

KUALOA RANCH

2023 ANNUAL IMPACT REPORT

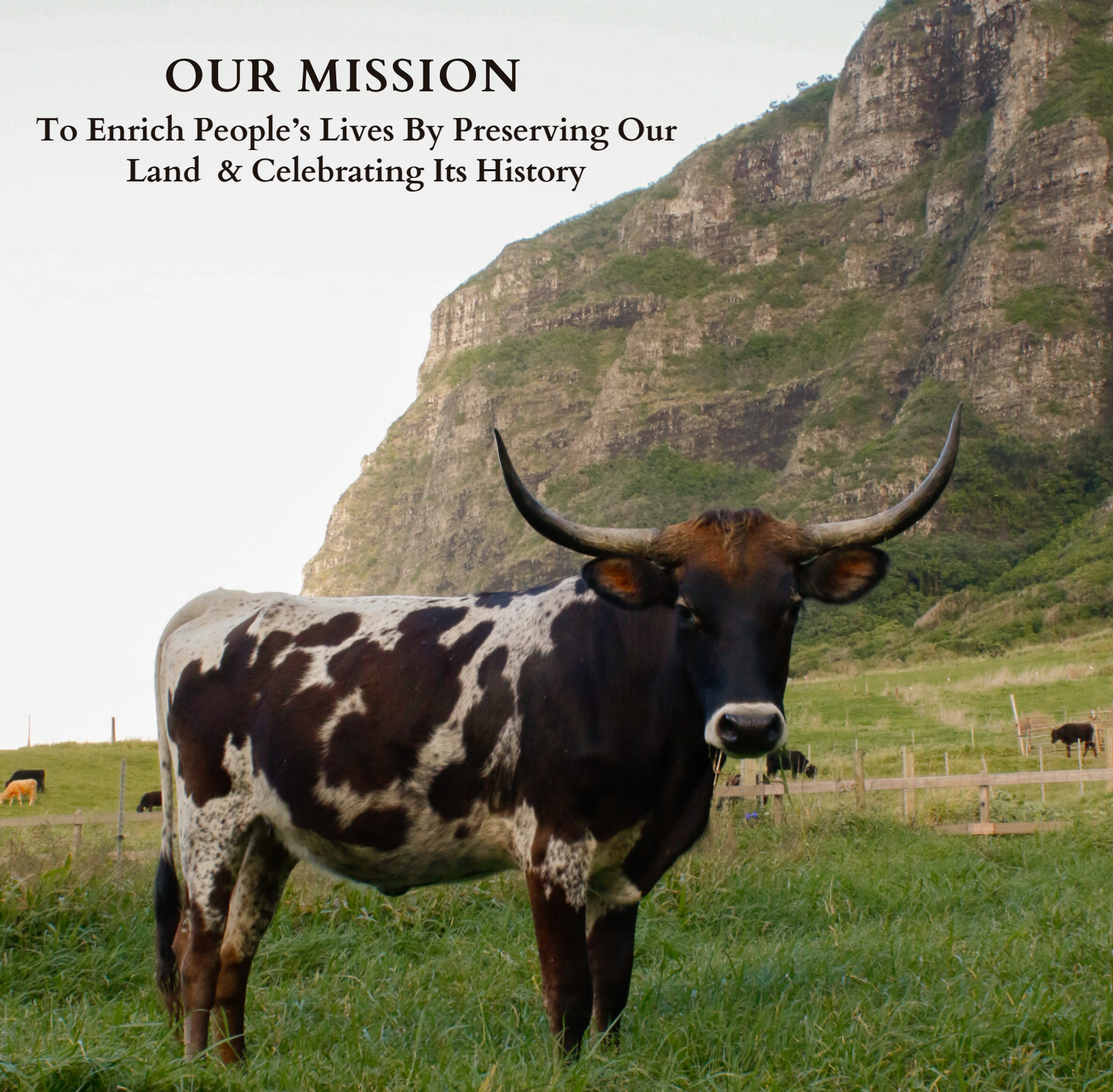


Local To Global Impact

Sustainable Land Management
Agri-Tourism Innovation
Fostering Education & Connection

