



## SEEDS OF CHANGE

*A new Land Assets Division plan calls for Kamehameha Schools to migrate from passive land management to active agricultural engagement and stewardship*

You may be seeing a lot more local produce in your favorite supermarket – everything from Puna papaya to Waialua asparagus to Honoka'a sweet potato – thanks to a new agricultural plan that has been completed by Kamehameha

Schools.

Completed in October 2009, Kamehameha's Land Assets Division (LAD) has developed a long-range Strategic Agricultural Plan that could increase the market share of locally grown produce from 45 percent to 65

percent, bringing Hawai'i a step closer to self-sufficiency.

Other potential community benefits of the plan include a boost in the grass-fed beef industry; the resurrection of local dairies; an increase in renewable energy projects and the creation

which constitute 98 percent of the approximately 365,000 acres that Kamehameha Schools owns in Hawai'i.

Of the 181,375 acres that are designated agricultural, only about 88,000 acres are considered high-potential agricultural lands.



*"The Strategic Agricultural Plan is a business case for investment in Kamehameha Schools land and human resources, not just to improve financial returns, but to fundamentally revitalize agriculture in Hawai'i."*

– Neil Hannahs '69  
Director, Land Assets Division

of an estimated 4,600 new jobs in rural areas.

The plan also calls for Kamehameha to upgrade water irrigation systems and to develop an active, collaborative relationship with farmers working KS lands and industry leaders.

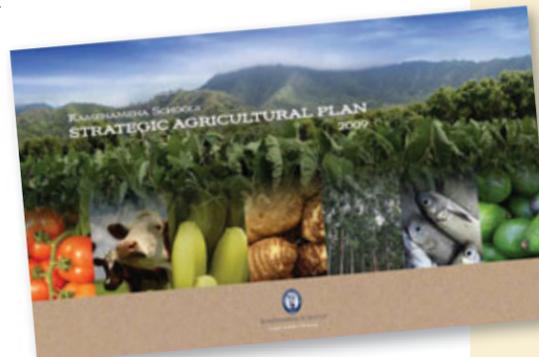
The agricultural plan was prepared to provide a framework, vision and strategy for optimal management of KS agricultural lands statewide. The plan includes 10 major goals (see sidebar on page 9) and 21 accompanying specific strategies.

The plan covers a 20-30 year time frame, with updates scheduled every five years.

"The Strategic Agricultural Plan is a business case for investment in Kamehameha Schools land and human resources, not just to improve financial returns, but to fundamentally revitalize agriculture in Hawai'i," said Neil Hannahs '69, director of LAD.

Hannahs and his team have kuleana for agricultural and conservation lands on five islands

Above, Hawai'i island farmers Erik and Bill Beach '68 are growing a Hawaiian variety of sweet potato called melemele. Below left, Erik Beach works the fields located in Honokaia.



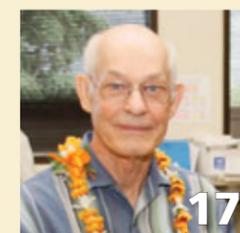
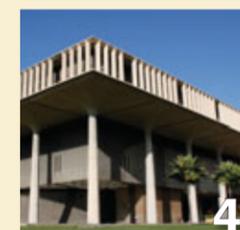
Of those 88,000 acres, 71,000 acres are in use with 850 leases currently issued to agricultural tenants.

The LAD team has developed a plan that focuses their division on every facet of agriculture, including renewable energy, water resources, forestry, pasture management, cultural resources and land legacy education.

"This is a homegrown plan. We did have consultants, but our

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team really drove it," Hannahs said. "The identification of goals, the application to our lands – it all came from within our dedicated LAD team."

Historically, Kamehameha has taken a more passive role in land stewardship, letting those with expertise and passion, such as Hawai'i's farmers, work the land and grow their businesses.

"We now know that in order for farming to work in the long-term, we need to invest in our lands to make them productive for our mission, eliminating any notion that the lands are a burden of ownership due to the cost of maintaining them," Hannahs said.

To do so, Kamehameha Schools expects to invest more than \$22 million during the 20-30 year lifespan of the plan on capital improvements including land clearing and preparation; the development of agricultural processing facilities; and irrigation system upgrades, repairs and expansions.

Under the leadership of

na waina (places with water).

"The sugar plantation irrigation infrastructure needed to be replaced in order to ensure that the water supplied to the fields was not at a hierarchal value over the stream itself, Hannahs said.

"Maximizing the benefits to man at the expense of the natural resource itself is an out-of-balance strategy and you pay the price later. We have to be more considerate of the needs of nature."

