



North Kohala Food Forum

Data Book & Proceedings

August 2009

www.nkfoodforum.com

A project of the North Kohala Community Resource Center. Funding provided by:
County of Hawaii, Dept. of Research & Development
Hoea Agricultural Park
The Ulupono Initiative
Steering Committee Members
Starseed Ranch & Local Contributors.

Aloha!

The North Kohala Food Forum grew out of a perceived need to bring together all of the parties involved in the producing, buying, selling, and distributing of food in North Kohala for a community conversation on producing more of our food locally.

At the *Hawaii Island Homegrown: Food Self-Reliance Workshop* held in Hawi on March 8, 2009, a number of action items around community food self-reliance emerged, one of them being to convene a North Kohala Food Forum. The ideas behind the food forum are to:

- Share information by providing a forum for communication between the many food self-sufficiency projects, businesses, organizations, and interested parties in North Kohala.
- Allow synergistic partnerships to form, so as to not duplicate efforts and to increase community buy-in and support of existing efforts.
- Identify the key barriers to local food production and working together.
- Gain insight as to what the public is thinking about local food self-sufficiency.
- Begin to get a “lay of the land” with regards to who is doing what and why.
- Begin to track progress towards food self-sufficiency, but not to impose a plan.

The North Kohala Community Development Plan Strategy 1.4 is to *Promote and Support a Community of Diversified Agriculture* and the first goal is “*The North Kohala community will produce 50% of the food it consumes.*” The North Kohala community has many existing and emerging commercial and community projects that could lead to increased food self-sufficiency, but there is currently no forum or organized way for all interested parties to share information. The North Kohala Food Forum believes that the sharing of information is the first step in building collaborative partnerships towards a stated community goal.

In order to get the “lay of the land” before the actual Food Forum on August 22, 2009, each invited participant was given a survey to complete. Following are the complete unedited responses from each participant, summaries of the data, and a summary of the Food Forum proceedings on August 22, 2009.

You can also view the raw data, track progress, view the PowerPoint presentation from the forum, and connect with other interested community members at www.nkfoodforum.com.

Aloha,

The North Kohala Food Forum Steering Committee

Bob Martin, Andrea Dean, Forrest Arnold, Shannon Casey, Guy Kaulukukui, Christine Richardson, Karen Rosen

MAHALO!

Sponsors:

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County of Hawaii - Department of R &D
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Volunteers & Contributors:

Thanks to Claudette Smith and Swarupo Fringe, Roz Maxx, Shirli Shook, Peter Pomeranze, Dawn Marlowe, Giovanna Gherardi, Micah Barclay, Leia Lawrence and Bert Kanoa for cooking our food.

Thanks to the following for growing, processing and fermenting all of our ingredients:

Fara Boisvert - Sage Farms
Dan Trumpy - Kohala Organics
David and Ruth Rotstein - Lone Palm Sprouts
Tom Baldwin, Shannon Casey, Dash Kuhr and Erika Shickle - Uluwehi Farm
Pamela Noeau Day - Taro Dream
Richard Benton
Carol and Jules Laramee
Jeanne Sunderland and Robert Watkins - Ahu Pohaku Farms
Rick Gordon
Shirli Shook - Ho‘ Aloha Ohana Farm
Connie and Ajaxx Morgan-Levy
Marian Tompkins
Jessica Wieloh and Jim Pedersen
Karen Rosen and Bob Martin
Kathy Pomeroy and Karl Toubman - Kohala Medicinal Herb Farm
Jilleen and Richard Russell
Joe Ayer, Colleen Nevins, Kathie Babben, David Ebrahimi- Just Mac Nuts
David Valenski
Evan Short
Leia Lawrence
Bert Kanoa
Lu Anderson
Marc Kinoshita- Kukuipahu Ranch
Harry Wishard

Mahalo to our servers and volunteer helpers:

Billie Brown and Amoo Ching and the Ka Hana Noeau Mentorship Program
Peter Beemer
Carol Laramee
Jeanne and Robert’s interns.

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North Kohala Food Forum Proceedings Summary

The North Kohala Food Forum convened on Saturday, August 22, 2009 at the Kohala Intergenerational Center. Over 200 people were in attendance. Following is a summary of the proceedings and outcomes of the day.

The day began with a moving pule (prayer) by Kaulana Scalise followed by Bob Martin summarizing the findings of the community food surveys.

In terms of commercial food production in North Kohala we found the following:

- Local commercial food producers grow 80% of the varieties needed
- However, local food production volume appears to be relatively low
- Only 39% of our 28 commercial food producers make their living producing food
- 68% of the produced food is sold, 12% is bartered
- 70% of local producers are exporting food out of North Kohala
- Only half of our food producers are financially successful

The North Kohala Food Forum recognized that home food production, hunting, fishing and gathering are critical to overall food self-sufficiency in the community. In addition we recognize that there is a long-standing tradition of the informal sharing of food with one another. However, the measurement and discussion about how this informal economy contributes towards our community goal was beyond the scope of the North Kohala Food Forum. Gathering information on home food production and sharing was just too big a fish to fry. We also recognize, and the survey data supports, the fact that it is critical to increase demand in the local market for local food. The University of Hawaii at Hilo is currently conducting a pilot study in North Kohala that is surveying consumer behavior and preferences with regards to local food and we look forward to applying the results of that study to our future efforts.

For the reasons stated above, the Food Forum focused on the commercial production, distribution and sale of food in the community. We looked at consumption from the viewpoint of the local retailers, restaurants, & caterers.

On the consumption side of the equation- local food represents only 1% of local retail food sales, and about 8% of local restaurant & caterer sales.

As Bob Martin said in the Food Forum “Houston we have a problem.” The morning session of the Food Forum was focused on defining what we call “The Gap”, the reasons why our community supplies so little of our own food. The afternoon session focused on ways to close the gap.

“Is there any hope?” We answer that by sharing these two statistics:

- 75% of the producers say they plan to expand production.
- 100% of the retailers, restaurants, and caterers say they want to buy more local food.

Expanded Local Production + Increased Local Markets = Success

North Kohala is the perfect proving ground for increasing local food consumption for the following reasons:

- Abundant fertile land and climate.
- A clear community goal to rally us (*The North Kohala community will produce 50% of the food it consumes.*)
- A long heritage of growing food, independence, and getting things done together.
- Producers, buyers and support organizations who are ready and able
- Our greatest opportunity yet to come together and collaborate – food brings us all together.
- The players, energy, and capacity are in place, the time is now.

Andrea Dean spoke next about how we measure and define our community food goal of “The North Kohala community will produce 50% of the food it consumes.” There are a lot of different reasons that people have for wanting to achieve community food self-reliance: the “if the ships stop coming scenario”, keeping our agricultural land in agriculture, eating healthier food, growing the local economy, providing local rural jobs for youth, cultural preservation, and growing food as a philosophy or lifestyle just to name a few.

This movement is happening all over the world, all over Hawaii, here on the Big Island, and in our community of North Kohala. The movement is known by many different names: there is the Slow Foods movement, food Self-reliance, local foods, eat local, food self-sufficiency, sustainability, etc... And many different local organizations and businesses are working on “local food self-reliance.”

As this community takes more action towards achieving our goal (and by *our* goal, we mean what the community defined in the CDP) of providing 50% of the food we consume, we may want to look at how we define and measure that 50%. Is it 50% of all the food we consume in the community? Is it 50% of the things that we can grow and substitute? 50% of our eggs, meat, milk, fruit, veggies, nuts, oils? Are we talking about what people buy and eat in their homes? Or what restaurants, institutions and stores purchase? Or all of that?

It is possible to quantify and measure the progress a community makes towards a goal of increased food self-sufficiency. It can be measured in terms of the economic impact on a community and in terms of the quantity of food grown, sold and bought. It was beyond the scope of the Food Forum to define and answer all of these questions in the forum itself. We did want to begin to give some context to the larger conversation and to suggest that we will need a measurement system in the future if we want to know whether or not we are moving forward towards our goal.

Forrest Arnold summarized the survey data from the Retailers and the Commercial and Institutional Buyers.

In addition to what was already summarized above- Retailers, Commercial & Institutional Buyers identified their top barriers as:

- Lack of Information about what is available
- Inconsistent availability
- High prices
- Lack of connection with local growers
- Consumer preferences

They also suggested the following opportunities for growers:

- Provide regularly updated produce list to buyers
- Local vendor list for buyers (we suggested using the Food Forum list to start)
- Local food show
- Grow more of what buyers want to buy
- Form a Coop for joint sales, marketing and delivery

The facilitated conversation that followed the presentation of the data brought forth the following comments from Retailers & Commercial Buyers and Commercial Food Producers:

Joan Channon:

- Look at her produce list and come to her. Bring me what you have got.
- Anyone can look at what she pays Cal-Kona for produce and if you can match the price she will buy it local.
- Reliability.

Jerry Takata: Needs consistency.

Karen Rosen:

- Communications very important: If you don't have something it is fine, but she needs to know, need communication.
- She is willing to pay a premium for local and often does.
- Serves a lot of food you can't buy locally, but tries to incorporate other things.
- Availability is a big issue: it sounds like something is available, but then it is not.

Rick Chalker:

- Food Show at Farmers Market.
- Consignment Tent at Farmer's Market

Tom Baldwin:

- Farmers can't compete against large industrial farms. And anyway.. plenty of restaurants buy high end produce.

Connie Levy:

- In other places restaurants hire farmers to grow/contract certain things.

Dee Ann Domnick:

- The quality must compensate for the increased price.

Peter Pomeranze:

- One way that we incorporate more local ingredients is to have Daily Specials that use what is locally available.

From a grower: You can't grow food all year long, things are available seasonally.

Andrea Dean summarized the survey data for the commercial food producers.

North Kohala's commercial food producers grow a large variety of fruits and vegetables.

In terms of where food produced in North Kohala is sold:

- 20 out of 28 producers export outside of North Kohala- to food stores, restaurants, distributors, processors and farmers markets.
- 13 producers sell directly to consumers
- 8 producers sell to our restaurants
- 7 producers sell to our local stores
- 6 producers sell at the Hawi farmers market

Many North Kohala producers are fine with where they are currently selling their food products and don't intend on altering their existing markets, but there are also a lot of producers who are planning to expand into other markets both inside and outside of North Kohala. Many farms are also planning on expansion. This, combined with the desire of local buyers to buy more local food, points to the potential to increase the percentage of local food that is sold and consumed locally.

One disconnect between growers and buyers seems to be that growers are not necessarily producing what the local buyers want or need. The Food Forum suggested that the growers and buyers use this Data Book as a starting place for assessing what is available and what is needed.

Half of North Kohala's commercial food producers are financially successful and 32% are not, but most would like to be and feel they have the potential.

North Kohala's food producers shared many ideas for what would help them become more successful and help increase local food consumption in the community. A few key ideas were:

- Collaborative marketing, processing, distribution, buying of supplies
- Joint marketing and branding
- Create more interest and desire for local food
- Restaurants and retailers buying local produce as a first priority

In terms of defining "the gap", figuring out why we are not consuming more local food in the community, these are the items identified by local food producers through their survey data:

- A lot of food is exported outside of North Kohala
- Some of you want to sell more of your products locally and some want to expand to other markets
- Local retailers, restaurants, caterers, and the CSA want to buy more local products
- The Hawi Farmers Market wants more local food at the market
- Lack of demand in the local market
- High costs of inputs (water, land)
- High cost of labor, availability of labor
- Lack of processing facilities and refrigeration
- Access to water and maintenance of the Kohala Ditch is a priority
- Pressure on Ag lands
- Access to capital
- Management
- Transportation and Distribution

The facilitated session that followed brought forth the following with regards to Defining the Gap and Possible Solutions:

Defining the Gap / The Problem

Consumer Demand:

- Consumers have to change their mentality to eat food that is local, they need to accept something that has dirt on it. – Jessica
- People need to eat more taro, breadfruit and local starches. – Dash
- Change in diet: education and consciousness. How do we get consumers to demand more local food?

Price:

- Consumers need to be willing to pay a premium. They need to think about upstream costs. – Karen
- The DOA subsidizes commercially and chemically grown food, that is why fresh and local is more expensive. – Ajaxx
- Will people pay a premium price for local products?

Summary: We are asking people to pay more and change their diets. – Bob

Government:

- State ag inspectors decline at airports a huge issue for ag.

Land:

- Insurance question with regards to leasing land.

Education / Growing Farmers:

- How do we engage youth in ag?

Possible Solutions

Purchasing:

- Daily specials using local ingredients at restaurants
- Food Show at the Hawi Farmer's Market

Creating Demand:

- Buying/Eating seasonally & locally
- Build new partnerships to solidify local demand
- Get people to see the beauty and value of locally grown.
- Senior nutrition program- local food to seniors

Buyer/Grower Connections:

- Increase communication between growers and retailers/buyers
- Cooperative options
- Decisions about what to grow must be made market driven
- Toss out Co-op and increase cooperation
- Restaurants/Retailers contract with local farmers to grow certain things
- Food on consignment at Takata's and Farmer's Market
- Better communications

Land / Land Use:

- Lifetime 3 acre leases
- Access to land with real farmers on site
- Approach the problem from a land use perspective: How much land is needed for North Kohala to become food self-sufficient?
- Get land allocated to farming

Government:

- Tax incentives.

Education / Growing Farmers:

- College credits for youth farmers
- Weave the youth into farming / Expand young farmers program

Homestead:

- More gardens at home- sustainable Kohala can help <http://sustainablekohala.ning.com>
- Water catchment for garden stability
- Way to share knowledge about solving North Kohala's growing issues

Infrastructure

- Infrastructure investment. Waste/Energy/Ag look to Ulupono for investments in coming years.
- To be viable producers must have reefers, trucks and other ways to run the business.
- Seed Bank

Food Producer Issues:

- Rain, labor, increased profit, flexible planning
- Address quality and scale questions
- Make farm lifestyle balanced and profitable

Following that discussion, Bob Martin summarized the Infrastructure Projects:

Forrest Arnold- Honopueo Ag Pipeline Cooperative

Edward Pollock- The Production Service

Noelani Rogerson- Hawi Community Center

Bill Shontell- Surety Kohala Corp.

Melora Purell- Kohala Watershed Partnership

David Fuertes- Kohala Intergenerational Center

Pamela Noeau Day- Taro Dream Inc.

He also summarized the Planning, Government & Support Organizations:

Christine Richardson- North Kohala Community Resource Center

Nancy Redfeather- The Kohala Center -Hawaii Island School Garden Network

Pete Hoffmann- Hawaii County Council

Lester Ueda- USDA, Farm Service Agency

Guy Kaulukukui- The Kohala Center

Craig Elevitch- Permanent Agriculture Resources

Dashiell Kuhr- Hawaii Youth Agriculture Program

Dayday Hopkins- County of Hawaii, Office of Research& Development

Lehua Matsuda- Ka Hana No'eau

Guy Kaulukukui wrapped up the morning session by summarizing and adding his observations of barriers and opportunities:

“First the good news,” Guy said, “The table is set for increasing local food consumption in North Kohala.”

- 100% of retailers want to buy more local food.
- 75% of the producers plan to increase farm production.

The he added, “Now the not so good news:”

- Farmers appear to be making production decisions (what, when, how much) without regard to market demand.
- Farmers appear to be operating independently of each other and not taking advantage of collaborations that could increase their productive capacity and lower their average cost.
- Farmers are producing 80% of the items the market demands, but not at commercial levels.

- 75% of producers plan to increase production, but not due to market signals (e.g. one farmer plans to grow plantains without regard to whether a profitable market exists for them.)
- Farmers rarely mentioned price or profitability as a condition for making production decisions.
- Retailers always mentioned price as a condition for purchasing local food.
- They also mentioned good quality and quantity.
- Many farmers appear to view farming as a lifestyle rather than a business. To be economically sustainable, it has to be viewed as both. It must be a viable business and lifestyle to be sustainable.

The group then broke for lunch, which was itself an integral part of the Food Forum, and warrants mentioning in this summary.

The lunch was coordinated by Karen Rosen. The ingredients were 98% North Kohala grown, prepared by local chefs and served by students. Karen, owner of the Kohala Coffee Mill, received a first hand lesson in why local restaurants and caterers only purchase about 8% of their food locally. She had to spend an inordinate amount of time tracking down basic food items and found it difficult to stay within a fairly generous grant budget designed to support local farmers.

That being said, the lunch was a major highlight of the day. Bringing the community together to share our locally grown food was perhaps one of the most important things we accomplished. The menu was as follows:

Grilled top sirloin in a locally grown marinade- Created by Rosaline Maxx from Pico's Bistro
Ginger, papaya, lime, chili peppers, tomato, green onions, garlic chives, parsley, macnut oil, lilikoi/jabadacaba wine

Wild Pork Three Ways- Hunted and cooked by Micah Barclay.
Barbecued ribs, pulled smoked pork and grilled smoked pork

Poisson Cru'- Created by Claudette Smith and Swarupo Fringe
Fish, Coconut milk, lime juice, green onions, tomatoes

Tossed Greens with papaya, citrus, herb dressing- Created by Sushi Rock

Plated Vegetables- Arranged by Claudette Smith and Swarupo Fringe
Cherry tomatoes, avocado, green beans, hard boiled eggs, radishes, yakon

Beet Root Mousaline with goat cheese, basil and orange zest- Created by Claudette Smith and Swarupo Fringe
Beets, goat cheese, basil, orange zest, lemon juice

Sweet Potato Salad- Created by Claudette Smith and Swarupo Fringe
with Sweet Potato, pipikaula, leeks and carrots with ginger and lemongrass aioli (eggs and oil) served on Bean sprouts

Babaganouch- Created by Claudette Smith and Swarupo Fringe
Eggplant, macnut butter, cilantro, green onions lemon

Taro Served with herbed butter- Created by Giovanna Gherardi

Dessert

Fruit Trifle with banana custard- Created by Shirli Shook from Pau Hana Dinners
Bananas, white pineapples, papayas, lilikoi, vanilla, cinnamon

Pumpkin bars- Created by Dawn Marlowe and Kohala Coffee Mill
Pumpkin, macnuts, honey, cinnamon, ginger, eggs

Beverages

Sugar cane sweetened lilikoi lemonade, water

The afternoon session was focused on Defining the Gap and the afternoon was about Collaboration and Action. Andrea Dean facilitated the afternoon session and asked participants to work from a place of enlightened self-interest while exploring the question: What do you need that helps you meet your business/project goals and moves the community forward towards achieving its goal of producing 50% of our food?

Andrea restated the Food Forum Steering committee's role in identifying and moving forward with solutions:

- We want to facilitate, not direct, the conversation.
- We don't want to impose solutions or carry out any of the initiatives or partnerships that are proposed. If there is a specific request of the committee, such as a request to convene another forum or facilitate a smaller group conversation, the committee would evaluate that request.

Participants were asked to contribute to the conversation with ideas that they were willing to own. Participants were asked to refrain from finger pointing, blaming, complaining and long winded explanations.

By floating the concept that we all function from our own self-interest, it was our intention to:

- Identify ideas which had a passionate owner who could carry the proposed initiative forward.
- Allow other people in the community to coalesce around existing businesses and projects that need support.

Using this approach, thirteen initiatives emerged with point people to take these initiatives forward:

- Business Proposition from Lone Palm Farms: David and Ruth Rotstein from Lone Palm Farm put forth a proposal that they would be open to talking to and cooperating with any North Kohala growers with products they would like to sell. Contact: David or Ruth- 889-5780 or david.rotstein@hawaiiantel.net
- Growing, Marketing & Distributing Herbs: Doug & Sarah Lombardo who have experience in growing, marketing and distributing herbs are looking for partners to lease land, share crop and connect with marketing and distribution opportunities. Contact: Doug or Sarah- 805-729-0621 or llombardo@sbcglobal.net
- Commercial Kitchens: Renee Rudzinski has an interest in helping the commercial kitchen movement. Contact: Renee- 884-5623 or ibbusy247@hotmail.com
- Land Leasing Agreements and Contracts: A working group formed under Ed Pollock's leadership to explore different forms of land leasing agreements and contracts. Contact: Ed - 896-9893 or epollockhawaii@yahoo.com
- Breadfruit: A working group formed to work with Ric Rocker on expanding the growing and use of breadfruit. Contact: Ric- 895-3469 or richard@richardrocker.com

- North Kohala Grown Marketing Initiative: Having a booth at the Farmer's Market as well as at the Kohala Country Fair to promote locally grown food, led by Ashley Lueders. Contact: Ashley 930-4634 or alueders@safarichefs.com
- Local Food for Senior Nutrition program- Pete Hoffmann would like community members to help own this initiative. Contact: Pete- 887-2043 or phoffmann@co.hawaii.hi.us
- Locally Grown Day at Local Restaurants: Joan Channon and Tom Baldwin will be spearheading an effort for Bamboo and other local restaurants to feature locally grown foods. Contact: Joan- 889-5555 or joanchannon@gmail.com
- North Kohala School Gardens: A group volunteered to help Nancy Redfeather with getting school gardens started at the elementary and middle schools. Contact: Nancy- 322-2801 or nredfeather@kohalacenter.org
- Peter Beemer attracted a group to work with him on promoting farming as an attractive and viable career for youth to be proud of. Contact: Peter- 895-0737 or peterbeemer@gmail.com
- Co-op: Forrest Arnold is facilitating a discussion around forming a Co-op. Contact: Forrest- 987-2365 or forrest@forrestinhawaii.com
- Shannon Casey believes that the school garden and educational initiatives should be integrated with the co-op effort and will be the liaison between the two groups. Contact: Shannon- 889-5035 or shannon@turquoise.net
- Transition Town Handbook: Tom Baldwin is selling the transition town handbook and there is a discussion group forming that meets at Dee Chapon's house. Contact: Tom- 889-5035 or tombaldwin@turquoise.net

The North Kohala Food Forum has facilitated the connections between the group leaders above and the people who volunteered to work on those initiatives. The Food Forum has also set up social networking groups on www.nkfoodforum.org for each of the above initiatives for the groups to use to post results and attract additional members.

In order to facilitate community connections, the North Kohala Food Forum steering committee has:

- Posted the following online at www.nkfoodforum.com
 - Participant Survey Data
 - PowerPoint slides from the Food Forum
 - Outcome Summary
 - Video, Interviews and Photos from the Food Forum

The North Kohala Food Forum would like to thank the sponsors and volunteers that helped make this community conversation possible.

We look forward to seeing how the seeds we have planted grow and multiply.

With Aloha,

The North Kohala Food Forum Steering Committee

Bob Martin, Andrea Dean, Forrest Arnold, Shannon Casey, Guy Kaulukukui, Christine Richardson, Karen Rosen



COMMERCIAL FOOD PRODUCERS SURVEY SUMMARY

COMMERCIAL FOOD PRODUCERS- SUMMARY

**What food products do you produce?
(Mark all that apply.)**

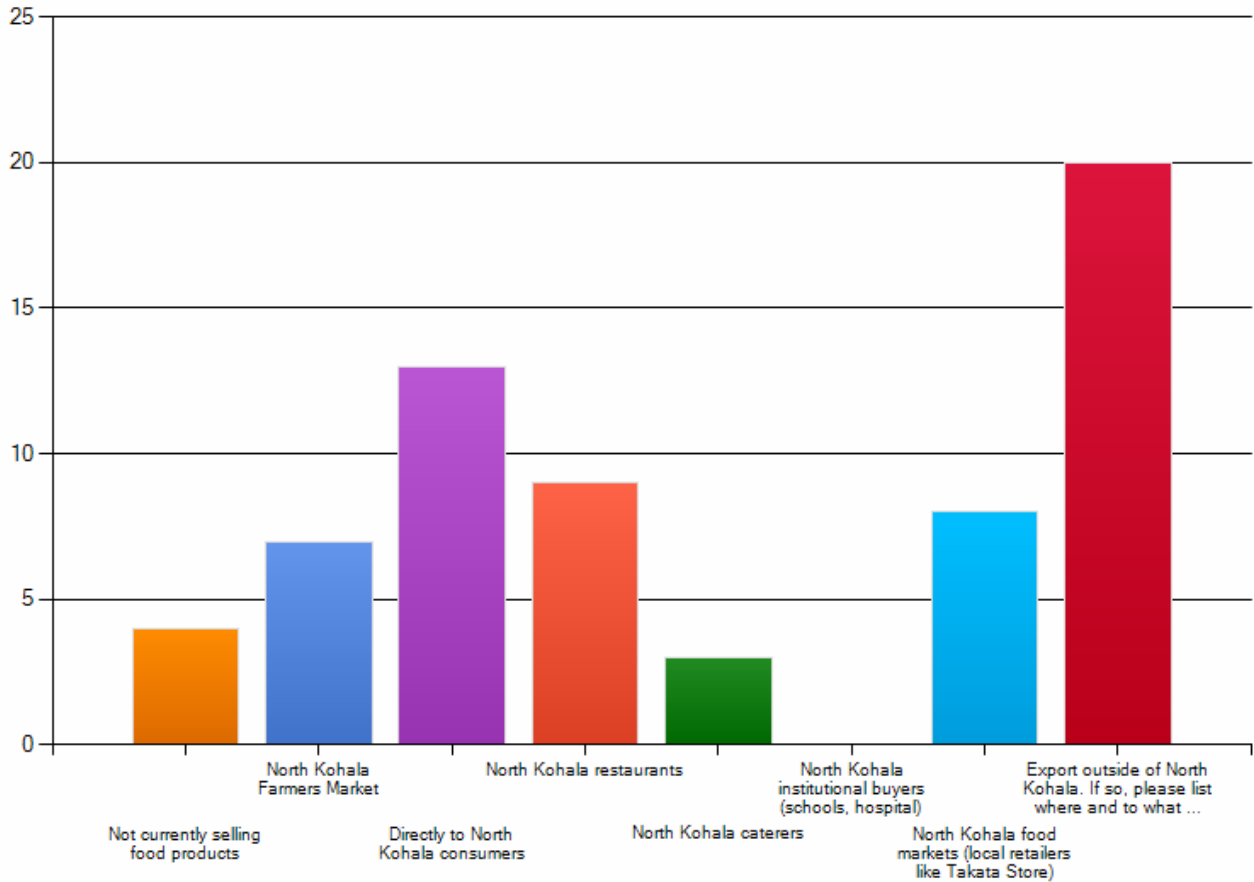


■ Citrus,Oranges	■ Meat,Beef	■ Tomato,Roma
■ Eggplant	■ Roots,Beets,All	■ Broccoli,Crowns
■ Papaya	■ Taro	■ Cabbage,Green
■ Other (please list one or more items)	■ Bok Choy,Baby	■ Eggs,Organic
■ Carrots	■ Citrus,Grapefruit	■ Figs
■ Citrus,Lemon	■ Peppers,Hot Chile	■ Macadamia nuts
■ Banana,Apple	■ Squash,Pumpkin	■ Peppers,Bell
■ Banana	■ Sweet Potato,Purple/Molokai	■ Pomegranate
■ Herb,Basil	■ Tomato,Cherry	■ Potato,Purple
■ Herb,Cilantro	■ Asparagus	■ Potato,Russet
■ Mango	■ Cabbage,Napa/Chinese	■ Roots,Daikon
■ Corn	■ Choi,all kind	■ Snow Pea
■ Herb,Mint	■ Lemongrass	■ Tomatillo
■ Herb,Parsley,Italian	■ Lychee	■ Tomato,Heirloom
■ Lettuce,Green Leaf	■ Onions,Green Spring	■ Tomato,Large
■ Lettuce,Salad Mix	■ Roots,Turmeric/Olena	■ Herb,Seasonal
■ Pineapple	■ Ulu	■ Honey
■ Avocado	■ Herb,Dill	■ Leeks
■ Citrus,Limes	■ Herb,Fennel	■ Meat,Goat
■ Citrus,Tangerine	■ Lettuce,Baby Romaine	■ Papaya,Green
■ Coconuts	■ Lettuce,Romaine	■ Potato,Red
■ Greens	■ Lilikoi	■ Roots,Ginger
■ Herb,Parsley	■ Meat,Lamb	

What crops or products are your main or best sellers? (List all that apply.)

