want to be a cowboy. And my grandfather says "Well, go milk the goats." Or "Go milk the cows." And he always would take me along with him and then I would sit down and he would tell me stories of his days as being a cowboy and how it was and he would name other people of up-country Maui who were avid ranchers. And he would tell me stories about roping wild cattle and doing x.. y.. z. And it's not until later on in life when I started to hang around... in high school and after high school... hanging around the cowboys' sons from Ulupalakua Ranch. Those years the ranch was owned by Edward Baldwin. And the Baldwins owned Hawaiian Commercial Sugar Company. Haleakalā Ranch... Ulupalakua Ranch... Kaupō Ranch... Kipahulu Ranch... so that was the name. Baldwins. So these cowboys that I'm talking about were my classmates. Their fathers worked for Ulupalakua. And so that was my introduction to the Hawaiian side and seeing how they were. And in grade school, we had a Boy Scout Troop... Troop 14... that some of our projects would be to go to Ulupalakua when they had a rodeo. And we were in charge of parking cars. And this rodeo arena was an amphitheater that you could sit in your cars and look down into the arena. And one-half of the arena was for rough stock, the other half was for roping events. And that was put on by Ulupalakua at the time by the Baldwins. But then when you listen... bear in mind my classmates were very young... some of them were a few years older than me. But their fathers were in their prime. And they're huge families up Ulupalakua. So I would listen to them... speaking in Hawaiian and then slowly at the old stables I would watch them with their horses. Come down after a while... I'd ride my bicycle there and watch them train horses. I'd come down and play with the guys at Ulupalaku... I'd ride my bike. And I would always gravitated to watching these old folks, you know. And then at one point in my life... I've got to go a little bit backwards... my dad had a job with Healy Tibbitts. It's a construction outfit and we moved to Waimea... the Big Island. And my father was head of maintenance and Healy Tibbitts had the contract to build the breakwater in Kawaihae, so I had to go to Parker Ranch Elementary School. And that's when I met some Kanihos, some Lindseys... there. One of our neighbors was a framer... Yamamoto. Our other neighbor was a Parker Ranch cowboy... Adam Quintal. And he was name up there... at Parker Ranch. And he would come home very afternoon with his horse, and he'd put it in his rock corral and I would go over and say "Hey, Uncle. Can I ride your horse?" He'd said "Yeah." So he let me ride that horse in that pen. Whether it be a young horse or an older horse, but this man liked to rope... from what I heard... a very good roper in wild cattle. So his horses were very athletic. But he'd let me ride the horse. He didn't let me out in the pasture, But he let me ride it around his place so we stayed there probably for about a year, maybe. And then after that we moved back to Maui. But when I left, he gave me a *kula ili* ...a rawhide rope. And I still have it today. From that gentleman.

LW: We talked about the people that influenced you.

JG: Well not all of them We talked about when I was younger... Adam Quintal was one of my earlier memories other than the family... other than my great grandfather, grandfather and my grand uncles. But some of the oldest cowboys I remember very well. One, like I said, Adam Quintal of Parker Ranch, Jimmy... or James Hapakuka Senior of Ulupalakua Ranch, Dan Purdy, Senior, Andrew Kauai, Senior, Jack Aweloa, Ernest Martin, Charles Chunga Kahaleauki, my Uncle Ed Gomes and my grandmother's brother and Uncle John D... DeRego and Casey DeSilva. These are some of the guys that were really instrumental in me watching them as a youngster growing up. And learning from a lot of them. I recall I was always gravitated to older people in the cowboy industry or in the ranching industry. I liked to listen to stories. Where they came from. In fact, even today, what I enjoy a hell of a lot is exactly what we're doing now, this Paniolo Hall of Fame. I have the whole set of manuals. And every so often, I'll bring home two or three. Just so I can read the bios of where they came from, what they did... even if they were deceased. But how in different areas... although we are on *Hawai'i Nei*, in the 50th state, ranching is ranching. But what they did and how they did it, the names changed... like the braiding on a rawhide saddle to hold the ring, on the Big Island they call it *aweawe*, over here they call it *wili a moku*. So they're different and the style is different. But the bios to read from is just... I love doing that! Again, too, other stuff, too, Department of Land and Natural Resources, I was on board. When they give you history, and it goes back to Kamehameha days, and all the way forward, I enjoy reading that kind of stuff. So, as a youngster growing up, I would go to the older people. The older Hawaiians. And sit down with them and talk to them and ask them questions. And they would just share. And some of them like James Hapakuka, I was in my late teens, early twenties, and he was already close to retirement at Ulupalakua, but he would talk to me and tell me "Hey you come down early in the morning. We'll catch these two horses." And he named the horses. "Go catch two horses, bring them by my saddle room, put on the saddles." And I would go riding with him up in the ranch. And he would take me in the middle of this lava flow, maybe on the fringes of this lava flow. And he says, "go look in this *puka*"... so him and I would walk over and look. "What do you see in the hole?" In the *puka*. I see banana and ti leaves. "Oh... what does it tell you?" I say, "it's got to be water, I think." He says, "Oh... you're a smart *keiki*. There's water. Well where the water came from?" He says, "there's got to be a spring. You know I've been telling this to the Baldwins. We got water that we're trying to bring in. Tap the water out of here." But he would show you that. One of the things that I never will forget is we went down in an area where he was raised. And Jimmy Hapakuka was born in 1911. But where he was raised, where he grew up with his grandparents, and he would show me a stone oven. A flat area where the *hau* was and would ask him a question. I said "Hey... *tutu*... how come..." Jimmy Hapakuka I'd call him *Tutu Hapa*. You know... for Hapakuka. I said, "Hey *tutu*... how come got so much white coral?" And we're on the slopes of... we're above sea level... we're probably about five or six hundred feet above sea level. "Why is it so many white stones around here? Was there ocean before up here or what?" And he looked at me and he smiled. And he tells me, "That coral was laid on the ground on the lava flow as a trail... as a marker. So at night... late at night, you come home, you follow the coral. The coral

is a trail to come home.” I said, “Oh... that makes so much sense.” I asked him. I said, “But the coral is all over the place, now.” And he’d tell me “Ahh, you know... get *pipi*... get cattle. So the cattle kick the stones around. Before never had... was all homestead people over here. Plenty. By the thousands of people lived here. I go school from here. I walk to *Makena*,” Not Ulupalakua but he walked to *Makena* to go to school. But that kind of stories, he would show me. He would show me on the side of a gulch that you would see rock walls on the gulch. And I said “Why is the rock wall inside?” He said, “Cause get too much stones. They cannot bury... so they bury them over here.” I said, “Oh... so that’s *iwi*?” He says, “Yeah, it’s *iwi*... Hawaiian *iwi* over there.” And he would show me various places, but I enjoyed that and he was huge, huge mentor for... using holistic plants. Native plants... for curing of cuts, broken bones of animals. And even for humans. If you had a boil... how you take a boil off. So I enjoyed sitting and listening with him. And then he used to braid a lot of rawhide and either out of *pipi*, or out of goats. And he’d make whips and so forth so I have a few... I have two whips from him. One out of cattle... rawhide from *pipi*, and from goat that he made. I said you got to make a handle. He would take an old rustic chair... a kitchen chair. He’d rip the handle off... the leg. And he made a handle out of it and he attached the whip to that. So it’s pretty unique, right? But he would tell me stories about how they ran cattle and what they did and so forth. So as I look over that generation and we move forward to this generation, so much has changed: of handling animals, of the stewardship of what they had. Because Andrew Kauai, Senior and Jimmy Hapakuka used to talk stories... tell stories about how they went from Ulupalakua to Kipahulu. It took four days to go get cattle and bring it back. And I used to say, “Wow, I sure wish I could have lived in that era. Where every place you went you’d go on horseback.” And so it was great just being around them and then to be on horseback with them or... even before I worked for Ulupalakua, every chance I had, I would try to... you know, when they were driving cattle or doing any kind of work around there... manual work... whatever. I wanted to be there. A lot of my friends would be on the golf course. The ranch was my golf course.

LW: So Kauai...

JG: Yes.

LW: He was Ulupalakua, too?

JG: He was Ulupalakua, too. He had a short stint. I think three years he went to the Big Island, and worked under George Manoa for Kahuku Ranch. And then he came back to Ulupalakua. But these people, they go back generations. Their father worked on the ranch, their grandfather worked on the ranch. So generations of them have been in Ulupalakua. And Ulupalakua, they got cousins and so forth so I kind of gravitated over to the next ranch which is Kaupō Ranch. Help them a little bit... drive cattle... and Charles Chunga Kahaleauki... we just got him involved in the Paniolo Hall of Fame. He worked for Kaupō, but he had a ranch of his own, too, on the side. He ran a little over a hundred cows. And so every chance, if I could make it I would go out there and help him. Good fun and fish.

LW: Didn't he just pass away?

JG: Yes, he just passed away a few months ago.

LW: He wasn't that old, was he?

JG: No, he was 79. But he had some underlying health conditions. He was on kidney dialysis and diabetes. That runs rampant in the Hawaiian families.

LW: Diabetes?

JG: I do. Yes, I have diabetes, too. I got for the last maybe 25 years.

LW: So you were living closer to Ulupalakua but you would go down to Kaupō and work with them, too?

JG: Yes. I would go to Kaupō and work with them, too. And back in the 70's, we revitalized Ulupalakua Rodeo Club. At that time, the new owner was on board with it which was Pardee Erdman. Pardee and Betsy Erdman, my boss, now today is Pard also. But his son is Sumner Erdman. And I can't speak enough about how great stewards this family is. And, as well as, what they are to the State of Hawai'i and to the community. What they give their employees as benefits, how they treat their employees is totally up and beyond the call. These are people that are extraordinary. They're great, great people. I really, truly love them. Back in the 70s, the old man Pard Erdman... he'd see how much I'd come to the ranch, he gave me a key. to open the gates and come whenever I wanted to come. I could also leave my horses that I bought... I'd leave them on the ranch in the ranch string, but at that time, the ranch foreman, Andrew Kauai, was a great mentor of mine. Would be under his string. So I would come and then there was a point in time that my Uncle Ed Gomes, which is my father's younger brother... he worked construction. And he was done with his partnership in his ranch, but he loved the ranching industry so when they were laid off, construction was slow... he would spend maybe three months, every day working on the ranch. Not getting paid... didn't want to get paid. But just working there. But he had access to my horses because I left them there on the string. So, you know, he would shoe the horses, and I would shoe it as well as Andrew Kauai... his horses and my horses... we would shoe them. But these were the Hawaiians that really took me under their belt and told me we're going to hunt. You hunt a certain way. We're going differently. We're going to... throw net. We're going to pick *opihis*... we're going to gather. We going to make smoked meat, smoked port... Whatever... *laulus*. We did that as youngsters, kind of growing up but gravitate more to that side. Not saying that the opposite side of my Portuguese side wasn't good... it was great. But I kind of fit in more so with Ulupalakua side... Kaupō... like I said back in the 70's we revitalized that arena I used to tell you when I was a boy scout. So we redid the arena and we developed a Tri-ranch Rodeo. And the Tri-ranch Rodeo was only three ranches. It was Ulupalakua Ranch, Kaupō Ranch and Hana Ranch. They'd come to Ulupalakua. We'd put on a show Saturday and Sunday. Saturday is just ranch against ranch. And then on Sunday, it's mixed. It's not as formal. So I can have a partner from Hana, I can have a partner from

