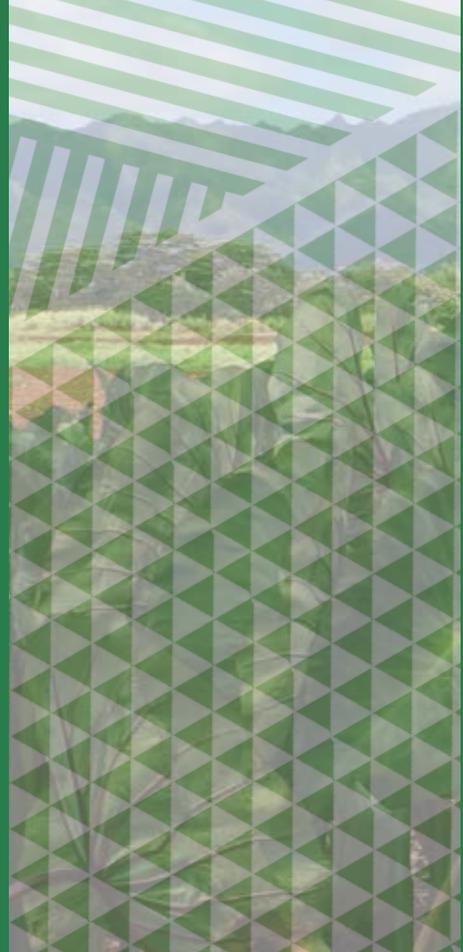




HAWAII AGRICULTURAL FOUNDATION

2022-2023 YEAR IN REVIEW



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Letter From The Executive Director

Aloha!

I am delighted to present Hawai'i Agricultural Foundation's 2022-2023 Year in Review to share our many accomplishments.

A resilient and sustainable agricultural industry in Hawai'i is essential to ensure food security in our communities. Addressing the critical needs and services of our farmers and the industry and connecting and engaging farmers and the community are fundamental to our organization's mission. Our Year in Review provides a summary of our education programs in Hawai'i's public schools, outreach and public awareness programs, and farmer assistance programs that are helping us contribute to the state's goal to diversify our economy and become more food sustainable.

I would like to express our gratitude to our dedicated team, generous donors, and valuable partners for making our work possible. Their support has enabled us to continue our efforts in fostering a stronger and more sustainable agricultural community.

Together we can achieve a brighter, more sustainable future for Hawai'i.

Mahalo nui loa!



Denise Yamaguchi

FOUNDER & EXECUTIVE DIRECTOR

HAWAI'I AGRICULTURAL FOUNDATION





About HAF

The Hawai'i Agricultural Foundation is a non-profit organization created to promote agriculture and farming. Established in 2007, its mission is to support and sustain Hawai'i's agricultural industry by addressing critical needs and services of farmers and the agricultural industry in Hawai'i, and by better connecting the farmers with the community and vice-versa. This involves educational and outreach programs in the community, as well as direct marketing, technical, educational, and in-the-field support for farmers.

Vision

We envision a Hawai'i where agriculture is celebrated, supported, and embraced by the community, resulting in a resilient and vibrant food system that supports our local farmers, ranchers, and fishermen.



HAWAII AGRICULTURAL FOUNDATION

Board of Directors

Dean Okimoto, Chairman

Mae Nakahata, Vice-Chair

Meredith Ching, Secretary

Denise Yamaguchi, Assistant Secretary (Ex-officio)

Susan Char, Director

Russell Hata, Director

Keith Horita, Director

Dick Jones, Director

Lisa A. Kim, Director

Carina Ohara, Director

Staff

Denise Yamaguchi – Founder and Executive Director

Liz Stanton-Barrera – Director of Grants and Education

Pam Kaneshiro - Executive Assistant





HAWAII
AGRICULTURAL
FOUNDATION

AG IN THE CLASSROOM

Throughout the 2022-2023 school year, students and teachers across the state participated in Hawai'i Agricultural Foundation's dynamic education programs, blending science, technology, and business innovation to nurture the future leaders of agriculture. We equipped teachers with free professional development, curricula, and materials, enriching classroom experiences and sparking excitement for agricultural careers.

PROGRAM HIGHLIGHTS



6,000+

STUDENTS SERVED



200+

PARTICIPATING TEACHERS



115+

PUBLIC & CHARTER SCHOOLS







HAWAII AGRICULTURAL FOUNDATION

Where Would We Be Without Seeds goes beyond basic botany, integrating science, technology, engineering, and mathematics (STEM) to introduce students to cutting-edge agricultural careers.

