FY 2009 SPECIALTY CROP BLOCK GRANT PROGRAM – FARM BILL

Hawaii State Department of Agriculture
Final Report
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Attachments
Hawaii Flowers and Foliage Marketing Opportunities: Including Partnerships with Hitomi Gilliam, AIFD and Teleflora, Technology Upgrades towards a Comprehensive Distribution System, Design Industry Training, Mainland/International Tradeshows, Nursery Tours, and Industry Education and Promotion of Tropical Agriculture

**Final Report**

**Project Summary**

The purpose of the project, managed by the Hawaii Tropical Flower Council (HTFC), was to build a reputation of excellence in the global market for Hawaii’s unique tropical flowers through collaboration and trade activities that would create increased demand for flowers from Hawaii and increased sales and revenue for the growers in Hawaii. Through this project, the HTFC was able to position itself as the source of information on the marketing, design, availability, handling and storage of Hawaii flowers for the flower industry members in Hawaii and to the wider domestic and international markets.

Hawaii Floriculture experienced growth in the value of grower sales from 2005 to 2007, where sales grew from $101.0 million to $108.7 million, an increase of 7.6 percent. Then, primarily due to the disastrous economic downturn, the value of grower sales decreased from the high of $108.7 million in 2007 to $94.7 million in 2008 and then to $76.8 million in 2009, representing percentage decreases of 13 percent and 29 percent from 2007 sales numbers. In 2008, the Hawaii Floriculture industry growers found that they had a quality product and unable to convert that quality into sales. It was important for Hawaii floriculture to find markets for our products before the growers and shippers were unable to continue with the business of floriculture.

The FY2009 Project addressed the situation by creating tactics and strategies that would bring about the recovery of the industry and lead to growth for Hawaii Floriculture. The project focused on the growers to identify the strengths of Hawaii floriculture and create a plan to promote those strengths. HTFC, as the lead organization for the project, met the challenge with the goal to increase sales and engage the Hawaii floriculture industry in the effort to brand Hawaii Floriculture as the source of the best tropical flowers that have the most vibrant colors, most varieties – classics and new – that can be displayed in the most dramatic designs. The next step in the strategic plan was to find or create the markets seeking the qualities of Hawaii floriculture.

The HTFC ([http://www.hawaiisflowers.com/](http://www.hawaiisflowers.com/)) is a statewide association of growers, shippers, corporations, and individual proprietors from Hawaii’s tropical flower industry.

**Project Approach**

It was with this challenge to find or create markets in mind that the project coordinated distribution of Hawaii floriculture products to the skillful hands of designers at the American Institute of Floral Designers (AIFD) Symposium 2010 in Boston and AIFD Symposium 2011 in San Francisco, at the Color Trend Summit (2011) in Vancouver, and at 14 additional events allowing
national and international influential designers to see what the Hawaiian Floriculture industry had to offer.

HTFC included the retail and consumer sector in the strategy to increase awareness and appreciation of Hawaii floriculture and donated stage décor for Hawaii Music Festivals in 2010 and 2011 and at the Hawaii Tourism Authority (HTA) Blitz Events (Events that were held at Shopping Centers and Malls in the Western US) in 2010 and 2011. No specialty crop funds were expended for these activities that were funded by the HTA.

With product in the hands of the designers and being seen by the public HTFC sought to implement a more modern source of information release with a website upgrade. We saw this as a chance to educate on how to use our product with videos of designer demonstrating, so that the perceived “fear of the unfamiliar” would not be an obstacle in purchasing our specialty crop. Unfortunately, after our first attempt to improve the website, we were better able to see what our website was lacking and we made the decision to seek a different webmaster and further improve the website.

The next step in our strategy was to educate our members. We felt it was important for our membership to understand how the rest of the country/world impacts our sales and to understand what the Hawaiian Floriculture as a community was doing. This education was achieved by having the funds to have an informative HTFC conference in 2010 and again in 2011 with guest speakers and talks regarding marketing. The industry shared as a community with allowing members to see different farms via the Farm Tour Development event in 2011.

The FY2009 project allowed HTFC to implement ideas that became the cornerstone for the industry’s attempt to carve a permanent market for Hawaiian floriculture from the US market. The project allowed the Hawaii growers to have confidence that if they grow products there would be a market to buy the products to sustain and grow the industry. The project also showed that Hawaii could serve as a brand and we would need to do future events to solidify the Hawaii brand in the minds of Designers and Floral Purchasers.

The project helps HTFC to understand global competition and realize that Hawaii must conduct more outreach by attending future events and market to designers. Designers that use Hawaii floriculture can be featured in magazines, Facebook and the internet. HTFC achieved a milestone with recognition from the famous 2012 Philadelphia International Flower Show whose theme was, “Hawaii: Islands of Aloha”.

The actions intended to achieve the project purpose included:

- Reprint of the NeoTropica Hawaii Tropical Flower & Plant Guide (NeoTropica) — the guide is a comprehensive list of Hawaii floriculture complete with photo, seasonality, availability and other information of interest to buyers. The guide is a reference to be used as a listing of ‘ingredients” from which designers, wholesalers and event planners can use to create arrangements.
- Create a digitized version of NeoTropica that is accessible for download from the HTFC website.
• Distribute copies of NeoTropica to key industry organizations and individuals.
• Provide designer and interior landscape educational and training programs to increase
grower awareness, to show usage trends, and to demonstrate the higher quality of
Hawaii flowers.

This project approach was to enhance the competitiveness of Hawaii’s tropical flowers and
included actions that:

• Established Hawaii as the place to go for high-quality tropical flowers;
• Positioned Hawaii’s tropical flower farmers to conduct state-of-the-art web commerce;
• Increased higher-value, small box direct sales with retail and end users.

Goals and Outcomes Achieved

• Reprint up to 10,000 copies of the NeoTropica Hawaii Tropical Flower & Plant Guide -most
Comprehensive Website Catalogue/Guide on Tropicals

This goal has not been met at this time. The NeoTropica reprint was based on the sale of the
remaining 4,000 copies at the 2012 Philadelphia International Show with the proceeds to be
used to help cover the cost of the reprint. Sales at the 2012 show were a very disappointing
150 copies. In January 2013, there were 1500 print copies remaining. With the upgrades to the
website, NeoTropica was made available for online purchase as of February 2013 and the HTFC
decided to promote sales via the website rather than on-site at the 2013 Philadelphia
International Flower Show, March 2 – 10, 2013. Sample guides were available at the show for
promotion of online sales.

To reprint NeoTropica remains a goal of the HTFC, however, the number of reprints is planned
as 5,000 copies, which will be funded by proceeds from previous sales, proceeds from website
sales, and funds from the County of Hawaii. SCBGP funds were included in the original state
plan and budgeted as $10,000 for “Publisher/Printer Design & Reprinting”. Six thousand dollars
of this line item was expended to make revisions to improve the design for the reprint and
included changes to the formatting and photos for a “new and improved” reprinted version of
NeoTropica. The remaining $4,000 was expended for the website, where additional funds were
used for to convert the print version into a digital version and upgrades for online sales
capability. The link to purchase online is: http://www.hawaiisflowers.com/our-book.html

Revenues from online sales are reinvested into the funding to incorporate the new varieties
and the improved existing varieties for the reprint of NeoTropica as well as to add these
varieties to the digital version to keep the digital guide current. The income from online sales is
reinvested to the digital and print versions of NeoTropica, a guide for Hawaii floriculture, and
solely enhances the competitiveness of Hawaii floriculture.
• Create a digitized version of the Guide that can be accessed and downloaded from the web and available to associations with shared access to images for a specified use

The digitized version of NeoTropica is now available and can be accessed and downloaded from the web and available to associations with shared access to images for a specified use. HTFC developed the Digital Guide components including the digital site template and individual plant photos and files to be included. These files have been finalized and NeoTropica is available online on the new website redesigned with the digital widget capability and the capability to run the storefront with digital download sales capability. The web version of the Guide will be distributed (downloadable) or accessed through the internet, meeting the demand for increased electronic content and rapid customer response. This will also help to increase higher valued e-commerce/direct sales. Associations will have shared access to images for specified usage, such as to enhance their website. Members are able to link to the digital version from their websites as well. The new order page is online and ready to accept sales orders. The digital guide is now available for download at: http://www.hawaiisflowers.com/

• Through Broad Distribution of this Guide, Establish Hawaii as the definitive go-to place for information on tropical flowers, and supply

First printing of NeoTropica took place in 2009 and was for 10,000 copies. Distribution of the guides took place in 2010 and 2011 to a broad base of the industry that included 2,500 copies distributed within the State of Hawaii to industry affiliates and supporters such as organizations, regulatory agencies, wholesalers, retailers, growers and members of the HTFC. Another 1,500 copies were distributed through sales to mainland and international media, event companies, floral wholesalers, retailers, designers and artists, garden shops and clubs, and landscape and interior-scape professionals Special Event Companies, Floral & Plant Retailers, and Floral & Horticultural Associations. Guides were also sold at conventions attended by Floral, Horticultural & Interior Magazines, Hospitality Industry, Interior-scape Companies, Culinary Industry, Sympathy Industry, Book Sales, as well as at the American Institute of Floral Designers (AIFD) and Produce Marketing Association (PMA) events. Revenue generated from the sales was used to cover the cost of the first printing and distribution and for the next reprinting. HTFC members and affiliates have used the guide as a reference during sales calls and say their sales efforts are more targeted and effective. One of the HTFC member producers, Green Point Nursery, purchased 2,000 copies and distributed to their retail and wholesale clients.
• Provide Designer and interior landscape educational programs/training to increase grower awareness, usage trends, and higher quality standards

<table>
<thead>
<tr>
<th>Event</th>
<th>Program/Training Offered/Action</th>
</tr>
</thead>
</table>
| October 3 – 10, 2010 HTFC Marketing Conference | Theme – “Profit Through Innovation and Linkage”  
Tropical Trends, Hitomi Gilliam, AFID designer  
Introduction to the Philadelphia International Flower Show  
Farm Tours  
Annual Crop Production Services Nursery Seminar  
Update on Hawaii Flowers Branding Strategy and Marketing Planning Workshop |
| July 2010  
Hawaii Export Nursery Association  
MIDPAC Conference | Participated in workshops  
Donated flowers for stage décor or use in workshops                                                                                                       |
| December 2010  
Floral and Color Trend Summit  
Canada | Learn how the color trends help prepare for sales and marketing                                                                                           |

The 2010 conferences included a presentation by Samuel Lemheney, Director of Design for the Philadelphia Flower Show. This presentation led to HTFC taking a lead role in Hawaii’s participation in the 2012 Philadelphia Flower Show, where the theme was Hawai‘i: Islands of Aloha, a celebration of Hawai‘i’s flowers and culture.

• Established Hawaii as the definitive go-to place for information on tropicals

Through the production and distribution of the NeoTropica Guide Book, the HTFC has gained recognition through media coverage featuring tropical flowers in their magazines and at conventions. The 2012 Philadelphia Flower Show theme was “Hawaii: Islands of Aloha” and showcased the beauty and variety of Hawaii flowers. HTFC has not found a similar Guide or product catalogue for Hawaiian tropical flowers available to the industry that is as extensive in information that is helpful to buyers.

The Digital NeoTropica Guide has been developed and is now accessible at [http://www.hawaiisflowers.com/](http://www.hawaiisflowers.com/). This digital guide will facilitate reference and selection for consumers and industry professionals particularly the younger users who demand online access and use digital formats in their business and shopping. This access will help establish Hawaii as the source of information on tropicals.

Through HTFC promotions at international flower industry and Hawaii Visitor and Convention Bureau events where the Hawaii Tropical Brand could be demonstrated, HTFC has progressed toward the goal of establishing Hawaii as the first-to-market authority on Tropical Flowers in the National and International markets. Through the printed format of NeoTropica, and the recently launched digital format of this guide, HTFC has established Hawaii as the go-to place for information on tropical flowers and as the authority on variety, color, and quality as shown in NeoTropica.
● Position Hawaii’s tropical farmers to conduct state of the art web commerce

The upgraded website has positioned Hawaii’s tropical flower farmers with the capability to expand their businesses, diversify their customer base and better compete in the global floral industry. The project has allowed HTFC to better serve their membership through collaboration with AFID designers such as Hitomi Gilliam, who promotes the variety, color, variety and quality of Hawaii tropical flowers, participation at domestic and international trade shows, and the importance of creating diverse partnerships — such as with the Pennsylvania Horticultural Society, organizer of the Philadelphia International Flower Show. The upgrades to the HTFC website have led to newsletters, “how-to” videos, blogging, and allows links to the member websites.

● Increase Higher-value, small Box Direct Sales with Retail and End Users

The project’s impact to the increasing sales for the members through direct to consumer web-based sales is not yet quantifiable as that capability was launched in February 2013, however, the HTFC membership is confident the project will provide higher value returns for producers. Producers will be able to contact customers directly with special offerings and oversupply items and offer special event arrangements for Mothers’ Day – the biggest flower gift event of the year.

Beneficiaries

The 200 members of the HTFC have benefited from the project that resulted in a website that has online sales capability and can provide training videos, blogs, newsletters, and links to their businesses, which the previous website did not offer.

Through participation in major AIFD and other industry events, HTFC producers have contacted and begun developing relationships with more than 200 Designers who have both traveled to Hawaii since that time and/or have used Hawaii grown products in their displays and demonstrations. Response from designers has been very positive particularly in the area of shelf life and visual impact. This has also given the HTFC membership experience and knowledge on how colors and quality are integral to floral trends.

Education at the Annual HTFC marketing conference has given individual members important information to allow them to understand how our market is changing, how to compensate and knowledge of how they can compete globally.

New distribution channels direct to the designers and East Coast outreach has resulted in an increase in contact from regional designers, and requests for product.

The National Agricultural Statistics Service release on October 16, 2012, reports that for “Floriculture and Nursery Products, Value of Sales, State of Hawaii”, the decrease in value of sales has slowed and HTFC interprets this as a benefit to the members. The $76.8 million in sales in 2009 was followed with $71.1 million in 2010 and $69.6 million in 2011. Sales in 2010 were 7.5 percent less than in 2009 and sales in 2011 were 2.1 percent less than in 2010. This
can be summarized below and can be demonstrate the project has been successful in slowing the decrease, but not the steady decline. Although the industry is starting the necessary steps to recovery, further implementation of our strategy is necessary that will result in growth in value of sales to Hawaii floriculture growers.

<table>
<thead>
<tr>
<th>Year</th>
<th>Floriculture and Nursery Products, Value of Sales (millions)</th>
<th>Percent change from 2007</th>
<th>Percent change Year-over-year</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td>$101.0</td>
<td>--</td>
<td>--</td>
</tr>
<tr>
<td>2006</td>
<td>$98.7</td>
<td>--</td>
<td>-2.3</td>
</tr>
<tr>
<td>2007</td>
<td>$108.7</td>
<td>--</td>
<td>+10</td>
</tr>
<tr>
<td>2008</td>
<td>$94.7</td>
<td>-12.9</td>
<td>-12.9</td>
</tr>
<tr>
<td>2009</td>
<td>$76.8</td>
<td>-29.3</td>
<td>-18.9</td>
</tr>
<tr>
<td>2010</td>
<td>$71.1</td>
<td>-34.6</td>
<td>-7.4</td>
</tr>
<tr>
<td>2011</td>
<td>$69.6</td>
<td>-36.0</td>
<td>-2.1</td>
</tr>
</tbody>
</table>

Lessons Learned

Fulfilling the activities of this project has demonstrated the importance of working with expert professionals when the task involves “cutting edge” new technology to manage the upgrades to the website. Much work had been invested in the upgrade project before it was realized that the old technology data-based site, developed in 1997, could not be upgraded to handle the new social media and interactive aspects, specifically online sales, which were desired. It was at this point that the decision was made to seek a new webmaster to redesign the site. This delayed the progress and led to missed deadlines. The new webmaster, Koa Consulting, is now on retainer with HTFC to manage upgrades and new additions to the site. A professional webmaster will also provide tracking of hits and link through clicks as well as number of viewers who watch the videos and sign up for information. The lesson learned is when the website is deemed to require another upgrade; HTFC should seek a professional assessment to be completed to determine how to proceed.

Contact Person

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Eat Local Media Campaign

Final Report

Project Summary

According to a 2008 University of Hawaii study on increasing food self-sufficiency in Hawaii, replacing 10 percent of imported food with locally grown food could potentially create 2,300 jobs and $313 million in economic benefits to Hawaii. The Share Your Table channel and Eat Local media campaign was developed as a consumer education platform aimed at building awareness on locally grown foods via plate, place and producer.

According to the Ulupono Initiative Study (http://www.uluponoinitiative.com/local-food-market-demand-study--2), the lack of public awareness is a key barrier to increasing purchases of locally grown products at the consumer level. More than 90 percent of Hawaii farmers are small businesses and don’t have the funding and resources to market their products. This project addressed this issue, by creating the first locavore food channel showcasing Hawaii grown product. By creating a platform/destination to promote Hawaii grown products, we addressed the issue of farmers lacking time and resources to market their product to consumers.

The purpose of the project was to create a sense of place, plate and producer via a series of 30-second promotional spots and 12 two-to-three minute videos that would enhance the competitiveness of specialty crops in Hawaii via the project’s EAT LOCAL campaign. The promo spots told the story of the specialty crop farmers and producers and products. The videos showed consumers the how, why and where to buy Hawaii-grown specialty crops.

The promotional spots and videos created for the EAT LOCAL campaign were aired on Share Your Table TV (SYT-TV) Channel 320, a locavore-centric channel created in partnership with Oceanic Time Warner Cable (OTWC). The audience reach is 200,000+ cable subscribers, which represents more than 50 percent of all TV households in Hawaii.

SCBGP funds were not used to create or promote non-specialty crop features shown over SYT-TV.

Project Approach

SYT-TV was fully operational over OTWC in January 2013. The original launch in January 2011 attracted a monthly viewership of 58,000 in the first quarter; however, due to upgrades initiated by OTWC, there were a series of rolling blackouts that affected the viewer on demand channels, including SYT-TV, and the launch was delayed until January 2013. Viewership numbers are included in the Goals and Outcomes Achieved section.

