

# **Hawai`i in the Twenty First Century, the Age of Globalization**

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## **Abstract**

Hawai`i has been subject to globalization of one form or another, since the first Polynesians arrived in their small ships with enough supplies to colonize what we now name the Hawai`ian Islands. This paper first goes over a brief history of the Hawai`ian Islands. It defines, in basic terms, the forces of globalization as they affect the Hawai`ian Islands. Following is a fundamental presentation of class, race and economics of the islands. Then a brief survey of the agriculture and food sources local to the islands with the emphasis on the Big Island of Hawai`i. Lastly, there is a description of the forces that tend to be counter hegemons of globalization in the Hawai`ian islands.

## **Keywords**

Hawai`ian Islands, Hawai`ian agriculture, Hawai`ian culture, Hawai`ian demographics, island political-economy, big agriculture, global oil hegemons

## **Biography**

John Redden has owned a twenty acre coffee farm in South Kona on the Big Island of Hawai`i since 2003. He has a bachelor's degree in history from Cal State University Long Beach and a masters degree in computer science from Loyola Marymount University. In addition to owning a coffee farm, he has worked as a software engineer for companies on three continents

ranging in size from Citibank to tiny shops consisting of two people for forty years.

## **Introduction**

When most people think of the Hawai`ian Islands, black and white sand beaches come to mind, backgrounded by large coconut palms and trade-wind breezes. Indeed, tourists, of which I once was, are one foundations of the 21st century economy in the islands. I can't fault people from all over the planet visiting. For those of us who actually live on the islands, changes continue to take place that bode woe for locals of every background. Maybe this tropical paradise in the confines of the Geo-political United States will cease to be what it once was, and become just another tropical island with a uniform planetary culture. To quote Isreal Kamakawewo`ole, Brother Iz, "our people are in great great danger now."

## **A Brief History of Hawai`i**

To understand where the islands are today, we must take a look at how we got here. The Kingdom of Hawai`i was established in 1810 by King Kamehameha I and was officially overthrow in 1893. In 1810, King Kamehameha I adopted a flag virtually identical to the Union Jack. Later King Kamehameha III dealt with threats from both the French and British Empires. At one point, a British warship entered Honolulu Harbor in 1843 and demanded that King Kamehameha hand over Hawai`i to the British Crown, however this was successfully resisted.

The take-over of the Hawaiian Islands by the United States and its military force, took place at the end of the 19th century. Queen Lili`uokalani was imprisoned after the USAsian military force took over the islands. Then the islands were effectively controlled by five corporations, known as the Big Five. The Big Five were Castle & Cooke, Alexander & Baldwin, C. Brewer & Co., American Factors (now Amfac) and Theo H. Davies & Co. This effective monopoly controlled sugar and pineapple production until the 1960s.

Prince Kuhio Kalaniana`ole, participated in the revolution after 1893 and was imprisoned. He later became a Republican and a delegate to the Congress

of the United States. He, along with the USA Congress established a program of Hawai`ian Homelands, to try to salvage the native Hawai`ian peoples from losing their culture and their way of life. The success of the Department of Hawaiian Home Lands is a subject of controversy and debate. But the DHHL continues to be funded and exerts an influence on internal Hawai`ian politics to this day. With the ascendancy of the Democratic party and the decline of the Big Five, Hawai`i became part of the geo-political United States.

### **Hegemons of Globalization and their Effects on the Hawai`ian Islands**

Shipping, air transport, electricity and automobile transport are the starting points, all of which are dependent on petroleum. In this sense, the Hawai`ian Islands follow what is now a global pattern. The islands do not have any natural resources of petroleum. Petroleum is refined on Oahu by Chevron or Tesoro. Air transportation uses 36.9 %, electricity 29.8% (by HELCO, MECO and HECO), ground transportation 18.8%, and marine transportation 7.4% of petroleum imported to the islands.