- Alfalfa, Clover, Mung Sprouts
- Taro And Poi/Taro Dream
- Beef, Lychee, Mangos, Eggs, Lamb, Goat Meat
- Cattle
- Lemons, Greens, Asparagus, Cherry Tomatoes
- Bananas
- Crawfish,Coffee,Prawns
- Nut Butter
- Limes
- Organic Sweet Corn, Watermelons, Greens, Lettuce, Asparagus
- Hawaiian Pumpkins, Coconut Trees & Formosan Koa Trees
- Carrots, Beets, Greens, Herbs
- Seeds & Produce; Peppers,Basil, Eggplants, Corn, Potato, Tomato, Several Varieties Of Beans
- Beef
- Limes, Mangos,
- Country Natural Beef, Oregon: Grain Finish Beef Ranchers Renaissance, Texas Grass Finish Beef, Hawaii Beef Producers In Pauuilo
- Macadamia Nuts (Wet-In-Shell)
- Pumpkins- In The Past Mixed Greens.
- Mac Nuts
- Papaya, Citrus, Carrots, Beets, Green Onions, Kale
- Meat
- Beef & Lamb
- Avocado, Lychee, Longan, Eggplant
- Dehydrated Pineapple, Coconuts, Corn
- We Are Not Currently A Commercial Operation.
- Milk And Meat
- Lamb, Mango, Oranges
- Salad Mix , Cilantro, Sweet Potato, Carrots, Spinach

Where are you currently selling your food products? (Mark all that apply)



If you export outside of North Kohala, please list where and to what buyers:

Food Stores:

- KTA
- Healthways II
- Kona Naturals I & II
- Crack Seed in Waimea

- American Pacific International, Hawaii Beef, Kuala Meats, Maverick Meats
- Hawaii Beef Producers
- Adaptations

Restaurants:

- Merriman's
- Roy's
- Bluedragon
- Solimene's

Farmers Markets:

- Waimea Farmers Market
- Keauhou Farmers Market

Distributors/Wholesalers:

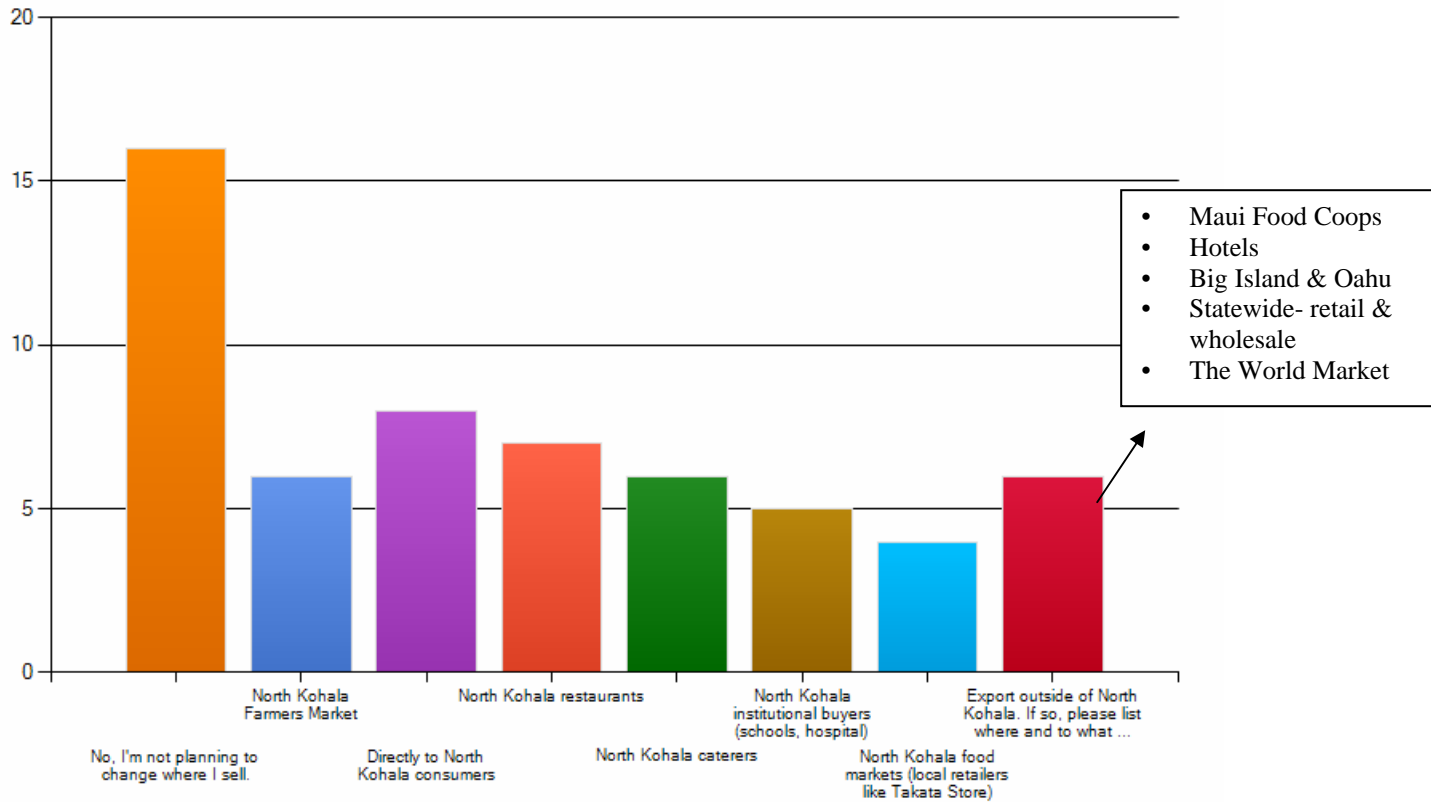
- Kulana Foods, Hawaii Beef packers
- Live sheep to North Kohala wholesaler
- Country Natural Beef, Oregon; Ranchers Renaissance, Cargill, Texas; Grass Finish in Honokaa

Manufacturers:

- Mauna Loa Macadamia, Hawaiian Host and Hamakua Macadamia
- Meadow Gold Processor

Direct to consumers via mail order

Are you planning to change where you sell your food products?



Making Money

- What percentage of the food you produce is sold commercially? 0 – 100%
- What percentage of your income comes from selling food? 0 – 100%
- Is your commercial food production financially successful? 50% Yes, 32% No, 18% It doesn't matter to me.
- Do you have the potential to be financially successful? 93% Yes

What opportunities do you see in the community that will help you be more successful?

Labor

- Woofers
- Willingness for workers to come help us in trade for accommodations

Creating Demand / Education

- More interest in local food
- Desire for buying local
- Restaurants buying local produce as a first priority.
- More N. Kohala residents eating local starch crops and cooking foods that are grown here instead of boxed/canned food from the store.
- Education to the benefits of consuming locally produced food
- More and more residents are interested in locally grown produce.
- More support from buyers
- Many people seem to have a deep interest in growing their own food, hopefully this will cause more collaborations between various parties.

- The community is awakening into awareness of a need for more self-sufficiency and sustainable practices. With this blossoming awareness comes the knowing of the importance of buying locally and supporting those leading the way back to our roots and a more sustainable Kohala.

Co-op

- Collaborative marketing, processing, distribution
- A farm coop to purchase supplies and market products, improve distribution

Infrastructure

- rental certified kitchen with refrigeration
- Infrastructure
- Restoration of Kohala ditch system

Ag Land

- General support of agriculture and tolerance of sounds and smells sometimes associated with production agriculture and related processing.
- Available grass lands

Market / Marketing

- Expand the North Kohala Farmers Market and attract more people.

Other Opportunities

- Word of mouth
- Ric Rocker with AKUKU concept
- A large production of Macnuts
- Likeminded community and professional support.
- Abundant wind and sun for alternative energy.
- Available land for growing and perfect weather conditions.
- Access to water.
- Grant support due to disadvantaged economic status.
- Commitment to rural lifestyle.

Commercial Food Producers- Individual Survey Responses

1. David & Ruth Rotstein

Company: - Lone Palm Farm

Address: - P. O. Box 570

City/Town: - Kapaau

State: - HI

ZIP/Postal Code: - 96755

Email Address: - david.rotstein@hawaiiantel.net

Phone Number: - 889-5780

2. How many years have you lived in North Kohala? 31

3. How many years have you been growing or producing food? 30

4. What food products do you produce? (Mark all that apply.)

- Sprouts

5. What crops or products are your main or best sellers? (List all that apply.)

- alfalfa, clover, mung sprouts

6. Do you import food products from outside of North Kohala for re-sale in North Kohala?

- Yes, please list imported products - salad mix

7. Approximately what percentage of your food product sales is grown or produced in North Kohala? (Enter a number from 0 to 100)

- 85

8. Approximately what percentage of your products are organically produced? (Enter a number from 0 to 100)

- 100

9. Approximately what percentage of your products contain GMO (Genetically Modified Organisms)? (Enter a number from 0 to 100)

- 0

10. Where are you currently selling your food products? (Mark all that apply)

- Directly to North Kohala consumers
- North Kohala restaurants
- North Kohala food markets (local retailers like Takata Store)
- Export outside of North Kohala. If so, please list where and to what buyers - Waimea, Hilo, Kona, Oahu, other islands

11. Are you planning to change where you sell your food products? (If Yes, mark all new channels that apply.)

- No, I'm not planning to change where I sell.

12. What are your main reasons for producing commercial food? (Check all that apply)

- It's the primary way I make my living

13. Approximately what percentage of the food you produce is sold commercially (as opposed to personal use, trades or barter, sharing)? Enter a number from 0 to 100)

- 98

14. Approximately what percentage of the food you produce is used to trade or barter for other products (as opposed to commercial sales, personal use, sharing)? Enter a number from 0 to 100)

- 0

15. Approximately what percentage of your income comes from selling food?

- 100

16. Is your commercial food production financially successful?

- Yes

17. If your commercial food production is not currently a financial success, does it have potential to be financially successful in the future?

- Yes

18. What are the top five things you need to be more successful? (please select five or less boxes.)

- Higher demand in the local market for my products
- Cheaper inputs (fertilizer, water, energy, other)

19. What opportunities do you see in the community that may help you be more successful? (Please list.)

- None

20. What general plans do you have for your food producing operations?

- Continue without much change

21. Is there anything else you would like to share about producing food in North Kohala?

- No

2. Pamela Noeau Day

Company: - Taro Dream Inc.

Address: - P.O. Box 551796

Address 2: - 53-4214 Akoni Pule Hwy

City/Town: - Kapaau

State: - HI

ZIP/Postal Code: - 96755

Email Address: - tarodream@msn.com

Phone Number: - 884-5270 office 889-5270 direct

Cell Number: - 989-5314

2. How many years have you lived in North Kohala? 4

3. How many years have you been growing or producing food? 2

4. What food products do you produce? (Mark all that apply.)

- Potato, Purple
- Taro
- Other (please list one or more items) - Yacon

5. What crops or products are your main or best sellers? (List all that apply.)

- Taro and Poi/Taro Dream

6. Do you import food products from outside of North Kohala for re-sale in North Kohala?

- No

7. Approximately what percentage of your food product sales is grown or produced in North Kohala? (Enter a number from 0 to 100)

- 75

8. Approximately what percentage of your products are organically produced? (Enter a number from 0 to 100)

- 100

9. Approximately what percentage of your products contain GMO (Genetically Modified Organisms)? (Enter a number from 0 to 100)

- 0

10. Where are you currently selling your food products? (Mark all that apply)

- Not currently selling food products
- Export outside of North Kohala. If so, please list where and to what buyers - Donation of dehydrated poi to people with critical health issues.

11. Are you planning to change where you sell your food products? (If Yes, mark all new channels that apply.)

- North Kohala restaurants
 - North Kohala caterers
 - North Kohala institutional buyers (schools, hospital)
 - North Kohala food markets (local retailers like Takata Store)
 - Export outside of North Kohala. If so, please list where and to what buyers - The World Market
12. What are your main reasons for producing commercial food? (Check all that apply)
- Other (please explain) - It's complicated!
13. Approximately what percentage of the food you produce is sold commercially (as opposed to personal use, trades or barter, sharing)? Enter a number from 0 to 100)
- 95
14. Approximately what percentage of the food you produce is used to trade or barter for other products (as opposed to commercial sales, personal use, sharing)? Enter a number from 0 to 100)
- 5
15. Approximately what percentage of your income comes from selling food?
- 100
16. Is your commercial food production financially successful?
- Yes
17. If your commercial food production is not currently a financial success, does it have potential to be financially successful in the future?
- Yes
18. What are the top five things you need to be more successful? (please select five or less boxes.)
- Other (please add an item) - Management and Funding
19. What opportunities do you see in the community that may help you be more successful? (Please list.)
- Likeminded community and professional support.
 - Abundant wind and sun for alternative energy.
 - Available land for growing and perfect weather conditions.
 - Access to water. Grant support due to disadvantaged economic status.
 - Commitment to rural lifestyle.
20. What general plans do you have for your food producing operations?
- Expand my production (briefly describe your plans) - TDI is committed to the development of a dehydration facility to process agricultural food products, with an emphasis on taro and poi, for shipment to our own co packers and for bulk sale to commercial food ingredient distributors nationwide. Our facility will support local farmers by providing an economically exciting processing destination for their produce. The Distribution and market potential for dehydrated fruit and vegetable purees is more consistent because of the ease of shipping these products free of quarantine restrictions and the prohibitive cost of shipping fresh (water weight) produce to distant markets. Providing consistent processing and distribution outlets for Hawaii sustainably grown produce builds a strong agricultural economy. This in turn promotes sustainable uses of our land, local work for our families and food security for our communities.
21. Is there anything else you would like to share about producing food in North Kohala?
- Taro Dream, Inc. is a Hawaii-based company with a mission to promote the health and welfare of the people of Hawaii while supporting an environmentally and financially sustainable agricultural economy. With the development of the Dehydration Project we envision being able to provide important and innovative long-term contributions to the local agricultural community. The Hawaii Dehydration Project may have more potential to benefit sustainable agriculture and Hawaii food security than any other project currently proposed.

3. Jean Sunderland

Company: - Ahu Pohaku Farms

Address: - PO Box 189

City/Town: - Hawi

State: - HI

ZIP/Postal Code: - 96719

Email Address: - jeanhawi@netzero.net

Phone Number: - 808-889-6336

Cell Number: - 808-896-4770

2. How many years have you lived in North Kohala? 35

3. How many years have you been growing or producing food? 30

4. What food products do you produce? (Mark all that apply.)

- Avocado
- Banana,Apple
- Banana
- Citrus,Grapefruit
- Citrus,Lemon
- Citrus,Limes
- Citrus,Oranges
- Coconuts
- Eggs,Organic
- Herb,Watercress
- Lemongrass
- Lychee
- Mango
- Meat,Beef
- Meat,Goat
- Meat,Lamb
- Papaya
- Pineapple
- Roots,Turmeric/Olena
- Sweet Potato,Purple/Molokai
- Sweet Potato,Satusuma
- Ulu

5. What crops or products are your main or best sellers? (List all that apply.)

- Beef, Lychee, Mangos, Eggs, Lamb, goat meat

6. Do you import food products from outside of North Kohala for re-sale in North Kohala?

- No

7. Approximately what percentage of your food product sales is grown or produced in North Kohala? (Enter a number from 0 to 100)

- 100

8. Approximately what percentage of your products are organically produced? (Enter a number from 0 to 100)

- 90

9. Approximately what percentage of your products contain GMO (Genetically Modified Organisms)? (Enter a number from 0 to 100)

- 0

10. Where are you currently selling your food products? (Mark all that apply)

- Directly to North Kohala consumers
- North Kohala restaurants

11. Are you planning to change where you sell your food products? (If Yes, mark all new channels that apply.)

- No, I'm not planning to change where I sell.

12. What are your main reasons for producing commercial food? (Check all that apply)

- It's a bi-product of producing for my own use
- I use it to trade or barter for other products
- It's a hobby, I do it because I enjoy it

13. Approximately what percentage of the food you produce is sold commercially (as opposed to personal use, trades or barter, sharing)? Enter a number from 0 to 100)

- 40

14. Approximately what percentage of the food you produce is used to trade or barter for other products (as opposed to commercial sales, personal use, sharing)? Enter a number from 0 to 100)
 - 20
15. Approximately what percentage of your income comes from selling food?
 - 10
16. Is your commercial food production financially successful?
 - No, but that doesn't matter to me.
17. If your commercial food production is not currently a financial success, does it have potential to be financially successful in the future?
 - Yes
18. What are the top five things you need to be more successful? (please select five or less boxes.)
 - More available labor
 - Lower cost labor
 - Availability of affordable investment capital or loan
19. What opportunities do you see in the community that may help you be more successful? (Please list.)
 - Willingness for workers to come help us in trade for accommodations
20. What general plans do you have for your food producing operations?
 - Expand my production (briefly describe your plans) - Presently planting more gardens and orchards
21. Is there anything else you would like to share about producing food in North Kohala?
 - Not at this time.

4. David Fuertes

Company: - DC Enterprise Ohana LLC

Address: - P. O. Box 896

City/Town: - Kapaau

State: - HI

ZIP/Postal Code: - 96755

Email Address: - dcfuertes@aol.com

Phone Number: - 896-0566

2. How many years have you lived in North Kohala? 34

3. How many years have you been growing or producing food? 34

4. What food products do you produce? (Mark all that apply.)

- | | |
|---------------|--------------------------------|
| • Eggplant | • Seafood, Aquaculture |
| • Meat, Beef | • Sweet Potato, Purple/Molokai |
| • Meat, Pork | • Taro |
| • Potato, Red | |

5. What crops or products are your main or best sellers? (List all that apply.)

- Beef

6. Do you import food products from outside of North Kohala for re-sale in North Kohala?

- No

7. Approximately what percentage of your food product sales is grown or produced in North Kohala? (Enter a number from 0 to 100)

- 50

8. Approximately what percentage of your products are organically produced? (Enter a number from 0 to 100)

- 20

9. Approximately what percentage of your products contain GMO (Genetically Modified Organisms)? (Enter a number from 0 to 100) - 0

10. Where are you currently selling your food products? (Mark all that apply)
 - Directly to North Kohala consumers
 - Export outside of North Kohala. If so, please list where and to what buyers - Big Island individual consumers
11. Are you planning to change where you sell your food products? (If Yes, mark all new channels that apply.)
 - No, I'm not planning to change where I sell.
12. What are your main reasons for producing commercial food? (Check all that apply)
 - It's a bi-product of producing for my own use
 - I use it to trade or barter for other products
 - It's a hobby, I do it because I enjoy it
 - The income supplements my other employment
 - Other (please explain) - I use it for teaching
13. Approximately what percentage of the food you produce is sold commercially (as opposed to personal use, trades or barter, sharing)? Enter a number from 0 to 100)
 - 45
14. Approximately what percentage of the food you produce is used to trade or barter for other products (as opposed to commercial sales, personal use, sharing)? Enter a number from 0 to 100)
 - 50
15. Approximately what percentage of your income comes from selling food?
 - 5
16. Is your commercial food production financially successful?
 - No
17. If your commercial food production is not currently a financial success, does it have potential to be financially successful in the future?
 - Yes
18. What are the top five things you need to be more successful? (please select five or less boxes.)
 - Better ways to transport my products to buyers
 - Lower cost labor
 - Higher demand in the local market for my products
 - Solutions to growing or production problems
 - Cheaper inputs (fertilizer, water, energy, other)
19. What opportunities do you see in the community that may help you be more successful? (Please list.)
 - Infrastructure
20. What general plans do you have for your food producing operations?
 - Expand my production (briefly describe your plans) - Creating opportunity for other families.
21. Is there anything else you would like to share about producing food in North Kohala?
 - challenge, distribution/transportation

5. Hermann Fernandez

Company: - Surety Kohala Corp.

Address: - P.O. Box 249

City/Town: - Hawi

State: - HI

ZIP/Postal Code: - 96719

Email Address: - hermann.fernandez@gmail.com

Phone Number: - 808-889-6257

Cell Number: - 808-987-5611

2. How many years have you lived in North Kohala? 20
3. How many years have you been growing or producing food? 20
4. What food products do you produce? (Mark all that apply.)
 - Meat,Beef
5. What crops or products are your main or best sellers? (List all that apply.)
 - Cattle
6. Do you import food products from outside of North Kohala for re-sale in North Kohala?
 - No
7. Approximately what percentage of your food product sales is grown or produced in North Kohala? (Enter a number from 0 to 100)
 - 100
8. Approximately what percentage of your products are organically produced? (Enter a number from 0 to 100)
 - 0
9. Approximately what percentage of your products contain GMO (Genetically Modified Organisms)? (Enter a number from 0 to 100)
 - 0
10. Where are you currently selling your food products? (Mark all that apply)
 - Directly to North Kohala consumers
 - Export outside of North Kohala. If so, please list where and to what buyers - American Pacific International, Hawaii Beef, Kuala Meats, Maverick Meats
11. Are you planning to change where you sell your food products? (If Yes, mark all new channels that apply.)
 - No, I'm not planning to change where I sell.
12. What are your main reasons for producing commercial food? (Check all that apply)
 - Other (please explain) - Use cattle to maintain our pastures
13. Approximately what percentage of the food you produce is sold commercially (as opposed to personal use, trades or barter, sharing)? Enter a number from 0 to 100)
 - 100
14. Approximately what percentage of the food you produce is used to trade or barter for other products (as opposed to commercial sales, personal use, sharing)? Enter a number from 0 to 100)
 - 0
15. Approximately what percentage of your income comes from selling food?
 - 5
16. Is your commercial food production financially successful?
 - No, but that doesn't matter to me
17. If your commercial food production is not currently a financial success, does it have potential to be financially successful in the future?
 - No
18. What are the top five things you need to be more successful? (please select five or less boxes.)
 - Other (please add an item) - Cattle business run to breakeven or at a slight loss in order to make the land look better
19. What opportunities do you see in the community that may help you be more successful? (Please list.)
 - no answer
20. What general plans do you have for your food producing operations?
 - Expand my production (briefly describe your plans) - Implement modern grazing rotational method
21. Is there anything else you would like to share about producing food in North Kohala?
 - Once Kohala's ag lands are supplying 50% or more of the local food needs, what is to occur on the remaining ag land, since it seems that exporting food is economically unviable?

6. Marian Tompkins

Address: - P.O. Box 812

City/Town: - Kapaa

State: - HI

ZIP/Postal Code: - 96755

Phone Number: - 808 889-5349

2. How many years have you lived in North Kohala? 26

3. How many years have you been growing or producing food? 20

4. What food products do you produce? (Mark all that apply.)

- Asparagus
- Banana,Apple
- Bok Choy,Baby
- Cabbage,Napa/Chinese
- Carrots
- Choi,all kind
- Citrus,Grapefruit
- Citrus,Lemon
- Citrus,Oranges
- Eggplant
- Eggs,Organic
- Greens
- Herb,Basil
- Herb,Cilantro
- Herb,Dill
- Herb,Mint
- Herb,Parsley
- Herb,Parsley,Italian
- Kohlrabi
- Lemongrass
- Lettuce,Green Leaf
- Lettuce,Romaine
- Lettuce,Salad Mix
- Papaya
- Peppers,Hot Chile
- Pineapple
- Potato,Russet
- Roots,Beets,All
- Snow Pea
- Tomatillo
- Tomato,Cherry
- Tomato,Roma
- Won Bok

5. What crops or products are your main or best sellers? (List all that apply.)

- Lemons, greens, asparagus, cherry tomatoes

6. Do you import food products from outside of North Kohala for re-sale in North Kohala?

- No

7. Approximately what percentage of your food product sales is grown or produced in North Kohala? (Enter a number from 0 to 100)

- 0

8. Approximately what percentage of your products are organically produced? (Enter a number from 0 to 100)

- 60

9. Approximately what percentage of your products contain GMO (Genetically Modified Organisms)? (Enter a number from 0 to 100)

- 0

10. Where are you currently selling your food products? (Mark all that apply)

- Not currently selling food products

11. Are you planning to change where you sell your food products? (If Yes, mark all new channels that apply.)

- No, I'm not planning to change where I sell.
- North Kohala Farmers Market
- Directly to North Kohala consumers

12. What are your main reasons for producing commercial food? (Check all that apply)
 - It's a bi-product of producing for my own use
 - I use it to trade or barter for other products
 - It's a hobby, I do it because I enjoy it
13. Approximately what percentage of the food you produce is sold commercially (as opposed to personal use, trades or barter, sharing)? Enter a number from 0 to 100)
 - 0
14. Approximately what percentage of the food you produce is used to trade or barter for other products (as opposed to commercial sales, personal use, sharing)? Enter a number from 0 to 100)
 - 10
15. Approximately what percentage of your income comes from selling food?
 - 0
16. Is your commercial food production financially successful?
 - No, but that doesn't matter to me
17. If your commercial food production is not currently a financial success, does it have potential to be financially successful in the future?
 - Yes
18. What are the top five things you need to be more successful? (please select five or less boxes.)
 - More available labor
 - Lower cost labor
 - Better information about how to price my goods
 - Solutions to growing or production problems
 - How to find additional buyers in North Kohala
19. What opportunities do you see in the community that may help you be more successful? (Please list.)
 - More and more residents are interested in locally grown produce.
20. What general plans do you have for your food producing operations?
 - Expand my production (briefly describe your plans) - As I have more time, I will expand. We would like to build a greenhouse to be able to grow crops that I am unable to grow now.
21. Is there anything else you would like to share about producing food in North Kohala?
 - Kohala has all the essential elements needed to produce healthy food. With soil, rain, sun and an interested community, it has great potential.