Kaupō or Ulupalakua, and we'd challenge one another there but mostly it was roping events. And what really stands out, too, is I would see generations of families that would come. In other words, you would see grandfather, father... and then their sons, and then, their *keikis*, right? So, it would be great grandchildren, great, great grandchildren... all participating. But in the evening time, we'd have a *pā'ina*, a party, that we would pretty much make from scratch. We'd go hunt pig. Or we raise pigs for it. We'd gather from the ocean whatever we needed to make the party... the *pā'ina*. All our club members would get together and make the *lomi* salmon and the chicken long rice just to put on the party. If it was held at Ulupalakua. Kaupō would do the same. Hana would do the same. But to see on a Saturday when these families would come from Hana... or Kaupō and they all had different color... like maybe orange was Kaupō, maybe green shirts style, aloha print was Hana... and Ulupalakua had their own and you could see the different colors. It was so, so beautiful to see that. From *keiki* all the way up to grown-ups. And it was nothing about... the competition was just pure fun. But these were all ranch hands. This was not somebody that went out and bought a horse for 15, 30, 50,000 dollars. It was just a ranch made mount. And it did everything. All the events you want the horse did it. And it was just pure, pure fun. One hundred percent. It was a lot of laughter, a lot of good times. There was nobody's that's "I'm better than you." We were all the same. Of course you got people that's way more athletic. And a lot better and they shine all the time. But that was great because you learning off of them. And you look at the different mounts that they had, and the saddles that they had. A lot of them came with their own or hand-me-downs from their family. So I liked that part. I would also enter with Andrew Kauai. We would enter in the Makawau 4th of July rodeo. We went to Molokai. I went Molokai maybe four or five time for rodeos over there in Kaunakakai. But it still did not take the place of our Tri-ranch Rodeo. The three ranches that were pretty much in the east and the south. Ulupalakua, like I said... Kaupō and Hana. I mean they were exceptional times. And the family... you brought your kids in... your wives... and they were all involved. Today it's so different. We don't have the Tri-ranch Rodeos. Ulupalakua, the younger generation always looking to revitalize the arena. And make something, but I don't think it's on the level of the Tri... 'cause the generations were changed. I knew back then who the workers were and who were not the workers. The kids were not involved with it; they were too busy doing other things. But the older generation... myself and people... cowboys who were a few years older than me. We were the nuts and bolts of it. Get it together. Get it going. But it was special times at that time for me.

LW: And what years would that be?

JG: This was back in the '70s. '70s, '80s, '90s.

LW: That was through the rodeo club that Ulupalakua Ranch...?

JG: Which was part of Ulupalakua Ranch because they couldn't put anything on if Ulupalakua Ranch, Kaupō Ranch or Hana Ranch did not give the land. We would just have to sign waivers and do whatever we needed to do. But the ranch was in support because it was a Paniolo culture. And this is what we needed to keep and perpetuate it.

For years... for generations to come. The Paniolo Culture. So the ranch stood behind it. They gave a hundred percent support.

LW: Before we forget, let's make sure we talk about all the older cowboys.

JG: I got another older cowboy right now. He's my grand uncle. And his name was... John... they called him John D. For John DeRego. But he was the supervisor for Camp 1 stables. And Camp 1 stables is down near Kahului Airport. And those stables were the headquarters for the days of the plantations where they had all the mules, and horses, to accommodate the plantation because they didn't have merry tillers. They didn't have any kind of equipment to go into the fields to carry the seedlings. To carry the spray rigs. To go and spray the cane and repair stuff. Whatever they needed. Everything was on horseback. So John D. was the guy in charge of probably close to a hundred and fifty to two hundred animals there. And so, it was huge. And he lived in a plantation camp very close by. The area is called Sprecklesville. And his give-back was he loved to braid. So he was the guy that taught everyone... like you got people here on Maui like Henry Silva that does a lot of these saddle braiding, the *wili a moku* or *aweawe*. Henry learned from him as well as others, but instrumentally, when he first started it was from John D. And John D. made me a lot of items that he braided like reins... ropes. He knew that I took a liking to that, so he would do that. And then we would also go down and visit him and he would tell my parents, "Leave Jimmy with me. You guys could do whatever you want. He can stay at the house with me. But leave him with me. He likes to be around." So he would take me to the Camp 1 stables and I would just be in to see all these animals. And they also had young horses that he would ride and train. But being the plantation, their brothers owed the ranches. Haleakalā Ranch, Ulupalakua Ranch, Kaupō Ranch. Their all family. All Baldwins. So the retiring horses that they weren't going to use for ranching would go to Camp 1 stables to Sprecklesville for them to be pack horses now for the plantation. Or if they had a horse that was condemned, where it was not suitable for ranching... although the Hawaiians would ride it. They didn't care, but they didn't know when horse would buck, what he was going to do. Well the owners would say, "forget it... this horse needs to go to Camp 1. Give it to John D. guys. Take the horse down there." So that's the kind of horses that they would get, besides of their own. But what amazed me was they had mules and they had donkeys... not donkeys. I didn't see donkeys but mules. And then they had a little ranch because they had their own meat shop and so forth so that all came under my uncle... John D. So he was really well known in the community and in Maui for that kind of work that he had done. He was an avid hand. And again, back to the stories I was telling you that my dad, when he was a youngster... he rode in the back of my Uncle John. All over the place in Kula 'cause my great grandmother would tell him "You take your nephew with you and go on a horse. You going someplace go visit, take him with you." But she'd be talking to him in Portuguese. And my dad said he knew he didn't want to take him 'cause this was a little kid tagging along, right. But my grandmother says, "You have to." And so he was important in my life as well as my great grandfather John DeRego because I used to love being on a horse... even till today. If I can smell a wet blanket, or leather, I'm fine. And I

love it all... when we're working with cattle and the cattle poop and everything... it's like home. I'm fine with that, you know. I'm fine. (Chuckles)

LW: Well you mentioned a couple of other people that I didn't have on my list here. I had Hapakuka and Kauai and John D. and your great grandfather Manuel. And some other guys... when you mentioned Chunga, you talked a little bit about him.

JG: Chunga actually... or Charles... Chunga... and Andrew were first cousins. Their mothers were two sisters. They were the Poepoe family. And then I mentioned this guy named Jack Aweloa. Jack Aweloa was a cowboy for Kaonoulu Ranch. Okay. And so was Ernest Martin. Ernest Martin was the foreman for Kaonoulu Ranch. Now there was a part in my life when I was a youngster, I stayed with my grandmother, my father's parents. And whether it would be summer or something like that when I stayed with them, and they're only like three miles apart from where I live now. At my grandparents' house every morning I would hear the whip *kani* that they were bringing in horses. So there were a lot of times where I would go down and watch them. They're catching their horses in the morning. I'd watch them get on horseback. They were going to all travel out and drive cattle. And this was Kaonoulu Ranch, owned by the Rice family. I used to walk...right where Rice Park is located now, there was a big horse pen and everything else. And I used to watch these cowboys and I used to really admire them, you know. And I knew Ernest Martin. I knew his grandchildren... but later in life, not at the time when I was in grade school but later in life and I would hear stories from them. And sometimes we would go over to Ernest Martin's house and talk to him. And listen. At that time, his grandchildren were a few years older than me. But we all used to hang out together. So Ernest Martin's son-in-law was a Dennis DeCoite, and he had DeCoite's Poultry Farm but he was also very instrumental in raising thoroughbreds for the horse racing that they raced against the ranchers. They raced against the Baldwins. They played polo. But he used to bring his top notch horses. So at that time, in my twenties, I would kind of gravitate where Dennis DeCoite is because I knew his sons, and I'd see the various horses that were brought in... what he was breeding. In fact, I bought a horse that was from him a Jim MacBee bloodline. And Andrew made the horse... Andrew Kauai... and it was one of his top roping prospects when he was in his prime, too. But the bloodline came from Dennis DeCoite. It's not so much a racing horse but had some quarter in it... quarter horse in it but it was a nice... it was a good horse.

LW: Well, did you... Kehaleauki, did you mention him, too?

JG: Yeah... that is Chunga. Chunga Kehaleauki Jr. He goes by Charles Aki, Jr. And Charles was a guy that when you would go to his home... he was married to my cousin, Jane... Mary Jane. She has passed. So back in the 60's, when I would go in to Kaupō, the mid-sixties and so forth, it was not unusual to see a big bowl of *poi* or maybe when I was in grade school, you'd go to the Purdys' houses and so forth, big bowl of *poi* on the kitchen table wrapped with a rag which was probably one rice bag before. You know... the rice bag. But when you go to Chunga's house, you go out and you help him... we fix fence, we work cattle, or whatever it is... or we hunt, or stuff like that. You'd come in in the

evening time and Jane would have... nothing less than maybe a seven to ten course meal. I mean you name it, she had it there, from dry fish to raw fish to *poke* to pork to beef, rice, *poi*, soup... cabbage soup... that's what it is. And you would have that for dinner and in the morning she had a huge spread of breakfast. And you'd have to eat before you leave. And they were very instrumental for some of the older *kupunas* in Kaupō. Kaupō is kinda... really laid back. They don't have electricity. They all work off a generator and so forth. It wasn't unusual for some old families that their children were not around in Kaupō anymore, that they would take in old people... put them under their wing. And keep them. And care for them as caregivers until they even passed away. And really not even family but that was just who they were. So the true spirit of *aloha*. Chunga was always a... I wrote him up for Paniolo Hall of Fame and I didn't know that he had worked for 45 years and 14 days for Kaupō Ranch. Born and raised there. I remember him telling me a story that he used to come to grade school at Ulupalakua and live with Andrew Kauai guys 'cause that was his cousin right. That was his mother's sister, right. And he would go to grade school and then after grade school he went to Lahainaluna as a boarder. He just went one year. He missed home so bad, he quit. And then he came back to Kaupō, And then later on, I think about sixteen or so, he started to work for *Kaupō* and never left. And then his brothers-in-laws were the Po'ouahis and so forth. There was another family in there called Pi`imaunas. The Pi`imaunas was married to another Poepoe. Andrew's... Andrew Kauai's mom, Chunga's mom, and the Pi`imaunas... their mom in the *hale* Pi`imauna, they're all sisters. Poepoes. So they all had that kind of background. And I remember vaguely all of these old timers. And a lot of them I remember even at Ulupalakua, or more so Ulupalakua in the stables. A lot of Hawaiian was spoken. Pure Hawaiian. To one another. I didn't know. I know the pidgin. I pick here and there, right. And then I would ask them "What you said?" "Aww... you *lolo keiki*. You gotta learn!" But they'd joke around. Jimmy Hapakuka ... we used to joke around... when I would take out a rope. Jimmy Hapakuka's brother-in-law was Dan Purdy. Dan Purdy's sister married Jimmy Hapakuka. So Dan Purdy was left-handed. I'm left-handed. Portuguese call it call it "canyute" (*canhoto*) your left hand. Jimmy Hapakuka called it *kukai* hand. "Ahh... you two guys *kukai* hand." 'Cause left hand he tell me, "You learn how for rope right hand. No rope left hand. Ats all *kukai* hand." *Kukai* is "shit." Shit hand... *kukai* hand. But I remember the old man always telling me that. I'd take out the rope, I'd coil it right... and, "you coil it left hand, you coil it right hand. We learn to rope right hand." I couldn't. I just stayed there. His brother-in-law now was left handed. But I remembered they always used *kaula ili*... rawhide ropes. They didn't have nylon ropes or anything like that. And Dan was an excellent cowboy. We just got his son inducted... Michael Purdy, Sr. His son was just inducted in it. And right now we're looking at... for this go round, we're trying to get Jimmy Hakupuka involved. And next move down to Dan Purdy, Sr. So I'm running the bio now. I hope I can finish it before the 31st and get it in for James Hapakuka.

