

2008 Chefs du Jour
Tamarind Park
Honolulu, Hawaii



Department of Agriculture
State of Hawaii

**USDA-AMS
Specialty Crop Block Grant Program
FY 2006 and FY 2007
Agreement Number 12-25-B-0618
Final Performance Report**

Submitted by
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CONTENTS

OVERVIEW	3
PROJECT TITLE: Special Event Projects	3
PROJECT TITLE: SOQ Graphic Panel and Display and Computer Kiosk	7
PROJECT TITLE: SOQ Pull-up Display Screens	8
PROJECT TITLE: Celebrity Chef Events	9
PROJECT TITLE: Multi-media Promotion - Share Your Table	14
PROJECT TITLE: Website Redevelopment.....	21
PROJECT TITLE: Made in Hawaii Festival	22
PROJECT TITLE: Hawaii Agriculture Conference	24
PROJECT TITLE: Ko `Olina Taste at Kapolei	26
PROJECT TITLE: SOQ Labels and Shelf Talkers	27
PROJECT TITLE: SOQ Program Guide	29
PROJECT TITLE: SOQ Posters.....	30
APPENDICES	32
Appendix 1A (Whole Foods Event at Kahala, Oahu).....	32
Appendix 1B (Whole Foods Event at Kahalui, Maui)	35
Appendix 2 (SOQ Graphic Panel Display and Computer Kiosk)	38
Appendix 3 (SOQ Pull-up Display Screens).....	39
Appendix 4A (2008 Chefs du Jour)	40
Appendix 4B (2009 Hale `Aina Awards)	43
Appendix 4C (2010 Hale `Aina Awards)	47
Appendix 4D (2011 Hale `Aina Awards)	52
Appendix 5 (Share Your Table - SOQ Gift Guide)	55
Appendix 6 (2010 Hawaii Agriculture Conference)	56
Appendix 7 (2010 Ko `Olina Taste at Kapolei).....	59
Appendix 8 (SOQ Program Guide).....	61
Appendix 9 (SOQ Posters)	65

OVERVIEW

Hawaii's diversified agriculture totaled \$456 million or 78.6 percent of total state farm revenues in 2006. Over 200 different crops are grown statewide on the five major islands. The Hawaii Seals of Quality (SOQ) program represents the cream of the crop of Hawaii's diversified agricultural producers. Launched in May 2006 by the Hawaii Governor, the SOQ program represents the diversity, quality, and richness in flavor of genuine, Hawaii Grown, Hawaii Made, and premium products.

To enhance the competitiveness of Hawaii's diversified agriculture, the Hawaii Department of Agriculture (HDOA) requested and was awarded \$109,201.37 in program funds under Fiscal Year (FY) 2006 and a similar sum under FY 2007 of the Specialty Crop Block Grant Program (SCBGP) for 10 proposed projects in various vital areas, including event promotions, public awareness campaigns, and informational materials. However, due to various reasons and constraints encountered, some of the projects were modified or redefined to satisfy the requirements of SCBGP.

The activities performed under SCBGP FY 2006 and FY 2007 were planned to maximize public visibility for the SOQ program, established to protect the integrity and value of the marketing cachet for Hawaii branded farm and value-added products. Products with this seal are genuine, Hawaii-grown or Hawaii-made premium products, a guarantee that is enforced by the State of Hawaii.

While this SCBGP grant refers to FY 2006 and FY 2007, the actual project period for Hawaii covers calendar year (CY) 2008 and CY 2010.

PROJECT TITLE: Special Event Projects

Project Summary:

Whole Foods Market Kahala (WFMK)

Since its inception in 2006 with 12 founding companies, HDOA has been actively promoting SOQ products by participating in culinary events that would build a strong relationship between SOQ farmers and Hawaii's celebrity chefs. By 2009, the SOQ program had grown to over 40 companies and included both fresh producers and agricultural manufacturers; the HDOA was tasked to expand efforts and develop projects and activities to market a wider range of products that reflected the diversity of SOQ products.

Among the new goals for HDOA was to partner with major retailers to brand the SOQ program and to increase sales of SOQ products. Whole Foods Market Kahala (WFMK) was chosen to be our retail partner to highlight the SOQ program as WFMK carried products from 18 of the 40 plus members, and had the resources to be a great partner for the SOQ program in the state of

Hawaii. The promotional event occurred in May 2009; eight months after WFMK opened its first store in Hawaii. The timing of the activity coincided with start of The Honolulu Advertiser (THA) "Think Global, Live Local" campaign in collaboration with WHMK. The SOQ activity was a good fit for the campaign and resulted in tremendous media exposure for the promotion of this project.

Whole Foods Market Maui (WFMM)

The first retail event at Whole Foods Market Kahala (WFMK) in May 2009 increased sales of the featured SOQ products on the day prior and day after the event. A second retail event was planned for February 2010 on Maui where WFMM was scheduled to open a second store. When planning for this second project began, there were 25 SOQ companies doing business with WFMM upon its opening, compared with 18 companies for the May 2009 activity.

Project Approach:

Whole Foods Market Kahala (WFMK)

The project consisted of three parts; SOQ products sampling, cooking demonstrations, and media promotion, and involved WFMK as the retail partner, THA as a media partner, and Share Your Table (SYT) as another media partner and cooking demonstration coordinator. Project planning began in March 2009, with all partners meeting to determine the schedule to execute the event on May 30, 2009.

HDOA invited 18 SOQ companies to participate in the event on May 30, 2009, at WFMK to interact with customers through product sampling. HDOA provided point of sale materials, displaying the SOQ logo that included tablecloths, banners, brochures, photos, tent, and tote bags created specifically for this project. HDOA entered into an agreement with WFMK whose terms intended to defray the cost of participation for SOQ companies, to purchase four gift baskets as event prizes, and to provide to HDOA sales data for the day before, during and after the event for evaluation.

SYT coordinated with five chef partners to perform cooking demonstrations using SOQ ingredients during the event on May 30, 2009. The demonstrations drew additional crowds and local TV exposure in the news and on the SYT website.

THA took the lead on pre-promotion for this project via its daily paper and website. In support of the "Think Global, Live Local" campaign, the 18 SOQ participating companies were featured in print ads ranging in size from one-quarter to full page in THA daily newspaper from May 1, 2009 to May 29, 2009.

WFMK played an important role in planning the logistics and meeting the goals of each partner and participating SOQ companies. Within a very limited space, WFMK created a layout for each partner's needs, whether for a tent, cooking demonstration, or sampling station, and encouraged customers to experience the SOQ products and to enter the gift basket drawing.

Whole Foods Market Maui (WFMM)

This project was planned by HDOA and WFMM and was based on the retail event that took place in WFMK on May 29, 2009. In February 2010, HDOA and WFMM entered into an agreement to schedule an SOQ event on March 14, 2010, about two weeks after WFMM's opening. WFMM would provide space to the 25 SOQ companies to conduct sampling, create signage for SOQ products, provide sales data for the days before and after the event, and inform the Maui community about the event. To defray the cost associated with the SOQ companies' participation, WFMM would purchase and create four SOQ gift baskets as event prizes.

WFMM took the lead on planning of the project as it was based on the store opening and the logistics for both the store opening and the SOQ activity was best handled by WFMM. HDOA informed the 25 SOQ suppliers to WFMM about the event and encouraged them to work closely with WFMM on details of the event. HDOA provided point of sales materials with SOQ logo including tablecloths, banners, brochures, photos, tent, and tote bags to be redeemed with purchase of SOQ products during the event. Prior to March 14th, WFMM distributed flyers promoting the event and also distributed at the store opening.

Goals and Outcomes Achieved:

Whole Foods Market Kahala (WFMK)

The main goal of this project was to highlight and increase the visibility of SOQ companies and products, increase sales and enhance the competitiveness of specialty crops in the SOQ program. WFMK provided key numbers upon completion of the project -- 2,392 customers entered WFMK during the event hours on May 30, 2009, when compared to the day before the event, the total aggregate sales for the of 18 SOQ participants increased 128 percent on the day of the event and increased 30 percent on the day after. Weekly sales of SOQ products increased by 37.5 percent, two months following the event.

Media promotion by THA via the 13 print ads from May 1 to May 29, 2009, that featured the SOQ companies resulted in an estimated two million impressions. Additionally, two local TV stations covered the event in their news segment resulting in another estimated 55,000 impressions of the SOQ program from viewers of KFVE and KHNL, according to Nielsen. The media coverage far exceeded expectations to enhance public visibility for SOQ products and helped boost sales on the SOQ products.

Whole Foods Market Maui (WFMM)

The main goal of this project was to highlight and increase the visibility of SOQ companies and products to increase the sales in Kahului, Maui; a location where the SOQ program had not held a retail event.

A total of 10 SOQ companies participated in the event giving samples to enhance their sales. Each company was assigned a booth space near entrance area and inside the store. Eight other companies' products were featured in the gift basket for the contest drawing and/or displayed in the SOQ section created for this event inside the store. According to WFMM, 2,735

customers entered the store during the event hours on March 14, 2010. Total sales for the 18 SOQ companies (10 with product sampling and 8 additional that were featured in the gift basket) on the event day increased 83 percent compared to the day before the event. The total sales amount of 18 SOQ companies on the day after of the event (a Monday), unfortunately decreased five percent compared to the day before the event.

Beneficiaries:

Whole Foods Market Kahala (WFMK)

The direct beneficiaries of this project were the SOQ companies which participated in this event that increased their sales and public visibility. Although some participants had to fly from one island to another, financial assistance from WFMK helped defray their cost of transportation. Another key beneficiary is WFMK, whose sales and visibility also increased because of the event. Other groups that benefited from this project were THA that successfully ran their campaign, SYT that networked with SOQ companies, and consumers who were encouraged to experience premium products through product sampling.

Whole Foods Market Maui (WFMM)

The direct beneficiaries of this project were the SOQ companies which participated in the event that increased their sales and public visibility. Although some participants had to fly from one island to another, financial assistance made by WFMK helped to defray their cost of transportation. Another key beneficiary is WFMM whose sales and visibility also increased because of the event.

Lessons Learned:

Whole Foods Market Kahala (WFMK)

Since SOQ products are of premium quality, their pricing is relatively higher than imported products from the mainland. Free sampling of SOQ products gave consumers an opportunity to experience such premier products and to know their quality. Based on the sales result, this project was successful in convincing consumers to pay a premium to get high quality products. Sampling, the presence of farmers, manufacturers and chefs, and media coverage all increased the awareness of SOQ products.

The sales figures provided by WFMK were highly encouraging and will be the base numbers to be compared with in future retail projects to achieve our goal to further enhance sales and visibility of the SOQ products. It is imperative that we continue to partner with retailers like WFMK who agreed to provide sales results to measure the outcomes. Sample photos and collateral materials of the event are shown in Appendix 1A.

Whole Foods Market Maui (WFMM)

The sales data shows that the event certainly increased the daily sales on the SOQ products in WFMM, however, there was no long-term impact on the sales as monthly sales in April and May declined, which is "usual for a new store shortly after opening", according to Claire Sullivan, Vendor and Community Coordinator, Whole Foods Market.

The question is whether the timing of the event was right. In this case, the event held two weeks after a store opening was not the best choice for the SOQ program because WFMM was so busy opening its store that wasn't able to coordinate details for the SOQ event. Since WFMM is located on the island of Maui, it took extra time for WFMM to contract suppliers on the different islands considering additional shipping cost. Before the event, 25 SOQ companies were expected to participate in the event, however, only 18 SOQ companies were confirmed as a supplier to WFMM one week before the event.

The positive outcome was that SOQ program was able to give seven SOQ companies located on the island of Maui and Molokai to support a community event, which is necessary to build a statewide branding program. Another lesson we learned from the previous retail event was to encourage consumer purchase immediately following product sampling by placing the SOQ sampling booths near the product for purchase or in the aisles where their products were displayed. HDOA will continue to work with retailers to increase the visibility of the SOQ program. Sample photos and collateral materials of the event are shown in Appendix 1B.

PROJECT TITLE: SOQ Graphic Panel and Display and Computer Kiosk

Project Summary:

The SOQ program represents a high-value niche in Hawaii's diversified agriculture. It was established to protect the integrity and value of the marketing cachet for Hawaii's branded and value-added products. Products with this seal are genuine, Hawaii-grown or Hawaii-made premium products, a guarantee that is enforced by the State of Hawaii. To accurately reflect these premium products, the HDOA must project a premium quality and sophisticated display in its promotional activities to support the program. A graphic panel display and computer kiosk will allow HDOA staff to promote and showcase the diversity of SOQ products, producers, and their proper sense of place in Hawaii. A combination of static prints and dynamic videos can be utilized to feature an effective branding concept.