OUR MISSION

To Enrich People's Lives By Preserving Our
Land & Celebrating Its History



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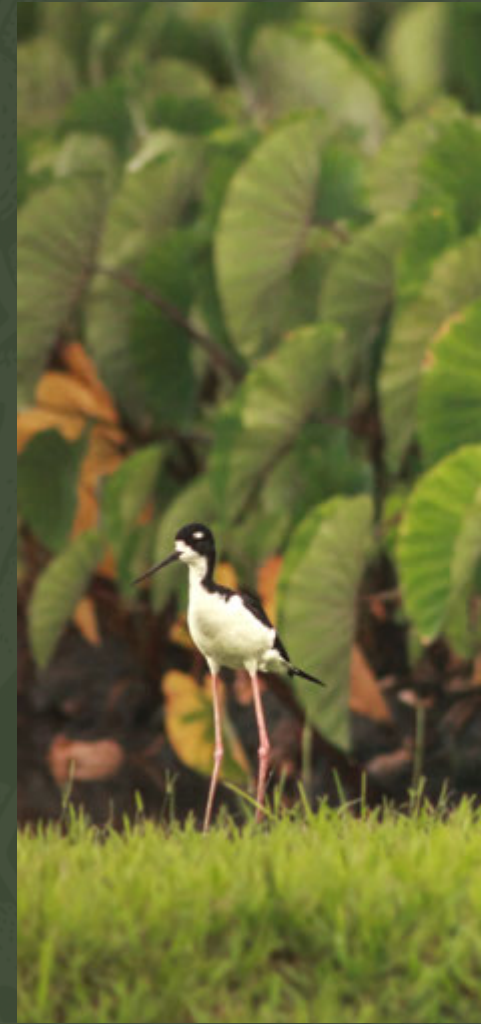
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A LETTER FROM OUR PRESIDENT



I ULU NŌ KA LĀLĀ I KE KUMU

THE BRANCHES GROW BECAUSE OF THE TRUNK

Without our ancestors, we would not be here. This ‘ōlelo no‘eau (Hawaiian proverb) references the value of strong ancestral connections. We are all shaped in some way by our parents, along with other kumu and kūpuna, and it is our kuleana (responsibility) to apply these teachings to make the world a better place. It is with great pleasure that I get to introduce the Kualoa Ranch Annual Impact Report for 2023. We are extremely fortunate to have been able to increase our positive impact in many areas affecting our communities & the environment this past year.

These achievements & efforts were made possible by our incredible team of dedicated professionals who are experts in their fields & passionate about what they do, along with the symbiosis of our robust guest operations. Adding to the excitement is our ongoing commitment towards doubling down on our successes. We are poised to increase our investment in areas related to expanding agriculture, enriching our communities, and honoring our cultural heritage.

All of these endeavors reflect a value system that we are blessed to have learned from & through our ancestors. Seven generations of family stewards, countless dedicated employees and other supporters have consistently & tirelessly worked for over 170 years to preserve the lands of Kualoa Ranch & make them as productive as possible, for current and future generations.

Mahalo e nā kūpuna.

Aloha,
John Morgan
General Manager, President, & CEO
6th Generation Steward

OUR VALUES

At the core of Kualoa Ranch's operations lies a profound dedication to our values: **Aloha, Mālama, Laulima, Po'okela, and 'Ohana**. These values serve as guiding principles that not only shape our daily endeavors, but also define us as a community-oriented business. Through our unwavering commitment to these values, we continue to lead by example, promoting agriculture, education, environmental conservation, stewardship, and supporting local economic development initiatives.



ALOHA

Kehau Henriques is a shining example of embodying Aloha & radiating warmth to our team, guests, & community. Her dedication to embodying Aloha is not just a part of her role, but a way of life.



MĀLAMA

Kawika Auna has a deep pilina to the land & place of Kualoa. He loves to share his passion with his UTV guests, especially on the 3hr tour where he can speak to efforts the ranch has taken - caring for the lands, its importance, & ultimately planting new life.

Spanning across 3,800 acres, Kualoa Ranch is sustained & thrives as a result of our diverse business operations, encompassing agritourism, special events, film production, regenerative agriculture, education, and more. By exemplifying our values in action, we strive to set a standard for other private landowners and corporations, inspiring them to embrace similar principles of sustainability, community engagement, and ethical stewardship.



LAULIMA

Hina Fale embodies Laulima from facilitating Kualoa's Ka'apuni Work Days, leading Blue Zone hikes, & guiding group field projects. Hina imparts wisdom & passion, always with a smile, showcasing the power of teamwork.