LW: Now were there people in Hana or was Hana much farther away? Were you there?

JG: Yes...Hana was much further away. But you have people that came out that had land in Kipahulu that raised cattle and we would hang out together with the Smith family. Randolph Smith... and in Kipahulu you had Uncle Louie and Auntie Annie Smith. So the Smiths were big families then. You had the Ka'iwis. They were cowboys on the ranch and so forth. They had different managers at the ranch so the Hanchett family in Hana. But they were all good... good people. They were all really, really good people. Hana I think was the only ranch I knew that was union. And the hotel was union so it was different from the other ranchers. But they all had their own specialty. They were just great people to be around. To be around at that time for me. Great, great people.

LW: Who owns Hana these days?

JG: Hana was owned by the Fagans... Fagan family. And then they sold it. Now this has probably moved on. It's probably about four or five owners that they've had since Fagan's time...Paul Fagan. They've had four... maybe more owners down there. I think Hana Ranch is up for sale again. Or Hana Hotel has just been sold. Again. The ranch is still under the same ownership... the last ownership which I think it's a Bio company that's from the mainland. But they don't seem to hang on to Hana. They come in with all these great ideas. I once told management. I said, "If you guys are going to survive in Hana, I think that management or owners need to be involved in the community pretty much full time so you can relate to them and tell who their grandchildren are... who their children are. And you're there for them. They really will open up for you." But to be... and run a ranch from the mainland and say, "this is what we want, this is what we don't want," but they don't have interaction of the community. That's not working.

LW: Let's see...Where did you go to grade school? Ulupalakua?

JG: No. I went to grade school in Kēōkea. In Kēōkea. Not even a quarter mile away from me was my grade school. This grade school is gone. Then Ulupalakua had their own grade school, but sometime in the late 50s, they closed Ulupalakua School and everything merged to Kēōkea School. So that's why they would bus the kids from Ulupalakua to Kēōkea and that's how as me growing up, how I mingled into Ulupalakua Ranch scene.

LW: Oh... that makes sense.

JA: Because there were classmates of mine that actually were bussed to Kēōkea School.

LW: So who did you meet down in grade school?

JA: Oh, I met the Kauais... Andrew Kauai's younger brother. I met the Purdys... a lot of the Purdys that I went to school with... grade school, high school, including Michael. They were a few years older than me but I remember them in high school. Families over there from Ulupalakua that came were the Uwekoolanis, the Campbells, the Ishikawas, the Teradas ... they all worked for Ulupalakua. They gravitated to come to school at Kēōkea.

LW: Where did you go to high school?

JA: I went to high school at the old Maui High School in Hamakua poko. That's above Ho'okipa Park. There's an old high school. The high school was... here's a string. I graduated from that old high school. And there were myself, and three others that were from Ulupalakua, Ralph Purdy and Tommy Kauai (Thomas Duckie Kauai). We went to school together. They were a few years older than me but we ended up working for this construction outfit called F & M Contractors. And we built the new Maui High School.

LW: Yeah, kind of full circle.

JA: Yes... totally. And then years later, when A & B, when they closed the plantation down in 2016, which is HC & S... they closed it down... then they were looking at diversifying and they were going to put in a cattle operation in which they called Kulolio Cattle Operation... we were delivering cattle... to the back of the old Maui High School. So I said "Jesus. Over fifty years later I'm driving down this road bringing cattle to where I went to high school." But now we call it a pasture back there, so again, another full circle.

LW: So let's see... I know you worked on these questions earlier. Have you told me all the stories you remember from these old guys or are there any that you wanted to add?

JA: Yeah, you know... there's another guy... family up-country that I got involved through my father's brother, my Uncle Ed. He's still alive. He lives on the Big Island. He is 86 years old today. But he used to help this guy out called Alfred Aruda. And Aruda had a lot of property from Makena to up to Kula Road and the places where I used to go and help them work cattle. I was probably in my early 20s. And I just wanted to be around that kind of life style. Alfred Aruda and I... we would go out and, I remember, we used to have access to pineapple bran... That's the peelings that they dry, they roast and then they put molasses in it and you feed cattle. And he would bring it in by the cattle truck load... maybe 200 bags or something like that. We would off-load those bags in a place that he had and we would go out and feed cattle when we'd have droughts. So I remember doing that, and to look back at the areas he had once, where he used to graze cattle, he turned around and he developed those areas. Today, a lot of the places where he was raising cattle... Aruda... is now subdivisions. It's all subdivision now. I drive down the roads and say, "Oh... I can remember this old rock wall and next to this rock had this huge lava tube." Today you wouldn't even see the rock wall because it's a home with irrigation and a big, beautiful home, and driveway, and plants, and everything else but yet it was a pasture before. Aruda stood in my mind a lot because it was a beginning for me to hang around people who were in ranching... Another thing, too... when told you about Hawaiians that were talking in Hawaiian... a lot of them, when they were working cattle. They would say things like "*Ma hope... ma mua...*" whether you should go in the front... go in the back. "*Huli mauka... huli makai... hapa laka...*" half tame and so forth. These are the things they would tell you. And a lot of that, it was all in Hawaiian. But I really enjoyed that. I really... when they talked to you, you knew exactly what they were telling you. But it was good to hear that. And more so when they'd tell you about how their days were. And Andrew Kauai, Sr. was a guy that when I went to Ulupalakua he

told something. He said “You know brother... if you want to be a horseman, you have to ride all different kind of horses, ‘cause every horse has a different personality. Every horse has different abilities. From colts to old horses. Try to ride as many horses as you can. You will have a better perspective then you’d be a better horseman by handling them. Every one has its own personality.” And Andrew was a guy that was a working foreman. So when we would go out and drive cattle, he would always go the farthest end of the boundary. You know... we started here... it’s a 3,000 acre boundary or 4,000 acre... whatever. He would go to the farthest end that you could go. I would follow him because I’m learning the pasture now. I’m learning trails. He’s telling me certain things. Of what was here. This area over here... bird season... there’s a lot of old turkeys in this area. This area get plenty of chukkas (chukar partridge). This area get pigs and... we always see pigs. We didn’t have the opportune time then to shoot any deer ‘cause it was *kapu* for us to shoot deer. I think now the owners... or everyone in the state feels, I wish there weren’t any *kapu* and they would get rid of all the deer because they compete so much for the grass for cattle. But Andrew was another one who... we had an area called *Auwahi mauka* and there were a lot of cattle that didn’t come in on the drive that stayed back. And then they bred... they had calves. Pretty soon we called it *kuni oles*. They were with no brand and they were wild. And you’re on the slopes of Haleakalā or mountains and Andrew taught me how to *nāki ‘i*... cinch up... let the horse rest, *maha, ho ‘omaha*... The dogs come out. And he says, in this area, they’ll come and hunt you. Meaning the wild bulls. They’ll come and hunt you. You don’t have to hunt them. They’ll come and hunt you. ‘Cause we’re up in this area. And when they came out, they came down and you’re running... you didn’t even think about nothing. Just running in that *lava* downhill... and rope’um. So he’d rope the horn, I’d rope the horn. And he taught me how to take it to a tree... tie it up. And eventually you were on your own. You’d go and rope that and I thought wow, this is totally different from being in an arena. Now you’re in a huge arena where there’s no fences. And you in a terrain where your horses come out like ribbons. It’s all cut and everything else. One fall, that horse would stumble... you’re dead... you’re gone... but you didn’t think any of that. That was the least of it. It was just the idea of the adrenalin of getting it. I remember when we caught it and roped it and then later on... some of them we drove... they came into the pens with the tame ones. And Andrew used to tell me come in the pen. I’ll show you how you have to rope these cattle into our cattle truck. And you would go and one time he told me “Climb up on the sides of the cattle truck. Put a rope on the horns, stick it through the side board so we can tie it up close so he’s not fighting the rest of the cattle we’re going to put in.” And then one bull was trying to bite my boots. The tip of my boots. They’re trying to hook my boots. And that how wild they were. They were trying to jump in the air and all. But I wasn’t thinking of any of that. I’m just... yeah, I’m going to tie you up. You ain’t going get me. (Laughter) But Andrew was a mentor of mine. So was Jim Hapukupa but it was more so with Andrew ‘cause Andrew was like a *hānai* brother to me. We hung around so much. But he was a good cowboy, he had a great hand for horses. Andrew was a guy that rodeoed... polo... he was an all-around ranch hand. Hunting... that was his bag. It was just him. He had brothers that were involved in that, too, but not as much as him. In my

earliest years, in growing up even until Andrew died... he's a huge void for me. I have his ashes in my yard. And I talk to him all the time. I talk to others including this old man. If any of you come to Ulupalakua Ranch Store, there's a guy sitting on a bench... a statue with a baseball cap and that's Jimmy Hapukupa. That's him... I get in in the morning and I go and open the store. I rub his hat... he has a cap on... I rub his head... "Tutu... give me guidance today. Thank you. I love you... I miss you." And we have put ashes for Andrew up in the mountain and I pay homage to him, too. And also the other older cowboys who have been there before me. I'm still learning. They're gone... but they're still walking the 'āina right now but as *kupunā*, you know. So I cherish them. I do talk to them all the time. I feel them around me and so forth.

LW: Yes, of course...did we look at the other stories? Did we miss any?

JG: I think we got most of them. The only thing is you asked me... one of the questions you asked me is "Has ranching changed?"

LW: Wait... let's go through all the associations you were with. We'll do that question next time. I think we've kind of got you through high school...

JG: The high school and my early years. We got through high school and my early years in the 20s, 30s and 40s.

LW: Yeah.

JG: That's where it's at.

LW: So if we kind of go on from there and talk about your professional life, and things like that... so if you go back and look at your notes and see if there's any other old stories that you want to include, we can include them. But the thing about ranching and the future of ranching let's do that at the end. But still we have part of your life to talk about your professional stuff. Okay?

