



Department of Agriculture
STATE OF HAWAII

SPECIALTY CROP BLOCK GRANT PROGRAM – FARM BILL FY2010

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**Final Performance Report
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Increasing Market Potential by Reducing On-Farm Food Safety Risk for Specialty Crop Produce Growers in Hawaii

Final Report

Project Summary

As of June 2010, there were approximately 1,200 produce farms in Hawaii, according to the 2007 Census of Agriculture for the State of Hawaii. However, at the start of this project, less than 6 percent of the farms had passed a farm food safety certification audit, even as more wholesalers and retailers required suppliers and growers to verify the quality and safety of their produce. Farmers in Hawaii required assistance to learn more about third party food safety auditing and the potential impacts of the USDA's Food Safety Modernization Act, signed into law by President Obama on January 4, 2011. The purpose of this project, "Increasing Market Potential by Reducing On-Farm Food Safety Risk for Specialty Produce Growers in Hawaii," provided up-to-date Good Agricultural Practices (GAPs) training, and On-Farm Food Safety Training, consistent with the most current federal requirements. This On-Farm Food Safety Training project provided educational workshops and on-site farm consultations to Hawaii growers to assess and remedy high risk situations found on most Hawaii produce farms. The project manager understood that ensuring a safe food supply required more than written guidelines. Food producers needed to develop a "Culture of Food Safety", as quoted by the USDA and FDA. The College of Tropical Agriculture and Human Resources (CTAHR), through this project, provided individualized, free coaching in Good Agricultural Practices (GAPs), including education, training, and technical assistance.

This project built-on and enhanced work previously accomplished under the Specialty Crop Block Grant Program, FY 2008, "Food Safety Certification: A Model Program for the State," by providing food safety coaching services to a wider range of clients, to include growers, packing houses, wholesalers, and distributors.

Project Approach

During the project period, March 15, 2011 to June 15, 2012, CTAHR project staff disseminated information about the food safety certification processes to farmers and producers through one-on-one coaching sessions, through emails via their buyers, and to other interested individuals through presentations during community meetings, industry groups meetings, and educational lectures. The list of the 16 meetings and conferences, in which program staff participated, and number of potential on-farm food safety training clients the project reached through each activity is shown below.

07/23/2011 Food safety presentation by Jim Hollyer at the Windward Community College workshop, "Challenges and Opportunities of Soil-less Farming in Hawaii."
Attended by 170 people.

- 07/27/2011 In-field food safety demonstration, simulation, and discussion by Jim Hollyer, titled "Growing Food Under Science-based Good Agricultural Practices (GAPs) & Understanding Food Safety Audits – A Simulation and Discussion". Attended by 25 people.
- 08/02/2011 Luisa Castro, Jim Hollyer, and Lynn Nakamura-Tengan attended training on the PrimusLabs auditing process. Attended by 9 people.
- 08/15/2011 "Good Agricultural Practices & Traceback Grower Workshop", a presentation by Lynn Nakamura-Tengan and Luisa Castro to farmers who sell to VIP Foodservice. Attended by 8 people.
- 08/26/2011 Maui Ag Day – "Understanding Food Safety Certification. Will it work for your farm operation?" For this meeting on August 26, 2011, Luisa Castro was available to address questions and concerns of the farmers during Questions and Answers session, and she set up a booth to work with farmers one-on-one. Attended by approximately 45 people.
- 08/29/2011 "Good Agricultural Practices & Traceback Grower Workshop", a presentation by Lynn Nakamura-Tengan to farmers who sell to VIP Foodservice. Attended by 5 people.
- 09/12/2011 Luisa Castro facilitated discussions for the "Food Safety Working group", Agricultural Leadership Foundation. Attended by 15 people.
- 09/23/2011 Food safety presentation by Luisa Castro at the 47th Hawaii Papaya Industry Association Conference –Workshop. Attended by 58 people.
- 10/05/2011 Jim Hollyer asked to participate in the Farm-to-School Working Group, a program of the Office of the Lieutenant Governor, which would include discussions of on-farm food safety. Group size about 15-18.

Project Manager Hollyer's participation in the Farm-to-School Group was not a political or lobbying activity. It was an educational and client recruitment activity. Specialty Crop Block Grant Program funds allowed James Hollyer to attend the meeting to share information of the risk factors observed on some Hawaii farms.

- 10/26/2011 Food safety certification presentation at the North Shore Chamber of Commerce Membership Meeting. Attended by 35 people.

11/20/2011 God's Country Waimanalo Program Kick-Off Event at Waimanalo Hawaii Home Association Halau. Presentation by Jim Hollyer, "On-Farm Food Safety: Keeping it Clean."
Attended by 55 people.

12/08/2011 Farm-to-School Sub-Working Group meeting to develop a plan of action and legislative package for review on expanding efforts to have locally grown produce available to public school lunch programs.
Attended by 18 people.

Project Manager Hollyer's participation in the Farm-to-School Group was not in a political or lobbying activity. It was an educational and client recruitment activity. On 12/08/2011, James Hollyer attended a meeting of the Farm-to-School Sub-Working Group, to provide expertise in on-farm food safety for farming, harvesting, transportation and processing activities. In his capacity as a food safety expert, he informed the group on potential on-farm food safety risks, transportation and storage considerations, and washing/rinsing and processing requirements at the school kitchen, for the group's proposed plan to bring locally sourced produce into local schools. The group consisted of local, state, and federal government employees (Hawaii Department of Health, Hawaii Department of Agriculture, Hawaii Department of Education, Hawaii Lt. Governor's office, USDA-FSA), and state food buyers. The Lt. Governor of Hawaii called the meeting. The meeting agenda included items specific to on-farm food safety, specifically agenda items "Issue of processing produce", and "Food safety concerns." Specialty Crop Block Grant Program funds did not pay for lobbying or political activities, but allowed James Hollyer to attend the meeting to share information of the risk factors observed on some Hawaii farms.

12/15/2011 Food safety presentation to Hawaii State Legislators during their visit to the Pearl City Urban Garden Center.
As a University researcher involved in food safety certification, the project manager was invited to be part of a working group that was convened to expand the purchase of locally-grown produce into the public school system. The project manager provided information (in the form of a 5-minute briefing/presentation) on how Good Agricultural Practices might have an impact on the desires to buy more locally grown food and was able to provide valuable insight and also bring the group up-to-date on the 2011 FDA Food Safety Modernization Act. No lobbying activities took place and no federal funds were expended for the presentation.
Attended by 10 people.

01/05/2012 Food safety presentation to Hawaii State Legislators during their visit to the Pearl City Urban Garden Center.
As a University researcher involved in food safety certification, the project manager was invited to be part of a working group that was convened to expand the purchase of locally-grown produce into the public school system. The project manager provided information (in the form of a 5-minute

briefing/presentation) on how Good Agricultural Practices might have an impact on the desires to buy more locally grown food and was able to provide valuable insight and also bring the group up-to-date on the 2011 FDA Food Safety Modernization Act. No lobbying activities took place and no federal funds were expended for the presentation.

Attended by 10 people.

03/07/2012 Meeting with Sodexo staff, Miles K. Nagata (Executive Director University Housing & Dining Services at University of Hawai'i at Hilo), and Kyle Wada (Sales Manager with Suisan Company, LTD) at the UH-Hilo cafeteria to discuss food safety per their "Local First" program.

Attended by 6 people.

03/07/2012 Food Safety presentation to Hamakua and Waimea farmers via the Risk Management School, a program sponsored by UH-Manoa CTAHR.

Attended by 12 people.

The project reached a total of 496 workshop participants, who consisted of farmers, wholesalers, buyers, home gardeners, and other individuals interested in food safety, through 16 educational workshops/conferences.

The project manager made 15 initial on-site visits to educate clients on food safety principles, and discussed with the client which type of audit their operation would be eligible (i.e. ranch audit, harvest crew audit, or packing house audit). One site visit to an avocado packing house generated an additional 21 clients, the suppliers to Pat's Avocado Farm. As a condition of working with these 21 clients, we agreed to maintain complete confidentiality as to the before and after conditions at each farm.

As part of the coaching process the project team worked with each farmer to facilitate development of a map of production fields, a record keeping system, and a standard operating procedures manual. Coaching included guidance on personal hygiene facilities, removal of animal activities from food production areas, enhanced sanitation practices in field, harvest and packing operations, regular worker training, and food defense considerations to protect against possible on-farm terrorism. Additionally, the project team assisted clients by providing recommendations for specific food safety supplies, and when available, provided the items free of charge, such as rodent traps, first aid kits, and aluminum food safety signs to post around their facility, as required by a third-party audit.

List of supplies that were available to the clients:

Farm sign kits (8 signs per kit)	Tin cat rat traps	Traceback sticker label guns
First aid kits	Single use paper towel holders	Label gun stickers
Foot operated sink pedals	Paper towels	Black harvest bins
Sticky rat traps	Covering tarps	

The project team conducted mock audits with clients, as a final preparation step, before the third party audit. When necessary, assistance was provided to schedule and to support the client during the third-party audit of their facility.

In the case of the avocado suppliers, the project team worked closely with the packing house, and the Costco buyers to develop a comprehensive, commodity specific food safety program that fulfilled the requirements for the Costco buyers, Pat's Avocado (Packing house and wholesaler), and the small-scale growers.

The project's evaluation plan marked client progress at three stages: initial contact, site visit, and audit day.

Goals and Outcomes Achieved

The project reached a total of 496 workshop participants, who consisted of farmers, wholesalers, buyers, home gardeners, and other individuals interested in food safety, through 16 educational workshops/conferences. From the outreach efforts, 36 clients interested in on-farm food safety were coached about the certification program.

Fifteen on-site visits were conducted where coaching included training on GAPs, water testing, risk assessment, and mock audits. Though the project purpose was to provide training, of the 36 clients that received training as part of this project, three completed a Primus Labs certification audit.

Additionally, each client received a map of production fields, a record keeping system, and a standard operating procedures manual to facilitate their individual ongoing on-farm food safety program.

The goal to change the risky behavior of up to 20 farmers, from across the state that produce high-risk specialty crops like green onions, lettuce tomatoes and melons, by adopting practices that are verified by food safety certification, was met.

The goal to change the risky behavior of up to 20 farmers of high-risk specialty crops was met by changing the risky behavior of 36 farmers through the project's efforts. The intensive educational and recruitment efforts reached nearly 500 participants, of which 36 became on-farm food safety coaching recipients. All the farms worked with high-risk specialty crops such as lettuce and leafy greens (5 farms), tomatoes (2 farms), avocados (21 farms and a packing house), herbs (4 farms), strawberries, Asian vegetables, watercress, and a commercial packinghouse and a commercial distributor (numbers do not add up to 36, as some farms grew more than one high-risk crop). The coaching process included one-on-one meetings at each farm, development of a map of production fields, a record keeping system, and a standard operating procedures manual. Coaching included guidance on personal hygiene facilities, removal of animal activities from food production areas, enhanced sanitation practices in field, harvest and packing operations, regular worker training, federally-required Worker Protection Standard training for workers in contact with pesticides, and food defense considerations to protect against possible on-farm terrorism.

Coaching efforts did change risky behaviors at each of the 36 farms, but the evaluation plan did not capture the degree of change until the farm elected to participate in an audit. Of the 36 farms, three elected to undergo third-party auditing and all three passed, receiving a Primus Labs GAPs certificate. Due to the wholesaler's and buyer's requirements, the consortium of 21 avocado growers did not need a Primus Labs certification. Instead, with the help of this project, the consortium developed an internal food safety certification audit to be administered by the wholesale buyer at the approval of their large commercial buyer. This system fulfilled the requirements for the consortium to continue their relationship with the commercial buyer, to both farmer and buyer benefit. The audit was nearly identical to the Primus audit. All 21 growers passed this internal review process and continue to sell to the larger buyer.

The project goal was met. Of the 36 farms, 24 farms have verified a reduction of risky behaviors by passing a food safety certification process – either Primus Labs, or a similarly-rigorous internal review process.

Beneficiaries

The beneficiaries of this project are the workshop and conference participants who learned more about the Good Agricultural Practices (GAPs) and the Food Safety Modernization Act; and the 36 clients who received the On-Farm Food Safety Training that provided coaching on how to implement food safety principles within their operation.

Lessons Learned

During this project, the project staff learned tips to keep farmers motivated to follow through on the food safety certification process. The most effective motivator was provided by the wholesalers and buyers, such as Costco Wholesale Club, that advised the farmers and processors that they would source only from suppliers that were food safety certified. The lesson was that it is important to work with the buyers to learn their needs and requirements. Project staff worked closely with the Costco buyers in Hawaii to learn their specific audit requirements that would meet Costco's high standards. We then worked with both the Hawaii Department of Agriculture PrimusLabs auditors and Costco and PrimusLabs personnel, so that all were in agreement about the standards and how they would be applied in an audit situation. These activities paved the way for Hawaii avocados to continue to be offered in Hawaii by Costco Wholesale Club.

Some of our clients choose to move their products to another retail location rather than comply with the certification requirements. The lesson learned, as local and national legislation moves forward, was that there will be fewer retail opportunities for farmers and processors that are not food safety certified. The project provided information and/or skills to almost 500 participants that attended the workshops that were conducted through this project to assist in future food safety efforts.

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Hawaii Coffee Association's International Coffee Road Show

Final Report

Project Summary

The Hawaii Coffee Association (HCA) represents coffee growers statewide, from the eight coffee regions located on five islands, and was tasked to increase awareness and consumption of all the different coffees grown in Hawaii. The most well-known Hawaii-grown coffee is Kona Coffee from the Kona District on Hawaii Island, however, the other regions were producing coffees that were gaining local and national recognition as their coffees achieved high cupping scores and were awarded high rankings in coffee competitions. HCA had offered coffee sampling and educational displays at local and national trade shows that proved to be successful in increasing demand for coffees from Kau, Maui, Kauai, Molokai and Oahu, with the result that the growers were beginning to sell their coffees at "Kona" prices in those markets.

HCA anticipated that buyers, distributors and consumers in the international markets would be convinced that Hawaii origin coffees compared favorably to Kona origins, and based on the success of the trade show demonstrations, used this project to increase the demand for Hawaii-grown coffees. The project increased the awareness and knowledge of Hawaii coffees by promoting all Hawaii-grown coffees at international trade shows where the HCA could demonstrate the high quality of all Hawaii coffees to the buyers, distributors and consumers attending trade shows that target the food and beverage sector.

Project Approach

The HCA promoted Hawaii-grown coffee at two major international trade shows by creating, staffing and managing the exhibitor booths. One trade show was specific to the coffee industry and the other was a major food and beverage trade show attracting buyers from the Asia region.

The Specialty Coffee Association Japan (SCAJ) – Tokyo, Japan, September 2011

Japan was chosen for the first show because it was already a mature market for Kona Coffee, but other Hawaiian origins were not as well known. This show is specific to the coffee industry and is considered a marketplace for good coffees. The 3-day event attracted over 20,000 visitors interested in the coffee industry.

Food and Hotel Asia (FHA) – Singapore, Republic of Singapore, April 2012

The FHA was chosen because it is the largest specialty food and beverage show in Asia. It is held every two years, and draws in excess of 60,000 attendees. This exposed a much broader audience to Hawaii's coffees than other trade shows that draw from in-country visitors, such as the Taipei Coffee Exposition. Ninety-five percent of the attendees to FHA are from outside Singapore and represent food and beverage buyers from all of Asia.

For each trade show the HCA performed the following actions:

- Solicited coffee and material samples from membership for each event
- Origins not acquired in advance of each show were purchased by HCA for inclusion at the event.
- Brewed and served all Hawaiian Coffees as well as other coffee related or value added items (i.e.: Chocolate Covered Hawaiian Coffee Beans).
- Designated HCA personnel to work the exhibit during event
- Collected trade, media and contact info during show and distributed after the show to members
- Staff present during show met immediately after show to evaluate show performance and any changes needed for next event
- Followed up with directly involved participants
- Booths had Hawaiian themed decorations (flowers, Aloha Shirts,) to enhance exhibit as associated with Hawaii
- Booth personnel brewed and served all Hawaiian origins and discussed qualities, characteristics of each origin.
- Attendees wanting additional info or contacts were referred directly to appropriate parties.
- Promotional and educational materials were made available to visitors to the booth

Educational literature and display materials that highlight all growing regions from Hawaii as well as brewed coffee samples from these regions were featured in the booths at both shows. All HCA members had the opportunity to participate and display materials specific to their brand and offer free samples to potential buyers to promote their individual companies. Visitors to the booths were exposed to a wide range of Hawaiian coffees from all origins to raise awareness among buyers, distributors and consumers of the range of different Hawaiian Coffees and to provide an environment in which buyers can connect with industry personnel that included growers and individual companies.

Goals and Outcomes Achieved

The goal to receive at least 100 sales leads from each show was exceeded at each event with 112 leads collected from the SCAJ and 106 from the FHA. These leads were made available to all members.

Follow up with members resulted in the following sales numbers:

- Contacts made at the SCAJ by one of the larger green coffee suppliers resulted in sales of over \$1.7 million. This was for Kona green coffee beans.
- Another green coffee supplier reported a 20 percent increase in sales resulting from contacts made at the SCAJ. This was for Maui green coffee beans.
- A contact in Singapore at the FHA was between a government agency and a Maui coffee company that resulted in the HCA member being featured in a book published by the

Korean Embassy. This resulted in orders of approximately \$945,000 to Korean companies in the year since the FHA. Previous annual sales to Korea for this company were \$45,000 – a 20-fold increase!

Beneficiaries

According to the Statistics of Hawaii Agriculture, the coffee industry reported 830 coffee farms statewide. The coffee growers can choose to work with processors that provide services to either purchase, collect, extract, dry, roast, bag, market, and/or distribute the harvested coffee cherries. The large Kona Coffee processor whose attendance at the SCAJ resulted in estimated sales of \$1.7 million of green Kona Coffee beans benefited the 300-plus farmers that sell to the processor. The project goal to increase demand benefited these Kona Coffee farmers with revenue from sales and continued presence in the Japan market.

Another segment of the industry represented at the Singapore Show was a supplier of Roasted Packaged Hawaiian Coffees sourced from origins statewide. Contacts made at the FHA show resulted in sales of approximately \$500,000 over the next three to five years. This processor buys coffee from 300-plus coffee farmers who also benefited from this project.

Additionally as Packaged Roasted Hawaiian Coffees gain distribution in Asia, consumers are more likely to search the internet for product. This will lead them to the smaller, independent Hawaii coffee farms that market and sell directly by internet, which will increase sales for the small farmer.

The growers and processors of Hawaii-grown coffees were the beneficiaries of this project. The HCA membership benefited from the list of sales leads obtained from each of the trade shows. While the project was to bring attention to Hawaiian coffees that were not “Kona”, the Kona coffee growers also benefited with high revenue sales as a result of the project.

Lessons Learned

- Take advantage of Press Release Opportunities by utilizing Show Organizer Materials.
- Send Follow Up Material to visiting Press personnel. This helps get free “publicity” in Industry Media communications.
- Send Thank you letters to all attendees that visit the booth. This helps give Hawaii Coffee Industry and membership continued exposure.
- Use smaller booth exhibit materials by using Pop up Style displays and use of more floral arrangements to give better Hawaiian theme presentation. This also saves freight costs both ways.
- Continued follow up with members is necessary, as small producers often need marketing help.

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Additional Information

APPENDIX 2 Photo of SCA 2011 Hawaii Coffee Association booth

Buy Local Educational Campaign for Hawaii Schools, Phase II

Final Report

Project Summary

The project enhanced the competitiveness of Hawaii specialty crops at the schools participating in the USDA's Fresh Fruit and Vegetable Program (FFVP). The purpose of the project was to increase the variety and amount of locally produced specialty crops purchased by the schools with the FFVP funds provided to purchase fruits and vegetables for consumption during the school day. The FFVP funding amounts are shown below with 90 percent directed to food purchases.

School Year	TOTAL Hawaii FFVP funds (\$)	FFVP funds (\$) for food purchases
2010-11	1,334,404	1,200,936
2011-12	1,916,724	1,725,051
2012-13	1,983,446	1,785,101
2013-14	2,007,702	1,806,931

Initiating the project was timely because the Department of Education School Food Service Branch mandated that all FFVP-participating schools were required to implement a nutrition education component to accompany the snacks offered. By providing toolkit materials with the content that was already developed, schools are more likely to select locally grown produce for their FFVP snacks. As the schools purchase more locally grown product for snack programs, the demand for local produce increases and further strengthens local produce distribution pathways to public schools. This further paves the way for more local produce sourced for school meals, which required procuring more produce per day.

Project Approach

The project created a "Fresh Choice Hawaiian Harvest Toolkit" that included educational materials and cafeteria procurement and preparation guides for 24 different specialty crops grown in Hawaii. Project staff and a nutritionist contractor researched and developed the content for all materials, including nutrition information, scientific and Hawaiian names, history in Hawaii, fun facts, recipes, and how to grow each crop. A graphic designer was hired to design and lay out all graphic elements of the toolkit.

Program staff and a professional photographer worked together on two photo shoots to document featured crops and how they can be prepared. The photographer edited the photos and provided a collection of high quality images of all the crops at various stages of preparation – before, during and after being washed and cut for serving. A KHF board member who is also a chef donated his time and kitchen space for the photo shoots. Additional stock photos were purchased to complement the images from the professional photographer.

These toolkits were produced specifically for schools participating in the USDA FFVP program, which in the 2013-14 school year, had \$1.8 million available for the purchase of fresh produce. Procurement with FFVP funds was open to any state-approved vendor, with the limitation being that the produce must be fresh. The project focused on 10 of the 78 schools in Hawaii

participating in the FFVP. Those 10 schools have received the toolkit in the 2013-14 school year and are listed below.

Ben Parker Elementary School	Kua O Ka La Public Charter School
Blanche Pope Elementary School	Naalehu Elementary School
Honaunau Elementary School	Waiahole Elementary School
Kohala Elementary School	Waiialua Elementary School
Kona Pacific Public Charter School	Waimea Elementary School

The toolkits for the remaining 68 schools are being prepared for mailing during the 2013-14 school year. All schools, public and private are able to access the Fresh Choice Hawaiian Harvest Toolkit from the Kokua Hawaii Foundation (KHF) website:

<http://kokuahawaiifoundation.org/hawaiianharvest> ; additional resources can be downloaded from the resources section:

http://kokuahawaiifoundation.org/resources/category/hawaiian_harvest.

FFVP school snack programs were and continue to be a huge opportunity for local farmers and distributors to increase their connection with the schools, solidifying distribution routes, and increasing volume and production to meet a possible new market. Many hours were and continue to be spent at each individual school creating educational handouts describing the products purchased by the cafeteria staff. While many schools have indicated an interest in purchasing local specialty crops with FFVP funds, some have been challenged due to a lack of knowledge on when, where, or how to buy these foods. Additionally, cafeteria staff were not familiar with preparation or serving techniques for fresh, more "exotic" specialty crops. By providing schools with a bundled set of pre-prepared educational, procurement and preparation guides, the project helped to incentivize schools to purchase the specialty crops highlighted in the project materials rather than imported produce, helping to keep a greater proportion of each year's FFVP allocation (\$1.8M for food in the 2013-14 school year) spent on specialty crops in Hawaii.

The program provided a "ready to go" nutrition education component and this was used as a marketing tool to educate and excite children to eat fresh local produce, and let them experience different fruits and vegetables grown within the state to encourage life-long healthy eating choices. The project exposed participating students and teachers to many of Hawaii's specialty crops and will continue to be a valuable resource as the toolkit continues to be distributed.

The funding was used to solely enhance the competitiveness of specialty crops. The 24 produce items featured are locally grown produce items defined as specialty crops by the USDA. Specialty crop items fit perfectly with the FFVP's purpose to encourage children to try fresh produce items that they may not be exposed to in their homes. The specialty crops featured were:

Asparagus	Green Beans	Orange	Tangerine
Avocado	Guava	Papaya	Tomato
Banana	Kalo (taro)	Pineapple	Uala (sweet potato)
Cantaloupe & Honeydew	Lilikoi (passion fruit)	Spinach	Ulu (breadfruit)
Cucumber	Lychee and Rambutan	Starfruit	Watermelon
Dragon Fruit	Mango	Strawberry	Watercress

The toolkit was also used by other schools that did not qualify for the FFVP but had snack programs to encourage local purchasing and increased consumption of fruits and vegetables. The project encouraged schools to purchase local produce, specifically specialty crops through providing educational materials with positive food choice messaging and colorful, enticing signage and also providing information that makes the process of selecting and preparing snack easier on food service staff.