Project Approach:

HDOA developed the design of the graphic panel display in collaboration with a professional designer and procured the display in April 2008. The computer kiosk was also procured and delivered later in August 2008. Pictures of the graphic panel display and computer kiosk are shown in Appendix 2.

Goals and Outcomes Achieved:

Since the graphic panel display was delivered, it had been utilized in many events to showcase SOQ participants and their products to event attendees. An estimated 30,000 attendees at various events have seen this panel display since June 2008. Some of the events included the *2008 Chefs du Jour* event, the *2008 Hawaii Agriculture Conference* and the *2008 Hawaii Farm Bureau Convention* and the *2010 Made in Hawaii Festival*.

Beneficiaries:

The SOQ program, particularly the participants and staff have benefited from these two “tool” items. They are fairly easy to transport and to set up and yet, delivers a lot of information to potential customers of SOQ products. The computer kiosk is capable of running video materials to attendees at events where the SOQ program participates.

Lessons Learned:

We learned that good graphics and good videos (30 seconds) are good tools to help promote the SOQ program and its products. With these tools, we have received numerous invitations to display our products at various trade show events. SOQ members are also more motivated and willing to participate in various retail and trade show events with good collateral materials.

PROJECT TITLE: SOQ Pull-up Display Screens

Project Summary:

As more companies and their products are branded under the Hawaii Seals of Quality logo, marketing promotions must cover various parts of the state simultaneously and on different islands to take advantage of available promotional opportunities. Putting on concurrent promotions is difficult without marketing tools for participating companies and retailers to utilize in different locations across the state. Pull-up display screens will allow SOQ participants and HDOA staff to promote the SOQ program simultaneously across the state.

Project Approach:

HDOA developed the design of the pull-up display screens in collaboration with a professional designer and procured five units in April 2009. A second set of five units was procured in April 2010. The display screens come in two colors – green and gold. A picture of the pull-up display screen is shown in Appendix 3.

Goals and Outcomes Achieved:

The pull-up screens have been deployed at every SOQ event since they were delivered to highlight the SOQ program. An estimated 100,000 attendees at various events have seen this panel display since April 2009. Many more have seen the screens on videos and television shows.

Beneficiaries:

The SOQ program, particularly the participants and staff have benefited from this “tool” item. It is convenient to transport and to set up and yet, delivers a lot of information to potential customers of SOQ products. The SOQ pull-up screen has been displayed at the *FoodEx Expo* in Tokyo, Japan and at various chef events in California and Washington State.

Lessons Learned:

Like the graphic panel display, we learned that good graphics are good tools to help promote the SOQ program and its products. With this display tool, we received many requests from SOQ

members for loan of the pull-up display screens. Some of the members even offered to buy the display screens for their individual businesses. SOQ members are also more motivated and willing to participate in various retail and trade show events with good display tools.

PROJECT TITLE: Celebrity Chef Events

Project Summary:

During the course of this grant, HDOA participated in four celebrity chef events – *the 2008 Chefs du Jour, the 2009 Hale Aina Awards, the 2010 Hale Aina Awards and the 2011 Hale 'Aina Awards* in Honolulu. All four were big multi-media events with extensive media exposure in Hawaii. These events provided the SOQ program excellent coverage and SOQ members were very pleased to participate in the events. SCBGP funds were utilized in event items to promote the specialty crops within the SOQ program. Some of it was utilized to promote the products and producers in advertisements, pairing up chefs with producers to feature the specialty crops, procurement of products to be featured, collaterals to provide information and awareness, all targeting the attention of people to the specialty crops in the SOQ program to these highly popular chefs' events.

2008 Chefs du Jour Event

The Chefs du Jour (CDJ) event, June 21, 2008, at Tamarind Park in Downtown Honolulu, was advertised as “an extraordinary array of culinary creations by a celebrity line up of award-winning chefs, will showcase a spectacular bounty of locally-grown produce and products from premium producers who are members of the Hawaii State Department of Agriculture’s Hawaii Seals of Quality program.”

The distinguished visiting chefs were “Iron Chef” Hiroyuki Sakai, *La Rochelle Restaurant*, Japan, Chef Josiah Citrin, *Melisse Restaurant*, Santa Monica, CA, En-Ming Hsu, Internationally-renowned pastry chef and consultant, Las Vegas, NV, and President of Team USA for the 2007 Pastry World Cup Competition. The distinguished visiting chefs were complemented by Hawaii’s own celebrity chefs of Alan Wong, *Alan Wong’s Restaurant*; Roy Yamaguchi, *Roy’s Restaurant*; Nobu Matsuhisa, *Nobu Waikiki*; Hiroshi Fukui, *Hiroshi Eurasian Tapas*; Donato Loperfido & Philippe Padovani, *Elua Restaurant*; Alan Takasaki, *Le Bistro*; and Henry Adaniya, *Hank’s Haute Dogs*.

2009 Hale 'Aina Awards - 25th Annual Honolulu Magazine

The 2009 awards program marked the *Silver Jubilee* celebration and attracted the participation of more than 130 restaurants statewide. The awards presentation featured a three-course selection from three Hale 'Aina Award winning chefs. The three chefs are also part of the *Hawaii Regional Chef* movement which is affiliated with the SOQ program ... Chef Beverly Gannon, *Hali imaille General Store, Maui*; George Mavrothalassitis, *Chef Mavro, Oahu*; and Peter Merriman, *Merriman’s Hawaii, Big Island*.

2010 Hale 'Aina Awards - 26th Annual Honolulu Magazine

This event is better known as the Hawaii Restaurant Oscar Awards. Our primary partner in this event, the Honolulu Magazine provided generous advertising to specialty crop producers in the SOQ program. This project was selected because of the high visibility via television, radio, print coverage and promotion by the HONOLULU Magazine as the state's longest-standing, most prestigious dining awards.

The 2010 awards program marked the 26th annual celebration and attracted the participation of more than 94 restaurants statewide. The reception program featured Chef Jon Matsubara, Azure Restaurant. The awards presentation featured a two-course selection from two Hale 'Aina Award winning chefs – Chef Alan Takasaki, Le Bistro Restaurant and Chef Peter Merriman, *Merriman's Hawaii, Big Island*.

2011 Hale 'Aina Awards - 27th Annual Honolulu Magazine

The 2011 event brought out Hawai'i's favorite restaurant chefs and owners for a celebration of local food at the Royal Hawaiian, A Luxury Collection Resort's Monarch Ballroom and Ocean Lawn.

The Hale 'Aina Awards is where the restaurants found out for the first time in what category and what level they have been acknowledged by the readers of HONOLULU Magazine. The event is a venue where there is a lot of excitement. It is valuable for sponsors to be connected to this experience in the lives and careers of these culinary leaders of Hawaii's dining and hospitality industry.

Project Approach:

2008 Chefs du Jour Event

This project was selected because of the high visibility via television, radio, print coverage and promotion to benefit the Easter Seals Hawaii (ESH), an organization that has been providing services to Hawaii infants, children and adults with disabilities and other special needs, and support to their families since 1946.

2009-2011 Hale 'Aina Awards - 25th-27th Annual Honolulu Magazine

Like the Chefs du Jour event, this project was selected because of the high visibility via television, radio, print coverage and promotion by the HONOLULU Magazine as the state's longest-standing, most prestigious dining awards.

Goals and Outcomes Achieved:

2008 Chefs du Jour Event

Media coverage included pre- and post-CDJ including full page advertisements in the *Honolulu Advertiser, Honolulu Star-Bulletin, Honolulu Weekly Magazine, Modern Luxury Magazine*, articles in the *HONOLULU Magazine*, and articles and advertisements in the ESH Newsletter for a total distribution estimated at over 500,000. This far exceeds our expectations to enhance public visibility for SOQ products to over 100,000 consumers as stated in our grant proposal.

Supporting the goal of maximizing public visibility, television coverage included four spots airing in the weeks prior to the event by various local television stations and their estimated viewership count as follows:

June 3, 2008	KHON2 Morning News; 4 segments, 3 – 5 minutes each (22,000 Adults 18+)
June 4, 2008	KGMB9 Morning News; 2 segments, 3 – 4 minutes each (16,000 Adults 18+)
June 5, 2008	KITV4 Morning News; 4 segments, 3 – 5 minutes each (8,000 Adults 18+)
	June 21, 2008 Live broadcasts from the event KHON2 and KHNL8, 1 – 2 minutes each
August 28 and 30, 2008	KHON2, “Emme’s Island Moments”, 60 minutes each

2009 Hale ‘Aina Awards - 25th Annual Honolulu Magazine

HONOLULU Magazine, serving the people of Hawaii for 119 years, has the most paid subscribers in Hawaii with a circulation of more than 30,000 and a statewide readership of over 126,000. The magazine can be considered the authority on the latest trends in dining by Hawaii consumers and reaches residents in their homes and select Waikiki Hotels and was a good vehicle for public visibility.

The October 2008 issue contained a Special Section introducing “Eat, Drink, Mingle, Repeat”, the 2009 theme for their signature event, the Hale ‘Aina Awards Celebration to select the best restaurants, an official ballot to vote for “The Best of Honolulu Magazine 2009”, and a 16 page “Farm to Table” feature that was their annual celebration of fresh, locally grown food and included a guide to the Best Farmers’ Markets. The SOQ logo was shown as a Sponsor and could be found within the pages of the article. The January 2009 issue featured 30 pages dedicated to the Hale ‘Aina Award Winners, again showing the SOQ logo as a Sponsor and offered an opportunity for the public to win the same basket, featuring 10 SOQ products, that was presented to the Hale ‘Aina Restaurant of the Year winner. There were 2,287 entries from Hawaii, the mainland U.S. and even Brazil!

2010 Hale ‘Aina Awards - 26th Annual Honolulu Magazine

The October 2009 issue of the Honolulu Magazine contained the Hawaii Restaurant Hall of Fame Special Section which included an advertisement for the upcoming Hale Aina Awards and invited readers to “Eat, Drink, Mingle, Repeat”, the theme for their signature event. The Hale ‘Aina Awards Celebration honors the best restaurants as selected by the readers of Honolulu Magazine. The SOQ logo was shown as a Sponsor and could be found within the pages of the section. The January 2010 issue featured 30 pages dedicated to the Hale ‘Aina Award Winners, again showing the SOQ logo as a Sponsor and offered an opportunity for the public to win three gourmet baskets filled with products from nine SOQ companies. There were 16,417 total entries from Hawaii and the mainland U.S.

The October 2009 issue contained the Hawaii Restaurant Hall of Fame Special Section which included an advertisement for the upcoming Hale 'Aina Awards and invited readers to "Eat, Drink, Mingle, Repeat", the theme for their signature event. The Hale 'Aina Awards Celebration honors the best restaurants as selected by the readers of Honolulu Magazine. The SOQ logo was shown as a Sponsor and could be found within the pages of the section. The January 2010 issue featured 30 pages dedicated to the Hale 'Aina Award Winners, again showing the SOQ logo as a Sponsor and offered an opportunity for the public to win three gourmet baskets filled with products from nine SOQ companies. There were 16,417 total entries from Hawaii and the mainland U.S. See website below:

<http://www.honolulumagazine.com/Honolulu-Magazine/soqbasket/>

2011 Hale 'Aina Awards - 27th Annual Honolulu Magazine

As part of the overall marketing, the Hawaii Seal of Quality logo was prominently displayed on all collateral related as follows:

- Event program (which included an SOQ page which described the many ways in which various SOQ specialty crops were being used at the event).
- Invitations delivered to each of the winning restaurants and sponsors.
- Cover tip-on given to all of the chefs.
- Presentation that ran throughout the event.
- Whole Foods Market Kahala hosted and delivered a SOQ salad tasting station at the event, which included a nice presentation of SOQ specialty crops (honey, tomatoes and asparagus).
- Key specialty crops were also incorporated into menus presented by chef who were contracted to provide tasting portions to the crowd of attendees.

A video branding message was played at the Awards presentation to key attendees. That message was reinforced by HONOLULU Magazine publisher Alyson Helwagen who reiterated the many ways in which local agriculture had played a role in the event and the support of the SOQ program.

Additional opportunities to brand and highlight SOQ members from throughout the state of Hawaii including the following:

- A number of members were able to participate in the event in a variety of capacities from attending the event to providing products.
- The table centerpieces were comprised of organic herbs from 1st Look Exteriors.
- Kamiya Gold papaya was cut and tray passed to participants throughout the Welcome Reception.
- Twin Bridge Farm asparagus, Ho Farm Tomatoes and Manoa Honey Co. honey were highlighted and served at the Whole Foods tasting stations
- Lei from Green Point Nurseries provided to winning chefs of the Chef's Choice award, presented onstage at the event.
- Sugarland Farms cabbage, 1st Look Exteriors organic basil and Ho Farms baby Roma tomatoes were used in a dish presented by chef Wayne Hirabayashi from Hoku's/The Kahala Hotel & Resort

- Big Island Abalone, Wailea Agriculture Group Hearts of Palm and Hamakua Heritage Farm mushrooms were featured in dishes presented by Roy's Hawaii Kai.
- Haliimaile Pineapple Company Maui Gold brand pineapples were grilled and featured on pork sliders prepared by Side Street Inn.