From seeds to plant cycles, students dive into hands-on learning, discovering the exciting possibilities within agriculture and its potential as a rewarding career path.

PROGRAM HIGHLIGHTS



1,500+

STUDENTS GRADES K-3



48

TEACHERS



27

SCHOOLS





Born from Chef's Garden in Ohio, Veggie U Hawai'i is an enriching curriculum merging science, health, language arts, and math into an exciting educational journey. With the support of James Beard Award-winning Chef Alan Wong, this program ignites a passion for agriculture in aspiring young farmers.

Free garden kits, including flats, root view boxes, and a grow light, are provided to classrooms, facilitating hands-on learning from seed to harvest across various subject disciplines.

PROGRAM HIGHLIGHTS



1,495

STUDENTS GRADES 3-5



57

TEACHERS



31

SCHOOLS



IN THE FIELDS

HAWAII AGRICULTURAL FOUNDATION

Through collaboration with the Department of Education’s Career Technical Education office and local farms, students dive into hands-on learning with mentorships in conventional, organic, and bio-tech agriculture.

In the Fields promotes place-based education, linking educators with ag focused businesses to align curricula with industry needs.

PROGRAM HIGHLIGHTS



1,408

STUDENTS GRADES K-12



48

TEACHERS



25

SCHOOLS

Interdisciplinary and Environmental Science

Aiea Intermediate School



ANTI
SOCIAL
SOCIAL
CLUB
VANCOUVER

AIEA
21st
CENTURY
INTERMEDIATE
SCHOOL

IGLO

YOUNG ENTREPRENEUR\$

HAWAII AGRICULTURAL FOUNDATION

Students embark on a hands-on journey to create local value-added agricultural products and operate a small business. Working in teams, they navigate every aspect from conception and budgeting to production, marketing, and sales.

With start-up capital awarded based on their business plans, each YEP business can generate profits that go back to their school programs.

PROGRAM HIGHLIGHTS



657

STUDENTS GRADES 6-12



21

TEACHERS



17

SCHOOLS



21

STUDENT BUSINESSES



\$10K+

GROSS REVENUE





HAWAII AGRICULTURAL FOUNDATION

Hawai'i Agricultural Foundation teamed up with After-School All-Stars (ASAS) and the Boy's and Girl's Club of Hawai'i to offer a dynamic program that taught students about the importance of local agriculture and how to work with farm-fresh ingredients.

Students learn about a variety of local produce, food preparation, important kitchen skills such as food handling and storage, and how to be creative when preparing healthy meals. Following each class, students receive a bag filled with all the fresh ingredients needed to prepare the dish they learned to cook for their own families!

PROGRAM HIGHLIGHTS



218

STUDENTS GRADES 6-12



8

PROGRAM LOCATIONS





HAWAI'I AGRICULTURAL FOUNDATION

IN THE COMMUNITY

At the Hawai'i Agricultural Foundation, we're on a mission to spread the word about the vital role of local agriculture in Hawai'i's food security and economy.

We bring together global and local industry experts and community members to engage in lively and thought-provoking conversations. And, we connect farmers with the community and provide access to land and resources to farmers to help their businesses thrive.

Our team is committed to cultivating awareness and support for Hawai'i's local agriculture sector.

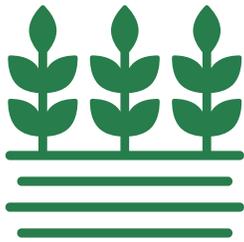




HAF AG PARK AT KUNIA

The HAF Ag Park at Kunia was established in 2011 through a collaborative effort between the Hawai'i Agricultural Foundation, Bayer, and Island Palm Communities. The partnership continues to flourish, dedicated to empowering small local farmers. With infrastructure and innovative technical guidance, farmers are not just growing crops—they're cultivating self-sufficiency, expanding their businesses, and tapping into markets statewide. From lush fruits and veggies to iconic pineapples and beyond, diversity thrives within the fields.

PROGRAM HIGHLIGHTS



18

FARMERS



196+

FULLY LEASED ACRES





HAWAII AGRICULTURAL FOUNDATION

Localicious® HEROES

Collaborating with the award-winning Searider Productions at Wai'anae High School sparked the development of a captivating video series, Localicious® Heroes. Students produced video narratives of 35 farmers and pioneering agricultural enterprises that illuminated the dedication and skill of Hawai'i's food and value-added producers. Localicious® Heroes celebrates their profound commitment to farming and cultivating diverse crops across our islands.