7. Rick Gordon

Address: - PO Box 214

Address 2: - 53-4395 Akoni Pule Highway

City/Town: - Kapaa

State: - HI

ZIP/Postal Code: - 96755

Email Address: - horseshoeinghawaii@mac.com

Phone Number: - 808-889-5435

2. How many years have you lived in North Kohala? 42

3. How many years have you been growing or producing food? 57

4. What food products do you produce? (Mark all that apply.)

- | | |
|-----------------|-------------------|
| • Asparagus | • Broccoli,Crowns |
| • Avocado | • Choi,all kine |
| • Banana,Apple | • Citrus,Lemon |
| • Banana | • Citrus,Limes |
| • Bok Choy,Baby | • Citrus,Oranges |

- Coconuts
- Coconuts,milk/oil
- Corn
- Eggplant
- Figs
- Greens
- Herb,Basil
- Herb,Cilantro
- Herb,Mint
- Herb,Parsley,Italian
- Herb,Seasonal
- Lemongrass
- Lettuce,Green Leaf
- Lychee
- Macadamia nuts
- Mango
- Meat,Beef
- Papaya
- Papaya,Green
- Peppers,Bell
- Peppers,Hot Chile
- Pineapple
- Pomegranate
- Roots,Ginger
- Roots,Ginger/Galangal
- Roots,Turmeric/Olena
- Seeds,Saved,all kinds
- Snow Pea
- Squash,Pumpkin
- Sweet Potato,Garnet
- Sweet Potato,Jewel
- Sweet Potato,Kotbuki
- Sweet Potato,Purple/Molokai
- Sweet Potato,Satusuma
- Taro
- Tomatillo
- Tomato,Cherry
- Tomato,Heirloom
- Tomato,Large
- Tomato,Roma
- Ulu
- Other (please list one or more items) -
thyme, marjoram, sage

5. What crops or products are your main or best sellers? (List all that apply.)

- Bananas

6. Do you import food products from outside of North Kohala for re-sale in North Kohala?

- No

7. Approximately what percentage of your food product sales is grown or produced in North Kohala? (Enter a number from 0 to 100)

- 100

8. Approximately what percentage of your products are organically produced? (Enter a number from 0 to 100)

- 100

9. Approximately what percentage of your products contain GMO (Genetically Modified Organisms)? (Enter a number from 0 to 100)

- 0

10. Where are you currently selling your food products? (Mark all that apply)

- North Kohala restaurants

11. Are you planning to change where you sell your food products? (If Yes, mark all new channels that apply.)

- No, I'm not planning to change where I sell.
- North Kohala Farmers Market
- Directly to North Kohala consumers
- North Kohala institutional buyers (schools, hospital)

12. What are your main reasons for producing commercial food? (Check all that apply)

- It's a bi-product of producing for my own use
- I use it to trade or barter for other products
- It's a hobby, I do it because I enjoy it

13. Approximately what percentage of the food you produce is sold commercially (as opposed to personal use, trades or barter, sharing)? Enter a number from 0 to 100)
- 50
14. Approximately what percentage of the food you produce is used to trade or barter for other products (as opposed to commercial sales, personal use, sharing)? Enter a number from 0 to 100)
- 25
15. Approximately what percentage of your income comes from selling food?
- 2
16. Is your commercial food production financially successful?
- No, but that doesn't matter to me
17. If your commercial food production is not currently a financial success, does it have potential to be financially successful in the future?
- Yes
18. What are the top five things you need to be more successful? (please select five or less boxes.)
- Better ways to transport my products to buyers
 - Better information about how to price my goods
 - Higher demand in the local market for my products
 - Other (please add an item) - A system in which a middle person picks up produce from gardeners and small farmers, then markets it locally and/or exports?
19. What opportunities do you see in the community that may help you be more successful? (Please list.)
- See above, under Other.
20. What general plans do you have for your food producing operations?
- Continue without much change
 - Expand my production (briefly describe your plans) - Expand when there is a middle person to help out with distribution.
21. Is there anything else you would like to share about producing food in North Kohala?
- We have all the potential to be self-sufficient. More bartering and trading would be helpful. For example, we do not produce yogurt or eggs, yet would be more than willing to trade for produce including organic beef.

8. Lance Caspary

Company: - Kohala Crawfish Farm

Address: - P.O. Box 629

City/Town: - Kapaau

State: - HI

ZIP/Postal Code: - 96755

Email Address: - kcraw@kona.net

Phone Number: - 884-5321

Cell Number: - 869-6441

2. How many years have you lived in North Kohala? 25

3. How many years have you been growing or producing food? 13

4. What food products do you produce? (Mark all that apply.)

- | | |
|--------------------|---------------------|
| • Citrus,Lemon | • Grapes |
| • Citrus,Limes | • Mango |
| • Citrus,Tangerine | • Papaya |
| • Citrus,Oranges | • Peppers,Bell |
| • Corn | • Peppers,Hot Chile |
| • Figs | • Pineapple |

- Seafood, Aquaculture
 - Sweet Potato, Purple/Molokai
 - Tomato, Cherry
 - Other (please list one or more items) - Coffee
5. What crops or products are your main or best sellers? (List all that apply.)
- crawfish, coffee, prawns
6. Do you import food products from outside of North Kohala for re-sale in North Kohala?
- No
7. Approximately what percentage of your food product sales is grown or produced in North Kohala? (Enter a number from 0 to 100)
- 100
8. Approximately what percentage of your products are organically produced? (Enter a number from 0 to 100)
- 66
9. Approximately what percentage of your products contain GMO (Genetically Modified Organisms)? (Enter a number from 0 to 100)
- 0
10. Where are you currently selling your food products? (Mark all that apply)
- North Kohala Farmers Market
 - Directly to North Kohala consumers
 - North Kohala food markets (local retailers like Takata Store)
 - Export outside of North Kohala. If so, please list where and to what buyers - Statewide
11. Are you planning to change where you sell your food products? (If Yes, mark all new channels that apply.)
- North Kohala Farmers Market
 - Directly to North Kohala consumers
 - North Kohala restaurants
 - North Kohala caterers
 - North Kohala food markets (local retailers like Takata Store)
 - Export outside of North Kohala. If so, please list where and to what buyers - statewide, retail and wholesale
12. What are your main reasons for producing commercial food? (Check all that apply)
- It's the primary way I make my living
 - Other (please explain) - disabled carpenter
13. Approximately what percentage of the food you produce is sold commercially (as opposed to personal use, trades or barter, sharing)? Enter a number from 0 to 100)
- 99
14. Approximately what percentage of the food you produce is used to trade or barter for other products (as opposed to commercial sales, personal use, sharing)? Enter a number from 0 to 100)
- 1
15. Approximately what percentage of your income comes from selling food?
- 50
16. Is your commercial food production financially successful?
- Yes
17. If your commercial food production is not currently a financial success, does it have potential to be financially successful in the future?
- Yes
18. What are the top five things you need to be more successful? (please select five or less boxes.)
- Lower cost land
 - Cheaper inputs (fertilizer, water, energy, other)

- Other (please add an item) - restoration of Kohala ditch system
19. What opportunities do you see in the community that may help you be more successful? (Please list.)
- Restoration of Kohala ditch system
20. What general plans do you have for your food producing operations?
- Expand my production (briefly describe your plans) - develop new ponds where there is still water. Continue efforts to return to existing ponds.
21. Is there anything else you would like to share about producing food in North Kohala?
- Stop/ limit Residential development of Ag. lands.

9. Joe Ayer

Company: - Just Macnuts

Address: - P.O. Box 551797

City/Town: - Kapaau

State: - HI

ZIP/Postal Code: - 96755

Email Address: - jorayer@earthlink.net

Phone Number: - 889 5009

Cell Number: - 896 0910

2. How many years have you lived in North Kohala? 9

3. How many years have you been growing or producing food? 1

4. What food products do you produce? (Mark all that apply.)

- Avocado
- Banana
- Citrus,Grapefruit
- Citrus,Lemon
- Citrus,Tangerine
- Citrus,Oranges
- Eggs
- Macadamia nut,butter

5. What crops or products are your main or best sellers? (List all that apply.)

- Mac nut butter

6. Do you import food products from outside of North Kohala for re-sale in North Kohala?

- No

7. Approximately what percentage of your food product sales is grown or produced in North Kohala? (Enter a number from 0 to 100)

- 100

8. Approximately what percentage of your products are organically produced? (Enter a number from 0 to 100)

- 0

9. Approximately what percentage of your products contain GMO (Genetically Modified Organisms)? (Enter a number from 0 to 100)

- 0

10. Where are you currently selling your food products? (Mark all that apply)

- Directly to North Kohala consumers
- North Kohala caterers
- North Kohala food markets (local retailers like Takata Store)
- Export outside of North Kohala. If so, please list where and to what buyers - 3 health food stores, Crack Seed in Waimea, Waimea Farmers market, mail order from the Mainland

11. Are you planning to change where you sell your food products? (If Yes, mark all new channels that apply.)

- North Kohala Farmers Market

12. What are your main reasons for producing commercial food? (Check all that apply)
 - I use it to trade or barter for other products
 - The income supplements my other employment
 - Other (please explain) - To create a local food producing business
13. Approximately what percentage of the food you produce is sold commercially (as opposed to personal use, trades or barter, sharing)? Enter a number from 0 to 100)
 - 90
14. Approximately what percentage of the food you produce is used to trade or barter for other products (as opposed to commercial sales, personal use, sharing)? Enter a number from 0 to 100)
 - 10
15. Approximately what percentage of your income comes from selling food?
 - 0
16. Is your commercial food production financially successful?
 - Yes
17. If your commercial food production is not currently a financial success, does it have potential to be financially successful in the future?
 - Yes
18. What are the top five things you need to be more successful? (please select five or less boxes.)
 - More available labor
 - Higher demand in the local market for my products
 - Improved less-expensive equipment
 - How to find additional buyers outside of North Kohala
19. What opportunities do you see in the community that may help you be more successful? (Please list.)
 - A large production of Macnuts
20. What general plans do you have for your food producing operations?
 - Expand my production (briefly describe your plans) - We plan on other (very, very top secret) Macnut products
21. Is there anything else you would like to share about producing food in North Kohala?
 - There is concern that as a community we don't produce enough food compared to other parts of the island. The problems of depleted soil, water, and community involvement in producing food need to be addressed to change the present situation.

10. Peter R. Clapp

Company: - Makapala Farms Inc.

Address: - P.O. Box 99

City/Town: - Kapaau

State: - HI

ZIP/Postal Code: - 96755

Email Address: - makapala@aol.com

Phone Number: - 8845276

2. How many years have you lived in North Kohala? 10
3. How many years have you been growing or producing food? 10
4. What food products do you produce? (Mark all that apply.)

- | | |
|---------------------|---|
| • Avocado | • Coconuts |
| • Banana,Apple | • Peppers,Hot Chile |
| • Citrus,Grapefruit | • Salak/Snake Fruit |
| • Citrus,Limes | • Other (please list one or more items) - |
| • Citrus,Tangerine | chyote squash, maringa, kafit limes |

5. What crops or products are your main or best sellers? (List all that apply.)
 - limes
6. Do you import food products from outside of North Kohala for re-sale in North Kohala?
 - No
7. Approximately what percentage of your food product sales is grown or produced in North Kohala? (Enter a number from 0 to 100)
 - 100
8. Approximately what percentage of your products are organically produced? (Enter a number from 0 to 100)
 - 0
9. Approximately what percentage of your products contain GMO (Genetically Modified Organisms)? (Enter a number from 0 to 100)
 - 0
10. Where are you currently selling your food products? (Mark all that apply)
 - North Kohala restaurants
 - Export outside of North Kohala. If so, please list where and to what buyers - Hilo products
11. Are you planning to change where you sell your food products? (If Yes, mark all new channels that apply.)
 - Directly to North Kohala consumers
12. What are your main reasons for producing commercial food? (Check all that apply)
 - I use it to trade or barter for other products
 - It's a hobby, I do it because I enjoy it
 - Other (please explain) - on the land when we bought it.
13. Approximately what percentage of the food you produce is sold commercially (as opposed to personal use, trades or barter, sharing)? Enter a number from 0 to 100)
 - 75
14. Approximately what percentage of the food you produce is used to trade or barter for other products (as opposed to commercial sales, personal use, sharing)? Enter a number from 0 to 100)
 - 0
15. Approximately what percentage of your income comes from selling food?
 - 7
16. Is your commercial food production financially successful?
 - No
17. If your commercial food production is not currently a financial success, does it have potential to be financially successful in the future?
 - Yes
18. What are the top five things you need to be more successful? (please select five or less boxes.)
 - More available labor
 - Lower cost labor
 - Solutions to growing or production problems
 - How to find additional buyers in North Kohala
 - How to find additional buyers outside of North Kohala
19. What opportunities do you see in the community that may help you be more successful? (Please list.)
 - None
20. What general plans do you have for your food producing operations?
 - Expand my production (briefly describe your plans) - expand to vegetables
21. Is there anything else you would like to share about producing food in North Kohala?
 - None

11. Stacy Hasegwa

Company: - Kohala Mt. Farm

Address: - P.O. Box 44385

City/Town: - Kamuela

State: - HI

ZIP/Postal Code: - 96743

Email Address: - daviss33@hotmail.com

Phone Number: - NA

Cell Number: - 345-6323

2. How many years have you lived in North Kohala? 0

3. How many years have you been growing or producing food? 3

4. What food products do you produce? (Mark all that apply.)

- Carrots
- Choi,all kind
- Herb,Dill
- Herb,Fennel
- Herb,Mint
- Herb,Parsley
- Herb,Parsley,Italian
- Leeks
- Lettuce,Baby Romaine
- Lettuce,Green Leaf
- Lettuce,Romaine
- Lettuce,Salad Mix
- Melons
- Squash,Pumpkin
- Other (please list one or more items) - we are currently producing pumpkins, planning corn, and capable of producing all other marked items

5. What crops or products are your main or best sellers? (List all that apply.)

- Pumpkins- in the past mixed greens.

6. Do you import food products from outside of North Kohala for re-sale in North Kohala?

- No

7. Approximately what percentage of your food product sales is grown or produced in North Kohala? (Enter a number from 0 to 100)

- 100

8. Approximately what percentage of your products are organically produced? (Enter a number from 0 to 100)

- 100

9. Approximately what percentage of your products contain GMO (Genetically Modified Organisms)? (Enter a number from 0 to 100)

- 0

10. Where are you currently selling your food products? (Mark all that apply)

- Not currently selling food products
- Export outside of North Kohala. If so, please list where and to what buyers - Will be selling directly from farm through visitors coming to the farm.

11. Are you planning to change where you sell your food products? (If Yes, mark all new channels that apply.)

- Directly to North Kohala consumers
- North Kohala restaurants
- North Kohala caterers
- North Kohala institutional buyers (schools, hospital)
- North Kohala food markets (local retailers like Takata Store)

12. What are your main reasons for producing commercial food? (Check all that apply)

- The income supplements my other employment
- Other (please explain) - Trying to find viable markets to get the farm back up and running

13. Approximately what percentage of the food you produce is sold commercially (as opposed to personal use, trades or barter, sharing)? Enter a number from 0 to 100)
- 100
14. Approximately what percentage of the food you produce is used to trade or barter for other products (as opposed to commercial sales, personal use, sharing)? Enter a number from 0 to 100)
- 10
15. Approximately what percentage of your income comes from selling food?
- 100
16. Is your commercial food production financially successful?
- No
17. If your commercial food production is not currently a financial success, does it have potential to be financially successful in the future?
- Yes
18. What are the top five things you need to be more successful? (please select five or less boxes.)
- Better ways to transport my products to buyers
 - More available labor
 - Lower cost labor
 - Availability of affordable investment capital or loan
 - Other (please add an item) - Post harvest treatment and producing facility number one issue
19. What opportunities do you see in the community that may help you be more successful? (Please list.)
- Collaborative marketing, processing, distribution
20. What general plans do you have for your food producing operations?
- Expand my production (briefly describe your plans) - Develop low input methods and allow community to harvest crops directly from field
21. Is there anything else you would like to share about producing food in North Kohala?
- Each farm needs to identify what they grow best. We need to identify the amount of food is consumed and to identify key crops that need to be grown. Re: Q13, when farm was in full production all products grown were for wholesale; Re: Q15, our goal was to support the farm manager income, so 100% for farm manager when in full production.

12. Richard Liebmann

Company: - Lokahi Farms

Address: - PO Box 32

Address 2: - 55-448 Hoes Rd.

City/Town: - Hawi

State: - HI

ZIP/Postal Code: - 96719

Email Address: - liebmann@wave.bicv.net

Phone Number: - 8088890001

Cell Number: - 8089877501

2. How many years have you lived in North Kohala? 7

3. How many years have you been growing or producing food? 38

4. What food products do you produce? (Mark all that apply.)

- | | |
|----------------|-----------------|
| • Asparagus | • Eggs,Organic |
| • Banana,Apple | • Greens |
| • Carrots | • Herb,Basil |
| • Corn | • Herb,Cilantro |
| • Eggplant | • Herb,Fennel |

- Herb,Parsley
 - Lemongrass
 - Lettuce,Green Leaf
 - Potato,Russet
 - Roots,Beets,All
 - Roots,Ginger
 - Roots,Ginger/Galangal
 - Roots,Turmeric/Olena
 - Watermelons
 - Other (please list one or more items) - manioc, horseradish, medicinal herbs,
5. What crops or products are your main or best sellers? (List all that apply.)
- organic sweet corn, watermelons, greens, lettuce, asparagus
6. Do you import food products from outside of North Kohala for re-sale in North Kohala?
- No
7. Approximately what percentage of your food product sales is grown or produced in North Kohala? (Enter a number from 0 to 100)
- 100
8. Approximately what percentage of your products are organically produced? (Enter a number from 0 to 100)
- 100
9. Approximately what percentage of your products contain GMO (Genetically Modified Organisms)? (Enter a number from 0 to 100)
- 0
10. Where are you currently selling your food products? (Mark all that apply)
- North Kohala Farmers Market
 - Directly to North Kohala consumers
 - North Kohala caterers
 - North Kohala food markets (local retailers like Takata Store)
11. Are you planning to change where you sell your food products? (If Yes, mark all new channels that apply.)
- North Kohala restaurants
 - North Kohala institutional buyers (schools, hospital)
12. What are your main reasons for producing commercial food? (Check all that apply)
- It's the primary way I make my living
 - I use it to trade or barter for other products
 - The income supplements my other employment
13. Approximately what percentage of the food you produce is sold commercially (as opposed to personal use, trades or barter, sharing)? Enter a number from 0 to 100)
- 25
14. Approximately what percentage of the food you produce is used to trade or barter for other products (as opposed to commercial sales, personal use, sharing)? Enter a number from 0 to 100)
- 25
15. Approximately what percentage of your income comes from selling food?
- 10
16. Is your commercial food production financially successful?
- No
17. If your commercial food production is not currently a financial success, does it have potential to be financially successful in the future?
- Yes
18. What are the top five things you need to be more successful? (please select five or less boxes.)
- Higher demand in the local market for my products
 - More advertising
 - Solutions to growing or production problems

- How to find additional buyers in North Kohala
 - Other (please add an item) - Marketing
19. What opportunities do you see in the community that may help you be more successful? (Please list.)
- Education to the benefits of consuming locally produced food
20. What general plans do you have for your food producing operations?
- Continue without much change
 - Expand my production (briefly describe your plans) - keep growing more food
21. Is there anything else you would like to share about producing food in North Kohala?
- no

13. Dee Anne Domnick

Company: - Healing Herbs & Company

Address: - P.O. Box 371

Address 2: - 55-470 Ho'ea Rd.

City/Town: - Hawi

State: - HI

ZIP/Postal Code: - 96719

Email Address: - barefootmd@aol.com

Phone Number: - 808-987-8213

Cell Number: - 808-987-7008

2. How many years have you lived in North Kohala? 9

3. How many years have you been growing or producing food? 7

4. What food products do you produce? (Mark all that apply.)

- Avocado
- Banana,Apple
- Banana
- Bok Choy,Baby
- Broccoli,Crowns
- Cabbage,Green
- Cabbage,Napa/Chinese
- Carrots
- Celery
- Choi,all kine
- Citrus,Lemon
- Citrus,Tangerine
- Coconuts
- Corn
- Cucumber,Japanese
- Dandelion
- Dehydrated food
- Eggplant
- Figs
- Greens
- Herb,Basil
- Herb,Cilantro
- Herb,Dill
- Herb,Fennel
- Herb,Mint
- Herb,Parsley
- Herb,Parsley,Italian
- Herb,Seasonal
- Leeks
- Lemongrass
- Lettuce,Baby Romaine
- Lettuce,Green Leaf
- Lettuce,Romaine
- Lettuce,Salad Mix
- Lilikoi
- Mango
- Onions,Green Spring
- Onion,Red
- Papaya
- Papaya,Green
- Peppers,Hot Chile
- Pineapple
- Potato,Purple
- Potato,Red
- Potato,Yellow,Yukon
- Roots,Beets,All
- Roots,Daikon
- Roots,Ginger
- Roots,Jicama
- Roots,Turmeric/Olena
- Seeds,Saved,all kinds
- Shallots
- Spinach
- Squash,Pumpkin
- Taro
- Tomatillo
- Tomato,Cherry
- Tomato,Heirloom
- Ulu
- Watermelons
- Other (please list one or more items) - medicinal herbs, potted plants.

5. What crops or products are your main or best sellers? (List all that apply.)

- Hawaiian pumpkins, coconut trees & Formosan Koa trees

6. Do you import food products from outside of North Kohala for re-sale in North Kohala?
 - No
7. Approximately what percentage of your food product sales is grown or produced in North Kohala? (Enter a number from 0 to 100)
 - 100
8. Approximately what percentage of your products are organically produced? (Enter a number from 0 to 100)
 - 100
9. Approximately what percentage of your products contain GMO (Genetically Modified Organisms)? (Enter a number from 0 to 100)
 - 0
10. Where are you currently selling your food products? (Mark all that apply)
 - Export outside of North Kohala. If so, please list where and to what buyers - Kona Naturals I & II in Kona; Healthways II and KTA in Waimea
11. Are you planning to change where you sell your food products? (If Yes, mark all new channels that apply.)

North Kohala Farmers Market

 - Directly to North Kohala consumers
 - North Kohala restaurants
 - North Kohala caterers
 - North Kohala institutional buyers (schools, hospital)
 - North Kohala food markets (local retailers like Takata Store)
 - Export outside of North Kohala. If so, please list where and to what buyers - As our ability to produce and distribute more increases, I hope to expand into markets across the Big Island and Oahu.
12. What are your main reasons for producing commercial food? (Check all that apply)
 - Other (please explain) - Growing extra food is a way that I enjoy serving my community and can contribute to reducing my family's (and my community's) footprint.
13. Approximately what percentage of the food you produce is sold commercially (as opposed to personal use, trades or barter, sharing)? Enter a number from 0 to 100)
 - 50
14. Approximately what percentage of the food you produce is used to trade or barter for other products (as opposed to commercial sales, personal use, sharing)? Enter a number from 0 to 100)
 - 5
15. Approximately what percentage of your income comes from selling food?
 - 10
16. Is your commercial food production financially successful?
 - No
17. If your commercial food production is not currently a financial success, does it have potential to be financially successful in the future?
 - Yes
18. What are the top five things you need to be more successful? (please select five or less boxes.)
 - Better ways to transport my products to buyers
 - More available labor
 - Lower cost labor
 - Higher demand in the local market for my products
 - How to find additional buyers in North Kohala
19. What opportunities do you see in the community that may help you be more successful? (Please list.)

- The community is awakening into awareness of a need for more self-sufficiency and sustainable practices. With this blossoming awareness comes the knowing of the importance of buying locally and supporting those leading the way back to our roots and a more sustainable Kohala.
20. What general plans do you have for your food producing operations?
- Expand my production (briefly describe your plans) - Planning to put up a barn with a commercial kitchen for the purpose of: cleaning and preparing produce & value-added products, dehydrating foods & herbs, making tinctures, salves, distilled oils, etc.
21. Is there anything else you would like to share about producing food in North Kohala?
- On our farm, we grow all of our food and medicines organically, always moving more towards sustainable practices. It would be great if Kohala became known for its organic produce & sustainable farms.

14. Fara Boisvert

Company: - Sage Farms

Address: - P. O. Box 523

City/Town: - Kapaau

State: - HI

ZIP/Postal Code: - 96755

Email Address: - benfara@gmail.com

Phone Number: - 889-0536

2. How many years have you lived in North Kohala? 12

3. How many years have you been growing or producing food? 11

4. What food products do you produce? (Mark all that apply.)

- | | |
|------------------------|------------------------|
| • Banana | • Lettuce,Baby Romaine |
| • Bok Choy,Baby | • Lettuce,Salad Mix |
| • Cabbage,Napa/Chinese | • Lilikoi |
| • Carrots | • Lychee |
| • Choi,all kine | • Onions,Green Spring |
| • Citrus,Lemon | • Papaya |
| • Citrus,Limes | • Potato,Purple |
| • Citrus,Oranges | • Roots,Beets,All |
| • Coconuts | • Roots,Daikon |
| • Eggplant | • Roots,Turmeric/Olena |
| • Greens | • Soursop |
| • Herb,Basil | • Squash,Pumpkin |
| • Herb,Cilantro | • Taro |
| • Herb,Mint | • Tomato,Cherry |
| • Herb,Parsley | • Ulu |
| • Honey | • Won Bok |
| • Leeks | |

5. What crops or products are your main or best sellers? (List all that apply.)

- carrots, beets, greens, herbs

6. Do you import food products from outside of North Kohala for re-sale in North Kohala?

- No

7. Approximately what percentage of your food product sales is grown or produced in North Kohala? (Enter a number from 0 to 100)

- 100

8. Approximately what percentage of your products are organically produced? (Enter a number from 0 to 100)
- 100
9. Approximately what percentage of your products contain GMO (Genetically Modified Organisms)? (Enter a number from 0 to 100)
- 0
10. Where are you currently selling your food products? (Mark all that apply)
- North Kohala Farmers Market
 - Directly to North Kohala consumers
 - North Kohala restaurants
 - North Kohala caterers
 - North Kohala food markets (local retailers like Takata Store)
 - Export outside of North Kohala. If so, please list where and to what buyers - Healthways II, Adaptations, Blue Dragon, Solineves
11. Are you planning to change where you sell your food products? (If Yes, mark all new channels that apply.)
- No, I'm not planning to change where I sell.
12. What are your main reasons for producing commercial food? (Check all that apply)
- It's the primary way I make my living
 - Other (please explain) - I believe it is a solution and a great way to raise my family.
13. Approximately what percentage of the food you produce is sold commercially (as opposed to personal use, trades or barter, sharing)? Enter a number from 0 to 100)
- 80
14. Approximately what percentage of the food you produce is used to trade or barter for other products (as opposed to commercial sales, personal use, sharing)? Enter a number from 0 to 100)
- 20
15. Approximately what percentage of your income comes from selling food?
- 100
16. Is your commercial food production financially successful?
- Yes
17. If your commercial food production is not currently a financial success, does it have potential to be financially successful in the future?
- Yes
18. What are the top five things you need to be more successful? (please select five or less boxes.)
- Better ways to transport my products to buyers
 - More advertising
 - Availability of affordable investment capital or loan
 - Cheaper inputs (fertilizer, water, energy, other)
 - How to find additional buyers outside of North Kohala
19. What opportunities do you see in the community that may help you be more successful? (Please list.)
- rental certified kitchen with refrigeration
20. What general plans do you have for your food producing operations?
- Continue without much change
21. Is there anything else you would like to share about producing food in North Kohala?
- We love it.

15. Ajaxx (Morgan) Levy

Company: - Sacred Seed Project

Address: - 55-344 Hualua Rd.

