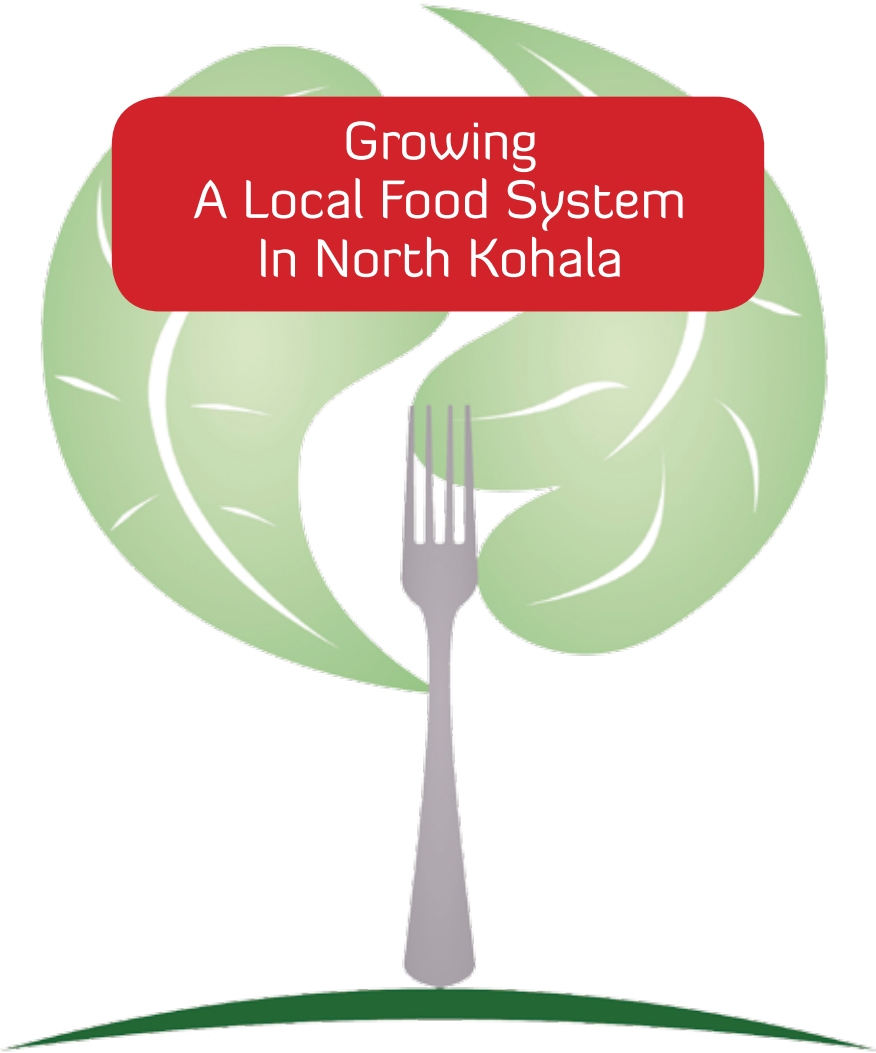
Growing A Local Food System In North Kohala



'Ohana Dialogue

Gathering Community Input

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A Project of the North Kohala Eat Locally Grown Campaign, Ka Hana No'eau and Kohala Intergenerational Center. Funding provided by County of Hawai'i and Kaiser Permanente.
www.eatlocalhi.org

KAISER PERMANENTE. thrive

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Notes & Observations

I. VISION AND GOAL - 10 minutes

Why Plan for Food Self-Sufficiency?

Most of the land in North Kohala is zoned for agricultural use.

KEEP KOHALA, KOHALA

"The sentiment of Kohala residents is generally that they would like to see this land utilized for agriculture. One of their biggest concerns is the misuse of this land for luxury subdivisions and/or "gentlemen estates."

STRATEGY 1.4: Promote and Support a Community of Diversified Agriculture.

→

GOAL: The Kohala community will produce 50% of the food it consumes.

From the North Kohala Community Development Plan (CDP)

Notes & Observations

Why Is Planning for Food Self-Sufficiency Important?

It would be good to have more jobs in Kohala

What if the ships stop coming in?

Keep ag land in agriculture

Will food get more expensive as fuel prices rise?

In pre-contact Hawai'i, Hawaiians in North Kohala fed a community of 30,000 people. Today our population is about 6,000 people and **we bring in about 85% of our food.**

Notes & Observations

Questions

1. The North Kohala food selfsufficiency vision from the CDP is "The Kohala community will produce 50% of the food it consumes." Is the above vision meaningful to you?

◯ Yes ◯ No ◯ Not sure

Why or Why Not? _____

_____

_____

2. Please rank how important these reasons for North Kohala Food Self Sufficiency planning are to you.

(7 = Very Important / 1 = Unimportant)

Growing the economy / Creating more jobs

◯ 7 ◯ 6 ◯ 5 ◯ 4 ◯ 3 ◯ 2 ◯ 1

Keep agricultural land in ag production

◯ 7 ◯ 6 ◯ 5 ◯ 4 ◯ 3 ◯ 2 ◯ 1

If the ships stop coming

◯ 7 ◯ 6 ◯ 5 ◯ 4 ◯ 3 ◯ 2 ◯ 1

Affordable source of food if fuel and transport makes shipping more expensive

◯ 7 ◯ 6 ◯ 5 ◯ 4 ◯ 3 ◯ 2 ◯ 1

Strengthens the community — creates connections between farmers and consumers, farmers and businesses.