Matson is one of the largest global shipping companies that service the islands. Others that are significant are the Famous Pacific Shipping Group (originating in Hong Kong) and Horizon Shipping lines. Ocean shipping companies compete with and continue to dominate air based shipping companies like Delta Cargo and Aloha Air Cargo. Hawai`i is dependent on vessel and air shipping for all commodities that cannot or will not be produced locally. The shipping of commodities in plastic containers is a significant factor in the pollution of the planet's ocean. The collection of un-recycled containers off the coast of South Point on the Big Island of Hawai`i is self explanatory.

The big globalized six agricultural transnationals are involved in Hawai`i. These include Monsanto, Syngenta, Dow AgroSciences, Dupont, Bayer and BASF produce approximately three quarters of planetary pesticides. Monsanto, Syngenta, Dow AgroSciences and Dupont sell approximately more than half of name brand seed planet wide.

In by 2005, Monsanto planted genetically modified corn on the island of

Molokai. The act was not approved by anyone on the island other than the company itself, which had a different public name so no one would recognize it. The company claims that it has isolated its experiments. As a public relations move, the company made donations to various organizations.

Syngenta has been operating in Kawai since 2008: “Syngenta Hawaii, is the U.S. operations of Switzerland-based Syngenta Inc., one of the world's leading companies dedicated to helping increase crop productivity, protect the environment and improve health and quality of life. In September 2008, the company purchased 848 acres of land in Kunia, totaling Syngenta’s research and parent seed operations to more than 4,800 acres in Hawaii. Syngenta purchased the additional acreage as part of its ongoing program to breed better seeds. The Syngenta Hawaii facilities play a critical role in harnessing the power of plants to meet global challenges for food, feed and fuel. Syngenta, which currently employs over 300 workers at its facilities in Oahu and Kauai, hired an additional 100 full-time employees with the acquisition.” **(cite source for the quote)** <http://www.ofii.org/jobs/hi/406-syngenta-hawaii-kauai.html>

“Dow AgroSciences has been operating on Kaua’i since May 2009, and we chose Kaua’i as the location for several reasons. Our years of experience in research and development of new products — and as a seed corn producer and marketer — tell us that this particular area of Kaua’i is ideal for growing several crops, including seed corn.” **(cite source for the quote)** [http://thegardenisland.com/business/local/seeds-dow-agrosciences/article\\_d915f708-5db3-11e0-9a47-001cc4c002e0.html](http://thegardenisland.com/business/local/seeds-dow-agrosciences/article_d915f708-5db3-11e0-9a47-001cc4c002e0.html) Dupont also has operations in Kaua`i. While seemingly being environment friendly as they deployed a large solar energy farm in 2009, the company is the target of a lawsuit for the GMO clandestine activities.

“Families on the “Garden Isle” of Kauai are **suing the Dupont-owned Pioneer seed company** for failure to investigate the danger posed by open air testing of **genetically modified crops**. 150 Waimea residents filed the lawsuit Tuesday against Pioneer Hi-Bred International Inc., as well as the company that leases the fields to Pioneer, Gay and Robinson Inc. The suit **alleges** that “Pioneer’s GMO operations have continually generated excessive fugitive dust and used inherently dangerous pesticides without taking preventative steps to control airborne pollutants as promised by Pioneer and as required

by state and county law.” **(cite source for the quote)** <http://www.organicauthority.com/blog/organic/hawaiian-families-sue-duponts-pioneer-over-gmo-crop-dust>

Other hegemony of globalization are not as obvious. The Big Island of Hawai`i, Maui and Oahu have a complete infrastructure of high and medium speed networking. As such, the islands are a base of social capital fueled by the Internet, like much of the rest of the planet. The president of Oracle Corporation has purchased the majority of land on Lanai Island.

### **Class, Race and Economics of the Hawai`ian Islands**

The Hawai`ian government claims they are the largest single employer on the islands. The statistics seem to back that up: 69.9% of the government workforce resides on Oahu; 14.6% on the Big Island; 9.3% on Maui; 4.8% on Kauai; .8% on Molokai; and .3% on Lanai. The Board Of Education which employs more than 14,000 is the largest and the Department of Human Resources Development is the smallest with one hundred plus employees.