JG: Okay. Yes. We talked about the present owners, right? Pard and Betsy. They always treated me like family. They always did. I have so much respect and I'm humbled by them. And they do that for all their employees but they really have... really, really have treated me so well. I remember Sumner when he was born. And watching him go through grade school and then high school and then college. And he would come home from college sometime with his friends and come to my house and say, "Hey... you got any smoke meat?" "Yeah, I got smoked meat." And he would tell me, "Hey... you know what? Maybe we can go hunting." And I said, "Why you asking me to go hunting? You own the ranch." And then for many years... I wasn't working for the ranch yet, but like I said, I would gravitate to the cowboys and always doing something at the ranching. I wasn't getting paid but that was my home life, right? But when Sumner came home and then he started back on the ranch in the management, there was a lot of projects that he wanted to get done so a lot of the weekends that was what him and I did. We did projects that he wanted to implement and didn't have the time or he implemented and he wanted to finish it up. So we'd go do a lot of that on Saturdays and Sundays. Every Saturday and

Sunday like clockwork. We'll be doing that. And I didn't know that they were going to ask me to one day work for him. So I can cover that in the next segment but... how it started, anyway.

LW: It's wonderful. So where were you before?

JG: Before 2003... my dad started this construction and repair and parts business back in 1965. And it was in Wailuku. And although I didn't go to work for him immediately, I worked in the construction field as a laborer being a labor mason. I worked at that for a while. I just didn't want to work for my father. But eventually, I ended up working for him. I was the only child and he kept telling me you need to be part of this operation, but that wasn't my bag. If he had told me, well, you can work for me but you stay in Ulupalakua, and work out of there. So anyway, I stayed with my father. But then my dad started to develop some dementia. This was prior to 2003. Probably in 2000, you know, he started to forget things... made bad decisions and so forth. And it was hard to let him know that "Dad, you can't drive anymore. When you drive you're running people over. You're on the walking lane with your car and people are walking and they're jumping off there and..." So anyway, my father ended up where he had to be in a home. And then my mother wanted to be with my father... and she was with me for a while. So I started to look at it and so I said "Well... you know what? It's over 40 years. I don't want to be in this business anymore." Don't get me wrong. We achieved a lot. We bought a lot. We had a lot... commercial properties... X - Y - Z. We'd done a lot of... there was a lot of profit and good that we'd done... we'd made. Where was my love? Where did I want to finish up my years? Well, Sumner Erdman and I... and Ulupalakua cowboy Andrew Kauai... I was always hanging around with them. Sumner and I would do a lot of weekend projects. And so I said I can go and continue doing that. And I loved doing those kind of things. But then in 2003, I closed everything down. I went to my employees first... my employees. And I said "Look... are you guys interested in this business? Accounts receivable, all the equipment... I'll turn it over to you. You just pay me rent for the facility... the buildings that we have. And you continue. You can change it to whatever name you want. Whatever, but it's yours. Everything." And then none of them were interested. And we had some few young ones and we had some older people who had been with my father for a long, long time. But they were not interested so I liquidated everything. As I was liquidating everything... sold everything off... I sold some commercial property and everything. So then I started going to go to Ulupalakua. So in 2003... October... November, I started to go down and clean up and everything. So Sumner Erdman decided. He said, "You know, for now, why don't you run that herd" He had a herd that Sumner was taking care of all on the *makai* side which is above Wailea. He wanted me to move it to different pastures, repair fences, look for animals with health problems, cows, calves, weans. I usually was on horseback and/or on a quad or ATV. And it's not where he had to teach me the boundaries or the water or anything like that. I already knew that. So I started there. And... in December, Pard Erdman and the wife came down. I was cleaning up the shop area. And they came down and they told me, "What are you doing?" I said "Well, I'm cleaning up this mess. You can't even work around here. I just want to clean it up." He says, "Well, I got better things I want you to do." And Sumner was in New Zealand on the New Zealand ranch. And Pard had pointed out that, "Well, I want you to be our Operations Manager." I said, "What?" I said, "Well,

you know Pard... I don't... I value a friendship more than I value a job. I'm here. I'm going to come here and do it for free as I've been doing it since the late '60s. I don't have to get paid. I just want to be here." And he says, "No, no, no... we're going to pay you." And that's how it really started. And so, I became their Operations Manager, and from there my mom... my father had to go in a care home. My mom wanted to be in a care home next to him. And then my father died about six or seven years later and then my mom was still there. And then she died of dementia also. So I really... after 2003, I became a full-time employee... of Ulupalakua Ranch. So, I started as a contract hire in November of 2003 and hired as employee August 2004. I was closing down the business my father started in 1965 from November 2003 to August 2004. That's how it started for me at Ulupalakua where I was.

LW: Wow... that's a good story.

JG: So, Sumner's mom... she got dementia. And I told Sumer... I said, "You know that I went through with my dad and my mom. So I know exactly what you're going to go through." So I said, "Enjoy all the time you have with mom. Because once mom makes that turn, she's never going to come back." You're going to think that "Whoa... this is not my mother." And you're exactly right. It's not her. It is her but it's not her. So what does she comprehend or what does she know or he know? I don't know. But I do know that... enjoy whatever you can. I mean my mom, when she was going, I would go and visit her. And basically, she would just be looking at the ceiling or looking at you and she says, "What do you do?" So I tell her what I do. "I work at the ranch, ma... Ulupalakua." And she says, "Why? What do you do there?" And she'll ask me that five minutes later. So I told her "I'm a drug dealer." And then she says "What?" (He replies) "I'm a drug dealer." She says, "What do you do?" I say, "I sell drugs." I said I asked the nurse here if she wanted to buy drugs for you but she didn't want to buy drugs for you." She (mom) says, "Oh... you're going to go to jail." (He replies) "Oh well, that's okay." I says, "As long as you get the drugs." Then later on she would ask again. I would just humor her. I would not take it serious... you know, I would not take it serious. I would just... my father was the same way you know. Some people say when you get dementia, if you were mellow before you got dementia, you're going to be rowdy when you have dementia. And it's the opposite if you were rowdy, you're going to be tame. Well, my mother was really, really soft and quiet. She'd look at you and she says, "Oh, who are you?" And I said... oh, at the time I could tell her whatever the President was and I said, "Oh, I'm Barack Obama. I just came from Washington, D.C. to see you, Sallie. I going to take you back to the White House so you can be my Chief of Staff." And she looks at me and she'd tell me, "Well, I'm too old." I'd said, "Well, that's okay. Well I just want to take you back." And she looks at me and said, "Well, what do you do, again?" So I would tell Sumner. I said, "Enjoy whatever moments you have with mom. 'Cause once she makes that turn, mother is never going to come back." And Mrs. Erdman was a gem. She was such a beautiful... an icon of the ranch. Anyone who has come in contact with Mrs. Erdman, whether it be a housekeeper, to someone who is of equal status of her... they all love her. They all love her. Well, they love the Erdman family period. So it was hard to see her in that phase. She would come down in a car and I could see her. She was kind of not in the right frame. And I would talk to her. But I would humor her, too. I said,

“Betsy... where’s my 100 acres?” She said, “What?” I said, “Mom... where’s my hundred acres. “ I’d say, “You know I am your son from the mailman.” And she would laugh and laugh. (Chuckles.) But I had such a wonderful time with her. And Pard. Pard is a wealth... a wealth of knowledge. I’ve asked him many times, Lynne... many times, “Pard... I want to get you inducted into the Hall of Fame. And Pard is not one of those for accolades like that. Pard says, “No... maybe when I’m dead and gone. But not now. I don’t want nothing... nothing.” I’d say, “Well, let me start writing your bio.” He replied, “No... I don’t want that. Don’t do that. I’m not interested.” And what better of a man to be in the Paniolo Hall of fame than that man. But I can respect his wishes, you know.

LW: And he’s 80?

JG: He’s 89... yes. And he’s still sharp. He’s sharp.

JG: Like I said... I want him to be remembered.

JAMES GOMES 2nd Interview

December 7th, 2020

LW: Glad to see you this morning... Jimmy Gomes. Today is actually December 7th... a big day for Hawai‘i, of course. We are speaking via ZOOM. Jimmy Gomes is in Maui and I’m at my home in Hilo, Hawai‘i and this is interview number two. I wanted to ask you about your current position. Where are you employed and what is your title there?

JG: I am presently employed by the Ulupalakua Ranch as the operations manager. This ranch started to raise cattle from about the 1920s. Although earlier in 1856, they grew sugar cane, sweet potato. They had sandalwood. And due to severe droughts, that’s what killed that farming entity, and then, they had a lot of owners through those years. That’s my present job. Do you want to know anything more about the ranch or who I grew up with in that era? I don’t know if we covered that.

LW: Yes... more about the ranch for sure... but wait, let’s talk about what exactly the operations manager does.

JG: The operations manager, we take care of everything. The cattle, maintenance, land... but you know as of 2020, we pretty much have a lot of key young diamonds in the rough. Younger generation that’s coming up to takeover from people of my tenure. We kind of scale it back and give them the opportunity... so I just kind of from the outside fine tune it. We have a new General Manager that’s on board because our owner, Sumner Erdman is stepping into his dad’s shoes... Calvin Pardee Erdman. He and his brother. So they’re overwhelmed and our new General Manager has to look at diversifications for the ranch to see... we’re going to move it to the next generation for the Erdmans’ children and grandchildren. And so, my deal, a lot now, has to do with my boards and organizations... Hawai‘i Cattlemen’s Council. Department of Land and Natural Resources that I’m involved with. Although I look over the day to day operations and if I see that someplace has to be tweaked or just to get some support to the younger generation that’s up there as

livestock or utilities and so forth so we jump in and kind of coordinate that. Take care of all of our maintenance. We have a lot of maintenance stuff going on, repairs to equipment and so forth. So I kind of oversee that. And then deal sometimes with cattle sales. Move it along, you know. So pretty much a little bit of everything from time to time. But mostly focused now on legislation things... boards and commissions, as well as the Cattlemen's Council and the Beef Co-Op and all that. I've kind of dealt with that right now.

LW: So when did you start the Operations Manager position?

JG: Two thousand and four (2004).

LW: And now is that operations manager under a General Manager?

JG: It was just under the President before Sumner Erdman took over. Two months ago we hired a General Manager now. So I kind of report to him, or I tell him and the owner what's going on. Or what's going down.

LW: Who is that new General Manager?

JG: The new General Manager is a man by the name of Darryl Flannigan. He's our new General Manager. He's been on board I guess going on three months now. He just got on board. A young fellow. Great person. But again, he has to find out how we can diversify to... not just the cattle, but to diversify to alternative energies. What we can do... with Eco-Tourism. So that's the kind of stuff I think he's going to look for and as well as whatever other entities that Ulupalakua Ranch has that have already been diversified. He needs to take a look at that, develop some kind of budgets and so forth. And get on board with that throughout the whole corporation.

