## Sherwood R.H. Greenwell, Kealakekua Ranch, Hawai'i



When Sherwood Greenwell took over Kealakekua Ranch in 1951, he was inheriting one piece of the sprawling cattle operation his grandfather had started a hundred years before. From 1938 when he came home from high school to 1989 when he sold the ranch, Sherwood was ensconced in Kealakekua.

Over the years, he kept his eye on how the ranching industry was developing, always on the lookout for a new technique that would make the process better. One of the innovations was a cattle chute that became known around Kona for its efficiency.

It contained a sump to collect and reuse the insecticide that was sprayed on the cattle, a branding table, a surgical chute and a scale to weigh the heifers. Maybe its best feature was its circular design.

"As one animal goes in, the animal behind it only sees it go around a corner, so he follows," he says. "It's a great chute for getting animals to enter."

Sherwood has been recognized as an innovator – twice he was awarded Soil Conservation Rancher of the Year for his techniques, once for developing a pumping system that brought water up more than 6,000 feet from Kealakekua Bay, and again for developing a rotation grazing system that used pastures more efficiently.

Paniolo Hall of Fame

Oral History Interview

With Sherwood Greenwell

By Anna Ilima Loomis

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G: We're in the land of Killowaipunaula, which adjoins Kealakekua, which we can say **is** Kealakekua. It's a part of the original purchase by my grandfather of the lands back in 1881. We would call this area Kealakekua. But my sister is very explicit, and she would say this is Killowaipunaula, a portion of Kealakekua Ranch. It was

what became known as Kealakekua Ranch. Kealakekua is just on the other side of the post office (north), which is right next door to us.
I: Where were you born? Were you born in this area?
G: I was born in Honolulu. My mother was a Honolulu girl, and all of her relationships with doctors and all of that were with her family doctors in Honolulu. And I don't think she had much faith in the doctors here at times - this can be left out. She went to Honolulu for the birth of her children. And her doctor was Dr. Hodges, who was a well-known doctor in Honolulu at that time.
I: What was the date of your birth?
G: My birth date was March 9, 1919.
I: When did she bring you back here?
G: I'm not sure. Probably within a couple weeks. She was brought back to Kona with a nurse. A Miss Sherwood. That's where my name came from (chuckles). They were very close. I'd had an older brother and older sister. My sister died about a year before I was born, and I think the nurse my mother had had at that time was Miss Sherwood too.
I: Where was your family home located?
G: Where we are living today: at Kealakekua, on the lower road to Napoopoo.
I: Can you describe the home you grew up in?
G: Better yet, I'll take you there after we're through here! I thought we'd come down to the house. My wife is in poor condition right now, so we'll be going back there. That house was built before I was born. It was built when my parents were married, back in 1912. You can come in and have a drink and socialize a bit. We'll meet my daughter and her children.
I: I'm looking forward to seeing it! But for the tape, could you describe what the house was like?

G: It's a house copied after the house my grandmother on my mother's side had in Honolulu. On Black Point, on Oahu. It was a single-storied, brown shingle house, and the architect who did the house in Honolulu also did the architecture for our home here in Kona. The house is not the same since I was born. Upon my birth, I guess they figured the house was going to have to be bigger, so it went up another story. A second story was added while I was outside under the kukui trees, screaming and yelling, in my crib (chuckles). In another 10 years it will be 100 years old.

I: Does the house have a name?

G: No.

I: At the time of your childhood, was the (Greenwell) ranch yet divided into sections?

G: No. It had been divided in that, according to my grandfather's will, upon my mother's death, it was to be given to my father (and his two brothers). Henry Greenwell was the oldest son of the three Greenwell ranches. (Grandfather's will stated that if Uncle Henry predeceased his mother, his section of the ranch would go to the youngest uncle, Leonard). Uncle Henry predeceased his mother, and Uncle Henry had six kids -- Norman, Henry and Jack -- and all of them had been managers of that ranch at one time or another. Uncle Henry's youngest son had been born after he died.

My youngest uncle had no interest in Kona. He settled in San Fransisco, he was in the insurance business. And Aunt Maude, Uncle Henry's widow, she got someone in to manage it. It would have been a disaster in a way if (Uncle) Leonard got the ranch, because he had absolutely no use for it. He had no children. And Uncle Henry, his oldest brother, had family already interested in the ranching. So there was no contest in that, Uncle Leonard let it go to Uncle Henry's issue. Which probably, in the end, was the best setup.

Ours was just simple. Dad didn't die until 1951. Dad had willed his lands to my mother and his children. My mother got half of it, and we as children got a quarter a piece. There were four children. Two had died before my father died. Only two were alive, my sister, Amy, and myself, Sherwood. Gilroy had died in 1937, and my sister died in 1947.

I: How did they die?

G: My brother had a brain hemorrhage, and my sister died of cancer, in fact, the same cancer that my father died from. Upon dad's death, there were two of us. We were then Kealakekua Investors; we then changed to Kealakekua Ranch Ltd. For a very short time it was Arthur L. Greenwell Ranch. Prior to my grandmother's

death, Kealakekua was E.C. Greenwell/Arthur L. Greenwell. It was in his mother's name, and he as the immediate benefactor.
I: At that point, were all three sections still linked?
G: They were linked until my grandmother died. But it really was distributed upon Henry's death. Dad got his section, Uncle Frank got his section (and Uncle Henry's children received their section) that was in 1928, when the division took place. She was no longer the trustee for Arthur or Frank and Maude A. Greenwell, who was the widow of Henry.
I: When did your grandmother die?
G: She died in 1934. This is getting awfully complicated.
I: Let me see if I follow you. Your uncle Henry passed away in 1927, at which point the three sections one went to Uncle Henry's children, one went to your father, and one went to your Uncle Frank.
G: That's Jimmy Greenwell's family.
I: And then your grandmother passed away in 1934, and after they passed away they were legally separated?
G: Well, they had been run separately. When Uncle Henry was alive, there was no separation. It was all Elizabeth Greenwell, trustee for the estate.
I: I think I follow you with the subdivision. It was upon your uncle Henry's death that they were separated.
G: Right.
I: Okay. What was the size of the area that went to your father?
G: Fee-simple land was 12,000 acres. It's a lot easier for me to tell you about the history of Kealakekua Ranch than to tell you about acreages and all these other things. We had also a Bishop Estate lease of some 9,000 acres. That was eventually Kealakekua Ranch land. The biggest difference between ours and the rest was, I