A key component of the agricultural plan is the dedicated farmers who are committed to cultivating the land. A challenging occupation, farmers deal with fluctuating market prices, spells of drought, threats from rodents and insects, not to mention long hours of working in the sun.

Yet, there are many who continue to make farming their labor of love.

In 2000, **Bill Beach '68** acquired 10 acres of land in Honokaia on the east side of the Hawai'i island through Kamehameha Schools' agricultural leasehold program. Beach's



*"I'm still digesting the plan but my initial reaction is joy that is evolving into what feels like pride. The intention is awesome. It's a game changer, the effects of which will be felt for generations."*

–Bill Beach '68,  
Honokaia farmer

Kamehameha regional asset manager Ka'eo Duarte and water resources engineer Imiola Lindsey, LAD has already begun working to rethink and revitalize 100-year-old plantation water systems, as well as design/build new systems to serve the diversified needs of this era while honoring

company "The Happy Hawaiian" includes himself, his wife Lori who does the administrative work and marketing, son Erik and Erik's wife Jonelle.

The company currently grows sweet potato and dry-land taro and recently started supplying KTA stores and T. Kaneshiro

Store with their Hawaiian variety of sweet potato called melemele. Through last fall and winter, the company 'ohana produced between 1,000 to 2,000 pounds of sweet potato each week and said their long-term goal is to double this production.

Bill Beach, who will soon

add watermelon to his repertoire, said he is all for Kamehameha's new approach in supporting its farmers.

"I'm still digesting the plan but my initial reaction is joy that is evolving into what feels like pride," he said. "The intention is awesome. It's a game changer, the effects of which will be felt for generations. We hope to be a partner as things unfold.

Beach said he sees a lot in common between his kuleana and Kamehameha Schools.

"Our intention is be successful at farming and to measure that success economically, sustainably – including the effects on the 'āina – socially and spiritually," he said. "And that sounds a lot like Kamehameha's plan.

"Ultimately, Kamehameha's



Tom Menezes (left) of Hawaiian Pineapple Company is just beginning to market chocolate made from the fruit of the cacao plant (above).

## TEN GOALS GUIDE KAMEHAMEHA'S STRATEGIC AGRICULTURAL PLAN

### Goal 1

Increase the production of fruits, vegetables, meat and other food products on Kamehameha Schools' lands for the local market.

### Goal 2

Supply locally grown products, ideally from Kamehameha Schools lands, to KS campuses and facilities.

### Goal 3

Restore and revitalize traditional systems: lo'i, loko i'a, and dryland field systems.

### Goal 4

Support agricultural education, business planning and farmer certification programs.

### Goal 5

Actively engage in agricultural marketing and media.

### Goal 6

Strategically invest in agricultural support facilities and infrastructure.

### Goal 7

Explore agriculture research and development opportunities.

### Goal 8

Develop a robust and consistent set of agricultural decision-making tools, procedures and guidelines.

### Goal 9

Contribute to a sustainable clean energy future for Hawai'i through education, energy efficiency gains and renewable initiatives.

### Goal 10

Steward forestlands in consideration of the full range of ecosystem services and resource extraction activities – including native forest reforestation, traditional forest products, and energy production.

For more on Kamehameha's Strategic Agricultural Plan, please visit [www.ksbe.edu/land](http://www.ksbe.edu/land).

## KAMEHAMEHA SCHOOLS AGRICULTURE AND CONSERVATION LANDS IN HAWAII

### Kaua'i

**10,855 total acreage**

**Agriculture:** 1,215  
**Conservation:** 9,640  
**Genealogy:** Konia,  
Kamehameha V,  
Ke'elikōlani



### Moloka'i

**4,900 total acreage**

**Agriculture:** 3,270  
**Conservation:** 1,630  
**Genealogy:** Kamehameha V,  
Leleiōhoku



### O'ahu

**46,985 total acreage**

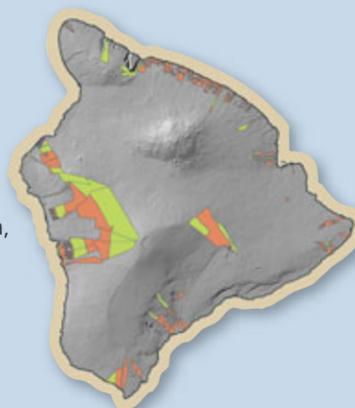
**Agriculture:** 14,755  
**Conservation:** 32,230  
**Genealogy:** Pākī, Konia,  
Kamehameha V, Kekūanā'o'a,  
Kekūāiwa, Ke'elikōlani,  
Kamāmalu, Leleiōhoku



