



As a private trust founded and endowed by the legacy of Princess Bernice Pauahi Bishop, Kamehameha Schools (KS) is dedicated to improving the capability and well-being of native Hawaiians.

Kamehameha Schools inherited a land legacy of approximately 365,000 acres of land throughout the State of Hawai'i. Nearly 98 percent of this land kuleana is in agriculture and conservation.

The Kamehameha Schools' Strategic Agricultural Plan was developed to provide a vision and goal-based strategy for optimal management and use of Kamehameha Schools' agriculture lands. Kamehameha Schools' vision of "Thriving Lands and Thriving Communities" and will be a driver for renewable energy, water resources, forestry and fiber resources, and sustainable food systems for many years to come. Much of this vision is dependent on you, the mahi'ai (farmers), who are committed to the long-term cultivation of locally grown produce, meats and traditional crops.

This newsletter is designed to be a resource tool. If you have any feedback please feel free to contact us at land@ksbe.edu.

Mahalo!



FIVE-COURSE FOOD SUSTAINABILITY

By: Catherine Tarleton, writer

Sam Choy's Kai Lanai host 2014 Hawai'i Island Ranchers Dinner

Where does food sustainability start? For Kamehameha Schools Land Assets Division (LAD) on Hawai'i island, it begins with the 'āina, and those rich resources stewarded by farmers and ranchers for generations. Bringing the concept full circle brings food to the table, and into the restaurant kitchens of some of Hawai'i's best chefs — to create and sustain demand for delicious, locally grown products that in turn support the food producers who cultivate Kamehameha Schools' lands.



Sam Choy, Executive Chef Scott Hiraishi and Chris Choy

At the inaugural Hawai'i Island Ranchers Dinner, February 28 at Sam Choy's Kai Lanai, diners savored the concept of sustainability along with their succulent grass-fed island beef, fresh greens, local chocolate and Kona Coffee. Hosted by Chef Sam Choy and prepared by Executive Chef Scott Hiraishi, who developed the concept, the five-course, plated dinner with wine pairings showcased creative preparations of local foods — most from within 50 miles of the restaurant, which itself sits on KS land in Keauhou.

The lively, sold-out event was attended by 180 guests, who enjoyed the interaction with farmers, ranchers, restaurateurs, chefs, visitor industry representatives, media guest, Kamehameha Schools' representatives and others, for a broader perspective on the interwoven partnerships required for true sustainability. After a sear-your-own tenderloin slice on individual hot stones, beef tongue, oxtail soup, guava sorbet, slow braised ribs and more, the pièce de résistance was a dessert of chocolate macaroon "cow pie," complete with edible flowers and whimsical "flies." Each guest also received a custom "agriculture bag" to take home, which included a sampling of ingredients used in the menu, recipes, snacks and more.

"It is through partnerships that we have found the most success," said Hiraishi. "We are passionate about showcasing local products and giving our diners the best 'farm to table' experience possible. In my tenure as an Executive Chef, I have grown a new respect for ranchers and farmers. That is the inspiration for the Ranchers Dinner, to translate in my cooking the same care that they put into the growing of their products."

Hiraishi's creative menu featured these food producers: Hawai'i Lowline Cattle Company, Kulana Foods, Hawai'i Beef Producers, Kona Moringa, Sunshower Farms, Hamakua Mushrooms, Living Aquaponics Farm, Honda Farms, Hawaiian Ulu Company, Tropical Dreams Ice Cream, Original Hawaiian Chocolate and UCC Ueshima Coffee Company, with beverages from Onaka Cowboy Coffee, Mauna Kea Tea and Young's Market Company. Major sponsors included Kamehameha Schools, Big Island Visitors Bureau, State of Hawai'i Department of Agriculture.

The 2014 Hawai'i Island Ranchers Dinner was a collaborative project of Kamehameha Schools, The Hawai'i State Department of Agriculture and Sam Choy's Kai Lanai. Future "farm to table" events are in the planning stages — stay tuned!



Featured Farm: Hawaii Lowline Cattle Company

By: *Jessika Garcia*

- Honoka'a, Hawaii
- Rick and Haleakala Sakata and Dwayne and Tammie Cypriano
- 100% Grass-fed Lowline Cattle
- Animal Welfare Approved and certified by the American Grassfed Association

"I wanted to go grass-fed because I like the sustainability aspect of advancing Hawai'i's efforts toward food self-sufficiency," said Hawaii Lowline Cattle Company (HLCC) owner Dwayne Cypriano. HLCC raises a breed of Australian Aberdeen-Angus crossed with Red Angus. With no hormones or antibiotics given to the animals the cattle enjoy feasting on the true essence of Hawai'i's beautiful landscape nourished by the tropical sunlight and rainfall.