guess, Kealakekua was one big ahupua'a. There were 12,000 acres purchased in December of 1881 from John Paris. Hokukano Ranch is an H.N.Greenwell Ranch. Anyway, Kealakekua Ranch was one big ahupua'a.
I: From the mountains to the sea, then.
G: Yes including the sea.
I: It included, what, fishing rights?
G: Yes, originally.
I: Kealakekua Ranch, was it the middle section?
G: No. We were the furthest south. Hokukano Ranch was the home ranch. It was always called by our grandfather the Home Ranch. It was the start. And that's where the Kona Historical Society's headquarters is. And Kealakekua was known as G2 (Greenwell No. 2), because Kealakekua was his second ranch. The original Home Ranch was an anchor (brand). I think they somehow slipped up on the registration of the brand, because when they went to reregister the brands, they lost the brand. The prior registration of the brand was with Anna Lindsey her brand was anchor. They lost it.
Dad still used the (G2) brand for the milk cows, the milk cows below the house. His cattle, after 1928, were branded with the anchor brand.
I: What did the anchor mean?
G: I have absolutely no idea. And dad was probably the furthest from the sea that you could find of anybody. I don't recall him ever even going into the ocean to swim. But that's been our brand ever since 1928. G2, though, that differentiated the cattle that my grandmother was holding of my grandfather's cattle, for his son Arthur.
I: Can you describe the Kealakekua section for me?
G: Well, it's an ahupuaa that runs from the coastline up to an elevation of 6,400 feet. It is bounded on one side by lava flows, a'a lava, and with soil and pahoehoe on the southern side. All of it was cleared by men and

animals; we have no bulldozed cleared land. It was all cleared either by cattle going into the forests or by people cutting fern down, and that. There were four dairies on the ranch, the first being at a place called Kiahi, at an elevation of about 1,900 feet; and a dairy at Pauwaina, which was at 6,100 foot elevation; Pauahi, which was the longest-lasting dairy, at an elevation of about 4,300-foot-elevation. And Papaloa, which was at the 5,100 elevation, where we had our mountain house -- but it was one of the shortest-lived dairies. I think the problem was it was too far mauka, and was too susceptable to weather. It's the only place that had a good deal of frost during the winter -- winters were not only plagued by frost, they were also plagued by dry weather. And if you know anything about cows, they need a lot of water to make butter. Pauwaina means vineyard, and there was someone supposedly putting in a dairy during my grandfather's time. In his diaries he mentions a dairy where they were going to plant grapes. I've never seen any grape vines or anything at Pauwaina, so the idea of vineyard didn't seem to work. It never became a reality. Pauwaina was going up until -- I didn't realize so late -- 1919. Arapio Correira, who's in fact still alive in Honolulu somewhere, his father was head of the dairy then, at Pauwaina, and they were still making butter at that time. And I thought the dairies were all pau by then. It was probably going the longest because it was in an area that had fairly uniform rainfall throughout the year. And probably better soil, so it had more grass.

There's a bunch of kids that go up the mountain -- we have leased our Papaloa cowboy house to an organization called TREE: Tropical Reforesation Ecology and Education. And I give a welcoming to them at the start of these different groups that go up. And one of them is a welcome to Papaloa. And I remember as a kid how we enjoyed it, and we hope they will enjoy it as much as we did.

I: Was that your family mountain house?

G: That was the house that preceded our family mountain house. There used to be a house at Papaloa with the date 1870 on it. We built our family house up there in 1927. We didn't go up that year, because that was the year that Uncle Henry died. But I remember going up in 1926 with my father and mother. I was the one most interested in cows and cattle and that. My brother Gilroy was interested in radios and lights and things of that kind. He put the telephone line in to Papaloa in 1934 -- which dad couldn't understand. Anything with electricity he'd blank out. This one trip we made up in 1926, where the ground in front of the house used to be just mint, this high, today it's all kikuyu grass. I tell the kids who wonder why no more trees, I tell them, "Our business was growing grass. You think our business is cows -- we grew grass to raise cattle on. They harvested the grass for us, and we used the cattle as a means of raising money off the ranch." So I'm trying to make it seem like ranching was a necessity in the way of using your property. You didn't go out and just cut trees down to cut trees. You cut trees down to grow grass, to raise fodder for cattle, that you made your money off -- paid your salaries and everything else. But our business was growing grass.

I: What type of attitudes about ranching do you encounter today?

G: It all depends who you speak to. I'm trying to show them it was a use of the land at that time. I'm beginning to think that today, maybe there are better uses. Maybe we should be growing trees and things. Lumber that was harvested off the ranch years ago, today has better value than any cattle we ever raised off the land! One reason is that the trees have become valuable, while ranching has not been profitable. Best way to go broke

on a big piece of land today is to buy it and raise cows. I hate to sound not loyal to the cattle industry, but it's a fact of life. We're out of it, because we had to find a better use. We went into something beyond ranching -- we grew semidium orchids, because on the Mainland they required hot houses and those sorts of things. They sold well on the Mainland, they were well identified as a beautiful orchid. Our plants came from California, Australia and New Zealand.

We also, in 1972, as an alternative income, built the shopping center. The thing that's really made us money now is -- the grocery part of it (the parent company) went broke, in Hilo. Sure Save. We questioned as to what we should do. One if we'd go into getting a tenant to take over Sure Save's position, we would fall into the same problems that Sure Save created. They went broke, and it was not our fault here, it was their fault in Hilo. They went broke in Hilo. We discussed what we should do, and the conclusion was that the same thing would happen again. We would get a tenant in, he could go bust, and we'd suffer from that. So we figured possibly the best thing for us to do would be to go into the food market ourselves, do a grocery store ourselves.

(Tape stopped)

, my Aunt Maude, who is the widow of Henry Greenwell, acquired some land at Kaawaloa. Kaawaloa was the port in Napoopoo, Kealakekua Bay. It was the freight port of Kona. That was given up as the freight port, and the piers in the ocean there were given up, because later ships came in with small boats. came in to piers at Napoopoo, where the came in, they'd get filled with coffee, and then the bags were taken out to the ship outside. The port (at Kaawaloa) had been given up. And the land belonged to the West Hawaii Railroad Company. The idea was to bring a railroad in to Ka'u to ship sugar out of Kaawaloa, because Ka'u had such a terrible port -- it's all exposed to the ocean. Honuapu had a terrible time loading sugar and stuff. Outside of Napoopoo, for maybe 300 yards, its graded for a railroad roadbed, going toward Honaunau side. That's as far as West Hawaii Railroad ever got. They found out about this property through our mutual friend Walter Ackerman, who was the manager of the Bank of Hawaii in Kona, and W. H. Greenwell heirs bought the railroad property, and the piers were right in front of it, so a facility was built similar to the facility at Kaalualu in Ka'u, where they shipped cattle. Same sort of chute and everything was built at Kaawaloa as they had at Kaalualu. W.H. Greenwell Shipping, they helped us out, so when we used to ship at Napoopoo, they'd bring the cattle down our way, and down through our land at Napoopoo, and when they took over Kaawaloa shipping, we then took our cattle down into Kaawaloa. We still continued hui-ing together, working together. So the switch over to Kaawaloa took place in 1931. We started shipping from Kaawaloa. And W.H. Greenwell the same.

