



Department of Agriculture  
State of Hawaii

**FY 2008 SPECIALTY CROP BLOCK GRANT PROGRAM**

**Hawaii State Department of Agriculture (HDOA)**

**Final Report**

**AMS Agreement: 12-25-B-0871**

**“An Integrated Approach to Increasing Food Self-Sufficiency  
By Growing Demand for Specialty Crops in Hawaii”**

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## Ingredients Hawaii

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### *Final Report*

#### Project Summary

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The goals of this project were to heighten consumer awareness, and encourage consumers to seek out more locally based products for purchase.

The project told Hawaii consumers that if left without imports, Hawaii is estimated to have only a seven-day food supply and through this message, the project intended for consumers to support the “Buy Local, It Matters” call-to-action campaign.

The project was funded by a variety of sources, including, but not limited to Whole Foods Market, Kamehameha Schools (formerly called Kamehameha Schools Bishop Estate), and the Hawaii Council for the Humanities. The funds provided by the Specialty Crop Block grant were used to promote specialty crops. Other funds were used to film the remaining stories, completing the food system portrait.

#### Project Approach

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The project managers proposed to achieve the goals by producing a film and creating a website to demonstrate the successes made by a multitude of individuals and businesses that are succeeding in the agriculture and food industries in Hawaii. The film and website would also demonstrate how consumption of specialty crops happens through the support of farmers markets, specialty grocers, community supported agriculture and home gardening.

2010 -- Production began with a Whole Foods grant. Shooting occurred on Maui and Oahu for five days in July of 2010. Research into additional stories was undertaken by Director Bob Bates which included a trip to Hawaii Island to learn about the Ho'ea Ag Park, a planned private agriculture park in North Kohala. He also investigated the garden at Waimea Middle School and did a pre-interview with their director Amanda Rieux. He had a dozen meetings on other stories and culled from a long list to do the final shooting. Locations include Hawaii Island, Maui, Oahu, Kauai, and Molokai. Stories included: Waipa on Kauai, Ed Kenney of Town restaurant on Oahu, Ho'ea Ag Park's Marc Kinoshita, and Waimea Middle School, Hawaii Island.

#### Activities Included:

- Visited with and began the story of Cheryl Vasconcellos at Hana Health and learned of her efforts to improve the health of Hana residents by adding more fresh fruits and vegetables to the diet of residents in a very remote community with little access to fresh food. Hana Health has a seven-acre farm that grows a variety of mainstream and specialty crops.
- Covered Kupa'a farm on Maui, which is a bio-diverse farm specializing in a mixture of plants, taro, CSA vegetables, fruit like lilikoi and mangoes, and coffee. Their coffee was ranked number two in the July 2010 statewide cupping competition. Kupa'a is a great

example of entrepreneurial agriculture, and how a farm can mix both fruits and vegetables with value added (roasted coffee) products.

- Covered the WeFarm in Kapalua, as an example of how foundation money can be used to fund experiments in agriculture to inform future farmers.
- Filmed at Ma'o Farms on Oahu, with an intense focus on what young people are learning in their "youth leadership" program, and how the specialty crops they grow are being sold to the broader marketplace of Oahu.

At this point in time, the project used its remaining funds to edit and prepare additional materials to continue fundraising, including website development, and short "trailer" videos to begin attracting consumer attention to the film.

2011 -- In June and July of 2011, resumed shooting with additional funds from Kamehameha Schools, and the Hawaii Council for the Humanities. The following stories were covered:

- An interview with Social Science scholar Jay Maddock on the escalating obesity rates in Hawaii and the positive effects of a local foods based diet consisting of foods culturally unique to Hawaii, including home grown and farmers' market derived produce. Production continued with filming at his home with his children, putting an emphasis on preparing and eating fresh food at home.
- Shot with home gardening advocate, Fran Butera, who demonstrated how people who have never gardened before can become food producers, even if they live in an apartment. One of her collaborators, Jenny Engle explained how she has taught her children where food comes from by home gardening, shopping at the farmers' market and being a member of a Community Supported Agriculture (CSA). She described this as, "a life changing experience." There was considerable visual evidence of specialty foods at a meal prepared by Ms. Engle, which was 100% local.
- Through Fran and Jenny they met and shot footage with Aloha Harvest, a food redistribution company that takes leftover food from people, institutions and traditional food distributors and delivers it the same day to charitable organizations around Oahu, helping feed more than 45,000 people a week. Their driver recognized that there is a growing desire to eat more fresh food, even among the needy. In that segment we saw fruit and vegetables unique to Hawaii.
- Shot at Sweet Home Waimanalo, a roadside café in a former gas station in Waimanalo, a predominantly Hawaiian community with the state's highest rate of obesity. Operated by Joanne Kapalolu, whose message is "food as medicine", Sweet Home augments a plate lunch menu with healthy and vegetarian food. Sweet Home has become an alternative destination for a community lacking in fresh food. It also has a farm on its roof, demonstrating how individual families might be able to grow an abundance of food at home, offsetting their food costs. Specialty crops such as Okinawan potatoes are seen at this location.
- Filmed with Waikiki Elementary School's Debbie Milliken, who takes the notion of community engagement one step further by teaching kids how to plan and grow a

garden. She also works with a master chef, exchanging her student's labor in removing the worms from his vermicast so that they can share in the resulting rich soil. The students are growing and eating from a three-quarter acre garden full of heirloom tomato varieties, fruit and figs; a clear demonstration that kids love to eat fresh food.

- Ed Kenney, best known as the chef/owner of TOWN restaurant in Kaimuki, leads the audience to an understanding of how identity as a local person relates to food. He expands on this concept by telling the story of a former employee, Mark Noguchi, who now cooks in the ahupua'a (watershed) of He'eia. Noguchi refers to his cooking as place-based-resourcing. This leads into Noguchi's participation in a community workday at Mahuahua ai o hoe, a reclaimed kalo lo'i (taro field) where the community is welcome to bring back the life of a taro system, but more importantly share the importance of knowing how food production supports Hawaiian culture and local identity. As members of the lo'i and adjacent fishpond community speak, the audience enters a seldom seen world that connects people to the land and culture through an ancient agriculture practice that aspires to correct two centuries of unchecked development. Ed Kenney tells how these native Hawaiian organizations don't strip Hawaiian identity by telling people not to eat what they've grown up eating even if it's spam musubi and a Rockstar energy drink for breakfast, but instead altering their diet by adding the foods that are grown here and were traditionally eaten here long before contact with the west. Kenney suggests that changes to the diet can be a gradual change based on the positive precepts of engaging in community agriculture. The segment features taro, ho'io fern, fish raised in ponds, and specialty produce in the restaurants.

The website became live on July 29, 2011 and featured several film trailers, and a work in progress section of the upcoming film which features Town, Ed Kenney, Mark Noguchi, Mahuahua Ai o Hoi, and Paepae o He'eia.

### Goals and Outcomes Achieved

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The project, Ingredients Hawaii, resulted in a film and website that promotes the production and consumption of local foods and specialty crops in Hawaii, which the USDA has reported imports as much as 92% of its food. The film endeavors to engage consumers by illustrating the many benefits of traditional and specialty crops best grown in Hawaii. The website connects consumers who have grown an abundance of food, to share with others. Despite the fact that they raised less than one-fourth of their projected budget, the Project Managers completed the half-hour film and created the website. It is a testament to the value of this project to the community; that so many people would work for the better part of two years, largely uncompensated.

The film created was, "Ingredients Hawaii", and debuted February 4, 2012, at the Mamiya Theatre on the campus of St. Louis School in Honolulu. There were more than 750 people who attended two screenings that evening. Subsequently, there have been six community

screenings on Oahu and other screenings which will be promoted on the website. Screening locations:

Leeward Community College	Surfer Bar, Turtle Bay
Sheraton Waikiki for Farrington High School	Kahala Mall Consolidated Theatre
Global Pacific Health Conference	Castle Medical Center, National Food Day

Admission to the screenings was open to the public and free, with the exception of the screening at the Surfer Bar at Turtle Bay, where “Ingredients Hawaii” was one of several films screened that night, with proceeds used to pay for the venue, staff, equipment and technician. No fundraising activities occurred at any of the screenings.

The website created is [www.ingredientshawaii.com](http://www.ingredientshawaii.com)

“Webisodes” were created and posted on [www.ingredientshawaii.com](http://www.ingredientshawaii.com), with Trailer A “Organic Food”, Trailer B “Local Produce” and the “Ingredients Hawaii Trailer” focused on promoting the competitiveness of specialty crops. Promotion of non-specialty crops were funded by a variety of sources, including, but not limited to Whole Foods Market, Kamehameha Schools (formerly called Kamehameha Schools Bishop Estate), and the Hawaii Council for the Humanities.

The filmmakers had planned self-distribution of the film; however, the film caught the attention of a New York based distributor, Film Buff. The result of that attention is that “Ingredients Hawaii” will be released across all platforms digital and traditional beginning in late 2012, including broadcast on television in Hawaii.

The Project Managers, as part of their Humanities grant, contracted a scholar to distribute and synthesize data pertaining to the film experience and the effect on the viewers. That data is attached as **Appendix 1**. The responses show the project met the goal of encouraging consumers to seek out more locally based products for purchase.