The following work plan includes the delays caused by the OTWC upgrades:

Phase I -- 5/1/2010 to January 2011
Design and build-out of SYT-TV channel
SYT-TV launched in January of 2011 and was available to 54% of all households in Hawaii and reached an average of 58,000 unique visitors per month during the first quarter. The channel was strategically placed next to TV Food Network.

**QTR 1 Report**

<table>
<thead>
<tr>
<th>SUMMARY</th>
<th>JAN, 2011</th>
<th>FEB, 2011</th>
<th>MARCH 2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Visits</td>
<td>216,248</td>
<td>215,184</td>
<td>203,602</td>
</tr>
<tr>
<td>Average Daily</td>
<td>6,975</td>
<td>7,685</td>
<td>7,271</td>
</tr>
<tr>
<td>Total Unique Visitors</td>
<td>57,859</td>
<td>59,207</td>
<td>58,310</td>
</tr>
</tbody>
</table>

Additional quarterly reports will be available in March, June and September of 2013.

**Phase II -- January 2011 to June 2012**

**Content Production and Edit, create videos and .30 sec. promo**

Featured products include specialty greens, asparagus, taro, lavender, chocolate, coffee, ginger, avocados, tomatoes, hearts of palm and mangoes.

**Phase III, (A) -- January 2013 to February 2013**

Re-launch of SYT-TV channel on Oceanic Time Warner Cable.

**Phase III, (B) -- February 2013 to January 2014**

**Promotions and Marketing for channel**

Media launch party for SYT-TV channel (February)

Airing of :30 second EAT LOCAL promo spots; 100 x 12 months = 1200 spots

Sample screen shot of SYT-TV:
### Goals and Outcomes Achieved

The measurable outcomes are the delivery and broadcast of promotional spots and videos created for the EAT LOCAL campaign and are detailed below:

<table>
<thead>
<tr>
<th>Goal</th>
<th>Outcome</th>
</tr>
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<tbody>
<tr>
<td>Creation of a dedicated Hawaii food channel on OTWC</td>
<td>SYT-TV launched on Channel 320 in January 2011 and reached a monthly unique viewership of 58,000+ Hawaii households in the first quarter. Unfortunately, in April 2011, due to circumstances beyond the project manager’s control, rolling interruptions followed by technical fixes detracted from the full user experience. These issues have been corrected and a re-launch of the channel occurred January 2013.</td>
</tr>
<tr>
<td>Creation of twelve 2 to 3 minute videos featuring specialty crop farmers, producers and products to air on SYT-TV</td>
<td>19 Videos completed and currently airing over SYT-TV. Speciality crops featured: Mangoes (2) / Ginger (2 videos) / Specialty Greens / Chocolate / Tomatoes / Lavender / Hearts of Palm / Avocados / Asparagus / Taro / Root vegetables / Tree nuts / Watercress / Zucchini / Lettuce / Beets / Onions</td>
</tr>
<tr>
<td>EAT LOCAL :30 second promotion spots to air 100 times per month for 12 months</td>
<td>Multiple channel runs began with re-launch of SYT-TV in January 2013 and will run until February 2014.</td>
</tr>
<tr>
<td>Creation of companion material for videos. These include, but are not limited to -- recipes, how to tips and feature articles aligned to seasonal and holiday promotions.</td>
<td>Recipes and information aligned to videos are available starting with re-launch of channel and as mentioned earlier in report, enhanced features will allow users to request and receive information via mobile devices and social media platforms.</td>
</tr>
<tr>
<td>Media event, launch party to promote the re-launch of SYT-TV.</td>
<td>Media launch event occurred in February 2013.</td>
</tr>
</tbody>
</table>

The long-term goal is to ensure the viability and continuation of SYT-TV by developing new content partners in addition to creating content for the channel. While the upgrades and subsequent technical fixes negatively impacted the SYT-TV programming schedule, on a positive note, the upgrades provide SYT-TV, with enhanced mobile and social media features. These features were included in the January re-launch of the channel:

- Mobile integration: users can text a number that appears on-screen when a video plays to request additional information such as recipes or points of selection. The information is sent back to the user via text message to their mobile hand-set.
• Social media integration: Facebook and Twitter can be streamed live across the channel.

Benefits

The direct beneficiaries of the EAT LOCAL media campaign are consumers who viewed and will view the videos and can make better consumer purchasing decisions.

While not quantifiable, the project manager believes the specialty crop farmers will benefit from this project from the attention given to the quality products they grow that are featured on STY-TV.

The most recent report for the period March 1 – April 30, 2013, shows the estimated viewership associated with the specialty crop programming produced by this project:

<table>
<thead>
<tr>
<th>Total channel views</th>
<th>228,463</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hours spent on channel</td>
<td>4,586</td>
</tr>
<tr>
<td>Total video plays</td>
<td>293,041</td>
</tr>
</tbody>
</table>

Lessons Learned

Creating a 24/7 on-demand video channel and Hawaii’s first locavore food channel was an ambitious undertaking with many moving parts. The most challenging aspect being the technical aspects of working with a relatively new medium (video-on-demand, digital cable) for the Hawaii market with the technical fixes and upgrades that were part of the new technology. In hindsight, the project manager should have allowed time for potential technical contingencies in the timeline.

Contact Person

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Promoting Hawaii Specialty Crops Cacao, Taro, Tomatoes, Tropical Fruits, Tropical Flowers and Herbs Through Festivals on the North Shore of Oahu

Final Report

Project Summary

Hawaii is unique in terms of the types of specialty crops that its farmers have been producing. With Hawaii transitioning from a mono-culture agriculture industry over the past two decades to a smaller farms with diversified crops, Hawaii farmers are focusing on niche markets instead of the commoditized crops such as soy beans or corn that are produced at a much larger economies of scale on the mainland and other parts of the world. Haleiwa Farmers’ Market wants to provide venues to promote these different crops while also educating locals and tourists alike about the crops. With Hawaii promoting the “Buy Local” message at supermarkets and farmers’ markets throughout the State, the crops at the markets need to be promoted to the consumers.

The main objective of the project was to increase demand and awareness for specialty crops (Cacao, Tropical Flowers, Tomatoes, Tropical Fruits, Taro, and Herbs) by promoting and educating the public through festivals, cooking demonstrations, educational demonstrations and farm tours. Many times, consumers who go to the markets are not familiar with the different crops being sold and do not know how to prepare them. By bringing in local chefs in coordination with the Hawaii Restaurant Association to do cooking demonstrations to provide recipes to use with the crops, consumers will be more likely to purchase these specialty items instead of just going to the local supermarket and purchasing the items that they are more familiar with. The recipe contest will encourage experimentation with these foods at home through the development of new recipes.

Please note that SCBGP funds used for awards to the recipe contest winners were for winning recipes that included ingredients with more than 50 percent specialty crop by weight. The final budget will reflect $1,500 from the SCBGP funds and $1,547 In-Kind Match for the contests. SCBGP funds were not used for non-specialty crop recipes for this activity.

The project also addressed the importance of adding specialty crops to the Hawaiian diet to decrease the potential for obesity and diabetes. The attendees were made aware of alternatives to the vast quantities of fat, sugar and salt which permeate the local diet. These festivals created health-awareness in a fun and inviting atmosphere and had the potential to initiate huge change in the food practices of the attendees. With the inclusion of nutritional counseling, cooking demonstrations, food sampling and recipe contests, the attendees were able to experience multiple ways to integrate these healthy foods into their daily food habits.

Project Approach

In cooperation with the respective crop liaisons, the Haleiwa Farmers’ Market conducted six festivals to help promote Hawai’i specialty crops -- Cacao, Tropical Flowers, Tomatoes, Tropical
Fruits, Taro, and Herbs. In addition to the regular farmers market activities held each Sunday, each festival included food tastings with local chefs, recipe contests with guest judges, nutritional counseling by Ola Loa Wellness, and experiential learning opportunities all focusing on the specialty crop. Additionally, each festival had a corresponding visit to a nearby North Shore farm or presentation allowing visitors’—local residents, mainland and international—first-hand appreciation and understanding of the crop as well as a connection to the farmer.

Festivals were conducted as shown in the table below in coordination with the crop’s harvest season. By promoting a better understanding of these six crops, participants were more encouraged to seek them out at farmers’ markets, supermarkets, CSA’s, restaurants and florists, boosting the demand and increasing the economic benefits for producers, distributors, and restaurants that supply these six specialty crops.

<table>
<thead>
<tr>
<th>DATE</th>
<th>FEATURED SPECIALTY CROP</th>
<th>PARTICIPANTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 31, 2010</td>
<td>Cacao</td>
<td>5,000</td>
</tr>
<tr>
<td>October 24, 2010</td>
<td>Taro</td>
<td>7,500</td>
</tr>
<tr>
<td>December 12, 2010</td>
<td>Cilantro, Basil, Oregano, Mint, Parsley Dill, Thyme, Lavender and Rosemary</td>
<td>2,800</td>
</tr>
<tr>
<td>June 12, 2011</td>
<td>Tomato</td>
<td>3000</td>
</tr>
<tr>
<td>July 24, 2011</td>
<td>Mango, Papaya, Pineapple, Banana, Dragon Fruit, Lilikoi, and Lychee</td>
<td>3300</td>
</tr>
<tr>
<td>August 28, 2011</td>
<td>Heleconia, Orchids, Ginger and Anthuriums</td>
<td>3000</td>
</tr>
</tbody>
</table>

All six festivals have been conducted along with the corresponding visit to the nearby North Shore farm that grew the specialty crop being featured that month. Each festival included food tastings with local chefs, recipe contests with guest judges, nutritional counseling by Ola Loa Wellness, and experiential learning opportunities focused on the specialty crop being promoted that month. The corresponding farm visit allowed the participants a first-hand appreciation and familiarity with the crop and the connection to the farmer.

Each festival is described in the section below.
Cacao Festival: January 31st, 2010, 9:00am-1:00pm – 5000 visitors

Featured Crop: Cacao

Tastings: A booth was set up featuring cacao samples put together by local chefs. The booth included Alan Wong’s Chocolate Mousse; Ed Kenny’s Chocolate Delight; Turtle Bay’s Chocolate Cake with Waialua Estate Ganache; Waialua Estate Chocolate with bananas for dipping. Ola Loa Wellness also provided over 900 “Cacao for Health Smoothies” that were handed out to visitors.

Activities: Ola Loa Wellness provided information on the benefits and uses of raw cacao from their booth while also providing a recipe handout: Whole Chocolate Treats

Farm Tour: A total of 120 visitors toured Waialua Estate Cacao throughout the festival. Visitors were able to taste raw cacao, nibs, dark and milk chocolate. Mike Conway of Dole Diversified Agriculture, shared the story of cacao in Hawai`i and Dole’s relationship with the crop over the past five years.

Recipe Contest: 37 entries. All participants sampled their entries. Winning Recipe: Ben Tabios, Waialua Estate Chocolate Cake with Ginger Ganache & Caramelized Bananas
Taro Festival: October 24th, 2010, 9:00am-2:00pm – 7,500 visitors

Featured Crop: Taro

Tastings: Sampling booths set up at the festival included pa`i`ai (undiluted taro that has been pounded) from the non-profit Mana`Ai and taro chips with ahi poke from Turtle Bay Resort. For many of the visitors, pa`i`ai was a new experience and new method of eating taro. Ola Loa Wellness also provided taro pancakes to the crowd.

Activities: Ola Loa Wellness provided information about how to prepare the root crop in meals as well as data on the probiotic benefits of taro. A taro recipe handout: Tinga Chicken on Taro Tostadas was handed out to the crowd. A competition was also held for the largest taro corm grown. The winning corm weight 4.09 pounds grown by a Waiahole Farm. A booth was also set up by Mana`Ai demonstrating how to make pa`i`ai.

Farm Tour: A total of 112 visitors toured both Na Mea Kupono (Wetland) and Lovan Taro Farm (Dryland), both located in Waialua. Visitors learned about the history of taro in Hawai`i.

Recipe Contest: The contest was to submit your best dish using any form of taro within 3 different categories; entrée, traditional, and dessert. All participants sampled their entries. Winning Recipes: Entrée-Duke Kenney (Pan-Fried Pa`i`ai with Maui Grass Fed Beef), Traditional-Kathy Maddux (Kalo Luau with Collards & Kona Sea Salt), Dessert-Kanoa Ortogero (Taro Haupia Puffs). (SCBGP funds were not used for prizes where non-specialty crop was featured)
Herb Festival: December 12th, 2010, 9:00am-1:00pm – 2,800 visitors
Featured Crop: Cilantro, Basil, Oregano, Mint, Parsley, Dill, Thyme, Lavender, and Rosemary
Tastings: Booths were set up at the festival providing Haloa Farm’s Macadamia Nut Pesto and Turtle Bay Resort’s Rosemary Crostini and Lavender cookies. Ola Loa Wellness also provided over 600 samples of their “Everything but the Kitchen Sink Herb Salad”.
Activities: Ola Loa Wellness provided information at their booth on how fresh herbs can enhance any meal while providing many health benefits. They also provided booklets on how visitors can grow their own herbs. A recipe handout titled “Everything but the Kitchen Sink Herb Salad” was also distributed. Wanda Adams, a local foodie journalist, also had a booth signing copies of her book, “The Island Plate”.
Farm Tour: A group of 98 participants visited Mohala Organic Farm to visit an active organic farm growing a variety of herbs. Visitors also learned techniques of composting and the element involved in operating an organic farm.
Recipe Contest: A total of 26 entries submitted a dish featuring a local herb. The winning recipe was submitted by Jenn Homcy, a warm fennel and green bean salad with fresh garden basil.

Vendor at the Festival

Winning Herb Recipe
**Tomato Festival**: June 12\(^{th}\), 2011, 9:00am-2:00pm – 3,000 visitors

**Tastings**: Big Wave Farms set up a booth offering samples of 10 different varieties of heirloom tomatoes. Turtle Bay Resort also set up a booth offering bruschetta and fried green tomato samples and Ola Loa Wellness provided vine-ripened tomato gazpacho.

**Activities**: Ola Loa Wellness provided information about how tomatoes are mineral rich and hydrating and can be made into an easy snack. They also provided a recipe handout titled “Eggplant Tomato and Chicken Tangine”. Cooking demonstrations were also provided by Turtle Bay Resort’s Executive Chef, Hector Morales.

**Farm Tour**: Due to inclement weather, instead of a farm tour Big Wave Farms owner, Jeanne Vana conducted a presentation at the festival titled “Tomato Varieties and Growing Techniques in Hawai‘i”. Approximately 60 people attended the presentation.

**Recipe Contest**: A total of 23 participants submitted a tomato based dish by using homegrown tomatoes from their own gardens. The winning recipe was submitted by Tom Richards titled “Colette’s Summer Salad with Heirloom Tomatoes”.
Tropical Fruit Festival:  July 24th, 2011, 9:00am-1:00pm – 3,300 visitors
Featured Crop:  Mango, Papaya, Pineapple, Banana, Dragon Fruit, Lilikoi, and Lychee
Tastings:  Vendors sampled many varieties of fresh fruit including mangoes, papayas, banana, and dragon fruit. Ola Loa Wellness provided samples of their Tropical Smoothie and rapoza mangoes and Turtle Bay Resort provided Tropical Sorbet samples.
Activities:  Ola Loa Wellness provided information on the importance and benefits of eating in-season fruit which also included a recipe handout titled “Secret Smoothie”. Chef Ben Tabios provided tropical fruit dishes from 21 Degrees Restaurant at Turtle Bay Resort.
Farm Tour:  120 visitors toured Poamoho Organic Farm to see one of the largest organic farms and tropical fruit farms on O`ahu. The group learned about how to start and operate an organic farm included tasting of different varieties of avocados, mangoes, and other organic fruit.
Recipe Contest:  A total of 35 participants submitted dishes within three categories; Best Salsa, Best Dessert, and Best Jam or Jelly. Winning Recipe: Michael Bradley: Pineapple Upside-Down Cake with Apple Banana Sorbet. Mike Davis won the Best Salsa category with his Exotic Papaya Salsa, Best Dessert was won by Michael Bradley and his Pineapple Upside Down Cake with Apple Banana Sorbet and Wayne Porter won best Best Jam or Jelly with his Mango Jam.
Tropical Flower Festival: August 28th, 2011, 9:00am-1:00pm – 3,000 visitors

Featured Crop: Heleconia, Orchids, Ginger, and Anthuriums

Tastings: Ola Loa Wellness provided Hibiscus Mint Tea and Hibiscus Smoothies to the crowd.

Activities: Ola Loa Wellness provided information about how edible flowers may be used for medicinal healing. They also provided a recipe handout titled “Hibiscus Smoothie”. A tent was set up to provide workshops by the University of Hawai‘i Master Gardeners on growing techniques for a variety of flowers as well as Lei Making classes. Moki Labra, a Master Lei Maker, spoke about the history of tropical flowers and their importance to Hawai‘ian culture. Lei Making Contest: 31 submitted their best lei. Winning Lei was submitted by Melvin Labra of North Shore Living Lei. (Shown below in picture).
Please note SCBGP funds were not used for prizes where non-specialty crops represented more than 50 percent of the ingredients by weight. Funds from Sustain Hawaii were applied to the ineligible winning recipes.

Goals and Outcomes Achieved

<table>
<thead>
<tr>
<th>DATE</th>
<th>FEATURED SPECIALTY CROP</th>
<th>PARTICIPANTS</th>
</tr>
</thead>
<tbody>
<tr>
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<td>5,000</td>
</tr>
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<td>October 24, 2010</td>
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<td>7,500</td>
</tr>
<tr>
<td>December 12, 2010</td>
<td>Cilantro, Basil, Oregano, Mint, Parsley Dill, Thyme, Lavender and Rosemary</td>
<td>2,800</td>
</tr>
<tr>
<td>June 12, 2011</td>
<td>Tomato</td>
<td>3,000</td>
</tr>
<tr>
<td>July 24, 2011</td>
<td>Mango, Papaya, Pineapple, Banana, Dragon Fruit, Lilikoi, and Lychee</td>
<td>3,300</td>
</tr>
<tr>
<td>August 28, 2011</td>
<td>Heleconia, Orchids, Ginger and Anthuriums</td>
<td>3,000</td>
</tr>
</tbody>
</table>

Measurable outcome: To attract between 1,500 and 2,000 people to attend each festival and gain a better understanding of the specialty crop and state they will use the crop at least three times in the next six months.