HAWAII AGRICULTURAL FOUNDATION
EAT THINK DRINK

The logo features a teal brushstroke arching over the text. The words 'HAWAII AGRICULTURAL FOUNDATION' are in a smaller, teal, sans-serif font, and 'EAT THINK DRINK' is in a larger, bold, teal, sans-serif font.

EAT THINK DRINK is a quarterly series intended to build and engage a larger network of next generation consumers and create new opportunities to learn about the food we eat and the people who grow it. It seeks to find and develop areas of common ground. From championing local farmers to boosting demand for value-added products, the program aims to empower the next wave of leaders in Hawai'i's community and industry.





HAWAII
AGRICULTURAL
FOUNDATION

EAT THINK DRINK
JOIN THE OnoRevolution

WHAT'S THE CATCH?

CULTIVATING HAWAII'S SEAFOOD FUTURE

Presented by:

ALASKA AIRLINES

Ward Consolidated Theaters

WEDNESDAY, JUNE 15, 2022 | 5:00PM - 7:30PM

KEYNOTE SPEAKER:



DICK JONES
CEO OF BLUE OCEAN MARICULTURE

MODERATOR:



GLENN WAKAI
HAWAII STATE SENATOR, DISTRICT 15

PANELISTS:



ALEXIA AKBAY
FOUNDER & CEO OF SYMBROSIA



JOHN DOBOVAN
CEO OF KULAHAVEN FARMS LLC



IKAIKA ROGERSON
PRESIDENT OF WAIMANALO LIMU HUI

OnoRevolution.com
TICKETS ON SALE NOW



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WHAT'S THE CATCH CULTIVATING HAWAI'I'S SEAFOOD FUTURE Episode 18



DATE

June 15, 2022

ABSTRACT

Keynote speaker Dick Jones provided an overview of aquaculture as a global industry and the potential for the industry here in our islands. He also shared his view on why Hawai'i can be a leader in new technologies and innovations for the industry. The presentation was followed by a panel discussion that shared how loko i'a of the past are also contributing to our local food supply, where investments are being made in aquaculture, and how the industry can contribute to Hawai'i's economic diversification, food resiliency, job creation and cultural preservation.

Hawai'i Agricultural Foundation also hosted a private screening of Hashi Media's "Taste Our Love for Hawai'i Episode 3: Aqua+Culture," featuring chefs Niki Nakayama and Mark Pomaski.

KEYNOTE SPEAKER

Dick Jones, CEO
Blue Ocean Mariculture

MODERATOR

Glenn Wakai, State Senator
State of Hawai'i

PANELISTS

Alexia Akbay, Founder and CEO - Symbrosia
John Dobovan, CEO - Kulahaven Farms LLC
Ikaika Rogerson, President - Waimānalo Limu Hui

HAWAII AGRICULTURAL FOUNDATION
EAT THINK DRINK

EPISODE 19

AgTech: Growing Innovation

PRESENTED BY

CENTRAL PACIFIC BANK AND ALASKA AIRLINES

TIDEPOOLS AT CENTRAL PACIFIC BANK
THURSDAY, AUGUST 25, 2022 | 5:30 - 7:30 PM



KEYNOTE SPEAKER

JEREMY WILLIAMS

Head of Climate LLC
and Digital Farming
Bayer Crop Science



MODERATOR

RICK HAMADA

VP of Community Relations
iHeart Media Honolulu



PANELIST

LEILYN KOEV

Administrator
Kawamata Farms



PANELIST

IAN KITAJIMA

Director and Tech Sherpa
Oceanit



PANELIST

FREDERICK COWELL

General Manager
Kauai Coffee Co.

SUPPORTING SPONSORS



ALEXANDER & BALDWIN
PIONEERS FOR HAWAII



Kamehameha
Schools



IN-KIND DONATIONS: ALOHA BEER & SOUTHERN GLAZER'S WINE & SPIRITS



AG TECH: GROWING INNOVATION Episode 19



DATE

August 25, 2022

ABSTRACT

Dr. Jeremy Williams provided an overview of how Bayer uses science innovations and cutting-edge technology at its farms to work more efficiently, help improve the overall sustainability of their farming operations, and help farmers work in a more precise and data-driven fashion. His presentation was followed by a panel discussion about the innovative programs and initiatives in Hawai‘i’s ag tech industry and what approaches and opportunities need to be considered to further ag tech in the state.