In the Hawaii Seal of Quality giveaway, products from the following SOQ vendors are being featured:

- Ali'i Kula Lavender spices and honey.
- Big Island Bee Co honey.
- Aikane Plantation Coffee Company Ka'u coffee.
- Manoa Honey Company honey.
- Original Hawaiian Chocolate Factory chocolates.
- Coffees of Hawaii Moloka'i coffee.
- Tanga Company sugars.

The SOQ program was also featured prominently in promotions via honolulumagazine.com, HONOLULU Magazine, and e-newsletter. A contest also featured an 'opt-in' to receiving more information from SOQ producers. Once the contest is over, HONOLULU Magazine will provide this list to the SOQ program to be shared with all of their vendors which can then be marketed further. To date, the reach of the event related advertisement campaign were

- Total impressions received: over 750,000.
- Print advertisements: 640,000.

Beneficiaries:

There is no doubt that the primary beneficiaries of this project were the SOQ companies which participated in these events to raise their public visibility. The advertisement campaigns that accompanied these events elevated many of the SOQ companies to a higher level of awareness and leveraged them to sell more of their specialty crop products.

2008 Chefs du Jour Event

SOQ fresh products were utilized as part of the menu serving at the dining event which was attended by 500 guests. Additionally, SOQ producers were present along side the celebrity chefs to answer any questions relating to the ingredients utilized at the event. SOQ value-added and other food products were also featured at the silent auction. Sample photographs and the event's program are shown in Appendix 4A.

2009 Hale 'Aina Awards - 25th Annual Honolulu Magazine

The event attracted 1,500 foodies to the Sheraton Waikiki Hawaii Ballroom on November 16, 2008 and was publicized with media coverage via television, radio and print. Sample photos and collateral materials of the event are shown in Appendix 4B.

2010 Hale 'Aina Awards - 26th Annual Honolulu Magazine

The event attracted over 700 foodies to the newly renovated, Royal Hawaiian Hotel Ballroom on November 8, 2009 and was publicized with media coverage via television, radio and print. Sample photos and collateral materials of the event are shown in Appendix 4C.

2011 Hale 'Aina Awards - 27th Annual Honolulu Magazine

The message of supporting and making the decision to utilize the highest quality specialty crops in the SOQ program which is guaranteed by the State of Hawaii has and continues to be delivered to the following audiences:

- 75 of Hawaii's finest dining establishments that were represented at the event;
- Over 650 guest, restaurant staff and key industry stakeholders attended the event;
- Over 160,000 readers per issue of HONOLULU Magazine, who were presented with a Hawaii Seal of Quality impression and message in four different issues (October 2010, November 2010, January 2011 and February 2011).

Sample photos and collateral materials of the event are shown in Appendix 4D.

Lessons Learned:

Chefs, and celebrity chefs, in particular, are important role models in a society like Hawaii where food is revered. The various menu, utilizing local specialty crops, introduced by these chefs helps to generate demand for locally grown commodities. By participating in the *2008 Chefs du Jour* and the *2009-2011 Hale 'Aina Awards* events, specialty crop producers in the SOQ program are able to network and/or work together with the celebrity chefs. Many of the interactions have led to meaningful business relationships.

PROJECT TITLE: Multi-media Promotion - Share Your Table

Project Summary:

This project was selected as a multi-media promotion concept with print, website and cable video targeted at consumers across the state. The Share Your Table (SYT) site is an interactive gathering place for food aficionados of all levels. This website is managed by a group of highly talented and skilled professionals that are passionate about food. They envision SYT to be a delicious place of inspiration for both the enthusiastic home cook and for those who just love to eat. By sharing what we eat, how we eat, and where we eat, SYT hopes to foster a deeper appreciation and understanding of the diverse communities and lifestyles that make our Islands so wonderful.

ShareYourTable.com is a site focused on educating consumers on Hawaii foods from seed to plate. Primary content areas showcase local farmers, Hawaii made and grown products, easy "how to" culinary information and recipes for the home cook. The site is kept fresh with video updates, blogs, Twitter and Facebook posts and links to other sites.



Project Approach:

Hawaii chefs and noted culinary experts -- give video cooking classes, farm tours and discussion on what is special about Hawaii's local foods. Blog posts, video cooking classes, sharp photography and written content from award-winning food journalist fill the online pages with color and flavor. Other key partners include the Hawaii Visitors and Convention Bureau (HVCB), The Honolulu Advertiser, Culinary Media Network, and Starwood Hotels. Efforts are listed under "Additional Media Coverage" below.

An itemized listing of activities or deliverables carried out is outlined below, including national online media coverage for several SOQ products (listed under additional media). An example of this coverage is as follows: <http://www.madnewsonline.com/2009/09/hawaii.asp>

Events:

Exclusive SOQ media event for 50 to 60 local press/media. PR services for the events and send out invites to press. The event would be to showcase SOQ members and educate public via press on the values and brand of SOQ.

December 6, 2009

Roy Yamaguchi - holiday locavore cooking demo featuring SOQ products

http://www.shareyourtable.com/features/2009/Roy_holiday_demo

http://www.shareyourtable.com/recipes/2009/moi_roy

Live Stream url: <http://www.ustream.tv/channel/roys>

*Media in attendance: Hawaii News Now, Honolulu Star-Bulletin, Hawaii Style, Live stream audience 550 plus

September 3, 2009

Sip Savor Sample – Los Angeles media event

<http://www.flickr.com/photos/golfnutn8/sets/72157622192690364/>

http://www.shareyourtable.com/features/2009/katie_chin_in_LA

Held on September 3, 2009 at the Valcucine showroom in Beverly Hills for Los Angeles food and lifestyle media and city influencers. Attending media included: Bon Appetit, Variety.com, BrandWeek, LA Times, Hollywood Reporter and Food GPS. Attendance was 75 to 85 guests.

SOQ participants were: Wailea Ag, Hawaiian Chip Co and 1st Look Exteriors. HIDOA provided SOQ gift bags that were distributed to media.

May 30, 2009

Co-produced w/HDOA, WholeFoods, HNL Advertiser

Think Global, Live Local (Whole Foods Event)

http://www.shareyourtable.com/get_fresh/2009/think_global

Broadcast:

SOQ participants to be featured in 700 thirty second promotional spots to run on local TV for three months – 1,342 spots ran from March 2009 to July 2009.

Additional Broadcast Coverage aligned to SOQ and SYT

Dec. 6, 2009

Roy Yamaguchi locavore holiday cooking

Hawaii News Now (KGMB, KHNL, KFIVE)

May 28, 2009

Colin Hazama Think Global Live Local

KHNL news

Video Production:

Create 3-to-4 minute video clips focusing on SOQ relevant information.

1) **Wailea Ag Hearts of Palm**

March 24, 2009 - Video

2) **Sunday Night Supper Roasted Tomatoes***

March 29, 2009 – Video

3) **Why Eat Local**

March 29, 2009 - Video

4) **Alii Kula Lavender w/Bev Gannon**

March 29, 2009 - Video

5) **Twin Bridge**

May 14, 2009 Video

- 6) **Salad Bar***
June 26, 2009
- 7) **Dips and Dippers***
November 20, 2009 – Video
- 8) **Roy Yamaguchi – holiday locavore cooking demo**
December 6, 2009 – Video archive of live stream

** indicates videos that were also posted on the Honolulu Advertiser's website.*

Online Promotion:

Links to the HDOA website and hosting of video clips of SOQ farmers and products as listed above. Create special SOQ/HDOA recipe data base section (online recipe book) in the web site featuring recipes from SOQ farmers, friends, chefs, as well as HDOA employees. Secure recipes and positive comments from national celebrity chefs on SOQ products.

Links:

- 1) SOQ button on homepage links to HDOA/SOQ page
- 2) SOQ ad w/link to 10 sec SOQ spot on six (6) landing pages randomized w/SubZero Wolf sponsor
- 3) SOQ ad w/10 sec SOQ spot on 127 article pages randomized w/SubZero Wolf sponsor
- 4) SOQ 10 sec spot appears at beginning of 30 videos on site. Randomized w/SubZero Wolf sponsor

SOQ Related Articles (12):

- 1) Nalo Farms
March 30, 2009 - Dean's Quick and Easy Valentine's Dinner
- 2) Ho Farms
March 29, 2009 - A tour of Ho Farms and their products
March 23, 2009 - Ho Farms: Trading city life for the family farm
- 3) Heart of Palm
March 24, 2009
- 4) Why Eat Local
March 29, 2009
- 5) Alii Kula Lavender w/Bev Gannon
March 29, 2009
- 6) SOQ Tomatoes
March 29, 2009 - Sunday Night Supper Roasted Tomatoes
- 7) Twin Bridge
May 14, 2009 - Asparagus: Signs of Spring
- 8) Think Global Live Local
June 3, 2009
- 9) North Shore Cattle Co.
July 1, 2009 - North Shore Cattle Company: Doc Lum's Legacy
- 10) The Locavore Experience
October 21, 2009

- 11) Get More Local Products and Flavors on to your Thanksgiving Table
November 12, 2009
- 12) SOQ Gift Guide 2009
December 7, 2009

Blog Entries:

Angel of Agriculture – June 16, 2009

Recipes Using SOQ and Specialty Crop Products:

36 recipes for 2009

- March 30, 2009 - Charlie's Garlic Chive Steak & Buttery Beans
- March 24, 2009 - Farmers' Market Two-Heart Salad
- March 30, 2009 - Nalo Greens & Heirloom Tomato Salad
- March 24, 2009 - Heart of Palm
- March 25, 2009 – Uncles Ahi Poke Tower
- March 25, 2009 - Helena's Hawaiian Poke
- March 25, 2009 – Tanioka's Alae Poke
- March 25, 2009 – Hiroshi Tapas Poke
- March 29, 2009 – Bruschetta
- March 30, 2009 - Childhood Revisited
- March 29, 2009 - Grilled Fish with Roasted Tomatoes
- March 29, 2009 - Roasted Tomato and Beef Casserole
- March 29, 2009 - Roasted Tomatoes and Pasta
- March 29, 2009 - Fresh Roasted Tomatoes
- May 19, 2009 - Roasted Kauai Herb Asparagus
- May 31, 2009 - Florentine Sandwich Cookies
- May 31, 2009 - Chef Colin's Nishime
- June 4, 2009 - Sweet Sour Cabbage
- June 3, 2009 - Marugoto Hawai'i Summer Salad
- June 18, 2009 - Pancetta Wrapped Onaga
- June 23, 2009 - Everyday Hamburgers
- June 23, 2009 - Kay's Cowboy Stew
- August 3, 2009 - Mushroom Risotto
- September 2, 2009 - Hamakua Mushrooms
- September 2, 2009 - Korean Rice Bowl
- September 2, 2009 - Hill Family Rice Bowl
- September 2, 2009 - Mexican Rice Bowl
- September 11, 2009 - Tropical Lettuce Cups
- October 7, 2009 - Chicken Sausage Casserole
- October 31, 2009 - Korean Meatballs
- November 30, 2009 - Tabbouleh
- December 1, 2009 - Great Guacamole
- December 10, 2009 - Lobster Sausage
- December 10, 2009 - Moi Tempura w/Salad

Additional Media Coverage:

Published SOQ features not on ShareYourTable.com, but co-produced by SYT.