'OHANA

Grace Kamae extends a welcoming embrace to all of our employees across the ranch. Her efforts in fostering a sense of family during new hire orientations & beyond exemplify the true meaning of 'Ohana.



PO'OKELA

Doug Sanchez embodies Po'okela by going above & beyond. From fixing vehicles to setting up for events, his willingness to help other departments with a smile & a laugh defines the true spirit of Po'okela.



FOSTERING CONNECTION

Throughout 2023, a top highlight of Kualoa's HR initiatives, was the Ka'apuni Stewardship Program. Rooted in the Hawaiian concept of Ka'apuni, meaning "to go around or encircle in place", this program encourages employees to explore and connect with the diverse landscapes of Kualoa. The vision of this program has transformed into a dynamic opportunity for our team members to venture outside their usual work zones, forging deeper connections with the land and fostering a sense of comradery. Through scheduled stewardship projects and participation in new hire orientations, Ka'apuni continues to be a powerful avenue for employees to build meaningful connections with both the environment and each other.

Cultivating Excellence



420

Total Company Staff
22% Increase from previous year



270

Employees Hired in 2023
90% Offer Letter Acceptance Rate



\$20

Starting Wage (for hourly positions) **\$2.50** Increase



32

Internal Promotions, **102** Employees Have 5+ Years of Service



401(k) Retirement Savings Plan With An Employer Company Match

Thriving Waterbird Habitat

2023 Stewardship Initiatives

Throughout 2023, the Land Stewardship Department at Kualoa Ranch not only embraced growth, but flourished. The department overall significantly expanded its contributions to environmental conservation & sustainable land management. In addition, several educational outreach initiatives were conducted at the Hakipu'u truncata restoration site, where endangered species were outplanted - fostering a deeper understanding of the ranch's commitment to biodiversity.



A Testament to Conservation Impact

Kualoa Ranch celebrated a remarkable upswing in waterbird activity, showcasing the effectiveness of its dedicated conservation efforts. The average summer waterbird sightings reached new heights, recording a substantial 33% increase from the previous year, totaling 175 sightings. This marks the third consecutive year of growth, highlighting Kualoa's flourishing habitat.



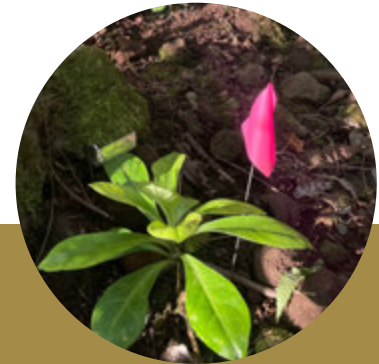
2758 Total Outplantings

This initiative not only diversified the ecology of these locales, but also served as a natural barrier against weed encroachment, enhancing sustainability of adjacent crop plots.



Staff Increase From 7 to 12

The Stewardship program expanded with two teams of five staff each in Hakipu'u & Ka'a'awa valleys. Additionally, a separate team of two was dedicated to maintaining Koa silvopasture & enhancing cattle pastures.



110 Endangered Plants Planted

Through a grant from the Partners for Fish & Wildlife Program, the Stewardship team planted 110 endangered plants in a remote locale, diligently addressing threats to these species & implementing strategic weed control measures.



KUALOA GROWN

"Kualoa Ranch's history has deep roots in agriculture, ranching, and land stewardship. Acknowledging & recognizing the importance of food security as paramount in creating an ideal future for our keiki, the ranch has doubled down on its agriculture and conservation management initiatives; a natural progression to our commitment for a better Hawai'i.

Our future growth goals have an equal objective for producing wholesome, fresh food for our island community, as well as providing opportunities for the next generation of farmers, ranchers, and stewards. By establishing a framework for success, from high school internships to employee leadership development, Kualoa Ranch is intent on advancing the present & the future of Hawai'i's food producers and land stewards."

- Taylor Kellerman, Director of Diversified Agriculture & Land Stewardship

**136,988 lbs of
Total Produce &
protein**



566 Total Herd Size

**56,547.5 lbs of
Beef Produced**

KUALOA GROWN

LOCALLY GROWN, RESPONSIBLY RAISED FOOD FOR HAWAI'I

KualoaGrown would not be possible without all of the amazing staff who help bring KualoaGrown to life. Check out some of our behind-the-scenes moments from those who help us to grow, raise, and cultivate local food.