A main goal of attracting between 1,500-2,000 visitors per festival was surpassed, seeing an average of 4,100 visitors to each festival. Visitors were counted manually as they arrived to the festival grounds. Also, based on surveys taken at each festival, 92 percent of visitors reported being more informed about the featured crop, 72 percent reported that after attending the festival, they plan on purchasing more of the respective specialty crop item, and 85 percent of visitors stated that they would likely attend a similar festival again in the future.

The surveys that were taken showed the participants were more encouraged to seek out these specialty crops out at farmers’ markets, supermarkets, Community Supported Agriculture operations, restaurants and florists, boosting the demand and increasing the economic benefits for producers, distributors, and restaurants that supply these six specialty crops. With these festivals, local residents and visitors gained a better understanding of the taste, history, nutritional value and ways to prepare and present the featured specialty crop, providing an enriching experience and by supporting some of Hawaii’s most unique and important crops.

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Additionally, Sustain Hawai‘i provided matching funds of $4,365 for the project from a Honolulu City & County (County Product Enrichment Program CPEP) grant to support the festivals.
Beneficiaries

Direct beneficiaries of the project activities were the farmers and stakeholders of the specialty crop featured. The North Shore farmers that participated in the farm tours should benefit from the activity:

<table>
<thead>
<tr>
<th>Specialty Crop</th>
<th>Farm Name</th>
<th>Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cacao</td>
<td>Waialua Estate Cacao Farm</td>
<td>120</td>
</tr>
<tr>
<td>Taro</td>
<td>Na Mea Kupono (wetland) &amp; Lovan Taro Farm (dryland)</td>
<td>112</td>
</tr>
<tr>
<td>Herbs</td>
<td>Mohala Organic Farm</td>
<td>98</td>
</tr>
<tr>
<td>Tomatoes</td>
<td>Big Wave Farms*</td>
<td>60</td>
</tr>
<tr>
<td>Tropical Fruits**</td>
<td>Poamoho Organic Farm</td>
<td>120</td>
</tr>
<tr>
<td>Floriculture***</td>
<td>Master Gardener / Lei Making Contest^</td>
<td>31</td>
</tr>
</tbody>
</table>

*due to inclement weather, a presentation titled, “Tomato Varieties and Growing Techniques in Hawaii” replaced the farm tour

**Mango, Papaya, Pineapple, Banana, Dragon Fruit, Lilikoi and Lychee

***Heleconia, Orchids, Ginger and Anthurium

^Master Gardener workshop on growing techniques and Lei Making was substituted

Lessons Learned

There is much interest in specialty crops and when they are in season. Projects like this, that bring together a community, are supported by the community and provide valuable activities to a region that has a brand other than agriculture – North Shore can be a place to go for specialty crops in season, and not only branded as a surfing spot.

Haleiwa Farmers’ Market will continue to conduct festivals such as the Taro Festival and Cacao Festival every year with support from the community and various sources of funding, providing much needed support for Hawaii’s farmers and specialty crops.

Contact Person

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Web address: http://www.haleiwalfarmersmarket.com
Hawaii Coffee Association’s (HCA) Hawaii Coffee Road Show

Final Report

Project Summary

Coffee is grown throughout the State of Hawaii. However, it has been Kona Coffee, from the Kona Region, that has been the most recognized of the eight geographic coffee growing regions. The mission of the HCA is to promote all of the origins, and this project addressed that mission through promotion in trade shows such as the Fancy Food Show (the largest Specialty Food and Beverage trade show in North America) which allowed attendees the opportunity to be exposed to all geographic origins of Hawaii coffees. The project was validated by the many visitors to the HCA booth that commented that they were not even aware that coffee was grown outside of Kona.

<table>
<thead>
<tr>
<th>Number</th>
<th>Geographic Region</th>
<th>Identification / Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Hamakua</td>
<td>District of Hamakua on Hawaii Island as designated by the State of Hawaii Tax Map</td>
</tr>
<tr>
<td>2</td>
<td>Hawaii</td>
<td>State of Hawaii</td>
</tr>
<tr>
<td>3</td>
<td>Kau</td>
<td>District of Kau on Hawaii Island as designated by the State of Hawaii Tax Map</td>
</tr>
<tr>
<td>4</td>
<td>Kauai</td>
<td>Island of Kauai</td>
</tr>
<tr>
<td>5</td>
<td>Kona</td>
<td>North Kona and South Kona districts on Hawaii Island as designated by the State of Hawaii Tax Map</td>
</tr>
<tr>
<td>6</td>
<td>Maui</td>
<td>Island of Maui</td>
</tr>
<tr>
<td>7</td>
<td>Molokai</td>
<td>Island of Molokai</td>
</tr>
<tr>
<td>8</td>
<td>Oahu</td>
<td>Island of Oahu</td>
</tr>
</tbody>
</table>

The project created access to the “Hawaii Coffee Experience” through promotion of Hawaii’s unique, high-quality, coffees at four major trade shows that would attract consumers interested in new products. The Hawaii Coffee Association (HCA) project increased awareness and knowledge of Hawaii coffees, buyers, roasters, distributors, and wholesalers in order to gain key contacts in the commercial sector that attend trade shows and would be better able to promote Hawaii coffees as a result of exposure to the “Hawaii Coffee Experience.” The project connected the Hawaii coffee producers with the commercial coffee industry buyers.

The HCA coordinated participation and provided staffing at the booths that displayed literature that highlighted coffees from the various growing regions of Hawaii. The highlight of HCA participation was the sampling of expertly brewed coffee from the different growing regions and the availability of coffee experts able to discuss the qualities of each sample. There were coffees from the eight major growing regions represented at the trade shows.
Project Approach

The trade shows selected to promote the “Hawaii Coffee Experience” were established Food and Beverage trade shows. The largest specialty food and beverage show in North America, The Fancy Food Show, was chosen specifically for its reputation and popularity. The attendees are interested in gourmet products and attract buyers from Specialty Retailers, Restaurants, and Food/Beverage sectors. The four trade shows selected were:

<table>
<thead>
<tr>
<th>Trade Show Organizer</th>
<th>Trade Show</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Specialty Food Association</td>
<td>Winter Fancy Food Show, January 2010 San Francisco, CA</td>
<td>Over 17,000</td>
</tr>
<tr>
<td>Specialty Coffee Association of America (SCAA)</td>
<td>SCAA 2010 Exposition, April 2010 Anaheim, CA</td>
<td>Over 5,000</td>
</tr>
<tr>
<td>Specialty Food Association</td>
<td>Winter Fancy Food Show, January 2011 San Francisco, CA</td>
<td>Over 17,000</td>
</tr>
<tr>
<td>Lifestyles Events Inc.</td>
<td>Coffee Fest, July 2011 Kona, Hawaii</td>
<td>Over 2,000</td>
</tr>
</tbody>
</table>

The attendees were exposed to a wide range of Hawaiian coffees from different coffee growing regions at a venue where interested buyers would likely find their way to the HCA booth. While Kona has been a recognized name in specialty coffees, the rest of the origins are much less known about outside of Hawaii; trade shows offered good exposure for promoting other Hawaii origins.

The original proposal included HCA participation at a popular annual local trade show, the Made in Hawaii Festival (MIHF), held in Honolulu and an industry event, Coffee Fest in Seattle, WA. The HCA decided that, when compared to the local MIHF, attending the 2011 Winter Fancy Food Show, would result in greater potential to meet key contacts sourcing commercial quantities of coffee. This decision was also based on previous success at the 2010 Winter Fancy Food Show and the potential for long term benefits. The decision to attend the local Coffee Fest event in Kona, HI instead of Coffee Fest in Seattle, WA was the availability of Hawaii coffee for sale. The discovery of the coffee berry borer beetle in coffee beans in the important coffee growing regions on the Big Island where the Kona fields are located resulted in decreased harvests and potential for negative publicity from the coffee industry. The trade show organizers agreed to HCA hosting the trade show in Hawaii which had a positive impact on the coffee industry in Hawaii and also generated revenues to area businesses. Any changes to the budget categories resulting from these decisions were covered by HCA funds; no significant impact to the expending of SCBGP funds occurred.

At each trade show, HCA actions included:

- Solicited coffee and material samples from members;
- Origins not provided were purchased by HCA for inclusion at the event;
- Brewed coffee samples of Hawaiian Coffees
- Offered coffee value-added product such as Chocolate Covered Hawaiian Coffee Beans;
• HCA staff in the booths during show hours;
• Collected trade, media and other contact information and distributed to members;
• Conducted de-briefing meetings after each show to evaluate show performance and discuss improvements for next show;
• Provide literature about each coffee region;
• Promote Hawaiian coffee with Hawaiian themed décor – flowers, Aloha attire
• Referrals to specific coffee grower from interested parties that visited the booth.

Goals and Outcomes Achieved

• Outcomes can be tracked at each show by keeping records of contacts and following up on those to determine if business was generated from contact at the show.

Follow up polls with the 21 HCA exhibit participants showed that 12 or approximately 58 percent received inquiries from contacts made as a result of the Fancy Food Shows. Of those 12, four, or approximately 30 percent reported sales within six months of the shows. Part of the success can be attributed to the fact that this was the first time that Hawaiian Coffees from all growing origins had been displayed and served, in a single location. Individual Hawaii Coffee Companies had exhibited previously, but this was the first time the attendees to the show had the opportunity to sample and compare different origin coffees side by side. In fact, quite a few attendees were surprised to find out that coffee was grown on other islands or regions other than Kona. This supported HCA theories that other origins needed more exposure. These attendees were not consumers, but members of the specialty food industry. Also as a result, origin specific coffee organizations (i.e.: Maui Coffee Association) reported inquiries that were shared with their members; however there is no data that can be translated into quantitative sales figures. In addition, emerging origins like Kau were helped as well by promotion at the trade shows.

• At shows where direct product sales are allowed, those sales can be tracked. At such shows the sales target goal will be $2,000 in retail sales of roasted coffee offered by a variety of producers.

Direct product sales were not permitted at the trade shows that were part of the project, however, several exhibitor participants benefited by taking advantage of “show specials” in placing orders with other allied exhibitors (i.e.: packaging suppliers).

• A measure of samples distributed will be made, as will traffic to each booth at every event. A target of at least 100 sales leads generated from each event and shared among the HCA membership will be considered successful. Follow up with members will measure the success and quality of those leads.

The HCA’s goal of receiving 100 leads per show was exceeded by 30-50+ percent depending on the show. These contacts were converted to spreadsheet formats, and distributed to all members. Follow up with members that realized sales from these
leads indicated that several continue to receive orders, two years after the shows. Due to the competitive nature of many of the coffee industry, participants did not disclose sales numbers resulting in no quantitative dollar measure for the sales leads generated.

<table>
<thead>
<tr>
<th>Trade Show</th>
<th>Sales Leads</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter Fancy Food Show, January 2010 San Francisco, CA</td>
<td>155</td>
</tr>
<tr>
<td>SCAA 2010 Exposition, April 2010 Anaheim, CA</td>
<td>130</td>
</tr>
<tr>
<td>Winter Fancy Food Show, January 2011 San Francisco, CA</td>
<td>126</td>
</tr>
<tr>
<td>Coffee Fest, July 2011 Kona, Hawaii</td>
<td>250</td>
</tr>
</tbody>
</table>

- De-briefing meetings will be conducted after each show to determine the positive and negative outcomes of each event. Performance evaluations will be collected from each staffer and adjustments will be made, as necessary, to refine and improve the program for subsequent events.

HCA staff attendees met at the conclusion of each event to discuss positive and negative aspects of the exhibits. These were mostly operational or logistic issues relating to individual exhibit issues such as – booth layouts and how to encourage better traffic flow. Improvements that drew more traffic to the booth were the additional tasting options (espresso drinks), Hawaii Barista and National winners pulling shots in the booth and having State Cupping winners at the booth during the show.

One outcome was that HCA was able to educate industry visitors about important and relevant issues relating to retail selling of Hawaiian Coffees such as Labeling Laws, Blending Issues, HDOA standards, and certification requirements. Although these laws are enforced in the State of Hawaii only, most visitors to the booth were unaware of the need to check for compliance on the products they purchase.
The HCA conclusion is that the goal to connect the Hawaii coffee producers with the commercial coffee industry buyers to promote the “Hawaii Coffee Experience” was met.

**Beneficiaries**

The lesser-known coffee regions such as Kau and Maui reported inquiries from national and international coffee buyers that generated sales that can be attributed to the project. HCA members were given the list of contacts and trade leads gathered from the project and have used the list to promote their coffees directly. Coffee Fest Hawaii enhanced the competitiveness of coffee as a specialty crop grown in Hawaii, the only state that produces coffee on a commercial level, however, the local economy also benefited with revenues associated with the show estimated to be over $250,000 to the hotels and restaurants in Kona.
Included in this number are revenues to coffee farms offering tours and coffee sales at retail locations in the Kona area.

Lessons Learned

**Advance promotion of the HCA booth to the media**  
It is important to take advantage of pre-show publicity opportunities by preparing press release materials that included samples of coffees that will be demonstrated at the shows. This will maximize the potential for media coverage where they can “testify” to the quality and taste of Hawaii coffees and drive buyers to the booth.

**Reduce the size of materials exhibited and use disposables/rented equipment in the booth**  
Use smaller booth exhibit materials such as pop-ups rather than hard boards for displays will allow more space in the booth. Expert coffee brewers prefer to travel with customized equipment for predictable results, however the expense to ship equipment should be considered. HCA decided that to rent equipment and use disposables for trade shows and will evaluate per event, whether customized brewing equipment is important to the goals of the show.

Contact Person

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Steve Collector  
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The Development of Farm Tours in Support of Specialty Crops in Hawaii

Final Report

Project Summary

The Seal of Quality Program (SOQ) is a branding program that identifies genuine Hawaii-grown, Hawaii-made, premium agricultural products. The project created a statewide Agricultural & Culinary Tour program that helped farmers and producers of SOQ specialty crops to incorporate agritourism activities into their businesses. The project manager collaborated with agencies that included Hawaii Farm Bureau, Hawaii Visitors and Convention Bureaus, Hawaii Tourism Authority, Starwood Hotels & Resorts, Polynesian Adventure Tours Grayline Hawaii, AAA Sojourns, National Tour Association, Hawaii Regional Cuisine Chefs and their restaurants to promote and participate in the marketing, transportation, accommodations and flavor of a top notch, unique Hawaii Experience that enhances the competitiveness of specialty crops in Hawaii. Fly Away Holidays, Inc. (FAH), as project manager, expended SCBGP funds to visit the interested SOQ farms and share information on how to prepare for tours and created print and online materials to promote the farm tours; no SCBGP funds were used to promote non-specialty crops. FAH completed training on the “who, what, when, where and how” of conducting a successful farm tour on each of the four major islands. FAH built single-day programs as well as multiple-island/multiple-day tour programs that are offered to tour operators, shore excursions, activities desk, hotel concierges and other businesses that cater to travelers to Hawaii.

The impetus and motivation for the implementation of this project was to help Hawaii farmers and farm operations create an additional revenue stream with admission fees for farm/factory tours and the sale of products sold at retail rates to visitors to Hawaii seeking an off the beaten path, rural, agriculture related experience. The farm tour provided opportunities for additional marketing to the visitors to return or to purchase products online, creating additional and future revenue. The project addressed the challenge that farms/farm operations can be profitable with the addition of farm tours that can generate profits over time with the addition of additional products or expanded new features to the farm tours.

http://hdoa.hawaii.gov/add/md/seals-of-quality/
http://earthboundtours.com/
http://www.flyawayhawaii.com/
http://www.mcahawaii.com/

Project Approach

The action plan was to first present the concept to the SOQ specialty crop members to determine what members would be interested in agritourism – farm tours to generate another revenue stream. The SOQ companies contacted were:
<table>
<thead>
<tr>
<th>Company</th>
<th>Specialty Crop</th>
<th>Company</th>
<th>Specialty Crop</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st Look Exteriors</td>
<td>Potted native plants</td>
<td>Aikane Plantation</td>
<td>Coffee (Kau)</td>
</tr>
<tr>
<td>Ali Kula Lavender</td>
<td>Lavender</td>
<td>Athena of Hawaii</td>
<td>Coffee (Kona)</td>
</tr>
<tr>
<td>Big Island Abalone*</td>
<td>Farmed aquaculture</td>
<td>Big Island Bee Company</td>
<td>Honey</td>
</tr>
<tr>
<td>Coffees of Hawaii</td>
<td>Coffee (Molokai)</td>
<td>Green Point Nurseries</td>
<td>Tropical flowers</td>
</tr>
<tr>
<td>Haliimaile Pineapple</td>
<td>Pineapple</td>
<td>Hamakua Heritage</td>
<td>Mushrooms</td>
</tr>
<tr>
<td>Hamakua Macadamia</td>
<td>Macadamia Nuts</td>
<td>Hamakua Springs</td>
<td>Bananas, tomatoes</td>
</tr>
<tr>
<td>Hanalei Taro &amp; Juice</td>
<td>Taro</td>
<td>Hawaiian Candies</td>
<td>Cacao, mac nuts</td>
</tr>
<tr>
<td>Hawaiian Chip Co.</td>
<td>Taro, sweet potatoes</td>
<td>Hawaiian Vanilla Co.</td>
<td>Vanilla</td>
</tr>
<tr>
<td>Ho Farms</td>
<td>Tomatoes, cucumber</td>
<td>Howard’s Nurseries</td>
<td>Potted flowers</td>
</tr>
<tr>
<td>Island Princess</td>
<td>Cacao, mac nuts</td>
<td>Island X</td>
<td>Coffee (Oahu)</td>
</tr>
<tr>
<td>Kamiya Gold</td>
<td>Papayas</td>
<td>Kimo Bean Coffee</td>
<td>Coffee (Kona)</td>
</tr>
<tr>
<td>Kini Po-po Creations</td>
<td>Mamaki Tea, flowers</td>
<td>Kona Pacific Coop</td>
<td>Coffee (Kona)</td>
</tr>
<tr>
<td>Kumu Farms</td>
<td>Organic greens</td>
<td>Macs of Maui</td>
<td>Macadamia Nuts</td>
</tr>
<tr>
<td>Manoa Honey Co</td>
<td>Honey</td>
<td>Marine Agrifuture</td>
<td>Sea asparagus</td>
</tr>
<tr>
<td>MauiGrown Coffee</td>
<td>Coffee (Maui)</td>
<td>Mauna Loa Mac Nuts</td>
<td>Macadamia Nuts</td>
</tr>
<tr>
<td>Mountain Thunder</td>
<td>Coffee (Kona)</td>
<td>Nalo Farms</td>
<td>Specialty greens</td>
</tr>
<tr>
<td>Noni Biotech</td>
<td>Noni</td>
<td>Oils of Aloha</td>
<td>Macadamia oil</td>
</tr>
<tr>
<td>Original Chocolate</td>
<td>Cacao</td>
<td>Paradise Flower Farms</td>
<td>Flowers</td>
</tr>
<tr>
<td>Sugarland Farms</td>
<td>Cabbage</td>
<td>Twin Bridge Farms</td>
<td>Asparagus</td>
</tr>
<tr>
<td>Wailea Ag Group</td>
<td>Hearts of Palm</td>
<td>Dole</td>
<td>Pineapple, Cacao</td>
</tr>
<tr>
<td>Rusty’s Coffee</td>
<td>Coffee (Kau)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Bold indicates farms or operations visited by the project manager for the project.

