



About Paniolo Cattle Company

Parker Ranch and Ulupono Initiative launched Paniolo Cattle Company, a joint venture aimed at statewide local beef production, following successful grass-fed beef trials on Hawaii Island. The enterprise was formed to meet a growing demand for high-quality, locally raised, affordable, grass-fed beef.

Parker Ranch provides calves and cattle management expertise and Ulupono Initiative contributes intellectual best practices for profitability and sustainable agricultural methods. Both entities have financial interest and will handle the commercial aspects of the business.

The first 1,400 head of cattle will be raised at Parker Ranch; the initiative will grow to include partnerships with ranchers on Oahu, Maui and Kauai.

Restorative Ranching

Paniolo Cattle Company believes in being good stewards of the land and managing resources responsibly to benefit future generations. It's managers have chosen to employ regenerative agricultural techniques such as irrigated finishing and rotational pasturing, which has been proven to improve the land's soil quality and enhance fertility over time.

Pasture-to-Table Eating Experience

The intent is to provide all of Hawaii's consumers the chance to enjoy locally raised grass-fed beef that is high-quality, affordable, tender and tastes good every time. Paniolo Cattle Company's involvement in the full cycle of production—from grazing and finishing to working with processors and distribution—means consumers can expect consistent and quality products.

Sustainable Food Production

Paniolo Cattle Company is an opportunity to help Hawaii's ranching industry go from struggling to thriving. This venture is also another step towards transforming our local agricultural system and providing the community with sustainable and value-based food sources. Hawaii has the resources needed to be food secure; Paniolo Cattle Company will tap these to increase the state's food resiliency.

Management Team

Dutch Kuyper, CEO of Parker Ranch. Kuyper was born and raised on Oahu and joined Parker Ranch as CEO in February 2011. Previously, he served as COO with Capricorn Investment Group, holding the same position with Morgan Creek Capital Management, following extensive experience with Wellington Management, Boston Consulting Group and Coopers & Lybrand. His experience lends opportunity to reshape Hawaii's ranching industry. Parker Ranch is already committed to shifting its herd to create a more profitable balance between cow-calf and grass-fed operations.

Kyle Datta, general partner of Ulupono Initiative. Datta is founding partner of Ulupono Initiative. Previously, he was the CEO of U.S. Biodiesel Group; Managing Director of Research and Consulting at Rocky Mountain Institute; and a vice president of Booz Allen Hamilton. Datta received his master's degree in public and private management from the Yale School of Organization and Management and a master's degree in environmental science in resource economics from the Yale School of Forestry and Environmental Studies. He is the co-author of the RMI books "Winning the Oil End Game" and "Small is Profitable."