I: So was that shipping cattle in the old style?

G: This was done in the same way as Kaalualu. This type of dragging into the water ended when we moved to Kaawaloa. There was a chute that went out in the water on these pilings of the earlier pier. They were given a shock in the chute as they went out, and the whaleboat was outside the end of the chute, and there was a light rope from the top of the chute out to the whale boat out in front. And there was a loop in this lighter rope, and the heavy rope that was put over the horns of the animals was looped into this lighter rope, and when they got to the end of the chute -- the end of the chute could be switched up and down this way (raised and lowered), it

was usually let down so it was fairly steep going into the ocean. And they were given a shocke. Fred Richards made the shocker for W.H. Greenwell from a Model T spark plug. They were given a good jolt from that and they made this jump into the ocean and they were pulled out to the lighter, the boat, then tied on the side of the whale boat, which was then unloaded, where they picked the animal up out of the water and onto the deck of the *Hawaii*. And I guess the *Bee* and the *Hornet* preceded the *Hawaii*. And the *Humuula* was built to Hawaii Meat Company's specifications, through A.W. Carter.

Hawaii was built through Interisland Steam Navigation Company. And so was the Humuula. But in the mean time, Interisland started raising shipping rates on cattle to Hawaii Meat Company's members. And A.W. Carter wasn't someone who frittered around and sat on his hands. If something didn't go the way he wanted it to, he'd do something to remedy it. So Hawaii Meat Company bought two ships to compete with Interisland Steam Navigation Company, the Hornet and the Bee. These I think were wooden ships, and they competed with Interisland Steam Navigation Company's freight traffic, not only the cattle traffic, but also freight. To a point where it was beginning to hurt Interisland Steam Navigation Company. And so this hurt became enough to where Interisland was beginning to call uncle. And Hawaii Meat Company, in their negotiations, got a member on the board of directors of Interisland Steam Navigation Company. And the director would have complete managing control of that ship, this one ship, that would be built to the specifications of Hawaii Meat Company. So Hawaii Meat Company got the boat built to their specifications, which was the Humuula. And the director was A.W. Carter, and was later Jimmy Greenwell, after A.W. Carter's death. So Hawaii Meat Company did very well out of that. And they also got 5,000 shares of Interisland Steam Navigation Company's stock.

I: Did you know A.W. Carter personally?

G: Yes. We had quite a difference in age. He and my father were very close.

I: Can you describe him at all?

G: I saw him as a Santa Clausey kind of person. White moustache, bushy moustache, white, fuzzy hair. From what dad told me and everybody else, you couldn't beat him for being honest, straightforward, and this Santa Clausey look would disappear when he'd start talking about his old, younger escapades. He was a trustee for Thelma Parker Smart. You look at today's attorneys, and what's happened to their trusts. Look at the Hinds'. The Hinds' don't own Puuwaawaa anymore. There's a Mr. Carlsmith has a goodly portion of it, and their friends have shared in that ownership. The Dillinghams. Carter's straight honesty -- there wasn't a thing he did that wasn't for his trust. He just was an exceptionally honest person. He was also an early trustee of the Bishop Estate. He was involved in all kinds of things. If anybody did anything to hurt him, he would never forget it. If anybody did something that was good for him, he would never forget that either. He was a trustee for some woman who had properties on Molokai, and this I was telling recently to someone, he was working for this woman on either Molokai or Maui, and the cowboy that he had working there for him at the time -- his name I think was Palaika. I was told when I went to Parker Ranch back in the 1940s, I'd stay with Hartwell, and Rally was staying with Hartwell, and Jimmy at that time, and I'd go and vacation there. There was this one guy I was told by Harry Kauai, this one fellow, he said, "That man can do anything on this ranch. He saved A.W.'s life on Molokai." His foot got caught in the stirrup, and dragged A.W. Carter, and this guy chased hold of the horse

and grabbed hold of the horse and saved A.W.'s life. That's why, I was told, he could do anything on the ranch. But he was an example of how he'd go to far ends to help somebody out who had helped him out.

And there are other stories, of Kukaiau Ranch, Kahua Ranch, and Ronald Von Holt bidding on properties against Parker Ranch. He rewarded his friends and went after his enemies.

What I knew of him, he was a very well-respected person. The industry was lucky to have had him. If it hadn't been for a person like him, the industry never would have been what it once was at its peak. Nothing today corresponds with anything that made sense in the industry at its peak. To tell my father or my grandfather those cattle in that long pen, that we would be shipping cattle to Nisa, Oregon, to fatten, they'd think I was **nuts**. But that's what's happened. The industry is completely different from anything they could have anticipated.

I: You said your father had a good relationship with Mr. Carter? Were the different ranches competitive with each other at that time or were they cooperative?

G: I think we were cooperative. Kahua and Hawaii Meat Company were **not** cooperative. A.W. felt that Kahua - and OR&L, Oahu Railway and Land Company -- he felt that they were competitive, because Kahua had bid on Kawaihaeuka lands that Parker Ranch had always gotten.

I: You mean, Kahua had bid on lands that had traditionally gone to Parker Ranch?

G: They, yeah, bid on lands that were traditionally Parker Ranch, and that was Kawaihaeuka. And Ronald Von Holt went and bid against him. The Von Holts were involved in OR&L. When that came up for bid, Hawaii Meat Company bid on that, as a Hawaii Meat Company ranch. I eventually became a director of Hawaii Meat Company, and it got to a time when I was against Hawaii Meat Company's leasing the OR&L lands, because in a way it became competitive as to what the manager of Hawaii Meat Company did. Did he favor the company's ranch or did he favor some of us, who were trying to get our cattle through Hawaii Meat Company. You're getting a perspective now that could be kind of confusing depending on who you talked to.

I: Maybe you can explain a little bit about how Hawaii Meat Company worked.