LW: So, as Operations Manager is there a cattle manager or a livestock...

JG: We had a cattle manager; we have a land person, we have a person that does all of the native plants. We have a person that does the store. And then, we have a person that does all special projects meaning house renovations... home renovations, I should say. So we have different people in different slots now. They're all younger generations coming up. Which is great... you're kind of "passing on the torch."

LW: Right, right. And are they managers like you are or do they report to you or...

JG: No, they're kind of managers on their own department. Although if I see something that maybe I can help or support, I'll jump in and kind of chime in with them and give them some ideas or some contacts. Or "have you ever thought of looking into this?" Or show them that... they're looking for something, maybe simplify it. "Call so and so... this is the person you need to talk to..." Something like that so they get an idea... and then they put it into their plan. Then we follow the direction of what the owner wants and the owner comes down to the General Manager of what goals he wants and then the General Manager comes out and says what he wants from the various departments or managers of

the departments... of what we need to give him so he can make a monthly report to the stake holders or the stock holders of the ranch.

LW: And there's a board, too?

JG: There is a board... there's a stock holders' board, which is the Erdman family.

LW: I see. Okay... so... you're saying that what you're doing is basic operations and you were saying to me earlier this morning that you deal with the cowboys so just give me a picture of how that works. When the cowboys come to you and how that kind of interaction happens.

JG: Sometimes I have questions for the cowboys. They have a livestock manager and she's a up and coming young girl. Sometimes I'm asking questions. I will say for instance... "I was on horseback the other day and I've seen various areas that needs to be given some attention..." whether it be a rock wall, water leak, or... also I ask them about the herd... maybe where's he's at I don't see much feed. We need to kind of move that herd along or what is their next move. Or the cowboys will ask me... they want to take personal some time off on certain, certain dates. They'll come to me and tell me that some of their quads or their trucks had some maintenance problems and so if I could address that or take care of that for them. Also with the equipment... the tractors and skid-steers and loaders... on the maintenance side. Or some of them will ask me besides taking off, they want to ask if they want to do something on the weekend on the ranch property... is it okay? They may have not asked the livestock manager but they're asking me, and I either say yes or no. Or yeah... that's not a problem. Things of that nature.

LW: So, what's a skid-steer?

JG: A skid-steer is like a Bobcat. What you call a Bobcat... Skid-steer is just another loader. We have caterpillars, track caterpillars, D-6... we have some other 4 x 4 loader tractors that we have. Flail mowers and rotary mowers. Big mowers that are operated by the tractors. We've got a lot of other equipment. Live stock trailers..., trucks that pull the livestock trailers. There's quite a bit of those.

LW: So that all has to be maintained.

JG: Yes.

LW: That's a big thing. So, you don't ever contract out for that big equipment?

JG: Yes, we do. We have a general contractor that comes and I coordinate all of that and if he can't get it try to expedite it more because I can't wait for the local vendor. I'll go to the mainland and find one for him so we can get these units out and running.

LW: Big operation. So exactly... remind me, how big is Ulupalakua?

JG: Ulupalakua Ranch fee simple is 18,000 acres. We run from sea level to about 6,500-foot elevation. We probably got about 2,000 lease hold land from the State... so 20,000. At one time, Ulupalakua had close to 60,000 acres when we had the other lease land from Department of Hawaiian Homes. We had some ranch land in Kipahulu which is on the East side of the island. And including what Ulupalakua has today and at one time like I said when Pard Eredman bought the ranch in 1963, I think there was probably about 60,000 acres at the time.

LW: And so how many employees do you think they have?

JG: Ranch side I think... probably with the store and the ranch we probably running about 22 to 25 employees. But just cowboys we have seven. And then we have the livestock person... person for land... another person for native plants, people we have who are utility people... they do odds and ends kind of work. So about 25 people... 22 to 25 people employed.

LW: And where is the store?

JG: The store is right at ranch headquarters. The store has been around forever. In fact, the store, not in the present building, but in the same location, they were the first Levi's distributor for pants. Levi's pants. They were the first distributor for that in the state of Hawai'i. We're no longer a distributor but we do buy from others. We buy Wranglers now rather than Levi's. That was the "old store" days. Today we have a big store. They have apparel. We sell our burgers there. We sell our elk, our lamb. So they have a little deli. The store is really a diamond in the rough. It's for the community of Ulupalakua so they have staples like dry goods. Some of the people, if they run out of food or sugar or vienna sausage, corned beef or sardines... oil, things of that nature, they can come and get it. And we also have during this pandemic... this Covid19... Sumner has instructed our plant lady to plant vegetables. So every Friday they harvest it and they got chard and lettuce, eggplant, parsley, avocados, star fruit, papayas, mangos when in season, a bunch of various vegetables. And then they put it down and you can come in the afternoon on Fridays and get a package and take it home for free. Just to try to help out the community.

LW: So, are you guys focused on a particular breed of cattle?

JG: Our cattle is an Angus cross, you know. It used to Herefords way back in the day, but that changed. With the breeding now, the Angus seems to be more suitable for the kind of marbling that we want for our grass fat and for shipping cattle so Angus cross is probably predominantly what we have now.

LW: Are you a cow/calf operation or...?

JG: We are a cow/calf operation. That is correct. So we send our cattle to a subsidiary. We have another ranch called White Deer Ranch in Prineville, Oregon. So we do send cattle to them in cowtainers every single year. We will send 300 to 500 head to them every single year. Besides our local market here for Maui cattle.

LW: About what percentage stays at Ulupalakua?

JG: For us at Ulupalakua, I would say 70% stays here on the island. And 30% is shipped to our Oregon ranch. And then it doesn't come back. Whatever cattle is shipped to our Oregon ranch does not come back here. Some of the other ranches their cattle come back after they're fattened up and so forth. Not ours. Ours stay up there and usually go into a country beef natural program.

LW: What does a country beef natural program do?

JG: You know, like grass fat. They buy it and it stays there. They used to go back into feedlots but most of it is bought already by the Oregon Country Natural Beef Program. But we fatten them up there so when the cows are a thousand pounds or so... they buy them. They take it off our hands. So we do have some employees that work at the Prineville Ranch, White Deer in Prineville County, Oregon.

LW: So, do you have a separate herd for breeding good bloodlines?

JG: No. We run two herds. We probably right now running about 1,900 cows. We were up to 2,300. The highest I know of was about 24 to 2,500. We scaled back because of the drought. We run about 1,800 to 1,900 breeding cows. So we don't have a purebred herd or anything of that nature. We try to have two breeding periods through the course of the year. We do retain some of our bulls and we do go out and buy bulls, feed stock bulls from other ranches throughout, well, mostly from the Big Island. And we bought some here locally through other small ranchers here. We buy their bulls for seed stock. We buy their bulls for our genetics.

LW: And how about horses?

JG: That's a good question because I remember in the day when Pard first bought the ranch. Previously when Ulupalakua was owned by Edward Baldwin, there were lots of horses. Because the Baldwins also played polo. They had a racetrack. There were a lot of thoroughbreds and thoroughbred crosses with quarter horses. So a lot of the cowboys had ten or twelve horses on their string, which was all ranch owned. And they had their own studs. They had a breeding program. Today we have none of that. I think today the ranch owns probably six... seven horses. That it owns. Ranch owns. Other than that is each cowboy... some of them rodeo. Some of them buy horses. So they have their own private horses. If the private horse is used on the ranch to sort cattle... or to work cattle, he can throw it out with the other horses, and we'll take care of the vaccinations and worming for them... for their private horse. If they don't, it's only used for their personal use, which is a rodeo of some sort, then they have to keep it by their own. But we do not really use horses... we don't have the inventory of horses that we once had. Like Sumner says, he can get by with dogs and quads, rather than human beings and horses. Although there will always be an application for a horse. But also, what the Erdmans feel is that they don't want to lose the culture of the paniolos. So because of that rule, there will always be an application for a horse. So we'll always have horses. They tend to realize

that here in Hawai'i the paniolo culture is very, very unique. And it should be kept in perpetuity.

LW: So, lets see... since you've been associated with the ranch which was when you were a kid, do you remember the owners... the sequence of owners?

JG: In my tenure, it was Edward Baldwin that owned Ulupalakua Ranch. Now if you take the Baldwins, Edward Baldwin owned Ulupalakua Ranch. You had a Dwight Baldwin that owned Kaupō Ranch. You had a Richard Baldwin or "Manduke" Baldwin that owned Haleakala Ranch. And then you had a Baldwin family that owned Hawaiian Commercial and Sugar Company, A and B. So Baldwins always... in my time... through the 40's and up, Baldwins were the people..., the plantation entities so that they kept everything within an envelope. Everything was bought and brought back to the plantation or to their insurance companies or whatever interests they had? A and B owned Matson. So they had a monopoly on everything. But when Pard bought the ranch in '63, he was told that to support the Baldwins buy this or buy that from the Baldwin store and their commercial stores and so forth. In part he would do that, but when he found out that he could buy cheaper somewhere else, he owns the ranch now so, he procured that way. He wanted to see how he could best manage the ranch and he could get it at a cheaper price, then that's what he did.

LW: Can you say his full name?

JG: The current owner is Calvin Pardee Erdman. But prior to that... prior was... prior to '63... from 1922, I think, to 1963 it was owned by Edward Baldwin. And his son Greg Baldwin. So Pard... Calvin Pardee Erdman bought the ranch from Edward and Greg Baldwin.

LW: Okay. I get it. But he's still the owner, right?

JG: Pardee is still the current owner, yes. If you look at the history of Ulupalakua, I believe Pard is the owner. Oldest owner. He has not sold the ranch.

LW: Okay. So, he is about what age?

JG: Pard is 89 years old.

LW: Okay... so he's kind of World War II generation.

JG: Yes. Pard Erdman was an ex-marine. He had a great foresight of what he wanted. And what he expected. He was a man of vision where he had told me a story once that when he came over, he came over to scout lands for development for Rockefeller. And when he was in Wailea and he looked up on the mountainside of Ulupalakua, he said "What a beautiful place to be." And he thought, wow... it would be nice if it was for sale. And he ended up buying the ranch. But his long-term dream or vision was that he wanted to be able to keep the ranch. I mean develop areas which would make him money, which he

sold for hotels and sub-divisions and diversification for him. But the *mauka* lands, he wanted to put into conservation so it would be kept in perpetuity so there would be no development. So when anybody would look up on the slopes of Haleakalau, they would see open space with no development. And he was able to achieve that. He put in 11,000 acres in conservation agricultural in perpetuity. So he did achieve his goal or his dream. So that makes you think of what this owner thinks, you know. He could easily have said I'll sell it. I'll sell it. Or let somebody take it over. Or I don't have to... I don't care what happens. But he thought the long term. They... Pard and Betsy were as great stewards of the land. They've helped the community basically of Hawai'i and a lot of Maui for educational purposes. So good philanthropists. They're number one.

LW: What have they done for education?