SMALL LIVESTOCK



PACIFIC WHITE SHRIMP



CULTURAL STARCHES



SEASONAL FRUITS



GRASS-FED, GRASS-FINISHED BEEF



ORGANICALLY-GROWN VEGETABLES



CACAO

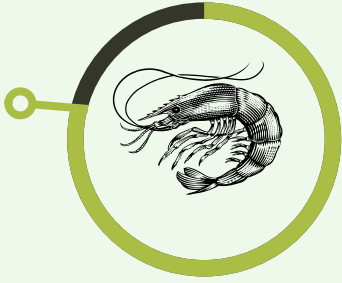


OYSTERS



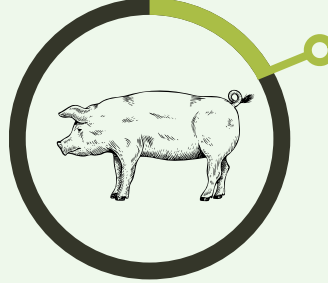
Proteins

5,050 lbs of Shrimp



79% Increase

17,651 lbs of Pork Produced



17% Increase

26,460 Eggs



57% Increase

Fruit & Vegetable Crops

35% Increase



64,608 lbs of Fruit & Vegetables Produced



41,711 lbs of organically-grown fruit, vegetables, & root crops produced



26,035 Chocolate Bars Produced

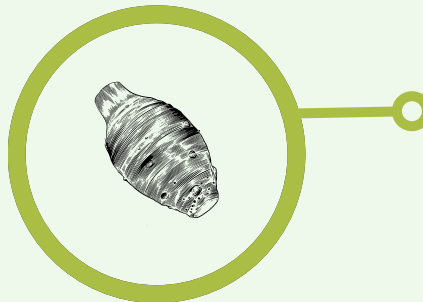
Cultural Starches

9,166.80 lbs of 'Ulu



48% Increase

5,192.7 lbs of Taro



119% Increase

900+ lbs of poi sold to the community

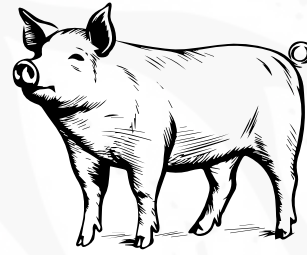
1,661 lbs of taro milled for poi - in partnership with Kāko'o 'Ōiwi's certified kitchen & poi mill.

12 Active Restaurant Accounts



- Juicy Brew
- Fete
- KKV (Roots Cafe)
- The Local General Store
- Zia's Cafe
- Town Events
- Basalt
- Olena Cafe
- The Pig & The Lady
- Mud Hen Water
- Senia
- Vein

12,480 lbs of Food Waste Diverted For Animal Feed



Kualoa Ranch's Farmer's Market Expansion



Notable growth was achieved for our KualoaGrown Farmer's Market throughout 2023. A significant milestone was the extension of market days, operating from previously four to now **seven** days per week, which was implemented August 1st, 2023. This strategic shift aims to enhance accessibility to local produce on a daily basis. The transition to seven days per week also marked a financial turning point, unveiling a total revenue of \$1.2 Million. KualoaGrown produce sales constituted 55%, while partner farm sales accounted for the remaining 45%.

61 Total Partners

24 Value-Added Producers



21 Partner Farms



16 Local Artisans



A YEAR OF EXPANSION & AGRICULTURE ADVANCEMENTS AT KUALOA

- 4** Total New Managers Hired Within Kualoa's Diversified Ag Department
- 2** Internal Promotions into Management
- 3** Promotions Into Lead Positions

The unveiling of Makaua as a new agricultural site signified a stride forward in our commitment towards doubling down on agriculture & land stewardship initiatives. The expansion, marked by meticulous phases, reflects our dedication to cultivating a thriving agricultural landscape, while minimizing environmental impact.

In phase 1, a departure from traditional herbicide application, saw the implementation of weed mat along planted rows. Pruning & shaping trees for optimal bearing, yielded the first harvest of calamansi limes & variegated pink Eureka lemons.

In phase 2, the groundwork for future orchards was laid, including cacao, mango, avocado, and citrus. Collaborating with Ag Tech Pacific, an efficient irrigation system was designed, complemented by access roads strategically planned for orchard maintenance.