Project staff also surveyed cafeteria managers and school snack coordinators to assess their use of the toolkits and use of Hawaii-grown specialty crops in their snack programs. Of the ten schools surveyed only five were returned. 100 percent of items reported were imported with cafeteria managers stating the top three reasons for not purchasing a local item were: ease of preparation; vendors not responding in a timely manner, leaning to orders of what is readily available; and not knowing which products are local and which are not local.

Another observation is there were only three produce vendors that serviced all the respondent schools, and most of the schools on the island of Oahu, where the majority of schools are located. Working directly with these produce vendors is a recommended next step to encourage increased promotion of locally grown specialty crops to Hawaii schools.

Goals and Outcomes Achieved

A Fresh Choice Hawaiian Harvest Toolkit was developed that included classroom guides, preparation sheets, family newsletters, and a poster. Project staff and a nutritionist contractor researched and developed the content for all materials, including nutrition information, scientific and Hawaiian names, history in Hawaii, fun facts, recipes, and how to grow each crop. A graphic designer was hired to design and lay out all graphic elements of the toolkit. The toolkit can be viewed and/or downloaded from the KHF website:
http://kokuahawaiiifoundation.org/resources/category/featured_resources
http://kokuahawaiiifoundation.org/resources/category/hawaiian_harvest
<http://kokuahawaiiifoundation.org/home/results/b4ec947254fa5008326442232e936021/>

A goal of this project was to increase the amount of locally grown produce, particularly specialty crops, purchased by Hawaii schools participating in the FFVP. The specific targeted measurable outcome listed in our original proposal was that 65 percent of FFVP food dollars would be spent on local produce and that 24 of 37 products purchased would be locally grown. For the 2013-14 school year, 65 percent of the food dollars equaled \$117,000. Program staff worked with the Hawaii Department of Education (DOE) to gather purchasing data by sampling invoices to determine an average baseline for the 2012-2013 school year. Purchasing data of

five FFVP-participating schools was analyzed. In February 2013, 23-25 percent of food dollars were spent on locally grown specialty crops, 30.6-33.3 percent of snack occasions featured a locally grown crop, and 4-5 of 11 (45.5-46.4 percent) different crops were local. The higher percentages included here assume that the cucumber included in these invoices was Hawaii grown. It was not, however, labeled as such. Locally grown produce is often labeled only as being of USA origin, which makes determining whether a given item is grown in the islands problematic. Some USA-grown crops such as pineapple, banana, and papaya can be safely assumed to be grown in Hawaii. Others, such as cucumber are grown in the islands and also imported from the continental US. In analyzing invoices, one needs to be familiar with which foods are typically grown in Hawaii, and at what prices they are usually sold. These numbers, which reflect a baseline of 23-25 percent is far lower than the goal of 65 percent of food dollars spent on locally grown produce that was originally proposed.

Unfortunately, the amount of data analysis originally proposed was not completed in time for inclusion in this report. There were setbacks gaining access to the data, and once access was gained, it was not ready in time for inclusion in this report. While initially the data was planned to be freely shared, the data had to be vetted by the Superintendent's office and the Data Governance Office prior to being shared with an outside source. This part of the project was not initiated in time to allow enough time for the conversations that needed to take place to gain access to the full breadth of data quickly and for it to be analyzed thoroughly. The project staff surveyed cafeteria managers and snack coordinators about their purchases of locally grown crops. The feedback was that they found value in the Fresh Choice Hawaiian Harvest Toolkit and felt it would further increase the likelihood of ordering locally grown specialty crops, with the caveat that the crops actually be available. We found that they reported a strong desire to purchase locally grown crops, but these were often not available for purchase from their regular approved vendors. When coordinators had called farmers in the past, some of these farmers said they were not able to fulfill the large orders. Cafeteria managers and snack coordinators suggested that they be called or faxed with what crops are available and then they could order off of this list.

The toolkit will be presented at workshops and trainings aimed at additional FFVP schools as well as other schools and education groups seeking to start their own independently run school snack programs

Beneficiaries

Beneficiaries of the project are the 37,792 students at the 78 Hawaii schools participating in the FFVP. The project impacts students' health by fostering healthier habits, increasing consumption of fresh fruits and vegetables, and giving children the chance to discover fruits and vegetables to which they may not otherwise have access. In addition to the students at schools participating in the FFV program, students at other schools that can utilize project resources will also experience these benefits, as well as families that received the educational take-home materials that encouraged spending more of their food budget on local produce.

Other groups benefiting from the toolkit are produce distributors and farmers who supply schools with specialty crops purchased for the snack programs. In some communities, grocery stores reported increases in purchases of a particular item following a snack being featured. When students and families are exposed to these products through the snack program, they are then more likely to purchase it in grocery stores and farmers' markets.

Another benefit of this project is that schools were provided educational materials that the individual schools did not have to develop that supported their snack programs. School staff are typically not compensated for the time they spend developing nutrition education resources to accompany the snacks they serve and this will help to fulfill the schools' Wellness Policy which is mandated by the USDA's National School Lunch Program.

Lessons Learned

Several lessons were learned through the execution of this project. Over the course of the project, the contractor, a non-profit agency, had several staffing changes, including one staff member leaving the organization and another being on family leave for several months. Despite communication with the contractor in the form of meetings, emails and phone calls which led to revisions in the project, internal issues within the agency were difficult for the project staff to overcome. The staffing changes, primarily, created significant delays in completing the project and being able to collect data for the amount of time originally proposed. In setting goals for the project, project staff should have anticipated changes and written clear directions for completing project goals. Additionally, after staffing changes occurred, staff should have evaluated the goal and determined if the original goal of spending 65 percent of the FFVP funds on locally produced specialty crops was achievable and whether it was realistic to have those dollars used to purchase 24 of the 37 products listed in the targeted school year. Having the baseline data prior to setting the goal would have allowed for more realistic goals for the project. This data was not available when the project was originally proposed.

In working with the DOE, project staff learned that the invoice data needed was not easily obtained, even when a member of the project staff moved into a position within Food Services Branch of the DOE. A lesson learned for future projects that rely on data would be to establish a commitment and a Memorandum of Understanding from the agency responsible for the data from the very beginning of the project at the proposal stage of the project. This would make the partner agency responsible to provide the data to meet the goal and would assign priority for partner agency staff to allow adequate time to gather and analyze the data.

Another lesson learned was that DOE invoices are not coded with state of origin; produce items grown in Hawaii are often labeled as "US grown". Specific requests to identify fruits and vegetables as locally grown would begin at the farm level and would have to be similarly identified along the distribution supply chain for this project's goal to have been met.

Another lesson learned is that school cafeteria managers believed in value of a project and intended to respond to surveys and provide information via phone, email, online survey and/or faxes, however, due to work schedules or the inability to obtain the requested information, the

managers, with few exceptions, did not respond. Project staff learned for future projects to arrange in person meetings in advance, prior to including information that relied on their input as a project goal.

Another lesson learned is that digital formats to provide toolkit materials may be more useful to snack coordinators and cafeteria managers. After the toolkit binder was produced, project staff realized that rather than, or in addition to including all the hard copy files in sheet protectors, it would have been more helpful for schools to have thumb drives loaded with digital copies of all materials so that they could be easily printed and/or projected onto screens for student viewing. One school requested PowerPoint presentation files on each crop and others requested high-resolution digital photos.

One school-based respondent suggested highlighting crops that are known to be especially popular and easy to grow in Hawaii school gardens, such as kale. While most school gardens would not be able to provide the amount of produce needed for an entire school's snack, school gardens are an opportunity to further connect students to these specialty crops and what is involved in growing them. This can further increase consumption of these featured crops as well as appreciation and understanding of the farmers that grow them. This will be taken into consideration as additional materials are developed for the toolkit in the future.

Many cafeteria managers asked for lists of farms and alternate distributors that sell more locally grown specialty crops. In future extensions of this project, the project staff will look into developing more specific links between approved vendors (including individual farms) and schools. Most schools appeared to be purchasing from a select few distributors due to familiarity with these distributors and a lack of information regarding alternative suppliers for school snack programs.

Through the development and execution of this project, project staff learned that there is high interest in school snack programs, especially from schools that do not qualify for the FFVP program. These schools do not have any resources in the form of training or a knowledge of what materials are available -- the Fresh Choice Hawaiian Harvest Toolkit created by this project would be a valuable resource for these schools. Kokua Hawaii Foundation plans to develop a resource guide and schedule a workshop for these schools.

Project staff also learned that most farmers are busy with their day to day operations and do not have time to contribute to projects. Many see the value, however, are not accessible to those requesting to learn from them. Lesson learned is to coordinate farmer participation in advance which would maximize their availability for the project. Project staff will suggest that farmers interested in building relationships with schools communicate their interest to be included in future projects. Additionally, in the future, if the project intends to feature a diverse group of farmers from across the state, the budget should include a category for inter-island travel in order to meet with farmers face to face.

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Additional Information

Fresh Choice Hawaiian Harvest Toolkit posted on Kokua Hawaii Foundation website
<http://kokuahawaiifoundation.org/hawaiianharvest>

Maui County Farm Bureau's Grown on Maui (GOM) 24 Month Marketing Program for Enhanced Competitiveness of Maui's Ag Producers

Final Report

Project Summary

Maui's farmers continue to struggle in today's challenging economic times. The cost of inputs, limited local distribution channels, high cost of labor, and increased competition from national and international growers are the main issues Maui farmers face. In addition, lack of public awareness and appreciation for local agriculture hinders maximum support for Maui agriculture. The Maui County Farm Bureau (MCFB) is focused on helping farmers overcome these challenges and encourage members to continue to farm. MCFB conducted a GOM program that was designed to expand the market share of locally grown specialty crops for local farmers through increased community awareness of the importance of agriculture on Maui.

GOM was designed to help Maui farmers achieve business success by getting more locally grown foods and products in grocery stores, restaurants, and farmers markets, to nurture healthy direct sales channels, and to evaluate and pursue new markets. Through GOM, the project was able to assist commercial buyers and consumers connect with farmers and distributors to purchase locally grown produce and products. This two-year GOM program focused on specialty crop sectors of Maui agriculture - coffee, fruits, vegetables, flowers, pineapples, and other nursery crops. The goal of the GOM initiative was for specialty crop farmers to be part of the re-vitalization of Maui agriculture as an economic engine for Maui County.

Project Approach

MCFB developed programs that promoted the GOM message to increase availability and purchase of specialty crops such as coffee, fruits, vegetables, flowers, pineapples and other nursery crops in grocery stores, restaurants, farmers markets and in new markets, such as Hawaii schools. MCFB believed that increasing the purchase of locally produced specialty crops by institutions was key to expanding the market share for local farmers which would lead to profits and a sustainable business.

Non-specialty crops included on the website (<http://www.mauicountyfarmbureau.org/grown-on-maui/>) were funded through cash and in-kind contributions to the MCFB from Maui County and agricultural organizations. Specialty crop funds were used to solely enhance the competitiveness of specialty crops.

Programs developed through this project were:

- A retail promotion to increase the number of farmers and value-added products of GOM Specialty Crops was conducted in five grocery stores: 1) Pukalani Superette, 2) VIP Cash and Carry, 3) Morihara Store, 4) Longs Kulamalu, and 5) Whole Foods Market Kahului.

The promotion created and provided in-store signage including shelf-cards, posters, and banner. The participating stores were promoted on the MCFB web site (<http://www.mauicountyfarmbureau.org/>)

RESULTS: Two of the five grocery stores began buying from additional local farmers:

*Pukalani Superette began sourcing value-added products from Maui Preserved, a company that uses locally grown produce from Maui Gold Pineapple, Kula Country Farms, and various onion farmers. The superette also added a line of pickled products and fresh beets from Dave’s Farm. This represents an increase of 10 percent of the varieties of local specialty crops offered by Pukalani Superette.

*VIP Cash and Carry began buying dragon fruit and taro leaves from local farmers. These additional products represent an increase of 15 percent in the number of local specialty crops offered by VIP Cash and Carry.

*Moriyama Store did not add more local products to their purchasing.

*Purchasing by Long’s Drug Store, a part of the CVS chain, and Whole Foods Market is decided at a corporate level and would take some time for the local stores to source from additional vendors. However, Long’s Drug Store added okra and ginger to the list of specialty crops purchased from a farmer on their list of established vendors.

Summary of the retail promotion of locally grown specialty crops at the five stores:

Grocery Store	Increased purchases by at least 10 percent	Increased variety by at least 10 percent
Pukalani Superette	Yes	Yes - 10
VIP Cash and Carry	Yes	Yes -- 15
Long’s Drug Store Kulamalu	No	Yes -- 10
Whole Foods Market Kahului	No	No
Moriyama	No	No

- A program was conducted to increase the number of products purchased by the five grocery stores from 12 established vendors listed below:

Anuheia Farm	Kula Country Farms	Pacific Produce Inc.
B. Otani Farm	L & R Farm	Syl’s Produce
Evonuk Farm	Maui Gold Pineapple	Watanabe Processing LLC
J. Shishido Farm	ONO Farm	Yee’s Orchard

RESULTS: Three of the five grocery stores increased volume of sales of participating farmers by 10 percent.

*Pukalani Superette – J. Shishido Farm added radish, B. Otani Farm added baby carrots, Pacific Produce Inc. added butter lettuce, Kula Country Farms added seasonal blueberries, Evonuk Farm added kale, Watanabe Processing LLC added baby bok choy, ONO Farm added more bananas and breadfruit, Anuheia Farm added more asparagus and protea flowers, and Yee’s Orchard added papaya and banana.

*VIP Cash and Carry - Shishido Farm added radish, B. Otani Farm added baby carrots, Pacific Produce Inc. added butter lettuce, Kula Country Farms added zucchini, Evonuk Farm added kale, Watanabe Processing LLC added baby bok choy, ONO Farm added breadfruit, Anuhea Farm increased asparagus, and Yee's Orchard increased mangoes.

*Long's Drug Store – Sly's Produce increased bananas and ginger.

*Whole Foods Market Kahului and Morihara Stores did not increase purchases.

- A campaign that increased visibility of GOM Specialty Crops produce and products from May 2011 through August 2013 by providing signage, advertisements, website promotion, and project staff participation at seven farmers markets, which exceeded the projected goal of five farmers markets with the following activities:

Event	Date	Specialty Crops Promoted	Results
Hyundai Golf Tournament of Champions	Jan 6-9, 2012 Jan 4-8, 2013	Pineapples (Maui Gold Pineapple Company) Value-added products (Kula Fields) Coffee (MauiGrown Coffee) Flowers (Maui Flower Growers Association)	Sales decreased due to inclement weather in 2013
Maui Onion Festival	May 5, 2012 May 4, 2013	Variety of farmers and companies selling strawberries, pineapples, bananas, tomatoes, round onions, green onions, green beans, lettuce, baby bok choy, kai choy, zucchini, asparagus, eggplant, watercress, broccoli, Chinese cabbage, head cabbage, and radish.	Sales decreased 6 percent \$909 in 2012 \$846 in 2013 due to more cabbage, beans and kai choy and less quantity of other items
Upcountry Fair	June 11-12, 2011 June 9-10, 2012	Variety of farmers and companies selling strawberries, pineapples, bananas, tomatoes, round onions, green onions, green beans, lettuce, baby bok choy, kai choy, zucchini, asparagus, eggplant, watercress, broccoli, Chinese cabbage, head cabbage, and radish.	Sales increased 48 percent \$1003 in 2011 \$1495 in 2012 Specialty crops sold out!
Lahaina Plantation Days	Oct 21-22, 2011 Oct 19-20, 2012	Variety of farmers and companies selling strawberries, pineapples, bananas, tomatoes, round onions, green onions, green beans, lettuce, baby bok choy, kai choy, zucchini, asparagus, eggplant, watercress, broccoli, Chinese cabbage, head cabbage, and radish.	Sales increased 27 percent \$541 in 2011 \$690 in 2012 Specialty crops sold out!
Maui Ag Fest	April 2, 2011 April 7, 2012 April 6, 2013	30 specialty crop farmers of vegetables, fruits, flowers and value-added producers participated. Specialty crops represented – coffee, onions, flowers, pineapples, fruits, and taro.	Vendors reported sales increases; attendance increased 6500 in 2011 8500 in 2013
Kaanapali Fresh promotion	Sept 1, 2012 Aug 31, 2013	17 specialty crop farmers of vegetables, fruits, coffee, flowers, kale, beets, papaya, mint, cilantro, basil, arugula, romaine, strawberries, pineapple, fern shoots (pohole), onions, cabbage, kai choy,	Vendors reported sales results as shown below

		green onion, radish, eggplant, zucchini, green beans, cucumbers, watercress, lettuce, tomatoes	
Whalers Village	June 1, 2013 Nov 16, 2013	16 specialty crop farmers green onions, radish, broccoli, banana, papaya, mango, coconut, coffee, zucchini, long beans, onions, pineapple, tomatoes, lettuce, watercress, carrots, strawberries, and value-added products	Vendors reported sales results as shown below

Kā'anapali Fresh		
Participating Farms	Increased sales from September 1, 2012 to August 31, 2013	Decreased sales or no change from September 1, 2012 to August 31, 2013
J Shishido Farm	X - radish, green onions	
Anuheia Farm		X - asparagus
ONO Organic Farm		X – mangoes, banana, papaya, coconut, breadfruit and coffee
Traje Farm	X – long beans, zucchini, eggplant, banana, onions	
Ho'opono Farm	X – kale, beets, tomatoes	
MauiGrown Coffee	X – coffee	
Maui Coffee Association	X – coffee	
Hana Fresh	X – tomatoes, cucumbers, papaya	
Maui Gold Pineapple Co	X – pineapples	
Pacific Produce LLC	X – watercress, romaine, butter lettuce, red/green leaf lettuce	
Hana Herbs & Flowers	X – pohole, flowers	
B. Otani Farm	X – broccoli, carrots, onions, green beans	
Evonuk Farm	X – mint, basil, rosemary, kale	
SimpliFresh	X – beets, lettuce, kale	
NapiliFlo Farm	X – micro greens, wheatgrass shots	
Kula Fields	X – value-added ag products	
Watanabe Processing LLC		X – lettuce, baby bok choy

Whalers Village		
Participating Farms	Increased sales from June 1, 2013 to November 16, 2013	Decreased sales or no change from June 1, 2013 to November 16, 2013
J Shishido Farm / Maui County Farm Bureau	X – green onions, radish, broccoli	
ONO Organic Farm	X – banana, papaya, mango, coconut, coffee	
Traje Farm / Maui County Farm Bureau	X – zucchini, long beans, eggplant, banana, onions	
Ho’opono Farm		X – kale, beets, tomatoes
MauiGrown Coffee	X – coffee	
Maui Gold Pineapple Co	X – pineapples	
Pacific Produce LLC	X – watercress, romaine, red/green leaf lettuce	
Hana Herbs & Flowers	X – tomatoes, cucumbers and papaya	
B. Otani Farm / Maui County Farm Bureau	X – broccoli, carrots, onions, green beans	
Kula Country Farm / Maui County Farm Bureau	X – zucchini, onions, strawberries and value-added	X (less product)
Evonuk Farm		X – mint, basil, rosemary, beets, lettuce, kale
SimpliFresh		X – kale, beets, banana
NapiliFlo Farm		X – micro greens, wheat grass
Sweet Paradise Chocolates		X – cacao, chocolate
Kula Fields	X – value-added ag products and produce boxes	

- A campaign that increased visibility of GOM specialty crops produce and products at one restaurant in each community – Pā’ia, Makawao, Wailuku, Kahului, Lāhainā and Kīhei – with activities and objectives as follows:
 - Promoted farm-to-table dining experiences at Maui restaurants.
 - Provided Grown on Maui logo to Maui restaurants.
 - Encouraged restaurants to identify source for specialty crops on menus.
 - Promoted restaurants in advertisements.
 - Participants included Flatbread Company in Pā’ia, Whole Foods Market Kahului, Café O’Lei in Wailuku, and I’O, Pacific’O, Mala, an Ocean Tavern and Honu in Lāhainā.
 - Unable to secure restaurant in Makawao and Kihei.

Participating Restaurants	Promoted farm and/or location on menu	Featured in advertising	GOM logo on menu, signage, website
Flatbread Company – Pā'ia	X – Maui Gold Pineapple Company, Kupa'a Farm (taro, potatoes, beets, radish, carrots), Anuheia Farm (asparagus)	X	Yes
Bistro Casanova – Kahului	X – Olowalu Tomatoes, Waipoli Farm (romaine, watercress, red/green leaf), Anuheia Farm (asparagus)		Yes
Café O'Lei – Wailuku	X – Waipoli Farm		No
I'o – Lāhainā	X – O'o Farm (kale, greens, carrots, beets, lemons, limes, coffee)	X	Yes
Pacific'O – Lāhainā	X – O'o Farm (kale, greens, beets, lemons, limes, coffee)	X	No
Mala, an Ocean Tavern – Lāhainā	X – Ho'o Pono Farm (kale, beets), Maui Gold Pineapple, Kula Country Farm (strawberries, greens, onions)	X	No
Honu Fish & Pizza – Lāhainā	X – Ho'o Pono Farm (beets, kale, sweet potatoes)	X	No

- Implemented the Localicious, Dine Out Maui promotion at the restaurants listed below located in urban and resort areas including nine restaurants in major resort areas of Nāpili, Kā'anapali, Kapalua, and Wailea.

Flatbread Company	Bistro Casanova	Café O Lei	I'o
Pacific`O	Mala	Honu Fish & Pizza	The Fairmont Kea Lani
Bistro Molokini	Grand Wailea	Andaz Maui	Hula Grill
Leilani's Beach	Pulehu Ocean Tavern	Kaanapali Villas	Duke's Napili
Pineapple Grill	Humuhumunukunukuapua`a		

- Organized and implemented fruit delivery to Maui schools grades K-5 on September 8, 2011 and September 22, 2011 as a trial program and stepping stone to the implementation of "Grown on Maui Menu That Matters School Lunch" initiative.
- *Maui County Farm Bureau (MCFB) met with Glenna Owens, Director, School Food Services Branch, in September 2011 to gather information and better understand USDA rules, regulations and procurement system. MCFB set out to learn as much as we could to allow

Maui agriculture businesses to expand market share and penetrate institutions, particularly the school lunch system, as a new market for Maui agriculture. After gaining a better understanding of the basic requirements, MCFB conducted a trial program to find out whether farm participants would be able to meet the requirements outlined for participation in the school lunch program.

*Kula Country Farms and ONO Organic Farm agreed to participate in the trial program. They agreed to sell MCFB fresh fruits (bananas and strawberries) for delivery to all elementary schools on Maui that signed up to receive fruits. MCFB scheduled two deliveries to Maui schools. As MCFB organized the orders, project staff learned that both farms were unable to fulfill their orders on the exact dates needed and for the exact quantities ordered. For strawberries, raining weather caused shortage and farms reduced the order. For bananas, the weather also impacted their ability to fulfill the order. ONO Farms had the volume, but not all bananas were ready to eat / at peak ripeness on original delivery dates. MCFB adjusted delivery dates to the schools.

*MCFB attempted to work within the system but the structure is not favorable, at this time, to increasing local market production into the school system. The trial program allowed MCFB to better understand the procurement system and the realities of the farm suppliers including unpredictable weather conditions, transportation requirements, labor demands, and pricing.

*MCFB understands the need to expand markets for Maui farmers into institutions, and will continue to keep institutions as a desirable goal for specialty crops. By doing the trial program, MCFB realized it was unrealistic to launch a "Grown on Maui Menu That Matters School Lunch" in one Maui school with the current procurement system in place. In order to penetrate the school lunch system, more product and flexibility is needed, and more work needs to be done on a much higher level. Due to the magnitude of the program, more and appropriate time and budget is required to organize and execute a Grown on Maui Menus that Matters School Lunch in one school.

*In an effort to raise awareness and support Maui agriculture's desire to service the school lunch system, MCFB produced a Grown on Maui Menus That Matter recipe booklet. MCFB researched USDA school lunch standards and requirements, hired a photographer, graphic designer and writer to produce the content, and Maui chefs contributed recipes.

