

NEW STUDY INDICATES GROWTH IN HAWAII'S GREEN ECONOMY

*** Report Explores Recent Trends and Opportunities Within Hawaii's Agriculture, Energy, and Natural Resource Management Sectors ***

HONOLULU, HAWAII (February 11, 2016) - A University of Hawaii Economic Research Organization (UHERO) follow-up study released today by Hau'oli Mau Loa Foundation and The Nature Conservancy indicates economic growth in three sectors that are key to Hawaii's sustainability future: Agriculture, Energy and Natural Resource Management. The report also highlights opportunities to strengthen Hawaii's economy and sustainability at the same time.

An update to the 2012 "Foundations for Hawaii's Green Economy: Economic Trends in Hawaii Agriculture, Energy, and Natural Resource Management," the study used a combination of economic data previously collected about Hawaii's natural resource management sector and an online survey of organizations engaged in natural resource management in Hawaii. UHERO explored four economic indicators: employment, average salaries, total expenditures and share of State Gross Domestic Product.

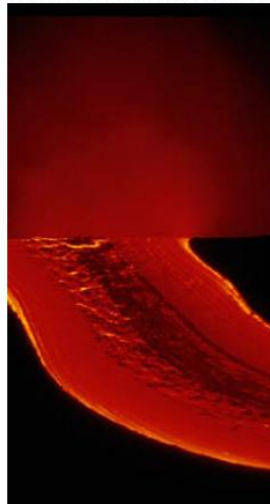
Among the key findings:

- Hawaii's Natural Resource Management sector currently provides at least 3,543 jobs, an eight percent increase from what was reported in 2012.
- Hawaii's Natural Resource Management sector spends at least \$541 million, roughly 16 percent higher than expenditures reported in 2012.
- Hawaii agriculture expenditures were \$684 million in 2012, up from \$530 million in 2010. The number of farms decreased from 7,500 in 2007 to 7,000 in 2012, but the average farm production expenses per acre increased over the same period, from \$499 to \$606.
- Hawaii's energy sector continues its steady expansion, supporting the Natural Resource Management and agricultural sectors, as well as the rest of Hawaii's economy.

"Natural resources are a key component of Hawaii's culture and economy, but not a lot of research has been done to quantify trends in the sector," said Mark Fox, External Affairs Director of The Nature Conservancy's Hawai'i Program.



"The UHERO study is changing that, providing much needed information about the economic indicators that are necessary to track public and private investment in caring for Hawaii's precious environment, as well as to inform an integrated policymaking approach."



The report's findings can be used to educate policy and decision-makers of the current contribution and future potential of these sectors. Among the opportunities presented are the development or expansion of local training and education programs to match anticipated "green job" growth; the inclusion of appropriate economic indicators for the natural resource management sector in economic reports prepared by the State and other government agencies; and the investment in valuation of the State's natural capital to help others understand their value and make appropriate investments in maintaining or improving the State's natural resource assets.

Additionally, the report encouraged the pursuit of the most desirable college majors for natural resource management careers: natural resource management, biology, environmental studies, ecology and botany.

"The UHERO report provides great value not only to Hau'oli Mau Loa Foundation but also to our Partners in helping to inform our efforts to support Hawai'i's youth in becoming the next generation of environmental resource professionals in Hawai'i," said Janis Reischmann, Executive Director of Hau'oli Mau Loa Foundation. "With this follow-up report, we're getting a clearer picture of the Natural Resource Management sector, its current economic impact and future opportunities, which will allow us to further develop this sector's workforce for Hawai'i's future."

To receive a copy of the report, "Recent Trends in Hawai'i's Green Economy:

Agriculture, Energy and Natural Resource Management," visit www.uhero.hawaii.edu.

About Hau'oli Mau Loa Foundation

Hau'oli Mau Loa Foundation is a private grantmaking foundation established in 1990 by Helga Glaesel-Hollenback who, in her words, "found great happiness on the islands of Hawai'i" and through her philanthropy sought "to return the generosity of the islands." The Foundation provides support to five program areas, including youth, environment, affordable housing, humanitarian relief, and "first generation partners." For more information, call (808) 545-4212 or visit www.hauolimauloa.org.

About The Nature Conservancy

The Nature Conservancy is a leading conservation organization working around the world to protect ecologically important lands and waters for nature and people. The Conservancy and its more than 1 million members have protected nearly 120 million acres worldwide. Visit The Nature Conservancy on the Web at www.nature.org.

About UHERO

Since 1997, UHERO has established itself as the premier source for forecasts and analysis in Hawai'i. For close to two decades, UHERO has conducted research that benefits the local community, publicized that research both locally and outside Hawai'i, and expanded funded research on the Hawai'i economy. For more information, visit www.uhero.hawaii.edu.