Their work also includes promotional efforts. Some of the good press they’ve received is included in an overview attached as **Appendix 2** and promotional materials attached as **APPENDIX 2.1/2.2/2.3/2.4/2.5**. The film has also received national press attention by having been screened at the Food and Wine conference in 2011, and is featured in the Travel + Leisure blog as part of the Hawaii travel experience.

Their website has seen solid activity, with the greatest number of hits surrounding our premiere event. To date they have had a total of 9,741 visits – 5,616 are unique, 4,125 are return visits.

One goal was to produce a three – five minute video to support the purchase of specialty crops and local food. While much of the film endeavors to this goal, the “webisodes” available for viewing on the website meet the goal via three short videos featuring specialty crops.

Project Manager outreach was impacted by funding, however, still actively seeking support from Hawaii’s corporate community to extend and expand the reach of the film in Hawaii through sponsorship of the distribution of DVDs to all the schools in the state. There was a new collateral piece created to promote this, INGHI\_NEXT (APPENDIX 2.1).

Other collateral produced has been attached including bumper sticker, t-shirt design, poster and postcard (attached as APPENDIX 2.2 / 2.3 / 2.4 / 2.5). A Facebook page was created, as well as a twitter account. Both these social media tools are being used to reach their core audience. Their Facebook page gets 300+ hits a week.

**Specialty Crops shown or mentioned in the film**

Kalo (taro)	Kalo leaves (taro leaves)	Chard	Specialty Greens: Tatsoi Arugula Mizuna Beets Lemon
Lettuce	Herbs	Lilikoi	
Mountain apples	Chili peppers	Eggplant	
Kale	Basil	Tomatoes	
Figs	Carrots	Papaya	
Turnip	Radish	Avocado	

The expected goal to have measurable outcomes and returns-on-investment (ROI) averaging between ratios of 5-to-1 and 10-to-1 at the end of the project was not met and should not have been included as a measurable outcome considering the definition of ROI as a performance measure used to evaluate the efficiency of an investment or to compare the efficiency of a number of investments using the formula:

$$\frac{\text{Gain from Investment minus the Cost of Investment}}{\text{Cost of Investment}}$$

The investments in this project were in the form of human capital and in-kind contributions, not measurable as in the formula above. When a value is assigned to the labor and donations, the ratio is 13:1 (\$200,000 budget : \$15,000 SCBGP funding).

The goal to have the applicant match the funding received was met with a 13:1 match by the applicant with most of the applicant funding from in-kind contributions.

**Beneficiaries**

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Given the volume of interest in the film since its premiere, the general public and the food producing community will receive equal benefit from the production of the film and website.

**Lessons Learned**

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The total budget for the film was approximately \$200,000. The project received funding of \$45,000 -- one-third, \$15,000, was from the Specialty Crop Block Grant Program. The project

was completed due to the dedication and work of the film making professionals who donated their talent and time to the project.

This type of positive documentary filmmaking is lacking. People are ready for information on specialty crops including how to eat better, and more local.

### **Contact Persons**

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Tim Anderson, Executive Producer  
808-783-7030

### **Additional Information**

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Appendix 1 –data from survey of film experience  
Appendix 2 – publicity and press overview  
Appendix 2.1 / 2.2 / 2.3 / 2.4 /2.5 – collateral materials  
DVD of film – sent separately

## Eat A Rainbow Campaign

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### Final Report

### Project Summary

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The project goal was to revive the campaign initiated by the American Cancer Society using the colors of the rainbow to promote the consumption of Hawaii grown specialty crops.

The college designed activities directed at families to encourage them to purchase local farm fresh fruits and vegetables of as many colors of the rainbow as they could find. The college conducted cooking demonstrations at events and showed how the produce could be prepared and told of the advantages of using farm produced in Hawaii.

“Eat A Rainbow” shopping bags played a major role in sending the message and supported the purchase of Hawaii grown fruits and vegetables at events that included Healthy Kids Days, Women, Infants & Children (WIC) Clinics, Farmers’ Markets and in-store promotions.

### Project Approach

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#### Summary of Activities Conducted:

1. 5,000 “Eat A Rainbow” bags were printed with support from the American Cancer Society and YMCA for distribution to consumers that purchased specialty crops.
  - a. 200 bags were redeemed for purchase of Hawaii fruits and vegetables at the “Country Store” at the YMCA Healthy Kids Day event at the Bishop Museum on April 16, 2011. YMCA Program Coordinator Jacie Agustin supervised the distribution of bags for purchase of \$10 or more of the Hawaii produce donated by local farmers. The proceeds were utilized to support YMCA’s healthy eating program for children. **The YMCA Healthy Kids Day event was a community education and awareness raising family event with proceeds used to defray costs related to the venue and staff time. No fundraising activities occurred.**
  - b. 400 bags were distributed throughout Women, Infants & Children (WIC) clinics on Oahu, Maui, Kauai, and the Big Island, October through December 2011. Quality Assurance and Training Coordinator at Hawaii WIC Sheryl Pollack administered the program. WIC staff gave out bags to WIC participants who visited a Farmers’ Market first and then brought in receipts to the WIC clinic as proof of purchase. The participants completed a brief survey on their produce eating practices and what WIC could do to help them eat fruits and vegetables more often. Then they were issued the bag. The WIC program will use the information from the surveys to enhance their education and promotion efforts to help participants increase Hawaii consumption of specialty crops.

Results of the WIC survey:

- 1) Only 10% had previously visited a farmers' market. Comments received indicated they thought it would be more expensive as the reason they hadn't previously shopped at farmers' markets.
  - 2) 100% indicated they would go again to a farmers' market. Feedback had a few reoccurring themes, including the desire to support local farmers, appreciating the freshness of the produce, appreciating the availability of 'local veggies' not found at the regular market, and better price than regular grocery store.
  - 3) 75% of the participants stated eating fruits and vegetables is not an issue for them. For those who considered this an issue, common barriers to eating more fruits and vegetables included: cost and available funds in their food budget, not always knowing how to prepare them, and family food preference issues.
  - 4) Only 35% indicated they didn't need help to eat more fruits and vegetables. Common responses for those that stated what would help them eat more included: need for recipes and more ideas for using fruits and vegetables, tips for how to select good fruits and vegetables, if they could only afford it they would eat more, and desire for WIC to provide a larger cash value voucher amount towards more fruits and vegetables.
- c. 200 bags were distributed at Kapiolani Community College's (KCC) Farmers' Market in December 2011 with proof of purchase of five different Hawaii grown fruits and vegetables. A sign for the distribution can be seen in **APPENDIX 3**. KCC Chef Instructor Mark Okumura, supervisor of the KCC stall, supervised the distribution with Daniel Leung, KCC Program Coordinator.
  - d. 97 bags were distributed with proof of purchase of 5 different Hawaii grown produce at the Whole Foods local produce section during a promotional book signing event on February 11, 2012, for KCC's "A Sweet Dash of Aloha" healthy dessert and snacks cookbook. KCC Continuing Education Coordinator Frank Gonzales oversaw the distribution. A sign for the bag distribution is attached.
  - e. 200 bags were distributed at the 2012 YMCA Healthy Kids Day event on April 21, 2012, at Bishop Museum at the "Country Store" that sells donated Hawaii grown farm produce with proof of purchase.
  - f. Remaining bags will be used for other "Eat a Rainbow" events to promote the purchase of specialty crops.
2. Participated in the YMCA Healthy Kids Day event at Bishop Museum on April 17, 2010, which was attended by 4,000+ children and adults, with the following activities:
    - a. Information booth for health organizations to hand out healthy living information for children and family. Organizations that participated included the National Kidney Foundation of Hawaii, Nutrition and Physical Activities Coalition

(NPAC), Kaho'omiki, the Office of Hawaii Child Nutrition, Hawaii Association of Health, Physical Education, Recreation and Dance.

- b. A "Eat A Rainbow" local produce booth: donations of local produce were solicited from vendors and farmers and sold at a "Eat A Rainbow" booth, which also sold the "A DASH of Aloha Healthy Hawaii Cuisine and Lifestyle" book with healthy recipes for utilizing the local produce. The proceeds of the produce and book sales were used to support the YMCA event. **The "Eat a Rainbow" local produce booth and book sale was to support the YMCA Healthy Kids Day event that was a community education and awareness raising family event. Proceeds were used to defray costs related to the venue and staff time. No fundraising activities occurred.**
  - c. A "Cooking Up A Rainbow" interactive healthy cooking demonstration with local fruits and vegetables. Children observed and then prepared fruit snacks dipped in low fat yogurt and whole grain crumbles ("Monkey Fruits"), and made a yogurt/sour cream dill dip for vegetables ("Rainbow Vegetables Dip"). Recipes were given to parents and accompanying adults to prepare other snacks and salads with local specialty crops. 160 adults and children attended and/or participated in the three sessions of interactive food preparation.
3. The "Eat A Rainbow" campaign became subsumed under the new statewide campaign of "5,2,1,0, Let's Go!" campaign. The 5,2,1,0 campaign calls for consuming 5 servings of fruits and vegetables, no more than 2 hours of screen time, at least 1 hour of physical activities, and no (0) sugary drinks each day. KCC obtained an Hawaii Medical Service Association (HMSA) grant to produce a song and dance exercise video for the "5,2,1,0" message with images of families participating in healthy activities and eating healthy local products.
  4. Participated in the YMCA Healthy Kids Day event at Bishop Museum on April 16, 2011, with additional major sponsorship from HMSA for a "5,2,1,0" tent to promote the statewide "5,2,1,0, Let's Go!" campaign. The event was attended by 5,000+ children and adults, with the following activities:
    - a. Participating partner organizations and activities in the "5,2,1,0" tent include:
      - 1) KCC's "Cooking Up A Rainbow" hands on interactive cooking with local produce and demonstration with 180 adults and children in attendance or participating.
      - 2) "5,2,1,0" healthy living guidelines information for children and family were handed out with games and activities organized by the National Kidney Foundation of Hawaii, NPAC (Nutrition and Physical Activities Coalition), Kaho'omiki, Kokua Hawaii Foundation/Ai'na in School, Hawaii Initiative for Childhood Obesity Research and Education (HICORE), and HMSA.