◯ 7 ◯ 6 ◯ 5 ◯ 4 ◯ 3 ◯ 2 ◯ 1

More fresh, local food is healthier for people

◯ 7 ◯ 6 ◯ 5 ◯ 4 ◯ 3 ◯ 2 ◯ 1

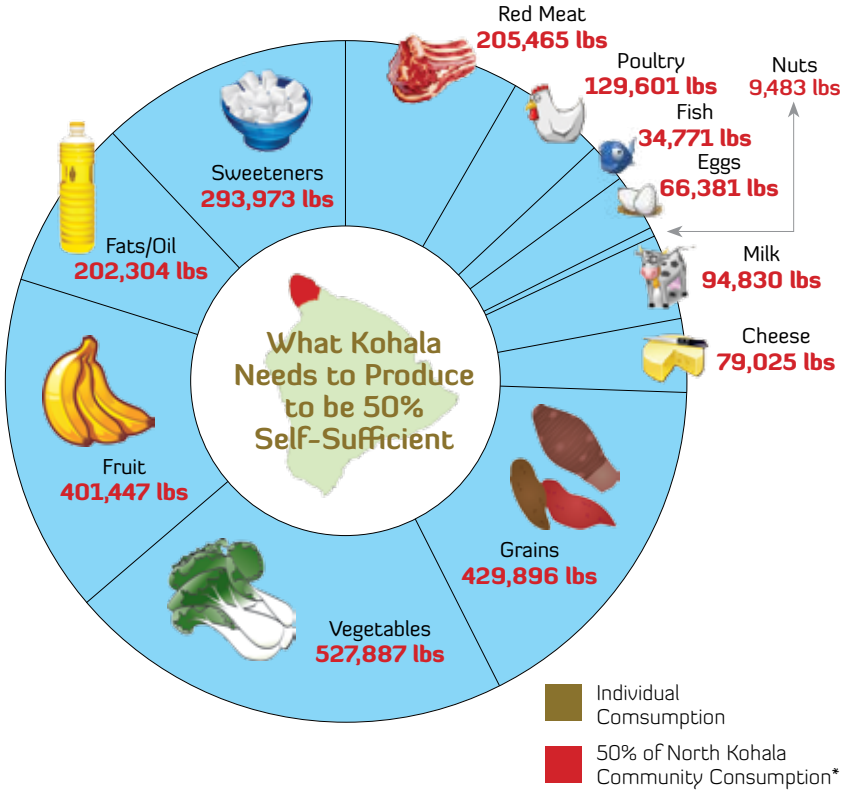
Other (please specify) _____

_____

Notes & Observations

II. WHERE WE ARE NOW- 20 minutes

How Much Food Is 50% Food Self-Sufficiency in Kohala?



Individual Consumption* and 50% of Community Consumption**

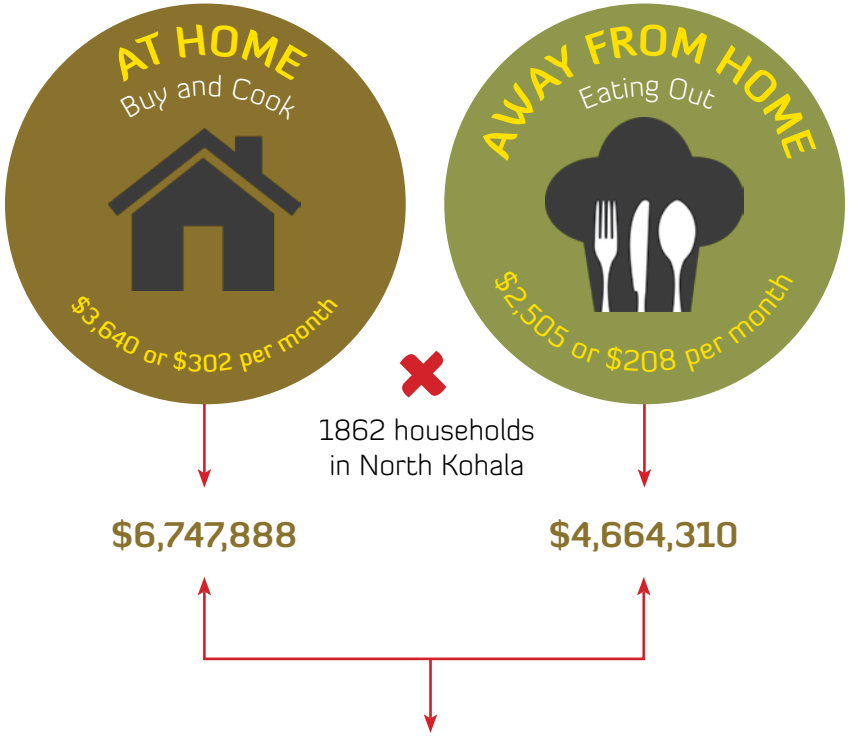
Red Meat	65	205,465	Cheese	25	79,025
Poultry	41	129,601	Grains	136	429,896
Fish	11	34,771	Vegetables	167	527,887
Eggs	21	66,381	Fruit	127	401,447
Nuts	3	9,483	Fats/Oil	64	202,304
Milk	30	94,830	Sweeteners	93	293,973

*Per pound, based on national adverage **Calculated x 6,322 population, divided by 50%

Notes & Observations

How Much Do We Spend on Food?