According to the 2010 United States Census, Hawaii had a population of 1,360,301. In terms of race and ethnicity, the state was 38.6% Asian, 24.7% White, 23.6% from Two or More Races, 10.0% Native Hawaiians or other Pacific Islander, 8.9% Hispanics and Latinos, 1.6% African American, 1.2% from Some Other race, and 0.3% American Indian and Alaska Native American.

For all the islands, the average household income in 2011 was about \$64,100.00 “per family”. A 10.2% percentage of the population for all islands is below the poverty level. In the graph below the distribution of wealth is indicated by the income scale. **(for the 3 paragraphs of above data you need to cite the sources)** [http://www.state.hi.us/auditor/Reports/2010\\_Audit/CAFR\\_2010.pdf](http://www.state.hi.us/auditor/Reports/2010_Audit/CAFR_2010.pdf), [www.city-data.com](http://www.city-data.com)

For an excellent economic breakdown of the Hawai`ian Islands, see <http://www.city-data.com/city/Hawaii.html>)

**(We need the original file not the image in order to print it in the journal, plus cite the source)**

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A proportion of the Big Islands wealthier population, which stands at about 189,191 people, according the projections from the 2010 census, are semi-retired or retired families or individuals from outside the island. By far the largest proportion of this group are Caucasians from the mainland or Japanese from a number of sources in the Pacific rim, including Japan.

There are a number of less wealthy, but sustaining families and individuals that live outside the main centers of wealth on farms and in rural areas. Mainland Caucasians and Japanese certainly encompass a significant percentage of this group that also includes a number of native Hawai`ians, part Hawai`ians and part Pacific Islanders, often from the Philippines and Micronesian Islands. This group tends to form the backbone of the service industry. But only a small percentage of the population is actually employed by the tourist industry, and just a small part of the population actually directly benefits from visiting wealth. The service jobs provided by Kmart, Walmart, Safeway and such, are precious to the local population. I talked to a woman employed at Kmart near the old industrial center in Kona that commuted from Hilo one hundred miles one way.

The less wealthy are often seasonal laborers in the classical sense, making their living picking coffee, macadamia nuts as well as other local crops that are harvested in quantity. On the big island, this includes less wealthy Caucasians, Micronesia and Latino workers from central America and Mexico. Only a small percentage of the population is actually employed by the tourist industry.

There is also a homeless population on almost all the islands, the equivalent of the urban lumpen-proletariat. They often live in open spaces, squatting as necessary. A number of the homeless, especially the temporary homeless, will use the state camp grounds with facilities and showers. The number of homeless people in Hawaii has increased by 61 percent since 2000. Currently more than 6,000 people live on the streets in the entire state. According to U.S. Census data, the state's increase in poverty is among the highest in the nation. About 11.5 percent of Hawaii's population is living in poverty.

#### The Ten Largest Employers in Hawai`i (the Big Island)

	<b>Employer</b>	<b>Number of Employees</b>
1	<a href="#"><u>State of Hawaii</u></a>	8,115

	Employer	Number of Employees
2	Hawaii County	2,745
3	<a href="#">United States Government</a>	1,364
4	<a href="#">Hilton Waikoloa Village</a>	984
5	<a href="#">Wal-Mart</a>	852
6	KTA Super Stores	800
7	Mauna Loa Resort	685
8	<a href="#">The Fairmont Orchid</a>	577
9	<a href="#">Four Seasons Resort Hualalai</a>	562
10	Hapuna Beach Prince Hotel	487

(cite the source for the chart's data) [http://en.wikipedia.org/wiki/Hawaii\\_\(island\)](http://en.wikipedia.org/wiki/Hawaii_(island))

Following is a review of household income and poverty by districts on the Big Island.

- . Ocean View, Na`alehu in the Ka`u district has an average household income of \$39,850 and 23.9% of the district population are below the poverty level.
- . The Hilo district has an average household income of \$52,250 and 15.6% of the district population are below the poverty level.
- . Waimea, in the South Kohala district has an average household income of \$74,210 and 2.9% of the population are below the poverty level.
- . North Kona has an average household income of \$64,380 and 9.7% of the population below the poverty level.
- . South Kona has an average household income of \$56,870 and 12.7% of the population below the poverty level.

