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Feature

10 People to Know: Entrepreneurs

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7. [Bobby Farias](#)

Title: Co-founder

Company: Kunoa Cattle Co.

No. of Employees: 23

Years in the industry: 3

Twitter: [@kunoacattle](#)



What was your inspiration for your current business or product? As a rancher, I am a land steward by nature. Kunoa was inspired by that drive to be at the forefront of regenerative, sustainable agriculture, while addressing the shortage of locally raised protein available in Hawaii. Our goal is to have as much high-quality local meat, responsibly raised by local ranchers, to nourish local people, as possible.

What is the best thing – and the hardest thing – about being an entrepreneur?

The best thing is that there are no boundaries. You are forging new ground on things that haven't really been done. But in that effort, you are often out there by yourself. You don't receive a lot of support right away for your ideas because you aren't in a proven space. So you end up doing a lot of heavy lifting to convince other people about things that have only existed in your dreams and aspirations.

What do you hope to accomplish over the next 12 months? With ranching, harvesting and processing functions, Kunoa is working to make local beef from local ranchers readily available to local consumers everywhere in Hawaii. To make this happen, ranchers must have confidence that consumers are going to purchase their product, and shoppers need to know that the product will be consistently available.