Simultaneously, soil samples guided nutrient programs for upcoming cacao orchards. Looking ahead into 2024, exciting plans for a new agricultural center are underway to enhance operational efficiency.





SUSTAINABLE GRAZING

From Eggs to Harvest

Kualoa's venture into heritage turkey farming began in May 2022, when our Ka'a'awa Ag Team acquired Bourbon Red Turkey eggs - a heritage breed known for its robust qualities. These four turkeys, one tom, and three hens, were raised at our ag site & became the cornerstone of our breeding program.

By February 2023, the breeders showcased their fertility with the arrival of their first eggs. This past year, 61 Bourbon Red turkeys were successfully raised, each reaching a butcher weight in approximately 8 months.

Turkeys' Contribution To Orchard Ecosystems

Observing underutilized spaces at our Ka'a'awa Ag Site promoted our team to experiment with grazing turkeys in the aisle between banana rows & the understory of our cacao & banana fields. The decision to introduce turkeys to these areas was strategic & multifaceted.

Turkeys, being omnivores, proved to be excellent foragers, aiding in keeping weed pressure low in our orchards. Their deliberate grazing below the trees contributed to vegetation control & serving as a natural deterrent to potential insect pests that could harm the trees. The turkeys specifically played a unique role in pruning unwanted cacao and banana sucker shoots, due to their gentle & slow-moving nature, which made them easy to herd between plots without causing soil disruption or root damage.

The positive impact of the turkeys extended beyond foraging. Their presence in the orchards provided natural fertilization and enhanced organic matter in our soils. This symbiotic relationship between turkeys and soil remediation exemplifies Kualoa Ranch's dedication to sustainable and innovative agriculture practices.

Kualoa's Sustainable Approach Towards Revitalizing Prawn Production in Hawai'i



General History of Prawn Production in Hawai'i

Decades ago, the prawn industry in Hawai'i flourished, rooted in the 1970s, but its vitality diminished over time. The primary challenge came from the reduced supply of small juveniles, or "post larvae", essential for stocking grow-out ponds. By the 1980s, the shift to marine shrimp

further compounded the scarcity, as local hatcheries, once crucial for providing juveniles, redirected their focus. The consequence was a decline in prawn production, leaving a void in Hawai'i's aquaculture landscape.

AQUACULTURE INNOVATION

In a pioneering move to revitalize this once thriving industry, Kualoa's talented aquaculture technicians embarked on a mission to provide the community with a renewed source of protein.

Scientific Name:

*Macrobrachium
Rosenbergii (de Man)*

Common Names:

*Freshwater Prawn, Giant
Freshwater Prawn, & The
Malaysian Prawn*



Rekindling the Life Cycle

In 2023, Kualoa’s aquaculture team accomplished several crucial milestones. The journey began with the acquisition of berried females, those with fertilized eggs, laying the foundation for a new life cycle. Through careful acclimation from freshwater to brackish water, the females created an optimal environment for spawning.

As the prawn larvae emerged, Kualoa Ranch embarked on a meticulous 35-40 day process of rearing them into post larvae, a critical development stage. These tiny individuals were then transitioned to a nursery tank, providing a controlled environment for continued growth. Over the course of 1-2 months, Kualoa Ranch nurtured these post larvae into small juveniles, approximately 1g in size.



Cultivating Native Algae

A significant development in this process was the construction & build-out of the algae room, located at Kualoa’s Shrimp Hatchery. The algae room was designed to cultivate a variety of native algae species, serving as a crucial & nutritious food source during the early larval stages of many species.

KUALOA GROWN FARMER'S MARKET



Our local partnerships have not only broadened our offerings, but have also cultivated a dynamic marketplace that resonates with the diverse spirit of our community.



20+

CO-PRODUCED
PRODUCTS



*Central to our market's expansion was our collaboration with **ManaUp Hawai'i**. We express sincere appreciation for their partnership over the past year & to their team for their valuable assistance in accessing new local partners & expanding our market inventory during the transition to a seven-day operation.*

“Being actively engaged in supporting the growth of the KualoaGrown Farmers Market has been a fulfilling journey. The KualoaGrown Market symbolizes our commitment to providing genuine food security options for both our neighboring & island-wide community members. Together, we are nurturing a community rooted in sustainability, local economic development, & our island’s agricultural heritage”