- b. A “Eat A Rainbow” Country Store selling local produce: donations of local produce were solicited from vendors and farmers. The proceeds of the produce sales were used to support the YMCA event. “Eat a Rainbow” bags were given out to purchasers of 5 or more produce. **The “Eat a Rainbow” local produce booth was to support the YMCA Healthy Kids Day event that was a community education and awareness raising family event. Proceeds were used to defray costs related to the venue and staff time. No fundraising activities occurred.**
5. Participated at the Great Aloha Run Expo with health information on active living and healthy eating. Samples of a Hawaii Power Bars developed by KCC were given out. Hawaii grown sweet Okinawan potatoes and macadamia nuts were the key ingredients in the recipe. 3,000 samples were given out with recipes. Samples of a ‘Ginger and Lemongrass with local honey’ drink were also given out which proved to be very popular.

**Specialty crops promoted through this project:**

Banana	Breadfruit	Fig
Guava	Macadamia nuts	Mango
Papaya	Passion Fruit (liliko'i)	Pineapple
Asparagus	Salad greens	Beans
Beets	Kale	Cabbage
Onion	Parsley	Bell peppers
Cucumber	Eggplant	Melons
Mushrooms	Potatoes	Radish
Sweet corn	Sweet potato	Chard
Taro	Tomato	Honey
Basil	Cilantro	Ginger
Lemon	Mint	Watercress

**SCBGP funds were used to produce and purchase the promotional items including the “Eat a Rainbow” bags, organization’s costs for the venue, and supplies for signs and flyers to promote the events.**

The goal to have the applicant match the funding received was met with a 10:1 match by the applicant with most of the applicant funding from in-kind contributions.

**Goals and Outcomes Achieved**

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The project goal to revive the campaign initiated by the American Cancer Society using the colors of the rainbow to promote the consumption of Hawaii grown specialty crops was achieved through activities that were attended by over 12,000 Hawaii consumers.

“Eat A Rainbow” shopping bags supported the goal through the distribution of approximately 1,000 bags to consumers that purchased specialty crops and promoted Hawaii grown fruits and vegetables at events that included Healthy Kids Days, Women, Infants & Children (WIC) Clinics, Farmers’ Markets and in-store promotions.

The total budget for the project was over \$150,000, with \$15,000 from the SCBGP FY2008 program. The level of in-kind funding through project staff and volunteer time as well as equipment use donated by the partner organizations helped the project to meet the goal.

The expected goal to have measurable outcomes and returns-on-investment (ROI) averaging between ratios of 5-to-1 and 10-to-1 at the end of the project was not met and should not have been included as a measurable outcome considering the definition of ROI as a performance measure used to evaluate the efficiency of an investment or to compare the efficiency of a number of investments using the formula:

$$\frac{\text{Gain from Investment minus the Cost of Investment}}{\text{Cost of Investment}}$$

The investments in this project were in the form of human capital and in-kind contributions, not measurable as in the formula above. When a value is assigned to the labor and donations, the ratio is 10:1 (\$150,000 budget : \$15,000 SCBGP funding).

### **Beneficiaries**

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As the survey results from the Women, Infants & Children (WIC) clinics on Oahu, Maui, Kauai, and the Big Island, indicate, the beneficiaries are the Hawaii consumers that participated in the events supported by this project as well as the farmers of specialty crops that will benefit by the increased demand for the fruits and vegetables represented through the “Eat a Rainbow” campaign.

### **Lessons Learned**

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Organizing events is a challenge due to the difficulty of predicting attendance. Efforts to organize a “Keiki’s Day at the Farmers Market” was not successful. Reasons that were given by the farmer’s market manager include the concern of overcrowding and lack of parking, and not enough space for additional booths and activities. The possibility of utilizing a new Sunday Farmers Market at KCC to host the event also did not materialize. Instead, member of NPAC and partner organizations participated in the 2011 YMCA Healthy Kids Day event.

### **Contact Persons**

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#### **Additional Information**

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Appendix 3 – signage used to promote the “Eat A Rainbow” campaign

## Buy Local Campaign

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### *Final Report*

## Project Summary

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The goal of the project was to support the Economic Development Alliance of Hawaii and its partners with their agricultural promotional initiatives relating to “Hawaii Bounty” and “Buy Local, It Matters” (BLIM) campaigns and specifically, their focus with regard to Hawaii fruits and vegetables.

The project used media – television, radio and social media -- to promote the initiatives with the intent that this would lead to self-sufficiency by growing demand and subsequent sales for locally grown specialty crops.

Other goals were to increase food safety participation and to spread the BLIM message to other islands.

## Project Approach

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- A. The project approach was to meet the deliverables for by sending the BLIM message to consumers via television/video, print/collateral materials, radio, social media and at local events. The approach was supported by the following activities:

### Television

Partnered with the Natural Resources Conservation Service (NRCS) to on the television portion of the campaign:

- Media spots shown in August, 2010 on KHON; KGMB and KITV targeted at BLIM – “join the movement” – estimated cost \$20,000;
- Media spots on Hawaii News Now for commercial messages to run from August 9th through August 29, 2010 – estimated cost \$7,500.
- Media spots on KGMB were secured for 98 commercial messages that were shown from October 15, 2010 through November 3, 2010 – estimated cost \$6,500.
- Media spots on KGMB were secured for the period December 20, 2010 through January 20, 2011 – estimated cost \$7,500.
- Sampling of showing times are listed in **APPENDIX 4**.

### Video

- Hawaiian Airlines in-flight video – a video, created with assistance from the Hawaii Farm Bureau Federation, (HFBB), was shown on their trans-pacific flights, mentions the local farmers markets and promotes the diversity of Hawaii crops <http://www.hawaiian-skies.com/blog/20100730/eat-fresh-hawai%E2%80%98i> – estimated cost \$50,000;

### Print

Partnered with the Hawaii Department of Agriculture to create:

- Banners (1 extra-large, 8 large and 8 medium) and 500 “sham wow” kitchen hand towels imprinted with the BLIM message were produced for use at farm fairs, farmers markets, and event promoting the consumption of local fruits and vegetables – estimated cost \$10,000;

### Collaterals

- The University of Hawaii College of Tropical Agriculture and Human Resources (CTAHR) contributed to the production of t-shirts and polo shirts, with the BLIM message imprinted – estimated cost \$7,000

### Radio

- Perry & Price program (#1 radio show in Hawaii) radio ad can be heard at <http://www.youtube.com/watch?v=Pz9fS5dzDIY>

### Social Media

- 4 Ag – NRCS – “join the movement” - <http://www.youtube.com/user/4aghawaii#p/a/u/1/9LOfhv8FOhU>
- Focus on Food Safety – <http://www.youtube.com/user/4aghawaii#p/u/11/N9yNDzRfPmU> -
- Sustainability of Local Communities - [http://www.youtube.com/user/4aghawaii#p/u/23/LDPnTO\\_dyo8](http://www.youtube.com/user/4aghawaii#p/u/23/LDPnTO_dyo8)
- Kipahulu Community Center - <http://www.youtube.com/watch?v=vdA-zhM4N6o>

### Local events:

Partnered with Zippy’s, a popular restaurant chain with 24 locations on Oahu and one on Maui to launch their campaign to use local products with vignettes on specialty crops. Zippy’s sent the BLIM message in television, radio and print media – estimated cost \$60,000. Sample of Zippy’s campaign in **APPENDIX 5**.

HDOA BLIM Floral Event held on November 14, 2010 where the message was to create holiday floral decorations using local floriculture – estimated cost \$5,000. News release and flyer shown in **APPENDIX 6**.

Partnered with NCRS for participation at Earth Day, April 9, 2011 with a shared booth and handout – estimated cost \$1,000.

Participated in the Chefs & Farmers Forum on April 15, 2011 to send the BLIM message – estimated cost \$2,500. Information and chef participation information are shown in **APPENDIX 7**.

- B. Other goals were to increase food safety participation and to spread the BLIM message to other islands. The project approach toward meeting these goals were:

### Increase participation in food safety

The Radio Frequency Identification (RFID) program that was funded by EDAH through the RETAH program provided funding of \$450,000 to the HFBF and was administered by Dr. John Ryan. A synopsis of the program is provided on the 4 Ag website [http://www.4aghawaii.org/Food\\_Safety.html](http://www.4aghawaii.org/Food_Safety.html) - as well as a short vignette on our You Tube link <http://www.youtube.com/user/4aghawaii#p/u/13/N9yNDzRfPmU> - We have available a 60 minute DVD with Dr. Ryan going through the details of the program and we will break this into segments and link on our website as it is too large to link directly. The RETAH program utilized 4 pilot participants as well as Lowry Computer Software and Globe Ranger and was widely published in many national publications. As to the Good Agricultural Practices (GAP) program, this was also funded by the RETAH program and the current list of 58 participating farms is available at <http://www.hifarmsafe.org/audited-farmscompanies>.