KEYNOTE SPEAKER

Dr. Jeremy Williams, Head of Climate Corporation and Digital Farming, Crop Science Division
Bayer

MODERATOR

Rick Hamada, Host
iHeartRadio

PANELISTS

Frederick Cowell, General Manager - Kauai Coffee Co.
Ian Kitajima, Director/Tech Sherpa - Oceanit
Leilyn Koev - Kawamata Farms

HAWAII AGRICULTURAL FOUNDATION
EAT THINK DRINK

EPISODE 20

Food Waste:
Full Circle with Composting

PRESENTED BY

CENTRAL PACIFIC BANK AND ALASKA AIRLINES

PRINCE WAIKIKI HOTEL | WEDNESDAY, NOVEMBER 16, 2022

6:00 – 8:30 P.M. (DOORS OPEN AT 5:30 P.M.)



KEYNOTE SPEAKER

MARVIN MIN

Senior Vice President,
Hawai'i Division
Hawaiian Earth Recycling



MODERATOR

AMY MARVIN

President and CEO
Hawai'i Foodbank



PANELIST

AMY TOMIYAMA

President
Eco-Feed, Inc.



PANELIST

HENRY GABRIEL

Recycling Program Branch Chief
Dept. of Environmental Sciences,
Refuse Division



PANELIST

DEXTER KISHIDA

Food Security & Sustainability
Program Manager
C&C of Honolulu



PANELIST

PONI ASKEW

Co-Owner
Hawaiian Vinegar Company

SUPPORTING SPONSORS





FOOD WASTE: FULL CIRCLE WITH COMPOSTING Episode 20



DATE

November 16, 2022

ABSTRACT

Hawaiian Earth Recycling has been an integral partner on diverting approximately 2 million tons of green waste, logs and untreated wood pallets from the landfill or being incinerated at H- Power, turning them into products such as soil amendments, blends, mulch and erosion control products, compost, and potting mix for use throughout Hawai‘i. Keynote speaker Marvin Min shared the company’s future plans and initiatives, which was followed by a panel discussion looking at other programs, initiatives, and opportunities to reduce waste.

KEYNOTE SPEAKER

Marvin Min, Senior Vice President, Hawai‘i Division
Hawaiian Earth Recycling

MODERATOR

Amy Marvin, President and CEO
Hawai‘i Foodbank

PANELISTS

Poni Askew, Co-Founder - Hawaiian Vinegar Company
Henry Gabriel,

Recycling Program Branch Chief - Department of Environmental Sciences,
Refuse Division, City & County of Honolulu

Dexter Kishida, Food Security & Sustainability Program Manager - City & County of Honolulu
Amy Tomiyama, President - Eco-Feed, Inc.



HAWAII AGRICULTURAL FOUNDATION
EAT THINK DRINK

NUTRITION SECURITY

AND OUR LOCAL FOOD PRODUCERS

EPISODE 21

PRESENTED BY:

CENTRAL PACIFIC BANK

PRINCE WAIKIKI | WEDNESDAY, APRIL 19, 2023

5:30-7:30 PM | DOORS OPEN AT 5:00 PM

KEYNOTE SPEAKER:



MICHEL NISCHAN
CHEF, AUTHOR AND FOOD EQUITY ADVOCATE
FOUNDER & CEO, WHOLESOME CRAVE
FOUNDER & CHAIRMAN, WHOLESOME WAU

MODERATOR:



"PHIL" AUGUSTUS ACOSTA
EXECUTIVE DIRECTOR, ALOHA HARVEST

PANELISTS:



ALICIA HIGA
INTERIM EXECUTIVE DIRECTOR, ELEPHO SOCIAL SERVICES
DIRECTOR OF HEALTH PROMOTION,
WAAIAE COAST COMPREHENSIVE HEALTH CENTER