G: Hawaii Meat Company worked pretty much as a cooperative. It offered the ranch members a facility to ship their cattle through, who would take care of the scheduling of their cattle, seeing that there was a place for them to be sold through. I'm in sort of a strange position, in that I became a director, eventually, of Kahua Beef Sales. Competitors. This was when Hawaii Meat Company was going to hell, completely. In the 1950s, I guess. Alec Napier was then manager of Kahua Beef Sales, which in a way was separate from Kahua, but it still was Kahua's outlet. Kahua Beef Sales also became the outlet for a lot of us who were having at that time

problems with Hawaii Meat Company. And Hawaii Meat Company at that time was having problems, because Richard Smart was playing games back at home and all kinds of things there. This had nothing to do with my relationship with my cousin Jimmy or anything. It really got down, I guess, to a problem with Richard Smart and Richard Penhallow, and their changes at that time. Hawaii Meat Company was not doing well in itself. Parker Ranch was trying to take control over Hawaii Meat Company and Kahua Beef Sales, the whole works. They were trying to sell us, the directors of Kahua, on joining forces, and telling us that we'd have 50-50 interest.

Now Kahua Ranch would never discuss things with us, Kahua Beef Sales, with Parker Ranch. Which, at that time, had control of Hawaii Meat Company. At Hawaii Meat Company, Ralph Dobbins, he was an accountant. And he was sort of taking over as a trustee for Richard Smart. And I don't trust him as far as I could throw a piano. Well, he was pulling some stuff. He was telling us one thing, and he was telling Monty Richards and Alec Napier another. But Alec was in both our groups, and Alec was telling us what Ralph was telling Monty, which were completely two different stories. Dobbins is a certified CPA -- like an attorney, theoretically, a strictly honest sort of person -- and he was telling us different stories, which we got both sides of through Alec Napier. We could have had a good relationship if we could trust each other, but we couldn't trust Ralph Dobbins, the Parker Ranch people, and I split up with Hawaii Meat Company. That was when I was a director of Hawaii Meat Company. We'd had a meeting, and the temporary president of Hawaii Meat Company was the bookkeeper of Parker Ranch. A guy I would have thought was a straightforward person, and someone here in Kona, who knew him very well, couldn't understand what I was saying about this person. This Ralph Dobbins had screwed everybody up to the bender-fender. He also was really involved with Carlsmith, which doesn't affect my relationshiop any.

It was just Richard Smart's coming in, and there were so many changes one way and another, and all sorts of real screwed up sorts of things, and it just didn't work out real well. And a lot of it started with Parker Ranch wanting control. And after one of our directors meetings, I wrote a letter back to the accountant that was playing president at that time, and I said that our family had always felt Hawaii Meat Company had done a good job representing the smaller ranches of the islands, but I felt I could no longer represent the small ranches, and I was withdrawing my membership.

## I: Because of the Parker Ranch control?

G: Yep. Cause they weren't listening to anything from us. And up to that time, I did have a position there, in that I could represent the smaller ranches, and how things go, for the benefit for everybody. And it got to where we were not being listened to at all anymore. I got back from the meeting, and I'd gotten a letter. Parker Ranch wanted to buy all the stock anyone had in Hawaii Meat Company. My uncle Frank, Jimmy's father, called me up to ask me what my reaction was to the letter requesting the purchase of the stock. I said I sent my stock in already. I was selling it all. Because all they wanted was complete control, and once they've got it they won't listen to you. Uncle Frank said he called up a week or so later and he told me, "They don't want it. They have their stock. They have 81 percent, they can do anything they want."

I: So what did you do after you resigned.

G: Oh, we started doing business with Kahua.

I: How did that work out?

G: (laughs, pointing at a photo of cattle being shipped to the Mainland) They became our agents and we sold cattle. First, to Kahua, we did well through Kahua. They gave us a good agency for shipping cattle and all of that. There just no longer became a market for our kind of cattle here in the islands. I remember the beginning of that with Hawaii Meat Company, where we went into the feedlot business, because the market had changed from the grass-fed market to a more particular market that was more interested in quality than eating local meat. Friends would say, "We always buy local beef, but when we have friends in we get Mainland beef" (chuckles).

That's when Hawaii Meat Company went into the feedlot down at Campbell Industrial Park. It cost us too much to bring in feed, and trying to compete with a feedlot on the mainland that took in thousands of head a year and could get their feed a lot cheaper. The feedlot cost was so much less on the mainland than here. There's too many other things. All the costs here in the islands, no matter what we do, are so much higher than they are on the mainland. The mainland employees that you get at feedlots and that kind of things are in a lot of cases migratory kind of people that are wandering around. You're not paying, as you do here, an annual salary to somebody. And we've got labor laws here that are great for employees but not so good for competitive business. The government's just too tough on us here. Our workman's compensation -- I think in the lifetime of the ranch, maybe five or six people (have claimed workers compensation) but you're paying this workman's comp all the time. We'd been giving medical insurance to employees. We started years ago, probably back in the 1930s, early 40s, when there was no mandatory health insurance. We'd pay the doctors bills for our employees. I know the first year a guy had a hernia taken care of that he'd had for God knows how many years he'd had before that. We paid the dental bills up to 100 dollars a year. One year I got a bill from the dentist for 100 dollars for each of the cowboys. And I said, "What did you do? What dental work did you do." He said, "Oh, I thought you paid 100 dollars a year." So he was sending a bill for each of the cowboys for 100 dollars a year. I don't know what he did for them. Things like that happened.

So when HMSA came along we were all for it, because at least it gave us the knowledge of how much it's going to cost regularly. So we thought we'd been ahead of a lot of things for employees. We've always been sort of family like. Hell, every ranch has been like that.

I: Can we go back a little bit. About when did you go over to Kahua?

G: I really don't know. I'd say somewhere in the 1950s.

I: When did Hawaii Meat Company fold?