Although the food safety program has been slow to obtain acceptance, EDAH, 4AgHawaii and other partners are committed to continue efforts toward participation in farmers achieving food safety certification. The project manager has included a synopsis on the 4 Ag website - [http://www.4aghawaii.org/Food\\_Safety.html](http://www.4aghawaii.org/Food_Safety.html) along with links to vignettes on Food Safety and a listing of the certified farms.

### Outreach to islands statewide

There were 21 conferences/meetings/discussions held on all Islands. It is estimated that 1,000 people attended with individual numbers estimated Kauai Ag Conference (August 6, 2010) was 160; Waialua High School (February 23, 2010) at 110 and the Sustainability Conference at 400. In our website page – Education – Youth Development – there is a short slide show which illustrates some of these efforts - <http://www.4aghawaii.org/YouthDevelopment.html>.

The goal to have the applicant match the funding received was met with a 9:1 match by the applicant with most of the applicant funding from partner organizations. This does not include the \$450,000 for the RFID program that was specific to another project, with the results shared with EDAH.

### Goals and Outcomes Achieved

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The goal of the project was to support the Economic Development Alliance of Hawaii and its partners with their agricultural promotional initiatives relating to “Hawaii Bounty” and “Buy Local, It Matters” (BLIM) campaigns and specifically, their focus with regard to Hawaii fruits and vegetables.

The outcome was the collaboration with the NCRS, HDOA, CTAHR, and HFBF sent a cohesive message that was to “Buy Local”, because “It Matters”.

The project used media – television, radio and social media -- to promote the initiatives with the intent that this would lead to self-sufficiency by growing demand and subsequent sales for locally grown specialty crops.

The outcome was a media campaign that used the most viewed and most listened to television, radio and social media sources to increase demand for locally grown specialty crops.

Other goals were to increase food safety participation and to spread the BLIM message to other islands.

One outcome was a program using RFID technology that was led by the Administrator of the Quality Assurance Division of the HDOA which, likely due to increased cost concerns, was not embraced by the farmers and processors, though proved to be a way to track fruits and vegetables from the farm through the supply chain.

Another result was the conferences/meetings/discussions held on all Islands where an estimated 1,000 locals attended.

The total budget for the project was over \$175,000, with \$20,000 from the SCBGP FY2008 program. The level of funding from partner organizations that supported the goals of this project helped the project manager meet project goals.

The expected goal to have measurable outcomes and returns-on-investment (ROI) averaging between ratios of 5-to-1 and 10-to-1 at the end of the project was not met and should not have been included as a measurable outcome considering the definition of ROI as a performance measure used to evaluate the efficiency of an investment or to compare the efficiency of a number of investments using the formula:

$$\frac{\text{Gain from Investment minus the Cost of Investment}}{\text{Cost of Investment}}$$

The investments in this project were in the form of human capital and in-kind contributions, not measurable as in the formula above. When a value is assigned to the labor and donations, the ratio is 9:1 (\$175,000 budget : \$20,000 SCBGP funding).

## Beneficiaries

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The beneficiaries would be the local consumers who were impressed by the BLIM campaign that was sent via television, radio, print, social media and attended the activities that were conducted through partnerships with organizations committed to the increased demand for local specialty crops.

## Lessons Learned

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Establishing relationships with organizations that have a common goal will result in a project that has statewide support. This type of collaboration, with results that can be attributed to several organizations, can be difficult to quantify to one specific project, especially when the Project Manager has involvement with many organizations.

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## Contact Persons

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Susan Matsushima  
Economic Development Alliance of Hawaii  
P.O. Box 820  
Haleiwa, HI 96712

## Additional Information

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Appendix 4 – Show times for the television campaign  
Appendix 5 – Sample of the Zippy’s BLIM campaign  
Appendix 6 – HDOA Floral Event news release and flyer  
Appendix 7 – Chef & Farmers Forum news release and flyer

## Food Safety Certification: A Model Program for the State

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### *Final Report*

#### **Project Summary**

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This project was designed to assist farmers in complying with the United States Food and Drug Administration (FDA) Food Modernization Act that was signed into law by President Obama on January 4, 2011. The Hawaii Farm Bureau Federation (HFBF) entered into an agreement with the Kapiolani Community College's Culinary Institute of the Pacific (KCC) on April 27, 2011, that required all vendors selling produce on property to be Food Safety Certified and annually audited for compliance with Good Agricultural Practices (GAP), by March 31, 2012. The project provided On-Farm Food Safety Coaching to the specialty crop farmers impacted by this agreement. The Project Manager worked to provide on-site science and experience-based advice to farmers and to provide coaching, including a "mock audit," to allow the farm and farmer results that would maximize the possibility of achieving Food Safety Certification (FSC) when the actual audit occurred.

The project intended to be a realistic model program for farmers to achieve FSC and will be presented to the legislature for consideration as a path for farmers to become food safety certified.

Prior to March 31, 2012, KCC extended the deadline for the farmers to achieve FSC until May 31, 2012.

#### **Project Approach**

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According to the HFBF, there were 25 specialty crop farmers that were affected by the agreement that required their farm to receive FSC by March 31, 2012. Because the KCC venue is vital to their sales, the farmers and HFBF worked with the University of Hawaii College of Tropical Agriculture and Human Resources (CTAHR) to develop this model program that provided CTAHR staff to provide on-site pre-audit coaching for the actual audit that would be done by the Quality Assurance Division of the Hawaii Department of Agriculture (HDOA).

Based on the contracting to be completed by the start of January, the project manager determined it would be realistic to expect that 15 of the farms would achieve FSC through this project, based on an estimated three week schedule per farm and staff availability. A list of the farmers interested in participating in this model program was compiled by the HFBF and made available to the project manager. Of the 25 farmers affected, 20 farmers agreed to the on-site pre-audit coaching with the understanding that this would help maximize the chance that their farm would receive FSC with the actual audit. The farmers were visited in the order their farm was available for the on-site coaching.

The project consisted of 1) on-site pre-audit coaching that was specific to the farm, with the goal of achieving FSC; 2) water testing results with a score that met GAP requirements; 3) preparation of a personalized folder including farm-specific manual and log for continued use by the farmer. The farmers were advised of the resources and supplies needed and were offered the items either at no charge or at bulk, wholesale prices; 4) perform a mock audit; and 5) provide appropriate supplies.

The project included paying for the water testing (\$1,800), a subsidy of 40 percent of the cost of the food safety audit and certification, (\$3,000) and a rental fee to 4AgHawaii of \$1,000 for the storage of supplies.

The timeline of the work plan was delayed from a November 2011 start to a January 1, 2012 start due to a delay in the contracting process, which should have been expected due to the mandatory two-week holiday vacation at the University of Hawaii, which was implemented in 2010.

### **Goals and Outcomes Achieved**

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#### **1. Provide coaching services for 15 specialty crop farmers with the goal that they will achieve FSC.**

During the course of project, 18 specialty crop farmers that sell fresh produce at the KCC Farmers Market were provided coaching services. The goal of the coaching was to prepare the farms for their Food Safety Certification/GAP audit that was required by KCC. The coaching was done through on-site, one-on-one coaching, providing educational materials, and providing guidance and preparation assistance for an actual audit process. The process included many steps that are listed below; though not every farm needed every item:

- Initial visit and introduction to the farm safety certification process
- Employee hygiene and hand wash training
- Irrigation and rinse water quality laboratory testing
- Forms for limited quantities of farm safety supplies; picked up at 4AgHawaii (Haleiwa, HI)
- Worker Protection Standard Training (EPA-WPS)
- Mock audit
- Primus Labs Food Safety Certification Ranch audit, performed by the Hawaii Department of Agriculture.

Depending on the growing environment, not all farms completed each step of the training program and did not require all the specialized training. Additionally, the farms may have previously completed a food safety certification under our coaching. With their familiarity with the process, renewing farms required less coaching, but had specific, or technical, questions about water quality, pesticides use and appropriate training, and employee training. The aim of our project to provide appropriate levels of training to each farmer, customized to their growing environment, and their business environment.

2. Take water samples for testing and send copies of the results to the farmer.

During the course of project, water samples were collected from eight farms, with the results forwarded to the farmers, who were provided guidance on how to interpret the water quality results. Other farms did their own sampling. Also, based on the results, we provided education on any steps to limit expose of the produce to potential pathogens in the water.

3. Provide a binder that contains the necessary educational materials, log sheets and record-keeping sheets specific to the farm.

During the course of project, we provided education materials -- log sheets, and recordkeeping sheets specific to each of the 18 farms. Each farmer received an On-Farm Food Safety Manual, which contains the most common Standard Operating Procedures (SOPs), log sheets, mock audit, and educational materials, needed for the Primus Labs audit, performed by the Hawaii Department of Agriculture. With the help of a coach, the manuals were customized to reflect the unique growing environment of the farm, and included information on water source for irrigation and wash, pesticide use and application, fertilizer use and application, and number of employees. With the customized manual, the grower was provided the necessary log sheets, SOPs, and the correct mock audit, that fit the required Ranch audit.

Additionally, the project staff provided assistance with completing the necessary portions of the online Primus Labs GAPs manual – a necessary step before for the audit. Also, when necessary, staff showed the farmers how to properly use the log sheets, and record their fertilizer, or pesticide, application data.