Hawaii Visitors and Convention Bureau (HVCB)

<http://www.somuchmorehawaii.com/2009/08/24/think-global-live-local/>

<http://www.somuchmorehawaii.com/2009/10/14/aloha-in-your-cup/>

<http://www.flickr.com/photos/golfnutn8/sets/72157622192690364/>

<http://www.eturbonews.com/11304/hvcb-launches-major-los-angeles-campaign-boost-fall-winter-trave>

Big Island Abalone

<http://blogs.current.com/green/2009/09/24/guest-post-mark-tafoya-sifts-through-sustainably-farmed-abalone-in-hawaii/>

<http://www.culinarymedianetwork.com/rp200-abalone-farming-in-hawaii/>

<http://www.somuchmorehawaii.com/2009/05/31/sansei-seafood-restaurant-and-sushi-bar/>

Original Hawaiian Chocolate Factory

<http://www.culinarymedianetwork.com/rp208-the-original-hawaiian-chocolate-factory/>

<http://castroller.com/podcasts/remarkablepalate/audio?page=2>

Alii Kula Lavender

<http://www.culinarymedianetwork.com/rp209-alii-kula-lavender/>

<http://castroller.com/podcasts/RemarkablePalate/1206813>

scroll down to posts dated 9/24/09 (abalone) 9/23/09 (Alii Kula Lavender)

<http://blogs.current.com/green/tag/chef-mark-tafoya/>

Honolulu Advertiser

Cover Island Life section "Fresh Roasted Tomatoes"

4/1/2009

Cover Island Life section "Think Global Eat Local"

4/29/2009

Whole Foods Market – in-store

SYT looping video of SOQ products May to June 2009

Goals and Outcomes Achieved:

Web-based media programs with multi-platform tie-ins to broadcast and print have become increasingly popular in the culinary industry. From the onset, HDOA intended to partner with an established local media producer, such as Melanie Kosaka, to make this program a reality. Her most recognized credits include "Hawaii Cooks with Roy Yamaguchi," "Double Happiness," and the 1999 **James Beard Winner** for Best National Cooking Show, "The Kitchen Sessions with Charlie Trotter." Guided by the culinary (and cultural) lens of Hawaii's top chefs, farmers, and

food producers, such a website program will celebrate the rich diversity and history of culture, ohana (family), and island tradition – as is reflected through the recipes and stories of Hawaii’s own islanders.

We were very fortunate to have been able to work with Ms. Kosaka and the multi-media concept fits with the SOQ program’s mission to promote genuine, Hawaii made and Hawaii grown, premium products. This multi-media promotion concept with print, website and cable video was targeted at men and women in the 34-55 age bracket. An estimated 130,000 consumers will be exposed to these promotional channels. With the conclusion of this project, the exposure was at least five times higher than the proposal estimate. One print article project with the Honolulu Advertiser (THA) itself reached a readership of 130,000 consumers.

Beneficiaries:

The multi-media concept fits with the SOQ program’s mission to promote genuine, Hawaii made and Hawaii grown, premium products. Each member of the SOQ program has a rich story – linking the people, place and products of their operations; which will be featured throughout the project. The website platform will engage users at the highest level, allowing them to watch videos, read compelling stories, find a recipe, and create their own personal recipe books.

The primary beneficiaries of this project were featured members in the SOQ program, as well potential consumers who are considered “foodies.” While the SOQ program members received media exposure for their specialty crops, consumers of this multi-media project became more educated and increased their level of awareness as to the availability and use of quality, specialty crops in the state.

Lessons Learned:

The multi-media concept, with multi-levels of partnership opportunities was highly efficient and highly cost effective in promoting a branding program that supports specialty crops in Hawaii. The multi-dimension approach to educating citizens in Hawaii has generated a ground swell of support for diversified agriculture. Consumers have been seeking out more local products as many articles have encouraged the purchase of buying local products to support our farmers in the state. The number of farmers’ markets continues to increase statewide as consumers fan out to seek fresh local produce and value-added products. Even visitors to Hawaii are seeking out farmers’ markets to flavor the local buying experience. From time to time, one can run in celebrity personalities such as cast members in popular televisions shows, including ABC’s “Lost” and CBS’s “Hawaii Five-0.”

PROJECT TITLE: Website Redevelopment

Project Summary:

The original intent of this project was to design and redevelop a “new” look website for the SOQ program with fresh material, including photos, videos and write-ups featuring fresh and processed products, people and various islands. However, in discussion with the lead agency for information technology in the Hawaii State Executive Branch, the Information and Communication Services Division (ICSD) of the Hawaii Department of Accounting and General Services (DAGS), it became clear that we must first migrate the HDOA’s website from Plone Content Management System v.2.1.4 to v.3.2.2, which is the Plone version level currently standardized on by ICSD. The website is as follows: <http://hawaii.gov/hdoa/add/soq>

Project Approach:

The approach taken was to hire a programming consultant who could work in collaboration with DAGS/ICSD staff, where the consultant and the staff performed the migration and troubleshooted issues encountered together. This approach allowed for the staff to learn the Plone software infrastructure from the consultant and learn approaches and techniques in how to troubleshoot issues in the future. Once that was completed, we could move on to redevelop the “new” look website.

Goals and Outcomes Achieved:

The HDOA website was successfully migrated to the target version of Plone. The ICSD staff has spent 20+ hours learning about the underlying structures of Plone and learning to troubleshoot issues encountered with the consultant. Unfortunately, the DAGS/ICSD also advised us that it was under severe resource constraints, partly due to the agency’s reduction-in-force and could not support additional tasks relating to design and redevelopment of the SOQ program website.

Beneficiaries:

As ICSD Staff provides continued, basic support for the HDOA Plone website and other State Departmental websites, their improved understanding of the Plone software and their improved ability to troubleshoot common issues will allow for better problem solving and support for the website users in the future.

Lessons Learned:

The migration involved setting up a parallel test migration environment that mirrored the production website environment. Doing the migration on a test environment allowed the ICSD staff and programming consultant to test migration steps thoroughly without impacting the main production environment. Setting up the migration environment on a virtualized machine gave the team maximum flexibility in performing the trial migration work required. Unfortunately, we were not able to proceed on to redesign and redevelop the SOQ website due to resource constraints cited by the lead information technology agency.

PROJECT TITLE: Made in Hawaii Festival

Project Summary:

The 15th annual *Made in Hawaii Festival (MIHF)* took place on August 20-22, 2010. The festival is arguably the biggest local retail show and represents an opportunity for show attendees to “Buy Hawai’i, Keep Aloha Strong.” Producers from all islands, from Kauai, Oahu, Maui, Molokai, Lanai and Hawaii were represented at festival.



Project Approach:

A major component to the *MIHF* is its cooking demonstrations. The HDOA entered into an agreement with *PacificBasin Communications*, which was designated by the organizers of *MIHF* to be responsible for the promotion and execution of the cooking demonstrations. In this agreement, HDOA was allowed to promote the SOQ program by featuring various producers and their specialty crop products with some of the attending local celebrity chefs.

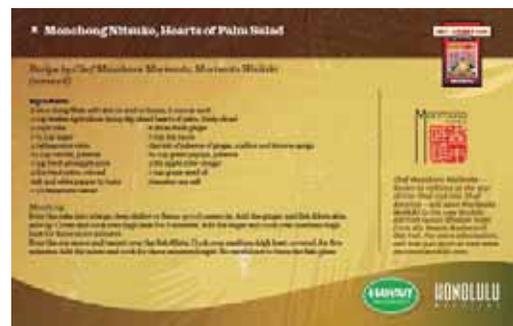
A listing of chefs participating in this year’s festival is as follows:

- Elmer Guzman, Poke Stop
- Isaiah Cantotay, Good to Grill
- Darren Demaya, Kai Market at the Sheraton Waikiki
- Chai Chaowasaree, Chai’s Island Bistro & Singha Thai Cuisine
- Marc Anthony Frieberg, Mariposa at Neiman Marcus
- Jose “ Pepe” Vega, Maui Tacos
- Almar Arcano, Good to Grill / Formaggio Wine Bar & Formaggio Grill
- John Memering, Kalapawai Café & Deli

The cooking demonstrations were highlighted by an appearance from *Iron Chef Masaharu Morimoto* whose recipe included a Wailea Agriculture Group Hearts of Palm Salad and showed a slide presentation of his visit to their farm during the presentation.

The overall message was to promote and use local ingredients, though we were also able to specifically highlight and incorporate in the following SOQ members, through either incorporating of the recipes or presentations before, during or after the demonstrations:

- Hamakua Springs Country Farms
- Marine Agrifuture
- Island Princess
- Nalo Farms



- The SOQ and HDOA logos are prominently highlighted on all of the recipe cards at the event and on the web site posting.
 - Posting will remain throughout the year on www.honolulumagazine.com/madeinhawaii and will be promoted in an advertisement in the October issue of HONOLULU Magazine.
- Logo inclusion on a promotional e-mail blast to over 4,600 newsletter subscribers.

Goals and Outcomes Achieved:

The primary goal of this project was to promote awareness and increase the visibility of SOQ companies and products, increase sales and enhance the competitiveness of specialty crops in the SOQ program. This event, which lasted three days, attracted 37,889 attendees and the various promotion of the event, provided additional outreach for the SOQ program and products. The hard copies of the Recipe Cards produced and distributed were popular and likely to stay on refrigerator doors for a long time to come.

Beneficiaries:

The direct beneficiaries of this project are the SOQ companies which participated in this event that increased their public visibility. Another primary beneficiary is the *MIHF* since the food demonstration serves as an anchor of attraction for many event attendees. The other group that benefited was the invited chefs that did the demonstrations and the restaurants they represent.

Lessons Learned:

The chef demonstration and food sampling at this event is a proven “crowd puller” and will continue to attract its audience in the future. Working with chefs, farmers, the media and the logistics of running the program is not an easy task. There is always the opportunity to do better and to ensure a seamless transition from one chef demonstration to another. The menu selection and consolidation of various commodities for the event could also be improved.

PROJECT TITLE: Hawaii Agriculture Conference

Project Summary:

The 2010 Statewide Hawai'i Agriculture Conference was held on September 23 & 24, 2010. This two-day event took place at the JW Marriott Ihilani Resort and Spa at Ko`Olina on O`ahu. The setting provided an excellent venue for celebration, inspiration, innovation, business and education. This year's event featured a two-day trade and equipment show along with the popular farmer-to-farmer speed dating, technical workshops and lively policy discussions.

The theme of “Celebrating Change” was carried throughout the event with opportunities to look at how far we've come, enjoyed the fruits of our labor and activities that highlighted best practices for 21st century agriculture in Hawaii.



Project Approach:

A major component of the Hawaii Agriculture Conference was the trade and equipment show. The HDOA wanted to support this important conference and also highlight agriculture’s important role in increasing our island resources, as well as helping to create a healthy economy. The department secured six booths to anchor the tradeshow program by featuring the SOQ program and several member producers. A listing of participating SOQ producers included the following:

- Sugarland Farms
- Coffees of Hawaii
- 1st. Look Exteriors
- Manoa Honey Company
- Oils of Aloha
- Potpourri of processed food products from a dozen other companies

Goals and Outcomes Achieved:

Over 400 people attended this biennium statewide conference to hear from national renowned speakers, such as Dr. Timothy LaSalle and Ms. Sarah Bittleman. The conference achieved the diversity desired – 25 percent agricultural producers; 19 percent government; 17 percent agriculture-related businesses; 14 percent non-profits, 10 percent education and 15 percent others. The tradeshow event also received widespread media attention, including radio, television and print coverage, including an editorial opinion piece in the *Honolulu StarAdvertiser*.

Beneficiaries:

The primary beneficiaries of this project were the SOQ companies which featured their products at this event to raise their public visibility. Other beneficiaries were the event organizer and the 400 conference attendees that represented the core group of agricultural

producers, advocates and supporters in Hawaii. Sample photos of the event are shown in Appendix 6.

Lessons Learned:

In addition to promoting SOQ products at the tradeshow, HDOA staff and SOQ participants were able to attend the conference sessions and learned new issues and opportunities which confront the agriculture industry in the U.S. and in Hawaii. The “green” concept in agriculture, alternative energy sources, biofuels research, technology investments and community support were high on the conference agenda. Many of the SOQ participants at the conference came away with new buyer contacts and a sense of an agricultural renaissance emerging in Hawaii.

PROJECT TITLE: Ko`Olina Taste at Kapolei

Project Summary:

The 2010 Ko`Olina Taste at Kapolei event was held on September 18, 2010 from 5:30 p.m. to 9:00 p.m. at the Ko`Olina Resort & Marina (Ulua Lagoon). It was the eleventh anniversary and undoubtedly, one of Hawaii finest culinary offerings. The theme this year was “Eat, Drink and Dance under the Stars” featured 41 local restaurants with attending chefs, live entertainment, silent auction, and a farmers’ market. The benefit was sponsored by the Rotary Club of Kapolei and helps to raise scholarship money for West Oahu students and funds for community groups.

Project Approach:

The SOQ program participation at this event was to raise awareness and to educate the general public and event attendees on the importance of sustainability and what individuals can do to support local agriculture and specialty crops in Hawaii. HDOA staff worked in cooperation with two of the largest truck crops farms on Oahu to host the Farmers’ Market at the event. We featured both fresh and processed food products by providing sampling and sale of various farm products to event attendees.