Estimated Annual Expenditures on Food in North Kohala 2010



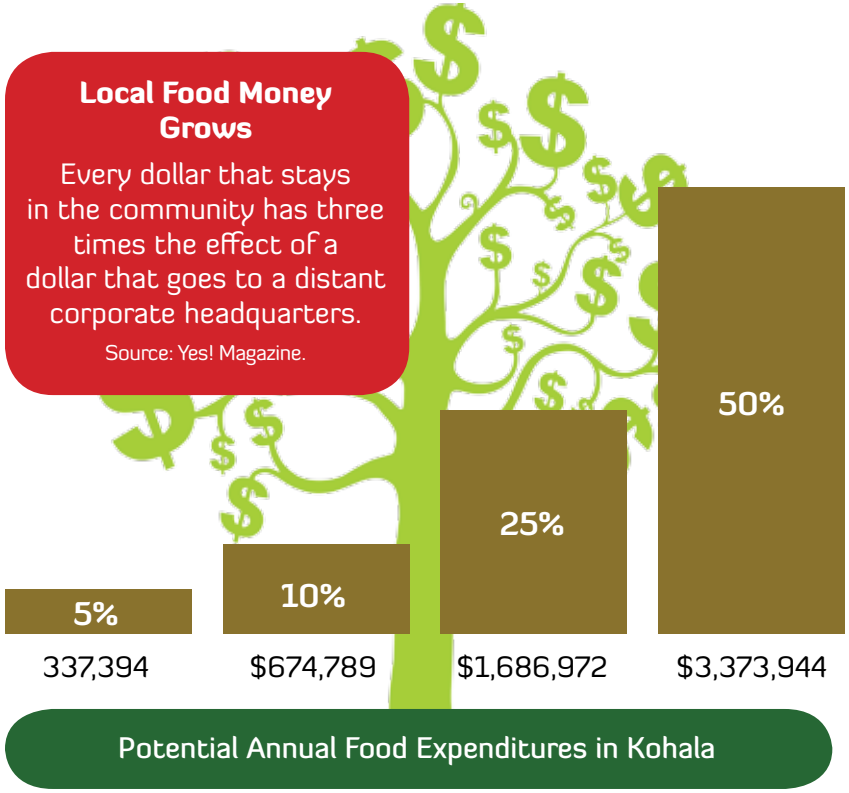
Total $11,412,198

Spent on Food at Home and
Food Away from Home in North Kohala.

Based on National Annual Expenditures on Food 2010
Per 2.5 person household, 1.3 wage earners, 2 cars

Notes & Observations

What If We Diverted a Percentage of Our Food Budgets to North Kohala Grown?



Statewide, if we replaced:
10% of imported foods it would amount to
$94 million at the farm gate

With multiplier effects, this would generate an estimated economy-wide impact of:
$188 million in sales
$47 million in earnings
$6 million in state tax revenue
More than 2,300 jobs

Source: PingSun Leung and Matthew Loke, UH-CTHAR

Notes & Observations

Questions

3. These numbers are based on the U.S. Per Person Annual Consumption—do they seem high, low or about right for you?

Red Meat: 65 lbs/year or 5.4 lbs/month

◯ High ◯ About Right ◯ Low ◯ Don't Know

Poultry: 41 lbs/year or 3.4 lbs/month

◯ High ◯ About Right ◯ Low ◯ Don't Know

Fish: 11 lbs/year or .9 lbs/month

◯ High ◯ About Right ◯ Low ◯ Don't Know

Eggs: 21 lbs/year or 1.8 lbs/month

◯ High ◯ About Right ◯ Low ◯ Don't Know

Nuts: 3 lbs/year or .3 lbs/month

◯ High ◯ About Right ◯ Low ◯ Don't Know

Milk: 30 lbs/year or 2.5 lbs/month

◯ High ◯ About Right ◯ Low ◯ Don't Know

Cheese: 25 lbs/year or 2.1 lbs/month

◯ High ◯ About Right ◯ Low ◯ Don't Know

Grains: 136 lbs/year or 11.3 lbs/month

◯ High ◯ About Right ◯ Low ◯ Don't Know

Vegetables: 167 lbs/year or 13.9 lbs/month

◯ High ◯ About Right ◯ Low ◯ Don't Know

Fruit: 127 lbs/year or 10.6 lbs/month

◯ High ◯ About Right ◯ Low ◯ Don't Know

Fats & Oils: 64 lbs/year or 5.3 lbs/month

◯ High ◯ About Right ◯ Low ◯ Don't Know

Caloric Sweeteners: 93 lbs/year or 7.8 lbs/month

◯ High ◯ About Right ◯ Low ◯ Don't Know

QUESTIONS CONTINUED ON BACK

Questions

4. How many people in your household?

_____

5. How much do you spend on household food that you eat at home in a month?

This survey is anonymous, your personal information will not be shared.

- ◯ $49-$100
- ◯ $101-$150
- ◯ $151-$200
- ◯ $200-$250
- ◯ $250-$300
- ◯ $301-$350
- ◯ $351-$400
- ◯ $401-$450
- ◯ $451-$500
- ◯ $501-$550
- ◯ $551-$600
- ◯ $601-$650
- ◯ $651-$700
- ◯ $701-$750
- ◯ $751-$800
- ◯ $801-$850
- ◯ $851-$900
- ◯ $901-$950
- ◯ $950-$1000
- ◯ $1000+

6. How much does your household spend on eating out in a month?

This survey is anonymous, your personal information will not be shared.

- ◯ $49-$100
- ◯ $101-$150
- ◯ $151-$200
- ◯ $200-$250
- ◯ $250-$300
- ◯ $301-$350
- ◯ $351-$400
- ◯ $401-$450
- ◯ $451-$500
- ◯ $501-$550
- ◯ $551-$600
- ◯ $601-$650
- ◯ $651-$700
- ◯ $701-$750
- ◯ $751-$800
- ◯ $801-$850
- ◯ $851-$900
- ◯ $901-$950
- ◯ $950-$1000
- ◯ $1000+

Questions

7. For food that you purchase to make at home: How does the national average $302/month or $3,624/year seem for your household?

◯ High ◯ About Right ◯ Low

8. For food away from home (eating out): How does the national average $208/month or $2,505/year seem for your household?

◯ High ◯ About Right ◯ Low

9. Do you want to spend more of your food budget in North Kohala on North Kohala grown or ranched food?

◯ Yes ◯ No ◯ Maybe

If maybe why? _____

_____

_____

10. How much of your monthly food budget would you be willing to spend in North Kohala on North Kohala Grown Food?

- ◯ $25
- ◯ $50
- ◯ $100
- ◯ $150
- ◯ $200
- ◯ $250
- ◯ $300
- ◯ $350
- ◯ $400
- ◯ $450
- ◯ $500

If more than $600 please specify dollar amount.

_____

Notes & Observations

Locally Grown Food in Our Stores and Restaurants

Our food stores, restaurants, and schools import most of their food from outside the community.

LOCAL RESTAURANTS & CATERERS SAY...

8%

of the food they purchase is locally gown.

LOCAL FOOD RETAILERS SAY...