- Tierra Bartolotti KualoaGrown Farmers Market & Brand Manager

3,526+

Newsletter
Subscribers

330+

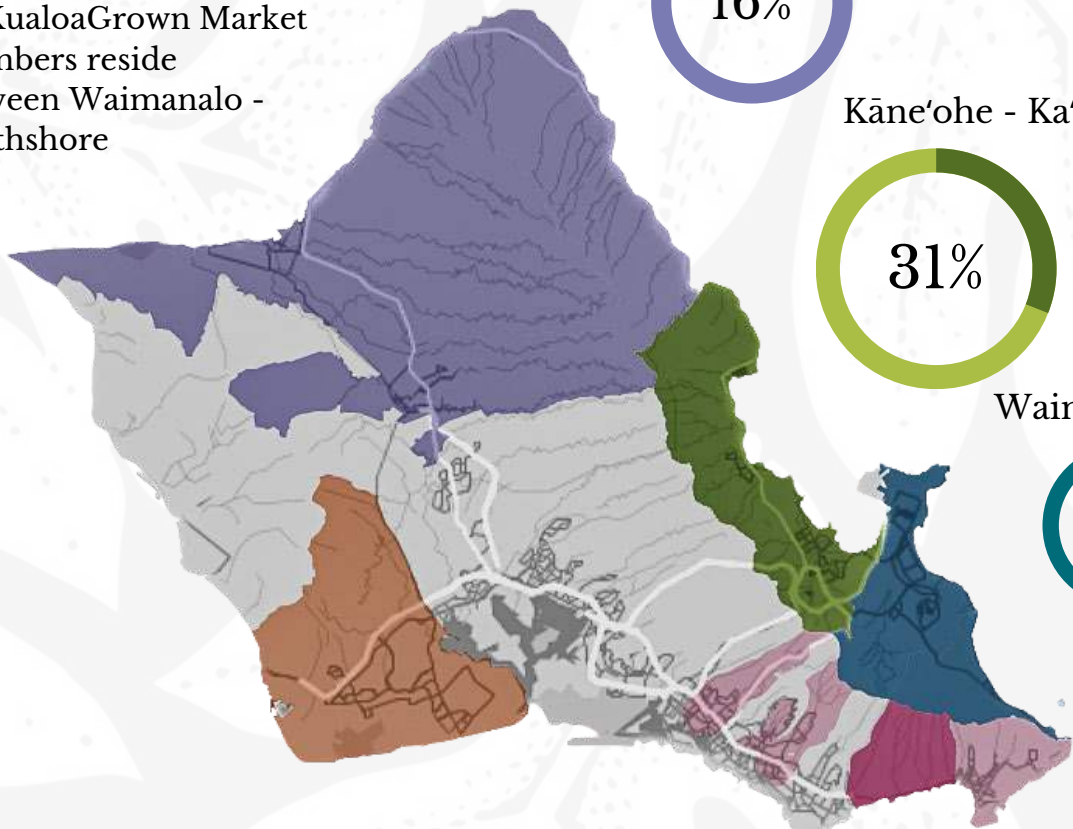
Total Market
Members

200+ New Members

Registered in 2023
155% Increase

57%

Of KualoaGrown Market
Members reside
between Waimanalo -
Northshore





Kualoa's Education Impact

75+

SCHOOLS HOSTED

These engagements went beyond traditional learning, offering students immersive experiences that connected classroom teachings with real-world applications. Kualoa Ranch remains steadfast in its dedication to foster a sense of responsibility for the environment & cultural heritage.

21,191

TOTAL PARTICIPANTS IN EDUCATIONAL EXPERIENCES

These immersive learning journeys, guided by the dedicated education team, aimed to instill a love for learning & a profound appreciation for the natural environment at Kualoa Ranch.

35+

COMMUNITY EDUCATION GROUPS

By working hand-in-hand with local organizations, the department aimed to create a network of shared knowledge & a collective commitment to environmental awareness.

Weaving Educational Networks

In 2023, Kualoa Ranch's Educational Department demonstrated its commitment to inspiring & educating the community, by fostering deep connections to the land & cultural heritage. Through a variety of programs & partnerships, the department left a lasting impact of a diverse range of participants.



Agri-Tourism & Guest Experience At Kualoa Ranch

In 2023, Kualoa Ranch continued its commitment to sustainable tourism, engaging guests & visitors in immersive experiences. With a focus on responsible exploration & environmental awareness, our operations department provided adventures to over 38,000 guests showcasing the diverse landscape & cultural richness of Kualoa.