I: You were saying there was a rivalry between Kahua and Parker Ranch. When you went to Kahua, how did i affect your relationship with the other ranches?
G: By that time, I had with Parker Ranch. We had separated. They knew why I had quit. We'd separated ourselves completely from Parker Ranch.
I: You were talking earlier about the golden age of ranching in Hawaii. When would you say the industry really hit its peak?
G: In the 1940s, I would say. It's a wild guess. We seemed to be making more money. And I'm not too sure right now how I've come to that answer. It just seemed like a nicer time.
I: You were talking earlier about the decline of Parker Ranch after A.W. Carter moved out. How powerful was Parker Ranch at that time? Do you think the decline of Parker Ranch brought about the decline of the industry as a whole? Or do you think it was larger factors at work?
G: The Parker Ranch decline I think the problems with Parker Ranch, in their management, started to show there were some problems. And one of the things originally that I think became obvious to all of us, was that Parker Ranch we could no longer look towards for guidance. It no longer was the leader. I think that, in some instances I could say drove people to drink (laughs)! There wasn't the leader that was always there, which I think a lot of people listened to, which was A.W. Carter. Hartwell was followed by many, because of the tendancies of his father, honesty and all that. It lost being a guiding light kind of thing. I guess we were looking for a father figure. And it no longer existed. Since that became evident, the whole industry just started feeling its way around. And I think the most stability that I could find was in Kahua Beef Sales, and Alec Napier. At Kahua, Alec knew the industry very well, he got along with the people who the industry did business with in Honolulu which Hawaii Meat Company didn't seem to represent anymore. They were going through a lot of different changes. Jimmy was out of it by this time. So it was all a matter of Parker Ranch's new management - constant changing in management around that time. There was nothing you could sort of hang onto. And here in the islands we require a certain amount of stability. We all look for that. And Hawaii Meat Company went through periods where they were showing no stability within themselves.
I: About how long a period of decline do you feel Hawaii Meat Company went through before it folded?
G: When did it fold? The reason I ask is that you say it as though there was a definite time. I could have said,

"Oh, it folded years ago." But then again, it was still going, in the eyes of some.

G: I really don't care (laughs). I was no longer involved in that at all.

I: Maybe I can change that question around. When did you feel that the decline of Hawaii Meat Company began? Was there a definite turning point in your eyes? Or was it a gradual decline that began slowly?

G: Well, of course, hindsight is better than foresight. Looking back, it's easier to determine when the break happened. And some people will always say, "Oh, I knew that years ago!"

The cattle industry itself has gone through an awful lot of changes. There were individuals in it who made a tremendous difference in what happened. I think the person who's done the most for the cattle industry, and did the most to give it some security, was A.W. Carter. Some of these people that Parker Ranch brought in as so-called authorities on ranching and stuff I don't think contributed peanuts to what was going on. They didn't understand the way we did business -- one thing being honesty and that kind of stuff. So much of it is tied up with the comings and goings of Parker Ranch, through their authority, through their ownership of Hawaii Meat Company and everything. Their problems and things just overflowed into the rest of ranching, and either created something that was good or took out something that was good, and things collapsed around it. There wasn't someone who would come out and say, "To hell with this stuff, we're going to do something else."

I: It sounds like nobody stepped in to fill that void after A.W. Carter.

G: No, I think everything collapsed. Alec, if he'd lived long enough, I think would have been a guiding light. But poor Alec didn't. He died. I think he had a heart problem -- it was a physical thing. But he was, I think, at the end, **the** leader in the industry.

But everything goes back to Parker Ranch's fingers that are in all parts of the industry. And the change of managers at Parker Ranch, and all that, did a tremendous amount to change thing around -- thinking they had the influence but didn't have.

I: Do you think the industry would have survived better on this island if Parker Ranch didn't become as powerful as it did in the first place?

G: There was the Hawaii Cattle Cooperative, which tried to bring everything together, and offered opportunities for those of us who had cattle to get rid of them. To market the cattle. And we all looked upon it originally as just a bunch of wayward ranches not doing much of anything. They knew more, earlier, than the rest of us did as to what was good for us. We should have started earlier with them. I eventually became a member of the cooperative. I'm not sure -- I think I might have been president! (laughter) But they're a bunch of real sincere people working on this, trying to make a go of the whole thing. And now they're, from what I gather, pretty well folding up. Too bad.

I: Maybe we can bring this conversation back to Kealakekua Ranch and how it affected you. Going back now you came back to Kona in 1938? Can you talk about what you were doing before then?
G: School. Gunnery School in Washington, Connecticut. Prep school.
I: Did you go on to University after that?
G: I was planning on going to the University of Hawaii, but it's hard to leave Kona. We didn't have the University Extension office here.
I: So you returned in '38. What did you do at that point?
G: Ran the ranch. Dad was in his well, he was born in 1871 (he was almost 70). He didn't drive, so he was dependent on someone else driving. Our mother lived in Honolulu most of the time. Originally we all went to school in Honolulu, so that's why the house was there.
I got pretty well involved as soon as I got back. There were no kids of my age in Kona. There's the directors of Kona Light and Power (points to a photograph, which shows Sherwood Greenwell with a group of older men). The others are all contemporaries of my father. That's a group that I got involved with when I got back to Kona. I just filled a void that was there. I eventually got into politics (laughs).
I: Was coming back something you wanted to do? Or did you feel it was a family obligation?
G: (Pause) I love the ranch. I was very close to it. That was my life.
I: Why do you think you took to it when your brother was not interested?
G: Well, I had a pair of chaps that I used. From when I was a kid, I went riding on the horses or a calf. I was never roper or anything. I guess I was more a manager kind of person. When I started thinking about Jeeps and riding all over the place, I said, "I never liked horses." I always wanted to find where there was a vehicle that could take me to the same place.
I wanted to take you up mauka to show you some of our chutes. All of our chutes and all that work was aimed at doing as little on horseback as possible. Dad used to impress upon me that if you're going to rope an

animal, you have to know exactly what you're going to do. You can't hesitate, in roping an animal, to do it the right way. You've got to be able to do it like you're doing it all the time. And we didn't do that much roping. Another thing dad impressed me on was "tame cattle." We tamed our cattle. Dad always had them well trained. The cattle all were first dairy cattle. So they were tamed with dairy cattle first, coming in to milk every day, they'd be separated from the calves, and this made the calves tame. Our main purpose in everything we did was see the cattle got tame. Separating cows after years of separating became habit to the cows -- the cows going ahead, leaving the cattle behind, that sort of thing. I was always looking for another way, too, and that's why I looked into the chutes and stuff. Because the uppermost chutes -- Pauahi was the oldest chute; the Papaloa chute was on the upper part of the ranch, and it was made out of boiler tubing. There was a post of the cattle chutes. The plantations were going out of business, so I was using cast-over metal from plantations and paid 10 cents a pound for it, which is fairly inexpensive. We had to spray the cattle because of flies and other insects and things. On part of this chute, the cattle went through a wash, and this went through a strainer underneath, and recirculated over the cattle, so we utilized the insecticide as economically as we could, and doing it as easily as possible, without spraying it all over the place. At the ends of our chutes we had working work chutes. At Papaloa we have one gate that's called "Dr. McCoy's Gate." That was used when he was spaying heifers. You know what spaying a heifer is? You make a steer out of the heifer.

I: I've never heard of that before.

G: What it meant was you could go and fatten them along with cows in the breeding herd, without having to separate them for fear of them getting *hapai*. But one of the problems that we found -- Jimmy was sending me photographs of the carcasses of these spayed animals -- was big lesions in here where the surgeries took place, hurting this piece of the carcass. In effect it lowered the carcass value.