1-2%

of food sales are locally grown food (Takata Store, Arakaki Store Inc., M. Nakahara Stores, Ltd, Marylou's Market Place)

SCHOOL CAFETERIAS BUY...

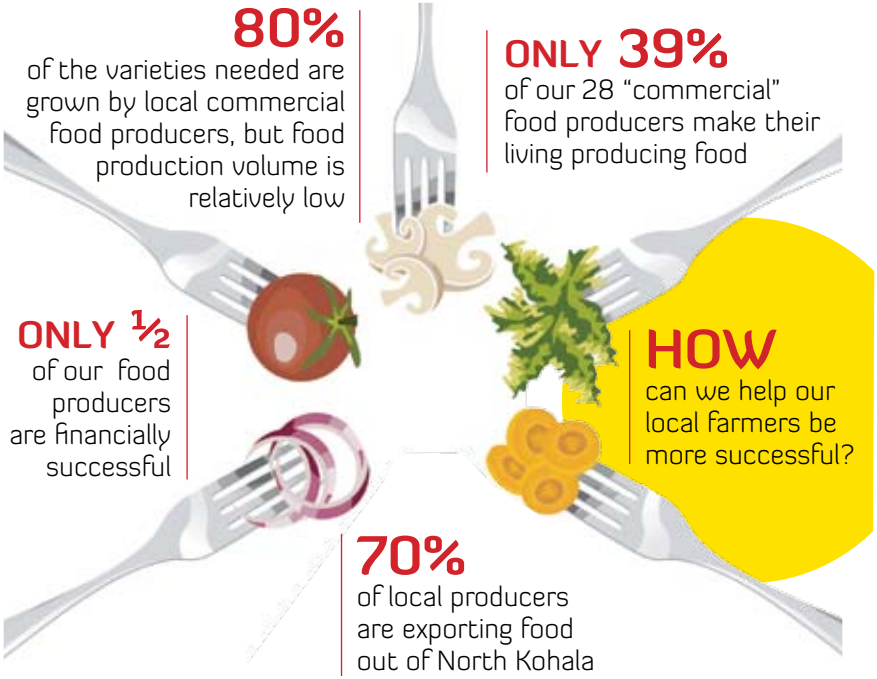
0%

locally grown food

Our food stores, restaurants and schools want to buy more locally grown food. It depends on Price, Quality, Reliability and Availability from local farmers—and Demand from local customers.

Notes & Observations

Commercial and Backyard Food Production



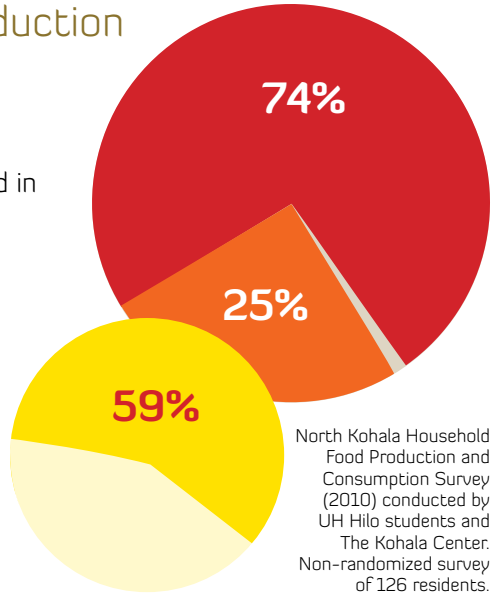
Backyard Food Production

In a UH Hilo study:

74%
said they grow their own food in their yard/garden

25%
said they did not grow their own food

59%
practice gathering, fishing, or hunting for food



North Kohala Household Food Production and Consumption Survey (2010) conducted by UH Hilo students and The Kohala Center. Non-randomized survey of 126 residents.

Source: North Kohala Food Forum

Notes & Observations

II. WHERE WE ARE NOW - Continued

Questions

11. Please choose and rank where would you like to buy North Kohala grown or ranched food.
(7= Most Likely / 1= Least Likely)

Local Food Stores
◯ 7 ◯ 6 ◯ 5 ◯ 4 ◯ 3 ◯ 2 ◯ 1

Hawi Farmers Market
◯ 7 ◯ 6 ◯ 5 ◯ 4 ◯ 3 ◯ 2 ◯ 1

Directly from the Farmer
◯ 7 ◯ 6 ◯ 5 ◯ 4 ◯ 3 ◯ 2 ◯ 1

CSA home delivery or central pickup of a food box
◯ 7 ◯ 6 ◯ 5 ◯ 4 ◯ 3 ◯ 2 ◯ 1

Other (please specify) _____

12. Please choose and rank the main reasons you don't buy more locally grown or ranched food in North Kohala.
(7 = Very Important / 1 = Unimportant)

Not enough locally grown food available in stores
◯ 7 ◯ 6 ◯ 5 ◯ 4 ◯ 3 ◯ 2 ◯ 1

Not enough available at Hawi Farmers Market
◯ 7 ◯ 6 ◯ 5 ◯ 4 ◯ 3 ◯ 2 ◯ 1

Too expensive compared to mainland food
◯ 7 ◯ 6 ◯ 5 ◯ 4 ◯ 3 ◯ 2 ◯ 1

They don't take EBT at the Hawi Farmers Market
◯ 7 ◯ 6 ◯ 5 ◯ 4 ◯ 3 ◯ 2 ◯ 1

Quality is not as good as mainland food
◯ 7 ◯ 6 ◯ 5 ◯ 4 ◯ 3 ◯ 2 ◯ 1

Not enough variety in the stores
◯ 7 ◯ 6 ◯ 5 ◯ 4 ◯ 3 ◯ 2 ◯ 1

Other (please specify) _____

QUESTIONS CONTINUED ON BACK

Questions

13. Which of these is the most important factor in choosing where you buy food?

- ◯ Location
- ◯ Ability to combine shopping trip needs
- ◯ Price
- ◯ Variety of choices
- ◯ Product quality
- ◯ Local sourcing

Other (please specify) _____

_____

_____

14. What percentage of your household food is grown, hunted, fished or gathered in North Kohala?
(Fish can be from anywhere you launch your boat)