## Electric Companies

Public facing, HELCO (appropriately named), supports the installation of alternative energy, primarily solar power. In the past the regulations made it difficult to sell excess electrical energy back to the grid on the islands. This may have changed according to their website. But there is a second face to HELCO. An attempt was made to construct a solar farm in Ocean View that would supply electricity to the local grid, but was rejected on engineering grounds. Similar cases have been cited by locals when trying to sell electricity back to HELCO, HECO (Hawai`i Electric Company) and MECO (Maui Electric Company). Remember that HELCO, HECO and MECO use thirty percent of the petroleum imported into the Hawai`ian Islands.

<http://www.hawaiielectriclight.com/vcmcontent/FileScan/PDFConvert/FuelOil.pdf> **(This doesn't belong under the counter hegemony section**

**because actually you are saying HELCO and the others are part of the problem not the solution. You can include *environmental groups* that are fighting to expand alternative energy)**

**(The following section also doesn't belong under the counter-hegemony, it's all about real estate development so if you want to create a section in the economic analysis section titled "real estate" you can do that and include this. If you want to discuss *groups and movements* that are organizing against over-development that would be fine for this section)**

## **Real Estate**

The hotels that support the tourist economy, with the exception of a few small and remote enterprises, are all controlled by outside capital.

Farmers, businesses, ranches and households outside the few urban areas, have opposed development of the land, the natural beauty and soul of the islands. Often attempts to develop "mono-culture" style environments on the Big Island have failed.

Hawaiian Ocean View Estates was a massive development project originating in the late 1980s. It was originally funded by Crawford Oil Company in Ka`u district. Small lots were subdivided, almost on a mainland suburban model. Many areas are very sparsely populated.

It can be debated whether development of the areas around Ocean View match



what the founders wanted. It remains a tough, rural community on the Big Island, probably the closest area to a “blue collar” community you will find on the west side of the Big Island.

Then there is the case of failed development in North Kona / South Kona border. '1250 Oceanside Partners and two affiliates, owners of more than 1,800 acres of land on the Island of Hawaii filed for bankruptcy to restructure more than \$500 million in debt.' Originally developed as an exclusive area, not open to the public, failed as a wealthiest only private estate. Today the private road, now known as the Mamalahoa Bypass, is open to all. - “Bloomberg.com”

Sea Mountain Golf Course in the Ka`u district at Punalu`u was originally owned by a corporation in Beverly Hills, Calif. It did not turn into the developed area, it was projected to be. It is currently owned by Roberts of Hawaii, a tour business.

## **Hawai`ian Agriculture**

This section emphasizes trends on the Big Island of Hawai`i, but the contours apply to the other islands, in those areas where agriculture is predominant.

### *Sugarcane*

In 1970, sugarcane production was at its peak of over a million tons a year for all the Hawai`ian islands. By 2010, it was under 200,000 tons a year. The last sugarcane plant closed on the Big Island at Pahala in the Ka`u district in 1996. The port and city of Hilo, still maintains a modest global commerce after the fall of sugar cane production in the late 1950s and early 1960s. (United States Department of Agriculture, National Agricultural Statistics Service, 2006-11-24).

### *Pineapple*

“Introduced to the Islands in 1813, pineapple grew into one of Hawaii’s largest exported crops in the early 1900s after significant Oahu land investments by Del Monte and Hawaiian Pineapple Co. (today known as Dole Food Co.). Hawaiian Pineapple Co. president James Dole purchased the entire island of Lanai for pineapple production in 1922, eventually growing acreage there into the world’s largest pineapple plantation.

"Hawaii pineapple production declined in the 1980s as Dole and Del Monte relocated much of their acreage elsewhere in the world, primarily due to

high U.S. labor and land costs. Dole closed down the entirety of its Lanai pineapple operations in 1992, while Del Monte harvested its final Hawaii crop in 2008.