4. Perform a final mock audit to assure that the farm can achieve a passing score if the audit were held on the day of the mock audit.

During the course of project, project staff conducted 10 mock audits to prepare the farms for the Primus Labs audit, performed by the Hawaii Department of Agriculture. In addition to being a required piece of documentation for the actual audit, the mock audit allows clients a chance to self-evaluate their farm, their employees and their potential score. Project staff was trained to assist the farmer in the mock audit, either as a coach, or as a potential auditor. The mock audit is an especially helpful step in the food safety certification process for farmers who are non-native, English speakers. With a coach, the farmers were free to ask questions, and take notes in their native language that would assist them in identifying the appropriate documentation (for example, logs, or water sample results) when the audit asks for it in the actual audit. Project staff also taught the farmers how to set up their working table and records to move expediently thought the real audit.

Not all the farmers chose to have assistance in the mock audit. After our coaching, many clients felt comfortable with the audit and chose to conduct a self-evaluation without the assistance of staff. Project staff made themselves available for questions or for clarification on the audit questions at all times.

5. Provide appropriate supplies for the farmer to pick-up at the 4AgHawaii warehouse.

During the course of project, project staff provided on-farm food safety signs for each farm that was preparing for their audit. These notification signs are necessary for the audit and are

custom-made for our program (and the audit). In addition to the signs, we provided appropriate supplies (based on the farmers' needs) for farmers to pick-up at 4AgHawaii warehouse in Haleiwa, Hawaii.

The cost of supplies that were included in the project have been paid to the contractor (\$13,450), however, have not been received due to internal processing delays at CTAHR.

The outcome of the project was that 18 of the specialty crop farmers received professional on-site, pre-audit coaching services and the project staff has been in contact with 4 additional farms, which have declined coaching services. Of the 18 farms that received professional coaching, 17 passed the PrimusLabs Ranch audit and achieved FSC, before the May 31, 2012 which was the new deadline set by the HFBF and Kapiolani Community College's Farmer's Market, for farmers to continue to sell at the market.

One outcome is the determination that the on-site, pre-audit coaching is a viable model for the state to adopt to help farmers achieve FSC. However, another model has emerged for consideration for new immigrant farmers that fear failing the audit after the coaching, might be detrimental to their reputation, or for farmers that are suspicious of strangers – even if the strangers are well-intentioned project staff. The HFBF finds the model of coaching and then failing is troubling to the immigrant farmer, who represents the growing sector of Hawaii farmers.

The possible other model involves the farmer self-preparing for an actual audit and should they fail the audit, those areas that need to be improved are identified to them for correction. The HFBF has offered this alternative as a result of working with new immigrant farmers on behalf of this project and believing that many farmers could pass the audit, because their farms appear to meet the standards for FSC, and encourage them to “try”. Two farms passed their audits in this way and achieved FSC.

### **Beneficiaries**

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The 17 farms that are now FSC and continue to participate in the KCC Farmers Market as well as the consumers that purchase their fruits and vegetables weekly.

### **Lessons Learned**

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Hawaii specialty crop farmers are a mix of established farmers that have been farming for decades and have learned how to manage their finances, new immigrant farmers that are dependent on the farm for their livelihood, and new eco-farmers that are focused on organic, environmentally conscious, food niche, type farming. While they all need to achieve FSC to sell their produce through the mainstream commercial supply chain, they are very different in how they can be approached regarding achieving FSC. The model put forward in this project was successful in achieving the goal of coaching 18 farmers, with 94 percent obtaining FSC,

however, the lesson learned is that other models could be developed for specific farmer groups as a path to achieve FSC.

#### **Contact Persons**

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Plant and Environmental Protection  
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[hollyer@hawaii.edu](mailto:hollyer@hawaii.edu)

#### **Additional Information**

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None

## Administrative Costs

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### *Final Report*

The originally budgeted \$9,456.58 for administrative costs were to be expended for travel, overtime expenses, overhead costs relating to product displays, inter-island freight costs, postage, printing expense and general office supplies.

\$5,000 of the budget was approved to move to the Food Safety Certification project with the remaining budget expended to purchase fans with the “Buy Local, It Matters” logo on one side and the HDOA logo on the other. The fans were used at events such as the 2012 State Farm Fair, Hawaii Agriculture Conference and at HDOA events to support the state plan to increase demand for specialty crops in Hawaii. **APPENDIX 8** is a photo of the fan.

### Summary of Ingredients exit survey data

A survey was offered to attendees at the premier of Ingredients Hawaii on February \_ at Mamiya Theater. Survey questions (listed below) included questions suggested by HCH, as well as questions more specific to agriculture and sustainability. Eighty-one surveys were completed. Likert scale terms and mean scores are included in the table below.

Number of respondents = 81	Mean score				
Age in years	38.24				
		Excellent	Good	Average	Poor
		4	3	2	1
Quality of film production	3.82	Excellent			
Quality of information	3.70	Excellent			
Quality of discussion	3.57	Excellent			
		Strongly agree	Agree	Disagree	Strongly disagree
		4	3	2	1
Because of this film, my views about sustainable agriculture have changed	2.96	Agree			
I learned more about the cultures of Hawai'i from this film	3.20	Agree			
The discussion was informative and engaging	3.42	Agree			
Because of this film, I am more likely to buy sustainable agriculture products	3.35	Agree			
I am more likely now than before to plant a garden	3.34	Agree			
This film has made me more aware of traditional agriculture in Hawai'i	3.24	Agree			
After this film, I feel it is more important to buy Hawai'i grown products	3.48	Agree			
I am now more aware of sustainable options available in my community	3.36	Agree			
		Frequently	Often	Sometimes	Never
		4	3	2	1
How often did you buy locally grown foods before this?	3.31	Often			
How often do you think you will buy locally grown foods after this film?	3.68	Frequently			

Overall, all responses were highly favorable. Respondents rated the film production, information provided, and discussion as excellent. All other answers regarding cultural knowledge, attitudes, and impressions were highly favorable, falling in the range of "Agree" to "Strongly Agree."

The respondents were already generally likely to buy locally grown foods "often" before the film, when answering the question, "How often did you buy locally grown foods before this?" This answer may explain why some participants who found the film and information excellent did not indicate that their knowledge of cultural and

agricultural issues in Hawaii increased or that behavior would be changed by the experience. One participant commented:

"As longtime choir member of sustainable ag in Hawai'i, even though I already knew a good deal of the material, it was so engagingly presented in the film, it had great merit just based on that. The fact that I am not more likely now to buy local is simply because I already do it to the greatest extent practical."

Similarly, another said:

"I am already an urban farmer. I produce almost all the vegetables for my family and extended family. I also raise chickens for eggs. So my answers seem moderately enthusiastic because I am already "onboard" but that does not mean I am not wholly enthusiastic about bringing sustainability and local food growing/buying to the forefront. I loved the film and will recommend it to others."

Of particular interest is the increase in likelihood of buying locally grown foods. Despite the favorable attitudes and knowledge of participants prior to attending the film, there was still a significant increase in intended behavior. While the topic of purchasing locally grown foods is not specifically germane to the Hawaii Council for the Humanities grant, the change is indicative of effective delivery of content.

All data are available upon request.

## Ingredients Hawai'i Exit Survey

**How did you learn about this program? (Check all that apply.)**

Newspaper  Flyer  Friend  HCH Website  Other \_\_\_\_\_

Your gender? (optional)

Your age? (optional)

**Please tell us a bit about your experience at Ingredients Hawai'i**

Please rate the following:	Excellent	Good	Average	Poor
Quality of film production	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of discussion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Strongly agree	Agree	Disagree	Strongly disagree
Because of this film, my views about sustainable agriculture have changed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I learned more about the cultures of Hawai'i from this film	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The discussion was informative and engaging.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Because of this film, I am more likely to buy sustainable agriculture products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am more likely now than before to plant a garden	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
This film has made me more aware of traditional agriculture in Hawai'i	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
After this film, I feel it is more important to buy Hawai'i grown products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am now more aware of sustainable options available in my community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Frequently	Often	Sometimes	Never
How often did you buy locally grown foods before this?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
How often do you think you will buy locally grown foods after this film?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please let us know anything else you would like to say about **Ingredients Hawai'i**

# Ingredients Hawaii

February 2, 2012 • Page 4

East Oahu Sun

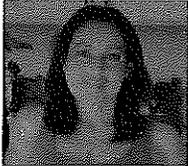
## East Oahu Sun

Director Robert Bates explained, "I think we are going in the right direction, but we are far from the tipping point." [Read More.](#)

### Examiner.com

January 27, 2012

By Suzie Setzler — Honolulu Indie Film Examiner



Ingredients Hawaii Part One illustrates Oahu's emerging local food community as an alternative to imported and processed foods. The film illustrates the ways we are reclaiming our agriculture and local food traditions in light of uncertain food future. Starring Ed Kenney, the interns of Ma'o Farms, Mark Noguchi, Jay Maddock. [Read more.](#)

January 31, 2012

Flux Hawaii – Blog

### INGREDIENTS HAWAII PREMIERE

Become part of the possibility, which serves as a model of culturally-based food production that we can share with the world. This Saturday, catch the world premiere of *Ingredients Hawaii-Part One* at Mamiya Theater. [Read more.](#)