JG: Seabury Hall. They have a gymnasium that they put in. They sponsored scholarships for students that are underprivileged and a lot of them... they could be of Hawaiian ancestry. And Seabury Hall is like a Punahou. It's a very academically, scholastically, a school that is out there. And so, they made an art department. The Erdmans are always donating to that school. And make sure that education is a number one priority.

LW: So, his family is on the board of directors?

JG: Erdman's family... yes, Sumner's mom or Pard's wife was on the Board of Directors. Sumner is on the Board of Directors too, but now Mrs. Erdman has passed just this year so it's just Sumner and Pard now. Well the Erdman family... let's put it that way. Not just Sumner and Pard... the Erdman family, minus Betsy, who was a great, great lady. I have so much love for her. They're beautiful people.

LW: So, you've seen a lot of changes to ranching on Maui from when you were a small kid.

JG: Oh yes! You know ranching has changed quite a bit from when I was a youngster. There were a lot more ranching operations that was going on at that time. A lot of small people... there were so many slaughterhouses. Almost every family had a slaughterhouse up country. But due to U.S.D.A. regulations and so forth, a lot of them went to the wayside. A lot of land that they once had, they lost if from a lease or whatever. Or, their children were not interested in carrying on. Some of them in order to keep it had to sell in order for them to develop it into a subdivision or just sell the land and let somebody else develop it. So they could send their kids to school or college, I should say, for higher education. That has changed quite a bit. Today, a lot of the ranchers today, different than what it was before... regular mom and pop type operations that had a few hundred cows. There were a lot of those kinds of people around. But today, a lot of the ranchers today are the bigger boys. In order to survive, you have to diversify. Cattle is not the main focus of making it profitable. So diversification is very important today. Most of the ranches of today are sizeable and all diversified. They all have operations in the other 48 states besides Hawai'i.

LW: What did U.S.D.A. do to these smaller slaughterhouses?

JG: Yes, that came on because there were health regulations that you needed to meet in order to operate. Maybe they weren't as clearly said as Department of Health regulations. So some of them, to come up to regulations, would put a big dent into the operation financially. So they felt like, why are we going to be in a slaughter facility? They kind of got out of it and pretty soon the slaughterhouses began to close. It wasn't feasible to stay in business with a slaughterhouse anymore. And then back in the day, a lot of cattle were kept on the island. They had a market. They would ship cattle to Honolulu. They would distribute to O'ahu and other islands. But that meant you had to have a sizeable piece of land because you're running a cow/calf operation. And then you would have to keep the stock to finish. Or else send it to O'ahu and put it into some sort of a feedlot back in day and kill, but whatever the case might be. Ulupalakua Ranch had a feedlot. They would bring in feed from the mainland, commercial, by forty foot containers, and feed cattle. And that went for a while, but it was just too cost prohibitive. The cost of freight, the cost of feed, of transportation, of mobilization from the pier up to Ulupalakua. So the feedlot went. So then ranchers were looking at... hey, why don't we keep a calf that's about seven... eight months old. And put it on a boat. Send it to the mainland. Right? So that would free up that class of cattle. So that's why Ulupalakua bought the ranch in Prineville, Oregon. It just was at the right price when Pard bought it. But we could send our cattle to the ranch and have it fattened and sold there. That's why a lot of ranches... Parker Ranch, Kahua Ranch, Pono Holo Ranch... the ranchers decided they were going to send their cattle to the mainland. They're not going to retain it here. That gives more of a cow/calf operation here locally. 'Cause you don't have that class of cattle that you have to keep till they're mature. You would be sending calves at about 400 plus pounds to the mainland rather than keep it here from 900 to a thousand pounds. Although now, because of grass fat, we do keep it here. That's why we're not running as much cows as we once did. But now with the entity of Mahi Pono, the people who have bought out Alexander and Baldwin, they do have a subsidiary of a ranch called Kululio. So they have fenced off, and are growing grass for something like about 6,000 acres. So it's something like a safety net that we can take our cows or our calves and send it to them and have them fatten those cows out... those calves until slaughter. So that'll give us more of an opportunity for us to raise a cow/calf. It also helps us as a safety net when we get a drought. It's not if... it's when we have a drought. And we're just in a drought right now. We're still in a drought some areas of the ranch. But at least we have a safety net where we can drop cows... not cows but calves, over to them, into their program. So if it's not them, we're going to be putting our calves on a cowtainer and sending them to our Oregon ranch. And sometimes we have other buyers like Ken Eade... Ken Suk Eade, as well as, Pete Craig. They are cattle buyers. And they'll come in and just buy your calves and put them on their cowtainers. They buy it from us right off the gate. And then they own it. There are advantages of selling cattle. But we want to basically have a local market, so we really don't have to send our cattle away... a cowtainer to send to the mainland right now is about fourteen thousand dollars (\$14,000), versus, back in the day I'm told, it was twenty-five hundred (\$2,500.) So it has increased in price quite a bit but it still makes sense to ship it there because there is still a good return for that. So I don't think this keeps our cattle here. Shipping will always be there. I believe that. Maybe not

forever, but I would think in my lifetime and the next generation I think we'll still be shipping cattle.

LW: And they go Matson?

JG: They go to Matson, yes. Matson goes in and they ship. I don't know if I told you about Maui Cattle Company was started in 19... excuse me... 2001. And the ranchers that owned Maui Cattle Company were Ulupalakua, Haleakala, Kaupō, Hana, Nobriga and we had a ranch called Kipukai Ranch and later on it became LB Ranch. Lindy Sutherland and Bobby Ferreira. They were called Ulumau Angus 'cause they got out of Kipukai but they were still in Kaua'i. So these were the owners of the original Maui Cattle Company. And what Maui Cattle Company was originally formed for was to try and develop a grass fat market for a local market here on Maui. And so, from 2001, moving forward, through baby steps and so forth... we moved up where we were just killing at one of our local facilities here on the island. And then it became apparent that to kill the numbers that we wanted and for what we needed to do, we needed to branch off and start thinking about starting our own slaughter facility. So that's what we did and today we have a slaughter facility in Pu'unene on A & B land, which is now owned by Mahi Pono and we are doing our own killing now. And they are open... that slaughter facility is a multi-facility so I give them our sheep to kill, as well as our elk, 'cause we raise elk on Ulupalakua Ranch. So they do that 'cause that's a huge return for us. More so than beef is the elk. There's huge demand for elk. They like it because it's lean. We do have another person that comes onto the ranch and he harvests the axis deer for venison. So there are markets for various meats or species. So, with the Maui Cattle Company just recently... 75% was bought out by Mahi Pono, the people who are the present owners of the A & B land. So 25% is still owned by the original partners. So Mahi Pono is now playing... or have a bigger responsibility than what we had as owners. One thing I like was before when it was just the Maui Cattle Company, just the ranch owners, we would retain all ownership until we killed which would be two years old or more or twenty-eight months, right. Now we take the calves out of here, we send it down to them and we get paid right off the gate. We weight them and we're paid "right now." There's no money held up or anything like that. And then at times, we do have some cattle that are too big to go to them, so we kind of raise them out on the ranch. And we sell it back to them as grass fat. Thousand pounds and so forth. And they're happy to get it so we try to work hand in hand with them.

LW: So all the ranchers are participating to keep cattle here in Hawai'i?

JG: That is correct. That's primarily true. Although, you know,... there's a lot of cattle that... we're talking grass fat but, you know, you have cull cows to take care of. But on a cull cow program, we go in because of hamburger. So Maui Cattle Company has got a contract with the Department of Education because that's the biggest restaurant that you have. It's the Department of Education. So we have a contract for Maui and Leeward O'ahu to sell them our hamburger. So we have a distributor in Honolulu that distributes our hamburger for us. And here on Maui, Maui Cattle Company distributes their own. So

hamburger... they take in bulls that they want for leaning up and so forth, so that's not part of the grass fat effort but there is a program for cull cows and such. Yes.

LW: And the culled cows are coming from all the ranches?

JG: The culled cows are coming from all the ranchers... yes.

LW: Yes... 'cause that's a pretty big market. Leeward O'ahu has quite a few schools.

JG: Yes.

LW: That's a big market, I think.

JG: But not with this pandemic. You know, a lot has changed. You know there's no schools (open)... there's none of that so what do you do with all your inventory? Fortunately, we've been going to the Food Banks, the CARES programs and so forth. So we have been selling beef that way. They've been putting on some sales like \$20 for five pounds of hamburger. It's been very, very, very successful. People come out to Maui Cattle Company. All the ranchers are faced with drought situations, too, so sometimes the scheduling of getting beef in is off... because they have a schedule of when they want beef dropped to them. Sometimes all the ranchers don't have any so we often at Haleakala Ranch tries to fill up those "*pukas*" those holes. So, we can try to keep Maui Cattle Company afloat.

LW: Good. So, let's focus for a few minutes on the organization that you've been a part of. Let's do it chronologically. So, the first one you were a part of was the Maui Cattlemen's Association... or...?

JG: Maui Cattlemen's Association was the first one I got involved in when I got on the board in 2004. A gentleman by the name of Buddy Nobriga... and I just got on there. It was 2004 and we had a Cattlemen's Association meeting. Buddy Nobriga, as you know, is an icon in the cattle industry and very politically strong in all aspects of people that he does know and is politically connected. He's like the "Godfather" here in the islands, so what Buddy says, it pretty much goes. So, Buddy came up to me and he says, "You're going to be the next President of the Maui Cattlemen's Association..." "Buddy, I don't know..." "No, we're going to have a vote today in the meeting... for selection of officers and you're the President." (Chuckles.) And so...

LW: What...