Goals and Outcomes Achieved

Goal 1 Increase sales and promotion of GOM produce and products at five grocery stores including Long's Drugs Stores in Pukalani, Kihei, Kahului and Lahaina and at Pukalani Superette.

Target was to increase the number of farmers who supply the stores by two, increase variety of products by 10 percent and increase the volume of sales by farmer by 10 percent.

Project staff decided to expand to other retail locations instead of using four Long's Drugs Stores because decisions such as increasing vendors and products are made at a corporate level and the project relied on decisions by local retailers. Summary of the retail promotion of locally grown specialty crops at the five stores:

Grocery Store	Increased purchases by at least 10 percent	Increased variety by at least 10 percent
Pukalani Superette	Yes	Yes - 10
VIP Cash and Carry	Yes	Yes -- 15
Long's Drug Store Kulamalu	No	Yes -- 10
Whole Foods Market Kahului	No	No
Morihara	No	No

Goal was nearly met with two of the five retailers increasing specialty crop purchases and three of the five increasing the variety of specialty crops by at least 10 percent.

Goal 2 Increase the visibility of GOM products and produce at Farmers Markets. Target was to target five farmers markets island-wide.

Goal was met. Project staff was able to increase the visibility of GOM specialty crops and products at seven farmers markets island-wide.

Goal 3 Increase sales and visibility of GOM produce and products at select Maui restaurants.

Target was to choose one restaurant in each of six Maui communities, increase the number of farmers who supply these restaurants by two, increase the variety of products by five percent, and increase the volume of sales by farmers by five percent.

Goal to increase visibility of GOM specialty crops at six Maui restaurants was met with seven restaurants promoting a GOM specialty crop or farm on their menu. The goal to have a restaurant in each of six communities was nearly met. The goal to increase the number of farmers who supply the restaurants, increase the variety of products and increase the volume of sales by a number or percentage was met with the restaurants and farmers providing this information, however, the project staff could not verify the information.

Goal 4 Expand markets for Maui farmers in at least one Maui school.

Target was to work with school staff to develop a once a month GOM Menu That Matters Lunch Day at one school on Maui.

Goal was not met. Procurement rules and specialty crop availability in the quantities required on a specified day were obstacles the project staff could not overcome. A GOM Menus that Matter recipe booklet was produced, however, was not part of the goal.

Beneficiaries

The beneficiaries of this project were the Maui farmers, residents, and visitors as well as Maui's hospitality, retail and restaurant industries. Maui farmers include Maui County Farm Bureau's 200+ members and other non-members who reside and work in Maui County. Maui's resident population is roughly 140,000 and Maui's visitor arrivals are 2.3 million annually. The farmers

on Maui benefited and will continue to do so as they work with the MCFB to promote specialty crops under MCFB's GOM program. Other beneficiaries include the approximately 40 members of both the Maui Coffee Association and Maui Flower Growers Association whose products were promoted in signage and at events funded by this project.

Lessons Learned

Project goals that rely on information and/or cooperation from public and private entities can be difficult to achieve even when the organizations agree with the goal of the project and want to work collaboratively. For example, Maui school system personnel supported the project goal to increase purchase and consumption of GOM specialty crops, however, procurement rules and meal planning were obstacles. Farmers found it difficult to comply with procurement rules and could not provide the quantities of produce on the days the schools had planned to take delivery. Private entities that were local, but part of a larger corporation, did not have the authority to make vendor decisions locally and were tasked to work through the corporate purchasing systems, which, many decided not to pursue.

The movement to buy and consume locally grown produce is widely supported. Retailers, Chefs, Restaurants are ready to work with the MCFB farmers to increase sales and find new ways to promote the many specialty crops available on Maui through signage, recipes, markets, demonstrations. The lesson learned is that the measurables such as sales, operations issues such as printing menus, purchasing, accounting, are performed by other staff that are difficult to contact and often are reluctant to provide the information. The key to success is gaining commitment from every participant or sector in the project. Everyone wants business success and this is critical to their profitability. There needs to be understanding and commitment by all of the partners for a successful program as each has a contributing role and yet they have to be conscious of limitations, specifically market changes due to uncontrollable circumstances such as weather, economy and employee changes. Recognition of a "one size fits all" does not work and adapting the program to local variables is important, as modifications to the project will happen. The best intentions may not develop and issues do arise in developing the program such as production, economics, business strategies, etc. The ability to make and implement these modifications utilizes the best use of the grant to accomplish the projects goals.

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Additional Information

Maui Flower Growers' Association's 24-Month Marketing Campaign for Enhanced Competitiveness of Hawaii's Cut-Flower Industry

Final Report

Project Summary

Flowers and nursery products rank second in value of production as a diversified crop in the state of Hawaii. This sector has a reported value of \$75.6 million as published in the 2010 Statistics of Hawaii Agriculture which reflects a 2 percent decline from 2009. The downturn in the economy since 2008 continues to negatively impact grower sales statewide with the added challenges of volcanic haze, adverse weather and the high cost of operating a farm. This is particularly true in Maui County, as this area has experienced dramatic loss in agriculture businesses and jobs over the last few years, created in large part by the decline in tourism and the ceasing of pineapple operations by Maui Land and Pineapple in December 2010, which eliminated approximately 520 agriculture jobs.

The main market for Hawaii's cut flowers is the mainland United States. For Maui growers, sales to California represented 40 percent of their total sales and this market share was negatively impacted when inspections of arriving flowers from Hawaii resulted in rejections that threatened the growers' ability to self-inspect. If the growers lost their ability to self-inspect, the "Ag Stamp" that would be voided would apply to all of North America, not just for California shipments. In order to protect their businesses and livelihoods, many members of the Maui Flower Growers' Association (MFGA) (<http://www.mauiflower.com/>) stopped shipping to California, causing a severe decline in their sales and revenues.

Increased promotion and growth in the western region of the United States, with decreased dependence on the California market, was the purpose of this project and required Maui's cut-flower industry to increase brand awareness of this specialty crop which contributed to the long-term growth in Hawaii's Floriculture Industry. This project targeted promotion of Maui-grown flowers in the Northwest, Rocky Mountains, and Southwestern states through a campaign that increased awareness by retailers, wholesalers and end-user consumers.

Project Approach

The actions completed by the project were:

1. Increased awareness of Maui-grown flowers with US retail and wholesale sellers and end-consumers in the Northwest, Rocky Mountain and Southwest US regions.
2. Improved Maui flower growers' web presence and e-commerce capability.
3. Supported Hawaii's overall Hawaii-grown tropical flower marketing initiative.
4. Collaborated with statewide key-players to support the long-term investment in the development and success of Hawaii's Floriculture Industry.

1. Increased awareness of Maui-grown flowers with US retail and wholesale sellers and end-consumers in the Northwest, Rocky Mountain and Southwest US regions.

ACTION	IMPLEMENTATION
<p>Created five advertisements; horizontal 1/3 page for print</p> <p>Hired advertising company Gilbert & Associates to design, produce and photograph five MFGA print ads – focus on the variety and brilliant colors of Maui tropical flowers.</p> <ul style="list-style-type: none"> • RED – torch ginger • GOLD – pin cushion protea • GREEN – mink protea • PINK – red ginger variety • ORANGE -- heliconia 	<p>Printed in Seattle Magazine http://www.seattlemag.com/ 2011 issues: May / September 2012 issues: January / September</p> <p>Printed in Portland Monthly http://www.portlandmonthlymag.com/ 2011 issues: May / August 2012 issues: January / August</p> <p>Printed in Denver Life Magazine http://denverlifemagazine.com/ 2011 issues: May/June and September/October 2012 issues: January/February</p> <p>Printed in Phoenix Monthly Magazine http://www.phoenixmag.com/ 2011 issues: July / October</p>
<p>Collaborated with magazine editors on ideas to promote Maui flowers via articles</p>	<p>“Maui’s Big Bold Beauties” Article printed in Seattle Magazine May 2011 issue</p> <p>“Bringing Maui Home” Buzz feature in Denver Live Magazine April/May 2011 issue</p> <p>“Hot Tropicals” Article printed in Maui No Ka Oi Magazine March/April 2012 issue</p>
<p>Targeted regions in the West where most visitors to Maui originate from, according to the Maui Visitors 2010 report</p>	<p>Rocky Mountain and Southwest markets Seattle, Portland, Denver, Salt Lake City Phoenix, Las Vegas</p>

2. Improve Maui flower growers’ web presence and e-commerce capability.

ACTION	IMPLEMENTATION
<p>Project manager developed informative monthly E-Newsletters and E-Postcards for MFGA’s email database; both direct readers to the MFGA Facebook page</p> <p>These E-products raised awareness of the seasonal products, new items and allowed visitors to “Order Now”</p>	<p>Using graphics from print ad campaign and utilizing the internet publishing company Constant Contact, distributed the E-Newsletters and E-Postcards MFGA email list that started with 1,700 addresses and grew to over 3200 contacts by the end of the project. The E-Newsletters and E-Postcards can be viewed in MFGA archive:</p> <p>http://archive.constantcontact.com/fs037/1102807289735/archive/1102830342279.html</p>

3. Support Hawaii’s overall Hawaii-grown tropical flower marketing initiative.

Activities that MFGA participated in to promote Maui-grown flowers:

- Haiku Flower Festival (March 2011/12)
- Maui Ag Festival (April 2011/12)
- Maui County Fair (October 2011/12)
- Made on Maui Trade Show (November 2011/12).

In 2011 and 2012, MFGA promoted Maui’s Floriculture Industry at the Haiku Ho’olaule’a and Flower Festival, the Maui Ag Fest, the Maui County Fair and the Made on Maui Trade Show. At the Maui County Ag Fest and the Haiku Ho’olaule’a, MFGA hosted a free flower-arranging competition for the public. With flowers donated from MFGA members, 40 adults and 20 children per event, had the opportunity to work with and learn about a wide variety of Maui-grown flowers and foliages. By giving the public a chance to become more familiar with Maui’s amazing flowers, the participants learn to appreciate Maui flowers that are visible throughout the island. At the festivals, MFGA found an opportunity to educate consumers about MFGA, MFGA members and encourage them to send Maui-grown flowers to their friends and families across the US through the MFGA Gift Box Program. MFGA distributes between 250-300 MFGA brochures to interested consumers and collects between 50-75 new email addresses for the MFGA E-Newsletter database at these events. Including participants and interested consumers, MFGA’s flower booth creates 3000-5000 impressions per festival. Festivals and trade shows provide an effective way to create positive impressions that could lead to long-term purchasing relationships with customers for MFGA and its members.

4. Collaborate with statewide key-players to support the long-term investment in the development and success of Hawaii’s Floriculture Industry.

The project staff collaborated with the following statewide key players to promote the varieties and colors Maui-Grown flowers:

- Maui Visitor’s Bureau – provided flowers for events;

- Hitomi Gilliam, well-known floral designer that used Hawaiian tropical in her designs;
- Hawaii floriculture associations including the Hawaii Floriculture and Nursery Association, the Hawaii Export Nursery Association and the Hawaii Tropical Flower Council – supported a statewide flower marketing initiative to encourage improving the flower industry for Hawaii;
- Collaborated with the University of Hawaii’s College of Tropical Agriculture and Human Resources Extension agents, the Hawaii Department of Ag and the USDA to help mitigate the challenges limiting the industry’s capacity; and
- Hawaii Department of Agriculture – educated MFGA members of opportunities and programs.

Goals and Outcomes Achieved

Goal #1: Increase awareness of Maui-grown flowers with US retail and wholesale sellers and end-consumers in the Northwest, Rocky Mountain and Southwest US.

Target: Increase Maui County’s floriculture value of grower sales from 14 percent of total Hawaii statewide sales (2008 NASS) to 20 percent of total Hawaii state sales by 2013.

This target has not been met. County level data has not been published since 2009 due to the reduction-in-force that resulted in the data collection branch to be closed and the three employees moving to other positions in state government. The value of grower sales reported on the state level, however, has been published and that number is available for comparison, should the county level data for Maui be independently gathered. The project manager has been collecting sales information from the MFGA members to provide evidence that Maui County’s floriculture sales have increased, however, the sales numbers have been from unofficial data gathering and will be reported in aggregate. Should there be evidence that progress has been made towards meeting this goal, this final report will be updated in the State Final Report due March 2014.

The action plan to increase sales was to promote Maui Flowers in print advertisements in the West Region, which would increase interest and sales. That effort has resulted in 1.5 million impressions as totaled from the following outcomes:

Publication	Subscriptions
Printed in Seattle Magazine http://www.seattlemag.com/ 2011 issues: May / September 2012 issues: January / September	Monthly subscriptions 49,425 Ads published in 4 issues TOTAL IMPRESSIONS: 197,700
Printed in Portland Monthly http://www.portlandmonthlymag.com/ 2011 issues: May / August	Circulation Verification Council-audited readership of 224,791 readers per issue Ads published in 4 issues TOTAL IMPRESSIONS 899,164

2012 issues: January / August	
Printed in Denver Life Magazine http://denverlifemagazine.com/ 2011 issues: May/June and September/October 2012 issues: January/February	Subscription and Circulation information not available
Printed in Phoenix Monthly Magazine http://www.phoenixmag.com/ 2011 issues: July / October	Monthly readership of 201,885 Ads published in 2 issues TOTAL IMPRESSIONS 403,770

Goal #2: Improve Maui flower growers’ web presence and e-commerce capability.

Target: Increase Maui County’s floriculture value of grower sales from 14 percent of total Hawaii statewide sales (2008 NASS) to 20 percent of total Hawaii state sales by 2013.

This target has not been met. County level data has not been published since 2009 due to the reduction-in-force that resulted in the data collection branch to be closed and the three employees moving to other positions in state government. The value of grower sales reported on the state level, however, has been published and that number is available for comparison, should the county level data for Maui be independently gathered. The project manager has been collecting sales information from the MFGA members to provide evidence that Maui County’s floriculture sales have increased, however, the sales numbers have been from unofficial data gathering and will be reported in aggregate. Should there be evidence that progress has been made towards meeting this goal, this final report will be updated in the State Final Report due March 2014.

The action plan to increase sales was to increase Maui flower growers’ web presence and e-commerce capability. The following actions were taken to achieve the goal:

E-Newsletters and E-Postcards were created and distributed to the MFGA email distribution list, which was to increase from 1700 addresses in June 2010 to 6000 addresses by 2013. The increase would be from interest generated from the print advertisements that were published in 2011 and 2012, from articles published, and from in-state resulting from marketing activities.

Performance outcomes:

MFGA did not meet the 6000 email address goal, however, the email distribution list increased from 1700 to over 3282, a 93 percent increase attributed to this project.

According to Google Analytics, interest in MFGA/Maui Flowers website has increased in the targeted Northwest, Rocky Mountain and Southwest regions.

- Seattle and Portland are now in the top 10 cities that visited the MFGA website in the last 24 months
Seattle ranks #4 with 412 visits / 84 percent being new visitors
Portland ranks #9 with 215 visits / 86 percent being new visitors
- Denver is #15 with 126 visits / 79 percent being new visitors
- Phoenix is #22 with 90 visits / 87 percent being new visitors

Period	Number of visitors	Number of pages viewed	Average time on site
Year prior to the project March 2010 – February 2011	7,989 81 percent new	2.73	1:56 minutes
First year of the project March 2011 – February 2012 10 printed ads	10,851 76 percent new	3.13	2:25 minutes
Second year of the project March 2012 – February 2013 2 printed ads	7,705 75 percent new	2.81	2:09 minutes

The E-Newsletters directed the targeted audience to the MFGA Facebook page, which in the week following the first newsletter, received a 30 percent increase in visits. The MFGA Facebook page now has 195 “likes”, which is a 300 percent increase since the start of the project.

The project utilized I-Contact, also known as Constant Contact, to distribute the E-Newsletters created by the project manager. According to Constant Contact, the E-Newsletter had an average open rate of 25 percent per publication, average click through rate of 16 percent, 0.5 percent opt-out rate (approximately 20 contacts). Two out of the three measurements are higher than the average Non-Profit Industry open rate of 22 percent, click through rate of 10 percent, but a lower 0.12 percent opt-out rate.

Google Analytics reported that on the day and day after the E-Newsletters were sent to the MFGA email distribution list, visits to the MFGA website increased 100 percent. This report shows the E-Newsletters produced by this project are working to generate new interest for Maui Floriculture and the MFGA members.

Goal #3: Support Hawaii’s overall Hawaii-grown tropical flower marketing initiative.

Target: Work in collaboration with county, state and national floral associations to increase the educational outreach campaign to wholesale, retail and end-user consumers in the national market.

The performance measure was to generate 20 percent more business for Maui’s flower growers.

This goal has been met. Refer to item 4 in the Project Approach section for a list of the activities. MFGA members estimate their business has increased by 20 percent which is not

solely in sales, but also in interest generated in part by the MFGA participation in the Philadelphia International Flower Show, March 2012. Participation was through collaboration with the Hawaii Tropical Flower Council where the theme of the show was “Hawaii: Islands of Aloha”, and attended by over 300,000 people interested in the flower industry and gathered an additional 600 email addresses.

Beneficiaries

Of MFGA’s 30 members, 10 participate in the MFGA Gift Box Program. This marketing initiative has helped to drive business to the participating member farms who benefited from this project and do not have the resources to create and maintain their own marketing programs. From the start of this project in April 2011 through the end of the year 2011, the Gift Box Program resulted in the sale of 81 flower gift boxes which generated \$7,086.85 in new sales for the MFGA Gift Box participants. In 2012, consumers ordered 155 gift boxes from the members in the MFGA Gift Box Program which generated \$11,640.00 in sales for the MFGA Gift Box participants. In 2013, from January until May 21, 2013, consumers have ordered 93 gift boxes, \$7,174 in sales for MFGA members through the Gift Box Program, which represents 60 percent of 2012 sales, with seven months remaining in the year! MFGA is confident that this number will continue to rise as the MFGA E-Newsletters keep the MFGA consumers engaged and reminded about how special Maui-flowers are and how easily they can send them.

The wholesale members of the MFGA also benefited from the project because the MFGA Gift Box participants bought flowers from 11 MFGA flower-producing members to fill the gift box orders. For example, the most popular gift box on the MFGA Gift Box Program is the “Mixed” gift box, which contains 12 protea and tropical stems, plus a variety of foliage. In order to fill this “Mixed” gift box, the protea growers buy tropical flowers and foliage from the tropical growers, and the tropical growers buy protea flowers and foliage from the protea growers. This results in over 20 MFGA members plus their employees who are beneficiaries of this project.

Stakeholders in Maui’s flower industry were the beneficiaries – this includes flower growers, shippers, warehouses, distributors, airlines, trucking companies, horticulture suppliers, and retailers. Members of the MFGA received the most benefit from this project that promoted Maui’s flowers to the West Region of the United States via print advertisements and via the new social media.

Lessons Learned

One lesson learned was the need to negotiate in advance with magazines and print media to publish accompanying articles of interest when purchasing advertising space. Despite numerous attempts to contact the print media by phone and email, only two of the four editors responded to requests to print articles or respond to suggestions for additional coverage. In the future, the project manager will include additional coverage in the advertising contract and will provide the articles to be printed in key issues timed to capture the attention for Valentine’s Day, Mother’s Day, and the Winter Holidays.

Another lesson learned was that trade shows are still a good venue to showcase the flower industry. The visitors to floriculture shows are generally enthusiastic about the industry and appreciate learning about new products in the industry. One of the most successful promotional efforts for MFGA in 2012 was attending the Philadelphia International Flower Show. The uniqueness of Maui's flowers was made clear when consumers were able to see and touch Maui flowers. MFGA members made substantial sales and developed long-term relationships with interested business owners and consumers. MFGA also secured over 600 email addresses from interested consumers who now receive MFGA's monthly E-Newsletter and many flower orders have been placed because of this show.

E-Newsletters work when sent to a targeted distribution database. The lesson learned is that there is a line between reaching interested consumers and "bothering" them with too frequent email contacts. During the launch of the E-Newsletter and the E-Postcard, there were a high amount of opt-outs. When the monthly distribution consisted of one E-Newsletter, the opt-outs decreased and the email distribution list began a slow increase.

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Additional Information

APPENDIX 3 MFGA ads
APPENDIX 4 MFGA articles
APPENDIX 5 MFGA rack cards artwork

“Buy Local, It Matters” Educational Program on All Islands Throughout the State

Final Report

Project Summary

A study released in 2010 indicated that if Hawaii replaced just 10 percent of the food we import with locally grown and manufactured foods, it would generate approximately \$94 million for local farmers, have an impact of \$188 million in sales, create \$47 million in earnings, \$6 million in state taxes and generate 2,300 jobs. Reducing the amount of imported food also reduces the risk of imported plant pests and diseases which cost our state millions every year to control. Agriculture keeps the landscape green and vibrant and recharges our aquifers. This project, with its partners, allowed 4AgHawaii to continue agricultural education and branding initiatives with enhanced educational efforts for the “Buy Local, It Matters” (BLIM) call-to-action campaign. The educational program included entrepreneurship mentoring, public awareness and workshops.

Project Approach

“Provide mentoring on the “Coordinating Entrepreneur” concept and relationships of increasing the competitiveness of specialty crops in Hawaii with wholesalers, commissaries, and the hospitality industry, involving 175+ private sector companies and 15 public sector organizations in coordination with HDOA-ADD”

The farm community is made up of independent entrepreneurs. These entrepreneurs often have not been able to get the marketing and distribution side of their business on track. Most of them are excellent growers and when products are ready for sale, is when they may start to find markets for the products. The project provided mentoring to Hawaii specialty crop growers and used the “Coordinating Entrepreneur” concept as an educational program to help Hawaii producers choose a marketing and distribution system suited for their business.

Coordinating Entrepreneur (CE): This is an individual or company that works with growers and coordinates the efforts of the producer entrepreneurs to get products to market. The CE can work in two ways: 1) informally with a “hand-shake” or verbally; and 2) with a contractual agreement. Businesses realize that consistent supply of quality products are necessary to be in the marketplace. Companies today realize that it costs them the same amount to process an invoice with 1 item or 50 items. Thus, the “big boxes” in particular, hesitate in dealing with smaller operations. Some agri-businesses that have the distribution systems and the sales and marketing personnel in place have become coordinating entrepreneurs. These agri-businesses realize that they must have the ability to deliver the customer needs whenever possible.

Informal agreement: The CE in this example works with other growers on: 1) planned production; 2) fair pricing; 3) estimated delivery of products; and 4) payment schedule. The CE makes commitments to the growers and expects product to be delivered as committed. This relationship is done mainly with a verbal agreement. In the macadamia nut industry, 600 growers work with a processor under the CE concept. These growers belong to an association and the officers negotiate with the processor on pricing, payment, logistics, and other issues.

The nursery industry use of the CE is more difficult in that there are over 500 different species of floriculture that are available for sale. In this case, each grower works with the company independently and negotiates variety, pricing, payment, standards, and delivery with the CE.

Formal agreement: In the papaya industry the CE works with 70 growers with a formalized agreement. This is with land provided, field supervisors working together with growers, and payment made to growers based on a percentage of market price. Each of the growers has an individual contract with the CE.

Part of the mentoring addresses the new requirement for food safety and certifying Hawaii growers of fresh produce to achieve Good Agricultural Practices (GAP) certification because most major chains and restaurants are requiring that GAP certified products be used.

A new group of Coordinating Entrepreneurs should be food distribution companies. These companies know best what the needs of markets and restaurants are and control what they buy and who they buy from. If this group can become the CE's they would enforce the GAP standard required before getting the growers to work with them. Enforcing GAP certification as a standard would also reduce the amount of produce imported into our state because the buyers requiring that produce be sourced from GAP certified farms would be able to source from Hawaii growers. Two things are accomplished: 1) growers become GAP compliant and 2) local products sold in Hawaii markets or exported would increase. The distribution companies would have the ability to direct growers to what items are needed and with increased fuel costs, companies could consolidate and reduce operating costs.