Goals and Outcomes Achieved:

The two goals of the event organizers were to raise scholarship funds for college bound students from the West Oahu community and to promote a higher level of awareness of agricultural crops grown locally. The event was sold out, achieved its targeted goal and also reduced expenses by 24 percent. The event received widespread media coverage, including daily newspaper, weekly papers, on-line media television and radio stations. A report on the media coverage is included in Appendix 7. Additionally, the Lieutenant Governor provided additional media exposure for the event by proclaiming September 18, 2010 as “Ko`Olina Taste at Kapolei Day.”

The scholarship money to be raised comes from ticket sales to the event. The SCBGP funds were not utilized to buy tickets for the event. We were recognized as a sponsor – to be afforded privileges such as allowing SOQ banners to be placed on all event collaterals, to include but not limited to paid advertisements in print, radio and television media and feature stories; and interviews relating to the event; provided one tent and two tent spaces (12' x 12') at the event for HDOA static display and dynamic education activity.

Beneficiaries:

Like the other culinary events, the primary beneficiaries of this project were the SOQ companies which featured their products at this event to raise their public visibility. The advertisement campaigns that accompanied this event lifted product awareness for many of the SOQ companies and leveraged them to sell more of their fresh and processed products. Other beneficiaries were the event organizers and the 1,500 event attendees at the Ko`Olina Resort. Sample photos of the event are shown in Appendix 7.

Lessons Learned:

At this event, we learned to partner with various community groups, including the Rotary Club, neighborhood schools and farms, a regional resort, and restaurants to organize a “class act” culinary event. While coordination and logistics in an “open area” were more challenging than at an “indoor” facility, we were able to work with school children to promote awareness in local agricultural products.

PROJECT TITLE: SOQ Labels and Shelf Talkers

Project Summary:

The HDOA, as per Hawaii Administrative Rules, Chapter 4-135, developed SOQ labels in three colors; green, gold, and black, in two shapes; 25/32" x 17/32" oval and 1-1/16" x 9/16" oval. The program has distributed a total of nine million labels to the SOQ members as of June 30, 2010. The members affix the labels to help consumers identify Hawaii-grown, Hawaii-made products. Every year, HDOA prints approximately one million SOQ labels, however, to reduce the printing cost, 1.85 million labels were printed in 2010. To enhance the visibility of the SOQ logo, HDOA developed SOQ shelf talkers in two formats; 5.5" x 3.5" rectangle and dangler, and

has distributed shelf talkers to various SOQ companies and retailers. An adequate supply remains in inventory for future distribution.

Project Approach:

HDOA posted a request of quotation for the SOQ labels in the Hawaii Electronic Procurement System in summer 2010 and the request was awarded to Cenveo Corporation, the lowest bidder that was about 40 percent of projected costs. Cenveo printed a total 1.85 million labels for delivery to HDOA.

HDOA emailed three printing company for request of quotation for the SOQ shelf talkers in summer 2010 and the request was awarded to Pacific Business Forms, Ltd., the lowest bidder. Pacific Business Forms printed a total 20,000 shelf talkers for delivery to HDOA.

Goals and Outcomes Achieved:

The goal of the project is to increase the visibility of SOQ logo and to provide SOQ members useful point of sales materials. By choosing Cenveo, HDOA was able to reduce the cost of printing the SOQ labels by 38 percent as compared to the previous vendor. The cost savings help the 46 SOQ members who purchase labels from HDOA at 105 percent of the printing cost.

One hundred shelf talkers have been distributed to each SOQ member by request. Positive feedback on the design has been received by the members. Whole Foods Market Maui has requested the graphic file of the SOQ shelf talker.

Beneficiaries:

SOQ members were the beneficiaries of the project that lowered the cost of SOQ labels by 38 percent compare to FY2010 and provided SOQ shelf talkers. The project provided SOQ members additional point of sales material to be identified by consumers, enhancing the visibility of their products, and to distinguish it from the other agricultural products in a retail store.

Lessons Learned:

One of the regulations that Hawaii Electronic Procurement System be used for public bidding for the SOQ labels caused time delay in production until Cenveo, the awarded vendor met the requirements. That made some SOQ members who ran out their inventory wait until the printing is done. The positive thing is that the quality of both SOQ labels and SOQ shelf talkers are good, receiving positive feedback from both SOQ members and retailers. As HDOA distribute remaining shelf talkers to other SOQ members and retailers, we will continue to accept feedback, and to adjust the format and size, whenever necessary to promote continuing sales of SOQ products.

SOQ Labels [Regular Size: 25/32" x 17/32" oval]	SOQ Shelf Talkers
 <p data-bbox="228 947 662 982">[Large Size: 1 1/16" x 9/16" oval]</p>	

PROJECT TITLE: SOQ Program Guide

Project Summary:

The SOQ program guide was intended to provide general and specific information on producers and product offerings. This guide was to give consumers a better idea of the high quality and diversity of fresh and processed agricultural products that are grown and manufactured locally. It was also intended for distribution at different promotional events and public awareness campaigns conducted by HDOA staff.

Project Approach:

The first order of business was to work with a graphic artist to design and develop a unique SOQ program brochure and then print approximately 4,000 copies for distribution at different marketing venues. In response to demand from Japanese tourists, HDOA also developed a SOQ program brochure in Japanese. Finally, HDOA also designed and developed a set of rack cards, featuring 18 SOQ producers and their products. Sample photos of the program brochure and rack cards are shown in Appendix 8. The website is as follows:

<http://hawaii.gov/hdoa/add/soq>

Goals and Outcomes Achieved:

The goal of this project was to provide information on the SOQ program to approximately 20,000 consumers. The program brochure and rack cards were to be available at the different promotional events and public awareness campaigns conducted by both HDOA staff and individual producers in the SOQ program. While both collaterals produced helped the program to build public awareness, the contributions to increased sales were very difficult to measure. Informal surveys conducted with participating SOQ member producers at various retail and trade shows produced less than sketchy information.

Beneficiaries:

The direct beneficiaries of this project were the SOQ program and its participating companies which received exposure from these brochure and rack cards. Other beneficiaries were the promotional events and public awareness campaigns where the collateral materials were distributed.

Lessons Learned:

This project was an essential “bread and butter” project for the SOQ branding program. Moving forward, HDOA will consider posting the materials online so that consumers could download and print the information on their own and help to offset printing cost to the SOQ program. Nevertheless, an inventory of printed materials will be available to satisfy the needs of SOQ promotional events.

PROJECT TITLE: SOQ Posters

Project Summary:

This project involved the design and development of functional and appealing posters to provide highly visible representation of the SOQ program. Posters are an efficient way to generate the SOQ program, its members, and the diversity of specialty crops and related manufactured products available for sale to the general public. From fresh produce to macadamia nuts, coffee, taro chips, and chocolate, the SOQ program offers a wide selection of quality and premium products from Hawaii.

Project Approach:

HDOA contracted with a professional photographer to take photos of SOQ producers and products at their worksite and then contracted with a professional designer to design and develop a set of posters for public display. A professional printer was then contracted to print the 36” by 48” size posters. The website is as follows: <http://hawaii.gov/hdoa/add/sog>

Goals and Outcomes Achieved:

The primary goal of this project was to design and develop SOQ posters that were attractive, functional and provide highly visible illustration of the SOQ program. The intended deliverable were set of custom professionally designed posters that best reflect the SOQ program, its participants and the specialty crop products available for sale. The set of 18 posters, produced in complement to the rack cards focused on three main tenets – people, place and product.

The SOQ program had received many positive feedbacks on poster displays from featured members at various promotional events. While actual statistics are difficult to compile, an estimated two million viewings of the posters are expected in the next 12 months.

Beneficiaries:

Like the SOQ brochure and rack cards, the direct beneficiaries of this project were the SOQ program and its participating companies which received exposure from these posters. Other beneficiaries were the promotional events and public awareness campaigns where the posters were displayed. Sample posters are shown in Appendix 9.

Lessons Learned:

This project was no easy task and consumed a lot of staff time. A lot of time was spent on coordinating farm visits to take pictures, reviewing various drafts, and editing captions for the posters. We should have engaged farmers from the start to help select representative photos and to draft captions. All things considered, it was a worthwhile and fruitful project.

APPENDICES

Appendix 1A (Whole Foods Event at Kahala, Oahu)





The Honolulu Advertiser
HONOLULU ADVERTISER.COM

THINK GLOBAL, LIVE LOCAL



ENTER TO WIN A TRIP TO NAPA & SONOMA

and four organic wine-producing vineyards and farms. Trip will include a stop in San Francisco.



OR WIN A PRIVATE COOKING CLASS & MEAL WITH CHEF ROY YAMAGUCHI

You and five of your friends will taste the best of Hawaii at the **SUB-ZERO WOLF HAWAII** showroom!

LOG ON TO HONOLULUADVERTISER.COM/GLOBAL AND ENTER TO WIN

PARTICIPATING MEMBERS



1st Look Exteriors Owners Terri and Greg Lee offer unique made-in-Hawaii products, which include flower preserved in copper and the Living Vase, a mini vertical garden. Living Vases are available exclusively at the 1st Look Exteriors showroom and Whole Foods Market.



Ike Farms Best known for sweet and colorful golden grapes, cherry, and baby roma tomatoes. Shoppers can also enjoy nutritious long beans, long eggplants, and Japanese cucumbers grown by Wei Chong Ho and his family.

Sip, Sample, Savor
Whole Foods Market • Kahala Mall
Saturday, May 30 • 1:00pm to 5:00pm



Meet the team of the crop of Hawaii's agricultural producers who are members of the Seal of Quality. Members include Aji Kula Lavender, Hale Farms, Inc., Twin Bridge Farms, Hamakua Mushrooms, Waialea Agricultural Group, etc.

Sample locally grown favorites from honey fa lamaloas, savor beer from Mox, and sip organic and sustainable California wines.

Kahala Mall

WHOLE FOODS

Department of Agriculture
 STATE OF HAWAII

ESSENTIAL

WOLF

SHARE TABLE

The Honolulu Advertiser
HONOLULUADVERTISER.COM PRESENTS

THINK GLOBAL, LIVE LOCAL



1st Look Exteriors O'ahu



For over 16 years, O'ahu-based Greg and Terri Lee have been designing award-winning landscapes. They recently incorporated living walls and green roof installations as part of their sustainable landscaping services. Composed of locally-grown plants, the "living vase" is a mini version of a living wall, scaled down to fit perfectly in your home or office. These uniquely beautiful vases are available only at Whole Foods Market!

Appendix 1B (Whole Foods Event at Kahalui, Maui)







CALENDAR OF EVENTS

FEBRUARY & MARCH

S	M	T	W	Th	F	S
			OPENING DAY!		HEALTH STARTS HERE CONSULTATIONS 12 PM - 7PM	
21	22	23		25	26	27
		VALUE TOURS 11 AM & 6PM	SHOP TODAY WHEN 5% OF NET SALES WILL BENEFIT THE MAUI FARM, INC.		HEALTH STARTS HERE CONSULTATIONS 12 PM - 7PM	KEIKI IN THE KITCHEN 11AM VALUE TOUR 2PM
28	1	2	3	4	5	6
		VALUE TOURS 11 AM & 6PM	HEALTH STARTS HERE TOUR 11 AM & 6PM		HEALTH STARTS HERE CONSULTATIONS 12 PM - 7PM	VALUE TOUR 2PM
7	8	9	10	11	12	13
SEAL OF QUALITY 12PM		VALUE TOURS 11 AM & 6PM		FRESH EATS 6PM	HEALTH STARTS HERE CONSULTATIONS 12 PM - 7PM	VALUE TOUR 2PM
14	15	16	17	18	19	20
		VALUE TOURS 11 AM & 6PM	HEALTH STARTS HERE TOUR 11 AM & 6PM		HEALTH STARTS HERE CONSULTATIONS 12 PM - 7PM	VALUE TOUR 2PM
21	22	23	24	25	26	27

OPENING WEDNESDAY FEBRUARY 24TH AT 9AM

Value Tours*

Tuesdays 11:00AM & 6:00PM , Saturdays 2:00PM - FREE
Join us for a special tour of our store as we show you how to shop Whole Foods Market on a budget.

Health Starts Here Tour

2nd & 4th Wednesdays, 11:00AM & 6:00PM - FREE
Join us at Whole Foods Market for a special tour focused healthy eating choices. Tour will cover a variety of options to help you get started on a healthier path with great recipe ideas and tips. Sign up today at our Customer Service Desk as tour size is limited

Health Starts Here Consultations*

Fridays, 12:00PM to 7:00PM - FREE
Interested in learning? *

Keiki in the Kitchen

1st Saturdays, March 6th, 11:00AM - FREE
The popularity of the culinary arts is not just limited to grownups. Join us for a fun class perfect for children 5 to 12 yrs old. Class includes demonstrations and hands-on easy meal preparations that the entire family can enjoy.