JG: Buddy Nobriga was the president of Maui Soda & Ice Works in Roselani Ice Cream. And Buddy's parents had homestead land in Kahakuloa. When Ulupalakua Ranch was getting out of the feedlot business, Buddy Nobriga bought all of the equipment, and troughs, and so forth. And relocated everything in Waikapu. That's in central Maui and made a feedlot there. In those days, Buddy had a lot of resources... like in pineapple tops and peels. That was free from the pineapple operation so he would feed pineapple to these cattle. And it

was cheap. So all of us from Haleakala, Ulupalakua, Kaupō... we'd bring cattle to him. And he would fatten them up and we'd sell it. We'd kill them and sell it. So it was great. Then pineapple went. You had to go and find feed, you know. So they would have to go and find grass. So they were using grass but bringing in feed was too costly by containers. Although he had to bring in some. So feeding became very expensive, prices went up and so forth. So that's part of the original reason for looking for grass fat. Right? And Buddy... but Buddy was very instrumental. He has been the President of Maui Cattlemen's Association He's also been a past president of Hawai'i Cattlemen's Council. He has legislative work that he has done for the cattle industry that is up and beyond the call. So he's very well known in the cattle industry throughout the 50th state. So Buddy was instrumental in saying you're going to start at Maui Cattlemen's Association. I stayed there for a few years. And then we got another gentleman by the name of William Jacinto and he took it to another level. And he's till the president. Poor guys been there for at least ten years. But he's doing great work. Yes, that's Maui Cattlemen's Association that I was associated with. And then from there I went into... I was asked by the Governor if I was interested in becoming on the Board of Land & Natural Resources. So I was appointed by the Governor, confirmed by the Senate... and the Board of Land & Natural Resources... they have to enhance, protect, and conserve, and manage our natural, cultural and historic resources. This is held in public trust. The trust for the people of Hawai'i Nei. They oversee 1.3 million acres of land, beaches and coastal waters, and 750 miles of coastal land. So it's quite a bit of a stewardship. But again, it kind of relates back to cattle. 'Cause why? We are grass farmers. But a lot of the ranchers survive on state lease land. So with that, the more that you have, the better we can do food production. So being on the board, it has some clout as far as being... hey, you know, are we looking at this land correctly? You want to put it into forestry. That's fine, but we already have over 100,000 acres in forestry. What are we doing with it? Well, we could put it to a steward, whether it be Parker Ranch, whether it be Kapapala, whether it be KT Ranch, whether it be ranches here on the island. On Maui, I should say. So it's a voice that I have for the ranching community throughout the 50th State. I was appointed on that board in 2004. Went for four years. Got reappointed. And I should be out next year... June. That's what I understand, June. I think I'll be out by that time. And the in the last two years, I became the Vice-President of the Hawai'i Cattlemen's Council. And this year in November, I became the President of Hawai'i Cattlemen's Council. And it's got about 150 members. And we represent about 60,000 head of beef cows. And about 70% of all the beef cows in the state ranches. We're stewards of over a million acres of land. So with Cattlemen's Council there's an umbrella. And the umbrella is for all the county councils, whether it be Kaua'i, Maui, O'ahu and the Big Island. So Hawai'i Cattlemen's Council is the umbrella and we answer to not only to the county level, but we answer to the National Cattlemen's Beef Association, which has an office is Washington, D.C. And they also have another office in Denver, Colorado. So, that's what Hawai'i Cattlemen's Council is.

LW: I'm always interested in the education things that Hawai'i Cattlemen's Council does. I don't know how long you've been doing that, but the Hawai'i Cowboys' College always interested me.

JG: There's quite a bit that goes on in the Council. I didn't realize that there were so many avenues. And out of the one tree, there are so many branches, whether it be stewardship of the land a foundation, beef quality assurance, legislative, transportation... because you're not only looking interisland, you're looking at ways of shipping cattle to the mainland and what comes up at the level of the council about the prices of Matson. The Davis Baker Jones Act, you know. And then you have to go before legislators and cover that. And that's an important thing because a lot of our legislators today need to be educated of what really a ranch is. A steak doesn't come from a store... where does the steak come from? So what is it, you know? Chocolate doesn't come out of a chocolate bar. So, things of that nature. A lot of the ranchers feel it's all for the "big boys." But no... it's not. Because whatever it's implemented or enacted or amended, it affects all stakeholders big and small. So we really are the whip or the umbrella for the small people, too. Whether they are members or not. They still reap of the benefits, you know. For example, Hawai'i Cattlemen's Council right now is in a with the PUC (Public Utilities Commission) and with Young Brothers for their rate increases that they have and so forth, and losing of the loose cargo loads. And how they want to implement new programs to strengthen their bottom line. But, we're talking about small operations like... I want to ship one horse. But I can't ship it in a small horse container any more. I have to ship it in a ten foot or twenty foot container. Well what's the price of that? Then I can't offload it at the pier. I have to take to a private location, offload it, clean it, and bring it back. So all of that costs, you know. It puts an increase to the price of shipping which makes it three or four time more expensive. So what happens to the poor kid in 4-H that would like to take his pig, his lamb, or his steer to the 50th State Fair in Honolulu? But he can't. So here Hawai'i Cattlemen's Council jumps in and sees how can we resolve this? How can we mitigate this? What can we do? So, we're not only in dialogue with them, we're in dialogue with Harbors. Davis Yogi is a great advocate for us. He runs the whole Harbors Division for the State of Hawai'i. And so he's come up with ideas of opening up other lands and piers where they can do the transfers. Don't have to find a private location so that's kind of the thing that Hawai'i Cattlemen's Association get involved with. And that's one of the major things we're looking at now at Hawai'i Cattlemen's Council for this year's legislation. Last year's legislation is the Act 90 that was implemented in 2003, to transfer Department of Land & Natural Resources agricultural and custodial land into the Hawai'i Department of Ag. Transfer those lands into Department of Ag because Department of Ag has less requirements and they have longer term leases. It's much cheaper under Department of Ag. DNLR, it's not the best bang for you to get your return. That's DLNR. DOA is how can we perpetuate agriculture? How can we make it affordable to you and make it long term? As long as you meet the requirements, right? So that's what we're fighting for. And this year's legislation as we speak right now... we're writing legislation, we're getting some legislators, whether it be senators or representatives. And we work with the Hawai'i Farm Bureau very closely, as well as the Department of Ag, to support and construct and to see how we can change thing for the future... it'll be for ranching in the future. Farmers in the future. Have them get under that umbrella with Department of Ag. So that's what we're working on now. So you know, there's quite a bit of moving parts to do it. So that takes a lot of time, and effort, and resources. So, I get involved with that quite a bit so I'm constantly talking to legislative people. And we have meetings and so we talk to the stakeholders... and

different committees. And they all come. Everybody put together as one unit... as one entity. We control it because we come with a lot of voice. We have a lot of people behind it. A lot of experts. A lot of people who have been there, done that. A lot of people whose ranches have been over a century. And even if it's not, how do we make it sustainable and balanced for everyone? Because our ranchers are great stewards of the land. They know what it takes. Because they've been there and took the knocks and so forth, all through the years and years, and generations and generations so let's continue that.

LW: So your goal in your role as President of the Hawai'i Cattlemen's Council is to get some DLNR property transferred to the Department of Ag?

JG: That's one of them among many other things. Yes. But that's strong in our plate and also resolving our shipping interisland. Resolving with Young Brothers... our shipping interisland problem. That's very important in up and coming legislation. And you also have to do it on a national level, too. Invasive species is another one, you know. The Big Island has the two-lined spittlebug? If that ever transfers to another island how devastating it can be to our pastures because it's spreading on the Big Island. So invasive species is a very strong issue that we need to protect.

LW: What is this beetle?

JG: It's a two-lined spittlebug and it goes after the Kikuyu grass in northern Kona and Ka'ū area. It just devastates it, wipes it out completely, and when it comes back it's just weeds. So we're looking at how are we going to control that. Because if you had a hundred percent of Kikuyu and the spittlebug comes in and wipes it out, the next thing that grows is fireweed and other invasive weeds. So you don't have the protein for the animals to eat. So we need to stop that. It was only on a few hundred acres... then it was a few thousand acres... and now I think we have close to six or seven thousand acres... almost ten. Six to ten thousand acres. And it spread in the Ka'ū area of your island, the Big Island. So invasive species is another thing that we are working on hand in hand. We've got to get money for research. We work a lot with the University of Hawai'i, Extension Service agents, whether it be on cattle, whether it be on forage, Mark Thorne, Kyle Caires. We work with them. We have a great ally in there that just retired... Glen Fukumoto. So he comes onto boards... and he helps out, volunteers, and so forth. So we have people behind it who have the passion for our industry and wants to stay involved because they feel for it. That's some of the things that we need to do, yah. And try to get the message out so if we resolve this, it's not just for the big ranchers; it's for the small guys, too. Especially on Young Brothers. We can have a child... a youngster that wants to take his 4-H steer or his sheep, his lamb, or his pig to O'ahu, or Big Island or whatever island he need to go to, at a reasonable rate and not being charged a rate it's not affordable for the kid to even be involved. Or for us to ship cattle interisland because we ship a lot of cattle interisland. We buy cattle, we ship cattle. We buy bulls from other islands so what do you do. It's not too bad if we have a full container load but if I'm only buying four bulls? Do I have to put them in a big forty foot container and pay a forty foot price? That's stuff that we're looking at, and again, one of the issues I have is that if YB (Young Brothers) is initially asking for a 34% increase and now they jump up to a 45%

increase, well how long is that? And once this pandemic gone, because it's the pandemic that's hurting them, what's their long term plan? Is there a long term plan? "Well, after we get the money and there's no pandemic are we still going to hold the prices there?" But if your parent company... Saltchuk... that owns Young Brothers says that they no longer want to be in Hawai'i. They've already said that we're not going to throw in more money, They already gave you twenty million (dollars). If they say, we're not going to put any more money into your operation. So you're asking the State. The State hasn't given it. Now you're asking for a price increase. Well what happens after all of this and you still say you're not making it? And so they want to pull out. Our game plan is to ask do we have other people... other people like Pasha... like Sause Brothers or whoever they are? Would they be interested in running interisland, you know? 'Cause Hawai'i is in the middle of the Pacific. We are surrounded by water. We are dependent on ocean freight. And a lot of the islands like Molokai... Kalaupapa... Kaunakakai... Lanai... it's a loss for Young Brothers. 'Cause they don't have that much money. But, all of them... they have to be serviced. So if you put on a 45% increase on their freight to Molokai, already more than half of the population is in poverty... the store owners are going to jack their prices up because of the freight... right? What happens then? The end user is paying a higher price. So, how can we make it a balanced deal and try to help out everyone concerned. Make it balanced. That's things we're trying to put together or try to help to resolve.

LW: Yes... those are all major issues. Not just for your industry but for all of us.

JG: It's not only for cattle. It's for food. Sustainability and so forth.

LW: Yeah... kind of crazy. Wow... so a lot to do through the Council. So, what ranching accomplishments are you most proud of?