*Expenses associated with outreach to Big Island Abalone were paid by EarthBound Tours. No SCBGP funds were used for the promotion of non-specialty crops. Project staff confirms that SCBGP funding was used to solely enhance the competitiveness of specialty crops for this project.

This initial contact was followed by trips to Oahu, Maui, Kauai and the Big Island to find out which SOQ farms/companies where currently offering farm tours and the quality of the farm tour experience. All of the SOQ farms received complimentary consultation on enhancing their on the farm tour experiences, valued added product development, signage onsite enhancements and liabilities issues and concerns. Consultation was conducted in four sessions on four islands with each session being two hours in duration. SOQ farms were asked questions on current and future growth plans of their operations to keep up with the popular trend of farms visit. Participants were brought up to date on future group tour business and how that might impact their bottom line. Participants were also told of the many tradeshows and marketing promotions that would be conducted in the coming year promoting Hawaii SOQ farms tours to the travel and trade industry. Some visits were handled individually with an onsite meeting.
The information was compiled and used to create a farm to table product that the visitor industry would want and could market and sell. Promotion was in the form of a website and brochures.

- September 2009 to September 2010 – Orientation meeting of SOQ specialty crop members followed by farm visits. Decision to re-brand Fly Away Holidays into Earth Bound Tours (EBT). SOQ farms visited are shown in bold in the table above. During this period, there were tours to Alii Kula Lavender, Green Point Nursery, Hamakua Heritage Farm, Hawaiian Vanilla Co., Nalo Farms, Wailea Ag Group and The Original Hawaiian Chocolate Factory.
- October 2010 to September 2011 – Visitors participated in tours to Alii Kula Lavender, Green Point Nursery, Hamakua Heritage Farm, Hawaiian Vanilla Co., Nalo Farms, Wailea Ag Group and The Original Hawaiian Chocolate Factory. Expanded product development to include more SOQ farms in preparation for the American Farm Bureau Federation (AFBF) Convention where an anticipated 8,000 members would be coming to Hawaii in January 2012.
- January 2012 -- The culmination of two years of planning were the SOQ farms tours that were offered during AFBF January 2012 Hawaii Convention – the list below shows those tours that included SOQ farms – other specialty crops were included in the tours (watercress, for example) but not listed because the project targeted the SOQ operations. All tours were based on 40 visitors, with pick up and return to a local hotel.
- Fees charged for tours were shared with the participating farms and reinvested into promotion and operations of the project and were used to solely enhance the competitiveness of the specialty crops grown on the farms.

**OAHU**

OAHU WESTSIDE TOUR #1 cost -- $118
Sugarland Farms - cabbage

OAHU WESTSIDE FARM TOUR #3 cost -- $99
Ho Farms – tomatoes and cucumbers

OAHU WESTSIDE CULINARY TOUR #4 cost -- $118
Dole Waialua Coffee and Cacao Plantation – coffee, cacao
Twin Bridge Farms – asparagus

OAHU EASTSIDE CULINARY TOUR #5 cost -- $106
Nalo Farms Field Tour – specialty greens and herbs

PIioneer & BIG WAVE TOMATO FARM TOUR #8 cost -- $118
Twin Bridge Farms -- asparagus

WHOLEFOODS MARKET FARM TOUR #9 cost -- $108
Nalo Farms – specialty greens and herbs

HAWAII FARM BUREAU KCC FARMERS MARKET SAT. JAN 7th. ONLY #11 cost -- $108
Manoa Honey Company – honey
Nalo Farms – specialty greens and herbs

**BIG ISLAND OF HAWAII**
THE BIG ISLAND OF HAWAII from Hilo #1  cost -- $105
Green Point Nursery – tropical flowers

THE BIG ISLAND OF HAWAII #2  cost -- $145
Rusty’s Hawaiian Coffee Plantation -- coffee

HAMAKUA COAST from Hilo #3  cost -- $120
Hamakua Springs Farm – bananas, tomatoes
Hamakua Heritage -- mushrooms
Hawaiian Vanilla Co – vanilla

AHUALOA Artisian Farm Tour #4  cost -- $115
Wailea Ag. Group -- hearts of palm
Hawaiian Vanilla Co. – vanilla

BIG ISLAND OF HAWAII from Kona #5  cost -- $117
Original Hawaiian Chocolate Plantation -- cacao
Hawaiian Vanilla Co. – vanilla

For the AFBF Convention, registration was handled by Fly Away Holidays dba Earth Bound Tours (http://earthboundtours.com/) and MC&A (http://www.mcahawaii.com/). MC&A was a preferred supplier of visitor tours to Hawaii. Prices are not listed on EBT website as the site was not created with interactive booking and reservations as the goal. The EBT site is built to offer Destination Management Companies ideas on packages the EBT can offer and the opportunity to be act as a preferred supplier.

**Goals and Outcomes Achieved**

This project contained both short term and long-term goals. In order to assess the progress toward these goals we had to take data from each farm from the first and second year of operation. The goal was that each year improved upon the next, visitors experienced an authentic and quality tourism product and that the farmer would have an additional revenue stream.

**Short-Term:**
As outlined in the project proposal, SOQ members were expected to become more aware and knowledgeable about offering farm tours, become more knowledgeable about the profitability of these programs and the better ways to create a value added product to sell on site. This goal was met with twelve SOQ companies participating in the project, and all SOQ companies advised of the program and offered the opportunity to obtain help in learning more about agritourism.
Additional short-term outcome was developing a series of quality one day and multiple day programs. The farm tour programs had to be developed so that the consumer found them interesting and valuable. If we could create interest with our local sellers of these packages, would offering something exceptional at a high value, high cost, high profit program.

**Long-Term:**
To create a sustainable tourism product that benefited SOQ specialty crop farms in Hawaii. Other outcomes included expanding the SOQ membership by adding value to its members that offered to farm tours.

**Measurable Outcomes include:**
- Eleven tours that generated business for 12 SOQ farms and operations on three islands
- From September 2009 to September 2010 – 100 tour visitors to seven SOQ farms
- From October 2010 to September 2011 – 200 tour visitors to seven SOQ farms. The project manager continued outreach to other SOQ farms and by January 2012, there were 12 SOQ farms participating.
- In January 2012, primarily from the AFBF Convention members – 1,100 tour visitor to 12 SOQ farms.
- In 2011, the participating farms reported $2,000 in admission fees and $1,600 revenues for product sales.
- In 2012, the participating farms reported $11,000 in admission fees and $15,000 in product sales.
- The project began with three SOQ farms offering farm tours as an additional source of revenue; the project ended with a total of 12 farms offering farm tours and more than 40 SOQ members being aware of the potential to add agritourism to their operations.

**Beneficiaries**

The 12 SOQ companies that added farm tours to their operations and the SOQ Program that was enhanced through this project that added a benefit to membership.

**Lessons Learned**

Not all farms and producers are able to or want to supplement their revenue with farm tours. Agritourism is a growing industry that is for select farm operations that have the infrastructure to be a destination for interested visitors.

Even the best farm tour experience needs promotion through the agencies whose business it is to book tours to be successful. While the project manager was familiar with farm tours and had created marketing tools – website and printed materials – actual inquiries and bookings are difficult without involvement from the visitor industry. The project manager believes Hawaii
and the SOQ farms are at a tipping point where agritourism can be wildly successful if marketed in the main stream distribution channels.

Contact
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The Hawaii Organic Marketplace

Final Report

Project Summary

The goal of the Hawaii Organic Marketplace (HOM) was to increase the ability of the producers of locally grown fresh and processed organic products to interact with their customers and with each other in a way that enhanced their ability to conduct business and thrive in the State of Hawaii.

As a result of the project, the HOM now provides certified organic producers of fruits, nuts, vegetables and nursery crops in the State of Hawaii with increased access to buyers through electronic marketing via the Hawaii Organic Farmers Association website. The HOM now provides producers with access to enhanced electronic news feeds, and online bulletin board. The organically certified producers of the State of Hawaii benefit from the ability to communicate with their customers and other producers via the Hawaii Organic web gateway provided by this project. The people of the state of Hawaii benefit from the ability to easily learn more about the organic products, producers, and suppliers in a one-stop site, and can complete sales transactions quickly and easily.

In Hawaii, production of new organic crops and value-added products is increasing, and the number of certified producers has increased in Hawaii from 90 in 2007, to 157 in 2012, in spite of the recent economic downturn. Support of organic producers by the USDA and HDOA has generated increased interest and enthusiasm for organic produce.

http://www.hawaiiorganic.org/organic-marketplace

Project Approach

1) Created a HOM to augment its Hawaii Organic Product Directory that now offers a direct marketing portal to growers and processors via the website. The Organic Marketplace within the HOFA website provided a gateway to web-based marketing for organic products to wholesalers, retailers, chefs, and consumers seeking, sustainable, locally produced, organic products. Buyers in the global marketplace are able to source the product they seek, and communicate directly with the producer in real time. The HOM allowed the buyer to contact the producer directly to consummate a sale or contract.

The HOM online edition expanded the utility of the Hawaii Online Product Directory. The market for niche products has moved from a physical storefront to the web. This trend has reduced dependence on fossil fuels. Our producers voiced the need for an online presence that is targeted to organic consumers and buyers, not only in the state, but worldwide.

The HOM in electronic format is available from the HOFA website and linked to the State of Hawaii Department of Agriculture website. The State of Hawaii’s efforts to promote specialty
crops and foster a skilled agricultural workforce is supported by the dissemination of an online market for new crops and value-added products provided by HOFA’s Organic Marketplace.

HOFA sponsored a statewide workshop on preparation strategies for web-based marketing at its annual meeting in 2010, and provided an opportunity for diversified farmers and value added processors to increase their market share, and contribute to the state tax revenues. The initial training addressed the needs of producers new to web-based marketing, and a subsequent workshop is planned to assist those with existing web marketing sites to expand their exposure.

2) HOFA developed an electronic bulletin board which assisted the producers by providing a location to post job opportunities, worker availability, land leasing, equipment sale/sharing, seed exchange hui, and materials order cooperative. The electronic bulletin board facilitated HOFA’s ability to conduct an online poll to receive membership feedback in real time.

3) HOFA developed and posted an online electronic newsletter with sections targeted to the needs of the diverse membership audience. The newsletter provided access to breaking news about such issues as food safety requirements, changes in regulations, updates on materials review, research findings, news on state agricultural issues, legislation, comment periods for critical testimony and responses, surveys, and agricultural census notification. The newsletter is able to deliver RSS feed, or subscriber delivery of new content, for those producers who subscribe.

4) HOFA completed an online payment processing system that enabled the HOFA producers to streamline the activities they once completed on paper, and made instant communication available.

The project was conducted from the HOFA office by personnel that included HOFA staff under the direction of Deborah Ward, HOFA Web Project Coordinator. The State of Hawaii was credited in all appropriate media (website, trade show displays, and advertisements).

In Hawaii, during the grant period, no poultry and dairy operations were certified organic, and only one beef operation was organically certified. The beef operation did (and does) have a website associated with it, and the company was an early leader, in that the web address was listed on the HOFA website before the HOM project was initiated, and therefore no SCBGP funds were used to enhance the competitiveness of this operation.

The HOM includes vendors, non-specialty crop products as well as producers of specialty crops. An effort to determine the percentage of vendors and products that are specialty crops resulted in concluding that the HOM listings are 55 percent specialty crop producers and operations, or 166 of the 303 current listings, and businesses that support organic operations, including non-specialty crop operations, suppliers, retailers, restaurants, shippers and others represents 45 percent or 137 of the total 303 current listings. SCBGP funds were used to
survey, educate, and assist specialty crop producers with setting up a web presence to enhance competitiveness of their operations. Non SCBGP funds, cash and in-kind, were used to include the web listings of those businesses who indicated an interest in being listed, but SCBGP funds were not used to educate or assist them, which was the purpose of the project. Producers of specialty crops were offered workshops, provided training at the HOFA annual membership meeting, and given one-on-one assistance as necessary to set up a web presence and/or list their operation in the HOM. Annual communication with specialty crop operations ensured that the listing were accurate and current.

Goals and Outcomes Achieved

- HOFA contracted with BUMP Networks to develop the HOM in November, 2010. The HOM http://www.hawaiiorganic.org/ launched on September 1, 2011. After considerable delay, all contract segments have been fulfilled. Data from the USDA National Organic Program was correlated with accredited certification agencies, to assemble a database of certified organic operations and supporting retail and supply establishments in the State of Hawaii. Selections can be made by business name, crop or product, category (crop, processing, handling, livestock, apiary, small farm, retailer, supplier, health services, freight, and restaurant) and/or by island location.

- Press releases and advertising for the HOM were distributed statewide. Advertising for the HOM is displayed weekly in the Honolulu Weekly, West Hawaii Today, North Hawaii News, Big Island Weekly, and on the Wet Hawaii Today website.

- The Bulletin Board, Resource pages, Facebook, Twitter, and RSS feed links to news and events pages have been set up on the HOFA website. Online payment processing is available for those who choose it through Paypal.

- Electronic communication with our listed growers is ongoing, and any visitor to the HOM site may sign up for the quarterly newsletter, Facebook, or Twitter updates.

- HOFA has promoted the HOM at numerous events, including the GMO awareness month at natural food retail establishments, Hawaii Agriculture Conference 2011, International Tropical Fruit Growers Conference, and Taste of the Range in 2010, 2011, and 2012, and Retailer Training workshops held statewide.

<table>
<thead>
<tr>
<th>Island</th>
<th>Date</th>
<th>Venue</th>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hawaii</td>
<td>11/29/2011</td>
<td>UH Komohana Research &amp; Extension Complex</td>
<td>19</td>
</tr>
<tr>
<td>Hawaii</td>
<td>12/1/2011</td>
<td>UH Kainaliu Extension and Experiment Station</td>
<td>17</td>
</tr>
<tr>
<td>Oahu</td>
<td>12/7/2011</td>
<td>UH Pearl City Urban Garden Center</td>
<td>22</td>
</tr>
<tr>
<td>Kauai</td>
<td>12/8/2011</td>
<td>Kauai Community College</td>
<td>30</td>
</tr>
<tr>
<td>Maui</td>
<td>12/9/2011</td>
<td>Maui Community College</td>
<td>23</td>
</tr>
</tbody>
</table>
The workshops provided information to over 100 people from retailers, wholesalers, Farmer’s Market affiliates, and local farmers.

- A web marketing program for all (statewide) members of Hawaii Organic farmers Association, and the members of the public, was provided in 2010. More than 62 percent of Hawaii’s certified organic producers provided contact information and business web addresses, so that they could be listed on the HOM. Each listing provides a web address and link to the certified producer’s webpage. A workshop to assist the few growers who desire a web marketing presence was presented at the 2010 annual meeting of organic farmers and producers.

- HOFA is unable to provide an accounting of economic response by providing a comparison of gross organic sales prior to and following completion of the project. This is because HOFA is no longer the certification agent with access to the data, and an accurate accounting is no longer available from the current certification agents, due to confidentiality and disclosure agreements.

- Selected certified organic producers and processors were surveyed to ascertain the economic impact of the site. Producers reported that they had been contacted by chefs, wholesale and retail buyers and consumers as a result of listing on the HOM site, and that listing on the site had improved their economic outlook. Consumers, researchers, journalists and buyers seeking information about organic producers and suppliers in Hawaii have reported that they are highly satisfied with the utility and ease of use for locating organic products.

- Google Analytics data reflecting use of the HOM demonstrated the sources and flow of visitor traffic to the site. From March 1 – July 31, 2012:
  - 22,994 visitors to the site from the US, Canada, Japan, France, India, Germany, Philippines, United Kingdom, Nigeria and Australia.
  - 17,414 unique page views

**GOAL:** The target for the first year was to provide the online producer page service to at least 25 percent of all organically certified producers, and to reach at least 50 percent by the completion of the project.

**OUTCOME:** The effort to provide online producer page service to at least 25 percent of specialty crop operations was exceeded in the first year, with 28 percent or 46 of the operations listed. By the end of the grant period, 43 percent, or 71 of all operations had established a web page that was linked to the HOM, and all certified organic operations that chose to be listed on the Hawaii Organic Marketplace could be contacted by the address and phone number they provided. More than 62 percent, or 102 of Hawaii’s certified organic producers provided contact information, so that they could be listed on the Hawaii Organic Marketplace. As predicted, some producers preferred to refrain from internet listing, to protect their privacy or to continue with marketing practices they preferred.
Lessons
agreements.
available
Beneficiaries

The HOM project provides producers with access to enhanced electronic news feeds, and online bulletin board. The organically certified producers of the State of Hawaii benefit from the ability to communicate with their customers and other producers via the Hawaii Organic web gateway provided by this project. The people of the state of Hawaii and users of the world wide web benefit from the ability to easily learn more about the organic products, producers, and suppliers in a one-stop site, and are able to consummate purchase quickly and easily.