Public Sector Organizations that provided mentoring support include the following:

Hawaii Department of Agriculture	Maui Farm Bureau
UH – CTAHR	Hawaii Orchid Growers Association
Partners in Development Foundation	Hawaii Export Nursery Association
Hawaii Farm Bureau Federation	Hawaii Anthurium Industry Association
Hawaii Agricultural Foundation	Hawaii Florists & Shippers Association
North Shore Chamber of Commerce	Hawaii Tropical Flower Council
USDA Rural Development	Hawaii Floriculture & Nursery Association
Natural Resources Conservation Service	Hawaii Food Manufacturers Association
Hawaii Agriculture Resource Center	

Private Sector Organizations that provided mentoring support have links from the 4AgHawaii website to access videos; newsletters of 19 Fruits, Vegetables & Herbs Specialty Crop Producers; 8 Flowers & Plants Specialty Crops Growers; and 22 Value Added Specialty Crop manufacturers. Further 4AgHawaii provides links to 8 farmers markets and 13 restaurants which feature locally grown products.

“Promote product awareness through the 4AgHawaii partnership and utilizing the "Buy Local, It Matters" call to action campaign -utilizing the 4AgHawaii website -www.4AgHawaii.org; with 50 additional web links to Hawaii's growers and producers, two interactive videos and 39 weekly newsletters, focusing on the individual farmers and ranchers success stories”

1. Hawaii Specialty Crops Main Page - <http://www.4aghawaii.org/HawaiiSpecialtyCrops.html> - this new page features an overview as well as a slide show illustrating 9 examples of Specialty Crops and creates a positive visual awareness of Hawaii Specialty Crops Industry.
2. Hawaii Specialty Crops – Fruits, Vegetables & Herbs - http://www.4aghawaii.org/Fruits_and_Vegetables.html - this new page features a slide show graphically illustrating 9 examples of fruits; vegetables & herbs as well as 19 website links to producers of these products; 7 videos of the famers and 12 newsletters
3. Hawaii’s Specialty Crops – Flowers & Plants - http://www.4aghawaii.org/Floral_Industry.html this new page features a slide show showcasing 8 examples of Hawaii’s enchanting flowers and plants as well as 8 website links to growers; 1 video and 6 newsletters.
4. Hawaii’s Specialty Crops – Value Added Products - http://www.4aghawaii.org/Health_Beauty.html - this new page features a slide show showing 12 examples of Hawaii’s Value Added products of Specialty crops as well as 22 website links to producers; 3 videos and 8 newsletters.
5. Public Awareness - http://www.4aghawaii.org/Public_Awareness.html - this new page showcases a slide show of 9 of Hawaii’s specialty crop farmers as well as an overview of 4AgHawaii’s initiatives to provide a collaborative forum for “Working Together for Hawaii Agriculture”. Further it provides links to USDA’s “Know Your Farmer, Know Your Food” program as well as a link to Hawaii’s “She Grows Food” initiative showcasing local women in agriculture.
6. Agri Tourism - http://www.4aghawaii.org/Agri_Tourism.html - this new page provides a slide show of 10 Ag tourism opportunities of which 5 feature Hawaii’s Specialty Crops. There are links to 3 organizations as well as 4 links to featured Specialty Crop growers.
7. Consumer Awareness - <http://www.4aghawaii.org/ConsumerAwareness.html> - this new page offers 5 links to videos/studies on the importance of Buying Local as well as profiles on 8 specialty crops – Value Added; Bamboo; Black Pepper; Cacao; Ginger; Sweet Potato; Taro & Vanilla. These were specifically selected as to coordination with educational videos and consumer interest.
8. Media - <http://www.4aghawaii.org/Media.html> - this new page features a compilation of recent media publications on Hawaii Agriculture.

Technological advances, especially social media/Web 2.0, are recasting how organizations and their partners communicate their message – to galvanize action – to demonstrate the efficacy of their initiatives - a paradigm shift in thinking from a mere 2 years ago. Accordingly, and as mentioned above, follow-up evaluations subsequent to the original submission in mid-2010

have shown that videos and vignettes and social media postings garner a significantly higher impression and reach than do newsletters to our database of 782 email addresses and accordingly emphasis has been focused on those formats moving forward.

“Provide for childhood & adult education initiatives of food safety and nutrition knowledge, in coordination with the State Department of Education, University of Hawaii Special Programs and through the "Buy Local, It Matters" initiatives, as well as e-marketing in conjunction with the 4AgHawaii website and providing measurable outcomes to quantify performance of various initiatives specified”

1. **Waialua High & Intermediate School** – 4AgHawaii presented food safety and nutrition information to 4 classes, and has provided for an educational partnership link on our “Youth Development” page - http://www.edline.net/pages/Waialua_High Further a few of the slides in the slide show on that page showcase the school. Based on sign in sheets, estimate 75 students attended the presentations.
2. **Kipahulu Living Farm with Hana Pre-School** – The principals and executive director acted not only as a host to numerous schools, but also as “educators” and two of their videos – “Ahupua’a Culture” and “Listening to the Kapuna” are 4 Ag’s most viewed and most requested. Further we have provided an educational partnership link on our “Youth Development” page - <http://www.kipahulu.org/hike.php>. Comments from the Executive Director & Principals reflect the following:
 - “They are great, thank you so much”
 - “An 'opae and limu book for kids would be great”
 - “I really want to make a display showing the 'opae lifecycle including the lo'i”
 - “Nice!!!!”
3. **ROOTS School Maui** – The Director; teachers; students and parents participated in a daylong session some of which is captured in the videos. We have provided an educational partnership link on our “Youth Development” page - <http://rootsmaui.com/about/mission>. We have *attached* the Curriculum Template which will be completed for each farm visitation at the end of the school year. Comments from the Director reflect the following:
 - “Thank you very much, the kids will love these and they will fit right into our "Go local" unit!”
 - “You have inspired us - we are going to a new farm each month and learning a lot about our local economy and farmers!”
 - “We have to find a way to bring other Island farms to the classroom through distance learning”
4. **Leeward Community College** – 4AgHawaii participated in several lectures to students on food safety; food security and “Buy Local, It Matters”. Additionally we provided an education partnership link - <http://www.leeward.hawaii.edu>
5. **Hamakua Springs Country Farms** – 4AgHawaii’s CEO sponsors and participates in an “Adopt a Class” program with:

Keaukaha Elementary School -

http://www.hamakuasprings.com/adopt_a_class.html which provides for assistance with food security and the “Buy Local “message. Further they provide for school – farm visitations. Additionally, they participate in discussions with Punahou’s “**Project Citizen – We are in Good Hands**” initiative - <http://hahaha.hamakuasprings.com/.services/blog/6a00d8341c02ce53ef00d834516b0669e2/search?filter.q=punahou> which illustrates the need to “Buy Local” as well as Food Security instruction.

6. e Educational Initiatives

- 4AgHawaii website – “Education” - <http://www.4aghawaii.org/Education.html> - This page was developed to illustrate the importance of “Buy Local, It Matters” and Food Security – these precepts have been frequently posted on social media and will be used as PSA’s moving forward
- 4AgHawaii website – “Youth Development” - <http://www.4aghawaii.org/YouthDevelopment.html> - The development & education of our keikis and young adults is integral to providing for their sustainable future. 4AgHawaii 4AgHawaii has provided “distance learning” and educational videos for Hawaii’s Specialty Crops as follows:
 1. Green Point Nursery – “An Innovator in Marketing for Anthuriums” – <http://www.youtube.com/user/4aghawaii#p/u/3/NHKfhiy9R7E>
 2. Green Point Nursery – “Hilo, Hawaii Operations” - http://www.youtube.com/user/4aghawaii#p/u/6/axCULsl_4jl
 3. Green Point Nursery – “The UH Connection” - <http://www.youtube.com/user/4aghawaii#p/u/13/sTkB5NX7nys>
 4. Kipahulu Ohana Lo’i – “The Making of Poi – TEACHING KIDS OF ALL AGES” - <http://www.youtube.com/user/4aghawaii#p/u/5/ITtRdwl185o>
 5. Kipahulu Ohana Lo’i – “Ahupua’a Culture & Management” - <http://www.youtube.com/user/4aghawaii#p/u/5/kBu8YUzy9T4>
 6. Kipahulu Ohana Lo’i – “Listening to the Kapuna” - <http://www.youtube.com/user/4aghawaii#p/u/4/JYU8LEJHJcQ>
 7. Kipahulu Ohana Bamboo Forest – “Uses of Bamboo” - <http://www.youtube.com/user/4aghawaii#p/u/4/vqG1hT38JsA>
 8. Original Hawaiian Chocolate – “The Wonders of the Cacao Orchard” - http://www.youtube.com/user/4aghawaii#p/u/5/C6if_lquFXy
 9. Original Hawaiian Chocolate – “Processing the Cacao Pods” - <http://www.youtube.com/user/4aghawaii#p/u/14/4UBjfqPW7MM>
 10. Original Hawaiian Chocolate – “Making Chocolate” - http://www.youtube.com/user/4aghawaii#p/u/3/SQyjZ3_ZvmM

“Coordinate 4 Island seminars on Kauai, Maui, Oahu and Hawaii to illustrate food safety and food security concerns and to promote “Buy Local, It Matters” in coordination with HDOA-ADD and to furnish quantifiable information collected”

The seminars were not conducted due to lack of interest in community meetings, previous scheduling of other agricultural meetings where topics overlapped and the shift to internet and webinars. Based on those factors, 4AgHawaii provided for increased electronic “meetings” and has provided quantification in the “Public Awareness” discussion.

“Provide for food safety awareness through continued fiscal and operational support for the GAP (Good Agricultural Practices) certification program; including cost sharing arrangements for the funding of the required audits and quantifying the number of farmers enrolled and attendees at various meetings specified”

1. 4AgHawaii has provided sets of supplies for the farmers to achieve certification; however there has been little or no demand. Additionally the enactment of Federal legislation may render some of the activities moot for the smaller “mom & pop” farms.
2. 4AgHawaii website a section on the GAP program for educational information - http://www.4aghawaii.org/Food_Safety.html . This includes the following components:
 - Focus on Food Safety Video
 - Safe Produce – GAP Flyer
 - Safe Produce – Gap Flyer – Order Form
 - GAP Program Client Information Sheet
 - CTAHR/UH Food Safety Website
 - Food Safety Certified Farms in Hawaii

Goals and Outcomes Achieved

Examples of CE mentoring as part of this project include the following:

- ✓ PacFresh: Introduction of entrepreneurs Whider and Mei Sun to the lands available under the Hawaii Agricultural Foundation in Kunia. They currently work with 100 scattered acres in Kahuku and Waianae for herb production and are encouraging growers to work with them.
- ✓ Introduction of Whider & Mei Sun to Jan Dill and David Wong for work on the floating platforms for the Ala Wai Canal for phyto-remediation. They will work on remediation of canal waters with flowers and foliage.
- ✓ Discussions with Lisa Sakamoto, liaison to the Bishop of the Catholic Churches to set up Food Safety Programs for schools under their control.
- ✓ Working with Jan Dill and “Tutu and Me” Program for food safety for preschoolers in the garden production.

- ✓ Working with North Shore Chamber Agriculture Committee to set up an agricultural plan for the North Shore farmers to work cooperatively, with GAP certification, and central distribution.

4AgHawaii has worked with the following groups specifically on the “coordinating entrepreneur” concept”

- ✓ Mililani Ag Park consisting of 40 individual growers
- ✓ Alluvion which works with 45 individual growers
- ✓ Original Hawaii Chocolate which works with 24 individual growers
- ✓ Kekaha Agriculture Association consisting of 8 members
- ✓ Tropical Fruit Growers – Papaya consisting of 75 individual growers
- ✓ Macadamia Nut Growers with 35 individual growers

Examples of the public awareness campaign as part of this project include the following:

3. Quantitative Analysis – 4AgHawaii Website

- Peak View Months are January through early April and October through December
- States of Origin in order of “hits” are Hawaii; Oregon; Washington & California
- Gender demographics are 61% Female and 39% Male
- Age demographics are 25-34 @ 44%; 35-44 @ 26%; 45-54 @ 19% and 55-64 @ 11%
- “Hits” range from a low of 8,165 monthly to a high of 25,314
- Viewer Pages are repeatedly in favor of videos/slide shows – graphics “pull” the viewer decidedly more so than just narrative

4. Quantitative Analysis – 4AgHawaii Facebook as of 3/31/12

- 4AgHawaii has 2 pages – 4AgHawaii and Hawaii’s Agricultural Partnership and although the postings are identical the “reach” is slightly different and the methodology of Facebook “insights” differs.
- 568 “like/friends” followers – 681 as of 4/13/2012
- 139,093 “reach” fans – 151,275 as of 4/13/2012
- Weekly reach of 2,071 as of 4/13/2012
- Gender Demographics are 54% Female and 46% Male
- Age Demographics – Female are 18-24 @ 2%; 25-34 @ 15%; 35-44 @ 10%; 45-54 @ 7% and 55+ @ 6%
- Age Demographics – Male are 18-24 @ 8%; 25-34 @ 20%; 35-44 @ 15%; 45-54 @ 8% and 55+ @ 9%
- 4AgHawaii showcases 3-4 posts per day – the highest reach comes from visuals rather than narrative other than informative narrative
- 4AgHawaii has 62 Specialty Crops photographs

5. Quantitative Analysis – 4AgHawaii You Tube

- Gender Demographics are 77% Female and 23% Male
- Age Demographics are 25-34 @ 62%; 35-44 @ 5%; 45-54 @ 11% and 55-64 @ 22%
- Views average 1,993
- Educational Videos @ 56%
- Public Awareness Videos @ 44%
- Videos featuring people/children such as “Listening to the Kapuna”; “Ahupuaa Culture”; “Chocolate Production” and “Taro” provide the greatest comments to our website emails.

4AgHawaii was “mentioned” on Farm Aid 2011 featuring a song by Maui resident Martin Hennessey and Willie Nelson entitled “Lend a Hand to the Farmers”. We are in the process of preparing a slide show, with this son, featuring Hawaii famers and it will be completed in February 2012. Further we have 8 short PSA’s “in the can” and are engaging local farmers and “personalities” to video each of them. They are included on our website under Education - <http://www.4aghawaii.org/Education.html> - and other pages through the 4AgHawaii website.

“Monitor and report macroeconomic progress of overall project efforts in 2011 as reflected by stated performance measures in the proposal submitted as follows: \$23.5 million of increased farmer revenues; \$47 million of Hawaii economic impact; \$11.75 million in earnings; \$1.5 million of increased State taxes and 575 additional jobs”

These results cannot be directly attributed to a specific project or activity, however, the numbers do show progress with the BLIM movement, and included to show positive movement. Per the USDA National Agricultural Statistics Service 2010 report, total crop values grew by \$48 million, or 7 percent, for a total crop value of \$690 million for Hawaii.

- ✓ Coffee = \$33 Million Sales Revenue
- ✓ Macadamia = \$30 Million Revenue
- ✓ Papaya = \$11 Million Revenue
- ✓ Bananas = \$11 Million Revenue
- ✓ Hawaii’s Specialty Crops that showed significantly higher revenues included the above, which were in the top 10, plus taro; sweet potatoes, head cabbage; lettuce; anthuriums and potted dracaena.
- ✓ Lettuce Farming, excluding Romaine, reflected the sharpest increase in production value rising nearly fivefold from \$748,000 in 2009 to \$3.6 Million in 2010. Local Farmers attributed much of this gain to hydroponic and organic growers
- ✓ Hawaii Economic Impact = \$96 Million
- ✓ At this time 4AgHawaii was not able to access similar information for earnings; incremental State taxes or job creation but it would be expected to rise accordingly

“Promote product awareness through the 4 Ag Hawaii partnership and utilizing the ‘Buy Local, It Matters’ branding methodology - utilizing the 4 Ag Hawaii website – www.4AgHawaii.org will continue to be enhanced with 50 additional web links to Hawaii’s growers and producers, two interactive videos and 39 weekly newsletters focused on the individual farmers and ranchers success stories and distributed through email ‘blasts’ utilizing our database management methodology.”

Weblinks, videos and newsletters added to the 4 Ag Hawaii website include or produced as part of this project are:

Sector	Weblinks	Videos	Newsletters
Fruits, Vegetables, & Herbs Specialty Crop Producers	20	7	10
Flowers & Plants Specialty Crops Growers	8	1	5
Value-added Specialty Crop Manufacturers	23	3	8
“Buy Local, It Matters” campaign (restaurants, farmers markets, private sector organizations)	19	-	14
Totals	70	11	37

Technological advances, especially social media/Web 2.0, are recasting how organizations and their partners communicate their message – to galvanize action – to demonstrate the efficacy of their initiatives - a paradigm shift in thinking from a mere 2 years ago. Accordingly, and as mentioned above, follow-up evaluations subsequent to the original submission in mid-2010 have shown that videos and vignettes and social media postings garner a significantly higher impression and reach than do newsletters to our database of 782 email addresses and accordingly emphasis has been focused on those formats moving forward. For example, for the week ending April 13, the weekly “reach” on social media was 2,071 people who have seen the content – a far greater result than a one-time email blast.

Proposed Outcome	Actual Outcome
Increased consumer awareness of “Buy Local, It Matters” which will be measured by web site “hits” and blast email distributions. The current “blast” email distribution does not exist but the target is 50 per the monthly timelines delineated in the work plan.	Peak View Months are January through early April and October through December; States of Origin in order of “hits” are Hawaii; Oregon; Washington & California; Gender demographics are 61% Female and 39% Male; Age demographics are 25-34 @ 44%; 35-44 @ 26%; 45-54 @ 19% and 55-64 @ 11%
Launched in June 2010, the current website “hits” are 3,000 monthly with Hawaii and California having the highest demographic “visits”.	“Hits” range from a low of 8,165 monthly to a high of 25,314; Email distribution is 782 weekly; 3128 monthly.

4 Ag Hawaii website has added a “Forum – What’s Happening in Hawaii” with a new topic each week featured on the home page, including a story on the East Maui Taro Festival, April 20-21, 2012. Input is received from over 30 organizations and updated daily.

Beneficiaries

The Hawaii growers of specialty crops will benefit from the mentoring, increased awareness and educational programs that are intended to increase sales through increased consumption.

Quantification of the beneficiaries cannot be directly attributed to a specific project or activity, however, the numbers do show progress with the BLIM movement, and included to show positive movement. Per the USDA National Agricultural Statistics Service 2010 report, total crop values grew by \$48 million, or 7 percent, for a total crop value of \$690 million for Hawaii.

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- ✓ Coffee = \$33 million in Sales Revenue
 - ✓ Macadamia = \$30 Million Revenue
 - ✓ Papaya = \$11 Million Revenue
 - ✓ Bananas = \$11 Million Revenue
 - ✓ Hawaii’s Specialty Crops that showed significantly higher revenues included the above, which were in the top 10, plus taro; sweet potatoes, head cabbage; lettuce; anthuriums and potted dracaena.
 - ✓ Lettuce Farming, excluding Romaine, reflected the sharpest increase in production value rising nearly fivefold from \$748,000 in 2009 to \$3.6 Million in 2010. Local Farmers attributed much of this gain to hydroponic and organic growers
 - ✓ Hawaii Economic Impact = \$96 Million
 - ✓ At this time 4AgHawaii was not able to access similar information for earnings; incremental State taxes or job creation but it would be expected to rise accordingly

Lessons Learned

Follow-up evaluations have shown that videos and vignettes and social media postings garner a significantly higher impression and reach than do newsletters and emphasis has been focused on those formats.

Attentions to the topics addressed by this project were shared by many organizations and community groups. The coordination between this project and the collaborating partners was perceived to reach a wide audience, but could have been expanded to avoid overlapping seminars on the neighbor islands.

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Specialty Crop Export Initiative

Final Report

Project Summary

The issue that the project addressed was the low-rate of agricultural exports among small-to-medium-sized enterprises (SMEs). Agricultural products account for approximately 10 percent of total U.S. exports. SMEs fail to export because of a lack of resources and knowledge to compete internationally. For every \$1 billion in U.S. agricultural exports, 9,000 new jobs are generated, of which 35 percent are farm workers. U.S. agricultural exports are severely limited by companies' inadequate knowledge of international trade.

The Specialty Crop Export Initiative (SCEI) Program addressed this issue and increased the global competitiveness of Hawaii specialty crop producers. SCEI supported, expanded and enhanced the SMEs of specialty crops and helped their move to international exporting. The project provided information and resources allowing Hawaii SMEs to have the proper tools to successfully export their specialty crops.

Project Approach

SCEI project provided: 1) export counseling to SMEs through outreach initiatives; 2) export education by utilizing the dynamic Export University program; 3) Business Training and Education, networking opportunities, promotion and marketing materials; and 4) individual Market Penetration plans in collaboration with local university students. The SCEI project enhanced the competitiveness of specialty crops by providing to the SMEs the resources required to export globally. The project manager worked with non-profits, government agencies and private companies that supported the program by providing speakers, venues, information and services to help exporters.

Non-profits – Small Business Agency, Small Business Development Centers, Chambers of Commerce, Hawaii Food Manufacturers Association

Government agencies – Hawaii Pacific Export Assistance Center, Foreign Trade Zone No. 9, High Technology Development Center, University of Hawaii, Natural Energy Laboratory of Hawaii Authority, Economic Development Boards

Private companies – FedEx, Hawaii Air Cargo

1. Export counseling to SMES through outreach initiatives

Each training session was preceded by substantial outreach and promotional efforts through web, print, radio, and television media. On Oahu, community partners helped to disseminate information about the program to local businesses before the first training session. On the Big Island, the Project Manager, in conjunction with local partners, held an outreach session on June 9th prior to the Big Island training session. On Maui, Export University partners assisted in disseminating information through local organizations and community groups prior to the training.

2. Export education by utilizing the dynamic Export University program

Export University was a series of courses on exporting designed by the Hawaii Pacific Export Council (HPEC) (<http://www.globalexportssupport.com/>) and the U.S. Commercial Service of the U.S. Department of Commerce. The HPEC is a volunteer non-profit organization associated with the U.S. Commercial Service (www.hawaiiexportssupport.com), whose members are appointed by the Secretary of Commerce to provide mentoring on exporting and have played a pivotal role as speakers for the Training. The nearly 30 volunteer members comprised of local leaders and experienced international business professionals that provided assistance to local businesses that were ready to expand into international markets. Many members of HPEC have contributed their time and talents to this program by participating as speakers during the trainings, counseling companies individually, scoring International Business Plans, and discussing grant-related topics during their bimonthly HPEC meetings. HPEC members and community partners contributed over 300 hours which resulted in a successful project for the participants.

Export University courses were designed to take place over several sessions, building on the knowledge and skills developed in previous sessions. The program encourages participants to use the knowledge and skills learned to develop an International Business Plan as they progress through the program. The program addressed topics such as conducting market research, finding buyers worldwide, international marketing, financing trade, managing export regulations and barriers, complying with international customs standards, and U.S. and international tax considerations and benefits for exporters. There were four sessions; two on Oahu, and one each on Maui and Hawaii Island. A summary of the sessions and participants:

OAHU – 8 participants / May 2011		Hawaii Island – 7 participants / June 2011	
Name Business	Specialty Crop	Name Business	Specialty Crop
Gregorz Mroz Kona Café	Coffee	David Fukumoto Fuku-Bonsai	Ornamental Horticulture
Janis Tanga 4 J's Hawaii	Spices	Kate Wood Fuku-Bonsai	Ornamental Horticulture
Randy Kuba Aloha Excellence	Coffee	Lana Bradley Cellana LLC	Algae-based products
Duane Okamoto Hawaii Flora	Tropical flowers	Russell Kuwaye Hilo Hawaiian Orchids	Orchids
Byron Goo The Tea Chest	Fruit flavorings	Candace Choi Volcano Island Honey	Honey
Wenhao Sun Marine Agrifuture	Sea Asparagus	Yutaka Wada Green Point Nurseries	Tropical flowers
Rebecca Sinn Fruitique Worldwide	Flavored Hawaiian Coffees	Bob Jacobsen Hawaiian Rainforest Tea	Hawaii-grown tea
Monika Kathuria Natural Edge Hawaii	Noni Noni-based products		

MAUI – 8 participants / September 2011		OAHU – 10 participants / October 2011	
Melanie Boudar Sweet Paradise Chocolatier	Cacao	Debbie Rios 1 st Look Exteriors	Ornamental Horticulture
Carver Wilson Maui Floral	Tropical Flowers	Greg Lee 1 st Look Exteriors	Ornamental Horticulture
David Marcus Hawaiian Herbal Blessings	Noni	Terri Lee 1 st Look Exteriors	Ornamental Horticulture
Cynthia Hehemann Maui Coffee	Coffee	Steven Mulgrew Mulvadi Corporation	Coffee
Teresa Allred NatureBridge	Durian	Stacy Park Tradewinds Global	Honey
Darren Strand Haliimaile Pineapple Company	Pineapple	Torey Jenkins Tradewinds Global	Honey
Rodrigo Balala Haliimaile Pineapple Company	Pineapple	Derek Lanter Waialua Estate	Cacao and Coffee
Cheryl Marshall Island Essence	Tree nut oils and extracts	Igor Vernik The Coffee Store	Coffee
		Glenn Boulware Hawaiian Isles Kona Coffee	Coffee
		Cheryl To PacificKool	Ginger syrup

3. Business Training and Education, networking opportunities, promotion and marketing materials

During the trainings, Export University participants were encouraged to network with their fellow participants as well as those speakers and organizational supporters in attendance. As a result, Export University attendants have connected and participated in various community activities. For example one HPEC speaker and legal expert, David Day, is involved with the Hawaii Indonesia Chamber of Commerce to which multiple Export University participants have attended their meetings and events.