Grow Food

◯ <5% ◯ 10% ◯ 15% ◯ 20% ◯ 25% ◯ 30% ◯ 35% ◯ 40% ◯ 45% ◯ 50%
◯ 55% ◯ 60% ◯ 65% ◯ 70% ◯ 75% ◯ 80% ◯ 85% ◯ 90% ◯ 95% ◯ 100%

Hunt

◯ <5% ◯ 10% ◯ 15% ◯ 20% ◯ 25% ◯ 30% ◯ 35% ◯ 40% ◯ 45% ◯ 50%
◯ 55% ◯ 60% ◯ 65% ◯ 70% ◯ 75% ◯ 80% ◯ 85% ◯ 90% ◯ 95% ◯ 100%

Fish

◯ <5% ◯ 10% ◯ 15% ◯ 20% ◯ 25% ◯ 30% ◯ 35% ◯ 40% ◯ 45% ◯ 50%
◯ 55% ◯ 60% ◯ 65% ◯ 70% ◯ 75% ◯ 80% ◯ 85% ◯ 90% ◯ 95% ◯ 100%

Gather

◯ <5% ◯ 10% ◯ 15% ◯ 20% ◯ 25% ◯ 30% ◯ 35% ◯ 40% ◯ 45% ◯ 50%
◯ 55% ◯ 60% ◯ 65% ◯ 70% ◯ 75% ◯ 80% ◯ 85% ◯ 90% ◯ 95% ◯ 100%

Other (please specify) _____

_____

Questions

15. What percentage of your household food would you LIKE to be grown, hunted, fished or gathered in North Kohala?

Grow Food

◯ <5% ◯ 10% ◯ 15% ◯ 20% ◯ 25% ◯ 30% ◯ 35% ◯ 40% ◯ 45% ◯ 50%
◯ 55% ◯ 60% ◯ 65% ◯ 70% ◯ 75% ◯ 80% ◯ 85% ◯ 90% ◯ 95% ◯ 100%

Hunt

◯ <5% ◯ 10% ◯ 15% ◯ 20% ◯ 25% ◯ 30% ◯ 35% ◯ 40% ◯ 45% ◯ 50%
◯ 55% ◯ 60% ◯ 65% ◯ 70% ◯ 75% ◯ 80% ◯ 85% ◯ 90% ◯ 95% ◯ 100%

Fish

◯ <5% ◯ 10% ◯ 15% ◯ 20% ◯ 25% ◯ 30% ◯ 35% ◯ 40% ◯ 45% ◯ 50%
◯ 55% ◯ 60% ◯ 65% ◯ 70% ◯ 75% ◯ 80% ◯ 85% ◯ 90% ◯ 95% ◯ 100%

Gather

◯ <5% ◯ 10% ◯ 15% ◯ 20% ◯ 25% ◯ 30% ◯ 35% ◯ 40% ◯ 45% ◯ 50%
◯ 55% ◯ 60% ◯ 65% ◯ 70% ◯ 75% ◯ 80% ◯ 85% ◯ 90% ◯ 95% ◯ 100%

Other (please specify) _____

_____

16. Do you want to garden more?

- ◯ At Home
- ◯ Community Garden
- ◯ School Garden

Other (please specify) _____

_____

_____

QUESTIONS CONTINUED ON BACK

Questions

17. What resources do you need to grow more of your own food?

- ◯ Education
- ◯ Labor
- ◯ Equipment
- ◯ Materials
- ◯ Motivation
- ◯ Technical Support (soil testing, etc.)
- ◯ Examples of Materials (seeds, fertilizers, etc.)

Other (please specify) _____

_____

_____

18. Do you think that if you and other people in the community spent more on locally grown food it would help grow the economy in North Kohala?

◯ Yes ◯ No ◯ Don't Know

Comments _____

_____

_____

19. If the Hawi Farmers Market took EBT, would you shop there for locally grown vegetables, fruit, meat, eggs, jelly, honey, baked goods?

◯ Yes ◯ No ◯ Maybe

Questions

20. What percentage of your household food do you purchase in North Kohala from Takata Store, Arakaki Store, Nakahara Store?

◯ 0% ◯ 10% ◯ 20% ◯ 30% ◯ 40% ◯ 50%
◯ 60% ◯ 70% ◯ 80% ◯ 90% ◯ 100%

21. Ideally, what percentage of your household food would you LIKE to purchased that is grown or ranched in North Kohala?

◯ 0% ◯ 10% ◯ 20% ◯ 30% ◯ 40% ◯ 50%
◯ 60% ◯ 70% ◯ 80% ◯ 90% ◯ 100%

Why? _____

_____

_____

22. How many days per week do you shop in North Kohala?

◯ 1 ◯ 2 ◯ 3 ◯ 4 ◯ 5 ◯ 6 ◯ 7

23. How many days per week do you shop outside of North Kohala?

◯ 1 ◯ 2 ◯ 3 ◯ 4 ◯ 5 ◯ 6 ◯ 7

24. How often do you shop at the Hawi Farmers Market?

- ◯ Never or Rarely
- ◯ Once a month
- ◯ Twice a month
- ◯ Three times a month
- ◯ Four times a month

QUESTIONS CONTINUED ON BACK

Questions

25. How often do you buy directly from local farmers, ranchers or fishermen?

- ◯ Never or Rarely
- ◯ Once a month
- ◯ Twice a month
- ◯ Three times a month
- ◯ Four times a month

Other (please specify) _____

_____

26. Other than price, what is one thing that would get you to buy more North Kohala grown food?

_____

_____

_____

_____

Definitions

FOOD SECURITY means being able to get adequate and sufficient food, regardless of where it comes from. Today, our food comes from all over the world.

FOOD SELF-SUFFICIENCY or **FOOD SELF-RELIANCE** is when we grow all the food we need at home, in our community or in our state.