I: In spaying the animal, they ruined some of the flesh.

G: Right. But from a management point of view on the ranch, it was good because you could fatten them up with the cows and the bulls, because the bulls weren't going to get any of them *hapai*. Oh, we had a hell of a good set of chutes.

I: I believe you told me before that they were circular?

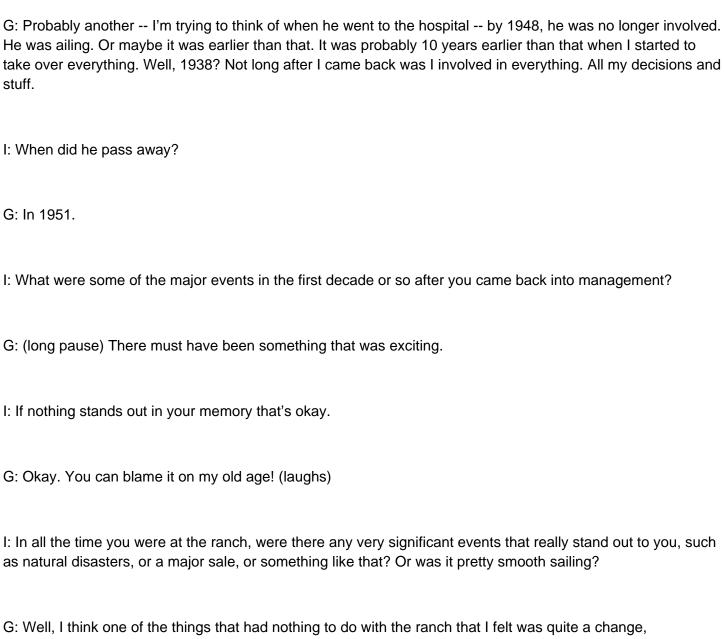
G: Well, the entry is circular. There are two gates, and one follows the other (like a turnstile) When they get over here they see nothing. They just see an animal going up ahead of them.

I: So they don't see something that will make them scared.

G: Right. There are three gates swinging on this one things. Then there are two paddocks (at the end of the chute) they can be divided into. At the end is the squeeze chute, and McCoy's Gate, getting back to spaying these animals. And there's a table for other surgeries we might do. And then the animal at the end can go in one of three different directions (to separate them). Then on the other side is another little chute with scales or it. Those were the first scales we ever had on the ranch. We weighed heifer calves. When they were weaned we weighed them, and kept a record of that and ear tags. Heifers in those days all went up <i>mauka</i> . And we, through identifying them, knew which ones had gained the most weight in a six-month period. And we were weighing our wean-offs to find out which ones were gaining the most. I think our biggest problem with that was Kim McCoy was our vet at the time. He came to the conclusion that we were probably getting them too big. And you might wonder, "Weren't we trying to get them big?" We were getting them big, but they were getting them too big to have calves. We had breached births. Calf can't be born, it gets stuck. We were having beautiful, big cows, and finding the mother trying to have a calf and dying with the birth. We've tried all kinds of things. When my son Nick took over the first year we artificially inseminated 600 cows. What the markets at that time wanted were Beefmasters. If you don't care for red with white faces, Beefmasters are your breed. They come in any shade or color! But we changed overnight practically. And then came in and all that. That was a hell of a discouragement for him everything he was doing was not getting anywhere. So that's where we ended. And someone else pays us \$15 million for 12,000 that my grandfather had originally bought for \$12,000 (chuckles). I don't think my grandfather would have felt we'd done something wrong
I: Can I ask you another question about the chutes? Who designed the system?
G: From a different variety of chutes different universities have different kinds of cattle-working chutes and things.
I: You told me before you tried to keep up with the science behind ranching
G: I think part of this might have to do with my not going to college. And when I was president of Hawaii Cattlemens Association and the Cattlemen's Council, in both cases I tried to promote the University of Hawaii in what they could do for the ranches. And a lot of guys that had been to college said, "Aw, hell. That's just the University again. We're not going to listen to them." But I was trying to bring the university to the industry, because I knew that a lot of people like myself didn't have that background. So I was good friends with the agronomists and with the cattle people and everything else in the University.
I: How did you keep up with the latest techniques and sciences in the businesses? What did you do to keep informed?

G: Listened to my veterinarian (laughs). Helps a lot. The best one we had was Kid McCoy. He had a way with cattle. The vet prior to him became the territorial veterinarian -- just too political and not much else. And when we first started spaying animals, this guy couldn't maintain the calmness of the animal. It was a traumatic kind of operation to go through -- it would be more traumatic if they knew what it was all about. But he could not get anywhere near the animal without it starting to fight him. Kid would put his hand on the animal's back, and the

animal would calm right down. He could do that with a dog or anything. He just had a way with animals. And you find these kind of people in vets. Kid knew an awful lot about feeding, which we were going into. One thing we were working on was preparation feeds to go into the feedlot what should we feed them to prepare them for going into the feedlot, things like that. And we've got feed bins all over the place, that are evidence to my listening to him. But a veterinarian can teach an awful lot. And hell he's available there all the time.			
I: About when was Dr. McCoy working for you?			
G: (Pauses, thinking) God, I buried him. I should know. I'd have to look that up.			
I: Did you say you buried him?			
G: Yes.			
I: After he passed away.			
G: I hope so. (laughter)			
I: When you came back to the ranch in 1938, did you go straight to a management position?			
G: I was the boss' son! (laughs)			
I: I mean, did you take over management from your father? At that point?  G: I did, pretty much. Well, I did more of the bookkeeping stuff that he didn't do. Plus, he didn't keep time			
records and payroll and that, and I did that. So I was a little more involved in the bookkeeping stuff of it. When we went out to work, there was a head cowboy, and I gave him the responsibility of what we were doing. At times I was sure that I was boss I got along well with them all. One guy still says, "You were da best boss!" (Laughs)			
I: How long was your father actively involved in the management of the ranch, after you came back?			