JG: You know... I think one of the things, Sumner Erdman, my boss, president of Ulupalakua Ranch, we always talked about low stress cattle handling. And we brought in this guy, Dr. Tom Noftsinger. And he came in and he taught us from bringing in the cattle, all the way into the pens, sorting, branding, weaning and how do you practice low stress? No more vocalization, no more whips, no more hot shots. Just by looking at cattle and... You know I always remember this he told me "Cattle are very attitude sensitive. They can feel you and they know you're looking at them and they want to please you. So you need to be able to tell them what you really want them to do." But not by beating the hell out of them. Because you have to create a good footprint on them so when they're coming into the pen... "Oh, this is a pleasant experience. I **want** to come in here. I've been good. I've been to the doctor and he didn't jam me and poke me and shock me and did all of that. He gave me a great experience." So, how do you do that? A lot is by body language, horse language, what is a cattle's flight zone, you know. How you can make him turn. How you can make him stop. So I'm kinda happy that actually I saw him in 2005. I think it was a National Cattlemen's Beef Association Conference that they had, or cowboy college that they had in San Antonio, Texas. And I've seen this guy operate there. And I said wow, "I need to go talk to him." And I asked him if he would be willing to come to Ulupalakua... to Hawai'i and put on a class for Ulupalakua. And we could get other

ranchers... or maybe he could go to other ranches, too. And he agreed. So he came here. And he was just a wealth of knowledge. I couldn't stop being with the guy. Even after work, in the evening. I'd sit down and just listen to him. And with him it's not just talking. He wants to drive around and look at the cattle. Another accomplishment, I think, that brought over this guy named Gerald Frye. And he was a guy from the old school and how he thought that centuries ago or generations ago, how they would pick cattle. You didn't have the EPDs and all of the technologies of today. You would have to look at cattle just physically... looking at them to see good cattle. What would make it look acceptable as a bull? First of all, the scrotum, the swirl on the back, the bangs... you know, the musculinity. And how you looked at a cow and to say that her front leg and if it was the shape of an hour glass, that's pretty much tender... to the taste. And then you look at the third rib... if it was flat, it's tender. If it was round, it's going to be tough. And if you look at a cow, the back of her tail... her escutcheon, the wider it is, the more butter milk content she has. Stuff like that. Just how you look at it naturally. And I wanted to know if that was true so we had some house meat that we'd give our employees. Every quarter they get a cow, and they get half a beef... each employee, for them, for personal use. And we brought them and I said let's run the test. Okay. This has an hour glass leg. This one has the rib. And well... it was in boxes, let's taste it. And he was correct. But these are ways that you pick that normally you're not looking at. Today there's a lot of technology but this is something you can look by the eye, and what you see. That... and on a board level. Board of Land & Natural Resource level, I have been able to try and help out some of our ranchers in their leases. Some of them to pursue and to maybe get a longer lease than what they normally have. And to resolve some of the defaults that they once had. I was able to do that. And then, kind of, putting the fire under DLNR so hopefully we can speed up of this transferring of lands that we're still working on. But at least it's in motion. It could have been stagnant, I think, if we didn't have someone in the back pushing and prodding and, hey, come on. What is it? Why is it? That's what I believe. That's what I've done so far. Basically, we need to really support local. We really need to be not as dependent on imports and really support our agriculture entities. We need to educate our community and our leaders. That's what I feel.

LW: I wouldn't mind transgressing a just little bit. If you wanted to evaluate your beef cattle, what are the technical ways that you do that right now? Not by the eye but the ways you do that with equipment or whatever.

JG: A lot of times when you're buying semen, people look at different things like what is the birthing weight of your calves that came out? What kind of weight... pound per gain, did you usually get and so forth? You can do that but that's if we're buying semen and we're doing artificial inseminations to improve our genetics. How do we improve our genetics here? One good thing that I like is we have an extension service guy here called Kyle Caires. He's a livestock agent. He's been developing great, great genetics for grass fat cattle and adapting to some of the cows that we do have. And hopefully, maybe getting rid of... getting away from some of the cows we have and input more of this new genetics. And he's been able to do that on a couple of the ranches, and we have in turn, bought some bulls. So that will help us improve in that respect. And to improve it... to get better marbling, to get a better grade of the cattle... to finish off better. Again, a lot

determines your groceries. Now, we've been talking in ranch that's prime... that's got grass... that's got food in the grass. What happens when you don't. So this is why, some of the genetics that they have can also adapt when it's dry, too. We kind of look at our cattle when we're working it. If we're looking it and see wow..... wow... this calf has got real fuzz... real fuzz ball calf... we kind of pair them up with their mothers. The mother doesn't look good. It's time to cull. We're kind of culling our cattle. We're kind of culling this cattle that's got horns on them. We get those out of there. We don't want the genetics with the horns. We don't want the genetics with the horns. Only because when you get them into the slaughter house they start poking the other cattle. You get duck cutter meat... we don't want the horned cattle in there. But it's not taken off right now but slowly getting it out of there. And you can see some of your calves and wow... this is a nice looking calf. Now let's see how it's mother looks like. Oh... the mother's excellent. So that's one we want to keep. That'll be her calves. That's going to be one. So we want to look at maybe some of our heifers. And the heifers that's coming out good... replacement heifers... put an ear tag on them or even a metal tag in case the regular ear tag falls off, there's a metal tag number. And number that heifer and look at that heifer and watch it's progress coming up through the ranks... through the herd as the years go by. And see if it's just going to be a good heifer, and if it's not, it's a heifer, when we ride through, is one that we need to cull. It won't fit the program that we want. She's got bad udders. She's not a good fleshing cow. She's not a good mother. Stuff like that. Physically or visually we can see that. We're not running a scientific test or something like that.

LW: Okay... okay I get it. But that's all in support of one of your goals which is to increase the local food... thinking about local food. Keeping as much here and such like that.

JG: Yes. Well, I'd like to be able to supply a lot more hamburger and beef through our local markets... here on the island. And some of the ways that we can do it is again we need to have reasonable lands that are at a reasonable lease price. Not a price that's out of this world that no one can amortize their costs of infrastructure they want to put in because their lease is so high. So that's the stuff that we need to look at. And there are other lands that should be turned over for long-term leases rather than short-term, a regular revocable permit that's only good for a year. 'Cause you have a lot of cattlemen out there that want to raise cattle but they don't have their own land. So they lease land. That comes all the way from Kaua'i. All islands... Kaua'i, the Big Island, Maui. We have a lot of lease lands here. And a lot of ranchers, there's quite a bit of lease land they have but that's how they survive. And a lot of the ranchers I know have said if it wasn't for diversification, they wouldn't be in this industry. Cattle would just be a tool to keep down the fuel... fire fuel load. And something like aesthetically looking at cattle, right? And then you get ag rates. But we got to make it like it's a little more profitable tool for the rancher. So I think genetics is one. Getting good genetics. Handling cattle. Safe cattle handling. Getting good prices for lease land so you can afford to keep cattle grazing or farming. I believe these are some of the things that needs to be done. And also cattlemen also tend to keep out the invasive species, too. 'Cause if they've got invasive species that's less groceries for their cattle. So in the cattle industry, the ranchers are very good stewards of that.

LW: So that kind of seems like a vision for ranching in Hawai'i in the future. Is that?

JG: Yes... my future in the ranching is what I just said, yeh. And, I like to educate our younger generation. And to tell them how important our life style culture is. And try to keep it in perpetuity for future generations to come. And respect the 'āina. I'm just a steward passing through. And if one day somebody can say, "Hey... he left it a little better than when he came. If I can achieve that, I've achieved my goal. And also to pass on whatever knowledge... whatever we have for our culture to see how important it is to the younger generation. And try to get the younger generations involved in our cattle industry. I'm really for the young people that's up and coming, and get them exposed and so forth. But again... we couldn't do it without the owners that we do have. Or besides owners, even the ranchers who are privately owned and they're only bringing people like weekend warriors. But, they want to keep it in perpetuity also. So how do we help them? I have a rancher here in Maui that's been after some lease land from the State for the last seventeen years. We finally got it moving. That it's going to come up for public auction. Which is good, but if you look at the land that he's asking for, seventeen years ago, it didn't have as much invasive species meaning Christmas berry, black wattle... like it has today. Seventeen years ago we were better stewards on a State level. And we had this transfer then... I remember that land was really clear... clean. And now it's just overgrown. So you need cattle ranchers or stewards of the land with cattle or farming in order to keep our land beautiful and productive.

LW: Yes... I think that sounds like a beautiful statement.

JF: Yes... I think ranching today, we got to be looking into Eco-Tourism. We need to see how we can irrigate some of the pastures and this is maybe with Mahi Pono coming in. That's why, we have water issues here on Maui. East Maui irrigation and so forth. But you got Mahi Pono owns that so if we can get water so we can irrigate pastures for our cattle that creates more groceries for them. Again we talked about the DOE. Educate them to buy more local. Not only beef, but vegetables, crops and so forth... buy that locally. I think that is a must because it's to feed our children. We need to pass the torch on to the younger generation that's coming up. And how we can supply beef at a consistency and moving forward. How do we do that? How do we develop that? By that I mean, we need to have land. There's a lot of land out there. The land needs to be in the hands of good stewards so they can raise the animal. They can do that. And then you have more inventory of cattle and you've got more markets for it. Or, we have markets. We just need the cattle. So land is important. And we have land. It's not all about land banking and putting land into forest reserves and into conservation. Well, if you're going to do that, how soon are you going to develop those lands? There's some lands that have been taken away from some of the ranchers and it's been 25 years and nothing has been done with it. And you look at the land now... it's overgrown with invasives. Worse than if you had a rancher there. You wouldn't have that. So I feel, yes... you need conservation for forestry and conservation... but if a guy has a 3,000 acre parcel, okay... we'll take it away from you. But you don't have any plans for it? Why are we taking it away? So even if you had plans for a hundred acres, put it a lease, then we're going to amend your lease, that we're going to take a hundred acres, we're going to fence it and

we're going to use the hundred acres and we're going to have to have access to that hundred acres. And that's fine, but you can still keep your 2,900 acres in pasture. Because you have other ranchers that because they have State land... they contribute. When it's bird season... which you can go shoot pheasants and so forth... it's from November to the ending of January. They will open and close their gates every weekend for people to get in and get out. Pick up the trash that these people leave there. Coordinate. And now that means weekends for them, that they can't go and manage their own cattle. In other words, do their own cattle work. 'Cause they don't have a full-time employee there to do that. But they do work on weekends to support their operation. Whether it be branding or working, right? But the monies that they put out... they might put out in-kind services 25 to 30,000 dollars for those months. Is that fair to that person? But you want to turn around and still take away more land from this person to put it into forestry and you haven't done anything to do so. So that's not good. That's not a win-win situation. If we want to be more dependent on self-sustainability, as far as our industry, then we really need to support our ag stakeholders. Whether it be cattle operation or farming, custodial or agricultural. We really need to support it. And it has a real good ticket as a pandemic people are staying home. You see so many things today... you and I are on ZOOM. Most of my meetings are on ZOOM. We don't travel. We don't do anything. Gardens... at home use, have spiked. People are planting so many things. They have nothing to do. They're cooking. So if they're cooking at home and learning, why not buy local products? Why do we have to run to go buy... why don't we go to the farmers' markets and buy locally? Oh... can we buy from Maui Cattle Company? Can we buy from someone local... can we go to the store and buy paniolo beef? So we need to support local by buying local. Rather than bring it in from the mainland. If you have it, if you exhaust all of that and you don't have it, then I can say, well, the stores have to bring in from the mainland. But make sure that all of us in the agriculture entity are fully exhausted before we go out and purchase from outside. I'm sure you have to have a back-up, but let the local industry survive by buying locally first. That's my pitch. How can we achieve that? And to honestly say, if the governor says, I want complete transparency as far as being food sustainability by 2035, well, what do you do? So in this pandemic now since everybody... you know... I plant my own tomatoes. I never knew tomatoes grew on a vine. I would go to the store and buy it. Or... I've got some lettuce. Beautiful lettuce and I'll wash it and so forth. Well if they're doing that let's continue buying local as much as possible. That's my speech.

LW: That's a great speech.

JG: Like I said I was just passing through. And I have a responsibility or *kuleana* to our land... our *kupunas*... and the culture... to perpetuate this lifestyle for generations to come. And that's my personal goal maybe. Thank you so much, Lynne. You have a beautiful week.