"Lowline beef is superior in quality, with excellent taste, texture and tenderness," says Rick Sakata, co-owner of HLLC. Chef Vann of Huli Sue's at Mauna Lani and The Fish & The Hog Market Café testifies to that by saying, "I find Hawaii Lowline beef to be dense in beef flavour, tender and very buttery because the marbling is so good."

Hawaii Lowline's beef is sold in whole locally to restaurants. Chefs are invited out to the field to hand pick their animals.

"I like the idea of using the entire carcass as it pays respect to the animal and helps the rancher," said Chef Fred DeAngelo of Ola Turtle Bay and The Grove in Kailua. "My intention is for our guests to enjoy beef raised in Hawai'i. I'm all for our grass-fed ranchers who feed their animals the way nature intended."

Increasing local production of fruits, vegetables and meat including grass-fed cattle is a goal for Kamehameha Schools as it strives for a more sustainable Hawai'i. "Imported and grain-fed animals are at the mercy of the market. Profits are controlled by the price of commodities produced elsewhere. If the price of corn or soybeans goes up, then feed costs rise and that rancher takes it in the shorts," Cypriano added.

HLCC beef can be enjoyed at D.K. Steak House, Sansei Seafood Restaurant & Sushi Bar, Ola at Turtle Bay, The Grove in Kailua as well as at Huli Sue's at Mauna Lani and The Fish & The Hog Market Café on the island of Hawai'i. Learn more about Kamehameha Schools' supporting farmers at www.ksbe.edu/land.

Pictured on the left: Hawaii Lowline Cattle Company Owners Haleakala and Rick Sakata, Tammie and Dwayne Cypriano

In the know: The Grass is Greener

Hawai'i's grass fed beef has distinctive health benefits compared to the imported grain fed beef we get from feed lots on the mainland. The grass will be greener on both sides of Kamehameha Schools' land as Hawai'i's grass fed beef grows in demand.

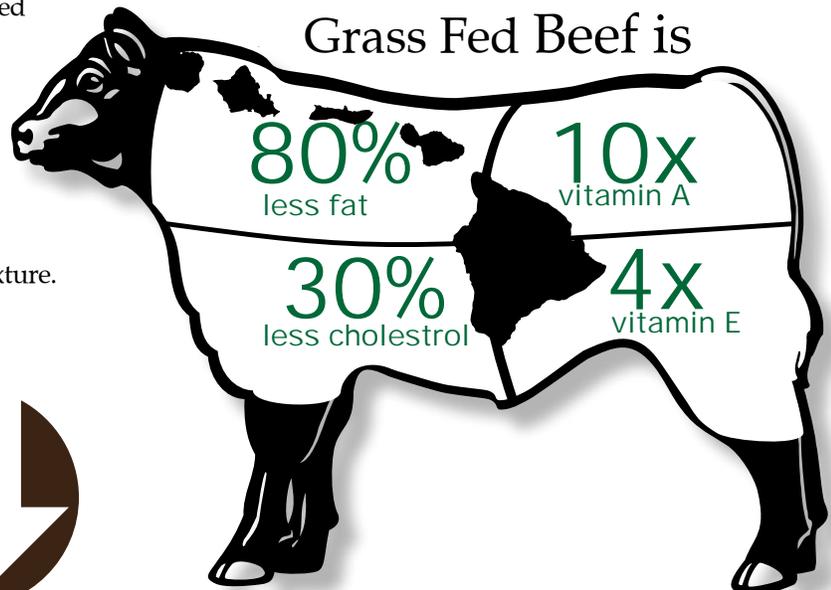
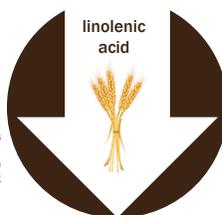
Hawai'i's grass fed cattle enjoys their days in paradise, bathing in the warm tropical sunshine while feeding on the luxurious green pastures giving the beef a unique taste and texture. It is the taste of Hawai'i.

Grass fed vs. Grain fed



GRASS-FED BEEF CONTAINS HIGHER LEVELS Omega-3 fatty acids It can lower triglyceride levels linked to heart disease.

GRAIN-FED BEEF CONTAINS LOWER LEVELS Linolenic acids It is linked to muscle growth, reducing heart disease and lowering cancer risk



Source: 2008 study by the Agricultural and Life Science department at the University of Wisconsin at Madison.

To receive Ka Mahi'ai newsletter electronically, please email us at land@ksbe.edu.

Winners of the Mahi'ai Match-Up

By: Kau'i Burgess

In an eight month collaborative effort, Kamehameha Schools and the Ke Ali'i Pauahi Foundation joined resources to create Mahi'ai Match-Up, Hawai'i's first agricultural business plan contest in which all winners receive seed money from Ke Ali'i Pauahi Foundation and five years of waived rent from Kamehameha Schools.