G: Well, I think one of the things that had nothing to do with the ranch that I felt was guite a change, community-wise, was that we leased land to farmers for years, ever since we got the ranch in 1881. And in 1949, our lease to Captain Cook Coffee Company expired. They leased from us a maximum number of acres, it was 400 acres of coffee land that they sublet to their tenants. And I didn't renew their lease. We were getting repercussions from the community -- oh, they make us do this, they make us do that. And I said, "Alright, you buy your land, we'll sell it to you." And to some of them it was a little short notice because they didn't expect it to happen. But we gave it to them at a rather reasonable rate. Better to have a community of owners than a community of tenants, I felt. So it was a social kind of thing. And I know the community liked it. And those who bought, they're still here. We gave the offer -- if you don't buy it, somebody else is going to buy it. The coffee lands along the road, the most productive, were set at a value of \$3,000 an acre. The last time coffee lands in Kona ever were sold for productivity! The cost of the land was (set) by a local accountant who did county work and John Iwani who's University of Hawaii Extension Service. They (determined) the value of the land. I stayed out of that. We sold it at the value that they put on the land. We worked out that it was 50 percent down, and 50 percent from the 11<sup>th</sup> year to the 20<sup>th</sup> year. At 4 percent interest. You can't do that today! Some we allowed to go for 20 years more at a lower interest rate, knowing families' ability to pay and that kind of stuff. So everybody had a chance to buy, if they wanted to.

I: Can you talk about some of the water issues that you had to deal with when you were managing the ranch?

G: Of course, we were at the discresion of rain and not rain. We put in a pumping system in about 1953, and we pumped water from our well at Napoopoo, all the way up to the top of the ranch, 6,400-foot elevation. That's what killed us eventually. When we put the pumping system in, diesel cost us 19 cents a gallon. Diesel today sells for the same price as gasoline. The price of diesel went up. 1972, I think is when the price of gasoline and everything went up. The engines we had gotten originally, they cost a lot, \$1,700 an engine, but the engines only used less than half a gallon of diesel an hour. We can't get parts for those engines anymore. And the engines we're getting to replace them are using a gallon, a gallon-and-a-half of diesel an hour. The cost of fuel, not maintenance, and county water, since we bought water, eventually, down here, came out to \$25,000 for the year 1989. That's a hell of a lot of steers. A hell of a lot of steers. And we'd gotten the cattle used to water anytime they wanted it. So if you started going back, to where you weren't giving cattle water, you'd go through the same problems you had before of cattle not going out to range for grass. They'd wait till the trough was open so you'd give them water every other day, which was our problem years before. And we'd then have to cut our herd down almost in half again.

I: But after so many years of having a ranch without a pumping system, why did you decide to go to the pumping system in the first place?

G: Our cousins had a pumping system and they had water all the time. It gave you better distributrion of cattle. You don't have cattle waiting around the trough. At Papaloa it was two men's job, who stayed up there, to water the cattle. Every morning he'd take the cattle in, they'd come through the pens, they'd be given a drink of water, as soon as they raised their heads they'd be driven out, another group brought in. And as soon as they raised their heads they'd be driven out. And if you let them stay in for that second drink, they'd take about four times as much water as they did the first time. But they would have gotten satiated completely, and they would have gone out, but you couldn't afford that much water, because you didn't have that many tanks to hold the water necessary for normal growth of cattle. And when we did have the pumping system in, they'd come back to water almost every day, but they were going to the far corners of the paddock and eating the grass up there that went to just dry and waste. Because cattle would only stay where there was water. There was better distribution of cattle over the pasture. That's what you got.

I: Why was the well drilled at Napoopoo?

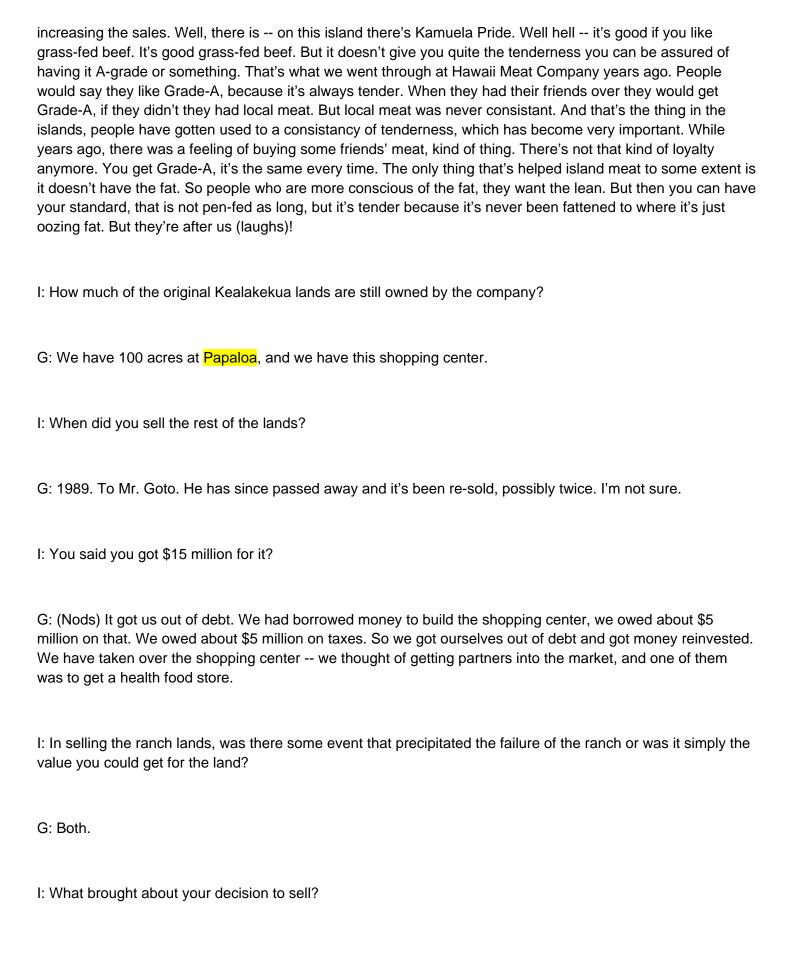
G: There was no other county water. We preceded the county with having water in this area. One of our tenants was Manago Hotel, and they used our brackish water for their toilets.

I: So the well water was brackish.

G: Yep. Funny thing, it didn't seem to affect the amount of salt block and stuff the cattle used.

I: So there weren't any potential wells higher up the mountain?
G: Not with the technology that was known then. It's been found that there is water at these upper elevations, but there was no drilling equipment. You think of a well being a hole in the ground our well was about the size of this room. It was all dug out so there was always that much water in the bottom of the well. And the intake of the pumping system was right there. It floated in a stainless steel pan that floated with the tide. The higher the water to the surface, the fresher it is. So we were really getting the freshest water we could in a well that had a lot of inflow into it. And you wanted a big surface to get it in from because you didn't want to draw down too far.
I: It was like you were skimming it off the top.
G: Right.
I: And then it was pumped up the mountain?
G: Right. We had four diesel pumps, and two electrical.
I: Earlier you were talking about the issues going on with Parker Ranch and Hawaii Meat Company. Can you talk about how that affected Kealakekua Ranch when that was going on?
G: We were stockholders in Hawaii Meat Company.
I: What benefits had Hawaii Meat Company offered to a rancher like you?
G: Well, Hawaii Meat Company was started in 1906. The Greenwell family bought quite a hunk. I think we all owned 12 percent or something. You had to have it, in a way, or you had no place to take your cattle.
I: What did it provide to you?
G: An outlet for our cattle. It gave us a place where we could sell our cattle and assure their sale.

