

Growing Local Beef Products

Glen Fukumoto and Linda Cox

In March 2011, the Honolulu Magazine ranked Hawaiian Red Veal, which is marketed by the Hawaii Cattle Producers Cooperative Association, as "*the best local meat*" in the State of Hawaii. They concluded that the locally produced beef product was "*a tender, consistently tasty, more humane alternative to feedlot veal... and calves are allowed to roam pastures, free of hormones and antibiotics...*"

The journey to develop this successful product started many years ago and has involved many people interested in increasing the supply of locally produced beef products. The close working relationship with the College of Tropical Agriculture and Human Resources (CTAHR)'s Cooperative Extension Service and the beef industry has resulted in many 'industry-driven' research projects in the area of meat science and technology.

In the early 1990's, Hualalai Ranch became interested in marketing young, late weaned calves. Manager Franklin Boteilho, an innovator in the area of meat marketing, felt that red veal had potential as a new market for Hawaii beef. Franklin provided the calves that were used to conduct research to further the idea of Hawaiian veal, and in 1995 CTAHR published "Chemical composition and shear force requirement of loin eye muscle of young, forage-fed steers" by G.K. Fukumoto, G. K., Y.S. Kim, D. Okuda and H. Ako. Unfortunately at the time, the market for healthy, natural products was not large enough to make this idea profitable. In addition, electrical stimulation that is needed to ensure uniform tenderness was not available at local slaughterhouses.

With the start of the 21st century and the growing concern that Hawaii's beef industry was continuing to lose market share to imported meat, CTAHR faculty formed the Beef Initiative Group (BIG) with Livestock Agent Glen Fukumoto, in order to better assist the industry. The BIG effort has resulted in a number of publications that were completed as industry-driven research including:

Fukumoto, Glen K. and Yong S. Kim. 2007. Improving tenderness of forage-finished beef using a mechanical tenderizer. Cooperative Extension Service, CTAHR, University of Hawaii at Manoa, Food Safety and Technology, FST-23, 2 pp. Jan 2007.

<http://www.ctahr.hawaii.edu/oc/freepubs/pdf/FST-23.pdf>



- Kim, Yong S., Chin N. Lee, Michael W. DuPonte and Glen K. Fukumoto. 2007. Improving tenderness of forage-finished beef using a low-voltage electrical stimulator. Cooperative Extension Service, CTAHR, University of Hawaii at Manoa, Food Safety and Technology, FST-22, 6 pp. Jan 2007. <http://www.ctahr.hawaii.edu/oc/freepubs/pdf/FST-22.pdf>
- Kim, Yong S., Allison Ong, Naveen Bobbili, Michael W. DuPonte and Glen K. Fukumoto. 2007. Evaluation of meat tenderness of forage-finish cattle produced in Hawaii and factors affecting the tenderness. Cooperative Extension Service, CTAHR, University of Hawaii at Manoa, FST-27, 7 p. June 27. <http://www.ctahr.hawaii.edu/oc/freepubs/pdf/FST-27.pdf>
- Fukumoto, Glen K. and Yong S. Kim. 2007. Carcass characteristics of forage-finished cattle produced in Hawaii. Cooperative Extension Service, CTAHR, University of Hawaii at Manoa, FST-25, 7 p. March 2007. <http://www.ctahr.hawaii.edu/oc/freepubs/pdf/FST-25.pdf>
- Kim, Yong S., Glen K. Fukumoto and Sunae Kim. 2008. Carcass quality and meat tenderness of Hawaii pasture-finished cattle and Hawaii-originated, mainland feedlot-finished cattle. In Proceeding, 2008 Stockman's Fall Field Day, Cooperative Extension Service, CTAHR, University of Hawaii at Manoa, p 39-43, August 2008. <http://www.ctahr.hawaii.edu/hnfas/publications/livestock/stockmansField.pdf>
- Stevenson, Matthew, Yong Soo Kim and Glen Fukumoto. 2010. Evaluation of the tenderness, size and marbling of Kauai Ribeye steaks. CTAHR, University of Hawaii at Manoa, FST-40, 5 p. November 2010. <http://www.ctahr.hawaii.edu/oc/freepubs/pdf/FST-40.pdf>
- Stevenson, Matthew and Glen Fukumoto. 2011. A review of mobile/modular slaughter and processing technology. CTAHR, University of Hawaii at Manoa, FST-44, 6 p. June 2011. <http://www.ctahr.hawaii.edu/oc/freepubs/pdf/FST-44.pdf>

The Hawaii Beef Cattle Producers Cooperative have worked closely with Glen Fukumoto and Dr. Yong Soo Kim in the past two years to develop a red veal product that Hawaii's world-renowned chefs will want to buy.

Thanks to the hard work of CTAHR faculty, the Hawaii Beef Cattle Producers Cooperative, and many other people who are involved in the beef industry and the local food movement, Hawaiian Red veal has now received acclaim from Honolulu Magazine. More importantly, local beef is being successfully marketed by the Co-op (808-885-5599, info@hawaiiranchers.com), which makes the beef industry more sustainable.