The HPEC, in conjunction with the U.S. Commercial Service, held an Export University Recognition Ceremony during Asia Pacific Economic Cooperation forum in November 2011 at the University of Hawaii at Manoa. Included among the 40 people who attended the recognition ceremony for the Export University graduates, there were speakers and organizational community supporters; Director of the Hawaii Export Assistance Center, John Holman; Foreign Commercial Service Officer, Steve Green; Under Secretary for the International Trade Administration, Francisco Sanchez; and Lieutenant Governor, Brian Schatz. It was a significant opportunity to network and promote the project.

The following articles were written regarding the Export University program:

- Export University Promo Piece: <http://www.eturbonews.com/21943/asia-pacific-economic-cooperation-2011-mind-hawaii-looks-interna>

- Oahu Promo Piece: <http://blogs.hawaiibusiness.com/2011/04/29/new-program-helps-local-businesses-go-global/>
- Denver Radio Show Biography: <http://www.theicosamagazine.com/export-university>
- Maui Promo Piece: http://www.calendarmaui.com/php/event-detail.php?event_id=11609
- Maui News story: <http://mauiNOW.com/2011/09/16/maui-businesses-offered-training-via-export-university/>

PBN Article: <http://www.bizjournals.com/pacific/blog/2011/09/program-to-help-hawaii-businesses-make.html>

4. Individual Market Penetration plans in collaboration with local university students.

Twelve Export University graduates elected to participate in the Hawaii Pacific University MBA Market Entry Analysis Program. This program was developed through a partnership between the University, HPEC, and the U.S. Department of Commerce. Each semester local Hawaii companies have an opportunity to work with Hawaii Pacific University MBA students, who develop a market entry strategy customized for the companies' international business goals. The companies have a chance to interact with the students throughout the program; both enriching the students experience and developing needed market-specific material for the participating companies. At the end of the semester, the students give an executive presentation to the companies' executives to share their findings and recommendations, as well as preparing an executive memorandum. Companies that have participated in the program in the past have been able to find new distribution partners, enter new markets, and even have hired students for their international business development.

Three interns supported the SCEI program throughout the grant year. These interns were Jacqueline Wittlin who assisted during the summer of 2011; Jennifer Tran who assisted during the fall of 2011; and Kiah Gilbert who interned during the spring of 2012. Jennifer and Kiah were University of Hawaii at Manoa students and Jacqueline hailed from Johns Hopkins University in Baltimore, Maryland. All three interns were exceptional assets to the program.

Goals and Outcomes Achieved

The GOAL of the Specialty Crop Export Initiative FY2010 was to increase the number of companies exporting their specialty crops. Specifically, the Specialty Crop Export Initiative aimed to ensure that seven SMEs would export their specialty crop for the first time or to a new market, as defined by a Successful Export.

OUTCOME was that eight specialty crop participants exported since participating in Export University, resulting in \$162,860 export sales. Five of these export sales were to a new market. Some specific company information can be found in the Export Success section and includes a short biography of some of the participating companies. A total of 33 companies with specialty crop products participated in the project.

OUTCOME -- Three SMEs were chosen based on the merit of their International Business Plans, which were developed during the course of the Export University Training, to take part in a cost-share program. (The cost-share was included in the original proposal under the travel category described as “travel to trade show, partner meeting, Gold Key, Expo, etc.”) The International Business Plans outlined a company’s export campaign, including target markets based on practical measures (such as tax and tariff rates, language barriers, etc.), best shipping methods, and proposed export activities. The cost-share program awarded up to \$2,500 to three eligible participants to help offset the cost to travel to their target market and facilitate trade. It was anticipated that most companies would participate in a trade show, but the majority took advantage of the U.S. Commercial Service’s Gold Key Service, which matches domestic companies with an international partner. The three specialty crop producers that were awarded the cost-share were Randy Kuba of Aloha Excellence who was focused on exporting coffee and traveled to Okinawa, Japan; Derek Lanter of Waialua Estates who traveled to Tokyo, Japan to facilitate the export of his main products coffee and cacao; and Duane Okamoto of Hawaii Flora who traveled to Beijing, China to undertake meetings to export Hawaii-grown flowers.

Beneficiaries

The beneficiaries were the 33 Export University participants listed in Project Approach section.

Lessons Learned

Most companies are not interested in pursuing business in international markets. There was some difficulty in enrolling specialty crop participants. Although promotional materials and efforts were vast, many potential participants did not attend for a multitude of reasons. The main reasons cited was a disinterest in pursuing international markets, which despite the efforts of the HPEC, little could be done; and an inability to attend the trainings at the times scheduled. This objection was met with a solution: the HPEC created video recordings of the trainings to make available to those participants that were unable to attend and will be rolling out the webinar program later this year.

Training rooms are more difficult to secure during the school year. During the summer, the HPEC would have been able to use the University of Hawaii Maui College facilities as a matching contribution. Moving forward, the HPEC will use this information to schedule classroom training during the summer or when schools are not in main session, which is cost-effective.

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Additional Information

APPENDIX 6 Success stories
APPENDIX 7 Survey results
APPENDIX 8 Curriculum
APPENDIX 9 HPEC MEMBERS

Consumer Retail Events

Final Report

Project Summary

This project was a continuation of the campaigns conducted in 2006, 2007, 2008 and 2009, which capitalized on the increasing consumer demand for locally-grown specialty crops through retail promotions for the purpose of increasing sales of fresh and value-added specialty crop products. The previous campaigns provided promotional materials for the retail activities that resulted in sales increases and built relationships with farmers, producers and retailers that benefited this project. In the 2010 project, there were eight retail events conducted. The “Buy Local, It Matters” and “Seals of Quality” promotions brought awareness to the diversity of Hawaii’s specialty crops and generated sales via in-store promotions conducted statewide -- four in Oahu County, two in Hawaii County and one each in Kauai and Maui Counties.

The motivation for the implementation of the project was the need to educate consumers on what were locally grown products, how to identify them, how they taste, that they are fresher and how they can be prepared, with the intent to increase sales for the locally grown specialty crops. This project educated consumers and in store staff and provided the opportunity to ask questions and sample products they had not previously tasted. The project demonstrated the benefits of buying local to consumers and promoted the “Buy Local, It Matters” campaign and the action to EAT LOCAL which helped move Hawaii towards increased food security.

Project Approach

The eight retail events were conducted from June 22 - September 14, 2013 and were as follows:

- Saturday, June 22 – Whole Foods Store Kahala – 11 a.m. to 3 p.m.
 - 5 Seal of Quality products sampled:
 - Manoa Honey Company --honey
 - Hawaii Rainbow Bees --honey
 - Alii Kula Lavender -- lavender honey
 - Big Island Bees - honey
 - The Original Hawaiian Chocolate Factory -- chocolate
- Sunday, June 7 – Whole Foods Kailua – 10 a.m. to 2 p.m.
 - 4 Seal of Quality products sampled:
 - Coffees of Hawaii -- coffee
 - Manoa Honey Company -- honey
 - Alii Kula Lavender -- lavender honey
 - The Original Hawaiian Chocolate Factory -- chocolate
- Saturday, August 3 – Foodland Waimea, Big Island – 10 a.m. to 2 p.m.
 - 5 Buy Local, It Matters products sampled:
 - Hamakua Heritage Farm – mushrooms
 - Hamakua Springs Country Farms – tomatoes, bananas
 - Kona Dragon Fruit Farm – dragon fruit
 - Robb Farms – romaine lettuce

- Saturday, August 3 – Foodland Farms Lahaina, Maui – 10 a.m. to 2 p.m.
 - 5 Buy Local, It Matters products sampled:
 - Hamakua Heritage Farm -- mushrooms
 - Hamakua Springs Country Farms -- tomatoes
 - Sugarland Farms – sugar mini-watermelons
 - Kona Dragon Fruit Farm – dragon fruit
 - Hawaii Pineapple Company – sweet gold pineapple
- Saturday, August 24 – Foodland Farms, Aina Haina – 10 a.m. to 2 p.m.
 - 4 Buy Local, It Matters products sampled:
 - Sugarland Farms – sugar mini-watermelons, apple bananas
 - Aloun Farms – sunburst melon
 - Big Island Produce – keiki cucumbers
- Saturday, August 25 – Foodland Kapolei – 10 a.m. to 2 p.m.
 - 4 Buy Local, It Matters products sampled:
 - Hawaii Pineapple Company – sweet gold pineapple
 - Sugarland Farms -- watermelon
 - Aloun Farms -- zucchini
 - Kunia Country Farms – Manoa lettuce
- Saturday, September 14 – Foodland Waipouli, Kauai – 10 a.m. to 1 p.m.
 - 4 Buy Local, It Matters products sampled:
 - A&T Belmes – local oranges
 - Kona Dragon Fruit Farm -- dragon fruit
 - Sugarland Farms – sugar mini-watermelons
 - Hawaii Xing Long Farm – Okinawan purple sweet potatoes
- Saturday, September 14 – KTA Superstores Hilo, Hawaii – 10 a.m. to 1 p.m.
 - 2 Seal of Quality products sampled*:
 - Hawaiian Chip Company – taro and sweet potato chips
 - Hamakua Springs Country Farms -- tomatoes

The retail events included in-store demonstrations where the products were displayed, sampled, and offered for sale. Project staff set up tables throughout the store primarily in the produce department but specifically where the store management directed. Project staff promoted the product and were trained on the products being featured as well as what farms/manufacturers produced the products and were able to answer questions from the shoppers. The events were promoted via in-store announcements, social media and on site with banners and signs.

Approximately 13,500 consumers attended the events which was less than originally projected, however, the store management selected the locations and in at times, rather than select high traffic locations, opted for locations less trafficked to provide the store with customers in sections with less promotional support. The project staff felt this decreased the amount of consumers originally projected to attend. Project staff worked closely with the store marketing departments to coordinate with the in-store staff to ensure ample product quantities would be in stock for sell through of products demonstrated. The in-store retail staff in most cases made

strides to ensure the success of the event by placing products in high profile locations and offering special pricing and advertizing in advance of the product demonstrations. They also maintained the displays in those high profile locations beyond the product demonstrations dates to encourage further sales. In most cases the project staff were also able to secure placement of the “Buy Local, It Matters” and the EAST LOCAL promotional signage in advance, during and following demonstrations.

Goals and Outcomes Achieved

Goal: Conduct eight retail events to promote locally-grown specialty crop products
Performance Measure Present demonstrations and sampling to over 20,000 consumers on various islands across the state and inform them on the availability of the locally-grown specialty crop products.

Benchmark: Eight retail events were conducted as part of the 2009 project, however, attendance numbers were not part of the measurables. The benchmark will be set with this project.

Target Sales of the featured products will increase by 15 percent for the day of the week prior to the promotion when compared to the same day of the week after the promotion.

This performance measure was nearly met. Eight retail events were conducted where an estimated 13,500 consumers sampled the specialty crops featured. The overall 15 percent sales increase for the featured products was met.

Results are summarized below by event:

Saturday, June 22 – Whole Foods Kahala – 11 a.m. to 3 p.m.					
Estimated Customers 2,500					
	Alii Kula Lavender <i>honey</i>	Big Island Bees <i>honey</i>	Hawaiian Rainbow Bees <i>honey</i>	Original Hawaiian Chocolate Factory <i>chocolate</i>	Manoa Honey Company <i>honey</i>
15-Jun-13	\$0	\$40.96	\$387.85	\$0	\$101.91
22-Jun-13	\$94.95	\$214.79	\$200.43	\$158.76	\$159.86
% Change	+9400%	+424.38%	-48.32%	+158000%	+56.86%

Sunday, July 7 – Whole Foods Kailua – 10 a.m. to 2 p.m.				
Estimated Customers 2,000				
	Alii Kula Lavender <i>honey</i>	Coffees of Hawaii <i>coffee</i>	Original Hawaiian Chocolate Factory <i>chocolate</i>	Manoa Honey Company <i>honey</i>
30-Jun-13	\$15.99	\$157.70	\$10.99	\$71.21
7-Jul-13	\$56.97	\$200.43	\$273.70	\$77.68
% Change	+256.28%	+27.09%	+2390.44%	+9.08%

Saturday, August 3 – Foodland Waimea, Big Island – 10 a.m. to 2 p.m.					
Estimated Customers 1,500					
	Hamakua Heritage Farm <i>mushrooms</i>	Hamakua Springs Country Farms <i>tomatoes</i>	Hamakua Springs Country Farms <i>bananas</i>	Kona Dragon Fruit Farm <i>dragon fruit</i>	Robb Farms <i>romaine lettuce</i>
27-Jul-13	23 units	47 units	2195 units	35 units	483 units
3-Aug-13	51 units	43 units	2157 units	83 units	381 units
% Change	+121.73%	-8.5%	-1.73%	+137.14%	-21.11%

Saturday, August 11 – Foodland Farms Lahaina, Maui – 10 a.m. to 2 p.m.					
Estimated Customers 500					
	Hamakua Heritage Farm <i>mushrooms</i>	Hamakua Springs Country Farms <i>tomatoes</i>	Sugarland Farms <i>Sugar mini-watermelons</i>	Kona Dragon Fruit Farm <i>dragon fruit</i>	Hawaii Pineapple Company <i>sweet gold pineapple</i>
27-Jul-13	13 units	54 units	101 units	50 units	1,067 units
11-Aug-13	13 units	51 units	0 units	49 units	1,091 units
% Change	0%	-5.55%	-100%	-2%	+2.25%

Saturday, August 24 – Foodland Farms, Aina Haina– 10 a.m. to 2 p.m.				
Estimated Customers 2,000				
	Sugarland Farms <i>Sugar mini-watermelons</i>	Hawaii Pineapple Company <i>Sweet gold pineapple</i>	Sugarland Farms <i>Apple banana</i>	Big Island Produce <i>Keiki cucumbers</i>
17-Aug-13	419 units	1,707 units	904 units	28 units
24-Aug-13	1,066 units	764 units	1,186 units	34 units
% Change	+154.41%	-55.24%	+31.9%	+21.42%

Sunday, August 25 – Foodland Kapolei – 10 a.m. to 2 p.m.				
Estimated Customers 2,000				
	Hawaii Pineapple Company <i>Sweet gold pineapple</i>	Sugarland Farms <i>watermelons</i>	Aloun Farms <i>zucchini</i>	Kunia Country Farms <i>Manoa lettuce</i>
18-Aug-13	543 units	1,115 units	96 units	15 units
25-Aug-13	296 units	1,058 units	111 units	31 units
% Change	-45.48%	-5.11%	+15.62%	+106.66%

Saturday, September 14 – Foodland Waipouli, Kauai – 10 a.m. to 1 p.m.				
Estimated Customers 1,200				
	A&T Belmes <i>Local orange</i>	Kona Dragon Fruit Farm <i>Dragon fruit</i>	Sugarland Farms <i>Sugar mini- watermelons</i>	Hawaii Xing Long Farm <i>Okinawan Sweet Potato (White Skin)</i>
7-Sept-13	0 units	2 units	875 units	48 units
14-Sept-13	23 units	30 units	729 units	85 units
% Change	+2300%	+1400%	-16.68%	+77.08%

Saturday, September 14 – KTA Superstores Hilo, HI – 10 a.m. to 1 p.m.		
Estimated Customers 1,800		
	Hawaiian Chip Company <i>Taro/sweet potato chips</i>	Hamakua Springs Country Farms <i>tomatoes</i>
7-Sept-13	1 unit	14 units
14-Sept-13	13 units	23 units
% Change	+1200%	+64.28%

Beneficiaries

The beneficiaries of this project included the Hawaii consumers that took advantage of the opportunity to sample new and different products, learn new recipes and purchase often at reduced prices. The retailers benefited by attracting consumers to the retail promotions that offered sampling and demonstrations that created excitement and increased sales. The 20 farmers and producers of the locally-grown specialty crops benefited by the promotion of their product through this project that increased awareness and sales during the period monitored.

Lessons Learned

Retail promotions should solicit the support of the grocery and store managers as well as the marketing departments. Often the marketing staff are enthusiastic about retail promotions that bring consumers into the stores, however, the front line managers and staff are tasked to do the extra work involved. : Obtaining sales reports in a timely manner from store managers invariably proved to be a challenge due their many tasks and responsibilities.

Additional lessons learned were collected from the participants via a voluntary survey. Some of the comments follow:

Store chains frequently expressed interest in repeating particular items, posing a challenge to the goal of introducing new items to the demonstration schedule. Items we observed that were preferred by store staff included Sweet Gold Pineapple, Hamakua Mushrooms, Hamakua Cocktail Tomatoes, and various honeys were repeatedly requested (Note: SOQ honey products were requested by Whole Foods Kahala and Whole Foods Kailua as our in-store demonstrations coincided with the stores' Honeybee Awareness Project. The effort, in coordination with UH

Manoa, included various in-store events educating consumers on honeybee's during the months of June and July. These events resulted in strong honey sales during this period.) Though efforts were made to diversify product samplings, it did prove to be a challenge as stores were likely to prefer incorporating produce and products for sampling with greater profit margins.

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Digital Content Development for Applied Nutrition Education with Hawaii Specialty Crops

Final Report

Project Summary

The goal of the project was to create digital content (photos of Hawaii Specialty Crops, preparation instructions for Hawaii fruits and vegetables, a cooking manual) for health educators, teachers, community workers and parents to use in nutrition and culinary education as a way to promote consumption and utilization of healthy high quality Hawaii-grown food products.

The digital content developed in this project has been requested by organizations involved in obesity prevention and nutrition education for staff training as well as educational material, (1) for instructions that the trainees, teachers, or parents can refer to on their computer and electronic note pads, (2) for classroom illustration when the seasonal products are not available, (3) for community based nutrition education during afterschool or summer programs.

Non-specialty crops included in the websites referenced in this report were funded through cash and in-kind contributions from partner agencies noted within the report. Specialty crop funds were used to solely enhance the competitiveness of specialty crops.

Project Approach

1. Research and development of nutrition and culinary educational content for utilizing Hawaii specialty crops was conducted with the Kapiolani Community College (KCC) culinary instructors who have been involved in healthy cooking initiatives, and a registered dietitian. Input was obtained from staff of the organizations who serve the intended end users. The KCC coordinator of this project is also a member of the Advisory Committee for the Hawaii 5210 Obesity Prevention Initiative, the Teen Nutrition Network for community organizations serving SNAP eligible populations. Staff from the YMCA, Hawaii public schools (elementary and middle schools primarily), private schools (Sacred Hearts Academy, Mid Pacific Institute), all provided input as to the type of material needed for their education programs.
2. The research and development of the culinary education instructions for cooking methods and recipes preparation, sanitation, and food safety for preparing Hawaii specialty crops was conducted in conjunction with the activities funded by a Hawaii Department of Health SNAP Ed training grant for community organizations. Through two cohorts of trainees, 24 each attending six sessions of hands-on applied nutrition culinary workshops, recipes were tested and information were solicited from among the trainees regarding the types of Hawaii specialty crops that the general public found most difficult to use, or need more knowledge of, in order to produce healthy meals in homes and food services. Green leafy vegetables are identified as the product that many consumers do not know how to utilize properly, for the following reasons: (1) not knowing how best to utilize the many varieties of Asian and bitter greens when they try to make purchase decision or planning for their meals (2) they tend to overcook the vegetables. Thus the project staff placed more emphasis on

illustrating the different forms of leafy greens in photos and developing recipes and cooking instructions for easy to do home style cooking methods (sauté, poaching, steaming).

3. Pilot testing of the recipes and the preparation methods were conducted through the above mentioned SNAP-Ed training sessions for health educators, and professionals. Recipes and modified preparation steps for children and teens were tested at the YMCA youth programs, and DOE elementary and middle schools through the 21st Century Community Learning Centers programs to test applicability and age appropriateness.
4. Revision of material: As a result of the research, development and pilot testing process, some specialty crops are selected to receive more coverage in the content, such as the green leafy vegetables, tomatoes. One specialty crop, Hawaii grown vanilla beans, was eliminated as it is hard to find in most markets, are considered too expensive for most consumers, and have little application values for home cooks.
5. The resulting format, photo image edits and video clips developed are designed to offer the most applicable educational usage for the educators. Cross sections of fruits are shown, as teachers indicated that many children do not eat fresh fruits and have not seen the insides of local grown fruits. Wide shots and close ups of images are included in the final photo library for easy cropping as well as immediate use, as it became apparent that teachers in different schools have a wide range of computer capabilities.

Goals and Outcomes Achieved

1. Digital content developed:
 - a. 215 digital images of Hawaii specialty crops (fruits, vegetables, and herbs) with whole product and cross section views. Some shots of fruits and vegetables in the fields are included as it is found to be important to illustrate how some crops are grown in nature. This exceeds the 200 images originally planned.
 - b. 175 step-by-step photos of food preparation photos, including methods for peeling, breaking down whole fruits, cutting and chopping, slicing, fine chopping, assembling of easy to do recipes for children, and illustrative recipes that highlight certain cooking methods. This exceeds the 150 images originally planned.
 - c. 30 minutes of 30 short video clips of food preparation, fabrication and cooking methods. (The length of the video clips vary, and the end results is 30 instead of 50 video clips as planned.)
2. "Cooking up A Rainbow" Manual: A cooking manual in PDF format with 9 chapters was produced. The content bridged the gap between the nutrition information already published and the application of such information in meal planning, food preparation and cooking. This manual is intended to be a continuous "work in progress", amenable for additions and adjustment according to the changing community needs when additional funding is available. The instructions are organized in bullets or paragraphs of "teachable concept" or actionable steps. The emphasis is on the practicality of using Hawaii specialty crops in creating healthy and tasty meals. Creating flavors and preserving nutrients are the

primary strategy in healthy cooking. The manual highlights the benefits of using Hawaii grown produce because of their freshness, high quality, vibrant colors, variety, and nutritional value. One chapter, “Organizing Your Meals” is dedicated to explaining how to apply the “My Plate” concepts in cooking and meals planning. The chapters include:

- Chapter 1. Preface and Overview – *How to use this Manual*
- Chapter 2. Starting Points – *The Philosophy and Values of Cooking Up A Rainbow*
- Chapter 3. Planning for Cooking – *What, and how, to prepare before you cook*
- Chapter 4. Shopping & Storing – *Fresh and Safe All the Way*
- Chapter 5. Choosing Ingredients – *What to cook? How to decide?*
- Chapter 6. Organizing Your Meals – *There’s a Place for Everything*
- Chapter 7. Creating Flavors – *Bringing out the Best from the Freshest Ingredients*
- Chapter 8. Cooking Methods – *The Key to Understanding and Mastering Recipes*
- Chapter 9. Knife Skills & Safe Handling – *Skilled and Safe Knife Work protects You and Others, and make you a better cook.*

3. Distribution of the healthy cooking manual and digital photos and videos as educational and training resources on healthy eating for educational programs and free download: DVDS of the digital content have been sent to the beneficiary organizations (see Beneficiary section) for educational use and posting on their websites. The ultimate usage is subject to approval by the respective organization’s web master and plans for their site for which KCC has no control. All the partner beneficiary organizations have stated they will use the material and will post parts of the content at different times for download or incorporate them into their web pages.