Making Dreams Come True



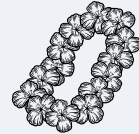
Kualoa Ranch was privileged to grant **321 wishes** through Make-A-Wish Foundation, adding a touch of magic & creating memories to our guests' visits.

Striving For Excellence



Kualoa takes pride in striving for excellence, aiming for a 4.85 or higher star rating in various aspects. Throughout 2023, our guests awarded an overall rating of **4.88/5**, with specific categories shining even brighter: Ho'okipa (4.94/5), History & Culture (4.93/5), & Safety (4.94/5)

Insights From Our Guests



When asked about their favorite aspects of Kualoa, our guests shared a myriad of positive sentiments, highlighting the culture, knowledge, stories, scenery, & the warmth of our people.





38,000 GUESTS



Exploring Heritage: The KualoaGrown Tour

The KualoaGrown Tour captivated over 38,000 guests & provides an immersive experience showcasing the diverse landscapes of Kualoa, along with insights into traditional Hawaiian agricultural heritage, & aquaculture practices. The tour concludes at Mōli'i fishpond, an ancient Hawaiian fishpond listed on the National Register of Historic Places.



22,000 GUESTS



Eco-Friendly Adventures: E-Mountain Bike Tours

The E-Mountain Bike Tour gained further popularity in 2023, with 22,000 participants exploring Kualoa's breathtaking valley roads, pastures, & trails. This eco-friendly tour offers both novice & advanced riders the opportunity to connect with the environment while enjoying the thrill of biking through the lush landscapes. The tour options cover varied terrain, including dirt trails, jungle paths, and ridges, providing a comprehensive experience for riders of different skill levels.



Hands-On Sustainability: The Mālama Experience

For those seeking a deeper connection to sustainability & watershed management, the Mālama Experience continued to be a highlight. This hands-on experience allows guests to engage in activities such as traditional thatching, cleaning, planting, harvesting kalo, & stewardship of māla lā'au lapa'au (Hawaiian medicinal plant garden). Rooted in cultural significance, this experience fosters an understanding of the importance of kalo to the Hawaiian people and its ties to Kualoa's heritage.

410 GUESTS

Private UTV Tours

The Private UTV tours, featuring 410 participants provided an exclusive & personalized exploration of Kualoa's landscapes, highlighting the Ranch's commitment to offering diverse experiences tailored to the interests of guests. Kualoa Ranch's commitment to sustainable tourism continues to redefine the visitor experience, fostering a harmonious relationship between guests & the environment.



Local To Global Impact

In 2023, Kualoa Ranch's East Bound Sales Department made a significant impact on both local & global communities through various educational initiatives & partnerships.



Providing Immersive Experiences

Kualoa welcomed educational groups from 18 international high schools, providing immersive experiences from 1,341 students from around the globe.



Global Recognition

Kualoa's global impact was highlighted through 53 features, spreading awareness of KualoaGrown & Mālama initiatives on an international scale

Global Participation

Collaboration with Hawaii Tourism Korea & three travel agencies resulted in a certificate of completion, promoting global participation in Mālama Experience or Koa Planting.

Growing Futures

Kualoa Ranch continued its commitment to nurturing emerging talent through various internship programs which provide hands-on experiences & valuable insights to aspiring individuals interested in exploring the diversity of Kualoa's operations. These collaborations are key to supporting local educational initiatives & providing students with real-world experiences.

Amanda Ajari, a Senior from University of Hawai'i's Travel Industry Management program, chose Kualoa for her internship practicum, originally driven by her interest in ecotourism. While interning at Kualoa, Amanda immersed herself in various facets of Kualoa's Diversified Agriculture Program, gaining hands-on experience in the vegetable māla, lo'i, moli'i orchards, & oyster production.

Amanda will be transitioning into a full-time coordinator role within the department upon her graduation in 2024 & is looking forward to continuing to gain experience supporting sustainable models of agritourism in Hawai'i.



MA'O Organic Farms - FE'E Farm Expansion Experience Program

The 12-week hands-on FE'E internship program is designed to accelerate participants' capacity to lead organic fruit & vegetable operations. As a participating host site, Kualoa Ranch FE'E interns gain exposure to a wide variety of production methods from the diverse operation. The Ranch remains dedicated to supporting these essential agricultural learning opportunities & the growth of Hawai'i's local food system workforce.