Address 2: - P O Box 1608

City/Town: - Kapaau

State: - HI

ZIP/Postal Code: - 96755

Email Address: - sacredseedproject@gmail.com

Phone Number: - 889-1327

Cell Number: - 756-0772

2. How many years have you lived in North Kohala? 25

3. How many years have you been growing or producing food? 30

4. What food products do you produce? (Mark all that apply.)

- Asparagus
- Broccoli,Crowns
- Brussels Sprouts
- Cabbage,Green
- Cabbage,Napa/Chinese
- Cacao
- Carrots
- Cauliflower
- Citrus,Oranges
- Corn
- Cucumber,Regular
- Dandelion
- Eggplant
- Figs
- Greens
- Herb,Basil
- Herb,Cilantro
- Herb,Dill
- Herb,Mint
- Herb,Parsley
- Herb,Parsley,Italian
- Herb,Seasonal
- Lemongrass
- Lettuce,Baby Romaine
- Lettuce,Green Leaf
- Lettuce,Romaine
- Lettuce,Salad Mix
- Lilikoi
- Onions,Green Spring
- Onion,Maui
- Onion,Yellow
- Papaya
- Peppers,Bell
- Peppers,Hot Chile
- Pineapple
- Pomegranate
- Potato,Red
- Potato,Russet
- Potato,Yellow,Yukon
- Roots,Beets,All
- Seeds,Saved,all kinds
- Snow Pea
- Sweet Potato,Purple/Molokai
- Tomatillo
- Tomato,Cherry
- Tomato,Heirloom
- Tomato,Large
- Tomato,Roma
- Other (please list one or more items) - tobacco, oregano, thyme, rosemary, peppers, beans, aloe, sunflowers, cotton, spices, broomcorn, surinam cherry, jaboticaba and others

5. What crops or products are your main or best sellers? (List all that apply.)

- Seeds & Produce; Peppers,Basil, Eggplants, Corn, Potato, Tomato, Several Varieties of Beans

6. Do you import food products from outside of North Kohala for re-sale in North Kohala?

- No

7. Approximately what percentage of your food product sales is grown or produced in North Kohala? (Enter a number from 0 to 100)

- 100

8. Approximately what percentage of your products are organically produced? (Enter a number from 0 to 100)
- 100
9. Approximately what percentage of your products contain GMO (Genetically Modified Organisms)? (Enter a number from 0 to 100)
- 0
10. Where are you currently selling your food products? (Mark all that apply)
- North Kohala Farmers Market
 - Directly to North Kohala consumers
 - North Kohala restaurants
11. Are you planning to change where you sell your food products? (If Yes, mark all new channels that apply.)
- North Kohala Farmers Market
 - Directly to North Kohala consumers
 - North Kohala restaurants
 - North Kohala caterers
 - Export outside of North Kohala. If so, please list where and to what buyers - Seeds-Health Food Stores, Garden Centers, Hardware Stores, Grocery Stores, Online
12. What are your main reasons for producing commercial food? (Check all that apply)
- It's a bi-product of producing for my own use
 - I use it to trade or barter for other products
 - It's a hobby, I do it because I enjoy it
 - The income supplements my other employment
 - Other (please explain) - To encourage others to do the same because home grown food is more nutritious, flavorful and better for the environment
13. Approximately what percentage of the food you produce is sold commercially (as opposed to personal use, trades or barter, sharing)? Enter a number from 0 to 100)
- 50
14. Approximately what percentage of the food you produce is used to trade or barter for other products (as opposed to commercial sales, personal use, sharing)? Enter a number from 0 to 100)
- 25
15. Approximately what percentage of your income comes from selling food?
- 25
16. Is your commercial food production financially successful?
- No
17. If your commercial food production is not currently a financial success, does it have potential to be financially successful in the future?
- Yes
18. What are the top five things you need to be more successful? (please select five or less boxes.)
- Better information about what consumers and buyers want
 - Lower cost land
 - Higher demand in the local market for my products
 - Availability of affordable investment capital or loan
 - Cheaper inputs (fertilizer, water, energy, other)
19. What opportunities do you see in the community that may help you be more successful? (Please list.)
- Many people seem to have a deep interest in growing their own food, hopefully this will cause more collaborations between various parties.

20. What general plans do you have for your food producing operations?
- Expand my production (briefly describe your plans) - Create a seed company and seed bank to preserve our seed heritage and encourage the use of localized, organic, heirloom, open-pollinated(non-hybrid), non-GMO seeds. Contract with other local farmers to grow seed and process the food that remains after seed extraction and make these value-added products available for sale. Experiment with growing grains and oil crops such as safflower and/or sunflower etc.
21. Is there anything else you would like to share about producing food in North Kohala?
- More collaborative cooperation between the people of North Kohala.

16. Tom Baldwin

Address: - P. O. Box 910

City/Town: - Kapaau

State: - HI

ZIP/Postal Code: - 96755

Email Address: - tombaldwin@turquoise.net

Phone Number: - 808 889-5035

2. How many years have you lived in North Kohala? 7

3. How many years have you been growing or producing food? 7

4. What food products do you produce? (Mark all that apply.)

- | | |
|---------------------|-------------------|
| • Asparagus | • Mango |
| • Banana | • Papaya |
| • Carrots | • Pomegranate |
| • Citrus,Grapefruit | • Rollinia |
| • Citrus,Limes | • Roots,Beets,All |
| • Dragonfruit | • Soursop |
| • Eggplant | • Tomato,Cherry |

5. What crops or products are your main or best sellers? (List all that apply.)

- limes, mangos,

6. Do you import food products from outside of North Kohala for re-sale in North Kohala?

- No

7. Approximately what percentage of your food product sales is grown or produced in North Kohala? (Enter a number from 0 to 100)

- 100

8. Approximately what percentage of your products are organically produced? (Enter a number from 0 to 100)

- 100

9. Approximately what percentage of your products contain GMO (Genetically Modified Organisms)? (Enter a number from 0 to 100)

- 0

10. Where are you currently selling your food products? (Mark all that apply)

- Directly to North Kohala consumers
- Export outside of North Kohala. If so, please list where and to what buyers - Waimea farmers market, Keahou farmers market, restaurant deliveries

11. Are you planning to change where you sell your food products? (If Yes, mark all new channels that apply.)

- No, I'm not planning to change where I sell.

12. What are your main reasons for producing commercial food? (Check all that apply)

- It's a bi-product of producing for my own use

- I use it to trade or barter for other products
 - It's a hobby, I do it because I enjoy it
 - The income supplements my other employment
 - Other (please explain) - It's a life philosophy
13. Approximately what percentage of the food you produce is sold commercially (as opposed to personal use, trades or barter, sharing)? Enter a number from 0 to 100)
- 60
14. Approximately what percentage of the food you produce is used to trade or barter for other products (as opposed to commercial sales, personal use, sharing)? Enter a number from 0 to 100)
- 2
15. Approximately what percentage of your income comes from selling food?
- 0
16. Is your commercial food production financially successful?
- Yes
17. If your commercial food production is not currently a financial success, does it have potential to be financially successful in the future?
- Yes
18. What are the top five things you need to be more successful? (please select five or less boxes.)
- Higher demand in the local market for my products
 - More advertising
 - Other (please add an item) - Creating a cooperative so that farmers can market together with branding.
19. What opportunities do you see in the community that may help you be more successful? (Please list.)
- restaurants buying local produce as a first priority.
20. What general plans do you have for your food producing operations?
- Expand my production (briefly describe your plans) - We are always adjusting and making changes.
21. Is there anything else you would like to share about producing food in North Kohala?
- We take pride in having a great diversity of fruits and vegetables that we produce. That means we always have something to bring to farmers market. On the other hand it is hard to be consistent. It works both ways.

17. Pono von Holt

Company: - Ponoholo Ranch, LTD.

Address: - P.O. Box 1879

Address 2: - 59-927 Kohala Mtn. Road

City/Town: - Kamuela

State: - HI

ZIP/Postal Code: - 96743

Email Address: - pono@ponoholo.com

Phone Number: - 808 884 5100

Cell Number: - 808 936 7550

2. How many years have you lived in North Kohala? 61

3. How many years have you been growing or producing food? 37

4. What food products do you produce? (Mark all that apply.)

- Meat, Beef

5. What crops or products are your main or best sellers? (List all that apply.)

- Country Natural Beef, Oregon: Grain finish beef Ranchers Renaissance, Texas Grass Finish Beef, Hawaii Beef Producers in Pauilo

6. Do you import food products from outside of North Kohala for re-sale in North Kohala?
 - No
7. Approximately what percentage of your food product sales is grown or produced in North Kohala? (Enter a number from 0 to 100)
 - 20%
8. Approximately what percentage of your products are organically produced? (Enter a number from 0 to 100)
 - 0
9. Approximately what percentage of your products contain GMO (Genetically Modified Organisms)? (Enter a number from 0 to 100)
 - 0
10. Where are you currently selling your food products? (Mark all that apply)
 - Export outside of North Kohala. If so, please list where and to what buyers - Country Natural Beef, Oregon; Ranchers Renaissance, Cargill, Texas; Grass Finish in Honokaa
11. Are you planning to change where you sell your food products? (If Yes, mark all new channels that apply.)
 - No, I'm not planning to change where I sell.
12. What are your main reasons for producing commercial food? (Check all that apply)
 - It's the primary way I make my living
13. Approximately what percentage of the food you produce is sold commercially (as opposed to personal use, trades or barter, sharing)? Enter a number from 0 to 100)
 - 100
14. Approximately what percentage of the food you produce is used to trade or barter for other products (as opposed to commercial sales, personal use, sharing)? Enter a number from 0 to 100)
 - 0
15. Approximately what percentage of your income comes from selling food?
 - 50
16. Is your commercial food production financially successful?
 - Yes
17. If your commercial food production is not currently a financial success, does it have potential to be financially successful in the future?
 - Yes
18. What are the top five things you need to be more successful? (please select five or less boxes.)
 - Relief from State or Federal regulations
 - Availability of affordable investment capital or loan
 - Other (please add an item) - More infrastructure for local processing
19. What opportunities do you see in the community that may help you be more successful? (Please list.)
 - Available grass lands; Desire for buying local
20. What general plans do you have for your food producing operations?
 - Expand my production (briefly describe your plans) - Invest in marketing and processing infrastructure on island and allocate grass to finishing cattle.
21. Is there anything else you would like to share about producing food in North Kohala?
 - From a beef stand point attaining 50% of the Kohala food production would be easily achievable as the grass and cattle resources are here. The pastures of Kohala are one of the best grazing resources in the world.

18. Jim Trump

Company: - Island Harvest Inc.

Address: - P.O. Box 61

Address 2: - 53-4073 Pratt Road

City/Town: - Kapaau

State: - HI

ZIP/Postal Code: - 96755

Email Address: - islandharvestinc@gmail.com

Phone Number: - 808-889-0194

2. How many years have you lived in North Kohala? 24

3. How many years have you been growing or producing food? 24

4. What food products do you produce? (Mark all that apply.)

- Macadamia nuts
- Meat,Lamb

5. What crops or products are your main or best sellers? (List all that apply.)

- macadamia nuts (wet-in-shell)

6. Do you import food products from outside of North Kohala for re-sale in North Kohala?

- No

7. Approximately what percentage of your food product sales is grown or produced in North Kohala? (Enter a number from 0 to 100)

- 100

8. Approximately what percentage of your products are organically produced? (Enter a number from 0 to 100)

- 100

9. Approximately what percentage of your products contain GMO (Genetically Modified Organisms)? (Enter a number from 0 to 100)

- 0

10. Where are you currently selling your food products? (Mark all that apply)

- Export outside of North Kohala. If so, please list where and to what buyers - Mac nuts to Mauna Loa Macadamia, Hawaiian Host and Hamakua Macadamia Live sheep to North Kohala wholesaler

11. Are you planning to change where you sell your food products? (If Yes, mark all new channels that apply.)

- No, I'm not planning to change where I sell.

12. What are your main reasons for producing commercial food? (Check all that apply)

- It's the primary way I make my living
- Other (please explain) - Sustainable food production is one of the best methods to steward green space.

13. Approximately what percentage of the food you produce is sold commercially (as opposed to personal use, trades or barter, sharing)? Enter a number from 0 to 100)

- 100

14. Approximately what percentage of the food you produce is used to trade or barter for other products (as opposed to commercial sales, personal use, sharing)? Enter a number from 0 to 100)

- 0

15. Approximately what percentage of your income comes from selling food?

- 100

16. Is your commercial food production financially successful?

- Yes

17. If your commercial food production is not currently a financial success, does it have potential to be financially successful in the future?

- Yes
18. What are the top five things you need to be more successful? (please select five or less boxes.)
- Relief from State or Federal regulations
 - Availability of affordable investment capital or loan
 - Cheaper inputs (fertilizer, water, energy, other)
 - Other (please add an item) - 40 to 70 inches of annual rainfall with good seasonal distribution
19. What opportunities do you see in the community that may help you be more successful? (Please list.)
- General support of agriculture and tolerance of sounds and smells sometimes associated with production agriculture and related processing.
20. What general plans do you have for your food producing operations?
- Expand my production (briefly describe your plans) - Vertically integrate mac nut operations to include processing and marketing of North Kohala macadamia nuts by 2015. Farm 10 acres of food crops (type to be determined) by 2015.
21. Is there anything else you would like to share about producing food in North Kohala?
- Kohala Ditch management is critical (although not currently used to irrigate mac nuts). Value added processing and marketing of finished products for export outside of North Kohala is needed to diversify our economy and to financially sustain agriculture in our community.

19. Ralph Blancato

Company: - Puu Hue Hu farms

Address: - Box 1135

City/Town: - Kapaau

State: - HI

ZIP/Postal Code: - 96755

Email Address: - lauranralph@earthlink.net

Phone Number: - 808 8891396

Cell Number: - 808 889 1396

2. How many years have you lived in North Kohala? 12

3. How many years have you been growing or producing food? 5

4. What food products do you produce? (Mark all that apply.)

- Citrus,Oranges
- Mango
- Meat,Lamb
- Other (please list one or more items) - fish salmon Alaskan wild sockeye

5. What crops or products are your main or best sellers? (List all that apply.)

- lamb, mango, oranges
- wild Alaskan sockeye salmon

6. Do you import food products from outside of North Kohala for re-sale in North Kohala?

- Yes, please list imported products - Alaskan wild sockeye salmon

7. Approximately what percentage of your food product sales is grown or produced in North Kohala? (Enter a number from 0 to 100)

- 50

8. Approximately what percentage of your products are organically produced? (Enter a number from 0 to 100)

- 100

9. Approximately what percentage of your products contain GMO (Genetically Modified Organisms)? (Enter a number from 0 to 100)

- 0

10. Where are you currently selling your food products? (Mark all that apply)
- Directly to North Kohala consumers
 - Export outside of North Kohala. If so, please list where and to what buyers - waimea farmers market
11. Are you planning to change where you sell your food products? (If Yes, mark all new channels that apply.)
- Export outside of North Kohala. If so, please list where and to what buyers - Maui food cooperatives
12. What are your main reasons for producing commercial food? (Check all that apply)
- I use it to trade or barter for other products
 - Other (please explain) - Get ourselves off the shipping and produce our food here/ to bring in hi quality, wild, sustainably harvested, healthy protein for my family and community
13. Approximately what percentage of the food you produce is sold commercially (as opposed to personal use, trades or barter, sharing)? Enter a number from 0 to 100)
- 50
14. Approximately what percentage of the food you produce is used to trade or barter for other products (as opposed to commercial sales, personal use, sharing)? Enter a number from 0 to 100)
- 50
15. Approximately what percentage of your income comes from selling food?
- 30
16. Is your commercial food production financially successful?
- No, but that doesn't matter to me
17. If your commercial food production is not currently a financial success, does it have potential to be financially successful in the future?
- Yes
18. What are the top five things you need to be more successful? (please select five or less boxes.)
- Better ways to transport my products to buyers
 - Higher demand in the local market for my products
 - How to find additional buyers in North Kohala
 - Other (please add an item) - educate buyers that food does not come from the store, support for local producers of food
19. What opportunities do you see in the community that may help you be more successful? (Please list.)
- More support from buyers
20. What general plans do you have for your food producing operations?
- Continue without much change
 - Distribute salmon in more ef-fish-ent ways
21. Is there anything else you would like to share about producing food in North Kohala?
- farm to consumer tight loop model, lot of hard work for not a whole lot of money

20. Clark and Wendy Kucera

Address: - PO Box 346

City/Town: - Hawi

State: - HI

ZIP/Postal Code: - 96719

Email Address: - wendy@kuceradesign.com

Phone Number: - 808 889-1332

2. How many years have you lived in North Kohala? 10

3. How many years have you been growing or producing food? 3

4. What food products do you produce? (Mark all that apply):

- Banana
- Bok Choy, Baby
- Cabbage, Green
- Cabbage, Napa/Chinese

- Carrots
- Celery
- Citrus,Lemon
- Citrus,Limes
- Citrus,Oranges
- Dehydrated food
- Eggplant
- Herb,Basil
- Herb,Cilantro
- Herb,Mint
- Herb,Parsley
- Herb,Parsley,Italian
- Lettuce,Green Leaf
- Lettuce,Romaine
- Lettuce,Salad Mix
- Macadamia nuts
- Mango
- Onions,Green Spring
- Papaya
- Peppers,Hot Chile
- Snow Pea
- Tomato,Large
- Tomato,Roma

5. What crops or products are your main or best sellers? (List all that apply.)

- Mac Nuts

6. Do you import food products from outside of North Kohala for re-sale in North Kohala?

- No

7. Approximately what percentage of your food product sales is grown or produced in North Kohala? (Enter a number from 0 to 100)

- 100

8. Approximately what percentage of your products are organically produced? (Enter a number from 0 to 100)

- 100

9. Approximately what percentage of your products contain GMO (Genetically Modified Organisms)? (Enter a number from 0 to 100)

- 0

10. Where are you currently selling your food products? (Mark all that apply)

- North Kohala Farmers Market
- Directly to North Kohala consumers

11. Are you planning to change where you sell your food products? (If Yes, mark all new channels that apply.)

- No, I'm not planning to change where I sell.

12. What are your main reasons for producing commercial food? (Check all that apply)

- It's a bi-product of producing for my own use
- It's a hobby, I do it because I enjoy it

13. Approximately what percentage of the food you produce is sold commercially (as opposed to personal use, trades or barter, sharing)? Enter a number from 0 to 100

- 0

14. Approximately what percentage of the food you produce is used to trade or barter for other products (as opposed to commercial sales, personal use, sharing)? Enter a number from 0 to 100

- 0

15. Approximately what percentage of your income comes from selling food?

- 0

16. Is your commercial food production financially successful?

- No

17. If your commercial food production is not currently a financial success, does it have potential to be financially successful in the future?

- Yes

18. What are the top five things you need to be more successful? (please select five or less boxes.)

- Better information about what consumers and buyers want
 - Improved less-expensive equipment
 - Solutions to growing or production problems
 - Cheaper inputs (fertilizer, water, energy, other)
19. What opportunities do you see in the community that may help you be more successful? (Please list.)
- Expand the North Kohala Farmers Market and attract more people. Additional workshops.
20. What general plans do you have for your food producing operations?
- Continue without much change
21. Is there anything else you would like to share about producing food in North Kohala?
- It's great to be part of a community that appreciates and values locally grown products. We look forward to expanding upon a good foundation.

21. Dashiell Kuhr

Company: - Uluwehi Farm

Address: - PO Box 910

Address 2: - 52-4840 Akoni Pule Hwy.

City/Town: - Kapaau

State: - HI

ZIP/Postal Code: - 96755

Email Address: - emerald.erika@gmail.com

Phone Number: - 889-1081

Cell Number: - 896-1331

2. How many years have you lived in North Kohala? 1

3. How many years have you been growing or producing food? 3

4. What food products do you produce? (Mark all that apply.)

- | | |
|------------------------|-------------------------------|
| • Avocado | • Lettuce,Green Leaf |
| • Banana | • Lettuce,Salad Mix |
| • Bok Choy,Baby | • Lilikoi |
| • Cabbage,Napa/Chinese | • Mango |
| • Carrots | • Onions,Green Spring |
| • Citrus,Grapefruit | • Onion,Red |
| • Citrus,Lemon | • Onion,Yellow |
| • Citrus,Limes | • Papaya |
| • Citrus,Tangerine | • Pomegranate |
| • Citrus,Oranges | • Roots,Beets,All |
| • Corn | • Roots,Daikon |
| • Dragonfruit | • Roots,Turmeric/Olena |
| • Eggplant | • Roots,Yacon |
| • Greens | • Squash,Pumpkin |
| • Herb,Basil | • Sweet Potato,Purple/Molokai |
| • Herb,Cilantro | • Sweet Potato,Satusuma |
| • Herb,Fennel | • Taro |
| • Herb,Parsley,Italian | |

5. What crops or products are your main or best sellers? (List all that apply.)

- Papaya, Citrus, carrots, beets, green onions, Kale

6. Do you import food products from outside of North Kohala for re-sale in North Kohala?

- No

7. Approximately what percentage of your food product sales is grown or produced in North Kohala? (Enter a number from 0 to 100)
 - 100
8. Approximately what percentage of your products are organically produced? (Enter a number from 0 to 100)
 - 100
9. Approximately what percentage of your products contain GMO (Genetically Modified Organisms)? (Enter a number from 0 to 100)
 - 0
10. Where are you currently selling your food products? (Mark all that apply)
 - North Kohala restaurants
 - Export outside of North Kohala. If so, please list where and to what buyers - Waimea Farmer's market. Keauhou Farmer's Market. Merrimans. Roy's Waikaloa.
11. Are you planning to change where you sell your food products? (If Yes, mark all new channels that apply.)
 - No, I'm not planning to change where I sell.
 - Directly to North Kohala consumers
12. What are your main reasons for producing commercial food? (Check all that apply)
 - It's the primary way I make my living
13. Approximately what percentage of the food you produce is sold commercially (as opposed to personal use, trades or barter, sharing)? Enter a number from 0 to 100)
 - 85
14. Approximately what percentage of the food you produce is used to trade or barter for other products (as opposed to commercial sales, personal use, sharing)? Enter a number from 0 to 100)
 - 15
15. Approximately what percentage of your income comes from selling food?
 - 100
16. Is your commercial food production financially successful?
 - Yes
17. If your commercial food production is not currently a financial success, does it have potential to be financially successful in the future?
 - Yes
18. What are the top five things you need to be more successful? (please select five or less boxes.)
 - Better information about what consumers and buyers want
 - More available labor
 - Higher demand in the local market for my products
 - Solutions to growing or production problems
 - How to find additional buyers in North Kohala
19. What opportunities do you see in the community that may help you be more successful? (Please list.)
 - More N. Kohala residents eating local starch crops and cooking foods that are grown here instead of boxed/canned food from the store.
20. What general plans do you have for your food producing operations?
 - Expand my production (briefly describe your plans) - Expand growing plantains, taro (lo'i), and continue regular planting of sweet potato.
21. Is there anything else you would like to share about producing food in North Kohala?
 - no.

22. Dan Trumpy

Company: - Kohala Organic Produce

Address: - P. O. Box 267

City/Town: - Hawi

State: - HI

ZIP/Postal Code: - 96719

Phone Number: - 8845452

2. How many years have you lived in North Kohala? 31

3. How many years have you been growing or producing food? 30

4. What food products do you produce? (Mark all that apply.)

- Asparagus
- Banana,Apple
- Broccoli,Crowns
- Cabbage,Green
- Carrots
- Corn
- Eggplant
- Greens
- Herb,Basil
- Herb,Cilantro
- Herb,Mint
- Herb,Parsley,Italian
- Lettuce,Salad Mix
- Onions,Green Spring
- Peppers,Bell
- Potato,Russet
- Spinach
- Squash,Pumpkin
- Sweet Potato,Jewel
- Sweet Potato,Purple/Molokai
- Taro
- Tomato,Heirloom
- Tomato,Large
- Tomato,Roma

5. What crops or products are your main or best sellers? (List all that apply.)

- salad mix , cilantro, sweet potato, carrots, spinach

6. Do you import food products from outside of North Kohala for re-sale in North Kohala?

- Yes, please list imported products - honey from south kona

7. Approximately what percentage of your food product sales is grown or produced in North Kohala? (Enter a number from 0 to 100)

- 90

8. Approximately what percentage of your products are organically produced? (Enter a number from 0 to 100)

- 90

9. Approximately what percentage of your products contain GMO (Genetically Modified Organisms)? (Enter a number from 0 to 100)

- 0

10. Where are you currently selling your food products? (Mark all that apply)

- North Kohala restaurants
- North Kohala food markets (local retailers like Takata Store)
- Export outside of North Kohala. If so, please list where and to what buyers - other stores on the Island

11. Are you planning to change where you sell your food products? (If Yes, mark all new channels that apply.)

- No, I'm not planning to change where I sell.

12. What are your main reasons for producing commercial food? (Check all that apply)

- It's the primary way I make my living

13. Approximately what percentage of the food you produce is sold commercially (as opposed to personal use, trades or barter, sharing)? Enter a number from 0 to 100)

- 99

14. Approximately what percentage of the food you produce is used to trade or barter for other products (as opposed to commercial sales, personal use, sharing)? Enter a number from 0 to 100)
- 01
15. Approximately what percentage of your income comes from selling food?
- 99
16. Is your commercial food production financially successful?
- Yes
17. If your commercial food production is not currently a financial success, does it have potential to be financially successful in the future?
- No
18. What are the top five things you need to be more successful? (please select five or less boxes.)
- Other (please add an item) - Pressure from neighbor (lawsuit) Ron Becker, for my agricultural lifestyle, I.E. city people moving onto ag land and complaining @ real farms
19. What opportunities do you see in the community that may help you be more successful? (Please list.)
- A farm coop to purchase supplies and market products, improve distribution
20. What general plans do you have for your food producing operations?
- Continue without much change
21. Is there anything else you would like to share about producing food in North Kohala?
- Too many chiefs not enough indians.

23. Bennett Dorrance

Company: - Blue Dragon Farm

Address: - P. O. Box 537

City/Town: - Hawi

State: - HI

ZIP/Postal Code: - 96719

Email Address: - baloha@gmail.com

Phone Number: - 808 889 0894

Cell Number: - 808 640 7887

2. How many years have you lived in North Kohala?

11

3. How many years have you been growing or producing food?

8

4. What food products do you produce? (Mark all that apply.)

- | | |
|---------------------|------------------------|
| • Artichoke | • Herb,Basil |
| • Atemoya | • Herb,Cilantro |
| • Avocado | • Herb,Dill |
| • Banana,Apple | • Herb,Fennel |
| • Bok Choy,Baby | • Herb,Mint |
| • Carrots | • Herb,Parsley |
| • Choi,all kine | • Herb,Parsley,Italian |
| • Citrus,Grapefruit | • Honey |
| • Citrus,Lemon | • Lettuce,Baby Romaine |
| • Citrus,Tangerine | • Lettuce,Green Leaf |
| • Citrus,Oranges | • Lettuce,Salad Mix |
| • Coconuts | • Lilikoi |
| • Corn | • Longan |
| • Eggplant | • Lychee |

- Mango
 - Papaya
 - Pineapple
 - Potato, Purple
 - Roots, Beets, All
 - Roots, Daikon
 - Spinach
 - Taro
5. What crops or products are your main or best sellers? (List all that apply.)
 - avocado, lychee, longan, eggplant
 6. Do you import food products from outside of North Kohala for re-sale in North Kohala?
 - No
 7. Approximately what percentage of your food product sales is grown or produced in North Kohala? (Enter a number from 0 to 100)
 - 100
 8. Approximately what percentage of your products are organically produced? (Enter a number from 0 to 100)
 - 100
 9. Approximately what percentage of your products contain GMO (Genetically Modified Organisms)? (Enter a number from 0 to 100)
 - 10
 10. Where are you currently selling your food products? (Mark all that apply)
 - North Kohala Farmers Market
 - North Kohala restaurants
 - North Kohala food markets (local retailers like Takata Store)
 - Export outside of North Kohala. If so, please list where and to what buyers - Is the Blue Dragon in north or south Kohala
 11. Are you planning to change where you sell your food products? (If Yes, mark all new channels that apply.)
 - North Kohala restaurants
 - North Kohala caterers
 - Export outside of North Kohala. If so, please list where and to what buyers - Hotels
 12. What are your main reasons for producing commercial food? (Check all that apply)
 - Other (please explain) - The dream is to supply our restaurant with its produce, and then go beyond
 13. Approximately what percentage of the food you produce is sold commercially (as opposed to personal use, trades or barter, sharing)? Enter a number from 0 to 100)
 - 90
 14. Approximately what percentage of the food you produce is used to trade or barter for other products (as opposed to commercial sales, personal use, sharing)? Enter a number from 0 to 100)
 - 10
 15. Approximately what percentage of your income comes from selling food?
 - 15
 16. Is your commercial food production financially successful?
 - No
 17. If your commercial food production is not currently a financial success, does it have potential to be financially successful in the future?
 - Yes
 18. What are the top five things you need to be more successful? (please select five or less boxes.)
 - More available labor
 - Lower cost labor
 - Higher demand in the local market for my products
 - Solutions to growing or production problems
 - Cheaper inputs (fertilizer, water, energy, other)

19. What opportunities do you see in the community that may help you be more successful? (Please list.)
 - Ric Rocker with AKUKU concept Wwoofers
20. What general plans do you have for your food producing operations?
 - Expand my production (briefly describe your plans) - increase sales at the restaurant if I can solve labor issues, it would be good to sell more abroad as well
21. Is there anything else you would like to share about producing food in North Kohala?
 - I appreciate the effort to coordinate efforts

24. Alvin Kawamoto

Address: - P. O. Box 248

City/Town: - Hawi

State: - HI

ZIP/Postal Code: - 96719

Phone Number: - 889-6979

2. How many years have you lived in North Kohala? 59
3. How many years have you been growing or producing food? 55
4. What food products do you produce? (Mark all that apply.)