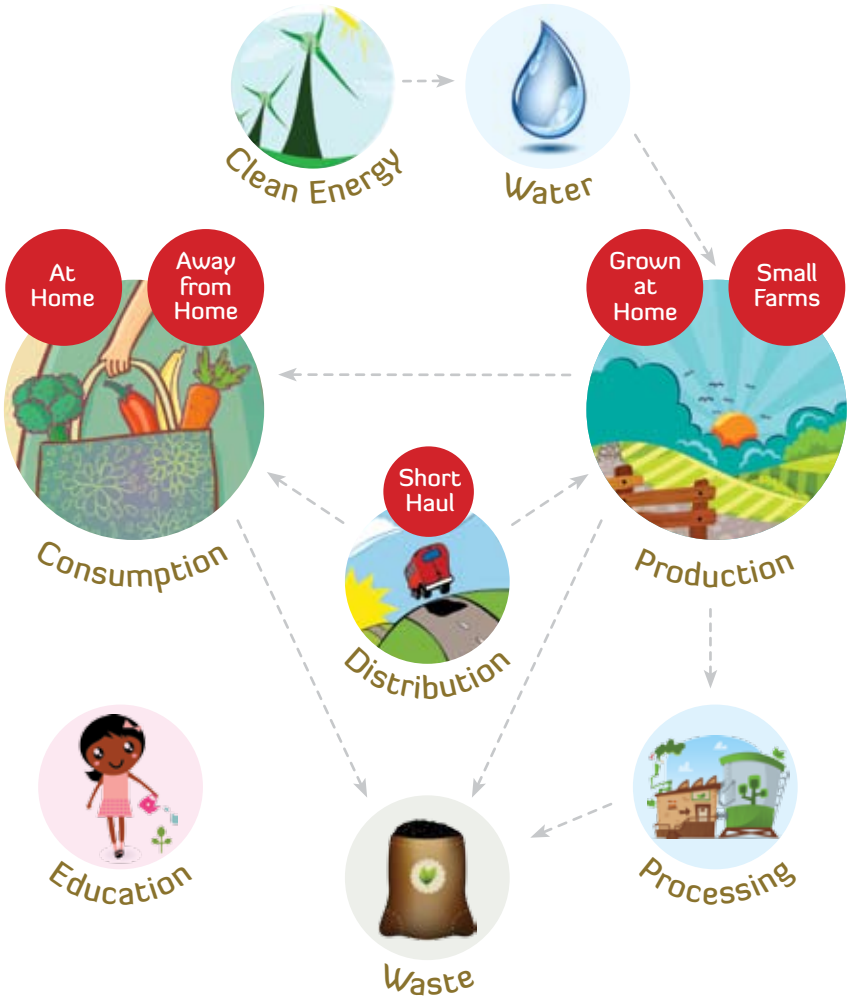
Indicators of a Successful Local Food System

- Direct-to-Consumer sales
- Direct-to-Retail/Foodservice
- Many small farmers
- Variety of products
- Short supply chain—farmers do their own:
  - Marketing
  - Storage
  - Packaging
  - Transportation
  - Distribution
  - Advertising
  - Processing
  - Selling

Source: Martinez, Steve, et al. Local Food Systems: Concepts, Impacts, and Issues, ERR 97, U.S. Department of Agriculture, Economic Research Service, May 2010.

Notes & Observations

A Local Food System



A local (or community) food system is a food system in which food production, processing, distribution and consumption work together (and are more localized) to enhance the environmental, economic, social and nutritional health of a particular place (like North Kohala)!

Notes & Observations

How do we rate our local food system and know if we are meeting our 50% goal?

A Local Food System Report Card... can rate different measures.

Agriculture
- How much are the farmers/ backyard gardeners producing?
- Is there a good variety of food in the community?
- Are people growing food without harmful chemicals?
- Are we making our own compost and other agricultural inputs?

Health
- Do people have access to more healthy food?

Community Building
- Are growers and consumers forming new relationships?

Culture
- Are the food traditions of different cultures being nurtured?
- Are Native Hawaiian foods being grown and eaten in abundance?

Education
- Number of students receiving agricultural, nutritional and scientific information about locally grown food.

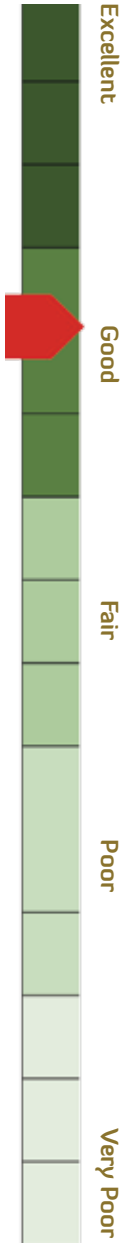
Infrastructure
- Reliable water resources?
- Renewable energy and locally produced transportation fuel?

Natural Environment
- Is the natural environment being protected while pursing a goal of 50% food self-sufficiency?

Food Security
- How many people in the community are on food assistance?

Economy
- Number of agricultural jobs and number of small farms.
- Has local food purchasing increased?

Policy
- Are there changes in laws that are required?



Notes & Observations

Questions

27. A local North Kohala food system (growing, processing, marketing, consuming, composting in Kohala) could have many benefits for the community. How important are these indicators of a local food system to you? (5 = Agree / 1 =Disagree)

Agricultural Production: more home gardens, school and community gardens, small farmers and small farms, cooperatives of small farmers, CSA's (Community Supported Agriculture).

◯ 5 ◯ 4 ◯ 3 ◯ 2 ◯ 1

Agricultural Practices: natural farming, sustainable agricultural practices, decrease in use of imported agricultural inputs.

◯ 5 ◯ 4 ◯ 3 ◯ 2 ◯ 1

Health: decreases in diet related health disparities— obesity, diabetes, cardiovascular diseases, etc.

◯ 5 ◯ 4 ◯ 3 ◯ 2 ◯ 1

Community Building & Culture: increases in food and agriculture related activities that contribute to building community (i.e., generate gathering places and social events) and promote cultural development.

◯ 5 ◯ 4 ◯ 3 ◯ 2 ◯ 1

Education: integration of health, food, and agriculture in school curriculum at all levels and increase in project based activities related to health, food, and agriculture.