The shutdown of Maui Land & Pineapple's pineapple operations will leave up to 285 employees without jobs, nearly half of the company's 624-employee workforce. The closure also marks the end of an era for Maui Land & Pineapple, which began growing pineapple on the island as Maui Pineapple Co. in 1912." **(cite source for the above 3**

**paragraphs)**[http://www.hawaiimagazine.com/blogs/hawaii\\_today/2009/11/4/Maui\\_Land\\_Pineapple\\_production\\_ends](http://www.hawaiimagazine.com/blogs/hawaii_today/2009/11/4/Maui_Land_Pineapple_production_ends)

Hawai`ian pineapple is now a specialty crop, appealing to local buyers and possibly organic suppliers.

### *Coffee*

Coffee is grown on almost all the islands. On the Big Island, Kona Coffee remains a commodity with global demand. There exist two major Kona Coffee organizations on the Big Island. The Kona Coffee Council (KCC) one of the older and more conservative organizations, typically dominated by local Republican, typically represents the larger farms, roasters and millers. The Kona Coffee Farmers Association (KCFA), a split off from the Kona Coffee Council, represents the smaller farmers. It is the larger organization in terms of membership and typically has a more progressive agenda. The KCFA is also associated with the Farmers Union, a loose organization that includes all the Hawai`ian Islands.

### *Macadamia Nuts*

The Hawai`i Macadamia Nut Association has more than two hundred members. A similar scenario exists in the mac nut industry that exists in the coffee industry. Two large production and processing corporations, Muana Loa, a subsidiary of C. Brewer Co., and MacFarms, with orchards of over several thousand acres. They control more than 80% of the production. There are a small number of corporate farms in the hundred acre size range and over six hundred farms with less than one hundred acres and most of those less than ten acres.

### *Dairy*

The last dairy farm on the island of Oahu the Pacific Dairy in the Waianae Valley - shut down on February 15, 2008. In the 1980's Hawaii had about 20 dairy farms and it produced most of its own milk. Between 1999 and 2008 many of Hawaii's dairies shut down including four on Oahu and three on the Big Island of Hawaii. As of 2008 Hawaii only had two cow dairy farms left, both on the Big Island of Hawaii: Island Dairy in Hamakua and the Clover Leaf Dairy in Upolu. In the 1980's Hawaii produced 100% of its own milk but

today as much as 80% of Hawaii's milk is imported.

### *Other food products*

Crops produced from cacao trees on the Big Island are a small but expanding agricultural activity. Small farms make up the current landscape. It is noteworthy that 2004, Dole expanded a cacao farm in Oahu.

Fishing remains one of the important local food gathering activities on the Islands. The last native Hawaiian fishing village is Miloli`i on the Big Island. In 2006 legislation was enacted which “designates the Miloli`i fisheries management area in South Kona as a community-based subsistence fishing area to preserve and maintain its legacy as a traditional Hawaiian fishing village.” **(cites course for quote)** <http://www.ecotippingpoints.org/our-stories/indepth/usa-hawaii-fisheries-council-community-participation.html> Unfortunately, the administrative rules to implement this law got bogged down in the public hearing process, as a large number of commercial fishermen appeared to protest the subsistence-only restrictions because they would be excluded from the area.

NORPAC Foods has built a business putting fruits and vegetables into portable packages. The company is a 240-member-strong, grower-owned cooperative that produces frozen and canned fruits and vegetables, as well as soup and pasta mixes. Products are marketed under the FLAV-R-PAC, NORPAC, WEST-PAK, Soup Supreme, and Pasta Perfect labels. It sorts, processes, and packages growers' products in processing plants located in the Northwestern US. NORPAC Foods sells its foods to US food service companies, retail grocers, club stores, and food makers. The company also exports products to Canada, Latin America, Puerto Rico, Japan, Korea, and Taiwan. NORPAC Foods was formed by a group of Oregon farmers in 1924.