I: So they would buy the cattle, slaughter it, and sell it to a market in Honolulu?			
G: Yes.			
I: Were you also selling to local markets?			
G: We didn't. Our cousins had a slaughterhouse. W.H. Greenwell, the slaughterhouse historically was on their ranch. Although Uncle Frank had a little slaughterhouse up on Honokohau, which was well outside of the local district here. There were too many cattle available here for the local market, and cattle prices, if you go back in history, cattle prices had no value here. There was no price for cattle here on the outside islands, until there was transportation to Honolulu, and when there became transporation, we needed access to that Honolulu market. And that's when Hawaii Meat Company was created. Since there was transportation, they were taking the benefit of it and putting a slaughterhouse in Honolulu.			
I: So now that I understand the relationship of it, can you talk a little bit about what the effect on you was as Hawaii Meat Company began to fold?			
G: Well, the action I took was to quit Hawaii Meat Company, and that was before they folded. They still kept going for a few years, with screwy management and all kind of stuff. They did just about as well as they could, without us.			
I: What were some of the specific changes that were going on with the meat company that were bad for you?			
G: I don't think it's something bad for the meat company. It was something that was happening to the total industry. And I think, as we found out eventually, it wasn't local. Pretty well industry-wide. You look at what's happening on the Mainland. They're not doing much better than we are. And I think it's going to get worse. I see that recently Tyson foods just bought out one of the biggest hog or cattle slaughterers in the United States. That means Tyson may eventually get so that all their supplies they can demand their prices. So that doesn't look so good.			
I: So then here, with Hawaii Meat Company, were prices the main issue with Parker control? What was the defining issue?			
G: Marketing. I would say marketing, probably. If they didn't like you, and there was a chance of your getting in on their list, you might not be able to sell all your cattle. If you don't do what they tell you to do, or you don't cooperate, you can die on the vine. We now know that the islands can only absorb so much of our meat and what quality or grade. The industry has a limit to the amount it can absorb. We think of all kinds of ways of			



G: Well, we owed so much money, and the only asset we had was the land. That's the basis of it. And the cattle business wasn't getting any better. We tried to increase our quality by artificial insemination and all that, but nothing seemed to be working.

I: What were your feelings upon selling the ranch lands?

G: I didn't care for it, but I couldn't find another way of going. I personally think the one who got hurt the most was my son, Nick. He became very attached to the soil and the land. I don't blame him. It was a hell of a thing to see this just collapse. Fortunately, my daughter, Meg, has done a beautiful job with the shopping center. And with our switch over and our marketing up here -- the market is just doing beautifully. And we're doing something for our community. We're offering them the kind of shop they'd like to have in their community, the same people we sold the coffee lands to earlier. It's our community. It's us.

I: The last thing I wanted to talk to you today about was your community involvement. I understand you entered politics.

G: Yes, I was a member of the board of supervisors. In 1948, 1950, 1960 -- altogether 18 years, and one year I was appointed.

I: What prompted you to get into politics?

G: Well, some of us had been grumbling for some time that we weren't getting enough recognition for the community, and we felt that if we couldn't do somehting about it nobody could. We can't crab if we don't do something about it. That probably was the inertia that really got us going. I don't know if you knew Bobby Hind. He and I both decided the same night, after having a few drinks. And he ran for the House, and I ran for the Board of Supervisors. I loved it.

I: Where did you get your sense of civic responsibility and desire to participate?

G: I guess interest in the community. It goes back to selling the land to the farmers. Like the Manago Hotel. Christmastime we always used to give our tenants a piece of meat, and I took this piece of meat up. It was after we sold them the land for the hotel. They'd wanted to extend the lease, make the piece of land bigger, and I went back to them with an offer for purchase, at a very agreeable price. And when I took this meat in for a present, afterwards, it had nothing to do with the sale, but she came down and said, "Thank you!" She never expected that they would ever own the land. But ownership in the community is good. It makes a good community. I think that's why I got involved. My involvement when I was a kid -- in the place, in the people. When I came home in 1938 I used to play basketball on the Captain Cook Pirates basketball team. Community's always been a part of me. And politics is community.

I: That sense of community, was that important to your parents? Or was that something you developed on your own?
G: I think through my parents. If my parents felt that the community is what you looked over then I would have had a different attitude. But they were very close to the community.
I: In your many years on the Board of Supervisors, what accomplishments were you most proud of?
G: Not something I did when I was on the board of supervisors. I was trying to think some time ago just what I was the most proud of. I was appointed to the Charter Commission. And up until that time, East Hawaii elected its supervisors, West Hawaii elected its supervisors, and we all elected the Chairman at Large. When we first became a council, the charter then read that each district would nominate its candidate for the council, but the individuals were elected by the whole. Which meant that you running from Kona, even if all of Kona voted for you, if Hilo voted against you, Hilo could outvote Kona, and Hilo would put in their candidate for Kona. That stunk. I changed it. I was on the second Charter Commission, and I had the districts nominating and electing their own councilmen. So someone today running from here represents Kona. He's not representing Hilo or doing what Hilo wants him to do. And I think that's the greatest political thing I ever did I gave the districts the opportunity to not only nominate but elect their own representatives.
I: Is that still the way it's done today?
G: They tried to change it but they didn't. I was vice chairman of the commission, and the ILWU representatives said it can't be done, they tried it before, it never went through. Well, the chairman of the commission was from Hilo, and they didn't want to change. Because Hilo lost all of its power on the commission. The only trouble is, we've elected stupid people to represent us from here! (laughter) But it went through. We won by 600 votes. Oh, but we <b>won</b> ! (Laughter) Oh, that was the greatest victory I think I've ever had! It affected more people. That was great.
I: Why did you leave politics after 18 years?
G: Let's see. Well, the last election I lost. But I felt good about it. The guy that won was a Hilo person living here in Kona. He won, but he could not win again. I made it so the Hilo guy couldn't win again in Kona (because of the charter change). It had to be a Kona person, a Kona nominee and Kona elected.
I: So you had the last laugh in the end.

G: Yeah! Hee hee. It turned out, as far as I'm concerned, beautifully.					