The deliverables for the Specialty Crops Digital Content Development project were the photos, videos, cooking manuals, and recipes that promote Hawaii Specialty Crops. Given the scope and budget of this project, the research and development of the recipes were funded by other grants that allowed the project manager to test the recipes to a wider sector community and created healthy recipes where non-specialty crops ingredients were used in conjunction with Hawaii specialty crops. Recipes that only contain specialty crops would limit the appeal of those recipes, and thus the promotional value, to vegetarians and vegans. Herbs, in and of themselves, are difficult to promote and include in recipes without other ingredients to demonstrate their value in flavoring protein products. Expenses for non-specialty crop ingredients used in recipes were covered by matching funds from the partner organizations listed in the Beneficiaries section.

The impact of the project was that the digital content will be widely utilized and disseminated through the following distribution channels targeting end users in schools, community organizations for youth and family activities, and parent organizations (PCNC, PTAs etc.). Dissemination of the content will be through (1) Incorporation into the partner organizations’ program, (2) posted on the organizations' website, (3) distribution of hard copies for staff training and program implementation:

- KCC Culinary Arts Program website — Healthy and Wellness webpage. Target users: general public, food enthusiasts, culinary students. Website posting.
- Hawaii Department of Education Team Nutrition project. Target users: teachers, parents facilitators, students
- The YMCA Food & Fun Program manual and program hand-outs. Target users: YMCA youth workers, YMCA youth program participants.
- Hawaii 5210 campaign material and website Hawaii5210.org. Target users: physicians, health educators, parents, teachers, general public.
- SNAP-Ed nutrition education and social marketing program material. Target users: low income families receiving SNAP-Ed nutrition education.
- Kaho'omiki — Hawaii Council on Physical Activity and Sports, organizer of "Fun 5" training for A+ Afterschool program staff statewide.
- Kokua Hawaii Foundation, 'Aina In School program. Target users: edible school garden educators, school project coordinators, students.
- Hawaii Association of Independent Schools. Target recipients: teachers and parents.

GOAL 1: The development of digital nutrition education content of photo images and videos of Hawaii grown specialty crops will enable educators, youth workers, and adults who work with children to increase their knowledge of Hawaii specialty crops.

PERFORMANCE MEASURE 1: A survey will be developed and administered (on-line and/or distributed through their organizations) to educators and trainees who have received the set of digital content in their training or nutrition education material.

TARGET 1: 70 percent of students/trainees will report an increase in knowledge of Hawaii specialty crops as a result of attending the training using the digital content developed by this project.

A survey was developed (included below) and was given out to participants of healthy cooking and applied nutrition workshops and classes through partner organizations that implement those programs. These organizations were give copies of the digital content DVDs developed through this project to be incorporated into their program content. The objective was to use the survey as an instrument for pre- and post-testing to measure the gain in knowledge of Hawaii Specialty crops and their utilization. Results of the survey:

- Results form only one program (“NEW Keiki” – an obesity intervention program in partnership with Kapiolani Women and Children Medical Center and the YMCA) was obtained for the pre-test – of the 49 specialty crops listed, more than 50 percent of the participants have knowledge of less 50 percent of the crops listed and their usage.
- Many participants, as well as program staff found the list “overwhelming” - a direct quote.
- As KCC does not have direct access to the end users, we have to rely on partner organizations to implement the surveys. We were not able to obtain pre- and post-test results (1) because of the duration of the limited duration of the Digital Content Development Project grant, (2) because the staff in the partnership programs were not able to find time to implement another mid-program survey.

- KCC trainers and chef instructors who were involved in some of these programs reported that they were successful in showing some participants how to utilize a few of the products on the list. NEW Keiki program staff did report change in cooking and eating patterns in all participants.

We need your help in answering the following questions so as to better understand your learning needs of parents in relations to healthy cooking.

- 1. Which of the following vegetables and fruits do you cook with most often?
(Rate on a scale from 1 to 3. 1= least often, 2= from time to time, 3= most often)**

<input type="checkbox"/> Avocado	<input type="checkbox"/> Baby Bok Choy	<input type="checkbox"/> Basil
<input type="checkbox"/> Banana	<input type="checkbox"/> Carrot	<input type="checkbox"/> Cilantro
<input type="checkbox"/> Blueberry	<input type="checkbox"/> Mustard Greens	<input type="checkbox"/> Dill
<input type="checkbox"/> Breadfruit	<input type="checkbox"/> Okra	<input type="checkbox"/> Ginger
<input type="checkbox"/> Coconut	<input type="checkbox"/> Onion	<input type="checkbox"/> Thyme
<input type="checkbox"/> Lychee	<input type="checkbox"/> Peppers	<input type="checkbox"/> Mint
<input type="checkbox"/> Macadamia	<input type="checkbox"/> Kale	<input type="checkbox"/> Parsley
<input type="checkbox"/> Mango	<input type="checkbox"/> Cucumber	<input type="checkbox"/> Chili Pepper
<input type="checkbox"/> Papaya	<input type="checkbox"/> Lettuce	<input type="checkbox"/> Arugula
<input type="checkbox"/> Passion Fruit/Lilikoi	<input type="checkbox"/> Pumpkin	<input type="checkbox"/> Rosemary
<input type="checkbox"/> Pineapple	<input type="checkbox"/> Sweet corn	<input type="checkbox"/> Sage
<input type="checkbox"/> Strawberry	<input type="checkbox"/> Sweet potato	<input type="checkbox"/> Vanilla
<input type="checkbox"/> Melons	<input type="checkbox"/> Swiss chard	<input type="checkbox"/> Honey
<input type="checkbox"/> Asparagus	<input type="checkbox"/> Taro	<input type="checkbox"/> Watercress
<input type="checkbox"/> Beet	<input type="checkbox"/> Tomato	<input type="checkbox"/> Watermelon
<input type="checkbox"/> Broccoli	<input type="checkbox"/> Turnip	<input type="checkbox"/> Won bok cabbage
<input type="checkbox"/> Choy sum		

- 2. Which of the following vegetables and fruits do you find difficult to cook with, but would like to use?
(Rate on a scale from 1 to 3. 1= Easy 2= Moderately easy 3= difficult)**

<input type="checkbox"/> Avocado	<input type="checkbox"/> Baby Bok Choy	<input type="checkbox"/> Basil
<input type="checkbox"/> Banana	<input type="checkbox"/> Carrot	<input type="checkbox"/> Cilantro
<input type="checkbox"/> Blueberry	<input type="checkbox"/> Mustard Greens	<input type="checkbox"/> Dill
<input type="checkbox"/> Breadfruit	<input type="checkbox"/> Okra	<input type="checkbox"/> Ginger
<input type="checkbox"/> Coconut	<input type="checkbox"/> Onion	<input type="checkbox"/> Thyme
<input type="checkbox"/> Lychee	<input type="checkbox"/> Peppers	<input type="checkbox"/> Mint
<input type="checkbox"/> Macadamia	<input type="checkbox"/> Kale	<input type="checkbox"/> Parsley
<input type="checkbox"/> Mango	<input type="checkbox"/> Cucumber	<input type="checkbox"/> Chili Pepper
<input type="checkbox"/> Papaya	<input type="checkbox"/> Lettuce	<input type="checkbox"/> Arugula
<input type="checkbox"/> Passion Fruit/Lilikoi	<input type="checkbox"/> Pumpkin	<input type="checkbox"/> Rosemary
<input type="checkbox"/> Pineapple	<input type="checkbox"/> Sweet corn	<input type="checkbox"/> Sage
<input type="checkbox"/> Strawberry	<input type="checkbox"/> Sweet potato	<input type="checkbox"/> Vanilla

- | | | |
|------------------------------------|--------------------------------------|--|
| <input type="checkbox"/> Melons | <input type="checkbox"/> Swiss chard | <input type="checkbox"/> Honey |
| <input type="checkbox"/> Asparagus | <input type="checkbox"/> Taro | <input type="checkbox"/> Watercress |
| <input type="checkbox"/> Beet | <input type="checkbox"/> Tomato | <input type="checkbox"/> Watermelon |
| <input type="checkbox"/> Broccoli | <input type="checkbox"/> Turnip | <input type="checkbox"/> Won bok cabbage |
| <input type="checkbox"/> Choy sum | | |

Any other (please specify)? _____

3. How often do you cook at home each week? (check one):

0-1 days 2-4 days 5-6 days

4. What kind of healthy dishes would you like to learn how to cook?

- | | | |
|---|-----------------------------------|--|
| <input type="checkbox"/> Soups | <input type="checkbox"/> Stews | <input type="checkbox"/> Stir fry |
| <input type="checkbox"/> Casseroles | <input type="checkbox"/> Pasta | <input type="checkbox"/> Snacks |
| <input type="checkbox"/> Pot luck dishes | <input type="checkbox"/> Salads | <input type="checkbox"/> Rice dishes |
| <input type="checkbox"/> Breakfast dishes | <input type="checkbox"/> Desserts | <input type="checkbox"/> Vegetables dishes |

Any other (please specify)? _____

Please give some specific examples:

5. What other aspects of cooking healthy do you find difficult? Please specify:

Please e-mail your answers to: leungdan@hawaii.edu

Thank you! This will help us develop better parent education material and programs for the future.

GOAL 2: The development of accompanying recipes and cooking methods will increase the utilization of Hawaii specialty crops by educators, youth workers, and adults who work with children.

PERFORMANCE MEASURE 2: A survey will be developed and administered (on –line and/or distributed through their organizations) to educators and trainees who have received the set of digital content in their training or nutrition education material.

TARGET 2: 70 percent of educators, youth workers and adults who work with children will report an increased usage of Hawaii specialty crops in their programs.

Partner organizations that were given the digital content developed were not able to identify which staff had actually utilized the material, and thus unable to implement the survey.

Lessons learned from this goal and recommendations for future programs:

- Promotion, marketing and community education for Hawaii specialty crops need to be segmented according to categories (leafy greens, roots vegetables, fruits etc.), types of end users (children and teens, family cooks, food service chefs etc.)
- Hands-on teaching/learning of meals preparation and cooking is the only way to change consumer behavior, but these programs take time to implement and produce results.
- Adequate funding needs to be provided to create the network of educators and programs that can reach the target consumers and to implement hands-on interactive programs to learn to utilize specialty crops.

Beneficiaries

The partner agencies benefited from the content created by this project by being able to post the digital information on their websites.

1. The Kapiolani Community College Culinary Arts website posted photos, pdf of the cooking manual and links to the video clips on <http://culinary.kapiolani.hawaii.edu/cooking-up-a-rainbow/>
2. Posting on the Hawaii 5210 website <http://hawaii5210.org/> (10,000+ visits total in 2012) recipe page <http://www.hawaii5210.org/pages/recipes> as a free resource for parents, teachers and health professionals. Hard launch to members of the Hawaii 5210 initiatives headed by the University of Hawaii Medical School Pediatrics Department. Three of the Hawaii leading medical insurance service providers – HMSA, Kaiser Permanente, and University Health Alliance are members of the initiative and will be utilizing the material developed.
3. Cooking instruction video clips are posted on the “Live Better Together”, a social marketing website sponsored by the Hawaii Department of Health’s SNAP-Ed program network. <http://livebettertogether.org/cooking.html>

Recipes developed by this project are posted on the Hawaii Nutrition Network’s Live Better Together site: <http://hawaiinutritionnetwork.org/resources/healthy-recipes/> through the “Cooking up A Rainbow” link.

<http://hawaiinutritionnetwork.files.wordpress.com/2012/02/cooking-up-a-rainbow.pdf>

4. Hawaii Department of Education Team Nutrition project – targeted 16 schools (with 200 + students in each school) in 2013-14 for creation of wellness team, training parent facilitators and teachers, and interactive classroom nutrition education and food preparation activities using Hawaii specialty crops. KCC was awarded the Team Nutrition Grant and will have the cooperation of the Hawaii DOE to implement training and ensure usage of the content, including the assistant superintendents of two school complexes on the Windward side of Oahu. KCC will be conducting applied nutrition education and training teachers and facilitators at the schools' Parent Community Networking Centers (PCNC) using the cooking manual as the curriculum for teachers and parent facilitators training. The Team Nutrition grant includes funding to convert the material developed by the Hawaii Specialty Crops Digital Content project into an e-book with interactive features, plus an additional 60 minutes of video clips.

Hard copies have been disseminated to the Team Nutrition program participating schools: Kuhio Elementary School, Waialae Elementary School, Laie Elementary School, Sunset Elementary School. Kaimuki Middle School reported posting the material in its school intranet for teachers' resource (but not open to the public).

Hawaii DOE schools blocked access to Youtube so teachers are not able to access the videos through the internet. Hard copies are given to schools that request the material for teachers' use.

5. Hard copy dissemination to Kaho'omiki "Fun Five" program: training for 1,000 A+ Afterschool program staff statewide. Trainings are scheduled for late August 2013 and February 2014, with the potential of 18,000 children in the A+ programs exposed to the images of Hawaii specialty crops produced through afterschool nutrition education activities.
6. Hard launch to schools, community organizations and obesity intervention programs:
 - a. KCC will be conducting train-the-trainer applied nutrition and culinary education on healthy cooking for community health clinics, youth organizations, and health educators in the Teen Nutrition Network and organizations serving SNAP eligible populations through the continuation of a SNAP Ed grant ending June 2014. All participating organizations have received digital copies of the cooking manual as part of the training material. These organizations include: The YMCA of Honolulu, Susannah Wesley Community Center, Palama Settlement, Kokua Kalihi Valley Comprehensive Family Services (community health clinic), Kalihi Palama Health Center, Parents and Children Together (PACT).
 - b. KCC is currently a partner in the NEW Keiki (Kids) program for children undergoing weight management treatment at the Kapiolani Women and Children's Medical Center, and the YMCA of Honolulu. Three cohorts of 16 families each are going through the program that includes healthy cooking workshops for parents. The team of pediatrician,

- registered dietitian, lifestyle coach, physical trainer and culinary instructor will be using the material for the program.
- c. KCC has been invited to consult for the Mid Pacific Institute to develop and implement a 9th Grade elective on Sustainability and Health, which includes creating vertical edible gardens, planting ingredients for the creation of healthy menus. The students will receive culinary training from KCC's instructor and will participate in a cook-off of healthy recipes utilizing produce grown in their edible garden. The material developed in this project will be adapted for the classroom curriculum for the menu development and culinary training.
7. Parents and home cooks: while this project does not have direct access to many of the target beneficiary, it is expected that the meals planning instruction developed in this manual will help parents to make better choices in selecting local products, and finding affordable sources and vendors. Cost of Hawaii grown produce is a frequently cited major concern for home cooks. More efficient usage of the product, plus ideas of utilizing the whole product including the stems of green leafy vegetables, and planning better to incorporate left-overs will help families stretch their budget.
 8. The digital content developed by this project was shared with The Honolulu Theatre for Youth to use in their April 2014 production, "GRINDS: The Story of Local Food in Hawaii" to be performed to over 20,000 elementary school students as well as to the public.

Lessons Learned

While fruits are the easiest to generate interest among children, vegetables also proved to be less of a challenge than expected provided that the children are involved in the preparation (from washing to cutting, peeling, mixing of dressings and sauces, to assembling the final recipe.) The pilot testing shows that children are more likely to eat the fruits and vegetables when they have ownership of the process.

Frequently the parents that have aversions to certain fruits and vegetables are found to be the ones who influence the children's decision in their food choices. More than once parents are surprised that their children enjoyed fruits and vegetables that they dislike – including Romaine lettuce, green beans, tomatoes, kale and chards. (Parents are invited to some of the sessions at the YMCA and DOE school programs to observe their children's achievements).

The recommendation for future program development – targeting children and creating more opportunities to utilize the community network or organizations to create and implement programs to introduce farm produce to schools and afterschool activities.

Video capture of cooking process proved to be more difficult than anticipated – primarily due to the smoke and steam coming from the cooking and difficulty in getting the proper lighting for the food being cooked. Due to the limited budget in this project, it was not possible to do multiple shoots or re-shoot, or utilize a more elaborate set up of multiple cameras. Some of

the video images planned that were not successfully produced will be redone using funding from the above mentioned Team Nutrition grant.

Posting of the material has proven to be a challenge due to the size of the files and content (totaling 2 GB). Many non-profit organizations do not have the staffing to manage posting the material on their site, and prefer hard copies. The Department of Education has a strict protocol for posting non-DOE material on their site, so posting of the “Cooking up a Rainbow” material is limited to their individual school’s intra-net for internal resource and usage.

Considering the difficulty that project staff experienced with having participants respond to the survey that was included in Goal 1 and Goal 2, some of the lessons learned in attempting to fulfill these expected measurable outcomes are listed:

1. Project staff learned the importance of allocating an adequate amount of grant funds in addition to program costs to fund the data collection and outcome measures. The data collection should consider the additional costs of staffing to manage the survey process and to process data that may be beyond the skills of the program staff.
2. Project staff learned that having written agreements and expectations for the entities they are dependent on to perform the work of distributing and collecting surveys is important. The entities that agree to perform the work need to allocate adequate time, staff and budget to collect data for outcome measures.
3. Project staff concluded that the most effective intervention in increasing consumption of agricultural products is teaching and training consumers how to prepare, cook, and utilize the products through hands on programs. This would be implemented through having home cooks, family food producers, as well as commercial and professional food producers and processors teach and train consumers. The lesson learned is that using a survey to measure increased consumption resulting from resources such as videos, recipes, and printed materials, was not a good vehicle to determine increased consumption and would suggest using the number of training sessions, the number of consumers who participated or the number of downloads and/or clicks on the video and recipe links as the performance measure.
4. Duration of the grant period should determine what is feasible. In order to obtain results in terms of change in consumer behavior (shopping, utilization, cooking, eating) in relation to specialty crops, the survey preparation, execution and survey collection time should be determined and compared to the timeline of the project to confirm if the time of performance should be extended.

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FOODEX Japan 2013

Final Report

Project Summary

The project was conducted to continue the exposure and sales of Hawaii fresh and processed specialty crop products in the Japan market via two booths at FOODEX Japan 2013 through the promotion of products that were successful in previous trade shows and the promotion of additional products to buyers that visit FOODEX Japan 2013.

For Hawaii specialty crop producers, Japan has been and continues to be the number one export market and participating in a trade show in Japan has demonstrated success as an activity to create new contacts between buyers/distributors and Hawaii specialty crop producers and to increase actual sales numbers. However, the cost of participating in a trade show in Japan can be prohibitive for specialty crop producers because the cost of the booth space, booth furnishings, travel, shipping, and labor rises each year, making it difficult for Hawaii companies to take advantage of the trade show opportunity. This project mitigated those financial challenges by providing two booth spaces at FOODEX Japan Trade Show, the largest food trade show in Asia, and allowed companies to share the space and made it possible to promote their products at the show. There was a similar project conducted in February 2012 at Tokyo Gift Show that successfully introduced seven Hawaii specialty crops to the Japan market. Since FOODEX Japan Trade Show specialized in food products, this trade show was selected to promote Hawaii specialty crop products. As a result, 11 specialty crop producers were able to showcase their specialty crop products in the two booth spaces at FOODEX Japan Trade Show to increase their sales in the Japan market.

The State of Hawaii Dept. of Agriculture sponsored a two booth specialty crop product section at FOODEX Japan 2013 which was held at the Makuhari Messe Exhibition Center in Chiba, Japan from March 5 through March 8, 2013. Billed as the largest Food Exhibition in Asia, the visitor count for the 2013 event was reported at 71,536 paid registered visitors over the 3 day period.

The Hawaii Specialty Crop section included product displays, sampling, and sales information for the qualified products. The design theme of the section was set up as a Hawaii Country Store which conveyed a rustic yet natural atmosphere. The section was divided into a front counter and display area and a hidden food and sampling preparation area behind the displays. Food and sampling preparation included pineapple, papaya, and Hearts of Palm cutting as well as work area for maintaining samples of finished goods such as dry roasted macadamia nuts, and dried Hawaiian fruits. A light kitchen/grill area was also set up to prepare taro based items such as Taro Pancakes served with Hawaiian Lehua honey. The inclusion of the fresh food preparation and cooking enhanced the appeal of the Hawaii section to visitors and proved to be a major factor in drawing foot traffic to the area.

Project Approach

A contractor was selected via the Request for Proposals process to conduct this project, titled, "FOODEX Japan 2013". FOODEX Japan 2013 took place at the Makuhari Messe Exhibition Center in Chiba, Japan from March 5 – 8, 2013.

- Time of performance -- February 15, 2013 to October 31, 2013.
- Scope of work included the coordination of two booths at FOODEX Japan 2013 on behalf of the HDOA, where 11 Hawaii companies promoted their specialty crop products
- Measurable outcome was to increase sales of the specialty crop products by 15 percent when comparing sales transactions to Japan six months prior to the trade show to the sales realized in the six months following. FOODEX Japan 2013 did not permit on-site sales. The sales will be reported through the distributors of the products and not dependent on the individual companies, which has been unreliable in the past. Sales results for the 11 participating companies and the specialty crop products they produce are shown below.

Coordination with the Importer/Distributor in Japan was important in order to ensure that the specialty crop items were available for immediate sales and delivery to the buyer. Utilizing a newly devised internet based contact management and sales order system, the potential buyers transacted sales purchases and inquiries in real time from the exhibition floor. This immediate response system proved to be a key factor in improving the overall performance and sales for the presented items. One key element was the ability to log and track all buyer inquiries in real time which resulted in buyers having the requested information delivered to them by e-mail within a three hour period. In most cases, this meant that buyers received follow up information s and ordering information by e-mail prior to their return to their offices that same day.

Goals and Outcomes Achieved

The overall performance of the Hawaii section exceeded expectations. Due to the quick response system that was utilized at this event, the Japan importer reported successfully contacting over 200 companies that visited the Hawaii booths. Through this project, the Importer/Distributor reported closing sales transactions with over 20 percent of the contacts made at FOODEX Japan 2013 and is currently in negotiations with an additional 20 percent of the contacts for potential future sales.

Sales six months prior compared to actual sales six months after increased 17 percent!

Company <i>specialty crop</i>	Sales (\$) Six Months prior to FOODEX Japan 2013	Projected Sales (\$) immediately after FOODEX Japan 2013	Actual Sales (\$) Six Months after FOODEX Japan 2013
Hamakua Macadamia Nut Co. <i>Macadamia nuts</i>	190,000	235,000	183,000
Haliimaile Pineapple Company <i>Maui gold pineapple, fresh</i>	6,000	8,000	13,600
HPC Foods	2,000	6,000	12,040

<i>Taro powder</i>			
Hawaiian Chip Company <i>Taro, sweet potato chips</i>	5,000	8,000	13,200
Wailea Agriculture <i>Hearts of palm, fresh</i>	2,500	3,000	2,590
Coscina Coffee <i>Coffee</i>	17,000	27,000	12,160
Hawaiian Fresh Products <i>Papaya, fresh</i>	7,000	10,000	27,100
Kahala Fresh <i>Dried fruits</i>	NO SALES HISTORY	1,000	950
Maui Preserves <i>Preserved fruits</i>	NO SALES HISTORY	1,000	880
Benny Farms <i>Maui onions</i>	NO SALES HISTORY	10,000	2,400
Big Island Bees <i>Honey</i>	15,000	20,000	17,730
TOTALS	244,500	329,000	285,550

The anticipated sales for Benny Farms Maui Onion products for 2014 will increase with the confirmation that the Calbi snack food manufacturer in Japan has committed to a 2,000 pound Maui Onion shipment as part of a new product development program.

Beneficiaries

The 11 companies and the specialty crops they promote benefited from this project. The companies are from four islands – Hawaii Island, Maui, Molokai and Oahu and brought attention to the diversity and quality of fresh and processed specialty crops available to consumers in Japan, which will benefit Hawaii producers in the future. The companies that benefited source products from over 25 farmers and producers statewide.

Lessons Learned

Future projects involving trade shows should consider increasing the number of trained sales staff on the show floor. The project staff noted that for two booths, there were three to four sales people on the floor at any given time but during heavy visitor traffic periods this number of sales staff was inadequate to meet the buyer demand. It is suggested that the number of sales floor staff personal be increased to five or six for future FOODEX events in order to fully service the interested buyers.

It was also noted that the food and sampling preparation area were in constant use and during busy periods was not able to keep up with the buyer demand for product samples. Though there is a conscious effort to control sampling amounts during the course of the event, the lack of preparation space did hinder some of the fresh sample handling. This was especially true for the Papaya, Pineapple, and Hearts of Palm items which needed to be fresh cut just prior to serving.