Seal of Quality at Whole Foods Market*

Sunday, March 14th 12:30:00PM - FREE
Join us for a special day celebrating the highest quality in local products. Meet the producers behind the State's Seal of Quality products including . Special give aways and gift with purchase, perfect for the whole family.

Fresh Eats with Whole Foods*

Thursday, March 18th, 6:00PM - FREE
Join us for a special class focused on the amazing benefits of whole raw foods with Chef Tyua Sereda. Learn how to prepare the most delicious, nutritious foods on planet earth and sample unique recipes as you experience simple and affordable ways to reclaim your health.

*space is limited, please sign up at our Customer Service Desk or email spmmmm-marketing@wholefoods.com

WHOLE FOODS MARKET KAHULUI - 70 E. KAHUIMANU AVE. KAHULUI 96732 - 808.872.3210

Appendix 2 (SOQ Graphic Panel Display and Computer Kiosk)

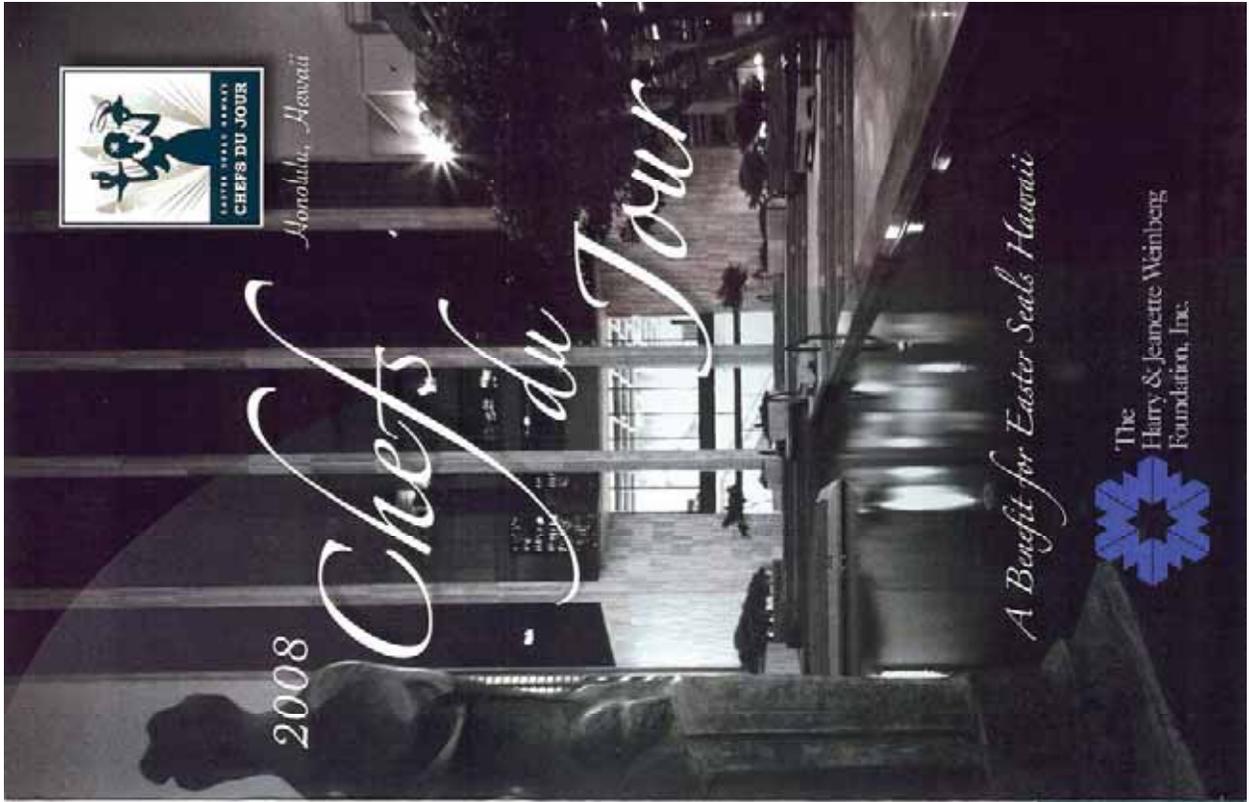


Appendix 3 (SOQ Pull-up Display Screens)



Appendix 4A (2008 Chefs du Jour)





Mahalo-Nai Loa to our Sponsors!



Department of Agriculture
STATE OF HAWAII



Benefits Easter Seals Hawaii's programs and services. Last year, Easter Seals Hawaii delivered 400,000 hours of direct services to infants, children and adults with developmental disabilities/special needs statewide.

*** Network created by Easter Seals Hawaii Youth Services Program with Assistance.

7th Annual Chefs du Jour

Easter Seals Hawaii invites you to join us for the

An extraordinary array of culinary creations by a celebrity line up of award-winning chefs, will showcase a spectacular bounty of locally-grown produce and products from premium producers who are members of the Hawaii State Department of Agriculture's and Hawaii Seals of Quality programs. Special tastings of fine and collectible vintage wines and martinis, a fabulous silent auction and live music round out a not-to-be missed evening of fine food, wine and entertainment.

Saturday, June 21, 2008
Tamarind Park
6:30 p.m. – 10:00 p.m.

Please RSVP by June 1, 2008
 Seating is Limited. Casual Aloha Attire.

Chef Line-up

Hiroyuki Sakai
La Rochelle
 "Iron Chef French"

Josiah Citrin
Melrose Restaurant

En-Ming Hsu
Jury President & Manager, Team USA, World Pastry Cup 2009

Alan Wong
Alan Wong's Restaurant

Roy Yamaguchi
Roy's Restaurant

Nobu Matsuhisa
Nobu Waikiki

Hiroshi Fukui
Hiroshi's Restaurant Tapas

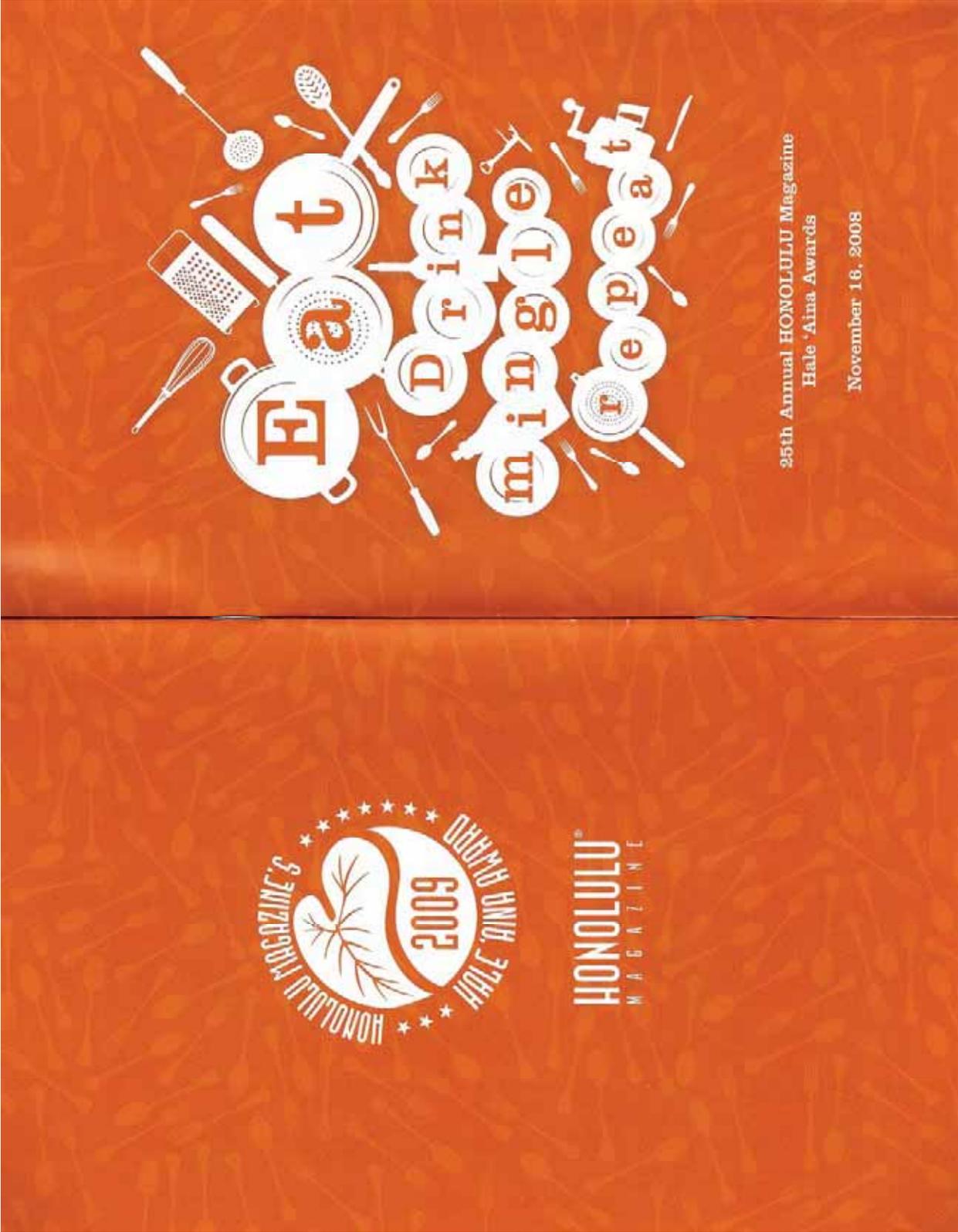
Donato Loperfido & Philippe Padovani
Elio Restaurant

Alan Takasaki
Le Bistro

Henry Adaniya
Henri's Haute Dogs
 Former Owner of Trio

Appendix 4B (2009 Hale 'Aina Awards)







Welcome and thank you for joining us at the 25th annual HONOLULU Magazine Hale 'Aina Awards.

The Hale 'Aina Awards are the state's longest-standing and most prestigious dining awards. In 1984, HONOLULU Magazine established its Hale 'Aina Awards as the Islands' first local restaurant awards. Before then, culinary awards in the islands had been given by Mainland travel interests. The Hale 'Ainas were the first to recognize local tastes. Over the years, the Hale 'Ainas have been much imitated, but they still stand out, as the most prized dining awards in the islands.

This July and August, HONOLULU Magazine subscribers were asked to vote for their favorite restaurants in 25 categories on a ballot included in HONOLULU Hale 'Aina means "eating place." It is the closest Hawaiian equivalent to the word restaurant. But Hale 'Aina has come to mean the most prestigious dining awards in the islands. They act as a guide to readers about where to eat, they bolster a restaurant's reputation and they have been publicized all over the Mainland and Japan.

Hale 'Aina Award winners are the readers' choice, meaning the winners are selected by the customers they serve. With more than 2,500 food service establishments in the state, the restaurants who are awarded a Hale 'Aina Award have achieved it by reaching and exceeding the high standards that Hawaii's serious chefs and restaurateurs set out to achieve, making our state a more gracious and better place for kama'aina and visitors.

All of us at HONOLULU Magazine are thrilled to support our dining industry. Be sure to pick up a copy of the January issue of the magazine for full coverage on all of the restaurants and this event. Cheers to our winners - and thank you for supporting this event!

Scott Schumaker

Scott Schumaker
Vice President/Group Publisher

A. Kam Nappier

A. Kam Nappier
Editor

HONOLULU[®]
MAGAZINE

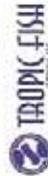


Mahalo to our sponsors!

Venue Sponsor: **V.I.P. Reception Presented By:**



Awards Co-Sponsors:



Event Co-Sponsors:



Beverage Sponsors:



Media Partners:



Print Sponsor:



CORPORATE SUPPORTERS: ALSCO, Armstrong Produce, Hotels & Resorts of Halekulani, Ham Produce & Seafood, Kai Vodka, Young's Fish Market



V.I.P. Reception & Awards Presentation

Presented by the Department of Agriculture's Seal of Quality program

Images scattered throughout the foyer represent products that are grown here in Hawaii

Special thanks to Green Point Nurseries, Inc., Hamakua Macadamia Nut Company, Hamakua Springs Country Farms, Waialea Agricultural Group and to all of the Seal of Quality products and programs who were able to participate with the awards.



The award winner for Restaurant of the Year will receive a special basket featuring a number of Hawaii Seal of Quality products.

Another basket featuring the products given to the Restaurant of the Year will also be given away through an online contest launching next month on honomagazine.com. You'll have until January 31 to enter.

A special thanks to our Awards Co-Sponsors for their support in making this special event possible.



V.I.P. Reception

5:00 p.m. to 5:45 p.m.
Sheraton Waikiki, Hawaii Ballroom Foyer

Mix and mingle with your peers at this exclusive reception prior to the awards.