### Honolulu Magazine

January 24, 2012

*Ingredients Hawaii Premiere*

By: Martha Cheng

# HONOLULU

Undoubtedly, this is a movie for locavores. If you have an interest in Hawaii's local food community, you'll appreciate this doc. There are scenes of MAO interns with headlamps, picking salad greens at dawn, muddy scenes with Mahuahua Ai o Hoi, a community organization dedicated to restoring Heeia wetlands to taro production. [Read more.](#)

February 1, 2012

Honolulu Weekly: *Lights, Camera, Ingredients*

Read more in the February 1-7, 2012 Issue of the Honolulu Weekly



### MidWeek — A Must-see Film For Hawaii Foodies

February 22, 2012

# MidWeek



Weekly Ads



Foodland



Support Local

As enthused as the children he mentors, Caldiero's passion for food and for the soil is inspiring. [Read more.](#)

# Ingredients Hawaii

February 1, 2012

Star Advertiser



The eat-local food movement that's sweeping the country has lit a fire in Bates, and he's funneled that passion into capturing both the spirit and stories of Hawaii's emerging food community. [Read more.](#)

## Nonstop Entertainment | Honolulu

February 5, 2012

### *Ingredients Hawaii* Premiere

By Ed Morita



Hundreds gathered at Mamiya Theatre Saturday night for a VIP screening of Bob Bates' documentary, "Ingredients Hawaii," which focuses on local efforts to take control of the food we eat. [Read more.](#)

January 23, 2012

Town Café

"A film that inspires us to Live Hawaii and Love Hawaii *through food.*" World Premiere of *Ingredients Hawaii, Part One* Saturday, February 4, 2012. Mamiya Theatre, St. Louis School. [Read more.](#)



## Our Hawaii Plate — Blog

February 4, 2012

By Wanda Adams



**Our Island Plate**  
Hawaii food, foodways and history  
from Wanda A. Adams



Twenty years after the Hawaii Regional Cuisine chefs group set out to improve the numbers, we still import 92 percent of the food eat here in Hawai'i. [Read more.](#)

# Ingredients Hawaii

February 2, 2012 • Page 4

East Oahu Sun

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# INGREDIENTS HAWAII

“ An enhanced local food community in Hawaii has many tangible results – improved community relations, environment preservation, healthier food on the table – but it also has the possibility to serve as a model of culturally-based food production that we can share with the world. ”

– Robert Bates



## INGREDIENTS HAWAII (PT. 1)

**FILM PREMIERE DATE** – February 4, 2012 Honolulu, Hawaii

**FILM DISTRIBUTOR** – Film Buff - [Cineticmedia.com](http://Cineticmedia.com)

**LENGTH** – 30 Minutes Documentary

**DIRECTOR** – Robert Bates

**URL** – [www.ingredientshawaii.com](http://www.ingredientshawaii.com)

*Ingredients Hawaii captures the farm to table movement on Oahu, Hawaii at a time when imported food accounts for more than 92% of all which is consumed in Hawaii. This inspirational film illustrates how easy it is for consumers to join the local food community.*

## THE PARTNERS OF INGREDIENTS HAWAII SEEK SPONSORSHIP TO:

1. Distribute DVDs and teacher's guide to all of Hawaii's schools.
2. Broadcast the film's TV premiere on a Hawaii network affiliate.
3. Complete the neighbor island version of the film, (Ingredients Hawaii Pt. 2).



Contact:

**ROBERT BATES**

(808) 383-7383, [bb@super8cowboys.com](mailto:bb@super8cowboys.com)

# INGREDIENTS

HAWAII



Special Thanks to our  
**SPONSORS**  
KAMEHAMEHA SCHOOLS  
THE HAWAII COUNCIL FOR THE HUMANITIES WHOLE FOODS  
THE HAWAII DEPARTMENT OF AGRICULTURE

## WHO'S YOUR FARMER?



**February 4<sup>TH</sup>, 2012**  
Mamiya Theater – St. Louis School

**VIP RECEPTION 5:30<sup>PM</sup>**  
\$45 Includes food, wine and World Premiere screening at 7:00PM  
**2<sup>ND</sup> SCREENING 9:00<sup>PM</sup>**  
General Admission \$10 advance on-line / \$12 at the door / \$5 Student

[www.ingredientshawaii.com](http://www.ingredientshawaii.com)

# INGREDIENTS

HAWAI'I



[www.ingredientshawaii.com](http://www.ingredientshawaii.com)

**Film Premiere Event**  
February 4, 2012 Mamiya Theater - St. Louis School

WHO'S YOUR FARMER?



TEE + DESIGN



**who's your farmer?**

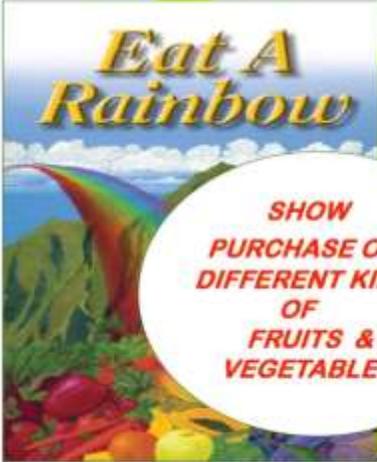


**INGREDIENTS**

**HAWAII**

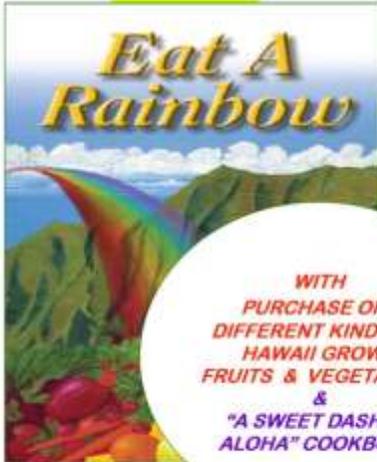
APPENDIX 3: Signage to promote purchase of specialty crops as part of the “Eat a Rainbow” campaign

**FREE TOTE BAGS**  
**AT THE KCC BOOTH**



**SHOW PURCHASE OF 5 DIFFERENT KINDS OF FRUITS & VEGETABLES**

**FREE TOTE BAGS**



**WITH PURCHASE OF 5 DIFFERENT KINDS OF HAWAII GROWN FRUITS & VEGETABLES & "A SWEET DASH OF ALOHA" COOKBOOK**

# Spot Manager: Placed, 08/09/10-08/29/10

RAE:DDY

Station	Date	Advertiser	Air Time
KGMB	08/09/10	Ag Hawaii	7:07:15 AM
KGMB	08/09/10	Ag Hawaii	3:24:15 PM
KGMB	08/10/10	Ag Hawaii	4:58:55 PM
KGMB	08/10/10	Ag Hawaii	7:37:00 AM
KGMB	08/10/10	Ag Hawaii	10:35:30 PM
KGMB	08/11/10	Ag Hawaii	8:51:15 AM
KGMB	08/11/10	Ag Hawaii	10:17:41 PM
KGMB	08/11/10	Ag Hawaii	10:35:30 PM
KGMB	08/12/10	Ag Hawaii	5:23:25 AM
KGMB	08/12/10	Ag Hawaii	6:56:18 PM
KGMB	08/12/10	Ag Hawaii	3:30:15 PM
KGMB	08/13/10	Ag Hawaii	4:35:25 PM
KGMB	08/13/10	Ag Hawaii	12:29:15 PM
KGMB	08/14/10	Ag Hawaii	3:47:37 PM
KGMB	08/14/10	Ag Hawaii	3:30:01 PM
KGMB	08/15/10	Ag Hawaii	5:24:16 AM
KGMB	08/15/10	Ag Hawaii	2:24:25 PM
KGMB	08/16/10	Ag Hawaii	9:24:30 AM
KGMB	08/17/10	Ag Hawaii	5:08:35 PM
KGMB	08/17/10	Ag Hawaii	6:43:22 PM
KGMB	08/17/10	Ag Hawaii	4:35:35 PM
KGMB	08/17/10	Ag Hawaii	2:30:44 PM
KGMB	08/17/10	Ag Hawaii	8:29:11 AM
KGMB	08/18/10	Ag Hawaii	9:29:26 AM
KGMB	08/18/10	Ag Hawaii	3:55:25 PM
KGMB	08/18/10	Ag Hawaii	5:59:25 AM
KGMB	08/19/10	Ag Hawaii	10:29:37 PM
KGMB	08/20/10	Ag Hawaii	3:39:30 PM
KGMB	08/20/10	Ag Hawaii	5:37:45 AM
KGMB	08/21/10	Ag Hawaii	4:05:53 PM
KGMB	08/21/10	Ag Hawaii	4:52:55 PM
KGMB	08/22/10	Ag Hawaii	1:58:55 PM
KGMB	08/23/10	Ag Hawaii	7:54:40 AM
KGMB	08/23/10	Ag Hawaii	6:30:25 AM
KGMB	08/23/10	Ag Hawaii	4:42:32 PM
KGMB	08/24/10	Ag Hawaii	5:15:25 AM
KGMB	08/24/10	Ag Hawaii	10:23:56 PM
KGMB	08/24/10	Ag Hawaii	3:24:15 PM
KGMB	08/25/10	Ag Hawaii	5:23:09 PM
KGMB	08/25/10	Ag Hawaii	5:27:36 AM
KGMB	08/25/10	Ag Hawaii	8:51:00 AM
KGMB	08/25/10	Ag Hawaii	7:59:10 AM
KGMB	08/26/10	Ag Hawaii	3:22:15 PM
KGMB	08/26/10	Ag Hawaii	6:56:18 PM
KGMB	08/27/10	Ag Hawaii	10:24:26 PM
KGMB	08/28/10	Ag Hawaii	1:24:59 PM
KGMB	08/28/10	Ag Hawaii	1:55:50 PM
KGMB	08/29/10	Ag Hawaii	11:19:26 AM