One hundred sixty six Hawaii-based certified organic producers have benefitted from implementation of this project. Selected certified organic producers and processors were surveyed to ascertain the economic impact of the site. Producers reported that they had been contacted by chefs, wholesale and retail buyers, and consumers as a result of listing on the HOM site, and that listing on the site had improved their economic outlook. Several indicated that they were certain that they had increased sales to chefs and retailers as a result of the listing of specific crops being sought by buyers. Additionally, HOFA was able, with matching funds, to reach out to one hundred thirty seven businesses associated with organic production or organic retail outlets. These businesses indicated that they were able to utilize interest by residents and visitors in organic products and restaurants to enhance their economic success.

As HOFA is no longer the certification agent with access to data, HOFA is unable to provide a specific accounting of economic response by providing a comparison of gross organic sales prior to and following completion of the project. Additionally, an accurate accounting is no longer available from the current certification agents, due to confidentiality and disclosure agreements.

Lessons Learned

Development and design of a web-based database and marketing site demanded far more time and resources that those envisioning the project initially estimated. Producers who initially requested assistance in developing their own websites did not take part in the numerous workshops offered, and several producers still profess to avoid using the internet as a means of communication. All in all, the response from both the producers and the public was enthusiastic and positive. The HOM website continues to be a widely used resource.

Contact Info

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Distribution and Evaluation of Unique New Hawaii Coffee Varieties

Final Report

Project Summary

Coffee is one of Hawaii’s highest valued agricultural products and important to the Hawaii Coffee Association and the Hawaii Coffee Growers Association was the need to develop new varieties for Hawaii grown coffee outside the Kona District. While coffees from the Kau and Maui districts continue to gain recognition within the industry, Hawaii grown coffee outside the Kona District receives a significantly lower demand and market value. This project took promising Hawaiian cultivars previously developed by breeding and selection programs over the past decade and propagated the cultivars using tissue culture and seeds and distributed to coffee growers’ fields to further select them for adaptation to different environments and growing conditions. Tissue culture technology allowed the project to produce large numbers of uniform plants for field testing to evaluate and identify the new coffee cultivars which produce higher market value in growers’ fields at various areas in Hawaii and to further select for varying soil, weather, micro-climates and agricultural practices.

Project Approach

A: Produce tissue cultured plants in the lab – HARC subcontract-completed

1) A part time research assistant was hired in September 2010 to conduct tissue culture propagation.

2) Selection of source plants (trees) for tissue culture: Source plant (tree) was selected by C. Nagai based on evaluations of trees for agronomic characters and bean quality (cupping) by HARC and HCGA (2002-2009).

3) Project manager established somatic embryos (SE) culture of 3 selected varieties, H99-153, H99-159 and H99-160 at HARC tissue culture lab in 2011. SE culture was maintained to produce cloned plants. During Nov 2010 and June 2012, a total 25,736 culture plates/containers were transferred. Highest number of culture plates maintained was about 2,700 during Aug-Oct2011. At this time, there were 190 plates of SE at HARC's tissue culture lab. Plants can be produced from these SE (expected number of production = about 1,000) when additional time and funds are available (no SCBGP funds will be expended for the referenced future project).

4) About 1,600 plantlets of the top 3 varieties were regenerated from SE while not all plantlets (about 28 percent percent) grew to the size being transplanted in soil. When regenerated plantlets did not have roots, they were transferred to the root induction medium before transplanting to soil.

5) Thirteen additional genotypes (new hybrids) of coffee were placed in tissue culture and 10 of them were established in 2011.
6) Semi-automatic tissue culture (Rita® Temporary Immersion system) apparatus and supplies were purchased in January 2011 using HARC funds and considered as in-kind funding to the project. SE are multiplied and regenerated in Rita system. Experiments were conducted to evaluate initial amount of SE for higher number of regenerated plants. Pre-treatment of SE in suspension culture for one week seemed to increase uniformity of plant size.

7) A protocol to produce tissue culture plants via somatic embryo (SE) was established.

B: Grow plants in acclimation nursery – HARC subcontract
Plants regenerated from SE were transferred to soil and kept in HARC’s Growth room 1. Larger acclimated plants (2-4 leaf pairs) were transported to HARC’s Greenhouse at Maunawili successfully. About 440 plants of 3 top varieties were transplanted to soil. Survival rate (small plantlets to plants in soil) was estimated at 22 percent.

C: Select participating growers and numbers of seedlings and tissue culture derived plants-HCA-HCGA
During 2011 HCA conference at Waikoloa, HCGA members discussed plant distribution. Initially 3 growers, including Greenwell farms, Maui Grown Coffee and Kauai Coffee, requested the plants. In 2012, John McClure, Moloa’a Bay Coffee, Kauai, also requested the plants. At HCA Conference in 2012, additional members requested the plants.

D: Ship tissue culture derived plants to HCGA growers. HARC subcontract, HCA-HCGA
A total of 278 plants in the HARC nursery were shipped to HCGA members on March 12 and July 12, 2012 (Refer to Table 1 and Table 2 in the Goals and Outcomes Achieved section).

E: Harvest seeds and process for germination-HCGA and HARC
1) Cherry harvest from HARC Kunia fields for propagation and quality evaluation:
HCGA members and HARC harvested cherries from selected hybrid families at HARC’s Kunia field on 10/27/10 and November 2011. Total 100 pounds of cherries from 10 varieties of trees including H99-153 F3, H99-160-110 F3 and Ethiopian arabica were wet processed at HARC. About 15 pounds of green beans (parchment) were sent to Pepe Miranda, HCGA for cupping in 2010. Cherries for seed propagation were also harvested from selected individual trees in the selected F3 families.

2) Cupping
In October 2011, HCGA conducted the second cupping at HARC to re-evaluate new varieties. Total 21 hybrid varieties and Ethiopian semi-wild coffee were roasted at HARC by D. Lanter, Dole Waialua Coffee. Cupping (beverage quality evaluation) was conducted by HCGA members. Top 9 varieties were submitted to HCA Cupping Competition 2012 as experimental samples (not in the competition). Eight varieties received 82.0-85.0 points by the professional cupping panel. In general samples above 80 points have been considered as specialty coffee grade. HCGA members were encouraged by the results since all the new
varieties were grown at HARC Kunia field which is not an ideal high quality-coffee growing environment.

**F: Monitor seedlings and tissue culture-derived plants at growers nursery, HCA-HCGA**

After shipment of plants in February and July 2012, each grower monitored plant growth at the nursery. Chifumi Nagai visited Greenwell Farms in August 2012 to evaluate tissue culture derived plants at grower’s nursery before field planting.

**G: Field planting at each field - HCA-HCGA**

Field plantings are being scheduled at each grower’s farm. The plants will be transplanted in fields during the next several months (Fall 2013). Current varieties, Typica and Catuai, will be planted at the same area to evaluate yield and cupping quality of new varieties.

**Goals and Outcomes Achieved**

The goal to advance newly selected coffee cultivars to Hawaii coffee growers’ fields to further select the best cultivars for varying soil, weather, micro-climates and agricultural practices was achieved. Cultivars are being field tested on four farms on three islands. A summary of the outcomes is shown below in Tables 1 and 2.

**Table 1: Tissue cultured coffee plants shipped on March 2012 and July 2012 and estimate number of plants to be shipped after August 2012**

<table>
<thead>
<tr>
<th>Date</th>
<th>Genotype</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>150</td>
<td>153</td>
</tr>
<tr>
<td>3/12/2012</td>
<td>69</td>
<td>47</td>
</tr>
<tr>
<td>7/12/2012</td>
<td>17</td>
<td>55</td>
</tr>
<tr>
<td>Total</td>
<td>86</td>
<td>102</td>
</tr>
<tr>
<td>Estimate of plantlets after Aug 2012</td>
<td>108</td>
<td>93</td>
</tr>
</tbody>
</table>

**Table 2: Distribution of tissue cultured coffee plants to HCGA**

Total 378 tissue cultures clone plants of 3 top new hybrids, H99-153, H99-150 and H99-160 were distributed to 5 growers on 4 Islands. Additional 200 plants are in the growth room at HARC, and will be shipped to HCGA in May 2013. Overall total is about 500 plants.

<table>
<thead>
<tr>
<th>HCGA member name and Company</th>
<th>Genotype</th>
<th>Total/grower</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>150</td>
<td>153</td>
</tr>
<tr>
<td>Pepe Miranda (@ Greenwell Farms, Inc)</td>
<td>36</td>
<td>37</td>
</tr>
<tr>
<td>Kimo Falconer (@ Maui Grown Coffee)</td>
<td>21</td>
<td>21</td>
</tr>
<tr>
<td>Greg Williams (@ Kauai Coffee Co)</td>
<td>27</td>
<td>36</td>
</tr>
<tr>
<td>John McClure (@ ) *transferred on Aug 2012 by Greg Williams</td>
<td>2</td>
<td>8</td>
</tr>
<tr>
<td>Derek Lanter (@ Dole Waialua)</td>
<td>40</td>
<td>50</td>
</tr>
<tr>
<td><strong>Total/line</strong></td>
<td>86</td>
<td>102</td>
</tr>
</tbody>
</table>
A significant outcome of the project was the scores that the new varieties received from the cupping panel comprised of well-respected coffee experts at the 2012 HCA Cupping Competition. Though not part of the competition, the new varieties scored above 80 points (82 – 85) which indicates the new varieties are considered a very good specialty coffee! The HCGA members were encouraged by these results since all the tested varieties were grown at the HARC Kunia field, which is not an ideal high quality coffee growing environment.

This project made cultivars that have a high cupping quality available to coffee growers. If growers establish these new cultivars on their farms, within three to four years they will produce high quality coffee that can be sold a higher price. Wholesalers and retailers of Hawaii coffee will also be able to sell coffee and a higher price and will enjoy the benefits of Hawaii coffee being firmly established in the gourmet coffee niche of the world market.

The goal to share the findings of the project at the HCA Annual Conference and the Hawaii Coffee Growers Association (HCGA) General Meeting was met. Meetings with HCGA were held during the HCA Conferences where more detailed reporting and discussions with HCGA members were conducted. The project staff also visited Kauai and Kona to observe the performance of the plants at the HCGA members’ nurseries.

Presentations at Coffee Industry meetings:
- HARC Coffee Research Report, by C. Nagai
  July 17, 2010, HCA Conference in Kona, Hawaii
- HARC Coffee Research Report, by C. Nagai
  July 9, 2011 HCA Conference at Waikoloa, HI
- HARC Coffee Research Report, by C. Nagai
  July 21, 2012 HCA Conference at Waikapu, Maui, HI
- 2012 presentation is available at HCA website

Through presentations at the conferences and by posting on the HCA website, the goal for two-thirds of all coffee producers in the state to have access to the results of this project was met. There are 65 members listed on the HCA website as of May 2013, which represents about 90 percent of the coffee growers and processors statewide. The HCA estimates that 45 – 50 members attend each conference, which is about 75 percent of the members that have access to the results of the project. Some of the HCA members are other coffee associations, such as the Kona Coffee Council (KCC), with 145 members, and through the distribution of the information by the KCC and other members, the project manager is confident that at least two-thirds of the coffee producers had and have access to the results of the project.

http://www.hawaiicoffeeassoc.org/Members
Beneficiaries

Beneficiaries are the 700 coffee farmers in Hawaii and the processors and retailers that will benefit from the new varieties currently being field tested at four farms on three islands. The coffee industry, as with other commodities, thrives on “new and improved” products which excites consumers and leads to increased sales.

A higher quality coffee bean will result is a higher market value for Hawaii coffee. The higher cupping quality of the coffee, the better reputation Hawaii coffee will gain within the industry and around the world. This will boost the economic standing of the Hawaii coffee industry, but might also have a positive impact on the related industries, such as agritourism and the restaurant / café industry.

Lessons Learned

Keeping to the proposed timeline of the plantlet production was challenging. The project manager learned that the growth rate of plants out of the tissue culture lab varies greatly. Distribution of coffee plants was delayed and field planting was initiated in April 2013, outside the planned project period.

Contact Person

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Additional Information

APPENDIX 1 – Photos of coffee varieties
APPENDIX 1.A – Presentation to HCA members (includes HCGA)
Enhancement of the Tropical Flowers and Foliages Industries in Maui County through the Development of an On-island Inventory and Distribution System

Final Report

Project Summary

Maui’s flower export businesses are geographically disadvantaged farmers needing assistance to overcome the competitive disadvantage of growing their crops on an island archipelago in the middle of the Pacific Ocean. Maui’s flower export businesses are at a competitive disadvantage in their primary market, the mainland U.S., primarily due to the availability of cheaper floral options from foreign countries and the high input costs of doing business from Maui. An added challenge is the lack of resources needed to conduct a flower export business from Maui because the transportation hub for goods and services for the state is on Oahu, and the majority of the flower industry is on the Big Island of Hawaii, where the big growers are located.

Maui flower businesses base their flower shipping box order quantity on anticipated sales and what they can afford at the time their order is placed. When unanticipated orders are placed from the mainland, our members struggle to locate shipping boxes in time to fill the orders. They also must pay a premium shipping cost to expedite the arrival of these boxes in order to fill these orders when the customers need them. The Maui County foliage industry was dependent on the transportation schedules and resources available from both Oahu and the Big Island and faced delays in receiving the resources needed to conduct an export flower business. The Maui floriculture industry needed equal access to critical business resources to support their export sector. This project was to meet the need for shipping boxes and help the Maui County floriculture industry fill orders during the peak times when resources are in demand throughout the state so the growers could maintain and increase their mainland US market share.

The project became even more important with the closing of the Weyerhaeuser box manufacturing plant on Oahu which left Maui’s flower businesses with an unstable shipping box distribution system. The only choice Maui flower businesses had to purchase shipping boxes in Hawaii was Pak Line Hawaii located in Hilo, on the Big Island. The supply chain was such that it would take weeks, even months to get needed supplies to Maui as the boxes would be shipped from the mainland, to Hilo, to Oahu and finally to Maui. Freight rates continued to increase and in July 2009, the state Public Utilities Commission approved an average overall rate increase of 13.46 percent for Young Brothers Ltd.’s (YB) inter-island cargo services with rates for less-than-container load cargo increasing 21.26 percent. YB has now eliminated less-than-container-load cargo which has increased shipping rates to an all-time high.

The Maui Flower Growers’ Association (MFGA) proposed this project to help its members have available to them the shipping boxes critical to compete in the export sector and avoid delays, build customer confidence and be a reliable source of flowers during peak times -- February (Valentines’ Day) and May (Mothers’ Day) – as well as during the year.
Project Approach

Maui Flower Growers’ Association proposed to build an inventory of flower shipping boxes on-island to provide a “safety net” for members to eliminate potential shipping delays. In order to develop an on-island inventory of shipping boxes in Maui, several steps needed to be completed:

- MFGA purchased two used Matson containers (1 40’, 1 24’) to use as shipping box storage facilities.
- MFGA built a roof on the 8’ x 24’ storage container in Hana, Maui.
- Applied protective coating to both containers to ensure the contents remained dry and safe from weather damage.
- MFGA ordered the most popular, widely-used flower shipping boxes, transported the boxes to the storage containers and maintained accurate inventory and accounting distribution system.
- MFGA made the shipping boxes available to MFGA members as needed.

Coordinating with MFGA members, MFGA purchased and shipped the boxes to Maui and stored them in the storage units prepared for this purpose. MFGA considered storing the boxes in a rented storage space in Kahului, Maui but with the lowest rate of $4,000.00 per year, it was more cost-effective for MFGA to purchase the two storage containers. One storage container has been placed in Hana, Maui; one storage container has been placed in Kula, Maui.

Goals and Outcomes Achieved

Because of this USDA SCBGP grant, MFGA was able to meet its goal of providing an inventory of shipping boxes for members which provided a “safety net” for their members. The goal of helping MFGA members ensure all flower orders are filled because of the availability of an on-island supply of shipping boxes was met. MFGA’s full-palate bulk ordering eliminated the additional and expensive shipping costs that would have been incurred if the participants ordered and shipped their small orders individually. MFGA passes on this savings to MFGA participants. This inventory will continue to be monitored and maintained by MFGA’s Executive Director and MFGA’s Directors. Through input solicited from participating MFGA members, and under the guidance of MFGA Directors, MFGA’s Executive Director will continue to assure this box inventory supplies MFGA members’ shipping box needs going forward.

One of the expected measurable outcomes for this project was to increase Maui flower growers’ flower orders by at least 10 percent by not having to turn away flower orders. MFGA was not able to quantify a 10 percent increase or determine if this measurable was achieved due to the members’ inability to attribute sales increases or decreases to this project. Generally, MFGA members reported that due to the economic downturn across the US market, their main market, their overall sales remained lower than expected. However, members have stated that they did not turn away orders due to the lack of shipping boxes and were confident they could fill orders when received. One member shared that when they needed 35 boxes to fill an order, they were able to draw from the inventory rather than have to order from the
supplier off-island, which was a cost savings as they did not incur additional shipping costs to fill the order. While the project was not able to determine if the measurable achieved, the project did help MFGA members fill all unexpected orders by having the shipping boxes for the members ready and available at cost in their time of need.

This project is helped Maui’s geographically disadvantaged flower growers remain competitive in their primary U.S. mainland market through reducing overall input costs and avoiding lost revenue that result from not having access to an immediate on-island source of flower shipping boxes when unexpected, but welcome, mainland flower orders arise.

**Beneficiaries**

The beneficiaries are MFGA members and their suppliers that are able to fulfill all unexpected flower orders received. This, in turn, will help Maui’s flower growers continue to build their reputation of providing the highest quality flowers in a time-effective manner in their main market, the U.S. mainland market. MFGA will maintain this box inventory in both Hana and Kula going forward in order to help our local flower growers succeed in their businesses and fuel Maui’s economy.