Literally translating to "Farmer Match-up", Mahi'ai Match-Up – initiated in June 2013 – was intended to connect experienced farmers with some of the trust's most fertile unfarmed lands helping Kamehameha achieve goal one in its Strategic Agricultural Plan of increasing food production for the local market.

"Before the contest, finding experienced farmers with a desire to grow food for Hawai'i was more difficult than you'd think," said Ka'eo Duarte, Strategic Initiatives director for West Hawai'i. "We're already looking forward to next year's contest to help us find even more people interested in partnering with us."

Designed to give preference to the most innovative, dependable business plans that incorporate organic practices, Mahi'ai Match-Up proved successful in producing three organic farming operations well positioned to grow food for local consumers.

Responsible for reviewing business plans were five judges representing a cross-section of Hawai'i's agricultural, restaurant, retail and sustainable business communities. The panel included Kamehameha Schools' former CEO Dee Jay Mailer, Ed Kenney of Town restaurant, Kyle Datta of Ulupono Initiative, Hamakua Springs Country Farms' Richard Ha and Toby Taniguchi of KTA Super Stores – home of the Mountain Apple brand, known for its Hawai'i-sourced products.

"Making the decision was difficult, but I'm really happy with the three that ended up on top," said Ed Kenney, chosen as a judge specifically for his proven commitment to serve locally-sourced food in his successful farm-to-table restaurant.

"What all three of these winners brought was the passion to push the boundaries. In this setting, they've been given the opportunities to test the waters and push a little bit further than they might not have been able to, otherwise," he said.

Congratulations to:

- **First Place \$25,000: Holoholo General Store** – Community Supported Agriculture (CSA) business producing vegetables in the cabbage family such as kale, broccoli rabe and broccoli. Specialty fruit trees, mainly fig trees, will also be part of the 6-acre Pa'ala'a, O'ahu farm.
- **Second Place \$15,000: Kaunāmano Farms** – Organic and innovative farming with an inclusive, systems-based approach to agriculture. Located in Umauma, roughly 10 percent of the land will be dedicated to an on-farm food program for Berkshire pigs and Jidori chickens. Organic papaya, banana, avocado, breadfruit and seasonal vegetables will be grown to supplement their diet. Kaunāmano Farms will be nearly 100 percent sustainable.
- **Third Place \$10,000: Mapulehu Farms** – Organic mango farm offering agricultural farms tours to teach the community about Hawaiian-based farming practices and traditional varieties native to Mapulehu, Moloka'i. Coconut, banana, taro and sweet potato will also be added to the 43-acre mango orchard.



Top picture: 2013 Winners of Mahi'ai Match-Up, Holoholo General Store (from left: Ke Ali'i Pauahi Foundation executive director Keawe Liu, Holoholo entrepreneurs Elisabeth Beagle, Jill Nordby, Jamie Sexton and West Hawai'i director of Strategic Initiatives Ka'eo Duarte)

Below: Second place finishers Kaunāmano Farms (Left: Ke Ali'i Pauahi Foundation executive director Keawe Liu, Kaunāmano Farms' Max Bowman and Brandon Lee)



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MARKET UPDATES

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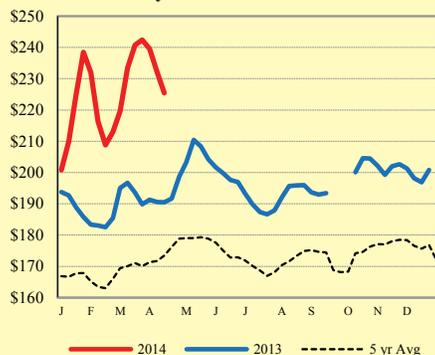
In 2014 there is a projected 5 percent reduction in beef supplies. While the demand for beef will drop because consumption is expected to fall due to increasing prices. Beef prices are projected to increase up to three and a half percent in 2014.

PORK

The low cost in feed will lead pork prices to stabilize. There is a concern on the continental United States from Porcine Epidemic Diarrhea (PED) virus which is fatal to newborn pigs. Look to see pork priced to increase slightly in the later part of the year.

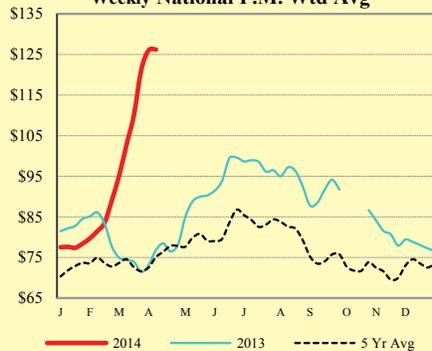
USDA Livestock, Poultry & Grain Mkt News

Weekly Choice Cutout



USDA Livestock, Poultry & Grain Mkt News

Weekly National P.M. Wtd Avg



Source: United States Department of Agriculture - Agricultural Marketing Service (www.ams.usda.gov/LPSMarketNewspage)

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