[Sorted by: Date]

# Spot Manager: Placed, 12/20/10-01/30/11

RAYZ

Station	Date	Order Inventory Description	Air Time
KGMB	12/20/10	The Early Show	8:59:26 AM
KGMB	12/20/10	M-Su HI News NOW at 5p	5:14:05 PM
KGMB	12/21/10	Jeopardy I	4:51:02 PM
KGMB	12/21/10	M-Su HI News NOW at 5p	5:23:29 PM
KGMB	12/21/10	HI News: Sunrise 5-8a	7:30:06 AM
KGMB	12/22/10	Rachael Ray	3:59:15 PM
KGMB	12/22/10	M-Su 1035P-105a	1:03:40 XM
KGMB	12/22/10	The Early Show	9:29:26 AM
KGMB	12/22/10	HI News: Sunrise 5-8a	5:28:06 AM
KGMB	12/22/10	HI News: Sunrise 5-8a	7:59:05 AM
KGMB	12/24/10	M-Su 5P-1035P	6:17:55 PM
KGMB	12/24/10	HI News: Sunrise 5-8a	7:45:30 AM
KGMB	12/24/10	M-Su 5P-1035P	10:18:11 PM
KGMB	12/27/10	All Day ROS	5:37:15 AM
KGMB	12/27/10	M-Su 1035P-105a	11:12:00 PM
KGMB	12/27/10	All Day ROS	6:28:00 PM
KGMB	12/27/10	M-Su 5P-1035P	5:16:05 PM
KGMB	12/28/10	M-Su HI News NOW at 5p	5:22:59 PM
KGMB	12/28/10	All Day ROS	7:28:51 AM
KGMB	12/28/10	HI News: Sunrise 5-8a	6:29:55 AM
KGMB	12/28/10	All Day ROS	5:58:55 PM
KGMB	12/29/10	Jeopardy I	4:42:17 PM
KGMB	12/29/10	All Day ROS	7:36:45 AM
KGMB	12/30/10	All Day ROS	7:46:00 AM
KGMB	12/30/10	The Early Show	9:42:45 AM
KGMB	12/31/10	All Day ROS	4:12:22 PM
KGMB	12/31/10	HI News: Sunrise 5-8a	5:38:00 AM
KGMB	12/31/10	All Day ROS	3:29:50 PM
KGMB	01/01/11	All Day ROS	6:29:11 AM
KGMB	01/02/11	All Day ROS	4:22:30 PM
KGMB	01/03/11	All Day ROS	3:13:45 PM
KGMB	01/03/11	HI News: Sunrise 5-8a	5:08:00 AM
KGMB	01/04/11	The Early Show	9:15:00 AM
KGMB	01/04/11	All Day ROS	9:42:00 AM
KGMB	01/05/11	HI News: Sunrise 5-8a	5:23:25 AM
KGMB	01/05/11	All Day ROS	11:58:41 AM
KGMB	01/05/11	M-Su HI News NOW at 5p	5:15:05 PM
KGMB	01/05/11	All Day ROS	6:28:00 PM
KGMB	01/06/11	All Day ROS	5:15:35 PM
KGMB	01/07/11	All Day ROS	4:04:34 PM
KGMB	01/08/11	All Day ROS	2:15:25 PM
KGMB	01/08/11	All Day ROS	2:53:59 PM
KGMB	01/09/11	All Day ROS	10:07:10 PM
KGMB	01/09/11	All Day ROS	5:58:30 PM
KGMB	01/10/11	All Day ROS	3:38:50 PM
KGMB	01/11/11	All Day ROS	2:28:41 PM
KGMB	01/12/11	All Day ROS	6:55:53 PM
KGMB	01/12/11	All Day ROS	7:06:15 AM
KGMB	01/13/11	All Day ROS	6:57:00 AM
KGMB	01/13/11	All Day ROS	4:05:04 PM
KGMB	01/13/11	Jeopardy I	4:50:32 PM
KGMB	01/13/11	HI News: Sunrise 5-8a	7:45:30 AM
KGMB	01/14/11	M-Su 5P-1035P	5:21:59 PM
KGMB	01/14/11	The Early Show	9:23:00 AM
KGMB	01/14/11	All Day ROS	11:11:30 PM
KGMB	01/15/11	All Day ROS	5:29:26 AM
KGMB	01/15/11	All Day ROS	5:07:20 PM

# Spot Manager: Placed, 12/20/10-01/30/11

RAYSON

Station	Date	Order Inventory Description	Air Time
KGMB	01/16/11	M-Su HI News NOW at 5p	5:08:40 PM
KGMB	01/16/11	All Day ROS	8:28:55 PM
KGMB	01/16/11	M-Su 1035P-105a	12:58:30 XM
KGMB	01/17/11	All Day ROS	6:53:50 AM
KGMB	01/17/11	HI News: Sunrise 5-8a	7:54:40 AM
KGMB	01/17/11	All Day ROS	6:38:15 AM
KGMB	01/18/11	HI News: Sunrise 5-8a	6:37:30 AM
KGMB	01/18/11	All Day ROS	5:21:29 PM
KGMB	01/19/11	All Day ROS	5:52:05 AM
KGMB	01/19/11	The Early Show	9:15:00 AM
KGMB	01/20/11	All Day ROS	5:08:20 PM
KGMB	01/21/11	All Day ROS	6:53:20 AM
KGMB	01/21/11	All Day ROS	9:23:00 AM
KGMB	01/22/11	All Day ROS	9:45:25 PM
KGMB	01/22/11	M-Su HI News NOW at 5p	5:21:59 PM
KGMB	01/23/11	All Day ROS	4:58:25 PM
KGMB	01/23/11	All Day ROS	10:06:40 PM
KGMB	01/24/11	All Day ROS	11:58:41 AM
KGMB	01/24/11	Jeopardy I	4:35:40 PM
KGMB	01/25/11	All Day ROS	7:15:20 AM
KGMB	01/25/11	All Day ROS	11:29:00 AM
KGMB	01/25/11	HI News: Sunrise 5-8a	6:45:30 AM
KGMB	01/25/11	Rachael Ray	3:45:15 PM
KGMB	01/26/11	M-Su HI News NOW at 5p	5:21:29 PM
KGMB	01/26/11	All Day ROS	10:28:40 AM
KGMB	01/26/11	M-Su 1035P-105a	12:12:30 XM
KGMB	01/27/11	All Day ROS	6:07:10 AM
KGMB	01/27/11	All Day ROS	6:22:15 PM
KGMB	01/27/11	The Early Show	8:14:05 AM
KGMB	01/28/11	All Day ROS	11:11:30 PM
KGMB	01/29/11	All Day ROS	2:35:00 PM
KGMB	01/30/11	All Day ROS	9:28:41 AM
KGMB	01/30/11	All Day ROS	4:58:55 PM

It's not only good news for Hawaii's Ranchers and Farmers when a company Like Zippys steps up and features local ag products on their menu, but its great news for every resident of the State of Hawaii.

Featuring local products helps to create a premium status for these local products and ultimately a price premium which will allow Hawaii Farmers and Ranchers to be sustainable.

When the ranchers and farmers are sustainable, this helps Hawaii improve its food security and increase our level of sustainability. As you may know, they say that Hawaii only has about a one week supply of food on its shelves.

Furthermore, a sustainable agricultural industry helps provide the stewardship or what we like to call eco-system services for everyone in the community. Most people don't realize it, but ranchers and farmers are providing services to them that they depend on every day at no cost. This includes its value for aesthetics and scenic vistas, water catchment and infiltration, carbon sequestration, oxygen production, habitat enhancement and preservation, fire suppression and fuel load management, soil conservation, preservation of cultural values, potential for additional access and recreational opportunities, etc. Hawaii Ranchers alone are the stewards for over 1 million acres in the State of Hawaii, ¼ of the States' total land mass.

That's why we all salute Zippys and all of the restaurants, stores and consumers who support and prefer locally grown agricultural products.

# Protect Hawai`i and Buy Local for the Holidays!

Join the movement and start thinking of how we can all support  
Hawai`i growers during this holiday season!

**WHEN:** Sunday, November 14, 2010  
9:00 a.m. to Noon

**WHERE:** Hawai`i Department of Agriculture  
Plant Quarantine Branch  
1849 Auiki Street (near Sand Island)



## FREE PUBLIC EVENT!!!

- ◆ Floral designers will demonstrate and display beautiful holiday floral arrangements using only locally grown flowers and foliage.

### Featured Floral Designers:

Alan Tada, Flowers Forever - Kaua`i  
Eileen Takayesu, Town and Country Designs - Maui  
Jenny Vierra, Alluvion, Inc. - O`ahu  
Kui Wong, Kui and I - Hawai`i Island

Flowers Donated by: Green Point Nurseries, Inc. - Hilo, Hawai`i

- ◆ Make and take a small floral arrangement made of locally grown flowers and foliage.
- ◆ Learn about invasive species and how buying local produce and flowers helps protect Hawai`i from hitchhiking pests and plant diseases.