These are the MFGA members who have utilized the MFGA on-island box inventory thus far – 21 out of 32 members:

<table>
<thead>
<tr>
<th>1. Gobles Flower Farm</th>
<th>2. No Ka Oi Protea Farm</th>
<th>3. Olopawa Farms</th>
</tr>
</thead>
</table>

Over the duration of the project, MFGA’s Executive Director and President polled MFGA members on a bi-monthly basis to ensure their box needs were being met. Because of these members input, we were able to fine-tune the orders and only order the most used and needed boxes. Their input also directed us on the timing of orders so major holiday orders could all be filled. These polls also raised our awareness of other items that the members were in need of, such as bull-nosed sickles to cut their flowers, and because of this MFGA has bulk ordered other supplies in order to pass on the saving to our members and help them in their business.
This inventory is not meant to be the main supply of boxes for our members, it serves as a “go-to” supply when unexpected, but welcome, flower orders arise. Out of MFGA’s 32 members, over 75 percent have utilized this inventory and will continue to do so as needed in the future. And while the other 25 percent of our members haven’t utilized this inventory to date, they have communicated that knowing this supply is available, if needed, brings them peace of mind that they will be able to fill all their unanticipated flower orders in the future.

Because of this HDOA grant, MFGA has helped MFGA members fill all their flower orders because of the availability of an on-island supply of shipping boxes. This project is helping Maui’s geographically disadvantaged flower growers remain competitive in their primary U.S. mainland market through reducing overall input costs and avoiding lost revenue that result from not having access to an immediate on-island source of flower shipping boxes.

Lessons Learned

One lesson learned was regarding rental fees. The cost to store the boxes in a storage facility would have been $4,000 per year – it became more economical to secure two containers as storage. One of those containers would be stored at the Maui Vacuum Cooling Plant in Olinda, Maui for the originally quoted $96.00 annually. This was changed after a few months to $96.00 per month or $1,200/annually – this is not an expense we could incur or had planned for. MFGA will be moving the container to a privately owned property where we will be charged a much lower rent.

Contact Person

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Kihei, HI 96753
808-573-5878
mfga@Hawaii.rr.com
http://www.mauiflower.com

Alternate
Matt Keiley, President: Maui Flower Growers’ Association
Owner: Helani Farm
4480 Hana Highway
Hana, HI 96713
808-248-8274
bj4flowers@aol.com

Additional Information

Photos of storage container can be seen in APPENDIX 2.
STATE COLLECTIVE MARKETING PROGRAM

The primary goal of the state collective marketing program category is to further extend the diversity and coverage of specialty crops included in this grant proposal and to support an ongoing state marketing program which has a proven track record of success for specialty crops. The “Special Event Projects” are intended to increase consumer sales through familiarization of products and retail locations in the State and at an international trade show. A secondary goal is to increase sales of specialty crops at participating retail outlets by 15 percent after the event, when compared to the previous same day of week, and promote at least seven specialty crop products at the international trade show. The plan included production of point-of-sale collateral materials for marketing and promotion of specialty crops, rack card project and celebrity chef events – all activities to support the enhancement of the competitiveness of specialty crops in Hawaii.

Special Events Projects

Final Report

Project Summary

With consumers trending towards eating healthy locally grown specialty crops, this project focused on generating increased retail sales through in-store campaigns, which have proven successful in past projects and through increased retail sales resulting from participation in an international trade show. There were two parts to the special events project: 1) conducted eight special event retail projects to help specialty crop producers in the Seals of Quality (SOQ) program to showcase their products at targeted venues to further expand their consumer base; and 2) assisted the SOQ members to promote at least seven specialty crop products at the Tokyo International Gift Show.

http://hdoa.hawaii.gov/add/md/seals-of-quality/

Project Approach

Eight retail in-store promotions
This project was based on a successful project funded by the SCBGP, FY 2006-07. The previously approved project was a collaborative effort between Whole Foods Market (retailer), The Honolulu Advertiser (THA) and the Hawaii State Department of Agriculture (HDOA) to promote the Seals of Quality (SOQ) specialty crops at the retailer’s location. The SCBGP, FY 2009 project expanded the retail in-store promotions statewide with eight events and used a similar model to be a collaborative effort between a retailer and media partner with local/regional appeal.

Special Events Hawaii was selected using the Request for Proposal process, as the contractor for a project titled, “Expansion of a Statewide Seals of Quality Program to Increase Visibility, Demand and Sustainability of Specialty Crops in Hawaii”. The activities to be conducted by
Special Events Hawaii are the Special Events Projects and The Celebrity Chefs’ Events that are part of this project section. The eight retail events were conducted statewide with two events in each county, and included specialty crop product promotion via sampling and product information according to the following schedule:

<table>
<thead>
<tr>
<th>COUNTY / LOCATION / DATE (2012)</th>
<th>SOQ / Specialty Crop PRODUCTS PROMOTED</th>
</tr>
</thead>
</table>
| Hawaii KTA Store in Hilo May 19, Saturday | Hanalei Poi – taro  
Oils of Aloha -- tree nuts (macadamia, kukui)  
Hamakua Macadamia Nuts |
| Hawaii Foodland in Waimea May 26, Saturday | Hamakua Springs Country Farms – tomatoes, bananas  
Hamakua Heritage Farm – mushrooms  
Big Island Bees – honey  
Paradise Meadows – coffee, macadamia nuts  
Berger’s Kamaaina Farm – watercress  
Hawaiian Crown Sweet Gold – pineapple |
| Oahu Whole Foods Market in Kailua June 23, Saturday | Big Island Bees – honey  
Manoa Honey Company – honey  
Ho Farms – tomatoes, cucumbers  
Oils of Aloha -- tree nuts (macadamia, kukui)  
Coffees of Hawaii – coffee |
| Maui Whole Foods Market in Kahului July 21, Saturday | Alii Kula Lavender – lavender  
Noni Maui – noni  
Paradise Flower Farms – flower leis and potted flowers  
Marine Agrifuture – sea asparagus  
Hawaiian Vanilla Company – vanilla |
| Maui Foodland Farms Lahaina July 22, Sunday | Hamakua Springs Country Farms – tomatoes, bananas  
Hamakua Heritage Farm – mushrooms  
Haliimaile Pineapple Company – pineapple  
Big Island Bees – honey  
Paradise Meadows – coffee, macadamia nuts |
| Kauai Foodland Waipouli August 25, Saturday | Hamakua Springs Country Farms – tomatoes, bananas  
Hamakua Heritage Farm – mushrooms  
Big Island Bees – honey  
Paradise Meadows – coffee, macadamia nuts  
Oils of Aloha – tree nuts (macadamia, kukui) |
| Oahu Whole Foods Market in Kahala September 15, Saturday | Alii Kula Lavender – lavender  
Hawaiian Chip – taro, sweet potato, yams  
Marine Agrifuture – sea asparagus  
1st Look Exteriors – potted native plants and herbs |
| Kauai Foodland Waipouli December 1, Saturday | Hamakua Springs Country Farms – tomatoes, bananas  
Hamakua Heritage Farm – mushrooms  
Big Island Bees – honey  
Paradise Meadows – coffee, macadamia nuts |
SOQ Promotion at the Tokyo Gift Show, February 8 - 10, 2012

The strategy to generate sales for the participating companies was to involve companies that were new to the Japan market and more importantly, had in-country product representation. The event selected was the Tokyo Gift Show because of 1) the success of the specialty crop products in Japan that are promoted by two new “Seals of Quality” (SOQ) branding program partners, both Japan distributors, 2) one SOQ member, Haliimaile Pineapple, began exporting to Japan and 3) the opening of the Japan Market to the Rainbow Papaya.

The companies participating were:

<table>
<thead>
<tr>
<th>Distributors</th>
<th>Simple Company and Menehune Mac</th>
</tr>
</thead>
<tbody>
<tr>
<td>1  Big Island Bees</td>
<td>1 Honey</td>
</tr>
<tr>
<td>2  Coscina Brothers</td>
<td>2 Kona Coffee</td>
</tr>
<tr>
<td>3  Diversified Ag Products</td>
<td>3 Papaya</td>
</tr>
<tr>
<td>4  Haliimaile Maui Gold Pineapple</td>
<td>4 Pineapple</td>
</tr>
<tr>
<td>5  Hamakua Macadamia Nuts</td>
<td>5,6 Macadamia Nuts and Cacao</td>
</tr>
<tr>
<td>6  Hawaiian Candles &amp; Nuts</td>
<td>5,6 Macadamia Nuts and Cacao</td>
</tr>
<tr>
<td>7  Hawaiian Chip Company</td>
<td>7,8 Taro, Sweet Potatoes</td>
</tr>
<tr>
<td>8  HPC Foods</td>
<td>7 Taro Powder</td>
</tr>
<tr>
<td>9  M &amp; A Associates</td>
<td>9 Moringa Powder</td>
</tr>
</tbody>
</table>

For photos, refer to APPENDIX 3.

Goals and Outcomes Achieved

Project Outcomes -- Eight retail in-store promotions

Report reflects information as provided by six of eight retailers

AGGREGATE RESULTS AS REPORTED BY RETAILERS FOR SIX EVENTS

<table>
<thead>
<tr>
<th>DATE</th>
<th>PERCENT CHANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 19</td>
<td>21</td>
</tr>
<tr>
<td>June 23</td>
<td>600</td>
</tr>
<tr>
<td>May 26</td>
<td>2532</td>
</tr>
<tr>
<td>July 22</td>
<td>1061</td>
</tr>
<tr>
<td>Aug 25</td>
<td>2459</td>
</tr>
<tr>
<td>Sept 15</td>
<td>3300</td>
</tr>
</tbody>
</table>

Retail event results as provided to project manager.
Hawaii County – KTA Store Hilo, May 19

<table>
<thead>
<tr>
<th></th>
<th>Hanalei Poi units</th>
<th>Oils of Aloha units</th>
<th>Hamakua Macadamia Nuts (10 oz.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 12</td>
<td>31</td>
<td>2</td>
<td>6</td>
</tr>
<tr>
<td>May 19</td>
<td>22</td>
<td>1</td>
<td>12</td>
</tr>
<tr>
<td>Percent change</td>
<td>29</td>
<td>-50</td>
<td>100</td>
</tr>
</tbody>
</table>
Oahu County – Whole Foods Market Kailua, June 23

<table>
<thead>
<tr>
<th></th>
<th>Ho Farms</th>
<th>Oils of Aloha</th>
<th>Coffees of Hawaii</th>
<th>Manoa Honey</th>
<th>Big Island Bees</th>
<th>Dollar amount</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>#s</td>
<td>$$</td>
<td>#s</td>
<td>$$</td>
<td>#s</td>
<td>$$</td>
</tr>
<tr>
<td>Jun 16</td>
<td>91.26</td>
<td>$143.07</td>
<td>1.99</td>
<td>$13.91</td>
<td>6</td>
<td>$77.94</td>
</tr>
<tr>
<td>Jun 23</td>
<td>121.98</td>
<td>$515.75</td>
<td>11.57</td>
<td>$80.88</td>
<td>8.03</td>
<td>$118.73</td>
</tr>
<tr>
<td>Percent change</td>
<td>33.7</td>
<td>24.9</td>
<td>481.4</td>
<td>481.5</td>
<td>33.8</td>
<td>52.3</td>
</tr>
</tbody>
</table>

Oils of Aloha, Coffees of Hawaii, and the honeys are all available in packages as well as in bulk. The quantities sold reflect both whole units and bulk units.

Hawaii County – Foodland Waimea, May 26

<table>
<thead>
<tr>
<th></th>
<th>Hamakua Springs Farm</th>
<th>Hamakua Heritage</th>
<th>Big Island Bees</th>
<th>Paradise Meadows Coffee</th>
<th>Berger's Kama'aina Farm</th>
<th>Hawaiian Crown Sweet Gold</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>#s</td>
<td>#s</td>
<td>Units</td>
<td>Units</td>
<td>#s</td>
<td>#s</td>
</tr>
<tr>
<td>05/16/12 thru 05/22/12</td>
<td>327</td>
<td>21</td>
<td>38</td>
<td>0</td>
<td>49</td>
<td>150</td>
</tr>
<tr>
<td>05/23/12 thru 05/29/12</td>
<td>380</td>
<td>68</td>
<td>30</td>
<td>24</td>
<td>40</td>
<td>349</td>
</tr>
<tr>
<td>Percent Change</td>
<td>16.2</td>
<td>223.8</td>
<td>-21.1</td>
<td>2400</td>
<td>-18.4</td>
<td>132.7</td>
</tr>
</tbody>
</table>

Maui County – Foodland Farms Lahaina, July 22

<table>
<thead>
<tr>
<th></th>
<th>Hamakua Springs Farms</th>
<th>Hamakua Heritage</th>
<th>Haliimaile Pineapple Company, Big Island Bees</th>
<th>Paradise Meadows Coffee</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>#s</td>
<td>#s</td>
<td>#s</td>
<td>Units</td>
</tr>
<tr>
<td>07/11/12 thru 07/17/12</td>
<td>202</td>
<td>20</td>
<td>175</td>
<td>8</td>
</tr>
<tr>
<td>07/18/12 thru 07/24/12</td>
<td>210</td>
<td>57</td>
<td>301</td>
<td>24</td>
</tr>
<tr>
<td>Percent Change</td>
<td>4</td>
<td>185</td>
<td>72</td>
<td>200</td>
</tr>
</tbody>
</table>

50
Kauai County – Foodland Waipouli, August 25

<table>
<thead>
<tr>
<th></th>
<th>Hamakua Springs Farms</th>
<th>Hamakua Heritage</th>
<th>Oils of Aloha</th>
<th>Big Island Bees</th>
<th>Paradise Meadows Coffee</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>#s</td>
<td>#s</td>
<td>Units</td>
<td>Units</td>
<td>Units</td>
</tr>
<tr>
<td>08/22/12 thru 08/28/12</td>
<td>245</td>
<td>13</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>08/15/12 thru 08/21/12</td>
<td>313</td>
<td>30</td>
<td>8</td>
<td>6</td>
<td>9</td>
</tr>
<tr>
<td>Percent Change</td>
<td>27.8</td>
<td>130.8</td>
<td>800</td>
<td>600</td>
<td>900</td>
</tr>
</tbody>
</table>

Oahu County – Whole Foods Market Kahala, September 15

<table>
<thead>
<tr>
<th></th>
<th>Hawaiian Chip</th>
<th>1st Look Exteriors</th>
<th>Alii Kula Lavender</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Units</td>
<td>Units</td>
<td>Units</td>
</tr>
<tr>
<td>Sept 8 Prior week</td>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Sept 15 Event Day</td>
<td>23</td>
<td>3</td>
<td>7</td>
</tr>
<tr>
<td>Percent Change</td>
<td>2300</td>
<td>300</td>
<td>700</td>
</tr>
</tbody>
</table>

Project Outcomes – Tokyo Gift Show, February 8 – 10, 2012
The 73rd Tokyo International Gift Show (TIGS) was held February 8-10, 2012, at Tokyo Big Sight in Tokyo, Japan. The TIGS, Japan’s largest trade fair, hosted more than 2500 exhibits with 4000 booths from 22 countries worldwide, and attracted over 200,000 attendees in 2012. The goal of the project was to promote at least seven specialty crop products at the show and to increase the sales by 15 percent as a result of this show. HDOA coordinated the two booths that featured SOQ companies and their specialty crop products. The goal to promote at least seven specialty crops at the show was met with nine specialty crops promoted:

Cacao  Coffee  Honey  Macadamia Nuts
Moringa Powder  Papaya  Pineapple  Sweet Potato
Taro and Taro Powder

The goal to increase sales by 15 percent was met. On-site sales of $9,709, when compared to actual sales six months after the show, increased 341 percent!

The distributor, Simple Company reported that an initial sale has been made to the Hawaiian Spa Resort (in northern Japan) of Haliimaile Pineapple and Rainbow Papaya, which will be served in the restaurant and available for take-home purchase. This is expected to be a contact with regular orders for pineapple and papaya, which is reflected in the projected sales from October 2012 – September 2013.
### Specialty Crop Sales

<table>
<thead>
<tr>
<th>Specialty Crop</th>
<th>On-site sales at Trade Show ($$)</th>
<th>Actual sales Feb-Sept 2012 ($$)</th>
<th>Projected Sales 12 months Oct 2012 – Sept 2013 ($$)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chocolate covered macadamia nuts (cacao)</td>
<td>2,461</td>
<td>22,800</td>
<td>25,600</td>
</tr>
<tr>
<td>Coffee</td>
<td>596</td>
<td>1,800</td>
<td>6,400</td>
</tr>
<tr>
<td>Honey</td>
<td>646</td>
<td>51,000</td>
<td>3,800</td>
</tr>
<tr>
<td>Macadamia Nuts</td>
<td>789</td>
<td>237,800</td>
<td>220,000</td>
</tr>
<tr>
<td>Moringa</td>
<td>356</td>
<td>0</td>
<td>2,300</td>
</tr>
<tr>
<td>Maui Gold Pineapple</td>
<td>782</td>
<td>20,600</td>
<td>103,000</td>
</tr>
<tr>
<td>Rainbow Papaya</td>
<td>338</td>
<td>1,200</td>
<td>54,000</td>
</tr>
<tr>
<td>Taro / Sweet Potato (chips)</td>
<td>634</td>
<td>3,500</td>
<td>6,400</td>
</tr>
<tr>
<td>Taro Powder</td>
<td>3,107</td>
<td>2,500</td>
<td>25,600</td>
</tr>
<tr>
<td><strong>TOTALS</strong></td>
<td><strong>9,709</strong></td>
<td><strong>341,200</strong></td>
<td><strong>447,100</strong></td>
</tr>
</tbody>
</table>

### Beneficiaries

The companies with specialty crop products that participated in this project were the direct beneficiaries because for both events – the retail promotion in the four counties of Hawaii and the retail promotion at the Tokyo International Gift Show – sales increased by at least 15 percent and indications are that sales will continue to increase.

The fresh specialty crop products promoted – pineapple and papayas – benefited from this project because both were recently introduced into the Japan market and this activity gave exposure to the superior taste and quality of the Hawaiian product.

The Rainbow Papaya, the first genetically modified (GMO) fresh product approved for commercial sale in Japan, was well-received. This was of particular benefit to the growers who are challenged by the current media attention to GMO products.