Enjoy *paipā* from two of our event host's restaurants, *RumiFire* and *Twist* at Hanohano, as the Sheraton Waikiki welcomes you into their new ballroom space.



Rum Fire

Vanilla Smoked Scallop, Sweet Kahuku Corn Puree, Pickled lime mint Hearts of Palm relish, Shichimi dusted Prawn, Lijiang mango relish, pink dragonfruit, pomegranate Sichuan syrup



Twist at Hanohano

Crispy carried zucchini blossoms with prawn and chive mousse, cucumber tzatziki
Seven-spiced duck, gingered cranberries, honey pumpkin puree, baby arugula



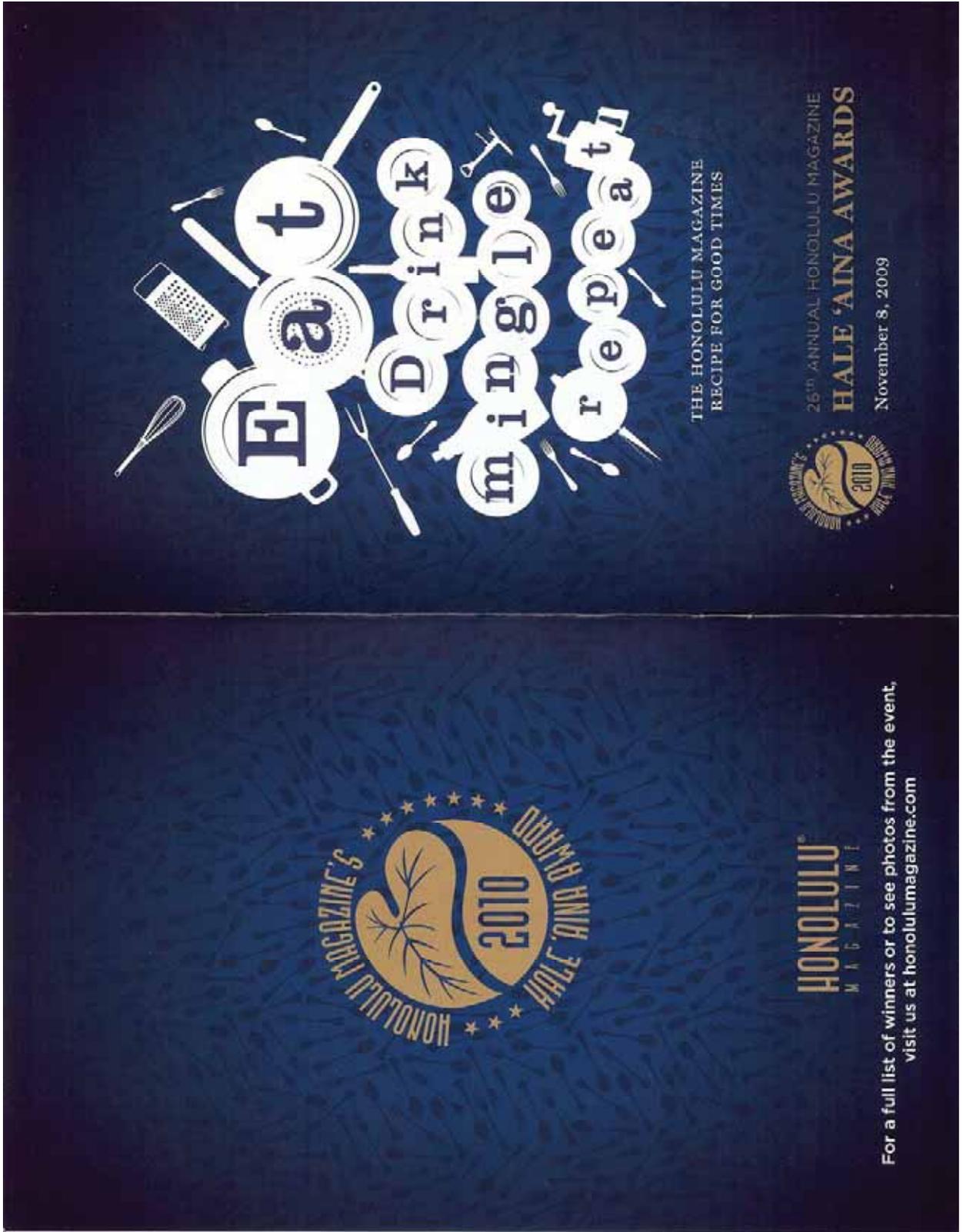
Sophisticated cocktails and beverages are provided courtesy of Better Brand, Koa Coffee Plantation and Glacéau.



Appendix 4C (2010 Hale 'Aina Awards)









V.I.P. Reception & Awards Presentation

Presented by the Hawaii State Department of Agriculture's Hawaii Seal of Quality Program

The awards feature a number of Hawaii Seal of Quality products:

- Beautiful lei from Green Point Nurseries, Inc.
- Herbs from Nalo Farms are included in the centerpieces
- Living Herb Walls from 1st Look Exteriors serve as the entry way for the event.
- A number of products from Wailea Agricultural Group, Hamakua Heritage Farms, Marine Agrifuture and Nalo Farms are featured in dishes throughout the event.



Each winning restaurant will receive a bag featuring products from Hawaiian Chip Co., Big Island Bee Co., Manoa Honey Co., Hawaiian Vanilla Co., Ho Farms, Aikana Plantation Coffee Co. and Original Hawaiian Chocolate Factory

Two specialty gift baskets featuring either these products or a basket of Ali'i Kula Lavender products will be given away through an online contest launching in December on honolulu magazine.com. You'll have until January 31st to enter to win.



A special thanks to our Awards Sponsors and V.I.P. Table Sponsors joining us this evening:



V.I.P. Table Sponsors:

Hotels & Resorts of Halekulani, Hagadone Printing Co. and Y. Hata & Co.



V.I.P. Reception

5 p.m. to 5:45 p.m.
Royal Hawaiian, Monarch Ballroom Foyer & Coronet Lounge

Your first opportunity to Eat, Drink, Mingle & Repeat. All Hale 'Aina Award-winning restaurants, V.I.P. sponsors and invited guests will enjoy select beverages from the event partners and delicious offerings from host restaurant, AZURE.

AZURE

Executive chef Jon Matsubara will feature two selections:

Kona Lobster & Kahuku Seephire
Marine Agrifuture sea asparagus, carrotene, horseradish with Wailea Agricultural Group lemon citrus & avocado

"Red Veal Raviolo"

Wailea asparagus, Hamakua Heritage Farm all'i king mushroom, foie gras quail egg, liquid parmesan

Sophisticated cocktails and beverages are provided courtesy of Better Brands, Steinlager Pure and Glacéau.

Better Brands: wine, champagne and spirits

Steinlager Pure: beer

Glacéau: smart-water and vitaminwater

Guests may also start bidding on a number of fabulous dining and travel packages in the Silent Auction.

Please enter the Monarch Ballroom at 5:45 p.m.
The ballroom will remain closed until that time.



Beverage Sponsors/
Partners:





26th Annual HONOLULU Magazine Hale 'Aina Awards Celebration

7 p.m. to 9:30 p.m.
Royal Hawaiian, Ocean Lawn & Monarch Ballroom
Hosted by **Frank B. Shaner** and
Mandy Suganuma from **KUMU Lite 94.7 FM**

Now it's time to celebrate.

Eight of the 2009 Hale 'Aina gold level award-winning restaurants have been selected to showcase their savory selections for your sampling enjoyment.

Fine wines, spirits, beer and sake are located along the lanai and around the Ocean Lawn.



You can start, or continue, to bid on items in the Coronet Lounge silent auction room.

100% of the proceeds from the auction benefit the Hale 'Aina 'Ohana and their mission to support culinary education throughout the islands.

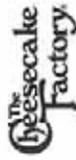
Also, enjoy live jazz entertainment from Rocky Brown in the Monarch Ballroom throughout the night courtesy of KUMU Lite 94.7 FM.



Hale 'Aina Awards Celebration Restaurant Menus and Beverages



Alan Wong's Restaurant
Chef de Cuisine Wade Ueoka
Braised Short Rib
Foie Gras Pepper Sauce, Potato Gratin



Cheesecake Factory
Executive Chef Steve Hessefflow
The Original Cheesecake & Godiva Chocolate Cheesecake



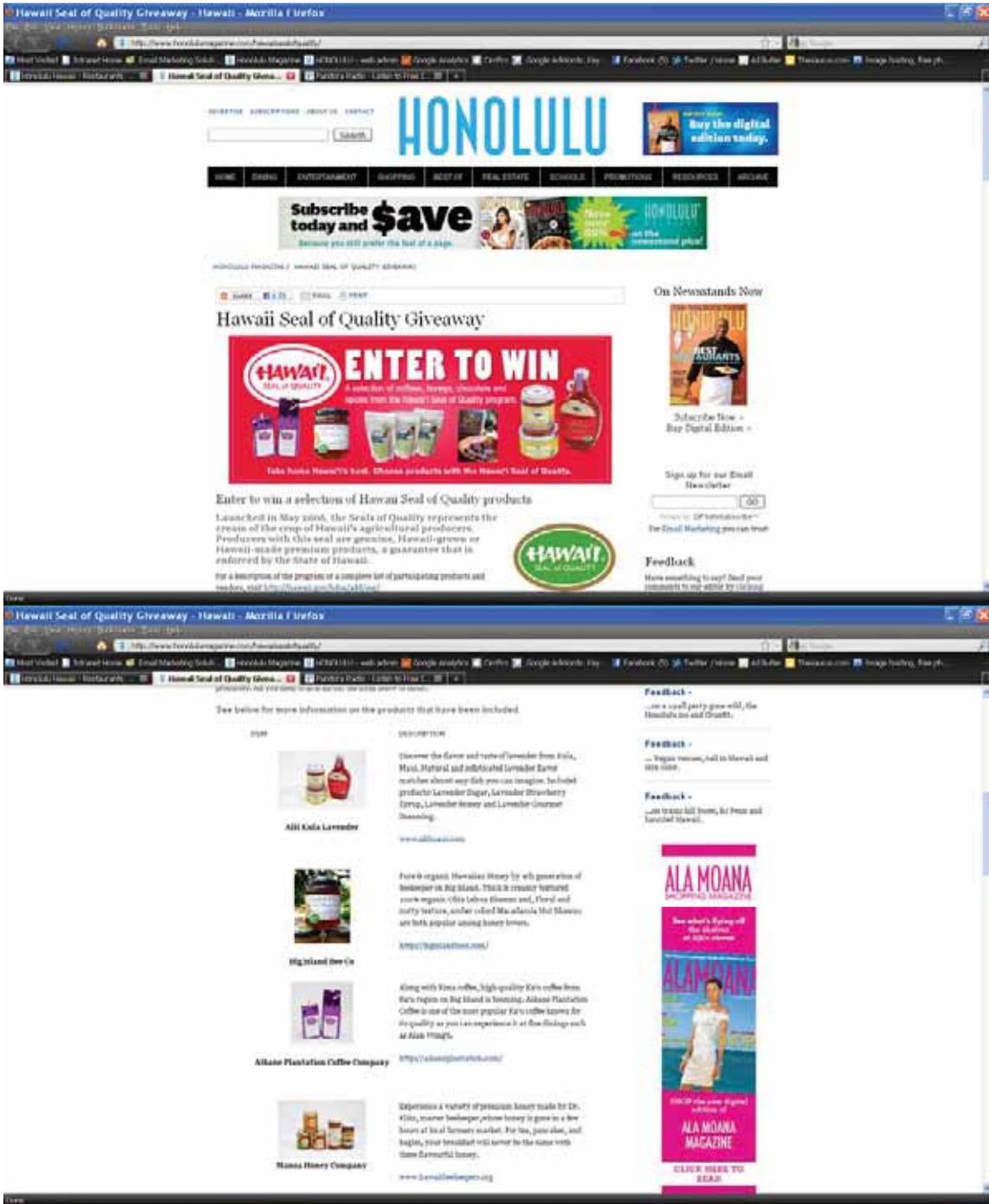
Formaggio Grill
Executive Chef Alfredo 'Almar' Arcano
Seared Polenta Cake
with Winter Pumpkin Ratatouille
& Pumpkin Seed Pesto



Hoku's at The Kahala Resort
Executive Chef Wayne Hirabayashi
Izakaya Style Menu:
Ceviche, Japanese Style
Hawaiian Seafood, Avocado,
Maui onions, Sea Asparagus, Ogo,
Tomatoes, Sake & Bell Peppers
Clams with Umabashi Broth
Carrot juice, Sake, Light Soy Sauce
& Chinese Parsley
Butterfish with Miso Apricot Glaze
Shallots, Sake & Asian Slaw
House Made Asian Gravlox
Edamame, Blood Orange, Rice Vinegar, Sake & Shiso



Web Promotions:



Videos from the event:

- <http://www.youtube.com/watch?v=0qJK5GzPyTs>
- http://www.youtube.com/watch?v=WImCsBy_zW0&feature=related
- <http://www.youtube.com/watch?v=VU8pLqZaGs>

Event Photos:



Appendix 5 (Share Your Table - SOQ Gift Guide)

Weblink: http://www.shareyourtable.com/stories/2008/SOQ_christmas



SYT's gift guide featuring Seal of Quality products

With so many skilled food artisans and growers in our state, locally grown and crafted gifts are easy to find in Hawaii. Whether you're searching for a hostess gift for a party, components for an all-local gift basket, or something to send mainland friends a taste of the Hawaiian sunshine, this guide's for you. All of the products featured are Hawaii Seal of Quality producers. Products with this seal are genuine, Hawaii-grown or Hawaii-made premium products, a guarantee that is enforced by the State of Hawaii.