SHARON HURD
CHAIR,
HAWAII DEPARTMENT OF AGRICULTURE



KILIKINA "KINA" MAHI
DIRECTOR OF ADVOCACY
AND STRATEGIC PARTNERSHIPS,
HAWAII FOOD BANK



JENNINE SULLIVAN
EXECUTIVE DIRECTOR,
THE PANTRY BY FEEDING HAWAII TOGETHER





NUTRITION SECURITY AND OUR LOCAL FOOD PRODUCERS

Episode 21



DATE

April 19, 2023

ABSTRACT

Michel Nischan, a four-time James Beard Award winning chef with over 40 years of leadership advocating for a more healthful, sustainable food system was the keynote speaker. He was joined by thought leaders and advocates to hear how addressing nutrition security can help our most vulnerable populations, as well as provide support to our local farmers, ranchers, and fishermen. The conversation also included important food and nutrition security programs across the country and in Hawai‘i, partnerships with local food producers that play an important role in statewide initiatives, and changes that need to be made so that nutritious, healthful, fresh foods are accessible while also reducing our need for food imports.

KEYNOTE SPEAKER

Chef Michel Nischan, Author and Food Equity Advocate
Wholesome Wave

MODERATOR

Phil Acosta, Executive Director
Aloha Harvest

PANELISTS

Jennine Sullivan, Executive Director - The Pantry by Feeding Hawai‘i Together
Kilikina “Kina” Mahi, Director of Advocacy and Strategic Partnerships - Hawai‘i Food Bank
Alicia Higa, Interim Executive Director ‘Elepaio Social Services and Director of Health Promotion
- Waianae Coast Comprehensive Health Center
Sharon Hurd, Chair - Hawai‘i Department of Agriculture

HAWAII AGRICULTURAL FOUNDATION

EAT THINK DRINK

FISH

FOR THE

FUTURE

ARE WE OVERFISHING?

PRESENTED BY:

CENTRAL PACIFIC BANK

WAIKIKI BEACH MARRIOTT RESORT + SPA
WEDNESDAY, JULY 12, 2023

6:00 - 8:30 PM | DOORS OPEN AT 5:30 PM

KEYNOTE SPEAKER:



LAURA DIEDERICK
EXTERNAL AFFAIRS AND STAKEHOLDER ENGAGEMENT LEAD
NOAA FISHERIES' OFFICE OF COMMUNICATIONS

MODERATOR:



KELLY SIMEK
HOST
LIVING 806, KIHUNA

PANELISTS:



ERIC KEKOA KINGMA, PH.D.
EXECUTIVE DIRECTOR
HAWAII LONGLINE ASSOCIATION



BROOKS TAKENAKA
GENERAL MANAGER
UNITED FISHING AGENCY LTD.
(HONOLULU FISH AUCTION)



CLAY TAM
DIRECTOR OF COOPERATIVE FISHERIES RESEARCH
PACIFIC ISLANDS FISHERIES GROUP



CENTRAL PACIFIC BANK



KAMEHAMEHA SCHOOLS®





FISH FOR THE FUTURE: ARE WE OVERFISHING? Episode 22



DATE

July 12, 2023

ABSTRACT

Balancing the economic needs of the fishing industry with conservation objectives is a complex task, but crucial for preserving the marine ecosystems and safeguarding the livelihoods of future generations. Keynote speaker Laura Diederick and panelists explored the significance of Hawai‘i’s fisheries, the challenges they face, and the strategies employed to ensure the long-term viability of this valuable resource. Attendees also learned what alternative seafood choices consumers can make at the market or when dining out that can support local, sustainable fisheries.

KEYNOTE SPEAKER

Laura Diederick, External Affairs and Stakeholder Engagement Lead
NOAA Fisheries’ Office of Communications

MODERATOR

Kelly Simek, Host - Living 808
KHON2

PANELISTS

Eric Kekoa Kingma, Ph.D., Executive Director - Hawai‘i Longline Association
Clay Tam, Director of Cooperative Fisheries Research - Pacific Islands Fisheries Group
Brooks Takenaka, General Manager - United Fishing Agency Ltd. (Honolulu Fish Auction)

HAWAII AGRICULTURAL FOUNDATION

EAT THINK DRINK

SOLAR + AG

Cultivating a Sunny Future

PRESENTED BY:

CENTRAL PACIFIC BANK

KEYNOTE SPEAKER:



WREN WESODATT
VP OF DEVELOPMENT, HAWAII
LONGROAD ENERGY

MODERATOR:



RICHARD MATSUI
AMBASSADOR
U.S. DEPARTMENT OF ENERGY

PANELISTS:



JASON BRAND
PRESIDENT
BRAND REDUCTION GROUP INC.