### Hawai'i

**293,065 total acreage**

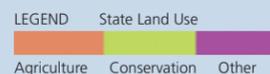
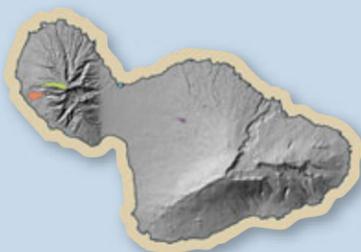
**Agriculture:** 160,935  
**Conservation:** 132,130  
**Genealogy:** Kamehameha V,  
Kamāmalu, Bishop, Kekūāiwa,  
'Akahi, Ke'elikōlani, Konia,  
Lunalilo, Mahune,  
Kekūanā'o'a, Leleiōhoku



### Maui

**2,465 total acreage**

**Agriculture:** 1,200  
**Conservation:** 1,265  
**Genealogy:** Ke'elikōlani,  
Kamāmalu



The Kamehameha Schools land portfolio includes 181,375 acres of agricultural land and 176,895 acres of conservation land on the islands of Hawai'i, Maui, Moloka'i, O'ahu and Kaua'i.

plan is about connecting people to the land. I'm talking about a spiritual connection. In a lot of ways, I think we've lost that – so the plan, I love it."

Tom Menezes is a senior vice president and partner with Hawaiian Pineapple Company Co. LLC, which leases 28 acres from Kamehameha Schools on Hawai'i island near Hilo.

Their main crop is "Hawaiian Crown" brand pineapple which they sell along with apple banana to Foodland and Armstrong Produce.

"Kamehameha's strategic agricultural plan fits closely with our Hawaiian Crown plan," Menezes said. "We need to educate the younger generation and pass on our knowledge of agriculture and taking care of the 'āina while also providing jobs in Hawai'i."

Menezes, who carries degrees in tropical agriculture and plant pathology from the University of Hawai'i and has more than 30 years experience in producing tropical crops in Hawai'i, is experimenting with a new product that most everyone everywhere loves: chocolate, which is made from the cacao plant.

He has a diploma in Gourmet Continental Chocolates, the teaching institute for the Confectionary and Chocolate Industries, and recently developed his own recipe for dark chocolate.

In October of 2009, he secured his manufacturer/processor-confectionary permit and has begun chocolate distribution to a few restaurants on Hawai'i island.

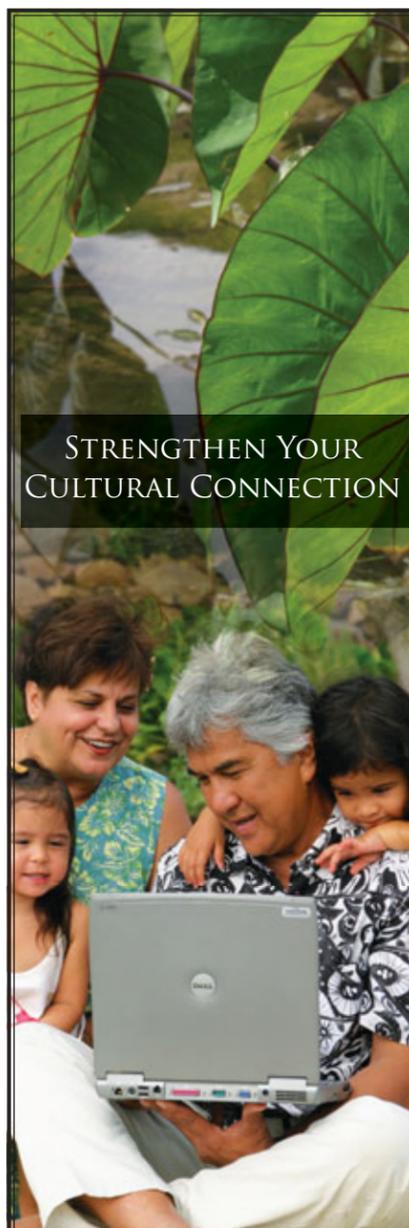
"From here, I want to expand and develop my markets. This is where I feel working with Kamehameha Schools would be good," he said.

The hope is that KS' agricultural plan will be good for Menezes, good for Kamehameha Schools, and good for everyone who likes chocolate as well.

While the majority of the plan focuses on the future of agriculture, there is an important part of it that honors the past. The plan sets aside land to restore and revitalize traditional Hawaiian agricultural practices.

"As Hawaiians, we draw a lineage to these lands – these lands which nourish and support us," Hannahs said.

"We know that the 'āina was here first and we were here second. Therefore the land and its resources are our elder sibling and we must respect and care for it as such."



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