

MAUI CATTLE COMPANY, LLC

LATE  
Testimony

January 30, 2009

Submitted via email

Honorable Clift Tsuji, Chair  
House Committee on Agriculture

Re: Support for HB 242 Relating to Agriculture – Facility Improvements

Dear Representative Tsuji,

The Maui Cattle Company, LLC produces and markets all natural island beef. The overall response to our product has been positive, and for that we are thankful. We have faced many challenges over the years, and in that time we have learned a great deal about many things, including how to market our product. We have learned that one of the key elements to promoting our local product is working with chefs and others to explore how our product can best fulfill their culinary needs.

We have been fortunate to have had the opportunity to work with the Culinary Arts Academy at Maui Community College, and to explore the ways we can promote our local product through value added programs, and consumer education. The cooperation between culinary students and Agricultural producers is a pairing that will benefit many in the community, now, and into the future.

There are many agricultural sectors that would benefit from upgrades, repairs, and modifications to existing and future facilities dedicated to value added agricultural goods. An investment in these types of facilities is a positive step in the direction of a more local-based food economy. As a final note, it is understandable that, in these tough economic times, a matching of funds or in-kind donations would be a criteria of this proposed Bill. However, the intended benefit of this Bill may not be fully realized if the private sector cannot contribute as much as may be necessary for the facility improvements.

In summary, we are appreciative of the thought given to this Bill, and we support its intent. As such, the Maui Cattle Company, LLC humbly asks that the House Committee on Agriculture also shows its support of the intent of HB 242.

Should you wish to contact me, you may email me at [amber@hanaranch.net](mailto:amber@hanaranch.net), or phone me at 808.573.6444.

Thank you.

Amber Starr, Member  
Maui Cattle Company, LLC