

Resolution

No. _____

CONGRATULATING HALEAKALA RANCH FOR BEING AWARDED THE 2018 REGIONAL ENVIRONMENTAL STEWARDSHIP AWARD

WHEREAS, on August 1, 2018, Haleakala Ranch was awarded the 2018 Regional Environmental Stewardship Award for Region VI by the National Cattlemen’s Beef Association (“NCBA”); and

WHEREAS, the prestigious award was accepted by family representatives Peter and Susie Baldwin; Greg Friel, Vice President/Livestock Manager; and Jordan Jokiel, Vice President/Land Manager, at the 2018 Cattle Industry Summer Business Meeting in Denver, Colorado; and

WHEREAS, the Hawaii Cattleman’s Council nominated Haleakala Ranch for the award based on their exceptional leadership in the cattle industry and superior practices in stewardship and conservation; and

WHEREAS, the Environmental Stewardship Award Program, established by the NCBA in 1991, presents awards annually to U.S cattle producers in seven regions across the nation based on their stewardship practices, conservation achievements, and commitment to protecting the environment; and

WHEREAS, in January 2019, one of the seven regional winners, including Haleakala Ranch, will be selected to receive the National Environmental Stewardship Award; and

WHEREAS, the 29,000-acre Haleakala Ranch, co-founded in 1888 by brothers Sam and Harry Baldwin, is Maui’s largest and oldest family-owned ranch, spanning six generations of families and employees; and

WHEREAS, in true paniolo style, the ranch maintains their angus-based cattle operation with more than 1,200 breeding cows, producing premium locally-raised, grass-fed beef products marketed under the Maui Cattle Company brand; and

Resolution No. _____

WHEREAS, although cattle ranching is the core of Haleakala Ranch operations, they also provide vital support and play key roles in land conservation partnerships, native forest and watershed management, invasive species control, and diversified agriculture; and

WHEREAS, Haleakala Ranch serves as a recovery facility and habitat for the rare nene goose and geranium arboreum, a critically endangered plant native only to Maui; and

WHEREAS, with the guidance and leadership of the Executive team, including Don Young, President and CEO; Scott Meidell, Senior Vice President of Real Estate and Land Management; Greg Friel, Vice President/Livestock Manager; and Jordan Jokiel, Vice President/Land Manager, Haleakala Ranch continues to uphold their mission, core values, and legacy of cattle ranching, land stewardship, and conservation; and

WHEREAS, the legacy and contributions of Haleakala Ranch and the Baldwin family have brought pride and honor to the people of the County of Maui; now, therefore,

BE IT RESOLVED by the Council of the County of Maui:

1. That it hereby congratulates Haleakala Ranch for being awarded the 2018 Regional Environmental Stewardship Award, and
2. That certified copies of this resolution be transmitted to Haleakala Ranch Company; Peter Baldwin, Family Representative; Don Young, President and CEO; Scott Meidell, Senior Vice President of Real Estate and Land Management; Greg Friel, Vice President/Livestock Manager; Jordan Jokiel, Vice President/Land Manager; Lisa B. Wood, DVM, President, Hawaii Cattlemen's Council, Inc.; Kirk Gadzia, Resource Management Services, LLC; Brenton Kealii Pang, Ph.D., Coordinator, Partners for Fish and Wildlife, United States Department of the Interior; Kyle C. Caires, Ph.D., College of Tropical Agriculture and Human Resources, Cooperative Extension, University of Hawaii at Manoa; and the Honorable Alan M. Arakawa, Mayor, County of Maui.