Regarding measuring sales, the currency traded should be used to report sales due to fluctuations that could affect the sales figures reported.

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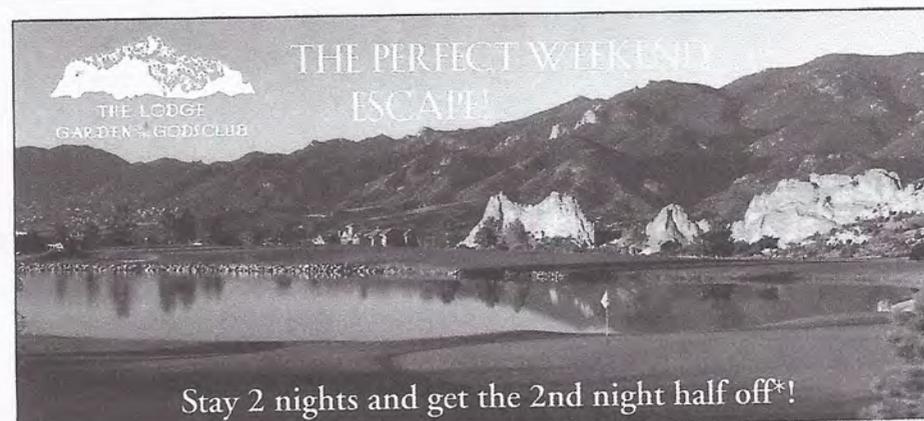
APPENDIX 2 SCAJ 2011 Hawaii Coffee Association booth



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Certified Chain of Custody

off some of those extra beer calories in the Husslehoff 5K Run, September 17. Lederhosen and dirndl costumes are willkommen.

Long Dog Derby and Costume Contest: Hot Dog! September 25, from Little Links (puppies) to Senior Schnitzels (10 yrs plus), Denver's Long Dog Derby will determine the city's fastest dachshund. Don't have a dachshund? Keine angst, the costume contest is open to all breeds. Registration, 10 a.m., race starts at noon.

Colorado Craft Beer, the American Dream

In a recently released documentary, Colorado was named the "Napa of Beer." The movie *Beer Culture*, is a feature length documentary about the Colorado craft beer industry as a heady, foamy driving force in the economic growth of America. The film features Colorado breweries like Left Hand Brewing Co. and Oskar Blues in Longmont, Upslope in Boulder and Wynkoop in Denver.

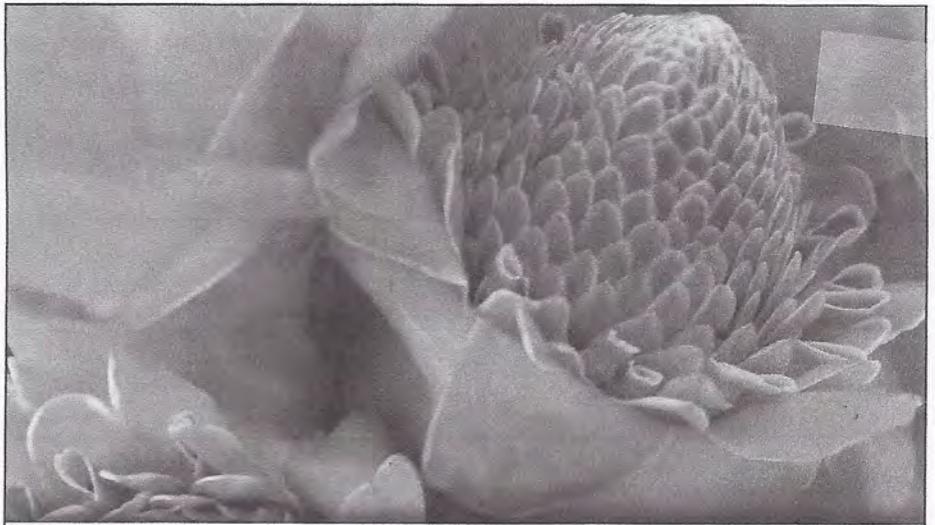
It's the story of how Colorado's liquor laws were adopted to keep the mob out of liquor sales, but now the liquor laws keep big business out of the small, independent liquor retail market, which helps hold the state up in a sagging economy. "Craft beer is the perfect metaphor for the American Dream," said Governor John Hickenlooper in the movie. The movie is written and directed by Denver's Thomas Kolicko. Buy copies at: companybe.com/beerculture/



{click sip}

Beer & Bratwurst Pairing

Denver Life corralled a group of taste testers to come up with some creative bratwurst recipes and match them with their perfect beer soul mate. Go to denverlifemagazine.com for recipes and Colorado beer pairing.

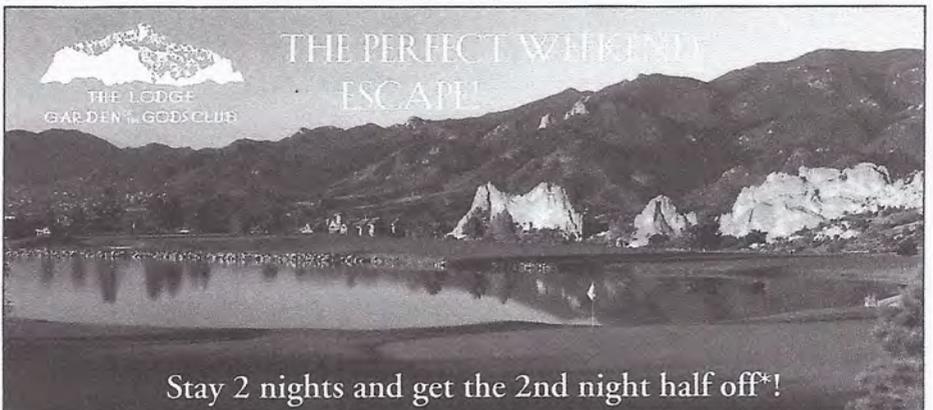


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on for our clients, if we have to," says Dr. Wolk. RMYC is the hope for many impoverished families, complete with an in-house food bank, Enfamil baby formula and promotional bibs for drooling babies. "A child could come into our Thornton RMYC food bank and shop with a little cart for basic necessities to take home to their families," says RMYC Marketing Coordinator Brad Sherwood.

There is a "wall of teen issues" at the Denver RMYC. They have plastic fixtures of information to help teenagers understand some of the toughest adolescent issues, such as "Am I Normal?" a guide to the human reproductive system, or "Am I a Virgin?" with information on what abstinence entails. The "Get Fit Clinic" is another Denver RMYC feature, geared to help children with issues of obesity and bullying. This clinic teaches coping strategies to children facing teasing due to their weight. These public health programs provide a guide to aid children and teens through the multitude of struggles they face.

Touring the clinic, with its brightly colored walls, picture books and squeaky toys, is healing for children as well as parents. The positive environment combats the illnesses and tears of its patients. The staff creates a culture that encourages good parenting through all levels of a child's development.

RMYC implemented the first health services for Urban Peak, a youth homeless shelter for at-risk-adolescents. They also utilize their large children's library for the Reach Out and Read educational program, an early literacy program for children through age six, to encourage them to love books and education. With two Ronald McDonald Care Mobiles, RMYC can travel to provide health care to uninsured children in the Aurora and Denver areas.

These Rocky Mountain groundbreakers will never stop providing for children who lack socioeconomic comfort or advantages. The RMYC health care providers know that raising a child takes more than love; it requires basic necessities like food, prenatal care and immunizations to foster the security kids need to grow into groundbreaking adults themselves. 

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Calendar

OCTOBER 13

Broadcasters Hall of Fame

The Arizona Broadcasters Association Foundation presents this luncheon to honor the late Bill Austin, former morning-show host with KEZ radio; Patti Kirkpatrick, Channel 3 anchor; and Tim Hattrick and Willy D. Loon of KMLE radio. Noon-1:30 p.m. \$75. Talking Stick Resort, 9800 E. Indian Bend Rd., Scottsdale, 602-252-4833.

OCTOBER 13

Environmental Celebration

Environmental Fund for Arizona hosts this 10th-anniversary celebration, which includes drinks, hors d'oeuvres, entertainment and recognition of conservation and environmental nonprofits that support "green" efforts in the community. 6 p.m.-9 p.m. \$29. The Hackett House, 95 W. Fourth St., Tempe, efaz.org, 480-510-5511.

OCTOBER 14

Salud 2011

A silent auction, wine tasting and entertainment highlight this fundraising dinner gala for Gabriel's Angels, which provides healing pet therapy for abused, neglected and at-risk children. 6 p.m.-8 p.m. \$250. Arizona Biltmore Resort & Spa, 2400 E. Missouri Ave., Phoenix, 602-266-0875.

OCTOBER 15

Arizona Taco Festival

More than 30 teams battle for the title of Best Taco Grand Champion at this event, which features a margarita challenge, hot Chile pepper-eating contest, live music and children's activities. Proceeds benefit the Anne Rita Monahan Foundation. 10 a.m.-5 p.m. \$10, adults; free, children 11 and younger; \$100, VIP. Scottsdale Waterfront, Scottsdale and Camelback roads, Scottsdale, aztacofestival.com, 602-347-0304.

OCTOBER 15

Run to Fight Children's Cancer

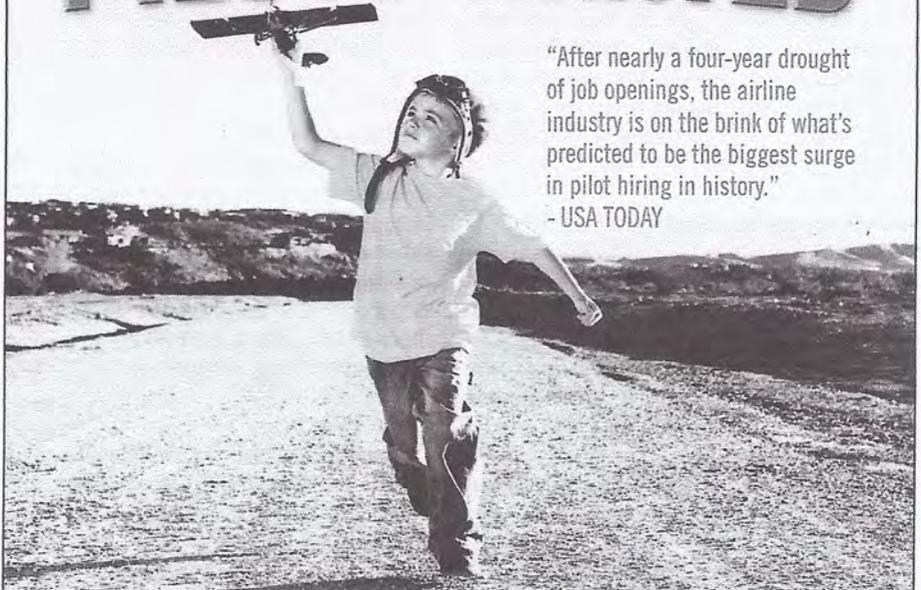
Featuring a 10K run, 5K run and cancer survivors' walk, this fundraiser benefits Children's Cancer Network. 6:30 a.m. \$20-\$30 (survivors' walk, free). Grand Canyon University, 3300 W. Camelback Rd., Phoenix, 602-639-7286.

OCTOBER 15

howtime!

WellCare Foundation hosts this dinner, which includes a silent auction and entertainment featuring the music of the Blues Brothers and Rod Stewart, along with performances by The Herndon Brothers and comedian Mark Cordes. Proceeds provide free rated health care to uninsured, working-single moms and their kids. 6 p.m.-11 p.m. \$150. Sheraton Phoenix Downtown Hotel, 10 N. Third St., Phoenix, 602-263-7619.

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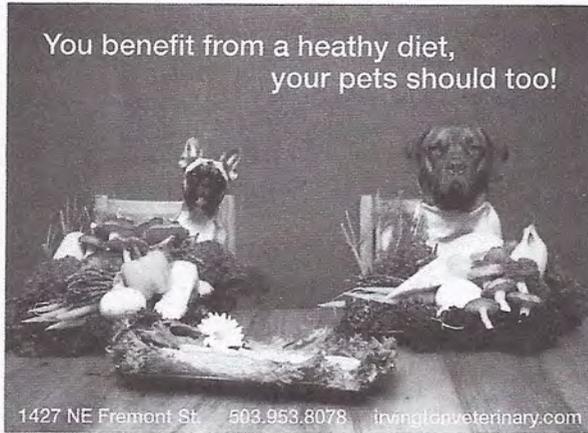
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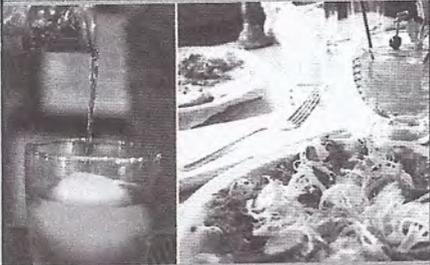
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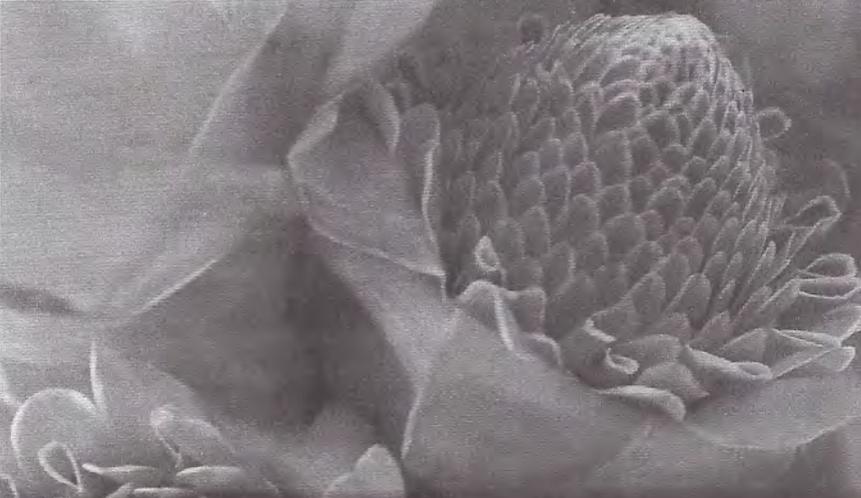
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ment of Kauai is a sweet surrender to way Hawaii used to be. Waimea Canyon is called the Grand Canyon of the Pacific and is breathtaking in its beauty. Aston Waimea Plantation Cottages is nearby and offers a nostalgic glimpse into Hawaiian life during the sugar plantation era. The north shore offers incredible boat tours of the Na Pali cliffs. Plan on a ride on the Kauai Plantation Railway in the Kilohana Estate, or visit the Kokee State Park and be sure to stop at Puu Hinahina Lookout, Koke'e Natural History Museum, and the Kalalau Lookout. There is great hiking too if the spirit moves you.

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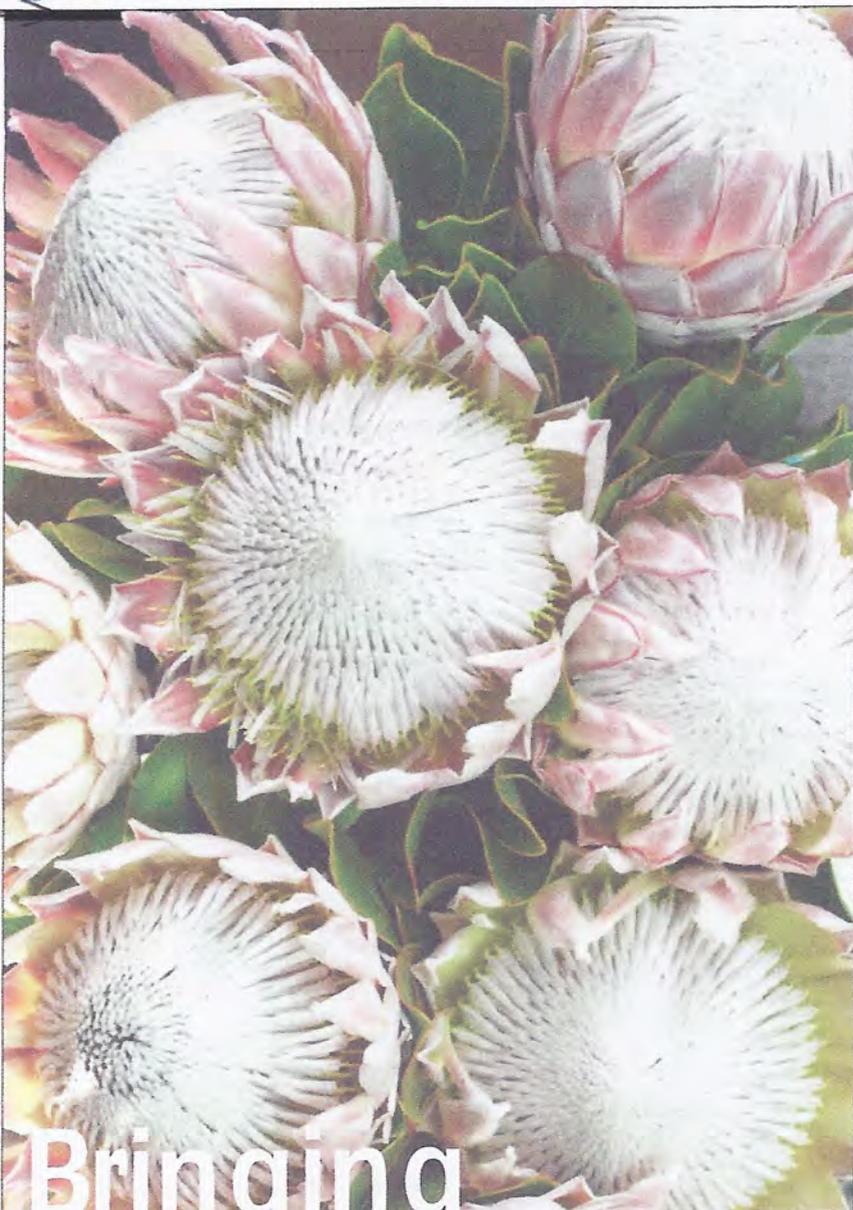
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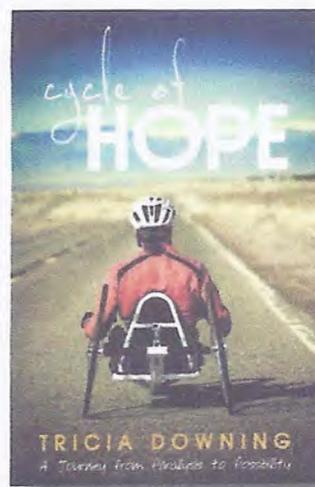


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Bringing Maui Home

Even though snow is still possible for the next couple of months, an order of tropical flowers from Maui, Hawaii, is sure to add some spring vibrancy to your home. **The Maui Flower Growers' Association** (MFGA), a nonprofit organization working to increase Maui County flower growers' share of U.S. wholesale and retail markets, ships gorgeous flowers anywhere in the country. The association consists of 32 member farms, and each farm employs between one and 25 Maui residents. These farmers offer a selection of unique and exotic flowers—such as Protea, King Protea, Banksias, Pincushion, Heliconia and Ginger flowers—that are exclusive to Maui. "Admired for their unique shapes and colors, Maui's tropical flowers are a visual and tactile curiosity," says Cheryl Ambrozic, Executive Director at MFGA. A large gift box consisting of 20 blooms plus foliage is only \$124.95 (including shipping!), and the arrangement lasts for weeks. For more information, visit mauiflower.com



Beyond Belief

In one terrifying moment nearly 10 years ago, Denver-native Tricia Downing found herself pleading with God after an accident that left her paralyzed from the waist down. Since then, the competitive cyclist has gone on to become a world-class wheelchair athlete. Downing is the first female paraplegic to complete the Ironman triathlon, and she is the 2009 Duathlon World Champion. In her new memoir, **"Cycle of Hope: A Journey from Paralysis to Possibility,"** Downing recounts the struggles of rehab, healing and regaining her independence, and her resurgence as an elite-level athlete. "My best advice is to see major life changes as an opportunity to reinvent yourself and to come back even better in the end," Downing says. "Sometimes when we are in the middle of a difficult situation it's easy to just sit there and feel sorry for ourselves or look back at what was or what could have been. But the real trick is to look forward, see what you can learn and go on to achieve even greater things." \$19.95 at barnesandnoble.com or trishdowning.com



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Maui's Big Bold Beauties



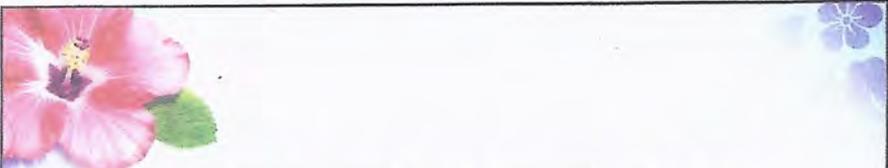
Imagine you're sitting on a smooth boulder, warmed by the sun, swirling your toes in a calm, blue pool, the mist from the cascading waterfall tickles your tanned skin, the jungle dances with the breeze revealing a rainbow of heliconia and ginger flowers, their sweet fragrance mingling with the aroma of wild guavas and mangos. Your eyes sparkle, your skin tingles, you have no care in the world as you jump into the pool's cool, deep belly. Well, if a trip to Maui isn't in your plans anytime soon, don't fret. Maui's flower growers can send a piece of this paradise to you in a gift-box full of Maui-grown exotic flowers.

As the sun extends its reach, embracing the island and expanding Maui's tropical days, exotic ginger and heliconia flowers burst into blossom. As the trade wind showers kiss Maui's eastern and windward shores, heliconias and gingers rise out of the rainforest like torch flames illuminating the jungle. In bright orange, red, pink and yellow hues, spring heliconias blaze the Hana Highway from Haiku to Kipahulu Maui, beautifying roadsides, streambeds and waterfall pools.

Admired for their unique shapes and colors, Maui's tropical flowers are a visual and tactile curiosity. Based on solid stalks, ginger flowerheads resemble pinecones in structure. Heliconia flowerheads are made up of brightly stacked bracts, or modified leaves. These bracts serve as a vessel, cupping the true flowers, which are narrow and slightly curved, like baby fingers.

From May to September ginger and heliconia bloom bold in beauty, sturdy in stature and symmetrical in shape. Combining gingers and heliconias with other Maui-grown beauties such as hybrid pincushions and proteas or birds of paradise will create an exciting centerpiece and conversation piece that will remain vibrant for weeks.

So get in a tropical state of mind. Send a gift of Maui-grown tropical, protea or orchid flowers to a loved one, business associate, or yourself. Go ahead, fan the flame of your next Maui vacation. Until then, fill your home with the unique shapes, colors and scents of this island paradise. Maui flowers offer an invitation to imagine, to inspire, and to escape—even if it's for a little while. —Cheryl Ambrozic



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Ginger, Freshly-Picked and Delivered to Your Door



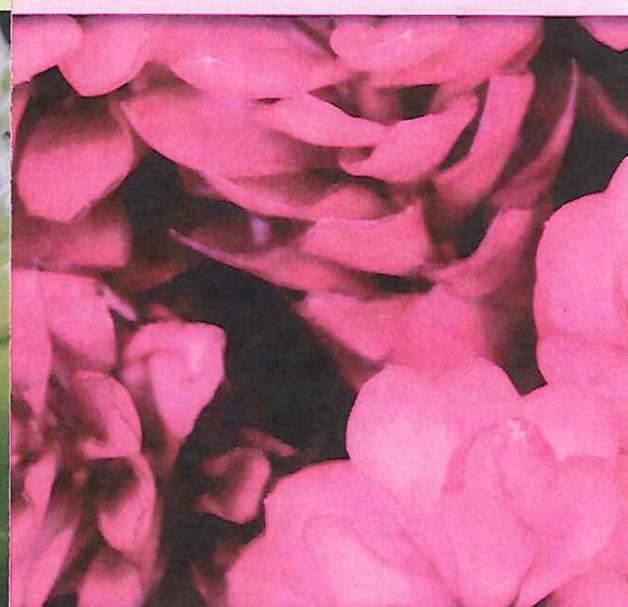
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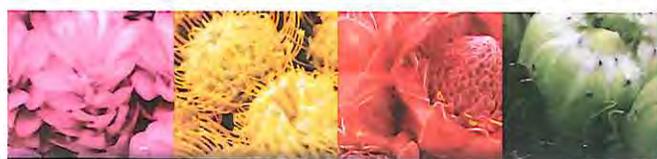
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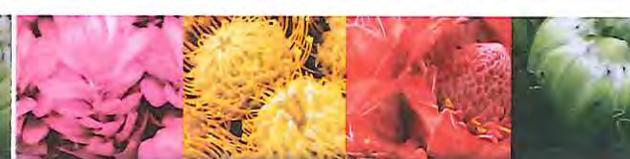
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Nature's most magnificent blooms are from Maui.