<ul style="list-style-type: none"> • Avocado • Banana,Apple • Banana • Citrus,Lemon • Citrus,Tangerine • Citrus,Oranges • Coconuts • Lychee • Macadamia nuts • Meat,Beef • Meat,Chicken 	<ul style="list-style-type: none"> • Meat,Goat • Meat,Pork • Papaya • Pineapple • Poi • Seafood,Ocean • Squash,Pumpkin • Ulu • Other (please list one or more items) - Peach, Pamalo -(Jebong)
--	---
5. What crops or products are your main or best sellers? (List all that apply.)
 - meat
6. Do you import food products from outside of North Kohala for re-sale in North Kohala?
 - No
7. Approximately what percentage of your food product sales is grown or produced in North Kohala? (Enter a number from 0 to 100)
 - 100
8. Approximately what percentage of your products are organically produced? (Enter a number from 0 to 100)
 - 100
9. Approximately what percentage of your products contain GMO (Genetically Modified Organisms)? (Enter a number from 0 to 100)
 - 0
10. Where are you currently selling your food products? (Mark all that apply)
 - Directly to North Kohala consumers
11. Are you planning to change where you sell your food products? (If Yes, mark all new channels that apply.)
 - No, I'm not planning to change where I sell.
12. What are your main reasons for producing commercial food? (Check all that apply)
 - I use it to trade or barter for other products

- It's a hobby, I do it because I enjoy it
13. Approximately what percentage of the food you produce is sold commercially (as opposed to personal use, trades or barter, sharing)? Enter a number from 0 to 100)
- 75
14. Approximately what percentage of the food you produce is used to trade or barter for other products (as opposed to commercial sales, personal use, sharing)? Enter a number from 0 to 100)
- 25
15. Approximately what percentage of your income comes from selling food?
- 80
16. Is your commercial food production financially successful?
- Yes
17. If your commercial food production is not currently a financial success, does it have potential to be financially successful in the future?
- Yes
18. What are the top five things you need to be more successful? (please select five or less boxes.)
- Lower cost land
 - Relief from State or Federal regulations
19. What opportunities do you see in the community that may help you be more successful? (Please list.)
- Word of mouth
20. What general plans do you have for your food producing operations?
- Continue without much change
21. Is there anything else you would like to share about producing food in North Kohala?
- No

25. Bernie Ferreira

Company: - Kahua Ranch, Ltd.

Address: - P. O. Box 837

Address 2: - 59-564 Kohala Mountain Road

City/Town: - Kamuela

State: - HI

ZIP/Postal Code: - 96743

Email Address: - info@kahuaranch.com

Phone Number: - 808-882-4646

2. How many years have you lived in North Kohala? 80

3. How many years have you been growing or producing food? 80

4. What food products do you produce? (Mark all that apply.)

- Meat,Beef
- Meat,Lamb

5. What crops or products are your main or best sellers? (List all that apply.)

- Beef & Lamb

6. Do you import food products from outside of North Kohala for re-sale in North Kohala?

- No

7. Approximately what percentage of your food product sales is grown or produced in North Kohala? (Enter a number from 0 to 100)

- 100

8. Approximately what percentage of your products are organically produced? (Enter a number from 0 to 100)

- 0

9. Approximately what percentage of your products contain GMO (Genetically Modified Organisms)? (Enter a number from 0 to 100)
- 0
10. Where are you currently selling your food products? (Mark all that apply)
Export outside of North Kohala. If so, please list where and to what buyers –
- Merriman's, Kulana Foods, Hawaii Beef Packers, Direct To The Public Thru Haw'n Homes Farmer's Market & Thru The Ranch Mon Thru Fri
11. Are you planning to change where you sell your food products? (If Yes, mark all new channels that apply.)
- No, I'm not planning to change where I sell.
12. What are your main reasons for producing commercial food? (Check all that apply)
- It's the primary way I make my living
13. Approximately what percentage of the food you produce is sold commercially (as opposed to personal use, trades or barter, sharing)? Enter a number from 0 to 100)
- 100
14. Approximately what percentage of the food you produce is used to trade or barter for other products (as opposed to commercial sales, personal use, sharing)? Enter a number from 0 to 100)
- 0
15. Approximately what percentage of your income comes from selling food?
- 0
16. Is your commercial food production financially successful?
- Yes
17. If your commercial food production is not currently a financial success, does it have potential to be financially successful in the future?
- Yes
18. What are the top five things you need to be more successful? (please select five or less boxes.)
- Better information about what consumers and buyers want
 - Higher demand in the local market for my products
 - More advertising
 - How to find additional buyers outside of North Kohala
19. What opportunities do you see in the community that may help you be more successful? (Please list.)
- None
20. What general plans do you have for your food producing operations?
- Continue without much change
21. Is there anything else you would like to share about producing food in North Kohala?
- None

26. Jim Parker

Company: - submitted by Rick Chalker

Address: - P. O. Box unknown

City/Town: - Kapaau

State: - HI

ZIP/Postal Code: - 96719

Phone Number: - unknown

2. How many years have you lived in North Kohala? 25

3. How many years have you been growing or producing food? 25

4. What food products do you produce? (Mark all that apply.)
- Banana,Apple
 - Banana
 - Citrus,Tangerine
 - Coconuts
 - Corn
 - Lychee
 - Mango
 - Papaya,Green
 - Pineapple
 - Ulu
 - Other (please list one or more items) - Calamoosee
5. What crops or products are your main or best sellers? (List all that apply.)
- Dehydrated pineapple, Coconuts, Corn
6. Do you import food products from outside of North Kohala for re-sale in North Kohala?
- No
7. Approximately what percentage of your food product sales is grown or produced in North Kohala? (Enter a number from 0 to 100)
- 100
8. Approximately what percentage of your products are organically produced? (Enter a number from 0 to 100)
- 50
9. Approximately what percentage of your products contain GMO (Genetically Modified Organisms)? (Enter a number from 0 to 100)
- 0
10. Where are you currently selling your food products? (Mark all that apply)
- North Kohala Farmers Market
 - North Kohala food markets (local retailers like Takata Store)
 - Export outside of North Kohala. If so, please list where and to what buyers - KTA -- small percent
11. Are you planning to change where you sell your food products? (If Yes, mark all new channels that apply.)
- No, I'm not planning to change where I sell.
12. What are your main reasons for producing commercial food? (Check all that apply)
- It's the primary way I make my living
 - The income supplements my other employment
13. Approximately what percentage of the food you produce is sold commercially (as opposed to personal use, trades or barter, sharing)? Enter a number from 0 to 100)
- 80
14. Approximately what percentage of the food you produce is used to trade or barter for other products (as opposed to commercial sales, personal use, sharing)? Enter a number from 0 to 100)
- 20
15. Approximately what percentage of your income comes from selling food?
- 80
16. Is your commercial food production financially successful?
- Yes
17. If your commercial food production is not currently a financial success, does it have potential to be financially successful in the future?
- Yes
18. What are the top five things you need to be more successful? (please select five or less boxes.)
- Higher demand in the local market for my products
 - How to find additional buyers in North Kohala
19. What opportunities do you see in the community that may help you be more successful? (Please list.)
- more interest in local food

20. What general plans do you have for your food producing operations?
- Continue without much change
21. Is there anything else you would like to share about producing food in North Kohala?
- None

27. Lou Reese

Company: Ohana Living Farms

Address: - PO Box 198900 PMB #103

City/Town: - Hawi

State: - HI

ZIP/Postal Code: - 96719

Email Address: - lou@ohanalivingfarms.com

Phone Number: - 808.345.8807

Cell Number: - 808.345.8807

2. How many years have you lived in North Kohala? 0
3. How many years have you been growing or producing food? 0
4. What food products do you produce? (Mark all that apply.)
- Eggs,Organic
 - Meat,Chicken
 - Other (please list one or more items) - Watercress
5. What crops or products are your main or best sellers? (List all that apply.)
- We are not currently a commercial operation.
6. Do you import food products from outside of North Kohala for re-sale in North Kohala?
- No
7. Approximately what percentage of your food product sales is grown or produced in North Kohala? (Enter a number from 0 to 100)
- NA
8. Approximately what percentage of your products are organically produced? (Enter a number from 0 to 100)
- 100
9. Approximately what percentage of your products contain GMO (Genetically Modified Organisms)? (Enter a number from 0 to 100)
- 0
10. Where are you currently selling your food products? (Mark all that apply)
- Not currently selling food products
11. Are you planning to change where you sell your food products? (If Yes, mark all new channels that apply.)
- No, I'm not planning to change where I sell.
12. What are your main reasons for producing commercial food? (Check all that apply)
- Other (please explain) - Most effective form of carbon footprint reduction, desire to reconnect with land.
13. Approximately what percentage of the food you produce is sold commercially (as opposed to personal use, trades or barter, sharing)? Enter a number from 0 to 100)
- 0
14. Approximately what percentage of the food you produce is used to trade or barter for other products (as opposed to commercial sales, personal use, sharing)? Enter a number from 0 to 100)
- 0
15. Approximately what percentage of your income comes from selling food?
- 0

16. Is your commercial food production financially successful?

- No

17. If your commercial food production is not currently a financial success, does it have potential to be financially successful in the future?

- Yes

18. What are the top five things you need to be more successful? (please select five or less boxes.)

- Lower cost labor
- Relief from State or Federal regulations
- Availability of affordable investment capital or loan

19. What opportunities do you see in the community that may help you be more successful? (Please list.)

- More frequent farmer's market.

20. What general plans do you have for your food producing operations?

Expand my production (briefly describe your plans)

- We are planning on slowly expanding our reforestation efforts and our Loi restoration.

21. Is there anything else you would like to share about producing food in North Kohala?

- We are thankful to be a part of such a welcoming and engaging community.

28. Ed Boteilho, Jr.

Company: - Boteilho Hawaii Enterprises

Address: - Po Box 190

City/Town: - Hawi

State: - HI

ZIP/Postal Code: - 96719

Email Address: - edboold@netzero.com

Phone Number: - 889-5838

Cell Number: - 936-6817

2. How many years have you lived in North Kohala? 24

3. How many years have you been growing or producing food? 50

4. What food products do you produce? (Mark all that apply.)

- Honey
- Meat,Beef
- Meat,Goat
- Meat,Lamb
- Milk,Cow
- Milk,Goat

5. What crops or products are your main or best sellers? (List all that apply.)

- Milk and meat

6. Do you import food products from outside of North Kohala for re-sale in North Kohala?

- No

7. Approximately what percentage of your food product sales is grown or produced in North Kohala? (Enter a number from 0 to 100)

- 50

8. Approximately what percentage of your products are organically produced? (Enter a number from 0 to 100)

- 0

9. Approximately what percentage of your products contain GMO (Genetically Modified Organisms)? (Enter a number from 0 to 100)

- 0

10. Where are you currently selling your food products? (Mark all that apply)

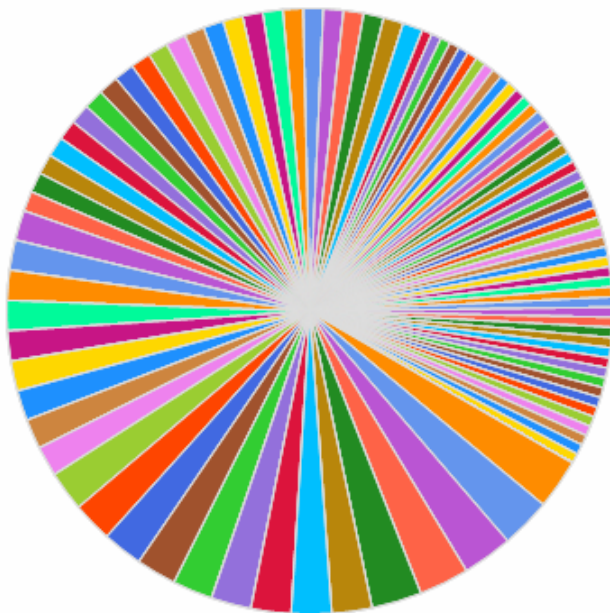
- Export outside of North Kohala. If so, please list where and to what buyers - Meadow Gold Processor / Hawaii Beef Producers

11. Are you planning to change where you sell your food products? (If Yes, mark all new channels that apply.)
 - No, I'm not planning to change where I sell.
12. What are your main reasons for producing commercial food? (Check all that apply)
 - It's the primary way I make my living
13. Approximately what percentage of the food you produce is sold commercially (as opposed to personal use, trades or barter, sharing)? Enter a number from 0 to 100)
 - 99
14. Approximately what percentage of the food you produce is used to trade or barter for other products (as opposed to commercial sales, personal use, sharing)? Enter a number from 0 to 100)
 - 0
15. Approximately what percentage of your income comes from selling food?
 - 100
16. Is your commercial food production financially successful?
 - Yes
17. If your commercial food production is not currently a financial success, does it have potential to be financially successful in the future?
 - Yes
18. What are the top five things you need to be more successful? (please select five or less boxes.)
 - Lower cost land
 - Relief from State or Federal regulations
 - Cheaper inputs (fertilizer, water, energy, other)
 - Other (please add an item) - Land and Water - Critical
19. What opportunities do you see in the community that may help you be more successful? (Please list.)
 - Restoring the Ditch
20. What general plans do you have for your food producing operations?
 - Expand my production (briefly describe your plans) - Market Cheese and Maure By-products
21. Is there anything else you would like to share about producing food in North Kohala?
 - Slow down the urban use of ag lands



FOOD RETAILERS SURVEY SUMMARY

What North Kohala food products do you currently sell? (Mark all that apply.)



- | | |
|------------------------|------------------------------|
| Carrots | Eggs, Organic |
| Eggplant | Herb, Mint |
| Herb, Cilantro | Herb, Parsley, Italian |
| Onions, Green Spring | Honey |
| Squash, Pumpkin | Mango |
| Avocado | Meat, Beef |
| Citrus, Lemon | Onion, Red |
| Greens | Onion, Yellow |
| Herb, Basil | Papaya |
| Lettuce, Salad Mix | Seafood, Ocean |
| Lychee | Spinach |
| Roots, Beets, All | Squash, Zucchini |
| Sprouts | Sweet Potato, Purple/Molokai |
| Taro | Tomato, Cherry |
| Banana, Apple | Tomato, Roma |
| Banana | Ulu |
| Bok Choy, Baby | Zucchini |
| Corn | Cabbage, Napa/Chinese |
| Lettuce, Green Leaf | Cabbage, Red |
| Longan | Celery |
| Pineapple | Choi, all kine |
| Potato, Purple | Citrus, Grapefruit |
| Other (please specify) | Citrus, Limeade |
| Broccoli, Crowns | Coconuts |
| Cabbage, Green | Coconuts, milk/oil |
| Citrus, Limes | Cucumber, English |
| Citrus, Tangerine | Dehydrated food |
| Citrus, Oranges | Dragonfruit |
| Cucumber, Japanese | Eggs |
| Cucumber, Regular | |

...

Other: Bittermelon, Okra, 4 corner beans (Pallang), Cabatete (squash with ridges, Utong Beans, All fruits marked are available in season, radish, turnip, chard, collards, kale.

Of your total food sales, approximately what percentage would you say is grown or processed in North Kohala?

- Takata Store: 1%
- M. Nakahara Stores, Ltd: 1%
- Arakaki Store Inc.: 2%
- Marylou's Market Place: 2%
- Uluwehi Farms CSA: 100%
- Hawi Farmers Market LLC : 12%
- Maverick's Meat Market : 100%

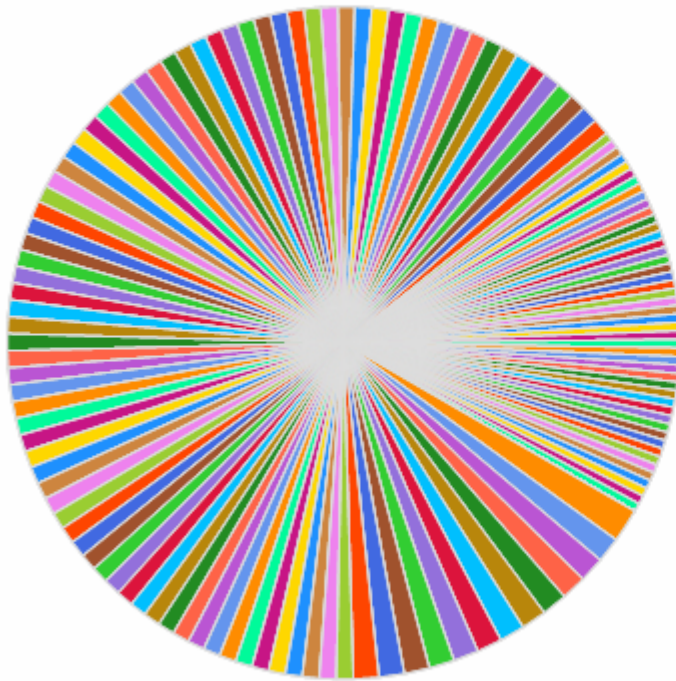
Would You Like to Increase Your Local Food Purchases?

Everyone is a yes:

57% unequivocally- and the rest say it depends on:

- Demand from customers who are Kohala residents.
- Price.
- Price and if product has to be graded or inspected.

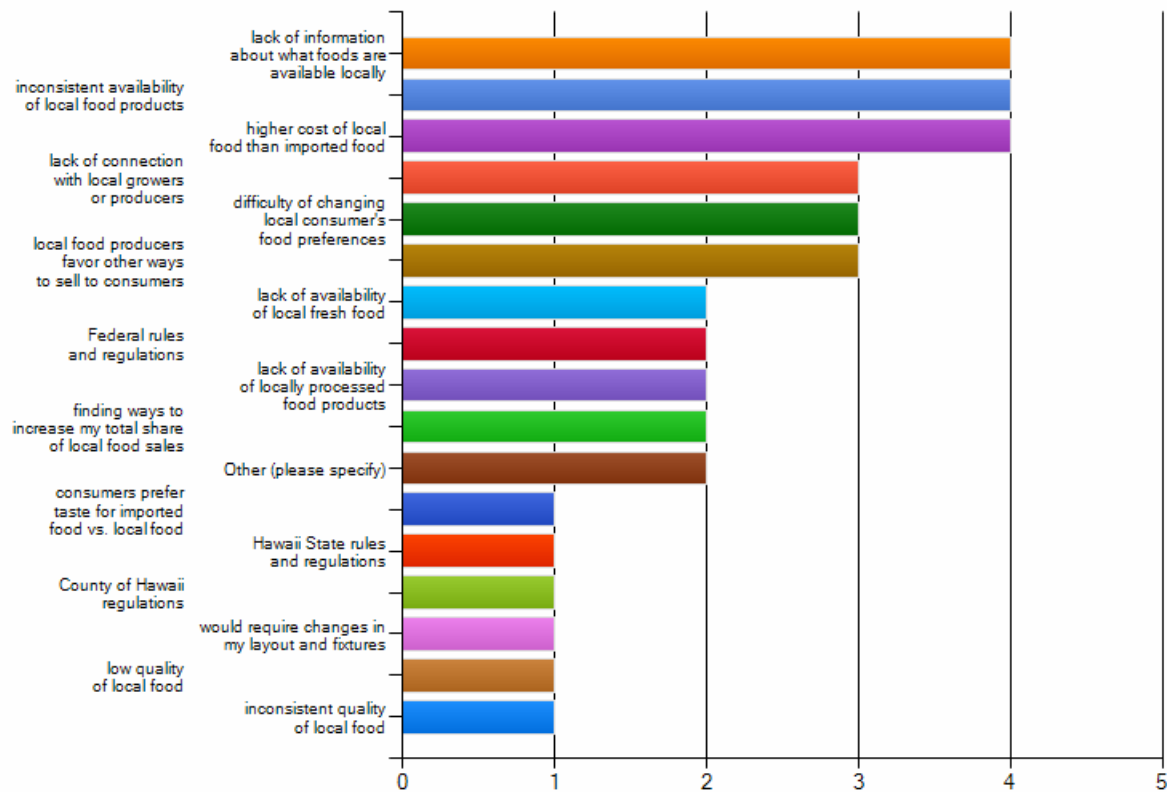
What North Kohala food products that you are not selling today would you like to sell?



Onion, Maui	Cucumber, Japanese
Bok Choy, Baby	Cucumber, Regular
Cabbage, Green	Figs
Celery	Garlic, Regular
Herb, Watercress	Grapes
Onion, Red	Hearts of Palm
Onion, Yellow	Herb, Dill
Peppers, Bell	Herb, Fennel
Poi	Herb, Parsley
Roots, Ginger	Herb, Parsley, Italian
Snow Pea	Herb, Seasonal
Tomato, Roma	Jerusalem Artichoke
Zucchini	Kwi
Apples	Kohlrabi
Apricot	Leeks
Artichoke	Lilikoi
Atemoya	Lilikoi, Juice
Asparagus	Melons
Banana, Apple	Meat, Chicken
Broccoli, Crowns	Meat, Lamb
Cabbage, Napa/Chinese	Meat, Pork
Cabbage, Red	Milk, Cow
Cacao	Milk, Goat
Carrot, Juice	Mushroom, Portebella
Cauliflower	Mushroom, Shiitake
Cheese	Mushroom, White Button
Cheese, Goat	Nectarines
Choi, all kind	Papaya
Coconuts, milk/oil	Pears
Corn	Persimmon

...

What are the main barriers or challenges to your selling more food produced in North Kohala? (Mark all that apply.)



Other Barriers:

- Information about availability, higher cost, inconsistent availability. Consumer preferences.

What ideas do you have to increase your sale of North Kohala food products?

- Producers may need to advertise what type of products they have available to encourage customers especially local residents to find them in the Kohala grocery stores. Competitive pricing, quality and demand is vital in the interest of the local buyer.
- Prices are cheaper outside, need to have better prices.
- Increasing awareness of availability of products.
- Access to list of local food products and producers to purchase
- If the producers would sell their products on consignment we would take a smaller margin on the item
- Enlarging participation in the Farmers Market.
- Slowly increase number of CSA members. Start N. Kohala Farmer's Market if we could sell our produce there. Contact more local restaurants when we have surplus of produce and certain crops, like sweet potato.

Retailers- - Individual Survey Responses

1. Rick Chalker

Company: - Hawi Farmers Market LLC

Address: - P. O. Box 355

City/Town: - Kapaau

State: - HI

ZIP/Postal Code: - 96755

Email Address: - kohala889@yahoo.com

Phone Number: - 889-0889

Cell Number: - 895-5409

2. What North Kohala food products do you currently sell? (Mark all that apply.)

- Avocado
- Banana,Apple
- Banana
- Carrots
- Citrus,Lemon
- Citrus,Tangerine
- Citrus,Oranges
- Coconuts
- Corn
- Cucumber,Japanese
- Cucumber,Regular
- Dehydrated food
- Eggplant
- Eggs,Organic
- Greens
- Herb,Basil
- Herb,Cilantro
- Herb,Mint
- Herb,Seasonal
- Honey
- Jams, jellies, preserves
- Lemongrass
- Lettuce,Green Leaf
- Lettuce,Salad Mix
- Longan
- Lychee
- Macadamia nuts
- Macadamia nut,butter
- Mango
- Meat,Beef
- Onions,Green Spring
- Papaya
- Peppers,Hot Chile
- Pineapple
- Poi
- Roots,Beets,All
- Sauce,Thai Sweet Chili
- Seafood,Ocean
- Seeds,Saved,all kinds
- Sprouts
- Squash,Pumpkin
- Squash,Zucchini
- Taro
- Ulu
- Zucchini
- Other (please specify) - All fruits marked are available in season.

3. Of your total food sales, approximately what percentage would you say is grown or processed in North Kohala? Please enter a number between 0 and 100)

- 12

4. Would you like to increase your North Kohala food sales?

- Yes

5. What North Kohala food products that you are not selling today would you like to sell?

- Apples
- Apricot
- Artichoke
- Atemoya
- Asparagus
- Bok Choy,Baby
- Broccoli,Crowns
- Cabbage,Green
- Cabbage,Napa/Chinese
- Cabbage,Red

- Cacao
- Carrot, Juice
- Cauliflower
- Celery
- Cheese
- Cheese, Goat
- Citrus, Grapefruit
- Citrus, Limeade
- Coconuts, milk/oil
- Figs
- Garlic, Regular
- Grapes
- Hearts of Palm
- Herb, Dill
- Herb, Fennel
- Herb, Parsley
- Herb, Parsley, Italian
- Herb, Seasonal
- Herb, Watercress
- Jerusalem Artichoke
- Kiwi
- Kohlrabi
- Leeks
- Lilikoi
- Lilikoi, Juice
- Macadamia nut, oil
- Melons
- Meat, Chicken
- Meat, Lamb
- Meat, Pork
- Milk, Cow
- Milk, Goat
- Mushroom, Portobello
- Mushroom, Shiitake
- Mushroom, White Button
- Nectarines
- Onion, Maui
- Onion, Red
- Onion, Yellow
- Pears
- Peppers, Bell
- Persimmon
- Plums
- Pomegranate
- Potato, Purple
- Potato, Red
- Potato, Russet
- Potato, Yellow, Yukon
- Rambutan
- Roots, Daikon
- Roots, Ginger
- Roots, Ginger/Galangal
- Roots, Ginger Pickled
- Roots, Turmeric/Olena
- Salt
- Sambal Chili Paste
- Sauce, Tomato
- Shallots
- Snow Pea
- Soursop
- Spinach
- Strawberries
- Sweet Potato, Garnet
- Sweet Potato, Jewel
- Sweet Potato, Kotbuki
- Sweet Potato, Purple/Molokai
- Sweet Potato, Satusuma
- Tomato, Cherry
- Tomato, Heirloom
- Tomato, Large
- Tomato, Roma
- Tomato, Sun Dried
- Watermelons
- Won Bok
- Zucchini

6. What are the main barriers or challenges to your selling more food produced in North Kohala? (Mark all that apply.)

- lack of connection with local growers or producers
- lack of information about what foods are available locally
- inconsistent availability of local food products
- lack of availability of local fresh food
- lack of availability of locally processed food products
- higher cost of local food than imported food
- local food producers favor other ways to sell to consumers
- finding ways to increase my total share of local food sales

- Other (please specify) - Lack of producers, vendors at farmer's market
7. What ideas do you have to increase your sale of North Kohala food products?
- Increasing awareness of availability of products.
 - Enlarging participation in the Farmers Market.