### Lessons Learned

Sales numbers, as a performance measure, can be difficult to obtain from the commercial sector because of the fear that the company or retailer would lose competitive advantage by revealing sales information. The lesson learned is to collaborate with a distributor who would benefit from competitors and companies knowing of sales increases, which indicates they are doing business with successful retailers, restaurants, or exporters.
Contact Person

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Additional Information

APPENDIX 3 – Photos of retail events and Tokyo International Gift Show

Photo
Point-of-Sale

Final Report

Project Summary

The purpose of this project was to provide point-of-sale collaterals to promote the SOQ brand of genuine, Hawaii-made, Hawaii-grown, quality products. The collaterals helped the marketing efforts of the companies to promote their specialty crop fresh or value-added products and this project was a continuation of the Point-of-Sale project funded by the SCBGP FY2008 AMS Agreement 12-25-B-0784 that produced signage, posters, pull-up banners, pencils, pens, fans, refrigerator magnets, chip clips, bumper stickers and shopping bags with the “Buy Local, It Matters” (BLIM) logo and promoted that call-to-action campaign.

The HDOA conducts two marketing campaigns – the BLIM campaign to encourage consumers to consume more locally grown and produced products and the Seal of Quality program (SOQ) that brands genuine, Hawaii-grown, Hawaii-made quality products to identify these products as from Hawaii. This project enhanced the previous project by focusing on the SOQ products and producing point-of-sale collaterals for the SOQ members to use to help with their marketing efforts.

Project Approach

The decision to purchase tablecloths and pull-up banners was made because of the ease of transporting the collaterals to the event location, the visibility and usefulness of the items, and the feedback received from the SOQ companies that these collaterals would be put to frequent use.

The HDOA used the tablecloths and banners at an estimated eight retail events, five trade shows, three conventions, five festivals that were both public and membership events. At some events, such as the Hawaii State Farm Fair, there were non-specialty crop items featured, however, the tablecloths and banners were not positioned or used outside the HDOA tent where they were used to solely enhance the competitiveness of specialty crops.

When surveyed as to how the SOQ members used the tablecloths and banners to promote their specialty crops, the members responded:

<table>
<thead>
<tr>
<th>SOQ member</th>
<th>Uses</th>
<th>Number of visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aikane Coffee Company</td>
<td>Farmers Markets, Made in Hawaii Festival, Caroline Show</td>
<td>60,000 from trade shows; many more from Farmers Markets</td>
</tr>
<tr>
<td>Manoa Honey Company</td>
<td>Fine food events, retail store demonstrations, Farmers Markets</td>
<td>Farmers Markets = 159 times; estimate 159,000 impressions 180 in-store promotions, estimate 36,000 impressions</td>
</tr>
</tbody>
</table>
### Goals and Outcomes Achieved

The collaterals – 34 tablecloths and seven pull-up banners -- were purchased and made available to the SOQ companies to support their marketing activities. HDOA has used the collaterals for marketing events and continues to do so.

**GOAL:** The collateral materials with the SOQ marketing logo were intended for distribution at point-of-sale or during promotional activities to reinforce the slogan of genuine, Hawaii grown, specialty crops of premium quality to local customers. An estimated 20,000 individuals will be exposed to this effort. We anticipate partnering with local retail stores to host promotional campaigns lasting a day or over a weekend. The number of customers visiting the stores (festivals, trade shows) during the promotional campaigns will be the count of the 20,000 individuals.

**OUTCOME:** This goal was met and exceeded.

The collateral materials with the SOQ marketing logo were used by HDOA and the SOQ members at events where more than 208,000 visitors came to the table/display/sampling event/booth.

- SOQ members in aggregate report 200,000 visitors to their table/displays/event where the collaterals were used; details in the Project Approach Section.
- The Special Events Projects section describes the event where the collaterals were used to promote specialty crops. The estimated number of individuals visiting the stores during the campaign was 2,800; refer to table below for estimates.
- The Tokyo Gift Show, estimate 2,000 visitors per day for a total of 6,000 (trade show attendance was 200,000).

### Table: Collateral Use by SOQ Companies

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Event Type, Promotional Material</th>
<th>Estimated Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>Big Island Bees</td>
<td>Farmers Markets and Festivals</td>
<td>30,000</td>
</tr>
<tr>
<td>Hawaiian Chip Company</td>
<td>Trade Shows and Festivals</td>
<td>20,000+</td>
</tr>
<tr>
<td>Hanalei Taro Company</td>
<td>Special Events – festivals and fairs</td>
<td>1,000+</td>
</tr>
<tr>
<td>Oils of Aloha</td>
<td>2 trade shows,</td>
<td>No estimate</td>
</tr>
<tr>
<td>Hawaii Nutrition Company</td>
<td>Trade Shows and In-Store sampling</td>
<td></td>
</tr>
<tr>
<td></td>
<td>events</td>
<td>1,000</td>
</tr>
<tr>
<td>Noni Maui / Noni Biotech</td>
<td>In-house display</td>
<td>500</td>
</tr>
<tr>
<td>Paradise Meadows Coffee</td>
<td>Retail demonstrations, part of store</td>
<td></td>
</tr>
<tr>
<td></td>
<td>displays at R. Fields and Hilo Hattie</td>
<td>Hundreds</td>
</tr>
<tr>
<td>Rusty’s Coffee</td>
<td>Retail events, trade shows</td>
<td>300</td>
</tr>
</tbody>
</table>

Other responses included: Holiday gift shows, at the farm, conferences, Honey Museum, specialty upscale retail stores, and supermarket events.

The tablecloths and banners were available to SOQ members with products that were genuine, Hawaii-grown or Hawaii-made premium specialty crops. Non-specialty crop products were supported by cash or in-kind funding provided by the State.
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Hawaii KTA Store in Hilo May 19, Saturday</td>
<td>400</td>
<td>Maui Whole Foods Market in Kahului July 21, Saturday</td>
<td>350</td>
</tr>
<tr>
<td>Hawaii Foodland in Waimea May 26, Saturday</td>
<td>200</td>
<td>Maui Foodland Farms Lahaina July 22, Sunday</td>
<td>200</td>
</tr>
<tr>
<td>Oahu Whole Foods Market in Kailua June 23, Saturday</td>
<td>550</td>
<td>Kauai Foodland Waipouli August 25, Saturday</td>
<td>200</td>
</tr>
<tr>
<td>Maui Whole Foods Market in Kahului July 21, Saturday</td>
<td>350</td>
<td>Oahu Whole Foods Market in Kahala September 15, Saturday</td>
<td>700</td>
</tr>
</tbody>
</table>

Photo of SOQ tablecloth and pull-up banners at Ag Awareness Day at the State Capitol

**Beneficiaries**

The SOQ Program and the companies served by the program have benefited as well as the consumers that are able to brand genuine, Hawaii-grown, Hawaii-made, quality products.

Responses from 18 of the 57 surveys or 32 percent of the SOQ companies responded positively to the question of whether their sales have increased at least five percent in the last 12 months
after using the rack cards. Tablecloths and rack cards were not included in the question, however, the beneficiaries received those collaterals and used them in their product promotion events. Responses from the 18 SOQ companies regarding sales increases in the last 12 months ranged from reported sales increases of from two to 15 percent, which is a benefit realized from this project.

Some feedback from the beneficiaries:

<table>
<thead>
<tr>
<th>Company</th>
<th>Feedback</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alii Kula Lavender</td>
<td>“The tablecloths help us maintain brand presence in any environment, especially at the KCC Farmers Market. I estimate at least 150 people are affected each time we attend, which is once a month.”</td>
</tr>
<tr>
<td>Big Island Bees</td>
<td>“The collateral items that are provided by the Seal of Quality program have helped us with sales by giving our company and products more appeal and the recognition of quality associated with authentic Hawaiian products.”</td>
</tr>
<tr>
<td>Noni Biotech</td>
<td>“The Seal of Quality materials provided have been invaluable in effectively educating consumers about our product and differentiating it from other products on the market.”</td>
</tr>
</tbody>
</table>

Lessons Learned

Re-useable, user-friendly collaterals are more effective because the end-users find them easier to transport and deploy.

Contact Person

Yukashi Smith
Economic Development Specialist
Hawaii Department of Agriculture
(808) 973-9595
Design and Printing of Rack Cards

Final Report

Project Summary

The purpose of this project was to create rack cards for the new SOQ companies and to offer translation of the rack cards for the companies that were included in the previous project.

The rack cards helped the marketing efforts of the companies to promote their specialty crop fresh or value-added products and this project was a continuation of the Informational Materials project funded by the SCBGP FY2007 AMS Agreement 12-25-B-0618 that produced 85,000 (5,000 of each specialty crop) rack cards featuring 17 farmers of specialty crops with the SOQ logo. The FY2009 project complemented and enhanced another project that was part of the SCBGP FY2008 AMS Agreement 12-25-B-0784 that produced 35,000 (5,000 of each specialty crop) rack cards featuring seven farms/farmers with the “Buy Local, It Matters” (BLIM) logo and promoted that call-to-action campaign.

Promotional Rack Card projects:
SCBGP FY2007 AMS Agreement 12-25-B-0618 (17 SOQ members featured)

<table>
<thead>
<tr>
<th>SOQ member</th>
<th>Specialty Crop</th>
<th>SOQ member</th>
<th>Specialty Crop</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aikane Plantation</td>
<td>Coffee</td>
<td>Hawaiian Chip Company</td>
<td>Taro, sweet potato</td>
</tr>
<tr>
<td>Green Point Nursery</td>
<td>Tropical floriculture</td>
<td>Hamakua Heritage</td>
<td>Mushrooms</td>
</tr>
<tr>
<td>Hamakua Mac Nuts</td>
<td>Macadamia Nuts</td>
<td>Hanalei Taro</td>
<td>Taro</td>
</tr>
<tr>
<td>Ho Farms</td>
<td>Tomatoes, Cucumbers</td>
<td>Hawaiian Candies &amp; Nuts</td>
<td>Macadamia Nuts</td>
</tr>
<tr>
<td>Island Princess</td>
<td>Macadamia nuts, cacao</td>
<td>Kona Coffee Coop</td>
<td>Coffee</td>
</tr>
<tr>
<td>Manoa Honey</td>
<td>Honey</td>
<td>Mauna Loa</td>
<td>Macadamia Nuts</td>
</tr>
<tr>
<td>Molokai Coffee</td>
<td>Coffee</td>
<td>Noni Biotech</td>
<td>Noni</td>
</tr>
<tr>
<td>Paradise Flowers</td>
<td>Cut flowers</td>
<td>Twin Bridge Farms</td>
<td>Asparagus</td>
</tr>
<tr>
<td>Wailea Agriculture</td>
<td>Hearts of Palm</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

SCBGP FY2008 AMS Agreement 12-25-B-0784 (7 BLIM farmers featured)

<table>
<thead>
<tr>
<th>BLIM Farm/Farmer</th>
<th>Specialty Crop</th>
<th>BLIM Farm/Farmer</th>
<th>Specialty Crop</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twin Bridge</td>
<td>Asparagus, bell pepper</td>
<td>Otsuji Farms</td>
<td>Greens</td>
</tr>
<tr>
<td>Ho Farms</td>
<td>Tomatoes, Cucumbers</td>
<td>Waialua Estate</td>
<td>Cacao</td>
</tr>
<tr>
<td>Green Growers</td>
<td>Tomatoes</td>
<td>Kahuku Brand</td>
<td>Papayas</td>
</tr>
<tr>
<td>Wong’s Taro Leaf</td>
<td>Taro Leaves</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The FY2009 project was to produce rack cards for the new SOQ companies and to offer translation of the rack cards for the companies that were included in the previous projects.
### SCBGP FY2009 AMS Agreement 12-25-B-0919 (24 SOQ members)

<table>
<thead>
<tr>
<th>SOQ member</th>
<th>Specialty Crop</th>
<th>SOQ member</th>
<th>Specialty Crop</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aikane Plantation*</td>
<td>Coffee</td>
<td>Hawaiian Chip Company*</td>
<td>Taro, sweet potato</td>
</tr>
<tr>
<td>Original Hawaiian Choc</td>
<td>Cacao</td>
<td>1st Look Exteriors</td>
<td>Ornamental horticulture</td>
</tr>
<tr>
<td>Alii Kula Lavender</td>
<td>Lavender</td>
<td>Big Island Bees*</td>
<td>Honey</td>
</tr>
<tr>
<td>Hamakua Springs</td>
<td>Tomatoes, bananas</td>
<td>Hawaii Nutrition Co</td>
<td>Noni products</td>
</tr>
<tr>
<td>Hawaiian Vanilla Co</td>
<td>Vanilla</td>
<td>Howard’s Nursery</td>
<td>Ornamental plants</td>
</tr>
<tr>
<td>Island X</td>
<td>Coffee</td>
<td>Kamiya Gold</td>
<td>Papayas</td>
</tr>
<tr>
<td>Kimo Bean Coffee</td>
<td>Coffee</td>
<td>Kini Popo Creations</td>
<td>Tropical cuttings, tea</td>
</tr>
<tr>
<td>Kumu Farms</td>
<td>Papayas, herbs</td>
<td>Marine Agrifuture</td>
<td>Sea asparagus</td>
</tr>
<tr>
<td>Maui Gold</td>
<td>Pineapple</td>
<td>Maui Grown</td>
<td>Coffee</td>
</tr>
<tr>
<td>Mountain Thunder</td>
<td>Coffee</td>
<td>Nalo Farms</td>
<td>Greens</td>
</tr>
<tr>
<td>Oils of Aloha</td>
<td>Mac nut, kukui</td>
<td>Paradise Meadows</td>
<td>Coffee, Macadamia nuts</td>
</tr>
<tr>
<td>Rusty’s Coffee</td>
<td>Coffee</td>
<td>Sugarland Farms</td>
<td>Cabbage, bananas</td>
</tr>
</tbody>
</table>

*Reprint

The HDOA conducts two marketing campaigns – the BLIM campaign to encourage consumers to consume more locally grown and produced products and the Seal of Quality program (SOQ) that brands genuine, Hawaii-grown, Hawaii-made quality products to identify these products as from Hawaii. This project enhanced the previous project by focusing on the SOQ products and producing rack cards for the SOQ members to use to help with their marketing efforts.

### Project Approach

SOQ members were surveyed regarding whether it would be helpful to redesign, reprint, or translate the rack card they are currently using for marketing and promotion. With the results of the survey, a contractor was selected via the request for proposals process to conduct the project. The contractor met with the state and SOQ companies to provide the scope of services and completed the project by November 2012.

The HDOA used the rack cards at an estimated eight retail events, five trade shows, three conventions, five festivals that were both public and membership events. At some events, such as the Hawaii State Farm Fair, there were non-specialty crop items featured, however, the rack cards were not positioned or used outside the HDOA tent where they were used to solely enhance the competitiveness of specialty crops.

The SOQ members used the rack cards to enhance their marketing efforts to promote the specialty crop featured. Refer to table in the Point-of-Sale section for examples of how the rack cards were used and at what events. The most popular use was at Farmers Markets, trade shows, festivals and retail events where the SOQ members used the rack cards to solely enhance the competitiveness of the specialty crops featured.
Some feedback from the SOQ members as to how they used the rack cards in response to the questions:

- Question #1 “How many consumers have gained insight and knowledge about your products through viewing or taking the cards?”
- Question #2 “Where and how have you used/displayed toe rack cards?”
- Question #3 “Would you estimate there was a least a five percent increase in sales of your specialty crop product after 12 months of using the rack cards?”

<table>
<thead>
<tr>
<th>Company</th>
<th>#1 – Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manoa Honey Company</td>
<td>#1 – 100,000 from 2010-2012</td>
</tr>
<tr>
<td></td>
<td>#2 – At Farmers’ Markets and at our retail store outlets and all culinary events</td>
</tr>
<tr>
<td></td>
<td>#3 – I estimate there was a 2 – 3 percent increase ($5,000 - $7,000)</td>
</tr>
<tr>
<td>Aikane Plantation</td>
<td>#1 – Estimate 4,000</td>
</tr>
<tr>
<td></td>
<td>#2 – Blaisdell Farmers’ Market, KCC Farmers’ Market, Mililani High School Farmers’ Market, Ukulele Festival, Made in Hawaii Festival, Caroline Christmas Gift Show;</td>
</tr>
<tr>
<td></td>
<td>#3 – Hard to determine, however, a rack card goes in each order</td>
</tr>
<tr>
<td>Hawaiian Chip Company</td>
<td>#1 – 10,000 +</td>
</tr>
<tr>
<td></td>
<td>#2 – Trade shows in U.S. and Japan, specialty stores in Hawaii, promotional events in Hawaii;</td>
</tr>
<tr>
<td></td>
<td>3# -- Sales grew by 10 percent last year</td>
</tr>
<tr>
<td>Green Point Nursery</td>
<td>#1 –500 to 1,000</td>
</tr>
<tr>
<td></td>
<td>#2 -- We have given out cards to visitors of our Nursery, as well as at Floral Events that we have attended;</td>
</tr>
<tr>
<td></td>
<td>#3 -- Yes, we have seen an increase in the sale of our specialty crop and we do believe that the rack card has helped us in this regard; approximately $250,000 over 12 months.</td>
</tr>
<tr>
<td>Paradise Meadows</td>
<td>#1 – At least 1,000</td>
</tr>
<tr>
<td></td>
<td>#2 – On display and sampling tables; we hand them out at all demos at military commissaries, Foodland/R. Fields, and Hilo Hattie;</td>
</tr>
<tr>
<td></td>
<td>#3 – I would estimate that the SOQ rack cards have contributed to 10 to 15 percent of our sales in the past 12 months, especially in the retail section of the stores.</td>
</tr>
<tr>
<td>Rusty’s Coffee</td>
<td>#1 – 3,000 – 5,000</td>
</tr>
<tr>
<td></td>
<td>#2 – On Facebook, at trade shows, in-store demos, Kau Coffee Festival and meetings with potential clients;</td>
</tr>
<tr>
<td></td>
<td>#3 -- Yes</td>
</tr>
</tbody>
</table>
Goals and Outcomes Achieved

Project outcome was 24 distinct rack cards of 5,000 each that were distributed to the companies and the state for marketing and promotion activities. There were three companies that chose rack cards translated into Japanese. A sample rack card can be seen in APPENDIX 4.