JULI BURDEN
HAWAII AGRICULTURE RESEARCH CENTER
OWNER



MARK GLICK
CHIEF ENERGY OFFICER
STATE OF HAWAII



NICOLA PARK
OPERATION MANAGER
CLEARWAVE ENERGY GROUP

HAWAII CHEFS IN THE HOUSE!

A walk-around dinner inspired by locally sourced ingredients set against the backdrop of the breathtaking Pacific.



ROY YAMAGUCHI
ROY'S RESTAURANTS



JON MASTUBARA
HEAD



KEAKA LEE
KAPA HALE



JACOB SILVER
HO'OKUPE CENTER

HARRY & JEANETTE WEINBERG HO'OKUPE CENTER

WEDNESDAY, OCTOBER 11, 2023

6:00-9:00 PM | DOORS OPEN AT 5:30 PM





SOLAR + AG: CULTIVATING A SUNNY FUTURE Episode 23



DATE

October 11, 2023

ABSTRACT

This dynamic event that brought together experts, innovators, and enthusiasts in the fields of solar energy and agriculture. It aimed to explore the intersection of these two critical sectors and promote sustainable practices for a brighter and greener future. Participants engaged in thought-provoking discussions, shared insights on harnessing solar power for agricultural applications, and exchanged ideas on how to enhance food production while reducing environmental impact. The program showcased collaboration between the industries and helped inform attendees how we can work towards a more sustainable and energy-efficient community.

KEYNOTE SPEAKER

Wren Wescoatt, Vice President, Development
Longroad Energy

MODERATOR

Richard Matsui, Advisor
U.S. Department of Energy

PANELISTS

Jason Brand, President - Brand Industrial Group Inc.
Juli Burden - Hawai'i Agriculture Research Center (HARC)
Mark Glick, Chief Energy Officer - State of Hawai'i
Nicola Park, Director, Hawai'i – Clearway Energy Group





HAWAII AGRICULTURAL FOUNDATION
FOOD-A-GO-GO
WEEK

Presented by

 Hawaiian Airlines®
 Bank of Hawaii
 World Elite Mastercard®

Hawai'i Agricultural Foundation hosted its second Food-A-Go-Go Week presented by Hawaiian Airlines® Bank of Hawaii World Elite Mastercard® from March 23 – April 6, 2022. This year, Food-A-Go-Go Week joined forces with HAF's year-long public awareness campaign, Localicious® Hawai'i, that highlights restaurants and businesses that use locally sourced ingredients or products in their offerings.

Over 160 local businesses and restaurants participated in the 2022 Food-A-Go-Go Week and raised over \$205,000 to benefit HAF's K-12 ag education programs, which have served over 27,000 students since 2014.



166

RESTAURANTS +
 BUSINESSES



\$535K+

IN-KIND MEDIA



\$1.6+

PUBLICITY VALUE



90+

SOCIAL MEDIA INFLUENCERS
 1.6M+ IMPRESSIONS & ENGAGEMENTS



14K+

FOLLOWERS

@HIAGFND @FOODAGOGO_HI
 1.8M+ IMPRESSIONS & ENGAGEMENTS



5K+

LIKES

@HIAGFND @FOODAGOGO_HI
 169K+ IMPRESSIONS & ENGAGEMENTS





FUNDERS AND CORPORATE SPONSORS

We extend our heartfelt thanks to our program donors and corporate sponsors who have supported us in our mission. Their contributions have made a significant impact in our community.

EDUCATION GRANTS

‘Aha Lamakū ‘Oia‘i‘o (ALO)
Alumbra Innovations Foundation
Ama OluKai Foundation
American Savings Bank
Annie Sinclair Knudsen Foundation,
Of the Hawai‘i Community Foundation
Atherton Family Foundation
Bank of Hawai‘i
City & County of Honolulu
The Clarence T.C. Ching
2022 Congressionally Funded Community Program
Cooke Foundation
County of Hawai‘i
County of Kaua‘i
County of Maui
Ewa Beach Community, Fund
Of the Hawai‘i Community Foundation
Fred Baldwin Memorial Foundation
G. N. Wilcox Trust
Hawai‘i Food and Wine Festival
Hawaiian Electric
HEI Charitable Foundation
HTA Community Enrichment Program (CEP)
James & Abigail Campbell Family Foundation
John M. Ross Foundation
Ka Papa o Kākuhihewa Fund,
Of the Hawai‘i Community Foundation
Kahuku Community Fund,
Of the Hawai‘i Community Foundation
McInerny Foundation
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