2. Eunice Kawamoto

Company: - Maverick's Meat Market
 Address: - P.O.Box 103
 City/Town: - Hawi
 State: - HI
 ZIP/Postal Code: - 96719
 Email Address: - emkawa@live.com
 Phone Number: - 889-5409
 Cell Number: - 217-5424

2. What North Kohala food products do you currently sell? (Mark all that apply.)
- Meat,Beef
3. Of your total food sales, approximately what percentage would you say is grown or processed in North Kohala? Please enter a number between 0 and 100)
- 100
4. Would you like to increase your North Kohala food sales?
- Yes
5. What North Kohala food products that you are not selling today would you like to sell?
- Other (please specify) - None
6. What are the main barriers or challenges to your selling more food produced in North Kohala? (Mark all that apply.)
- Other (please specify) - none
7. What ideas do you have to increase your sale of North Kohala food products?
- None

3. Raynard Torres

Company: - Marylou's Market Place
 Address: - P.O. Box 253
 City/Town: - Hawi
 State: - HI
 ZIP/Postal Code: - 96719
 Email Address: - n.kohala1@yahoo.com
 Phone Number: - 889-6939
 Cell Number: - 854-8160

2. What North Kohala food products do you currently sell? (Mark all that apply.)
- | | |
|------------------------|---------------------|
| • Avocado | • Celery |
| • Banana,Apple | • Citrus,Grapefruit |
| • Banana | • Citrus,Lemon |
| • Bok Choy,Baby | • Citrus,Limes |
| • Broccoli,Crowns | • Citrus,Limeade |
| • Cabbage,Green | • Citrus,Tangerine |
| • Cabbage,Napa/Chinese | • Citrus,Oranges |
| • Carrots | • Coconuts,milk/oil |

- Corn
- Cucumber,English
- Cucumber,Japanese
- Cucumber,Regular
- Dragonfruit
- Eggplant
- Garlic,Regular
- Herb,Basil
- Herb,Cilantro
- Herb,Parsley
- Herb,Watercress
- Lettuce,Baby Romaine
- Lettuce,Green Leaf
- Lettuce,Romaine
- Lettuce,Salad Mix
- Lilikoi
- Longan
- Lychee
- Mango
- Melons
- Onions,Green Spring
- Onion,Maui
- Onion,Red
- Onion,Yellow
- Papaya
- Papaya,Green
- Persimmon
- Pineapple
- Potato,Purple
- Potato,Red
- Potato,Yellow,Yukon
- Rambutan
- Roots,Beets,All
- Roots,Daikon
- Roots,Ginger
- Roots,Ginger/Galangal
- Salt
- Shallots
- Snow Pea
- Soursop
- Squash,Pumpkin
- Squash,Zucchini
- Sweet Potato,Garnet
- Sweet Potato,Purple/Molokai
- Taro
- Tomato,Cherry
- Tomato,Heirloom
- Tomato,Large
- Tomato,Roma
- Ulu
- Watermelons
- Zucchini

3. Of your total food sales, approximately what percentage would you say is grown or processed in North Kohala? Please enter a number between 0 and 100)

- 2

4. Would you like to increase your North Kohala food sales?

- Depends (on what?) - price

5. What North Kohala food products that you are not selling today would you like to sell?

- Apples
- Apricot
- Artichoke
- Atemoya
- Asparagus
- Avocado
- Banana,Apple
- Banana
- Bok Choy,Baby
- Broccoli,Crowns
- Broccoli,Romanesco
- Brussels Sprouts
- Cabbage,Green
- Cabbage,Napa/Chinese
- Cabbage,Red
- Cacao
- Carrot,Juice
- Carrots
- Cauliflower
- Cauliflower,Cheddar
- Cauliflower,Green
- Cauliflower,Purple
- Celery
- Cheese
- Cheese,Goat
- Choi,all kine
- Coconuts,milk/oil
- Corn
- Cucumber,English
- Cucumber,Japanese
- Cucumber,Regular
- Dandelion

- Dehydrated food
- Dragonfruit
- Eggs
- Eggs,Organic
- Figs
- Garlic,Purple
- Garlic,Regular
- Grapes
- Hearts of Palm
- Herb,Basil
- Herb,Dill
- Herb,Fennel
- Herb,Mint
- Herb,Parsley
- Herb,Parsley,Italian
- Herb,Seasonal
- Herb,Watercress
- Honey
- Jams, jellies, preserves
- Jerusalem Artichoke
- Kiwi
- Kohlrabi
- Leeks
- Kohlrabi
- Leeks
- Lemongrass
- Lilikoi
- Lilikoi,Juice
- Longan
- Macadamia nuts
- Melons
- Meat,Beef
- Meat,Chicken
- Meat,Goat
- Meat,Lamb
- Meat,Pork
- Milk,Cow
- Milk,Goat
- Mushroom,Cremeni
- Mushroom,Portebella
- Mushroom,Shiitake
- Mushroom,White Button
- Nectarines
- Onion,Maui
- Onion,Red
- Onion,Yellow
- Papaya
- Papaya,Green
- Pears
- Peppers,Bell
- Persimmon
- Pineapple
- Plums
- Poi
- Pomegranate
- Potato,Purple
- Potato,Red
- Potato,Russet
- Potato,Yellow,Yukon
- Rollinia
- Roots,Beets,All
- Roots,Burdock
- Roots,Celeriac
- Roots,Daikon
- Roots,Ginger
- Roots,Ginger/Galangal
- Roots,Ginger Pickled
- Roots,Jicama
- Roots,Turmeric/Olena
- Roots,Yacon
- Salak/Snake Fruit
- Salt
- Sambal Chili Paste
- Sauce,Tomato
- Sauce,Thai Sweet Chili
- Seafood,Ocean
- Seafood,Aquaculture
- Seeds,Saved,all kinds
- Shallots
- Snow Pea
- Soursop
- Spinach
- Sprouts
- Squash,Pumpkin
- Squash,Zucchini
- Strawberries
- Sweet Potato,Garnet
- Sweet Potato,Jewel
- Sweet Potato,Kotbuki
- Sweet Potato,Purple/Molokai
- Sweet Potato,Satusuma
- Taro
- Tomatillo
- Tomato,Cherry
- Tomato,Heirloom
- Tomato,Large

- Tomato,Roma
- Tomato,Sun Dried
- Watermelons
- Won Bok
- Zucchini

6. What are the main barriers or challenges to your selling more food produced in North Kohala? (Mark all that apply.)

- lack of connection with local growers or producers
- lack of information about what foods are available locally
- inconsistent availability of local food products
- lack of availability of local fresh food
- difficulty of changing local consumer's food preferences
- lack of availability of locally processed food products
- low quality of local food
- inconsistent quality of local food
- higher cost of local food than imported food
- local food producers favor other ways to sell to consumers

7. What ideas do you have to increase your sale of North Kohala food products?

- Price's are cheaper outside, need to have better prices.

4. Jerry Takata

Company: - Takata Store

Address: - P. O. Box 159

City/Town: - Hawi

State: - HI

ZIP/Postal Code: - 96719

Email Address: - jtakata12aloha.net

Phone Number: - 889-5413

Cell Number: - 895-1930

2. What North Kohala food products do you currently sell? (Mark all that apply.)

- Avocado
- Banana,Apple
- Carrots
- Choi,all kine
- Citrus,Lemon
- Citrus,Limes
- Corn
- Greens
- Herb,Basil
- Herb,Cilantro
- Herb,Mint
- Herb,Parsley,Italian
- Honey
- Lettuce,Salad Mix
- Longan
- Lychee
- Onions,Green Spring
- Pineapple
- Potato,Purple
- Spinach
- Sprouts
- Squash,Pumpkin
- Taro
- Tomato,Roma

3. Of your total food sales, approximately what percentage would you say is grown or processed in North Kohala? Please enter a number between 0 and 100)

- 1

4. Would you like to increase your North Kohala food sales?

- Depends (on what?) - price and if the product has to be graded or inspected

5. What North Kohala food products that you are not selling today would you like to sell?

- Other (please specify) - not really sure. it depends on the availability

6. What are the main barriers or challenges to your selling more food produced in North Kohala? (Mark all that apply.)

- lack of information about what foods are available locally
- inconsistent availability of local food products
- Federal rules and regulations
- would require changes in my layout and fixtures
- higher cost of local food than imported food
- local food producers favor other ways to sell to consumers

7. What ideas do you have to increase your sale of North Kohala food products?

- if the producers would sell their products on consignment we would take a smaller margin on the item

5. Dashiell Kuhr

Company: - Uluwehi Farm

Address: - PO Box 910

Address 2: - 52-4840 Akoni Pule hwy.

City/Town: - Kapaa

State: - HI

ZIP/Postal Code: - 96755

Email Address: - emerald.erika@gmail.com

Phone Number: - 896-1331

Cell Number: - 896-1331

2. What North Kohala food products do you currently sell? (Mark all that apply.)

- Banana
- Bok Choy, Baby
- Broccoli, Crowns
- Cabbage, Green
- Cabbage, Red
- Carrots
- Eggplant
- Greens
- Herb, Basil
- Herb, Cilantro
- Herb, Fennel
- Herb, Parsley, Italian
- Lettuce, Green Leaf
- Lettuce, Salad Mix
- Milk, Cow
- Onions, Green Spring
- Onion, Red
- Onion, Yellow
- Roots, Beets, All
- Roots, Turmeric/Olena
- Roots, Yacon
- Squash, Pumpkin
- Sweet Potato, Purple/Molokai
- Sweet Potato, Satusuma
- Taro
- Other (please specify) - Radish, turnip, chard, collards, kale

3. Of your total food sales, approximately what percentage would you say is grown or processed in North Kohala? Please enter a number between 0 and 100)

- 100

4. Would you like to increase your North Kohala food sales?

- Yes

5. What North Kohala food products that you are not selling today would you like to sell?

- Roots, Yacon
- Squash, Pumpkin

6. What are the main barriers or challenges to your selling more food produced in North Kohala? (Mark all that apply.)

- consumers prefer taste for imported food vs. local food

- difficulty of changing local consumer's food preferences
 - higher cost of local food than imported food
7. What ideas do you have to increase your sale of North Kohala food products?
- Slowly increase number of CSA members. Start N. Kohala Farmer's Market if we could sell our produce there. Contact more local restaurants when we have surplus of produce and certain crops, like sweet potato.

6. Maria "Mary" Nakahara

Company: - M. Nakahara Stores, Ltd.

Address: - P. O. Box 39

City/Town: - Hawi

State: - HI

ZIP/Postal Code: - 96719

Email Address: - maryatworkhawaii@aol.com

Phone Number: - 889-6449

Cell Number: - 345-4712

2. What North Kohala food products do you currently sell? (Mark all that apply.)

- | | |
|-----------------------|---|
| • Avocado | • Peppers,Bell |
| • Bok Choy,Baby | • Potato,Purple |
| • Carrots | • Roots,Beets,All |
| • Citrus,Lemon | • Seafood,Ocean |
| • Eggplant | • Spinach |
| • Eggs | • Sprouts |
| • Eggs,Organic | • Squash,Pumpkin |
| • Greens | • Tomato,Cherry |
| • Herb,Cilantro | • Other (please specify) - Bittermelon, Okra, |
| • Lychee | 4 corner beans (Pallang), Cabatete (squash |
| • Onions,Green Spring | with ridges, Utong Beans |

3. Of your total food sales, approximately what percentage would you say is grown or processed in North Kohala? Please enter a number between 0 and 100)

- 1

4. Would you like to increase your North Kohala food sales?

- Depends (on what?) - Depending on the demand from our customers who are generally Kohala residents

5. What North Kohala food products that you are not selling today would you like to sell?

- | | |
|------------------------|---------------|
| • Cabbage,Green | • Onion,Maui |
| • Celery | • Papaya |
| • Corn | • Pineapple |
| • Lettuce,Green Leaf | • Poi |
| • Macadamia nut,butter | • Tomato,Roma |

6. What are the main barriers or challenges to your selling more food produced in North Kohala? (Mark all that apply.)

- lack of information about what foods are available locally
- inconsistent availability of local food products
- difficulty of changing local consumer's food preferences
- finding ways to increase my total share of local food sales

7. What ideas do you have to increase your sale of North Kohala food products?

- Producers may need to advertise what type of products they have available to encourage customers especially local residents to find them in the Kohala grocery stores. Competitive pricing, quality and demand is vital in the interest of the local buyer.

7. Janice Arakaki

Company: - A. Arakaki Store Inc.

Address: - P.O. Box 70

Address 2: - 53-4142 Akoni Pule Hwy

City/Town: - Kapaau

State: - HI

ZIP/Postal Code: - 96755

Email Address: - janicearakaki@hotmail.com

Phone Number: - 808-889-5262

Cell Number: - 808-896-0198

2. What North Kohala food products do you currently sell? (Mark all that apply.)

- Eggplant
- Sprouts

3. Of your total food sales, approximately what percentage would you say is grown or processed in North Kohala? Please enter a number between 0 and 100)

- 2

4. Would you like to increase your North Kohala food sales?

- Yes

5. What North Kohala food products that you are not selling today would you like to sell?

- | | |
|----------------------|-----------------|
| • Banana,Apple | • Onion, Yellow |
| • Bok Choy, Baby | • Peppers, Bell |
| • Choi, all kind | • Poi |
| • Cucumber, Japanese | • Roots, Ginger |
| • Cucumber, Regular | • Snow Pea |
| • Herb, Watercress | • Taro |
| • Onion, Maui | • Zucchini |
| • Onion, Red | |

6. What are the main barriers or challenges to your selling more food produced in North Kohala? (Mark all that apply.)

- lack of connection with local growers or producers
- Hawaii State rules and regulations
- Federal rules and regulations
- County of Hawaii regulations

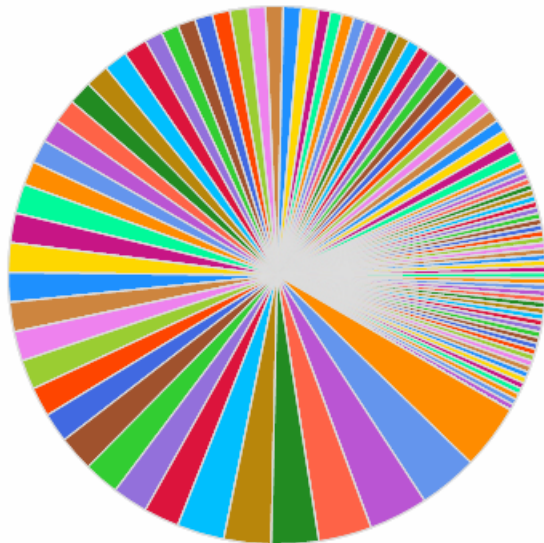
7. What ideas do you have to increase your sale of North Kohala food products?

- Access to list of local food products and producers to purchase



COMMERCIAL & INSTITUTIONAL BUYERS SURVEY SUMMARY

What North Kohala food products do you currently buy?

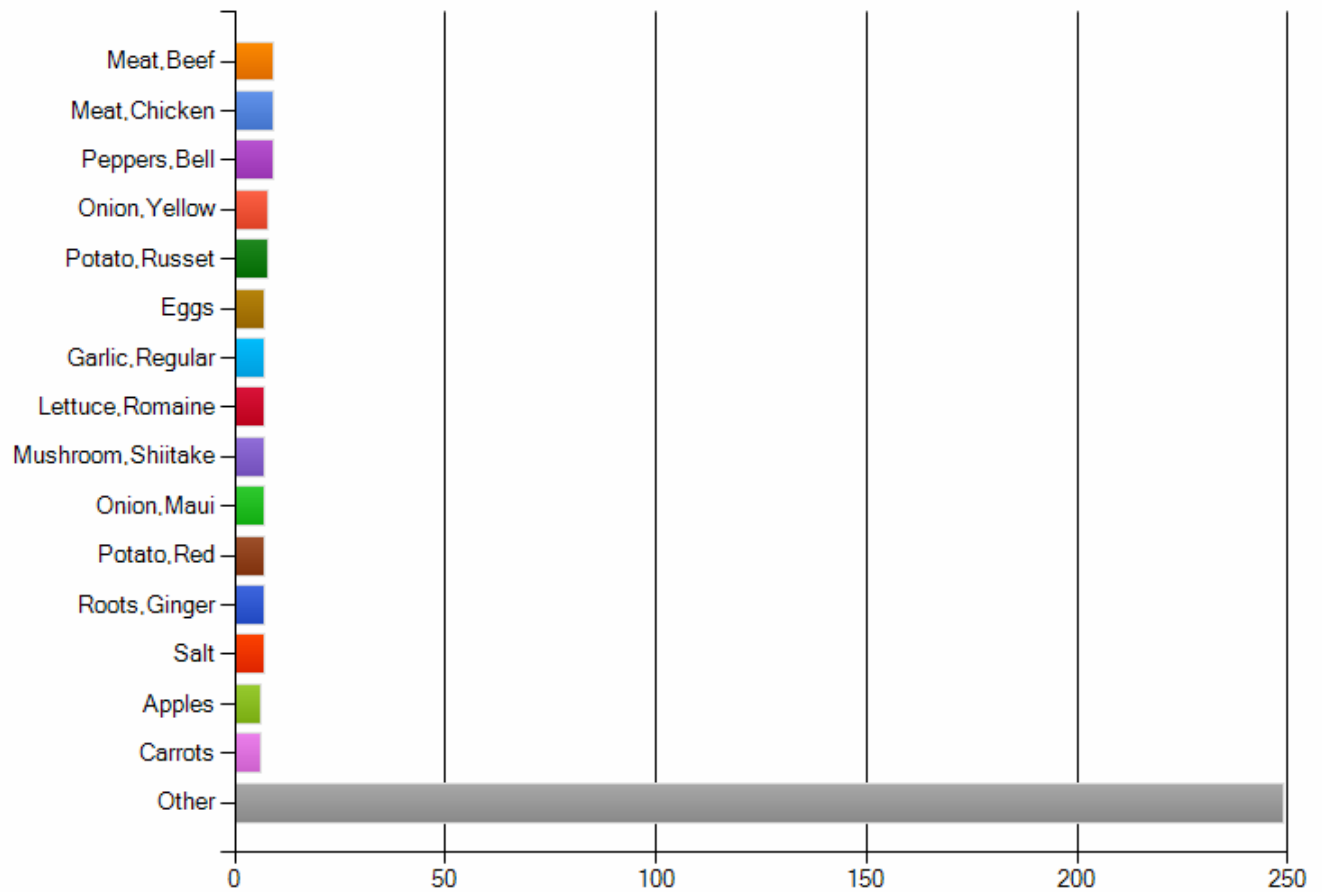


- | | |
|------------------------|-------------------------|
| Avocado | Cabbage, Red |
| Citrus, Limes | Corn |
| Herb, Cilantro | Eggplant |
| Sprouts | Herb, Seasonal |
| Citrus, Lemon | Macadamia nut, butter |
| Herb, Basil | Papaya, Green |
| Lettuce, Salad Mix | Peppers, Hot Chile |
| Cucumber, Japanese | Roots, Beets, All |
| Onions, Green Spring | Spinach |
| Papaya | Bok Choy, Baby |
| Seafood, Ocean | Brussels Sprouts |
| Banana, Apple | Cabbage, Napa/Chinese |
| Banana | Celery |
| Carrots | Citrus, Grapefruit |
| Eggs | Cucumber, English |
| Greens | Cucumber, Regular |
| Herb, Parsley | Garlic, Regular |
| Lemongrass | Lettuce, Green Leaf |
| Lilikoi | Lettuce, Romaine |
| Mango | Lilikoi, Juice |
| Citrus, Tangerine | Meat, Beef |
| Citrus, Oranges | Onion, Maui |
| Eggs, Organic | Peppers, Bell |
| Herb, Mint | Potato, Russet |
| Herb, Parsley, Italian | Roots, Daikon |
| Pineapple | Roots, Jicama |
| Roots, Ginger | Sauce, Thai Sweet Chili |
| Tomato, Cherry | Seeds, Saved, all kinds |
| Cabbage, Green | Squash, Pumpkin |

Of your total food purchases, approximately what percentage would you say is grown or processed in North Kohala?

- Traci Figueroa- Figs Mix Plate LLC: 10%
- Maria Oliveros- Mi Ranchito: 15%
- Claudette Rene Smith- The Blue Dish LLC: 10%
- Priscilla Galan- Kohala High and Elementary School: 0%
- Charmaine & Sam Davis- Sammy D's: 15%
- James Sargent- Luke Place & The Tiki Lounge: 25-30%
- Rosaline Maxx- Pico's: 5%
- Rick Chalker- Chaba Thai Cuisine: 15%
- Peter Pomeranze- Sushi Rock: 40%
- Carol Masuhara- The Courtyard LLC: 5%
- Alyssa Slaven- The Shack and Ackerman Galleries: 10%
- Karen Rosen- Kohala Coffee Mill: 5%
- Joan Channon- Bamboo Restaurant: 10%

Which of these food products do you buy that are not grown or produced in North Kohala?



Note: These are the Top 15 products.

Would you like to increase your local food purchases?

Everyone is a yes: 61.5% unequivocally- and the rest say it depends on:

- The price and the quality of the product. We grow our own.
- If our school food services approves of it.
- Quality, freshness, availability and quantity supplier is able to provide on a weekly basis.
- Price, reliability and availability.

What food products that you are not currently buying from North Kohala growers or producers would you like to buy from North Kohala sources? (Mark all that apply)



- Cucumber, Japanese
- Meat, Beef
- Meat, Chicken
- Potato, Russet
- Lettuce, Romaine
- Mushroom, Shiitake
- Onion, Maui
- Onion, Yellow
- Peppers, Bell
- Roots, Ginger
- Apples
- Garlic, Regular
- Mushroom, White Button
- Onion, Red
- Potato, Red
- Sweet Potato, Purple/Molokai
- Tomato, Large
- Zucchini
- Asparagus
- Broccoli, Crowns
- Cabbage, Green
- Carrots
- Celery
- Cucumber, Regular
- Lettuce, Green Leaf
- Lettuce, Salad Mix
- Meat, Pork
- Pineapple
- Spinach
- Other (please list one or more items)
- Bok Choy, Baby
- Cabbage, Red
- Cheese, Goat
- Citrus, Lemon
- Coconuts
- Coconuts, milk/oil
- Corn
- Dragonfruit
- Eggplant
- Hearts of Palm
- Herb, Dill
- Herb, Fennel
- Herb, Mint
- Herb, Parsley
- Honey
- Leeks
- Lettuce, Baby Romaine
- Lilikoi, Juice
- Meat, Lamb
- Mushroom, Portabella
- Onions, Green Spring
- Papaya
- Potato, Purple
- Potato, Yellow, Yukon
- Roots, Ginger/Galangal
- Roots, Ginger Pickled
- Salt
- Sauce, Tomato

...

Which wholesalers, distributors, and other food sources do you currently use?

North Kohala

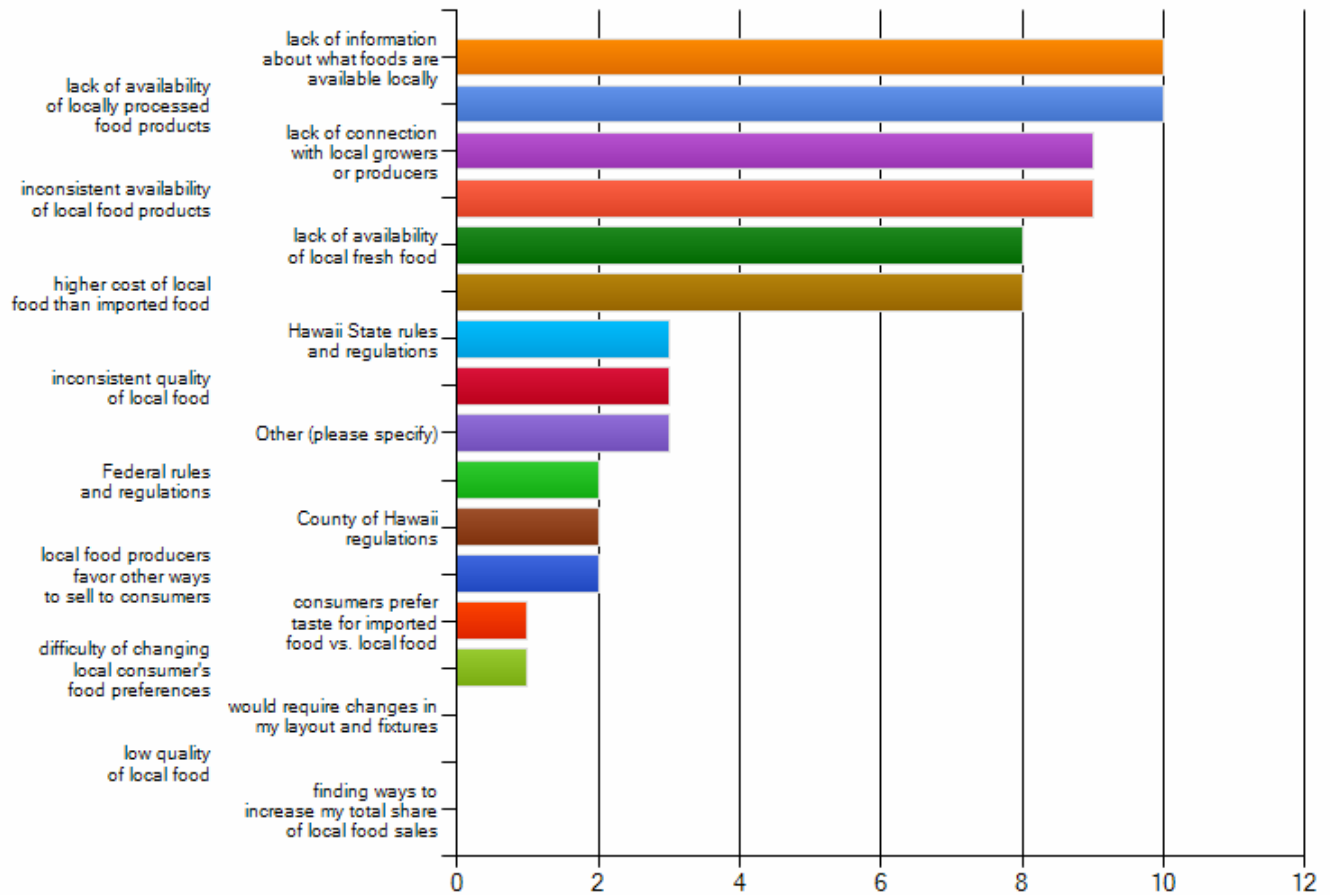
- Kohala Organic Produce
- Sage Farms
- Pete Clapp
- Mary Lou
- Big Island Poultry
- Lone Palm
- Rick Gordan
- Sunrise tomatoes
- Takata
- Hawaii Youth Agriculture Program

Big Island & Off Island

- Suisan
- Cal Kona
- Laaus
- Meadowgold
- Tropical Dreams
- Mamane St. Bakery
- Maui Oma Coffee Roasters

- Costco
- Paradise Beverages
- Walmart
- Y. Hata
- Rice Mill
- Ho Farms
- Kamuela tomatoes
- Rincon strawberries
- Honaunau Market
- HFM
- Hawaii Beef Producers LLC
- Franks Foods
- Kona Fish Co
- KTA
- Kekela Farms
- Sandwich Isle Bread Co.
- Foodland
- Sack and Save
- Hilo Produce

What are the primary barriers or challenges to your purchasing more food grown or produced in North Kohala? (Mark all that apply.)



Other primary barriers:

- Inconsistency of availability. I never know if ingredients needed will be available and therefore, I go elsewhere to guarantee I will have what I need.
- For schools, a vendor needs to be approved by school food services- fill out an application and see from there.
- Accessibility, price and variety are our greatest barriers

What ideas do you have to increase your local food purchases?

Traci Figueroa- Figs Mix Plate LLC: Quality & Price.

Maria Oliveros- Mi Ranchito: None.

Claudette Rene Smith- The Blue Dish LLC: A larger farmers market or a co-op perhaps. I would like to see a community deli where quality, locally made items could be bought, sold & traded.

Priscilla Galan- Kohala High and Elementary School: For schools, a vendor needs to be approved by school food services. I guess they would need to fill out an application and see from there.

Charmaine & Sam Davis- Sammy D's: Create a list of all vendors and their products to be distributed to all local businesses. Do a promotional food show which will allow all local purveyors to interact directly with local businesses.

James Sargent- Luke Place & The Tiki Lounge: Local growers not all grow the same thing.

Rosaline Maxx- Pico's: Rob a bank. (really- extremely expensive, don't know if my customers would like the price hike which would have to happen. For example 2lbs of Lone Palm salad greens=\$8.00, 2lbs Dan Trumpy=\$13.00. And what about the price of local feta!!! We go through 4lbs a day

Rick Chalker- Chaba Thai Cuisine: Connect with local sources.

Peter Pomeranze- Sushi Rock: I need lists of what growers have and need to know I can count on availability to meet my needs. Also I need to know delivery days and have the sched stay reliable.