GOAL: An estimated 100,000 consumers will gain knowledge and insight about their products when the SOQ rack cards are developed and distributed.
OUTCOME: This goal has been met.
Responses from 18 of the 57 surveys or 32 percent of the SOQ companies resulted in an aggregate total of over 150,000 consumers that gained knowledge and insight about the SOQ product featured.

GOAL: A five percent increase in sales of specialty crops grown in Hawaii is expected as a result of these rack cards after 12 months of distribution. For the rack cards created with this funding, project staff will make prior arrangement with the farmer or company to provide sales revenue for events where the rack cards were used.
OUTCOME: This goal was met.
Responses from the 18 of 57 SOQ companies regarding sales increases in the last 12 months ranged from reported increases of from two to 15 percent, which is a benefit realized from this project. Additional outcomes for this goal are the sales numbers from the Tokyo Gift Show where the following SOQ companies participated and utilized the rack cards produced by this project to promote their product at the HDOA booth. Sales for the participating companies at the show increased 23-fold, exceeding the five percent goal.

<table>
<thead>
<tr>
<th>Specialty Crop</th>
<th>On-site sales at Trade Show ($$)</th>
<th>Actual sales Feb-Sept 2012 ($$$)</th>
<th>Projected Sales 12 months Oct 2012 – Sept 2013 ($$$)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hawaiian Candies &amp; Nuts</td>
<td>2,461</td>
<td>22,800</td>
<td>25,600</td>
</tr>
<tr>
<td>Big Island Bees</td>
<td>646</td>
<td>51,000</td>
<td>3,800</td>
</tr>
<tr>
<td>Haliimaile Maui Gold Pineapple</td>
<td>782</td>
<td>20,600</td>
<td>103,000</td>
</tr>
<tr>
<td>TOTALS</td>
<td>3,889</td>
<td>94,400</td>
<td>132,400</td>
</tr>
</tbody>
</table>

Beneficiaries

The SOQ Program and the companies served by the program have benefited as well as the consumers that are able to brand genuine, Hawaii-grown, Hawaii-made, quality products.

The SOQ companies benefited by the rack cards produced by this project through the following aggregate responses that resulted in that in the following:
- Over 150,000 total consumers that gained insight and knowledge about their products through viewing or taking the rack cards;
• Used the rack cards at farmers’ markets, retail promotions, culinary events, festivals, holiday gift shows, trade shows, on-farm / in-store displays, conferences, commissaries, and via Facebook.
• Reported sales increases of between two and 15 percent after 12 months of using the rack cards

Lessons Learned

For the best results, the lesson learned was to communicate with the end-user to determine what they would like or need to conduct promotion of the specialty crop they grow or process. By surveying the SOQ members, the project manager was able to determine how the project would move forward to best serve the SOQ members, who have individual marketing plans.

Contact Person

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Additional information

APPENDIX 4 – Rack card example
Celebrity Chefs’ Events

Final Report

Project Summary

The purpose of this project was to continue the Hawaii Regional Cuisine movement with culinary events where celebrity chefs use Hawaii specialty crops to create innovative menu dishes and present these ideas to the consumers at well-attended local events. The project success would be based on the number of consumers that would be reached via print or television and the attendance numbers at the events.

This project built on the Celebrity Chef Events project that was part of the SCBGP FY2007 AMS Agreement 12-25-B-0618 where HDOA participated in four celebrity chef events that resulted in 1.4 million impressions for the Seal of Quality (SOQ) program. FY2009 project complemented and enhanced another project that was part of the SCBGP FY2008 AMS Agreement 12-25-B-0784 that featured the “Buy Local, It Matters” (BLIM) logo and promoted that call-to-action campaign at the Made in Hawaii Cooking Demonstrations. Local chefs created dishes using local ingredients that the seated audience could sample that resulted in an estimated 500,000 impressions for the BLIM program.

The FY2009 project continued the Hawaii Regional Cuisine movement through promotion of the SOQ products at the Made in Hawaii Festival Cooking Demonstrations and at the Hale Aina Awards that recognizes the “peoples’ choice” in the culinary and restaurant industry.

Project Approach

A contractor was secured via the request for proposals process whose proposal included Celebrity Chef events at the 19th Annual Made In Hawaii Festival (MIHF) and the 29th Annual Hale Aina Awards, both signature events, well-publicized and well-attended by local consumers. For festivals and chef events, the strategy was to focus on the media impressions as well as the number of specialty crops featured, because it is a challenge to solely enhance the competitiveness of specialty crops at these activities.

Non-specialty crops promotion was coordinated by Festival and Event organizers. The MIHF is produced by the Hawaii Food Industry Association (HFIA) and the Hale Aina Awards are produced by the Honolulu Magazine. SCBGP funds were used to promote specialty crop products, specifically at the Chef Demonstrations at the MIHF and in the recipes created for the Hale Aina Awards.

http://www.hawaiifood.com/
http://www.madeinhawaiifestival.com/about-us.html
http://www.honolulumagazine.com/
http://www.midweek.com/
http://www.hawaiinewsnow.com/category/5294/sunrise
Goals and Outcomes Achieved

Project Outcomes – Made In Hawaii Festival 2012 – attendance 38,600

Six celebrity chef demonstrations at the MIHF:

<table>
<thead>
<tr>
<th>DATE</th>
<th>CHEF</th>
<th>RESTAURANT</th>
<th>CREATION</th>
<th>SPECIALTY CROP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aug 17</td>
<td>Ron Guzman</td>
<td>Stage Restaurant</td>
<td>Hamakua Springs Tomato Salad</td>
<td>Beefsteak tomatoes Hearts of Palm</td>
</tr>
<tr>
<td></td>
<td>Jason Iwane</td>
<td>Kalapawai Café</td>
<td>Island Cobb Salad</td>
<td>Tomatoes Macadamia Nut Oil Onions</td>
</tr>
<tr>
<td>Aug 18</td>
<td>Ronnie Nasuti</td>
<td>Tiki’s Bar &amp; Grill</td>
<td>Spanish Spicy Escabeche</td>
<td>Tomatoes Sea Asparagus Onions</td>
</tr>
<tr>
<td></td>
<td>Nico Chaize</td>
<td>Nico’s at Pier 38</td>
<td>North Shore Poke</td>
<td>Sea Asparagus Onions</td>
</tr>
<tr>
<td></td>
<td>William Chen</td>
<td>Beachhouse at the Moana Surfrider</td>
<td>French Veal Stew</td>
<td>Mushrooms Onions</td>
</tr>
<tr>
<td></td>
<td>Colin Azama</td>
<td>Sheraton Waikiki</td>
<td>Vegetarian Nishime</td>
<td>Hearts of Palm Alii Mushrooms Long Beans Sea Asparagus</td>
</tr>
</tbody>
</table>

Total media impressions promoting the MIHF – promotion included the Celebrity Chef schedule of events – was 2.5 million.

<table>
<thead>
<tr>
<th>Medium</th>
<th>Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television</td>
<td></td>
</tr>
<tr>
<td>Sunrise Show</td>
<td>936,600</td>
</tr>
<tr>
<td>Hawaii News Now</td>
<td>936,600</td>
</tr>
<tr>
<td>Radio</td>
<td>1,266,900</td>
</tr>
<tr>
<td>Perry and Price Show</td>
<td>1,266,900</td>
</tr>
<tr>
<td>KSSK radio 92.3 FM</td>
<td>126,000</td>
</tr>
<tr>
<td>Hawaiian Airlines</td>
<td>1,000,000</td>
</tr>
<tr>
<td>In-flight Video</td>
<td>1,000,000</td>
</tr>
<tr>
<td>Radio</td>
<td>1,266,900</td>
</tr>
<tr>
<td>Print</td>
<td>270,000</td>
</tr>
<tr>
<td>Midweek Magazine</td>
<td>270,000</td>
</tr>
<tr>
<td>Print</td>
<td>160,000</td>
</tr>
<tr>
<td>This Week brochure</td>
<td>160,000</td>
</tr>
<tr>
<td><strong>TOTAL IMPRESSIONS</strong></td>
<td><strong>2.5 MILLION</strong></td>
</tr>
</tbody>
</table>

Project Outcomes – Hale Aina Awards, November 11, 2012 – attendance 900

Specialty crops incorporated into the sampling menu at the awards event included:

<table>
<thead>
<tr>
<th>Specialty Crops</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tomatoes</td>
</tr>
<tr>
<td>Cucumbers</td>
</tr>
<tr>
<td>Papayas</td>
</tr>
<tr>
<td>Sea Asparagus</td>
</tr>
<tr>
<td>Hearts of Palm</td>
</tr>
<tr>
<td>Butternut Squash</td>
</tr>
<tr>
<td>Sweet corn</td>
</tr>
<tr>
<td>Mushrooms</td>
</tr>
</tbody>
</table>

147 local restaurants were represented at the event and had the opportunity to sample the dishes that included the above specialty crops.
Total media impressions promoting the Hale Aina Awards – promotion included local produce -- was over 750,000.

<table>
<thead>
<tr>
<th>Honolulu Magazine Circulation 35,000</th>
<th>252,000 (2 issues)</th>
<th>Honolulu Online Impressions Honolulumagazine.com</th>
<th>500,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reads per issue: 106,000</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Beneficiaries**

The specialty crop farmers and processors whose products were used in recipes, displays and demonstrations benefited from the project. Farmers report they have become celebrities in their regions because of the promotion they receive. Local supermarkets now find it necessary to have a “Grown in Hawaii” or “Local Grown” section, which benefits consumers by helping them identify what produce is from local farms.

The SOQ members (approximately 50) benefited from the promotion of the SOQ label as a symbol of a genuine Hawaii-Grown, Hawaii-Made premium product. As a result of this project, SOQ members and their specialty crops made 3 million total impressions to the public via print and television, in-flight video, and radio advertising.

The SOQ products incorporated into the menus the chef events were:

<table>
<thead>
<tr>
<th>Hamakua Heritage Farms Mushrooms</th>
<th>Ho Farms Butternut squash, tomatoes, long beans</th>
<th>Kamiya Gold Papaya</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marine Agrifuture Sea asparagus</td>
<td>Wailea Ag Group Hearts of Palm</td>
<td>Kahuku Farms Kahuku sweet corn</td>
</tr>
<tr>
<td>Hamakua Springs Tomatoes</td>
<td>Nalo Farms Corn shoots</td>
<td>Oils of Aloha Macadamia nut oil</td>
</tr>
<tr>
<td>Twin Bridge Farms Onions</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Lessons Learned**

Culinary events attract a lot of media attention and should continue to be included in projects that enhance specialty crops. However, in order for the event to solely enhance the competitiveness of specialty crops, partnerships should be part of the culinary events where the partner agrees to contribute a significant portion of the funding in order to justify including non-specialty crops in the event and/or funds can be used to purchase the specialty crops that will be used in the recipe or as stage décor.

**Contact Person**

Amy Hammond
Owner, Special Events Hawaii
Phone (808) 223-6040
Specialetventshawaii@gmail.com
Appendix:

Photos of coffee tissue culture at HARC's tissue culture lab and HCGA meetings

Fig 1. (A) Somatic embryos (SE) of H99-153 variety and (B) HARC's tissue culture facility at Kunia

Fig 2. H99-160:4 SE culture in the Rita System.

Fig 3. Regeneration of plants from SE cultured in Rita System.

Hawaii Agriculture Research Center
Fig 4. Regenerated tissue cultured plants. 
(A) In sterile culture  
(B) Transplanted in soil

Fig 5. Plants from SE maintained in the HARC MW greenhouse (A) and outside nursery (B) before shipment.

(A)  
(B)

Fig 6. HCGA Meeting, October 2011 Field tour  
Cupping of new varieties
HARC
Coffee Research Report

Chifumi Nagai, PhD
Hawaii Agriculture Research Center (HARC)

July 21, 2012
HCA Conference
Waikapu, Hawaii
HARC’s Coffee Research

- Produce high-quality coffee cultivars with disease- and pest-resistance

- Understand the biology of coffee development
  - DNA Sequencing of canephora coffee (de Kochko et al 2011)
  - Evolutionary History of Coffea arabica (Yu et al 2011)
  - Characterization of prolyl oligopeptidase genes in two coffee cultivars, typica and mokka (Singh et al 2011)
Specialty High Value Agroforestry Forestry Trial at Maunawili

• Inter-cropping of selected Koa and coffee with high cupping quality
• HARC Maunawili Station, Oahu
  3 acre, un-irrigated, elevation 450 ft
• Selected arabica varieties
• PI: Nick Dudley, NRCS- USDA funded
International *Coffea canephora*
Sequencing Consortium

*Coffea canephora* (Robusta coffee)
2n=44 (DH)

**Genome annotation**

- Identifying the locations of genes and the coding regions in a genome
- Determine what those genes do.

Once a genome is sequenced, it needs to be annotated to make sense of it!

De Kochko et al (2011)
Cloning/ Tissue Culture of Selected Hawaiian Arabica Hybrids

Sub-contracted from HCA/ HCGA for SCBGP-FB, 2010-2012
RITA®, Temporally Immersion System

RITA® system
Acclimatization:
Sterile environment to soil
Nematode Resistant Ethiopian arabica
Nematode Reproductive Factors of *M. konaensis* on semi-wild Ethiopian arabica

Accession Numbers and Cultivars

Aoki et al (2012)
**Meloidogyne konaensis** reproductive factors (Rf) of 4 Ethiopian arabica progeny (8 months after 1000 egg inoculation)

<table>
<thead>
<tr>
<th>Parents</th>
<th>Resistant</th>
<th>Rf</th>
<th>Susceptible</th>
<th>Rf</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Et15-10</td>
<td>4</td>
<td>&lt;1.0</td>
<td>1</td>
<td>26.0</td>
<td>5</td>
</tr>
<tr>
<td>Et25</td>
<td>2</td>
<td>&lt;1.0</td>
<td>3</td>
<td>2.6-11.7</td>
<td>5</td>
</tr>
<tr>
<td>Et17</td>
<td>5</td>
<td>&lt;1.0</td>
<td>0</td>
<td>-</td>
<td>5</td>
</tr>
<tr>
<td>Et25B</td>
<td>5</td>
<td>&lt;1.0</td>
<td>0</td>
<td>-</td>
<td>5</td>
</tr>
</tbody>
</table>

B. Sipes unpublished data 2012
Metabolomic Analysis of Coffee

Collaboration with Suntory Business Expert Limited and Innovation Center for Medical Redox Navigation, Kyushu University, Fukuoka,

- Chemical component information in arabica coffee using LC/MS analysis
- Obtained 2000-4000 chemical components in green beans from 8 cultivars grown at HARC, Kunia Field.
- Separated varieties clearly by PCA score of total samples
- Expect that quality of coffee correlates to both genotypes and chemical components - metabolomics
NHK series: Dramatic Life
"Coffee: Aroma which manipulated mankind"
Dec 19, 2011, NHK BS2 Channel
HARC Coffee Research Team and Collaborators

HARC
  Chifumi Nagai
  Ming Li Wang
  Sayaka Aoki
  Lance Santo and Kunia staff
  Nick Dudley and Maunawili staff
  Mel Jackson

CTAHR- UH
  Brent Sipes

USDA-ARS PBARC
  Tracie Matsumoto
  Roxana Cabos

University of Ochanomizu, Tokyo
  Hiroshi Ashihara

CATIE – Turriba, Costa Rica
  Carlos Astorga

Suntory Beverage & Food Limited
  Koich Nakahara

FOFIFA, Madagascar
  Jeanjacques Rakotomalala

ICGN (International Coffee Genome Network)

Funding: USDA-ARS, HDOA, SCBGP-FB, 2010-2012
Appendix 2
Maui Flower Growers’ Association
Storage Container – Hana, Maui
Inventory low due to recent withdrawals on behalf of the Philadelphia Flower Show
<table>
<thead>
<tr>
<th>Hamakua Macadamia Nus</th>
<th>Chocolate covered macadamia nuts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Honey</td>
<td></td>
</tr>
<tr>
<td>Pineapple and Papayas</td>
<td></td>
</tr>
</tbody>
</table>
Rusty Obra had a dream: turn the Ka'u District of the Big Island into a celebrated coffee region. After Rusty’s death, his wife, Lorie Obra, devoted their farm, mill and roastery to artisanal quality. Rusty’s Hawaiian has won honors for producing and roasting coffee — and now showcases exceptional beans from multiple Hawaiian regions.

Several Rusty’s Hawaiian coffees have earned 95-point scores in Coffee Review: The World’s Leading Coffee-Buying Guide. Lorie Obra is one of ten worldwide winners of the 2012 Roasters Guild Coffees of the Year Competition. She is also the Grand Champion of the Hawaii Coffee Association’s 2011 and 2010 statewide cupping competitions and received the Speciality Coffee Association of Europe’s 2010 Outstanding Producer award.

To learn more about Rusty’s Hawaiian Coffee, visit rustyshawaiian.com

Lorie Obra, Rusty’s Hawaiian
ラスティ オプラの夢、それはハワイ島カウ地区を名高いコーヒーサークルにすることでした。ラスティーズ ハワイアンはコーヒー生産及びコーヒーの焙煎で数々の名誉ある賞を受賞しています。そしてハワイの様々な地域のコーヒー豆も彼女の手により、優れた焙煎コーヒーとなっています。

ラスティーズ ハワイアン コーヒーはコーヒー レビュー (The World's Leading Coffee-Buying Guide) にて、95ポイントの高得点をマークしています。ローリー オプラは2012年度ロースターズ ギルド コーヒー オブ ザ イヤー コンペティションで世界のトップ10の一人としての名誉を勝ち取りました。また2011年度のハワイコーヒー アソシエーション、および2010年度のハワイ州カッピング コンペティションのグランプリチャンピオンでもあります。そしてスペシャルティー コーヒー アソシエーション オブ ヨーロッパの2010年度優秀生産者賞を受賞しています。

ラスティーズ ハワイアン コーヒーについての詳細は rustyshawaiian.com をご覧下さい。