

# 40 Under 40 Class of 2017: Jack Beuttell

Jun 9, 2017, 5:00am HST

INDUSTRIES & TAGS Career & Workplace, Sustainability, Agriculture, 40 Under 40

SHARE    

 Order Reprints  Save Article  Print

### Get Honolulu Newsletters and Alerts

Morning Edition >> Afternoon Edition >> Breaking News

Enter your email address

Sign Up

**Katie Murar**

Reporter  
Pacific Business  
News



**Jack Beuttell, 36**  
Co-founder and CEO, Kunoa Cattle Co.

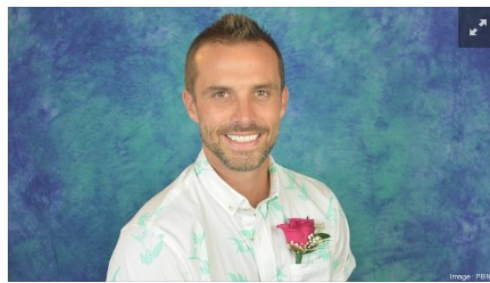
Jack Beuttell believes running a business and giving back to the community shouldn't be separate.

### HOME OF THE DAY



**Classic Hawaiian Oceanfront Getaway**

[See All Homes of the Day](#)



Jack Beuttell

TINA YUEN PBN

His business model is founded on this concept, which generates income while making the island a better place to live – from the company's regenerative farming techniques to partnering with the Hawaii Youth Correctional Facility to hire employees.

Since Beuttell and third-generation Kauai rancher [Bobby Farias](#) founded the company in 2016, it has raised \$2.2 million in series A equity funding, expanded to Oahu with the acquisition of the island's only USDA-inspected livestock harvest facility, and partnered with Times Supermarkets on Oahu and Maui. They've also gone from two to 24 employees, and manage a herd of 2,000 cattle on Kauai.

That's just the beginning for the young company, which is currently working on developing an interactive educational campus to help teach the public about renewable energy and waste management.

"We want to invite consumers, buyers, schools and chefs to our facility to give them an inside look into animal agriculture on Oahu, and engage them in the narrative," Beuttell said. "We want to show them that our business is the inverse of the common misconception about beef cattle and livestock."

Beuttell is working on securing a food distributor for the business, while also working on amplifying "the goodness of the business," which includes healing the land, creating healthy food and engaging with the community.

"I could live three lifetimes and never be short of work," he said.

At first glance, it appears that Beuttell was made for this job. But the Florida native had different aspirations as a child.

"I wanted to be the next Garth Brooks," Beuttell said, who graduated from Vanderbilt University with a degree in anthropology and religious studies, a result of his "lack of direction as a young person."

"After I graduated, I stumbled into employment in Houston with a real estate investment firm, where I spent seven years rotating through various markets,"

### PEOPLE ON THE MOVE

SPONSORED BY



**Leinaala Drummond**

Keller  
Williams  
Honolulu



**Denver Coon**

Goodsill  
Anderson  
Quinn &  
Stifel A  
Limited  
Liability Law  
Partnership  
LLP



**Michelle Machida**

First  
Hawaiian  
Bank

[See More People on the Move >](#)

he said. "In my last year, I ran the global sustainability program, where I promoted sustainability in construction, and that was the most meaning I had found yet."

This, combined with an MBA and master of environmental management from Duke University, built up the skills needed to implement his goal of having a positive environmental impact.

---

**Activities**

*Koko Crater Stables*

*Katie Murar covers tourism, restaurants, retail and residential real estate for Pacific Business News.*

---