Some farmers are now growing corn, which easily be found, amaranth, quinoa, rice, sorghum, millet and Durham wheat on the Big Island. There are numerous varieties of bananas that grow on the Islands. Avocados are plentiful and inexpensive on the Big Island, making up a large portion of the locally produced food source. On the Big Island itself, there are over fifty varieties of “avos”. Local banana and “avo” farmers complain bitterly that none of these crops can be shipped and sold to the mainland. Wet and dry taro in the form of chips, laulau's and poi still are a significant local food resource. And lastly, in 2011 there were approximately 3676 managed hives on the Big Island. Over fifty five percent of the hives were lost to disease that year. Now beekeeping has made a comeback given a better knowledge the pests that can attack the hive. Honey is another local resource that can

be found in almost all local and farmer markets.

### **Forces that Counter the Hegemons of Globalization on the Islands**

The overthrow of the monarchy and revolution against the US Asian military presence at the beginning of the twentieth century has already been mentioned. The story does not stop there. To this day a number of native Hawai`ians and part native Hawai`ians continue to support a Free Hawai`i movement.

The initial Free Hawai`i movement is centered on legal claims in international law, that the Hawai`i was forcefully taken from the native Hawai`ian peoples when Queen Lili`uokalani was overthrown at the beginning of the 20th century. Technically, it is not a secessionist movement, but that the original government should be restored in some form. One tangible goal that could be reached, outside of global change, is to have a state-wide constitutional convention that would in-act a government that would represent all Pacific cultures of the Islands.

This paper would not be complete without the mention of the Green movement in Hawai`i. All the major coffee grower organizations in the Islands oppose genetically modified coffee. There are now organizations that support 100% reusable resources. Project, originally supported to the University of Hawai`i to experiment with GMO taro and other crops ceased after the results of what happened with GMO papaya. On the Islands, consciousness to break the dependency on outside resources is as strong as ever. For example, all over the Big Island, nearly every day of the week, you can find a farmers market where “grow and buy local” is the economic model.

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Organic farmers, college students, college professionals, local farmers market organizations, small businesses, and progressive counter-culture activists now part of a world wide occupy Monsanto movement. Island Diary is the current focus of the protests due to their use of Monsanto GMO corn. <http://occupy-monsanto.com/tag/big-island/> , <http://www.bigislandchronicle.com/2012/10/01/hawaii-news-island-dairy-uses-gmo-corn/>

The short of it all is that there is strong resistance to the agenda of the global hegemony on all the Hawai`ian Islands.

**(There are problems with the rest of this section, so see my notes below and edit accordingly, the easiest thing would be to simply delete, but you may want to rework.)**

In the late 1960s, the counter-culture of the mainland migrated to the Hawai`ian Islands. To this day, like Northern California and the Pacific Northwest, the Islands have a strong “neo-hippie” or “New Age” mythos in a plurality of the population. This is particularly true of areas outside of the few larger cities. “Lots of growers in Big Island and [Kauai Scene](#) where the scene is low key and laid back. There are Communes around. On Big Island, the hippies are all in the [Puna District](#) mainly in the Pahoia area from Kalapana to Pahoia and from Pahoia over to Volcano. Maui, Hawaii - Still full of hippies living on the slopes of Haleakala, the dormant volcano, in places like Kipahulu, Kula, Hana, Paia.” **(Source, Yahoo, that's not enough you have to give the specific URL). ( I'm not sure you can include the counter-culture as an active anti-hegemon, is there any political activity present? If it's only a passive life-style you can't really include it. If there is some specific cultural oppositional expression then you need to explain that)**

'Ua Mau ke Ea o ka 'Āina i ka Pono'

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<http://www.pinkyshow.org/projectarchivhes/dialogues/oceans-as-trash-cans-an-interview-with-captain-charles-moore>

Music, Brother Iz" (*Israel Kamakawiwo'ole*):

<http://www.youtube.com/watch?v=V1bFr2SWP1I>

Movie: Taylor Camp: Producer - John Wehrheim; Director - Robert C Stone. [It's about the rejection of American values only to repaint them with long hair, marijuana and a vegetarian "clothing-optional" lifestyle in the era of flower power, anti-war riots and the Age of Aquarius].

Movie: The Descendants: Directed by Alexander Payne

and based on the book by Kauī Hart Hemmings.