Community Partnerships

Kualoa Ranch's diverse community engagement initiatives highlight the company's holistic approach towards sustainability, education, & fostering meaningful connections within the local community.

This event not only promoted physical activity, but also contributed to the educational resources of the participating schools, showcasing the Ranch's multifaceted approach to community engagement.

some advancing to the state competition. Kualoa consistently provides logistical assistance, enabling 4-H members to transport livestock for events throughout the year.

Holo Kūkini Fun Run:

Fundraiser for Ka'a'awa & Waiahole Elementary School

In support for local schools, Kualoa Ranch facilitated the Holo kūkini Fun Run, a fundraising event with 100% of the proceeds benefiting Ka'a'awa & Waiāhole Elementary School.

Supporting Future Farmers: 4-H Partnership

Kualoa Ranch continued its longstanding partnership with the Ka'a'awa 4-H club, hosting the O'ahu County 4-H Horse Show. During 2023, eight contestants participated with



4H Grand Champion

KUALOAGROWN
STEER

4H Member Austin, won Grand Champion at the 2023 Livestock State Show this past year. His steer weighed in at 1,364 lbs & was a calf from our very own Ka'a'awa herd.



Rodeo Tradition

FOSTERING VALUES
IN YOUTH

Hosting eight rodeos annually in partnership with the O'ahu High School Rodeo Association, Kualoa Ranch provides a platform for families, volunteers, alumni, and future generations of cowboys & cowgirls. With the Ranch's support, the O'ahu District Rodeo Association has grown to 64 members, playing a vital role in promoting values such as sportsmanship, horsemanship, & friendship among youth.

Gifts That Give Back

SUPPORTING
NON-PROFITS

Kualoa Ranch sent out 237 gift cards to nonprofits, schools, & community organizations for use in fundraising events. In addition, \$65,000 was awarded to ten agriculture, stewardship, & culture-related organizations. These gestures reflect the Ranch's active role in supporting various causes & organizations that contribute to the well-being of the local community.





Bottles for College: Recycling Success

In 2023, Bottles4College collected over 150,000 cans & bottles, equivalent to around 12,500 per month. Bottles4College is a 501(c)(3) non profit organization spearheaded by Genshu Price a 16 year old student, on a mission to collect recyclable bottles + cans to pay for college tuition of Hawaii kids who want to go to college.

Lanikila Pacific: Workforce Development

Jesse Welch, an intern hired through Lanikila Pacific's 8-week Paid Work Experience (PWE) program provided not only valuable skills to Jesse, but also showcased the Ranch's commitment to fostering partnerships with community organizations. Jesse's success in the program led to a full-time employment opportunity within our Diversified Ag Department.



Ocean Safety Education: Empowering Keiki

Partnering with Honolulu City & County Ocean Safety Division, Kualoa Ranch played a pivotal role in hosting an event that educated 40 keiki about ocean safety and basic CPR. Over 2,000 kids island-wide participated in this vital program, emphasizing the importance of lifesaving skills & promoting stewardship of shorelines.





KUALOA RANCH 2023 IMPACT
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Celebrating Our Partnerships

As we reflect on the past year, we are grateful for the unwavering support & collaboration that have shaped our journey at Kualoa Ranch. Together, we have cultivated impactful partnerships that have strengthened our community, enriched educational experiences, and enhanced our commitment to sustainable practices. We extend a heartfelt appreciation to all the organizations who have joined us in this endeavor.



KO'OLAU MOUNTAINS WATERSHED PARTNERSHIP



Windward Academy FOR CAREER AND TECHNICAL EDUCATION



KAKO'O OIWI



KAHUKU HIGH & INTERMEDIATE SCHOOL

NATIVE HAWAIIAN HOSPITALITY ASSOCIATION



HAWAII TOURISM AUTHORITY

KOKUA KALIHI VALLEY



E ULU, E ULU, E ULU KĀKOU I KA HANA A KĀKOU

Grow, thrive, prosper in the work we do together.

As we reflect on the past year and look ahead to the next, "E ulu, e ulu, e ulu kākou i ka hana a kākou" inspires our collective efforts. We aim to unite in our shared commitment, dedicating ourselves towards meaningful action, preserving our heritage, & creating opportunities for enrichment. Together, through our combined endeavors, we can cultivate a legacy of stewardship and ensure a vibrant future for generations to come.