"Purchasing locally grown and crafted gifts supports local businesses and keeps the money flowing through our community," says Sandra Lee Kunimoto, chairperson of the Hawaii Board of Agriculture. "Look for the Hawai'i Seal of Quality seal, which ensures genuine, Hawai'i-grown, Hawai'i-made, quality products."

Appendix 6 (2010 Hawaii Agriculture Conference)







Appendix 7 (2010 Ko `Olina Taste at Kapolei)



**Ko Olina Taste at Kapolei 2010
Media Coverage Report**

Date	Media	Type	Notes
5/30/2010	Honolulu Advertiser	Newspaper	My Communities
7/1/2010	MyHawaiiInfo.com	Online	
7/1/2010	Hawaii Business	Magazine	Calendar
7/1/2010	WhatsOnWhen.com	Online	
7/7/2010	The Voice of Kapolei	Online	
7/28/2010	West Oahu Islander	Newspaper	
8/1/2010	Hana Hou!	Magazine	Calendar
8/4/2010	MidWeek	Newspaper	Dion Dizon
8/11/2010	HNLnow.com	Online	
8/25/2010	iStopOver Magazine	Online	
8/30/2010	Honolulu Star-Advertiser	Newspaper	Dining Out, Inside Feature
9/1/2010	Best Places Hawaii	Online	Events Calendar
9/1/2010	GoHawaii.com	Online	
9/1/2010	Honolulu Magazine	Magazine	Calendar
9/1/2010	Honolulu Magazine	Online	Things to do in September
9/1/2010	MidWeek	Newspaper	Business Roundtable
9/1/2010	Hawaii Food & Beverage Network	Online	Calendar
9/1/2010	Honolulu Star-Advertiser	Newspaper	Morsels
9/2/2010	KHON	Television/Online	Story online
9/2/2010	KHON	Television	Morning show, 4 segments
9/7/2010	Hawaii News Now	Television/Online	Taste at Kapolei Day
9/7/2010	Hawaii News Now	Television	Evening newscast
9/13/2010	The Hawaii Independent	Online	
9/14/2010	KITV	Television	Morning show, 2 segments
9/15/2010	Hawaii News Now	Television/Online	Story online
9/16/2010	InsideOut	Online	This Week
9/16/2010	Lei Chic	Online	Weekend Picks
9/18/2010	Hawaii Business	Online	Calendar
9/18/2010	Yelp.com	Online	Events
9/19/2010	Honolulu Star-Advertiser	Newspaper	Photos from event
9/20/2010	Non-Stop Honolulu	Online	Photos from event
9/24/2010	Honolulu Star-Advertiser	Newspaper	TGIF
Pending:	Hawaii Red Magazine	Online	Photos from event
Ongoing:	Facebook	Online/Social Media	
Ongoing:	Twitter	Online/Social Media	

2010 Ko`Olina Taste at Kapolei – Select Photographs



Appendix 8 (SOQ Program Guide)



Take Home Hawaii's Best!

1st Look Exteriors	Kini Po-Po Creations
Aikane Plantation Coffee Company	Kona Pacific Farmers Cooperative
All'i Kula Lavender	Mac's of Maui NEW!
Athena of Hawaii	Manoa Honey Company
Big Island Abalone	Marine Agritulture
Big Island Bee Company	Maul Culinary Academy R & D Center
Coffees of Hawaii	MauiGrown Coffee Company NEW!
Green Point Nurseries	Mauna Loa Macadamia Nuts
Hamakua Heritage Farm	Nalo Farms
Hamakua Macadamia Nut Company	Nani Biotech International
Hamakua Springs Country Farms	The North Shore Cattle Company
Hanalei Taro & Juice Company	Orchids of Hawaii
Hawaiian Candies & Nuts	The Original Hawaiian Chocolate Factory
Hawaiian Chip Company	Paradise Flower Farms
Hawaiian Vanilla Company	Proteas of Hawaii
Ho Farms	Tanga Company
Hukilau Foods	Tropical Dreams Ice Cream
Kamaooha Farms	Twin Bridge Farms
Kamiya Gold	Wailea Agricultural Group
Kimo Bean Coffee Company	



For recipes by Hawaii's top chefs and for updates on SOQ members visit www.sealofquality.hawaii.gov



Market Development Branch
Agricultural Development Division
Tel. (808) 973-9595 • Fax (808) 973-9590



Take Home Hawaii's Best!

**GENUINE
HAWAII-GROWN
HAWAII-MADE
PREMIUM PRODUCTS**



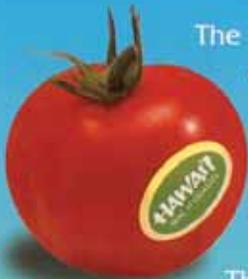
GEORGE MAVROTHALASSIS
ROY YAMAGUCHI
PHILIPPE PADOVANI
SAM CHOY
MARK ELLMAN
ALAN WONG
PETER MURRIMAN

www.sealofquality.hawaii.gov





PEOPLE • PLACES • PRODUCTS



The Hawai'i Seals of Quality label guarantees a genuine, high-quality product from Hawai'i.

The Hawai'i Seals of Quality is a branding program, enforced by the Hawai'i Department of Agriculture. Only the finest of the island's agricultural products can bear the seal that distinguishes a true premium Hawai'i product.

Products in this program must satisfy the following requirements:

Hawai'i point of origin

Fresh produce must be grown in Hawai'i

Value-added products, processed agricultural and food products must be entirely produced in the State of Hawai'i

Meet quality standards determined by Hawai'i State export standards and laws and by trade associations



Look for the Seals of Quality and Take Home Hawai'i's Best!

SOQ Program Guide in Japanese

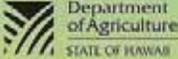


Take Home Hawaii's Best!

1st Look Exteriors	Kimo Bean Coffee Company
Aikane Plantation Coffee Company	Kini Po-Po Creations
All'i Kula Lavender	Kona Pacific Farmers Cooperative
Athens of Hawai'i	Kumu Farms
Big Island Abalone	Mac's of Maui
Big Island Bee Company	Manoa Honey Company
Coffees of Hawaii	Marine Agriculture
Green Point Nurseries	Maui Culinary Academy R. & D. Center
Hanalei Heritage Farm	MauiCrown Coffee Company
Hanalei Macadamia Nut Company	Mauna Loa Macadamia Nuts
Hanalei Springs Country Farms	Nalo Farms
Hanalei Taro & Juice Company	Noni Biotech International
Hawaiian Candies & Nuts	The North Shore Cattle Company
Hawaiian Chip Company	The Original Hawaiian Chocolate Factory
Hawaiian Vanilla Company	Paradise Flower Farms
Ho Farms	Sugarland Farms
Howard's Nurseries	Tanga Company
Hukilau Foods	Tropical Dreams Ice Cream
Island Princess	Twins Bridge Farms
Kamaooha Farms	Wailea Agricultural Group
Kaniya Gold	



ハワイ・トップクラスのシェフによる特別レシピ。
SOQメンバーの確認などは下記URLからどうぞ。
<http://sealofquality.hawaii.gov>



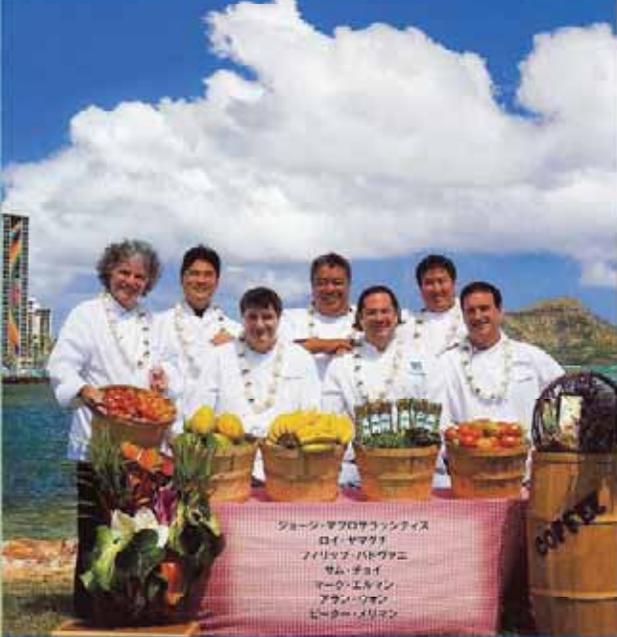
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Take Home Hawaii's Best!

メイド・イン・ハワイの味をご堪能ください。
ハワイ生まれ、ハワイ育ちの味
高品質のプレミアム・プロダクトを
安心とともにお届けします。



ブルーベリー、マフィンのサクランボ、
ロイヤルマカダミア、
アイランド・パストラル、
サム・ココイ、
マウナ・エリクソン、
アロハ・フレイム、
ヒューマン・マリオン

www.sealofquality.hawaii.gov



Department of Agriculture
STATE OF HAWAII

SOQ Program Rack Cards

100% Moloka'i Coffee Independence. Originality.



This 500 acre plantation and mill in the village of Kualapu'u is the only source of 100% Moloka'i coffee. Chosen as an ideal site for growing Arabica coffee in the 1980s, the name Kualapu'u, or "sweet potato hill" suggests that this land has been fertile farm country for a long, long time. The plantation was revived and renovated in 2006, and now includes a variety of tours for visitors, an espresso bar, cafe and gift shop. Coffees of Hawai'i products also include 100% Maui, 100% Kona and Island Style Coffee Blends.

www.coffeesofhawaii.com



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www.sealofquality.hawaii.gov



GENUINE • HAWAII-GROWN • HAWAII-MADE • PREMIUM PRODUCTS

The Seal of Quality represents the cream of the crop of Hawai'i's agricultural producers. It was established to protect the integrity and value of local products. Products with this seal are genuine, Hawai'i-grown or Hawai'i-made premium products, a guarantee that is enforced by the State of Hawai'i. To meet program standards, all fresh agricultural products must be entirely produced in Hawai'i and meet the highest quality standards.



SUPPORTING THE HAWAIIAN ISLANDS

Coffees of Hawai'i is not just 100% committed to offering the finest Hawaiian premium coffees: 100% Moloka'i coffee, 100% Kona coffee, and 100% Maui coffee, but also committed to supporting the revitalization of both culture and ecology in the Hawaiian islands. That's why 1% of revenues are donated to this cause. We must be pono- that is, doing the right thing. The native culture teaches this by example: It takes strength and courage, smarts and passion, to malama the 'aina-to take care of the spirit of the land that feeds us. We are part of that tradition. Malama Hawai'i. There is nothing like it anywhere else on planet Earth.



CREATING A NEW PRODUCT

By selectively milling our Kualapu'u plantation's unique natural dried coffee cherry husks, we have introduced a 21st century creation. The husks, mixed with lavender, hibiscus, jasmine, or mamaki ginger, makes a delicious drink, hot or iced, and loaded with antioxidants, yet containing less caffeine than a cup of decaf coffee.





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STATE OF HAWAII
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Appendix 9 (SOQ Posters)

100% Moloka'i Coffee Independence. Originality.



This 500 acre plantation and mill in the village of Kualapu'u is the only source of 100% Moloka'i coffee. Chosen as an ideal site for growing Arabica coffee in the 1980s, the name Kualapu'u, or "sweet potato hill" suggests that this land has been fertile farm country for a long, long time. The plantation was revived and renovated in 2006, and now includes a variety of tours for visitors, an espresso bar, cafe and gift shop. Coffees of Hawai'i products also include 100% Maui, 100% Kona and Island Style Coffee Blends.

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