◯ 5 ◯ 4 ◯ 3 ◯ 2 ◯ 1

Economy: living wage jobs (farming, ranching, marketing, processing, value added processing, distribution, etc.), small farm businesses, agritourism, regional flavor/branding.

◯ 5 ◯ 4 ◯ 3 ◯ 2 ◯ 1

QUESTIONS CONTINUED ON BACK

Questions

27. (Continued) **A local food system (growing, processing, marketing, consuming, composting in Kohala) could have many benefits for the community. How important are these indicators of a local food system to you?** (5 = Agree / 1 =Disagree)

Culture: foods and food traditions of different cultures are revived, Native Hawaiian staple foods (kalo, ʻulu, ʻuala, niu, maiʻa) are grown and eaten in abundance.

◯ 5 ◯ 4 ◯ 3 ◯ 2 ◯ 1

Infrastructure: renewable energy, local transportation fuel sources and reliable and affordable agricultural water.

◯ 5 ◯ 4 ◯ 3 ◯ 2 ◯ 1

Natural Environment: protection of the natural environments of mountain, ocean and other land while pursuing food self-sufficiency.

◯ 5 ◯ 4 ◯ 3 ◯ 2 ◯ 1

Food Security: enough food for all people in the community to eat.

◯ 5 ◯ 4 ◯ 3 ◯ 2 ◯ 1

Other (please specify) _____

_____

_____

_____

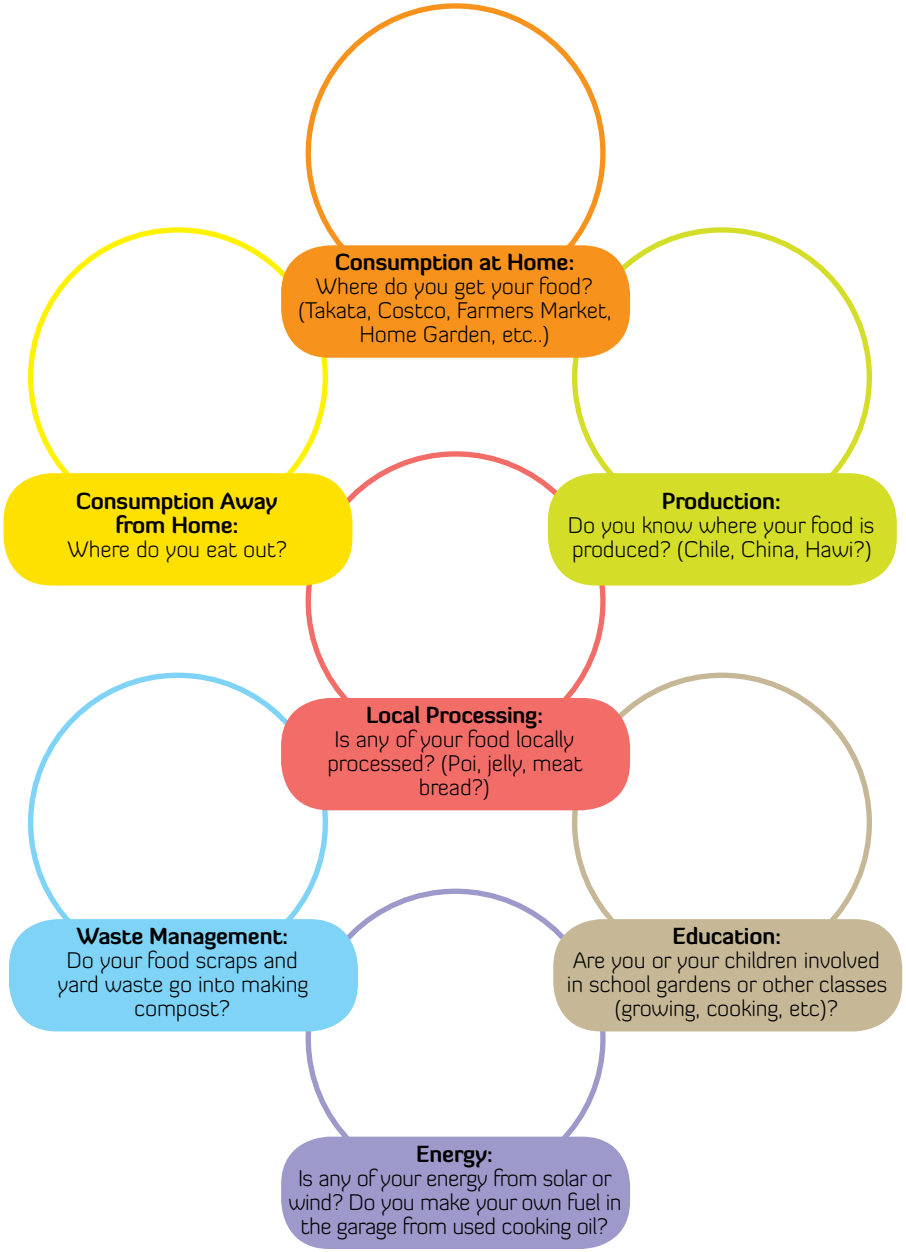
_____

_____

_____

Brainstorm

Exercise: Map your family food system



IV. HOW DO WE INTEND TO GET THERE? - 20 minutes

Brainstorm

Group exercise: Community Food System Map Game

V. MY KULEANA - 20 minutes

Questions

28. Agricultural Production — I am:

- ◯ Willing to grow some of my own food at home and have the resources, time, and knowledge to act on this immediately.
- ◯ Willing to grow some of my own food at home but need resource and technical support.
- ◯ Willing to grow some of my own food at home, however, time and resources make it impossible to do so.
- ◯ I am not willing to grow some of my own food at home.