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APPENDIX 6 Export Success Stories

Aloha Excellence

Honolulu, Oahu

Aloha Excellence believes in promoting quality “Made in the U.S.A.” products. Headquartered in Honolulu, Aloha Excellence focuses on exporting superior American made specialty products to new markets throughout the world. Randy Kuba, the company’s founder, searched relentlessly for high quality goods made with “heart and passion” to go under the Aloha Excellence brand. By teaming up with passionate producers who can focus on producing the best possible products, Randy can focus on expanding market share for Aloha Excellence and all products that it represents.



With the popularity of specialty coffee growing worldwide, Aloha Excellence’s 100% Kona Coffee attained recognition in the highest category of quality in Hong Kong and Okinawa, Japan. The company has plans to launch its Aloha Excellence brand of Kona coffee in Canada, Singapore, and Taiwan within the next two years. The countries of the Asia Pacific expect to see continued growth in their gross domestic product and an increase in the preference for quality coffee; the prospects for Aloha Excellence are bright.



In June 2011, Randy Kuba of Aloha Excellence completed the Export University training program. The Hawaii Export Assistance Center provided additional counseling support and connected Randy with the U.S. Consulates in Hong Kong and Naha, Japan. These introductions led to business matchmaking that allowed Aloha Excellence to market the company’s coffee in both markets. As of June 2012, Aloha Excellence had successfully made its first export sales to Okinawa, Japan.

“Export University has helped me from step one to my goal, which is to export and distribute outside of Hawaii. The program gave me guidance into the industry that not many people here are knowledgeable about. People are afraid of exporting and end up selling only in the islands, and it has helped me go above and beyond my projected goal.”

- Randy Kuba, Founder, Aloha Excellence

Haliimaile Pineapple (aka Maui Gold Pineapple)

Hali’imaile, Maui



Based out of Hali’imaile on the north shore of Maui, Maui Gold Pineapple Company grows trademarked Maui Gold Pineapples across 1,350 acres on the slopes of Haleakala. Maui Gold Pineapple Company was created by former Maui Pineapple Company employees who were committed to saving the 100-



year tradition of growing pineapple on Maui.

Skilled local farmers have been cultivating the Maui Gold Pineapple variety for over 25 years. The quality of the land and the expertise of the growers are directly linked to the quality of the Pineapple; three elements that the company constantly strives to perfect. The Pineapple Research Institute at the University of Hawai'i founded the Maui Gold Pineapple variety. Three major players in the pineapple industry, Maui Pineapple; Dole; and Del Monte; created the Institute. The Institute attracted some of the preeminent agriculturists from around the world, and was initially led by a group of researchers who carried out global field expeditions to find the most suitable pineapples for the Maui growers.

In September 2011, two Haliimaile Pineapple Company representatives completed Export University on Maui. As of June 2012, the company successfully exported to Japan.

Hawaii Flora Inc.

Honolulu, Oahu

Hawaii Flora, Inc. was established in 2011 to source, grow, and export Hawaii-grown decorative flowers and plants. Duane Okamoto founded Hawaii Flora, Inc. after meeting with numerous governmental officials, nursery operators, importers, and florists in Hong Kong and China. Extensive research further cemented his notion that a viable market exists for Hawaii-grown nursery products.

Prior to establishing Hawaii Flora, Duane extensively studied the Hong Kong and China markets for potential products, strengthened his relationship with Hong Kong and Chinese customers, established and improved nursery operations, and built relationships with other Hawaii growers.

Hawaii Flora will become a certified Hawaii nursery by completing MPS Certification. MPS Certification is a program that began in 1995 in the Netherlands to promote sustainability in horticulture and corporate social responsibility. Hawaii Flora will obtain the MPS-ABC certificate, which certifies that their activities are organized to minimize any environmental risk. They will also obtain the MPS Quality certificate, which certifies that the company provides reliable product information, and safe, high quality products.

Hawaii Flora is looking forward to applying to the Hawaii Department of Agriculture Seal of Quality program and is jointly developing marketing materials with their Hong Kong and Chinese markets in mind. Hawaii is a powerful and attractive brand and the Seal of Quality will further differentiate the Hawaii Flora products.

In June 2011, Duane completed Export University. In early 2012, the Hawaii Export Assistance Center partnered with the U.S. Consulates in Hong Kong and Wuhan, China to assist Hawaii Flora with business matchmaking services to market the company's flowers in both markets.

"I was very pleased with the quality of speakers and the range of topics covered in Export University. It was very beneficial to me to learn about the various sources of information available on the Internet as well as having access to experts residing and actively involved in export here in Hawaii. I would recommend the program to anyone interested in export; from the start-up entrepreneur to the established company looking for new markets. It was the best \$150.00 I have spent this year!"

- Duane Okamoto, Founder, Hawaii Flora

Hawaiian Herbal Blessings

Haiku, Maui



Hawaiian Herbal Blessings, based out of Haiku on the island of Maui, is a traditionally-fermented, organic, Hawaiian Noni juice company. David Marcus, the company founder and President, started the company after studying Hawaiian healing techniques and Hawaiian herbal medicine followed by years of involvement in organic farming and herb growing. By combining modern traditions and methods of processing with these Hawaiian customs and plants,

Hawaiian Herbal Blessings now makes available many traditional Hawaiian plant remedies.



For the past twelve years, the company has concentrated on specializing in the growing, processing, and packaging of *morinda citrifolia*, or Noni. Hawaiian Herbal Blessings' support of sustainable agriculture, soil-building, and non-chemical methods of fruit production is the future of agriculture. The vast majority of their Noni juice and Noni products are made using the traditional Hawaiian aging and fermentation methods as they have been practiced on the islands since the arrival of the Polynesians over 1500 years ago.

In September 2011, David Marcus completed Export University on Maui. As of June 2012, Hawaiian Herbal Blessings has successfully exported to Canada, Japan, Korea, and the Netherlands.

"[We are] enthusiastic about continuing to export and learning about agencies that can help. It provided me with motivation, comfort, and answers to all of my questions."

-David Marcus

Hawaiian Isles

Honolulu, Oahu



Based out of Honolulu, Hawaiian Isles Water Company & Kona Coffee is a locally owned and operated producer of purified bottled water from Hawai'i and coffee. The company's processing plant was built in 1996 and is certified by the State of Hawaii, federal Food and Drug Administration (FDA), and the Board of Health. At peak capacity, their water plant can produce more than 100,000 bottles of water every day. Hawaiian Isles Water is purified to a level less than five parts per million in Total Dissolved Solids

(TDS), which creates an ultra-pure water. Hawaiian Isles Kona Coffee is widely recognized throughout the state and has gained some international market share.



In September 2011, a company representative completed Export University on Maui. In early 2012, the Hawaii Export Assistance Center partnered with USDA's Animal and Plant Health Inspection Service to assist Hawaiian Isles in navigating phytosanitary and processed product certificate requirements that facilitated its first coffee shipment to Indonesia. The company also enjoyed exports to Canada and Japan.

"Export University provided a solid foundation for anyone just getting into the exporting business and even though we already have some established business internationally, Export U was a great refresher on some of the fundamentals for exporting success. Definitely something can be learned by anyone attending this program that is looking to expand their business globally."

- Glenn Boulware

Maui Floral

Makawao, Maui



Based out of Makawao on the island of Maui, Maui Floral farms and specializes in delivering a variety of flowers and gifts unique to Hawaii including

orchids, protea, heliconia, ginger, tropical flower assortments, leis, baskets, and potted plants. Hawaii leads the world in quantity and production of exotic flowers, and Maui is the premier producer of many varieties grown in the state. With mineral rich volcanic soils of Haleakala and water bearing breezes from the Pacific, their location is the world's finest growing environment for tropical and exotic varieties. Maui's exotic flowers have a long life, making them perfect for shipping from Maui. Owners, Carver and Maureen Wilson, are both expert florists.



In September 2011, Maui Floral completed Export University in Maui. As of June 2012, Maui Floral has exported to Japan and the Netherlands.

"I am a long time exporter but really learned a lot from the speakers, enjoyed it a lot. It opened my eyes to the Department of Commerce as well and the great work that they do for small businesses"

- Carver Wilson

Mulvadi Corporation

Honolulu, Hawaii

Based out of Honolulu, Mulvadi specializes in a wide range of Hawaiian products from 100% Kona Coffee and Kona Coffee blends, Hawaiian Macadamia Nuts, cookies and Noni Juice. Owner, Steve Mulgrew made it his mission to provide both the local and tourist market with quality merchandise at reasonable prices. Mulvadi grew from a handful of stores in 1997 to supplying over 500 retail stores today throughout Hawaii, Guam, Saipan, California, Nevada, Japan, and China. Their coffee is packed daily in their facilities to ensure freshness.



In October 2011, Steve participated in Export University. As of June 2012, Mulvadi Corporation has successfully exported to Japan and Korea.

Sweet Paradise Chocolatier

Wailea, Maui



Sweet Paradise Chocolatier, based out of Wailea on the island of Maui, is known for their exquisite handmade chocolate confections. The Hawaiian Islands are the only state in the U.S. that grows cacao. Sweet Paradise Master Chocolatier, Melanie Boudar, is a graduate of Ecole Chocolat of Vancouver, Canada; the Artisan Chocolate and Confection Program at the Culinary Institute of America in Hyde Park, New York; and has studied with some of the finest artisan chocolate makers in North America.

Blending classic technique, fine Belgian, Venezuelan, and French chocolates and unique tropical flavors, Melanie has created a signature style for her creations. Melanie was the 2007, 2008, and 2009 Judges Choice winner of the Kona Chocolate Festival, and received the Edible Hawaiian Islands 2010 Local Hero Food Artisan Award. Although cacao production in Hawaii is very limited, Sweet Paradise has partnered with several growers to produce a signature Hawaiian chocolate that has a complex flavor profile.



In September 2011, Sweet Paradise Chocolatier completed Export University in Maui. As of June 2012, Sweet Paradise Chocolatier has successfully exported to Japan.

"The export program gave me more confidence in dealing with an overseas customer. Learning about different methods of payment and shipping issues was particularly useful. My first export went very smooth even though it was a mountain of paperwork to export a food item. In the future, I will be able to do the required paperwork faster

knowing what is to be expected."

- Melanie Boudar

The Tea Chest

Honolulu, Oahu



Based in Honolulu, The Tea Chest has specialized in gourmet tea in Hawaii since 1995. At the time, there was no other company in Hawaii serving the needs of the hospitality industry for tea on a large-scale basis. The Tea Chest revolutionized product availability, equipment support, education, and client support.

Their Original Blend Nilgiri Iced Tea was selected Best Iced Tea in America in 2004 at the first national tea-tasting competition sponsored by the U.S. Tea Association. The Tea Chest has been recognized for using organic certified, natural and local ingredients in addition to its support of sustainable agricultural practices including Fair Trade certification. The company and its products have also been featured in national publications including *Gourmet Magazine*, *Hawaii Magazine*, and *Business Week*. Blend Master for the company, Bryan Goo, regularly conducts training sessions for industry professionals and teaches classes on specialty tea at community colleges around the state. He is also a founding member of the Hawaii Tea Society.

In June 2011, Byron completed Export University. As of June 2012, The Tea Chest has exported to Japan.

“Export University opened up my eyes to all the resources available to us, including those at the U.S. Department of Commerce. I didn’t realize all these tools were available to us. The program also allowed us to network with some real movers and shakers who could help us capitalize on our export initiatives. One of the most valuable things about Export University is that it forced me to sit down and write an international business plan – previously I felt that I didn’t have the time to sit down to write such a plan. Now when we’re looking at a new market, I can refer to this plan to look up information on our key target markets, which is a huge time and cost saver for any business executive. I would tell companies thinking about participating in Export University - Don’t wait! The time to export has never been better. The dollar is weak and demand for quality USA made goods is high.”

- Byron Goo



The Coffee Store

Makawao, Maui



Based out of Makawao on the island of Maui, the Coffee Store is a dedicated coffee supplier of the Hawaiian Islands. They hand-select the highest grade, highest-quality green coffee beans and roast the beans in small twenty-five pound batches. The Coffee Store also roasts their coffees daily, right in their store. Not succumbing to a time limit, they wait

patiently for their beans to develop perfectly inside their roaster. At The Coffee Store, coffee is a true passion; and like good food, wine, and love, coffee needs time to reach its full flavor, hence the need for careful patience. The company distributes and specializes in a variety of Hawaiian coffee from the Big Island, Kauai, Maui, and Molokai. To flavor their coffees, they only use natural flavorings such as real coconut and macadamia nuts.

In October 2011, The Coffee Store completed Export University on Oahu, commuting from Maui. As of June 2012, The Coffee Store has continued export success in Japan.

“It was a great program with a lot of insight on how to go about exporting, and I really felt it was helpful for small businesses because it brought along speakers that covered a wide range of topics. The one on one counseling with the professionals also was very helpful in me understanding about the shipping and other issues in exporting”

- Igor Vernik



Volcano Island Honey

Honokaa, Big Island



Based in Honokaa off the North shore of the Big Island of Hawai'i, Volcano Island Honey is a family-owned and operated honey business that has been producing the incredibly rare and unique Hawaiian Organic White Honey from a single Big Island Kiawe forest for 27 years. Volcano Island Honey is committed to continuous improvement in its beekeeping techniques and uses non-violent and non-toxic methods to harvest honey and in all aspects of production. Volcano Island Honey harvests only surplus honey stored by the bees leaving the bees enough honey for their needs. National Geographic Traveler Magazine calls Rare Hawaiian Organic White Honey "...some of the best honey in the entire world," and Discovery Channel's national television show Epicurious called the honey "a miracle".

In June 2011, a company representative participated in Export University. In 2011, the Hawaii Export Assistance Center partnered with the U.S. Embassy in Tokyo to assist Volcano Island Honey in overcoming a non-tariff barrier to trade that facilitated an export sale and in 2012 partnered with the U.S. Patent and Trademark Office to provide the company with trademark registration guidance.



“I attended the Export University workshop last year. I got some useful resources from the class that have helped me find information and do research relating to exports. Since then, we have significantly increased our export business to Japan. Thank you for putting together the workshop.”

-Candice Choy

Waialua Estate Coffee and Chocolate

Waialua, Hawaii

With the onset of agriculture globalization, Dole Food Company saw the need to diversify its own agricultural products. When the company shutdown its North Shore sugarcane plantation in 1996, Dole Food decided to expand their local market and assist displaced workers by turning to specialty crops such as coffee and cacao. With this in mind, the company established Waialua Estate Coffee and Chocolate.

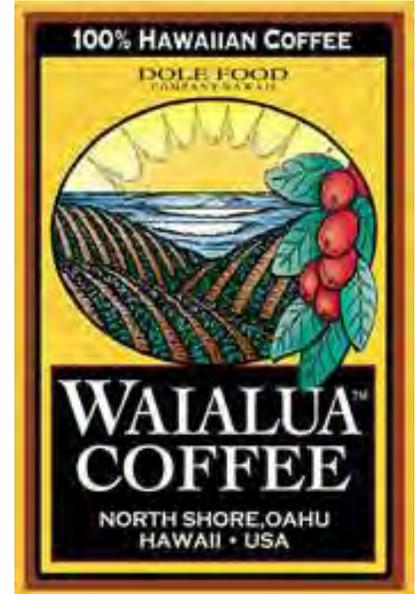
The company's coffee and cacao are grown on the former sugarcane lands of Wahiawa Plateau. By taking advantage of beneficial insects, Waialua Estate is able to keep all their crops pesticide free. With the pristine location of its plantation and the meticulous management of its crops, Waialua Estate is able to produce quality coffee and chocolate for the entire world to enjoy.

Since completing the Oahu Export University trainings, Waialua Estate is planning to export to new markets. Waialua Estate is one of the companies selected to participate in Export University's cost-share program, a grant program that provides selected companies with funds to visit their target market.

"The training I received at Export University was both practical and comprehensive and I use the materials for reference to help with different questions as they arise. Export University exposed me to the various issues and resources available for evaluating overseas markets and assessing what would be needed for successfully getting our products to these markets. Not only were we given the workbooks, and links to international trade websites, but were also introduced to local resources and experienced professionals from finance to insurance and education to logistics. A number of state and local agencies, business organizations, advisory councils and business people from a variety of industries were available to share their experience and provide services to support and promote efforts to expand exports from US and Hawaii.

My own experience did not end here, but rather continued with the financial support of Hawaii Pacific Export Council and the US Commercial Services with a cost share scholarship and additional support from the U.S. Embassy in Tokyo, and General Consulate in Okinawa and Osaka to provide some guidance and contacts to businesses in Japan interested in our products. I think this has been a great program to encourage small businesses to get involved in the export process and provide the tools to make it easier. It worked for me!"

- Derek Lanter



APPENDIX 7 Survey Results

After each day of training, participants were given a short survey to complete, rating their satisfaction with various components of the training. The quantitative results are as follows:

How would you rate the following, with 1 being the very worst and **5 being the very best**?

	1	2	3	4	5
Relevance Of The Material Presented	0	0	0	10	25
Ease Of Viewing The Powerpoints	1	0	0	10	25
Ease Of Understanding The Powerpoints	0	2	2	9	23
Usefulness Of The Workbook	0	0	0	8	27
Day Export University Is Held	0	0	2	11	22
Time Export University Is Held	0	0	1	9	26
Speakers' Knowledge & Professionalism	0	1	3	9	25
Total¹	1	3	8	66	173

Additionally, Export University participants were asked three open-ended questions at the conclusion of each daily session:

How could your experience have been improved?

How could Export University be improved?

Please write any additional comments below.

Overwhelmingly, most participants voiced their concern regarding the time, day, and/or length of the training sessions. There were some that felt the sessions were too long, while others requested lengthening the sessions or were dissatisfied with the day/time of the sessions. A sample of these types of comments follows:

- Less break time-- more compression of the day.
- I feel the information might be better absorbed over a day period.
- Maybe have a class or an extra hour at the end to actually do hands-on, on computer, to find our HS code, start our business plan.

¹ Results were tabulated over each day (four to five days for Oahu, two-days for neighbor islands) of training. Participants occasionally circled more than one value or left one questions completely blank.

- Wish training could go longer.

Participants voiced their appreciation for the highly knowledgeable speakers, relevant materials (including PowerPoints, the Workbook, and the Export Guide), and simply being involved in trainings such as this. A sample of these types of comments follows:

- Great speakers! Very experienced professionals from a broad range of experience.
- Great knowledgeable speakers very giving of time and knowledge
- We've been in business 16 years and this class was still relevant. Good curriculum and speakers. U.S. Commerce is a "best kept secret." Thanks for putting this together.
- The content and course plans, including speakers, were very valuable, however, the course fee that was offset by grants and partners made the course very feasible and was a key factor in my enrollment! Great job Lesley!
- Overall very good. Please keep up the class on the neighbor islands.
- I hope the program continues, it has been incredibly informative.

Additionally, participants largely requested that future trainings integrate stories from successful exporters into future trainings; voiced some consternation regarding some technical issues (connecting to wi-fi, printing off slides, issues receiving slides/agendas via email, etc.); and a bit of worry regarding the low enrollment numbers.

- I appreciate sending the slide presentation before the class. It really helped. However, when I printed it its so small; using "white" ink lettering makes it hard to read. I have truly learned a lot yesterday. Thank you!
- Have the email slide presentations viewable in a "bigger format".
- Need to promote more—content and controls are excellent, need more people in audience.

Overall, participants were largely very satisfied with the program. We have addressed many of the issues. For example, the webinar will allow participants to customize their Export University experience by allowing them to decide how much time they spend on it in any given sitting. Additionally, by offering a webinar, Export University will continue to be available on each island in addition to reaching those from islands that weren't targeted or communities that were far from the training location. We also modified the "print" version of the slides so that participants would have an easier time accessing and making use of this resource.

Appendix 8

Export University 101 Curriculum

16-20 hours of Instruction



Welcome Slides & Introduction

Assessing Export Potential & Developing International Business Plan

Market Entry & Finding Qualified Buyers

Foreign Trade Zone Tour & Info (*or other partner info*)

Export Budget & Leveraging Free Trade Agreements

Methods of Payment, Finance, Insurance, & Banking

Marketing Strategy & Marketing Mix

Exporting Services & Post Sales Support

International Business Travel & The Art of Negotiation

International Legalities, Technology Licensing, & Joint Ventures

Shipping & Logistics

Freight Forwarding, Air Cargo, & Fruit and Veggie Exports

Hawaii Export Assistance Center & APEC Member Country Info

High Tech Development Center-Manufacturing Extension Partnership & SBIR Info (*or other partner info*)

Graduation & Networking

2010 – 2012 Hawaii Pacific Export Council Members

Chair, Stephen K. Craven

Managing Director
Kekepana International Services

Vice Chair, Johnson Choi

President
Hong Kong China Hawaii
Chamber of Commerce

Treasurer, Naomi K. Masuno

Vice President, Business Banking
Bank of Hawaii

Executive Secretary, John Holman

Director, Pacific Islands
U.S. Commercial Service /
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Pineapple Tweed

Neal Arakaki

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Hawaiian Candies & Nut Ltd.

Peter Cannon

President
Hawaiian Resources Co. Ltd.

Amy Chun

Member
Consult and Construct, LLC

David Day

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Law Offices of David F. Day

Casey Jeszenka

Network Director

Mark Joye

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Kevin Kraft

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TradeWinds Global

Valerie Lamoureux

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Lamoureux, Ltd., dba Waikiki Aloe

Dr. Michael J. Leineweber AIA

Vice Chairman
M5 Architecture

Thomas Matthews

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TradeWest, Inc.

Phillip Mendiola-Long, AIFAR, AIF

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Diane M. Masuo, PhD

Associate Professor
University of Hawaii, Manoa
College of Tropical Agriculture and Human Resources

Thomas Moore

CEO
Tropical Telecom Corp.

Diana O'Toole

President
Tradex, Inc.

Arthur Richardson

Lecturer
University of Hawaii Manoa, Department of Marketing

Lucy Dean

Principal
Global Business Solutions, LLC

Michael Sacharski

President + CEO
Pacific Enterprise Capital, LLC.

Richard Schnitzler

President
Hamakua Macadamia Nut Company

Juergen T. Steinmetz

Publisher & President
eTurbo News & Hawaii Tourism Association

Gerald Sumida

Partner
Carlsmith Ball LLP

Brian Suzuki

President
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Randall Tanaka

Assistant General Manager
Hawaii Convention Center

Janis Tanga

President
For J's Hawaii Inc.

Ray K. Tsuchiyama

Director of Institutional Advancement
University of Hawai'i Maui College

Joel Weaver

Director, Hawaii English Language Program
University of Hawaii at Manoa

Gerald Wong

President
Interstate Hawaii Corporation

Greg Barbour

Executive Director
Natural Energy Laboratory of Hawaii Authority
Department of Business, Economic Development, &
Tourism

Wayne Inouye

Senior Project Manager
High Technology Development Corporation

Milton Kwock

Business Development Program Manager
Department of Business, Economic Development, &
Tourism

David Sikkink

Acting Administrator
Foreign-Trade Zone

Jane Sawyer

District Director
U.S. Small Business Administration

ALUMNI ADVISORY GROUP (Special DEC-
appointed Advisors):

Carol A. Dickson

Associate Professor of Marketing
University of Hawaii at Manoa

D. J. Halcro

President, The Halcro Group
Counselor/Webmaster, SCORE Hawaii

Robert Robinson

Former HPEC Member

Paul Walters

Honolulu, HI & Jakarta, Indonesia
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EX OFFICIO MEMBERS

Mark Anderson

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Economic Development