Carol Masuhara- The Courtyard LLC: None

Alyssa Slaven- The Shack and Ackerman Galleries: If all growers got together and had one rep that did delivery for local food products it would be much easier to attain. If that person had a list of what was available I know I would be much more appt to add things to my menu that would include those products if possible. Prices must be completive with vendors such as Costco as in Hawaii we already have really high vender costs. Consistency and regular availability is essential to business owners. In other words I think most places wish to support locally but it must be easy for us to do.

Karen Rosen- Kohala Coffee Mill: Availability and method of communication from the growers or retailers.

Joan Channon- Bamboo Restaurant: I need to know more about who's got what -- what's available on a regular basis.

Commercial and Institutional Buyers- - Individual Survey Responses

1. Joan Channon

Company: - Bamboo Restaurant

Address: - P. O. Box 1463

City/Town: - Kapaau

State: - HI

ZIP/Postal Code: - 96755

Email Address: - joanchannon@gmail.com

Phone Number: - 8088895555

Cell Number: - none

2. What North Kohala food products do you currently buy?

- Avocado
- Citrus,Limes
- Eggs,Organic
- Herb,Seasonal
- Lettuce,Salad Mix
- Mango
- Roots,Beets,All
- Seafood,Ocean
- Sprouts
- Tomato,Cherry

3. Of your total food purchases, approximately what percentage would you say is grown or processed in North Kohala?

- 10

4. Which of these food products do you buy that are not grown or produced in North Kohala?

- Apples
- Asparagus
- Bok Choy,Baby
- Broccoli,Crowns
- Cabbage,Green
- Cabbage,Red
- Carrots
- Citrus,Lemon
- Corn
- Cucumber,Regular
- Garlic,Regular
- Greens
- Hearts of Palm
- Herb,Basil
- Herb,Cilantro
- Herb,Mint
- Herb,Parsley
- Herb,Parsley,Italian
- Lettuce,Baby Romaine
- Lettuce,Green Leaf
- Lettuce,Romaine
- Mushroom,Shiitake
- Onions,Green Spring
- Onion,Maui
- Onion,Red
- Papaya
- Papaya,Green
- Peppers,Bell
- Pineapple
- Potato,Red
- Potato,Russet
- Roots,Ginger
- Roots,Ginger Pickled
- Shallots
- Snow Pea
- Spinach
- Sweet Potato,Purple/Molokai
- Tomato,Cherry
- Tomato,Large
- Tomato,Roma
- Tomato,Sun Dried
- Won Bok
- Zucchini

5. Would you like to increase your local food purchases?

- Yes

6. What food products that you are not currently buying from North Kohala growers or producers would you like to buy from North Kohala sources? (Mark all that apply)

- Apples
- Asparagus
- Bok Choy, Baby
- Broccoli, Crowns
- Broccoli, Romanesco
- Cabbage, Green
- Cabbage, Red
- Carrots
- Cheese
- Citrus, Lemon
- Citrus, Limeade
- Coconuts, milk/oil
- Corn
- Cucumber, Regular
- Eggs, Organic
- Garlic, Regular
- Greens
- Hearts of Palm
- Herb, Basil
- Herb, Cilantro
- Herb, Mint
- Herb, Parsley
- Herb, Parsley, Italian
- Honey
- Lettuce, Green Leaf
- Lettuce, Romaine
- Lettuce, Salad Mix
- Lilikoi, Juice
- Mushroom, Shiitake
- Onions, Green Spring
- Onion, Maui
- Onion, Red
- Papaya
- Papaya, Green
- Peppers, Bell
- Pineapple
- Potato, Red
- Potato, Russet
- Roots, Ginger
- Roots, Ginger Pickled
- Salt
- Sambal Chili Paste
- Shallots
- Snow Pea
- Spinach
- Sweet Potato, Purple/Molokai
- Tomato, Cherry
- Tomato, Large
- Tomato, Roma
- Tomato, Sun Dried
- Won Bok
- Zucchini
- Other (please list one or more items) -
Bamboo shoots; Thai Sweet chili sauce,
chili, garlic, vinegar & sugar;

7. Which wholesalers, distributors, and other food sources do you currently use? (List vendors)

- North Kohala - Dan Trumpe, Sage Farms, Pete Clapp, Mary Lou
- Big Island - suisan, cal kona, laaus
- Off Island - C & K for shrimp

8. What are the primary barriers or challenges to your purchasing more food grown or produced in North Kohala? (Mark all that apply.)

- lack of connection with local growers or producers
- lack of information about what foods are available locally
- inconsistent availability of local food products
- lack of availability of local fresh food
- lack of availability of locally processed food products
- inconsistent quality of local food
- higher cost of local food than imported food

9. What ideas do you have to increase your local food purchases?

- I need to know more about who's got what -- what's available on a regular basis. This forum is perfect. Mahalo!

2. Karen Rosen

Company: - Kohala Coffee Mill

Address: - P.O. Box 178

City/Town: - Hawi

State: - HI

ZIP/Postal Code: - 96719

Email Address: - krosen@wave.bicv.net

Phone Number: - 889-5577

2. What North Kohala food products do you currently buy?

- Avocado
- Banana,Apple
- Banana
- Carrots
- Citrus,Grapefruit
- Citrus,Lemon
- Citrus,Limes
- Citrus,Tangerine
- Citrus,Oranges
- Greens
- Herb,Basil
- Herb,Cilantro
- Herb,Mint
- Herb,Parsley
- Herb,Parsley,Italian
- Lemongrass
- Lettuce,Salad Mix
- Lilikoi
- Lilikoi,Juice
- Macadamia nut,butter
- Peppers,Hot Chile
- Seafood,Ocean
- Sprouts

3. Of your total food purchases, approximately what percentage would you say is grown or processed in North Kohala?

- 5%

4. Which of these food products do you buy that are not grown or produced in North Kohala?

- Artichoke
- Bok Choy,Baby
- Carrots
- Cheese
- Coconuts,milk/oil
- Cucumber,Japanese
- Eggplant
- Eggs
- Garlic,Regular
- Herb,Seasonal
- Honey
- Jams, jellies, preserves
- Lettuce,Romaine
- Macadamia nuts
- Meat,Beef
- Meat,Chicken
- Mushroom,Shiitake
- Onions,Green Spring
- Onion, Yellow
- Papaya
- Peppers,Bell
- Pineapple
- Potato,Red
- Potato,Russet
- Roots,Ginger
- Salt
- Sauce,Tomato
- Seafood,Ocean
- Snow Pea
- Squash,Zucchini
- Strawberries
- Sweet Potato,Purple/Molokai
- Tomato,Large

5. Would you like to increase your local food purchases?

- Yes

6. What food products that you are not currently buying from North Kohala growers or producers would you like to buy from North Kohala sources? (Mark all that apply)

- Bok Choy,Baby
- Carrots
- Cucumber,Japanese
- Eggplant

- Eggs
- Garlic,Regular
- Honey
- Jams, jellies, preserves
- Lettuce,Romaine
- Macadamia nuts
- Meat,Beef
- Meat,Chicken
- Mushroom,Shiitake
- Onions,Green Spring
- Onion, Yellow
- Papaya
- Peppers,Bell
- Pineapple
- Potato,Red
- Potato,Russet
- Roots,Ginger
- Sauce, Tomato
- Seafood,Ocean
- Snow Pea
- Squash,Zucchini
- Strawberries
- Sweet Potato,Purple/Molokai
- Tomato, Large
- Zucchini

7. Which wholesalers, distributors, and other food sources do you currently use? (List vendors)

- North Kohala - Kohala Organics-Dan Trumpy, Sage Farms, Big Island Poultry, Lone Palm, Rick Gordon
- Big Island - Suisan, Meadowgold, Tropical Dreams, Mamane St. Bakery, Maui Oma Coffee Roasters, Costco, Paradise Beverages
- Off Island - United Naturals, Paradise Traders

8. What are the primary barriers or challenges to your purchasing more food grown or produced in North Kohala? (Mark all that apply.)

- consumers prefer taste for imported food vs. local food
- inconsistent availability of local food products
- Hawaii State rules and regulations
- lack of availability of local fresh food
- Federal rules and regulations
- difficulty of changing local consumer's food preferences
- County of Hawaii regulations
- lack of availability of locally processed food products
- higher cost of local food than imported food
- local food producers favor other ways to sell to consumers
- Other (please specify) - Accessibility and price and variety are our greatest barriers

9. What ideas do you have to increase your local food purchases?

- Availability and method of communication from the growers or retailers.

3. Alyssa Slaven

Company: - The Shack and Ackerman Galleries

Address: - P.O. Box 1017

City/Town: - Kapaau

State: - HI

ZIP/Postal Code: - 96755

Email Address: - alohaalysas@gmail.com

Phone Number: - 8088895138

2. What North Kohala food products do you currently buy?

- Avocado
- Greens
- Macadamia nut,butter
- Tomato, Large

3. Of your total food purchases, approximately what percentage would you say is grown or processed in North Kohala?

- 10

4. Which of these food products do you buy that are not grown or produced in North Kohala?

- Apples
- Artichoke
- Banana
- Cheese
- Eggs
- Lettuce,Romaine
- Macadamia nuts
- Meat,Chicken
- Milk,Cow
- Mushroom,White Button
- Onion,Red
- Peppers,Bell
- Pineapple
- Potato,Red
- Sauce,Tomato
- Tomato,Sun Dried

5. Would you like to increase your local food purchases?

- Yes

6. What food products that you are not currently buying from North Kohala growers or producers would you like to buy from North Kohala sources? (Mark all that apply)

- Apples
- Coconuts
- Lettuce,Romaine
- Mushroom,White Button
- Onion,Maui
- Onion,Red
- Peppers,Bell

7. Which wholesalers, distributors, and other food sources do you currently use? (List vendors)

- North Kohala - Sunrise tomatoes, Loan Palm, Sage farms with over flow if she has it and we have need.
- Big Island - Suisan, Costco,

8. What are the primary barriers or challenges to your purchasing more food grown or produced in North Kohala? (Mark all that apply.)

- lack of connection with local growers or producers
- lack of information about what foods are available locally
- inconsistent availability of local food products
- lack of availability of local fresh food
- higher cost of local food than imported food
- local food producers favor other ways to sell to consumers

9. What ideas do you have to increase your local food purchases?

- If all growers got together and had one rep that did delivery for local food products it would be much easier to attain. If that person had a list of what was available I know I would be much more appt to add things to my menu that would include those products if possible. Prices must be complete with vendors such as Costco as in Hawaii we already have really high vender costs. Consistency and regular availability is essential to business owners. In other words I think most places wish to support locally but it must be easy for us to do.

4. Carol Masuhara

Company: - The Courtyard LLC

Address: - P. O. Box 266

City/Town: - Kapaa

State: - HI

ZIP/Postal Code: - 96755

Phone Number: - 889-5546

2. What North Kohala food products do you currently buy?

- Avocado
- Citrus, Lemon
- Citrus, Limes
- Citrus, Tangerine
- Greens
- Herb, Basil
- Herb, Cilantro
- Lemongrass
- Lettuce, Salad Mix
- Sprouts
- Squash, Pumpkin
- Ulu

3. Of your total food purchases, approximately what percentage would you say is grown or processed in North Kohala?

- 5

4. Which of these food products do you buy that are not grown or produced in North Kohala?

- Carrots
- Celery
- Coconuts, milk/oil
- Eggs
- Garlic, Regular
- Lilikoi, Juice
- Meat, Beef
- Meat, Chicken
- Milk, Cow
- Onion, Yellow
- Salt
- Spinach
- Tomato, Large

5. Would you like to increase your local food purchases?

- Yes

6. What food products that you are not currently buying from North Kohala growers or producers would you like to buy from North Kohala sources? (Mark all that apply)

- Banana
- Broccoli, Crowns
- Celery
- Cucumber, Japanese
- Leeks
- Onion, Yellow

7. Which wholesalers, distributors, and other food sources do you currently use? (List vendors)

- North Kohala - Sage Farms, Takata, Lone Palm
- Big Island - Suisan

8. What are the primary barriers or challenges to your purchasing more food grown or produced in North Kohala? (Mark all that apply.)

- lack of connection with local growers or producers
- lack of information about what foods are available locally
- inconsistent availability of local food products

9. What ideas do you have to increase your local food purchases?

- None

5. Rosaline Maxx

Company: - Pico's

Address: - 583458 Akoni Pule Hwy

Address 2: - P.O. Box 146

City/Town: - Hawi

State: - HI

ZIP/Postal Code: - 96719

Email Address: - rrmmaxx@hotmail.com

Phone Number: - 884-5555

Cell Number: - 756-0030

2. What North Kohala food products do you currently buy?

- Avocado
- Banana,Apple
- Citrus,Lemon
- Citrus,Limes
- Citrus,Oranges
- Cucumber,Japanese
- Eggplant
- Eggs
- Herb,Basil
- Herb,Cilantro
- Herb,Mint
- Herb,Parsley
- Herb,Parsley,Italian
- Lilikoi
- Mango
- Papaya
- Roots,Beets,All
- Roots,Ginger
- Seafood,Ocean
- Sprouts
- Tomato,Cherry

3. Of your total food purchases, approximately what percentage would you say is grown or processed in North Kohala?

- 5

4. Which of these food products do you buy that are not grown or produced in North Kohala?

- Apples
- Asparagus
- Broccoli,Crowns
- Cabbage,Red
- Carrots
- Cheese,Goat
- Honey
- Jams, jellies, preserves
- Lettuce,Salad Mix
- Macadamia nut,oil
- Meat,Beef
- Meat,Chicken
- Meat,Lamb
- Mushroom,Cremeni
- Mushroom,White Button
- Onion,Maui
- Onion,Red
- Onion,Yellow
- Peppers,Bell
- Pineapple
- Salt
- Sauce,Tomato
- Spinach
- Strawberries
- Zucchini

5. Would you like to increase your local food purchases?

- Depends (on what?) - Price and availability

6. What food products that you are not currently buying from North Kohala growers or producers would you like to buy from North Kohala sources? (Mark all that apply)

- Apples
- Celery
- Cheese,Goat
- Cucumber,English
- Cucumber,Japanese
- Lettuce,Salad Mix
- Meat,Beef
- Meat,Chicken
- Meat,Lamb
- Mushroom,White Button

- Spinach
 - Tomato, Large
7. Which wholesalers, distributors, and other food sources do you currently use? (List vendors)
- North Kohala - Lone Palm
 - Big Island - Ho Farms, Kamuela tomatoes, Rincon strawberries
 - Off Island - Maui Gold pineapples, Maui onion, Costco lamb, Feta, red potatoes, onions.
8. What are the primary barriers or challenges to your purchasing more food grown or produced in North Kohala? (Mark all that apply.)
- lack of connection with local growers or producers
 - lack of information about what foods are available locally
 - inconsistent availability of local food products
 - lack of availability of locally processed food products
 - higher cost of local food than imported food
9. What ideas do you have to increase your local food purchases?
- Rob a bank. (really- extremely expensive, don't know if my customers would like the price hike which would have to happen. For example 2lbs of Lone Palm salad greens=\$8.00, 2lbs Dan Trumpy=\$13.00. And what about the price of local feta!!! We go through 4lbs a day.

6. Peter Pomeranze

Company: - Sushi Rock

Address: - POB 1580

City/Town: - Kapaau

State: - HI

ZIP/Postal Code: - 96755

Email Address: - alohapeter@yahoo.com

Phone Number: - 808 889-5900

Cell Number: - 808 987-4970

2. What North Kohala food products do you currently buy?

- | | |
|----------------------|------------------------|
| • Avocado | • Herb, Cilantro |
| • Banana, Apple | • Herb, Dill |
| • Banana | • Herb, Fennel |
| • Cabbage, Red | • Herb, Seasonal |
| • Carrots | • Lemongrass |
| • Citrus, Lemon | • Lettuce, Romaine |
| • Citrus, Limes | • Lettuce, Salad Mix |
| • Citrus, Tangerine | • Lilikoi |
| • Citrus, Oranges | • Mango |
| • Cucumber, Japanese | • Onions, Green Spring |
| • Eggs, Organic | • Onion, Maui |
| • Garlic, Regular | • Papaya |
| • Greens | • Peppers, Bell |
| • Herb, Basil | • Pineapple |

3. Of your total food purchases, approximately what percentage would you say is grown or processed in North Kohala?

- 40

4. Which of these food products do you buy that are not grown or produced in North Kohala?

- | | |
|-------------------|----------------------|
| • Apples | • Meat, Beef |
| • Garlic, Regular | • Meat, Chicken |
| • Mango | • Mushroom, Shiitake |

- Onion, Maui
 - Sauce, Thai Sweet Chili
 - Sweet Potato, Purple/Molokai
5. Would you like to increase your local food purchases?
- Depends (on what?) - price and reliability of availability
6. What food products that you are not currently buying from North Kohala growers or producers would you like to buy from North Kohala sources? (Mark all that apply)
- Apples
 - Asparagus
 - Avocado
 - Cheese, Goat
 - Cucumber, Japanese
 - Garlic, Regular
 - Herb, Dill
 - Herb, Fennel
 - Herb, Mint
 - Herb, Seasonal
 - Mushroom, Shiitake
 - Peppers, Bell
 - Tomato, Heirloom
 - Tomato, Sun Dried
7. Which wholesalers, distributors, and other food sources do you currently use? (List vendors)
- North Kohala - Sage, Lone Palm, Kohala Organic
 - Big Island - Suisan, Laus,
8. What are the primary barriers or challenges to your purchasing more food grown or produced in North Kohala? (Mark all that apply.)
- lack of connection with local growers or producers
 - lack of information about what foods are available locally
 - inconsistent availability of local food products
 - lack of availability of local fresh food
 - lack of availability of locally processed food products
9. What ideas do you have to increase your local food purchases?
- I need lists of what growers have and need to know I can count on availability to meet my needs. Also I need to know delivery days and have the sched stay reliable.

7. Rick Chalker

Company: - Chaba Thai Cuisine

Address: - P. O. Box 355

City/Town: - Kapaau

State: - HI

ZIP/Postal Code: - 96755

Email Address: - kohala889@yahoo.com

Phone Number: - 889-0889

Cell Number: - 895-6006

2. What North Kohala food products do you currently buy?

- Avocado
- Banana
- Citrus, Lemon
- Citrus, Limes
- Cucumber, English
- Cucumber, Japanese
- Eggs, Organic
- Herb, Basil
- Herb, Cilantro
- Herb, Mint
- Lemongrass
- Lettuce, Green Leaf
- Lettuce, Salad Mix
- Mango
- Meat, Beef
- Onions, Green Spring
- Papaya
- Papaya, Green
- Peppers, Hot Chile
- Pineapple
- Roots, Ginger
- Sauce, Thai Sweet Chili

- Seafood,Ocean
 - Seeds,Saved,all kinds
 - Spinach
 - Sprouts
 - Tomato,Cherry
- Other (please list one or more items) - All products checked above are grown, obtained, or produced with cash compensation except eggs, organic, lettuce-green leaf, lettuce-salad mix, meat-beef, spinach, & sprouts.
3. Of your total food purchases, approximately what percentage would you say is grown or processed in North Kohala?
- 15
4. Which of these food products do you buy that are not grown or produced in North Kohala?
- | | |
|---|--|
| <ul style="list-style-type: none"> • Broccoli,Crowns • Cabbage,Green • Coconuts,milk/oil • Cucumber,English • Cucumber,Japanese • Dehydrated food • Eggs • Garlic,Regular • Meat,Beef • Meat,Chicken • Meat,Pork • Mushroom,Portebella • Mushroom,Shiitake | <ul style="list-style-type: none"> • Mushroom,White Button • Onion,Maui • Onion,Red • Onion,Yellow • Peppers,Bell • Pineapple • Potato,Red • Potato,Russet • Roots,Ginger • Salt • Sauce,Tomato • Seafood,Ocean • Seeds,Saved,all kinds |
|---|--|
5. Would you like to increase your local food purchases?
- Yes
6. What food products that you are not currently buying from North Kohala growers or producers would you like to buy from North Kohala sources? (Mark all that apply)
- | | |
|---|--|
| <ul style="list-style-type: none"> • Broccoli,Crowns • Cabbage,Green • Coconuts,milk/oil • Cucumber,Japanese • Cucumber,Regular • Meat,Beef • Meat,Chicken • Meat,Pork • Mushroom,Portebella • Mushroom,Shiitake • Mushroom,White Button • Onion,Maui | <ul style="list-style-type: none"> • Onion,Red • Onion,Yellow • Peppers,Bell • Pineapple • Potato,Red • Potato,Russet • Roots,Ginger • Salt • Sauce,Tomato • Watermelons • Other (please list one or more items) - The pineapple I checked is canned. |
|---|--|
7. Which wholesalers, distributors, and other food sources do you currently use? (List vendors)
- North Kohala - takata, Lone Palm, Sage Farms
 - Big Island - Costco, Walmart, Y. Hata, Rice Mill
8. What are the primary barriers or challenges to your purchasing more food grown or produced in North Kohala? (Mark all that apply.)
- lack of connection with local growers or producers
 - lack of information about what foods are available locally
 - inconsistent availability of local food products
 - lack of availability of local fresh food

- lack of availability of locally processed food products
 - higher cost of local food than imported food
9. What ideas do you have to increase your local food purchases?
- Connect with local sources.

8. Priscilla Galan

Company: - Cafeteria Manager - Kohala High and Elementary School

Address: - P. O. Box 279

City/Town: - Kapaau

State: - HI

ZIP/Postal Code: - 96755

Phone Number: - 889-7130

2. What North Kohala food products do you currently buy? None

3. Of your total food purchases, approximately what percentage would you say is grown or processed in North Kohala?

- 0

4. Which of these food products do you buy that are not grown or produced in North Kohala?

- | | |
|--------------------|-----------------------|
| • Apples | • Lettuce,Green Leaf |
| • Banana | • Lettuce,Romaine |
| • Cabbage,Green | • Meat,Beef |
| • Cabbage,Red | • Onions,Green Spring |
| • Carrots | • Onion, Yellow |
| • Celery | • Papaya |
| • Citrus,Oranges | • Peppers,Bell |
| • Cucumber,English | • Potato,Russet |
| • Cucumber,Regular | • Salt |
| • Eggs | • Tomato,Large |
| • Herb,Cilantro | |

5. Would you like to increase your local food purchases?

- Depends (on what?) - if our school food services approves of it

6. What food products that you are not currently buying from North Kohala growers or producers would you like to buy from North Kohala sources? (Mark all that apply)

- Other (please list one or more items) - not sure what is available, what could be approved

7. Which wholesalers, distributors, and other food sources do you currently use? (List vendors)

- Big Island - Kal Kona Produce

8. What are the primary barriers or challenges to your purchasing more food grown or produced in North Kohala? (Mark all that apply.)

- Hawaii State rules and regulations
- Other (please specify) - For schools, a vendor needs to be approved by school food services. I guess they would need to fill out an application and see from there.

9. What ideas do you have to increase your local food purchases?

- See above

9. James Sargent

Company: - Luke Place & The Tiki Lounge

Address: - 55-514 Hawi Road

City/Town: - Hawi

State: - HI

ZIP/Postal Code: - 96719

Email Address: - jim@jimsargent.net

Phone Number: - 808-889-5813

2. What North Kohala food products do you currently buy?

- Avocado
- Banana,Apple
- Banana
- Bok Choy,Baby
- Cabbage,Green
- Cabbage,Napa/Chinese
- Cabbage,Red
- Carrots
- Celery
- Citrus,Lemon
- Citrus,Limes
- Cucumber,English
- Cucumber,Japanese
- Cucumber,Regular
- Eggplant
- Eggs
- Garlic,Regular
- Herb,Basil
- Herb,Cilantro
- Herb,Mint
- Herb,Parsley
- Herb,Parsley,Italian
- Lettuce,Salad Mix
- Lilikoi
- Onions,Green Spring
- Papaya
- Pineapple
- Spinach
- Sprouts

3. Of your total food purchases, approximately what percentage would you say is grown or processed in North Kohala?

- 25-30%

4. Which of these food products do you buy that are not grown or produced in North Kohala?

- Artichoke
- Asparagus
- Broccoli,Crowns
- Broccoli,Romanesco
- Coconuts
- Hearts of Palm
- Herb,Cilantro
- Lettuce,Baby Romaine
- Lettuce,Green Leaf
- Lettuce,Romaine
- Mushroom,Cremeni
- Mushroom,Portebella
- Mushroom,Shiitake
- Mushroom,White Button
- Onion,Maui
- Onion,Red
- Onion,Yellow
- Peppers,Bell
- Peppers,Hot Chile
- Poi
- Potato,Purple
- Potato,Red
- Potato,Russet
- Potato,Yellow,Yukon
- Roots,Ginger
- Roots,Ginger/Galangal
- Roots,Ginger Pickled
- Sweet Potato,Garnet
- Sweet Potato,Jewel
- Sweet Potato,Kotbuki
- Sweet Potato,Purple/Molokai
- Sweet Potato,Satusuma
- Tomato,Cherry
- Tomato,Heirloom
- Tomato,Large
- Tomato,Roma
- Tomato,Sun Dried
- Zucchini

5. Would you like to increase your local food purchases?

- Yes

6. What food products that you are not currently buying from North Kohala growers or producers would you like to buy from North Kohala sources? (Mark all that apply)

- Lettuce,Baby Romaine
- Lettuce,Green Leaf
- Lettuce,Romaine
- Mushroom,Cremeni
- Mushroom,Portebella
- Mushroom,Shiitake
- Mushroom,White Button
- Onion,Maui
- Onion,Red
- Onion,Yellow
- Potato,Purple
- Potato,Red
- Potato,Russet
- Potato,Yellow,Yukon
- Roots,Ginger
- Roots,Ginger/Galangal
- Roots,Ginger Pickled

7. Which wholesalers, distributors, and other food sources do you currently use? (List vendors)

- North Kohala - Trumpy Farms, Youth Ag Program, Lone Palm, Dash
- Big Island - Costco, Honaunau Market, HFM, Suisan, Y-Hata, Tropical Dreams Ice Cream

8. What are the primary barriers or challenges to your purchasing more food grown or produced in North Kohala? (Mark all that apply.)

- lack of availability of local fresh food
- lack of availability of locally processed food products
- inconsistent quality of local food

9. What ideas do you have to increase your local food purchases?

- Have local growers not all grow the same things.

10. Charmaine & Sam Davis

Company: - Sammy D's

Address: - P.O. Box 432

Address 2: - 54-3854 Akoni Pule Hwy

City/Town: - Kapaau

State: - HI

ZIP/Postal Code: - 96755

Email Address: - davisohana@msn.com

Phone Number: - 808-889-5288

2. What North Kohala food products do you currently buy?

- Avocado
- Citrus,Lemon
- Citrus,Limes
- Corn
- Eggs
- Herb,Basil
- Herb,Cilantro
- Lettuce,Salad Mix
- Onions,Green Spring
- Seafood,Ocean
- Sprouts

3. Of your total food purchases, approximately what percentage would you say is grown or processed in North Kohala?

- 15%

4. Which of these food products do you buy that are not grown or produced in North Kohala?

- Artichoke
- Asparagus
- Bok Choy,Baby
- Broccoli,Crowns
- Broccoli,Romanesco
- Cabbage,Green
- Cabbage,Red
- Carrots

- Citrus,Lemon
- Cucumber,Japanese
- Cucumber,Regular
- Eggs
- Garlic,Regular
- Herb,Dill
- Honey
- Lettuce,Green Leaf
- Lettuce,Romaine
- Lettuce,Salad Mix
- Macadamia nuts
- Meat,Beef
- Meat,Chicken
- Meat,Pork
- Mushroom,Portebella
- Mushroom,Shiitake
- Onion,Maui
- Peppers,Bell
- Pineapple
- Poi
- Potato,Red
- Potato,Russet
- Roots,Beets,All
- Roots,Ginger
- Salt
- Sauce,Thai Sweet Chili
- Seafood,Ocean
- Shallots
- Snow Pea
- Spinach
- Squash,Zucchini
- Tomato,Heirloom
- Tomato,Large
- Zucchini

5. Would you like to increase your local food purchases?

- Depends (on what?) - Quality, freshness, availability and quantity supplier is able to provide on a weekly basis.