29. Economy — Increased local food production and consumption is known to have multiple positive effects on local economies. For example, capturing even a small percentage of the $11 million Kohala residents annually spend on food could go to supporting more businesses and farms in our community. With this understanding, **I am:**

- ◯ Willing to buy locally produced foods if locally available, even if higher in price to similar products sold.
- ◯ Willing to buy locally produced foods if locally available and comparable in price.
- ◯ Willing to buy locally produced foods but my budget doesn't allow me to do this, even with the high cost of gas it is worth it for me to go outside of my community to get cheaper and more diverse food products.
- ◯ Not willing to buy locally produced food because quality, choice, and price is of more importance in my decisions to buy food for my family.

V. MY KULEANA - continued

Questions

30. Health & Education — given that 39% of the population is overweight and this leads to other health problems for children and adults—encouraging healthy eating and exercise habits is important to teach, encourage, and support our children and families to develop these habits...

- ◯ Agree and willing to take action
- ◯ Agree and willing but need more information and support to do effectively
- ◯ Agree and willing but time and limited budget makes this extremely difficult to put in action
- ◯ Don't agree

31. What is your gender?

◯ Male ◯ Female

32. What is your age?

◯ Under 19 ◯ 35-44 years ◯ 65-74 years
◯ 20-24 years ◯ 45-54 years ◯ 75 years or older
◯ 25-34 years ◯ 55-64 years

33. What ethnic or racial group do you identify with?

◯ American Indian or Alaskan Native ◯ Hispanic
◯ Black, not of Hispanic Origin ◯ Filipino
◯ Hawaiian Chinese ◯ Japanese
◯ All other Pacific Islanders ◯ Micronesian
◯ All other Asians ◯ Chinese
◯ Caucasian, not of Hispanic Origin

QUESTIONS CONTINUED ON BACK

Questions

34. Generation in Hawai'i:

- ◯ New Resident (0-5 Years)
- ◯ Resident (5-20 Years)
- ◯ Longterm Resident (20+ Years)
- ◯ 1st generation Hawai'i born
- ◯ 2nd generation Hawai'i born
- ◯ 3rd generation Hawai'i born

35. How long have you lived in North Kohala?

- ◯ 1-2 years
- ◯ 3-5 years
- ◯ 6-11 years
- ◯ 11-20 years
- ◯ 21-30 years
- ◯ More than 30 years
- ◯ I was born and raised here (any number of years) _____

36. Please tell us about your household income.
This survey is anonymous, your personal information will not be shared.

- ◯ Less than $15,000
- ◯ $15,000-$34,999
- ◯ $35,000$ 49,999
- ◯ $50,000-$74,999
- ◯ $75,000-$99,999
- ◯ More than $100,000

37. Would you like to host a small group meeting to help gather information for this food selfsufficiency plan?

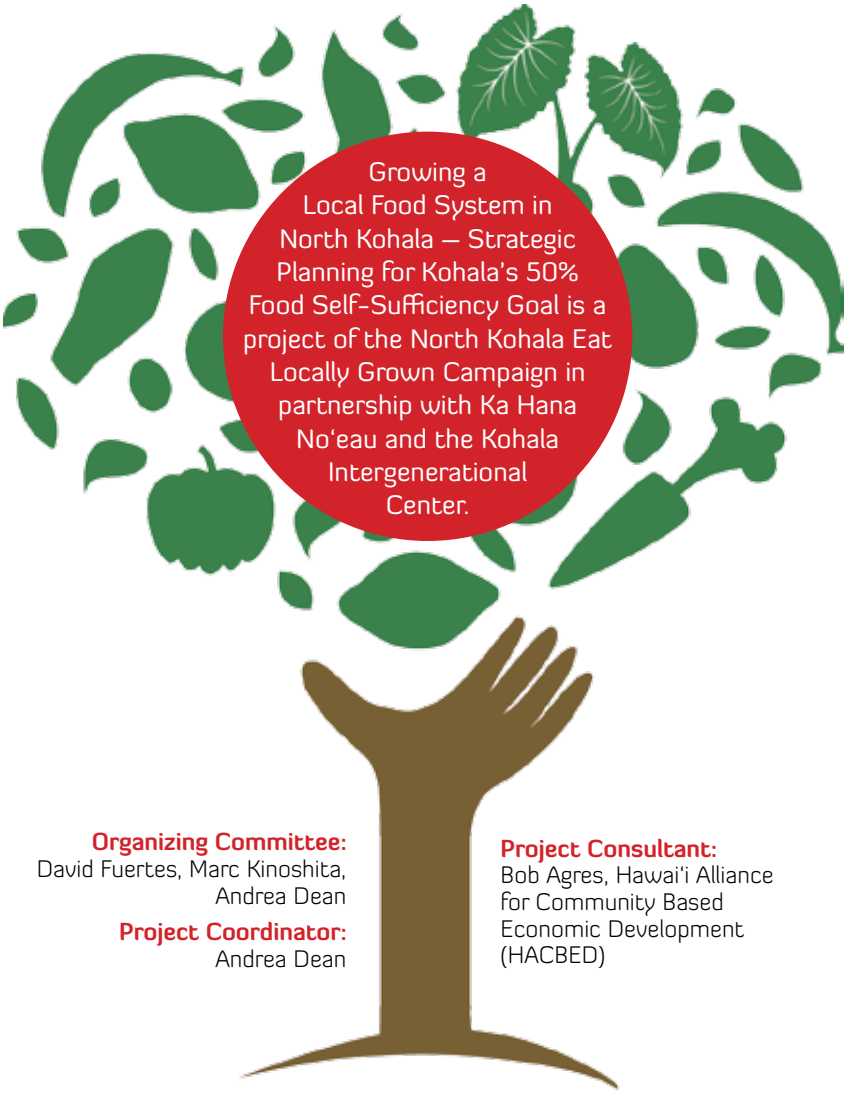
◯ Yes ◯ No

If yes, Name _____

Phone _____

Email _____

Mahalo for your participation!



Growing a Local Food System in North Kohala – Strategic Planning for Kohala's 50% Food Self-Sufficiency Goal is a project of the North Kohala Eat Locally Grown Campaign in partnership with Ka Hana No'eau and the Kohala Intergenerational Center.

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Special Thanks to:
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