*Island Fresh*

**Buy Local**  **It Matters**

Join the movement!



Hawaii's Agricultural Partnership  
4 Ag Hawaii Contact: (808) 225-5777

Presented by: 4 Ag Hawaii, Hawai`i Department of Agriculture, UH  
Manoa - College of Tropical Agriculture and Human Resources,  
U.S. Natural Resource Conservation Service, Kanu Hawaii,  
Ben Franklin Stores, Hawai`i Floraculture and Nursery Association



## NEWS RELEASE

For immediate release: November 9, 2010

# Deck the Halls with Boughs of Orchids!

## Protect Hawai'i and Buy Local for the Holidays

**HONOLULU** - With the holiday season upon us, Hawai'i agriculture advocates want to impress on consumers to buy local whenever possible, especially when purchasing floral arrangements for the holidays. Buying locally grown flowers and foliage not only supports local growers and nurseries, it also helps protect Hawai'i from invasive pests and plant diseases that threaten the state's agriculture and environment. Buying local also keeps our money flowing through our community and helps preserve jobs, which is especially critical during these difficult economic times.

To give consumers visions of beautiful Hawai'i-grown floral arrangements, this year's **Buy Local for the Holidays** event will showcase local floral designers using homegrown tropical flowers and foliage.

The public is invited to this free event on:

**Sunday, November 14, 2010**

**Hawai'i Department of Agriculture's Plant Quarantine Branch,**

**1849 Auiki Street (near Sand Island) from 9:00 a.m. to noon. (Event flyer & map attached)**

The event brings together various government, industry and community organizations that have mutual goals of supporting local businesses and industries, encouraging actions that increase Hawai'i's sustainability and preventing introduction of harmful pests and plant diseases. The organizations include: 4 Ag Hawai'i, UH-Manoa College of Tropical Agriculture and Human Resources, Hawai'i Department of Agriculture, Hawai'i Farm Bureau Federation, USDA Natural Resources Conservation Service, Hawai'i Tropical Flower Council, Kanu Hawai'i, Ben Franklin and The Nature Conservancy.

The Hawai'i Tropical Flower Council will donate local flowers and foliage, which four local floral designers from around the state will use to create stunning holiday arrangements at the event. The public is invited to also create their own small arrangements to take home, while supplies last. Participating designers include: Alan Tada of Flowers Forever (Kaua'i), Eileen Takayesu of Town and Country Designs (Maui), Jenny Vierra of Alluvion, Inc. (O'ahu) and Kui Wong of Kui and I (Hawai'i Island).

"Export orders for Hawai'i's cut flower industry has decreased during the worldwide economic downturn," said Susan Matsushima, CEO of Alluvion, Inc., a Haleiwa nursery. "Support for our local growers has never been more important and appreciated."

"Buying local produce and flowers matters in many important ways," said Sandra Lee Kunimoto, Chairperson of the Hawai'i Department of Agriculture. "Not only does it sustain our local farmers and businesses, but it also protects our state from hitchhiking pest and disease by replacing imports with locally grown products."

- more -

## **Deck the Halls with Boughs of Orchids**

**November 9, 2010**

**Page 2**

Examples of how consumers can make little changes in their holiday buying include:

- √ Purchase holiday wreaths made of locally grown flowers and foliage instead of imported wreaths.
- √ Look for locally grown potted plants, like poinsettias or chrysanthemums for gifts.
- √ Send locally grown fruits, like pineapple or export-treated papayas and apple bananas to friends and family on the mainland instead of ordering boxes from mainland fruit companies.
- √ Incorporate locally made jams, jellies and baked goods in holiday gifts.
- √ Use locally grown produce for holiday dinners and potluck parties. (ie: use local beef for barbeques, local fruits for fruit salads, local eggs for pupus, salads and baking)
- √ Substitute locally grown foods in favorite holiday recipes.

These suggestions may seem insignificant; however, if we all do a little, it can have a great impact on our community.

Hawai'i imports more than 85 percent of our consumer goods. A study released last year indicated that if Hawai'i replaced just 10 percent of foods we import with locally grown and manufactured foods, it would:

- Generate approximately \$94 million for local farmers,
- Have an economy-wide impact of \$188 million in sales,
- Create \$47 million in earnings, and
- \$6 million in state taxes, and
- Generate 2,300 jobs

The participants in the Buy Local for the Holidays event urges Hawai'i residents to create our own economic stimulus - whenever possible, buy local - it matters!

~~Page 2~~

Contact:

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e-mail: [hdoa.info@hawaii.gov](mailto:hdoa.info@hawaii.gov)

Attachments: Map to Plant Quarantine Branch  
Event Flyer

## **Chefs & Farmers Facing Future: A Forum on Food April 15**

**FOR IMMEDIATE RELEASE**

March 17, 2011

From: Fern Gavelek Communications

(808) 329-0833

**MEDIA CONTACT:**

Dan Nakasone (808) 285-1838

Email: [ad-venture@hawaii.rr.com](mailto:ad-venture@hawaii.rr.com) for event art, chef/rancher photos

HONOLULU – Hawaii’s food security is the focus of “Chefs & Farmers Facing Future,” a forum presented by Leeward Community College (LCC) Culinary Arts Program. It’s designed for people on the frontline of Hawaii’s food security dilemma: chefs, culinary students, farmers, ranchers and other food industry professionals. They will gather 9 a.m. -2 p.m. Friday, April 15 for sessions that delve into topics ranging from Hawaii Regional Cuisine to protein security with discussions on aquaculture and Hawaii’s beef industry.

Hawaii is the most geographically isolated community and heavily dependent on imported food and fuel. Roughly 85% of the food consumed in the island state is imported, which makes Hawaii highly vulnerable in times of crisis. The tragedy in Japan and rising cost of oil is a wake up call for Hawaii to take serious steps toward becoming more food self-sufficient.

Chefs, considered the opinion leaders of the food world, will be joined with farmers and ranchers to find ways to move Hawaii’s food independence forward. The list of chefs committed to engage in the conversation include renowned Hawaii Regional Cuisine chefs such as Alan Wong, Roy Yamaguchi and Peter Merriman—along with culinary professionals representing Oahu’s top resorts: the Halekulani Hotel, the Royal Hawaiian Hotel and the new Disney at Ko Olina.

Participating food producers include Big Island rancher Michelle Galimba of Kuahiwi Ranch, Alex Franco of Maui Cattle Company, Richard Ha of the Big Isle’s Hamakua Springs Country Farms and aquaculturist Norbert Sporns of Seattle’s HQ Sustainable Maritime Industries.

“The amount of talent gathering under one roof to address increasing local food production is unprecedented,” says the college’s culinary arts program director, Tommylynn Benavente. “An event such as this has never been staged before and we expect creative solutions and action to come out of this forum.”

The impact of food import replacement is significant. According to the Hawaii Department of Agriculture, replacing just 10% of the food Hawaii currently imports would amount to approximately \$313 million. Assuming a 30% farm share, \$94 million would be realized at the farm-gate, which would generate an economy-wide impact of an additional \$188 million in sales, \$47 million in earnings, \$6 million in state tax revenues, and more that 2,300 jobs.

Joining the LCC Culinary Arts Program in staging the event are the co-founders of She Grows Food. The event will be held at the LCC Theater and seating is limited. The general public is welcome with a \$20 admission fee, which includes a locavore tasting. To register visit [www.shegrowsfood.com](http://www.shegrowsfood.com). For more information contact Dan Nakasone at (808) 622-4032 or email at [ad-venture@hawaii.rr.com](mailto:ad-venture@hawaii.rr.com).

## Confirmed Chefs for Forum

### Confirmed

- Alan Wong (and chef team) - Alan Wong's Restaurant
- Roy Yamaguchi (and chef team) – Roy's Restaurants
- Peter Merriman – Merriman's Restaurant
- Phillippe Padovani – Padovani Steakhouse
- Ed Kenney – town and downtown
- Vikram Garg Halekulani Hotel
- Sean Priester – Soul Restaurant
- John Memering – Kalapawai Café
- Eberhard Kintscher – Michel's at the Colony Surf
- D.K. Kodama (and team) – Sansei, and D.K Steakhouse
- Hiroshi Fukui – Hiroshi's Eurasian Tapa's
- Chai Chaowasaree – Chai's Island Bristro
- Kevin Haney – 12<sup>th</sup> Avenue Grill
- Elmer Guzman – Poke Stop
- Goran Streng – Tango Contemporary Café
- Jerry "Kele" Smith – Na 'Ono, LLC
- Noreen Lam – Culinary Consultant, Caterer
- Jon Matsubara – Azure, Royal Hawaiian Hotel
- Darrren Demaya – Kai Market, Sheraton Waikiki
- Ryan Loo, Executive Sous Chef – Kai Market, Sheraton Waikiki
- Matt Nauku, Sous Chef - Rum Fire, Sheraton Waikiki
- Patrick Callarec – Disney, Ko Olina
- Scott Higa – Ihilani Resort
- Ryan Day – Palama Meat Company
- Kaleo Adams – Waikiki Edition
- Mark Noguchi – He'eia Pier General Store & Deli
- Lindsey Ozawa and Martha Cheng – Melt (food truck)
- Zack Inouye – Hy's Steakhouse
- Nico Chaize – Nico's at Pier 38

*Island Fresh*  
**Buy Local**  **It Matters**  
Join the movement!

  
Department  
of Agriculture  
STATE OF HAWAII