6. What food products that you are not currently buying from North Kohala growers or producers would you like to buy from North Kohala sources? (Mark all that apply)

- Cabbage,Green
- Cabbage,Red
- Carrots
- Cucumber,Japanese
- Cucumber,Regular
- Herb,Dill
- Lettuce,Green Leaf
- Lettuce,Romaine
- Meat,Beef
- Meat,Chicken
- Meat,Lamb
- Meat,Pork
- Nectarines
- Onion,Maui
- Potato,Russet
- Roots,Beets,All
- Roots,Ginger
- Seafood,Ocean
- Spinach
- Squash,Zucchini
- Sweet Potato,Purple/Molokai
- Tomato,Heirloom
- Tomato,Large
- Zucchini

7. Which wholesalers, distributors, and other food sources do you currently use? (List vendors)

- North Kohala - Lone Palm,
- Big Island - Suisan, Hawaii Beef Producers LLC, Franks Foods, Kona Fish Co

8. What are the primary barriers or challenges to your purchasing more food grown or produced in North Kohala? (Mark all that apply.)

- lack of connection with local growers or producers
- lack of information about what foods are available locally
- inconsistent availability of local food products
- lack of availability of local fresh food
- lack of availability of locally processed food products
- inconsistent quality of local food

9. What ideas do you have to increase your local food purchases?

- Create a list of all vendors and their products to be distributed to all local businesses.

- Do a promotional food show which will allow all local purveyors to interact directly with local businesses.

11. Claudette Rene Smith

Company: - The Blue Dish LLC

Address: - P. O. box 194

City/Town: - Hawi

State: - HI

ZIP/Postal Code: - 96719

Email Address: - hoppernumber9@gmail.com

Phone Number: - 8088845120

Cell Number: - 808 345-1901

2. What North Kohala food products do you currently buy?

- Apples
- Avocado
- Banana,Apple
- Bok Choy,Baby
- Brussels Sprouts
- Cabbage,Green
- Cabbage,Napa/Chinese
- Cabbage,Red
- Carrots
- Cauliflower
- Celery
- Cheese,Goat
- Citrus,Grapefruit
- Citrus,Lemon
- Citrus,Limes
- Citrus,Tangerine
- Citrus,Oranges
- Coconuts
- Corn
- Cucumber,Japanese
- Cucumber,Regular
- Dehydrated food
- Eggplant
- Eggs
- Eggs,Organic
- Garlic,Purple
- Greens
- Herb,Basil
- Herb,Cilantro
- Herb,Parsley
- Herb,Parsley,Italian
- Herb,Seasonal
- Herb,Watercress
- Honey
- Jams, jellies, preserves
- Jerusalem Artichoke
- Lemongrass
- Lettuce,Baby Romaine
- Lettuce,Green Leaf
- Lettuce,Romaine
- Lettuce,Salad Mix
- Lilikoi
- Lychee
- Macadamia nut,butter
- Mango
- Melons
- Meat,Beef
- Meat,Chicken
- Meat,Lamb
- Meat,Pork
- Milk,Cow
- Mushroom,Cremeni
- Mushroom,Shiitake
- Mushroom,White Button
- Onions,Green Spring
- Onion,Maui
- Onion,Red
- Onion,Yellow
- Papaya
- Papaya,Green
- Peppers,Bell
- Peppers,Hot Chile
- Pineapple
- Potato,Red
- Potato,Russet
- Roots,Beets,All
- Roots,Daikon
- Roots,Ginger

- Roots,Ginger Pickled
- Roots,Jicama
- Roots,Turmeric/Olena
- Salt
- Sambal Chili Paste
- Sauce,Thai Sweet Chili
- Seafood,Ocean
- Seafood,Aquaculture
- Seeds,Saved,all kinds
- Snow Pea
- Spinach
- Sprouts
- Squash,Pumpkin
- Squash,Zucchini
- Strawberries
- Sweet Potato,Garnet
- Sweet Potato,Purple/Molokai
- Taro
- Tomato,Cherry
- Tomato,Roma
- Tomato,Sun Dried
- Ulu
- Watermelons
- Won Bok
- Zucchini

3. Of your total food purchases, approximately what percentage would you say is grown or processed in North Kohala?

- 10%

4. Which of these food products do you buy that are not grown or produced in North Kohala?

- Apples
- Artichoke
- Asparagus
- Broccoli,Romanesco
- Brussels Sprouts
- Cheese
- Coconuts,milk/oil
- Dragonfruit
- Figs
- Garlic,Purple
- Garlic,Regular
- Grapes
- Hearts of Palm
- Herb,Dill
- Herb,Fennel
- Jams, jellies, preserves
- Jerusalem Artichoke
- Kiwi
- Leeks
- Lettuce,Baby Romaine
- Lilikoi,Juice
- Macadamia nuts
- Mango
- Melons
- Meat,Beef
- Meat,Chicken
- Meat,Pork
- Milk,Cow
- Mushroom,Cremeni
- Mushroom,Portebella
- Mushroom,Shiitake
- Mushroom,White Button
- Nectarines
- Onion,Mauai
- Onion,Red
- Onion,Yellow
- Papaya,Green
- Pears
- Peppers,Bell
- Peppers,Hot Chile
- Plums
- Poi
- Pomegranate
- Potato,Purple
- Potato,Red
- Potato,Russet
- Potato,Yellow,Yukon
- Roots,Beets,All
- Roots,Celeriac
- Roots,Daikon
- Roots,Ginger
- Roots,Ginger/Galangal
- Roots,Ginger Pickled
- Roots,Jicama
- Salt
- Sambal Chili Paste
- Sauce,Tomato
- Sauce,Thai Sweet Chili
- Seafood,Ocean
- Seafood,Aquaculture
- Seeds,Saved,all kinds
- Shallots

- Spinach
 - Sprouts
 - Squash,Pumpkin
 - Squash,Zucchini
 - Strawberries
 - Taro
 - Tomatillo
- Tomato,Cherry
 - Tomato,Heirloom
 - Tomato,Roma
 - Watermelons
 - Won Bok
 - Zucchini
5. Would you like to increase your local food purchases?
- Yes
6. What food products that you are not currently buying from North Kohala growers or producers would you like to buy from North Kohala sources? (Mark all that apply)
- Artichoke
 - Asparagus
 - Brussels Sprouts
 - Coconuts
 - Corn
 - Dragonfruit
 - Figs
 - Hearts of Palm
 - Herb,Fennel
 - Leeks
 - Lilikoi,Juice
 - Plums
 - Pomegranate
 - Potato,Purple
 - Potato, Yellow, Yukon
 - Roots,Celeriac
 - Roots,Ginger/Galangal
 - Shallots
 - Tomatillo
 - Tomato,Heirloom
7. Which wholesalers, distributors, and other food sources do you currently use? (List vendors)
- North Kohala - sage farms, takata's, mary lou's veg stand, neighbors and my own garden
 - Big Island - k.t.a., kekala farms, sandwich isle bread co. & costco
 - Off Island - I stock up on dried herbs, spices & condiments i can't get here when traveling
8. What are the primary barriers or challenges to your purchasing more food grown or produced in North Kohala? (Mark all that apply.)
- lack of connection with local growers or producers
 - lack of information about what foods are available locally
 - inconsistent availability of local food products
 - lack of availability of local fresh food
 - lack of availability of locally processed food products
 - higher cost of local food than imported food
 - Other (please specify) - inconsistency of availability. I never know if ingredients I need will be available and therefore, I go elsewhere to guarantee I will have what I need.
9. What ideas do you have to increase your local food purchases?
- A larger farmers market or a co-op perhaps. I would like to see a community deli where quality, locally made items could be bought, sold & traded.

12. Maria Oliveros

Company: - Mi Ranchito

Address: - Kohala Trade Center

City/Town: - Hawi

State: - HI

ZIP/Postal Code: - 96719

Phone Number: - 884-5152

2. What North Kohala food products do you currently buy?

- Avocado
- Citrus,Limes

- Herb,Cilantro
 - Herb,Parsley
 - Roots,Jicama
 - Tomato,Large
3. Of your total food purchases, approximately what percentage would you say is grown or processed in North Kohala?
- 15
4. Which of these food products do you buy that are not grown or produced in North Kohala?
- Cheese
 - Lettuce,Romaine
 - Meat,Beef
 - Meat,Chicken
 - Meat,Pork
 - Seafood,Ocean
 - Tomatillo
5. Would you like to increase your local food purchases?
- Yes
6. What food products that you are not currently buying from North Kohala growers or producers would you like to buy from North Kohala sources? (Mark all that apply)
- Citrus,Lemon
 - Dragonfruit
 - Eggplant
 - Herb,Parsley
 - Meat,Beef
 - Meat,Chicken
 - Tomatillo
7. Which wholesalers, distributors, and other food sources do you currently use? (List vendors)
- Big Island - Various
8. What are the primary barriers or challenges to your purchasing more food grown or produced in North Kohala? (Mark all that apply.)
- lack of information about what foods are available locally
 - lack of availability of locally processed food products
 - higher cost of local food than imported food
9. What ideas do you have to increase your local food purchases?
- None

13. Traci Figueroa

Company: - Figs Mix Plate LLC

Address: - P.O. Box 435

City/Town: - Kapaa

State: - HI

ZIP/Postal Code: - 96755

Email Address: - figs_mix_plate@yahoo.com

Phone Number: - 808-889-1989

Cell Number: - 960-6804

2. What North Kohala food products do you currently buy?

- Banana
- Brussels Sprouts
- Cabbage,Green
- Carrots
- Corn
- Cucumber,Japanese
- Eggs
- Herb,Cilantro

- Lilikoi, Juice
 - Onions, Green Spring
 - Papaya
 - Papaya, Green
- Potato, Russet
 - Roots, Daikon
 - Roots, Ginger
 - Sprouts
3. Of your total food purchases, approximately what percentage would you say is grown or processed in North Kohala? 10%
4. Which of these food products do you buy that are not grown or produced in North Kohala?
- Banana
 - Cabbage, Green
 - Celery
 - Cucumber, Japanese
 - Eggs
 - Onions, Green Spring
 - Onion, Yellow
 - Potato, Russet
 - Roots, Ginger
 - Sauce, Tomato
5. Would you like to increase your local food purchases?
Depends (on what?) - The price and the quality of the product. We grow our own.
6. What food products that you are not currently buying from North Kohala growers or producers would you like to buy from North Kohala sources? (Mark all that apply)
- Celery
 - Cucumber, Japanese
 - Garlic, Regular
 - Lettuce, Baby Romaine
 - Lettuce, Salad Mix
 - Meat, Beef
 - Meat, Chicken
 - Meat, Pork
 - Onion, Yellow
 - Poi
 - Potato, Russet
 - Squash, Pumpkin
 - Strawberries
 - Sweet Potato, Purple/Molokai
 - Won Bok
 - Zucchini
7. Which wholesalers, distributors, and other food sources do you currently use? (List vendors)
- North Kohala - Big Island Poultry, Takata Store
 - Big Island - Suisan, KTA, Foodland, Sack and Save, Hilo Produce, Costco
8. What are the primary barriers or challenges to your purchasing more food grown or produced in North Kohala? (Mark all that apply.)
- lack of connection with local growers or producers
 - lack of information about what foods are available locally
 - Hawaii State rules and regulations
 - Federal rules and regulations
 - County of Hawaii regulations
 - lack of availability of locally processed food products
 - higher cost of local food than imported food
9. What ideas do you have to increase your local food purchases?
- Quality and price.



INFRASTRUCTURE SURVEY SUMMARY

Infrastructure- - Individual Survey Responses

1. Pamela Noeau Day

Company: - Taro Dream Inc.

Address: - P.O. Box 551796

Address 2: - 53-4214 Akoni Pule Hwy

City/Town: - Kapaaau

State: - HI

ZIP/Postal Code: - 96755

Email Address: - tarodream@msn.com

Phone Number: - 808-884-5270 office 889-5270 direct

Cell Number: - 989-5314

2. Briefly describe your North Kohala infrastructure initiative.

- TDI is committed to the development of a dehydration facility in Kohala to process agricultural food products and to facilitate food security for the state of Hawaii. The emphasis will be on taro and poi and other Hawaii agricultural produce, for shipment to our own co packers and for bulk sale to commercial food ingredient distributors nationwide. Our facility will support local farmers by providing an economically exciting processing destination for their produce. The Distribution and market potential for dehydrated fruit and vegetable purees is more consistent because of the ease of shipping these products free of quarantine restrictions and the prohibitive cost of shipping fresh (water weight) produce to distant markets. Providing consistent processing and distribution outlets for Hawaii sustainably grown produce builds a strong agricultural economy. This in turn, promotes sustainable uses of our land, local work for our families and food security for our communities.

3. The infrastructure initiative I am working on will help North Kohala reach the goal of 50% local food by providing: (check all that apply)

- dehydration facilities
- enhanced access to local consumer buyers
- education facility and programs
- agricultural research station
- marketing support
- Other (please specify) - Providing nutrient dense, dehydrated, Hawaii grown food for Hawaii consumer use and export. Export of dehydrated ingredients brings in additional necessary income to support the market, infrastructure, and to provide farmers with an acceptable living wage.

2. David Fuertes

Company: - Kohala Intergenerational Center

Address: - P. O. Box 896

City/Town: - Kapaaau

State: - HI

ZIP/Postal Code: - 96755

Email Address: - dcfuertes@aol.com

Phone Number: - 896-0566

2. Briefly describe your North Kohala infrastructure initiative.

- Certified Kitchen at the Kohala Intergenerational Center, and meeting place for agricultural educational programs

3. The infrastructure initiative I am working on will help North Kohala reach the goal of 50% local food by providing: (check all that apply)

- education facility and programs
- certified kitchen for processing food products

3. Melora Purell

Company: - Kohala Watershed Partnership

Address: - P.O. Box 437182

City/Town: - Kamuela

State: - HI

ZIP/Postal Code: - 96743

Email Address: - Coordinator@kohalawatershed.org

Phone Number: - 333-0976

Cell Number: - same

2. Briefly describe your North Kohala infrastructure initiative.

- The Kohala Watershed Partnership works with its landowner partners to protect and sustain the watersheds of Kohala Mountain, the source of water for the farms and communities of North Hawaii. We work to reduce the impacts of invasive species and feral animals, and to preserve the native forest. We also run a nature camp that provides local children with opportunities to learn and play in nature.

3. The infrastructure initiative I am working on will help North Kohala reach the goal of 50% local food by providing: (check all that apply)

- education facility and programs
- Other (please specify) - Invasive species control for plants that threaten agricultural productivity

4. Bill Shontell

Company: - Surety Kohala Corp

Address: - PO Box 249

City/Town: - Hawi

State: - HI

ZIP/Postal Code: - 96719

Email Address: - skc001@wave.bicv.net

Phone Number: - 889-6257

2. Briefly describe your North Kohala infrastructure initiative.

- Maintain Kohala Ditch

3. The infrastructure initiative I am working on will help North Kohala reach the goal of 50% local food by providing: (check all that apply)

- Other (please specify) - Irrigation water

5. Noelani Rogerson

Company: - Hawi Community Center

Address: - PO Box 6573

City/Town: - Kamuela

State: - HI

ZIP/Postal Code: - 96743

Email Address: - noelani@roypacmtg.com

Phone Number: - 808-889-6364

Cell Number: - 808-217-5173

2. Briefly describe your North Kohala infrastructure initiative.

- To certify the kitchen at the Kohala Community Center so it may be used to for local food products. Our facility also has the potential for classes and meetings.

3. The infrastructure initiative I am working on will help North Kohala reach the goal of 50% local food by providing: (check all that apply)

- certified kitchen for food products
- certified kitchen for processing food products
- marketing support

6. Edward Pollock

Company: - The Production Service

Address: - P O Box 551696

Address 2: - None

City/Town: - Kapaau,

State: - HI

ZIP/Postal Code: - 96755

Email Address: - epollockhawaii@yahoo.com

Phone Number: - None

Cell Number: - 808 896 9893

2. Briefly describe your North Kohala infrastructure initiative.

- To identify owners of land who are willing to allow their property to be cultivated for food production, as a service to organic farmers seeking land on which to grow their crops. Preference is that the land is secured from pig invasion, has it's own source of agricultural water, and perhaps use of a tractor.

3. The infrastructure initiative I am working on will help North Kohala reach the goal of 50% local food by providing: (check all that apply)

- affordable agricultural land to local farmers
- access to new distribution systems
- food producers cooperative
- education facility and programs

7. Forrest Arnold

Company: - Honopueo Community Assoc

Address: - PO Box 474

City/Town: - Hawi

State: - HI

ZIP/Postal Code: - 96719

Email Address: - forrest@hawaiiigreenrealty.com

Phone Number: - 808-987-2365

Cell Number: - 808-987-2365

2. Briefly describe your North Kohala infrastructure initiative.

- Founder of Honopueo Agricultural Pipeline Cooperative: With the cooperation of Surety Kohala, Kohala Nursery, Ernie Moody, the Honopueo Homeowners Association and other members, real progress has been made toward the replacement of the Kohala Ditch water system in the Honopueo/Union Mill area of Kapaau. A tentative engineering review & design were completed in May 2009 addressing the irrigation needs of the region's 2,100 acres. Cost estimates and pipeline routing options are now more defined.

3. The infrastructure initiative I am working on will help North Kohala reach the goal of 50% local food by providing: (check all that apply)

- Other (please specify) - Abundant and affordable agricultural water on over 45 properties totaling 2,100 acres



PLANNING, GOVERNMENT, EDUCATION, AND SUPPORTING ORGANIZATIONS SURVEY SUMMARY

Planning, Government, Education, and Supporting Organizations- - Individual Survey Responses

1. Christine Richardson

Company: - NKCRC

Address: - P. O. Box 519

City/Town: - Hawi

State: - HI

ZIP/Postal Code: - 96719

Email Address: - info@northkohala.org

Phone Number: - 889-5523

Cell Number: - 895-6108

2. Briefly describe your work related to increasing local food self-sufficiency and addressing local food related issues.

- NKCRC is supporting local food self sufficiency by supporting projects and organizations that are addressing all aspects of food related issues. Our support includes networking, planning, education and funding research to support vendors, growers, consumers and planning groups.

3. Please describe how you and your work are currently supporting North Kohala's goal of producing 50% of the food it consumes, and what support you may be able to provide in the future.

- Some of the current projects we support include the taro and dehydrated local food products business, Taro Dream, the vendor opportunities with the Hawi Farmer's market and the educational agricultural project Big island Youth Farm. Other sponsored projects include the Food Forum itself, the Kohala Ditch Restoration, Honopueo Ag Waterline Cooperative, the Kohala Mountain Pumpkin Patch project, Sage Farm, the Sacred Seed project, Viesel fuel project and Sustainable Kohala Ohana. We will continue to support agriculturally related projects that meet our criteria and support the 50% goal.

2. Nancy Redfeather

Company: - The Kohala Center -HISGN Dir.

Address: - P.O. Box 906

City/Town: - Kealahou

State: - HI

ZIP/Postal Code: - 96750

Email Address: - nredfeather@kohalacenter.org

Phone Number: - 322-2801

Cell Number: - 333-9562

2. Briefly describe your work related to increasing local food self-sufficiency and addressing local food related issues.

- Development of our small family farm in Honalo, exploring sustainable organic food systems, community ag education and experimentation in crop production and seed saving. Coordinator Hawai'i Island Food Summit 10/07. Co-Founder Biodynamics Hawai'i, Know Your Farmer Alliance, Hawai'i SEED, Hawai'i GEAN, and Founder of the Hawai'i Island Seed Exchange. Program Director for the Hawai'i Island School Garden Network, Member of the Ad-Hoc Committee to rewrite the County of Hawai'i Agricultural Plan, Member of the Agricultural Working Group Kona Community Development Plan. Coordinator for "Hua Ka Hua-Restore Our Seed" Statewide Planning Symposium Spring 2010, Board Member of the Organic Seed Growers and Trade Alliance (OSGATA) and Chair of the Seed Integrity Committee.

3. Please describe how you and your work are currently supporting North Kohala's goal of producing 50% of the food it consumes, and what support you may be able to provide in the future.

- I currently work with agricultural education projects in North Kohala. The Hawai'i Youth Agricultural Project in Niuli'i, the Kohala Intermediate School and the Kohala Elementary School. The HISGN will again have a Student Farmers Market booth at the Kohala Country Fair in October.

3. Pete Hoffmann

Company: - County Council

Address: - 64-1067 Mamalahoa Hwy.

Address 2: - Suite C-5

City/Town: - Kamuela

State: - HI

ZIP/Postal Code: - 96738

Email Address: - phoffmann@co.hawaii.hi.us

Phone Number: - 808-887-2043

Cell Number: - 808-895-0834

2. Briefly describe your work related to increasing local food self-sufficiency and addressing local food related issues.

- Developing initiatives at County level to improve all aspects of food sustainability: i.e. the creation of a separate Food and Energy Sustainability Committee at Council level. In addition, I have several recommendations designed to promote enhanced food sustainability on our island: the establishment of a Food Policy Council, an initiative to increase the amount of acreage for farm products with the Food Basket, and the sponsoring of efforts to defeat HB 1226, which if adopted, would effectively eliminate the County's involvement in agricultural policy

3. Please describe how you and your work are currently supporting North Kohala's goal of producing 50% of the food it consumes, and what support you may be able to provide in the future.

- The proposals and recommendations I am sponsoring all contribute directly to increasing the amount of land under cultivation to meet local requirements. As an ancillary proposal to any program of this nature, I would be willing to sponsor legislation for tax incentives to expand and increase public participation.

4. Lester Ueda

Company: - USDA, Farm Service Agency

Address: - PO Box 845

City/Town: - Hilo

State: - HI

ZIP/Postal Code: - 96721

Email Address: - lester.ueda@hi.usda.gov

Phone Number: - 808-933-8341

Cell Number: - none

2. Briefly describe your work related to increasing local food self-sufficiency and addressing local food related issues.

- The Farm Service Agency (FSA) offers farm loan assistance to farmers and ranchers who have experience and want to own or operate their own farm or ranch, but who don't yet meet the qualifications to get financing from a traditional lender. FSA also provides disaster relief to farmers and ranchers whose farm/ranch suffers damage from a natural disaster.

3. Please describe how you and your work are currently supporting North Kohala's goal of producing 50% of the food it consumes, and what support you may be able to provide in the future.

- Our job is to keep farmers and ranchers stay in business.

5. Guy Kaulukukui

Company: - The Kohala Center

Address: - PO Box 437462

City/Town: - Kamuela

State: - HI

ZIP/Postal Code: - 96743

Email Address: - gkaulukukui@kohalacenter.org

Phone Number: - 887-6411

Cell Number: - 808-393-9391

2. Briefly describe your work related to increasing local food self-sufficiency and addressing local food related issues.

- I am directing the Hawai'i Island Food Self-Reliance Project. The goal of the project is to develop a critical path toward the goal of increasing the food self-reliance of the island, and to implement a plan that achieves that goal.

3. Please describe how you and your work are currently supporting North Kohala's goal of producing 50% of the food it consumes, and what support you may be able to provide in the future.

- North Kohala's goal of producing 50% of the food it consumes is consistent with The Kohala Center's overall goal of food self-reliance. My work may ultimately define ways that North Kohala can increase its goal of producing 50% of the food it consumes, and to provide markets outside of North Kohala for its small farmers and ranchers.

6. Craig Elevitch

Company: - Permanent Agriculture Resources

Address: - P.O. Box 428

Address 2: - None

City/Town: - Holualoa

State: - HI

ZIP/Postal Code: - 96725

Email Address: - craig@agroforestry.org

Phone Number: - Please use email

Cell Number: - Please use email

2. Briefly describe your work related to increasing local food self-sufficiency and addressing local food related issues.

- Relevant projects (more info at <http://agroforestry.net/projects.html>): Hawai'i Homegrown Food Network (2009-2010)--Linking all stakeholders in local, sustainable food on Hawai'i Island. Hawai'i Homegrown Food Abundance (2008-2012)--A project to promote stable and sustainable food production, lively local agricultural commerce, and healthy lifestyles. Specialty Crops for Pacific Island Agroforestry (2007-10)--Promotes adoption of specialty crops in order to strengthen the economic and ecological viability of our communities.

3. Please describe how you and your work are currently supporting North Kohala's goal of producing 50% of the food it consumes, and what support you may be able to provide in the future.

- All of the above projects support North Kohala's leading the way towards our island's food security.

7. Dashiell Kuhr

Company: - Hawaii Youth Agricultural Program

Address: - PO Box 497

Address 2: - 52-4840 Akoni Pule Hwy

City/Town: - Kapaau

State: - HI

ZIP/Postal Code: - 96755

Email Address: - emerald.erika@gmail.com

Phone Number: - 889-1081

Cell Number: - 896-1331

2. Briefly describe your work related to increasing local food self-sufficiency and addressing local food related issues.

- We are organizing and educating local youth to get involved in cultivating traditional and introduced food, medicine and fiber crops. We are training young farmers in producing food and then placing them at their own farm sites, with the vision that they will produce surplus foods to be distributed to the island residents. We are growing starch crops such as taro, plantains, sweet potato, winter squash, yams and corn.

3. Please describe how you and your work are currently supporting North Kohala's goal of producing 50% of the food it consumes, and what support you may be able to provide in the future.

- We are expanding production of common food crops while teaching young people to cultivate and distribute them.

8. Dayday Hopkins

Company: - Hawaii County Res. & Dev. Dept.

Address: - 25 Aupuni Street

City/Town: - Hilo

State: - HI

ZIP/Postal Code: - 96720

Email Address: - dayday@co.hawaii.hi.us

Phone Number: - (808) 961-8369

Cell Number: - (808) 938-0474

2. Briefly describe your work related to increasing local food self-sufficiency and addressing local food related issues.

- I provide supplemental funding and technical support to various Big Island commodity groups and non-profit organization for ag marketing programs that promote the utilization of locally produced products to consumers, restaurants, schools, hospitals, and military; advocate and fund research on sustainable production techniques suitable for our island environment and facilitate and advocate public-private partnership in the development of ag related infrastructures such as water delivery systems and processing facilities.

3. Please describe how you and your work are currently supporting North Kohala's goal of producing 50% of the food it consumes, and what support you may be able to provide in the future.

- Partner with DOA in funding the "Buy Fresh Buy Local" marketing campaign, funded the Farmer-Chef conference that provided information to chefs on local products availability and variety, funded the Hawaii Organic Farmers Association's organic farm inspector training program to increase the number of organic farm inspector on the island which could enhance the expansion of organic food production, funded the New Waves of NELHA event that promotes the consumption of aquaculture products grown at NELHA. I am willing to partner with the ag groups in North Kohala in implementing on programs that they wish to pursue to address its goal.

9. Lehua Matsuda

Company: - Ka hana No'eau

Address: - P. O. Box 924

City/Town: - Kapaau

State: - HI

ZIP/Postal Code: - 96755

Email Address: - wallynem@yahoo.com

Phone Number: - 889-6323

Cell Number: - 333-7963

2. Briefly describe your work related to increasing local food self-sufficiency and addressing local food related issues.

- Through our youth mentoring program we will try to bring back BACKYARD FARMING of vegetables and small livestock. Produce models for our community to use as reference.

3. Please describe how you and your work are currently supporting North Kohala's goal of producing 50% of the food it consumes, and what support you may be able to provide in the future.

- We know we must all do our part in making Hawaii more self sustaining. We will try to first make Kohala sustainable through our programs.